

# **Investors on Google are 18x more interested in buying Bitcoin than Apple stock**

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## Interest In Buying Top Tech Stocks Compared To Bitcoin On Google

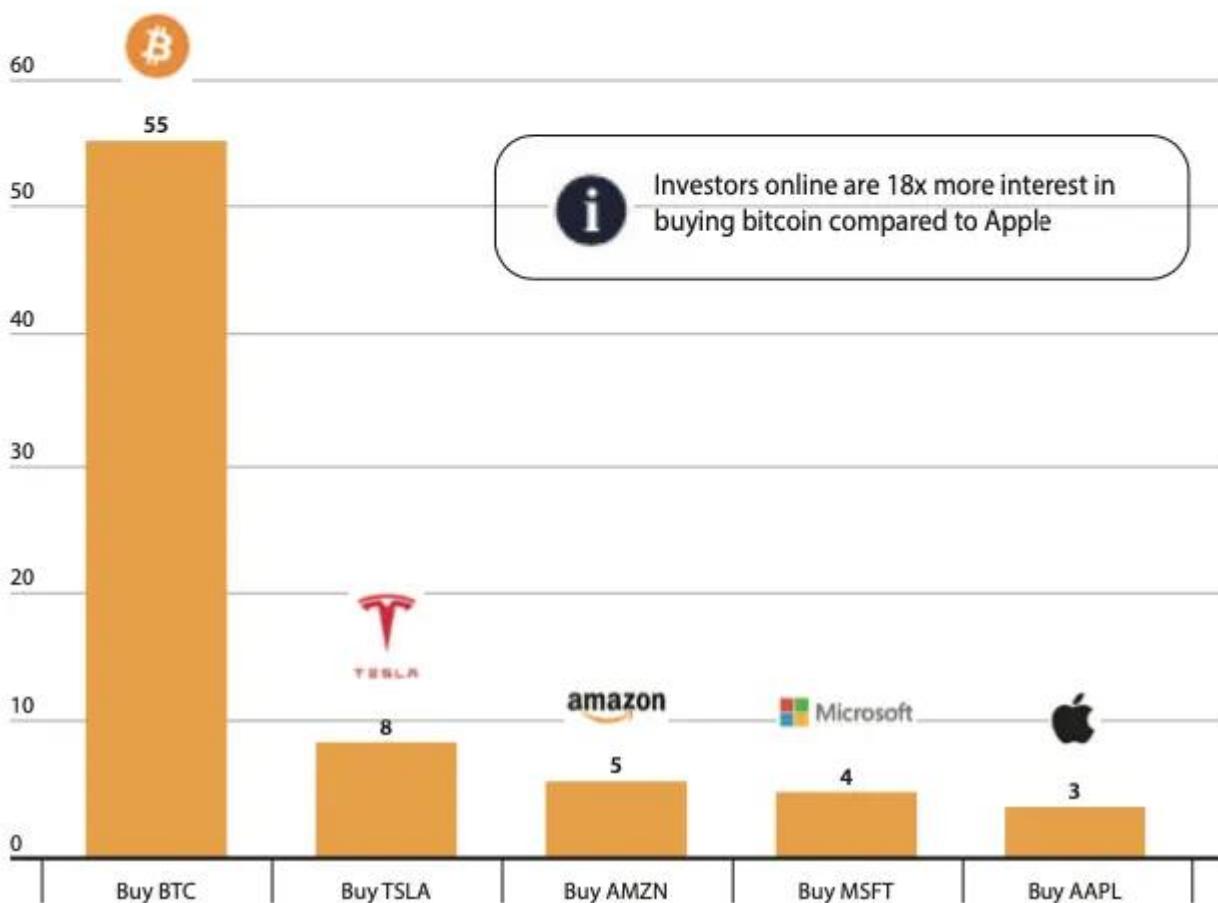
**Details:** BitStacker collected data from Google Trends and analyzed the interest score over the last 12 months in buying bitcoin (BTC), Tesla (TSLA), Amazon (AMZN), Microsoft (MSFT), and Apple (AAPL).

**Sources:** [trends.google.com](https://trends.google.com), [bitstacker.com](https://bitstacker.com)

**Google Trends score explained:** A value of 100 is the peak popularity of the term, whilst a value of 50 means that the term is half as popular. Score of 0 mean that a sufficient amount of data was not available for the selected term or it had zero interest on Google Search.

- Average interest in keyword on Google Search over time (last 12 months; Jan 23, 2022-Jan 21,2023).

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A recent study has revealed that investors are 18 times more interested in buying Bitcoin compared to Apple stock. The report compiled by BitStacker. com gathered information from Google Trends. It looked at how people across the world searched for keywords relating to buying Bitcoin, Apple, Tesla, Amazon and Microsoft stocks.

The data was collected from the last 12 months, between January 23, 2022, to January 21, 2023. It used a score to represent the average interest over this time period, with a value of 100 representing the peak popularity of the search term, whereas a value of 50 would show that the term is half as popular. A search term with a score of zero would mean that the term didn't have any interest on the search engine.

### **How Google Trends was used to Identify Bitcoin's Search Popularity**

During the specified time period, Bitcoin enjoyed the greatest popularity compared to other assets such as stocks for Tesla, Amazon, Microsoft and Apple. This is because the term 'buy btc' earned an average Google Trends score of 55 between January 23, 2022 and January 21 2023. This was a 6.88 times higher score compared to the next term on the list which was 'buy TSLA' that showed that interest in Tesla stock achieved an average score of eight over the same time period.

Next on the list was the search term 'buy amzn' which received a score of five which was an 11-times lower score for people interested in Amazon stocks compared to buying Bitcoin. Microsoft was another tech stock that experienced much less interest compared to the cryptocurrency. The report found that the term 'buy msft' had a

Google Trends average score of four over the past year which is a 13.75-times lower score than that of 'buy btc'. Finally, Apple stock ranked lowest on the list of search terms with 'buy aapl' getting a Google Trends average score of just three in the specified time period. This was a score 18.33 times lower than that of Bitcoin.

## Interest in Keyword 'Buy BTC' on Google Search by Country (as of January 23, 2023; By Google Trends Score)

● Interest in keyword 'buy btc' on Google by country as of January 23, 2023

