Canada COVID-19
Trending Online Behaviors

The world has changed overnight and internet behavior is demonstrating how quickly users are adapting to the call to stay at home.

Trends by Generation

These categories are experiencing increased interest when comparing data from before and after the virus outbreak.

- **Baby Boomers**
- **Millenials**

**Investment Products**

<table>
<thead>
<tr>
<th>Option</th>
<th>Baby Boomers</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Options</td>
<td>+81.3%</td>
<td>+76%</td>
</tr>
<tr>
<td>Mutual Funds</td>
<td>+78.2%</td>
<td>+79%</td>
</tr>
<tr>
<td>Hedge Funds</td>
<td>+76.4%</td>
<td>+75%</td>
</tr>
<tr>
<td>Beginner</td>
<td>+65.3%</td>
<td>+33.9%</td>
</tr>
</tbody>
</table>

In both Demographics, Baby Boomers (50+) and Millennials (21-34) have seen a heavy spike in interest for investment products.

**Parenting & Schooling**

- **Parenting Teens**
- **Parenting K-6 Kids**
- **Babies & Toddlers**

With schools out, both demographics have been on the search for parenting information.

**Internet Technology / Provider**

- **Family Internet**

Not surprising with the increase in online traffic and more people working from home, both age demographics saw an increase in search for internet technology.

Trends in Interests & Hobbies

**Stamps & Coins**

Baby Boomers appear to be looking to add to their collection or even see what their collections are worth during this time.

**Increase**: +122.4%

**Religion**

Online search for Religion has increased since the outbreak of COVID-19. Places of worship have been asked to close down so people are looking for different ways to be in touch spiritually.

**Increase**: +62%

**Precious Metals**

Interest in precious metals has increased amongst Baby Boomers.

**Increase**: +22.9%

**Walking/Jogging**

The search for exercise is up with millennials, specifically walking/jogging, since gyms are shut down. This demographic is finding ways to exercise at home.

**Increase**: +41%

We Are Here For You

During these uncertain times, Quantcast is here for you. Our team is adjusting as we are sure yours is. Connect with us for a virtual lunch or coffee date.

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*Quantcast Interest data, Canada. Change in percentage of users interested in each category from the pre period to current period. ** Pre period defined as January 1, 2020 to January 31, 2020 and current period defined as February 1, 2021 to March 18, 2021. *** Baby Boomers Plus defined as 50+ and Millennials defined as 21 to 34 years old*