This month, we found that people are preparing for a socially distant fall season, while also searching for sports entertainment, home fitness options, and more flexible work ideas. They’re choosing safe ways to be festive, such as putting up halloween wallpaper or going pumpkin and apple picking outdoors. Digital engagement with sports entertainment has accelerated compared with the same time last year, with increasing searches for “cricket score app” and “football tv app”. People are still investing in ways to stay fit at home, searching for home gym equipment and fitness apps. They’re also looking for more flexible work ideas, searching for “online jobs for,” “online data entry,” and “real estate broker jobs”.
What people are searching for:
Socially Distant Fall

Searches for halloween wallpaper have grown globally by over 100% YoY.
TOP SEARCHES INCLUDE:
“fall halloween wallpaper,”
“spooky halloween wallpaper,”
“halloween wallpaper cute”

Searches for patch near me have grown globally by over 100% YoY.
TOP SEARCHES INCLUDE:
“corn maze and pumpkin patch near me,” “pick your own pumpkin patch near me,” “strawberry patch near me”

Searches for picking near me have grown globally by over 100% YoY.
TOP SEARCHES INCLUDE:
“organic apple picking near me,”
“vegetable picking near me,”
“places to go apple picking near me,” “farm picking near me”

Searches for orchard near me have grown globally by over 100% YoY.
TOP SEARCHES INCLUDE:
“cherry orchard near me”

What people are searching for:
Sports Entertainment Accelerated

Searches for open leaderboard have grown globally by over 900% YoY.

TOP SEARCHES INCLUDE:
“safeway open leaderboard 2020,” “pga safeway open leaderboard,” “women’s open leaderboard,” “white marlin open leaderboard”

Searches for cricket score app have grown globally by over 700% YoY.

Searches for football tv app have grown globally by over 400% YoY.

Searches for new players have grown globally by over 100% YoY.

TOP SEARCHES INCLUDE:
“spurs new players,” “liverpool new players 2020,” “barcelona new players,” “real madrid new players 2020,” “juventus new players”

What people are searching for:
Fitness at Home

Searches for home gym equipment have grown globally by over 300% YoY.

TOP SEARCHES INCLUDE:
“basic home gym equipment,”
“home gym equipment ideas,”
“compact home gym equipment,”
“home gym equipment australia”

Searches for treadmill for sale have grown globally by over 200% YoY.

TOP SEARCHES INCLUDE:
“folding treadmill for sale,”
“treadmill for sale cape town,”
“treadmill for sale uk,” “treadmill for sale game,” “second hand treadmill for sale”

Searches for fitness apps have grown globally by over 200% YoY.

TOP SEARCHES INCLUDE:
“best fitness apps 2020,”
“health and fitness apps free,”
“top fitness apps”

Searches for workout at home have grown globally by over 100% YoY.

TOP SEARCHES INCLUDE:
“legs workout at home,”
“ab workout at home,”
“cardio workout at home”

What people are searching for: The Rise of Flexible Work

Searches for **mesh wifi** have grown globally by over 200% YoY.

TOP SEARCHES INCLUDE:
“nighthawk mesh wifi 6 system,”
“eero pro mesh wifi system,”
“mesh wifi extender”

Searches for **online data entry** have grown globally by over 200% YoY.

TOP SEARCHES INCLUDE:
“online data entry jobs app,”
“online data entry jobs for students,”
“online data entry jobs from home”

Searches for **online jobs for** have grown globally by over 100% YoY.

TOP SEARCHES INCLUDE:
“online jobs for teachers,”
“online jobs for students philippines,”
“online jobs for students at home”

Searches for **real estate broker** have grown globally by over 50% YoY.

TOP SEARCHES INCLUDE:
“how to become a real estate broker,”
“how to be a real estate broker,”
“real estate broker job description”