

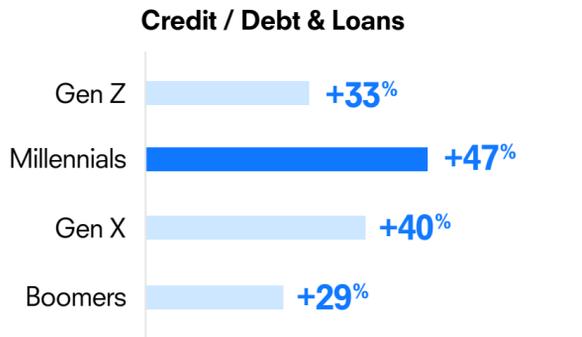
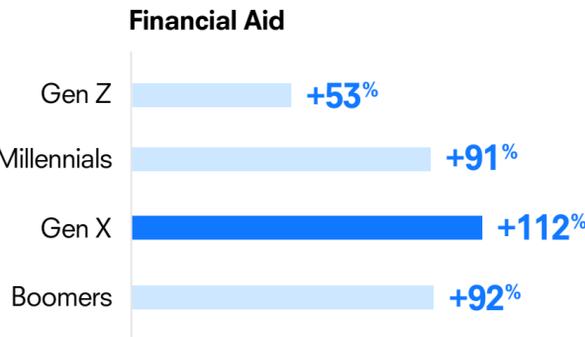
# COVID-19 Trending Online Behaviors in Canada

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

Quantcast Canada is looking at our first party data during this unprecedented time to understand changes in user interests as major developments unfold everyday.

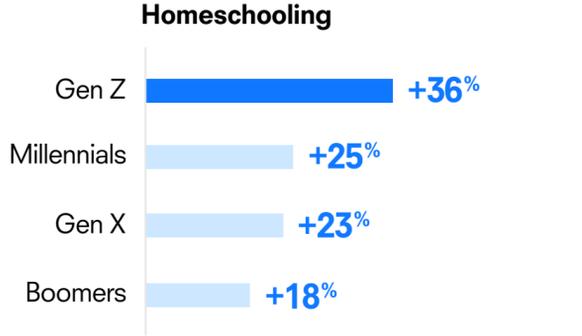
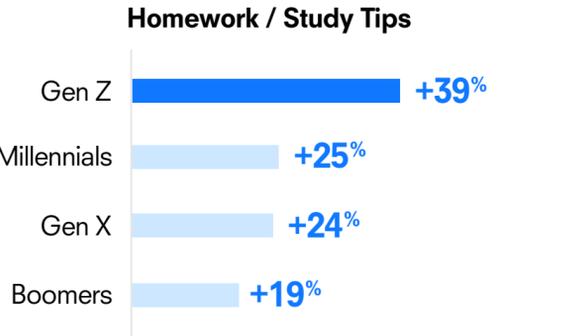
## WoW Trends by Generation

These categories are experiencing increased interest when we compare week over week search traffic.



 Going into week 4 of social distancing, we are seeing more interest in financial support amongst Canadians. Prime Minister Trudeau announced his economic stimulus to help those financially impacted by COVID-19. The highest interest in this category came from Gen X with a **+112%** change in traffic from last week.

 An increased WoW interest in credit / debt & loans could be a result of COVID-19 impacting Canadians managing their monthly payments including rent. Millennials saw the most interest with **+47%** traffic WoW.



 Schools across Canada continue to remain closed. This includes post secondary education which has shifted to online learning/distance education. As a result, Gen Z was most interested in ways to study and complete homework WoW, with an interest increase of **+39%**.

 Canadian parents/guardians begin to come to terms with kids being out of school for an unknown period of time and in some provinces until the next school year. They are preparing for this uncertainty by learning about homeschooling.

## Interesting Trends Before COVID-19 vs. After

**Local News** **Millennials** **+114%**



Local news is still of high interest for all generations when comparing to pre pandemic vs after. Canadians are looking at keeping up to date with the latest COVID-19 news.

Other demographics:  
Gen X (+104%) Gen Z (+95%) Boomers (+89%)

**Ethnic Cuisine** **Japanese** **+31%**



Interest increased online for different ethnic cuisines as restaurants are closed or have moved to delivery options.

Other demographics:  
Chinese (+31%) American (+29%) Mexican (+28%).

**Gardening** **Millennials** **+44%**



Canadians took advantage of warmer weather and more time at home to invest in gardening.

Other demographics:  
Gen X (+34%) Boomers (+25%) Gen Z (+23%).

**Dating** **Millennials** **+30%**



Despite social distancing and self isolation, interest in dating has increased by **+16.8%**. Specifically amongst Millennials, who had the most interest.

Other demographics:  
Gen X (+15%) Gen Z (+9%) Boomers (-0.2%).

## We Are Here For You

