

# Google Maps

## **Methodology:**

### **Transportation:**

To determine transportation trends, we looked at how transportation modes changed using Google Maps directions data in the U.S. from September-October 2020 vs. September-October 2019 (indicated by “last year”). In some cases, we also compared March-October 2020 to January-February 2020 (indicated by “pre-pandemic”).

### **Popular Times:**

[Popular Times](#) information was generated from aggregated and anonymized [Location History data](#) from users in the U.S. who chose to turn this setting on from August-October 2020.

### **Activity:**

To determine home improvement and outdoor activity trends, we analyzed the volume of U.S. home and outdoor searches from March-October 2020. We considered searches in October with the highest volume to be top trending activities.

### **Food:**

To determine the popularity of food trends, we analyzed the relative volume of all food-related search terms on Google Maps. We also analyzed food orders, and restaurant reservations booked on Google Maps during pandemic (March-October 2020). In some cases, we compared restaurant reservations made during the first week of October 2020 to restaurant reservations made during the previous year (indicated by “pre-pandemic”).