

COVID-19 Trending Online Behaviors in Canada

The world has changed overnight and internet behavior is demonstrating 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.

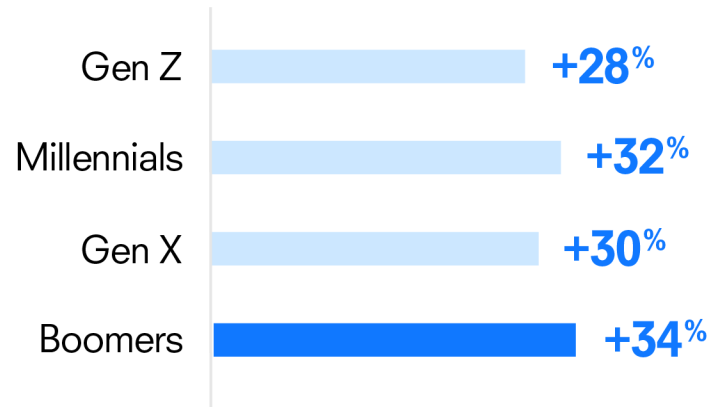
WoW Trends by Generation

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

Buying / Selling Cars



Interior Decorating

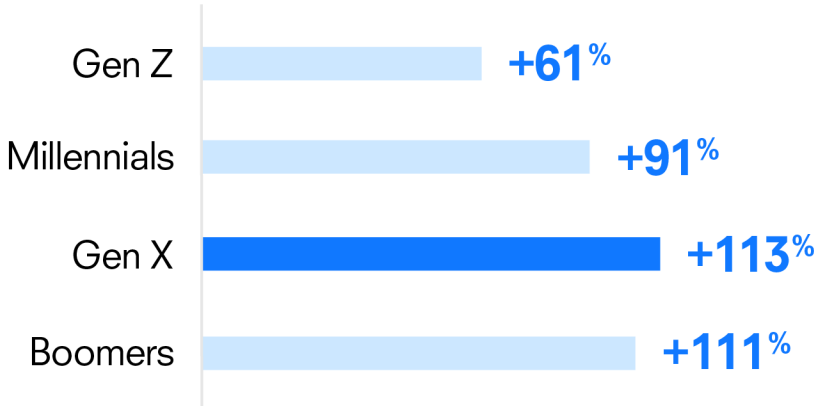


Auto buying interest is up despite auto dealerships being closed in some provinces in Canada. April & May are historically busy months for car sales and consumers may be researching car purchases now. Baby Boomers were most interested with +42% increase in traffic WoW.



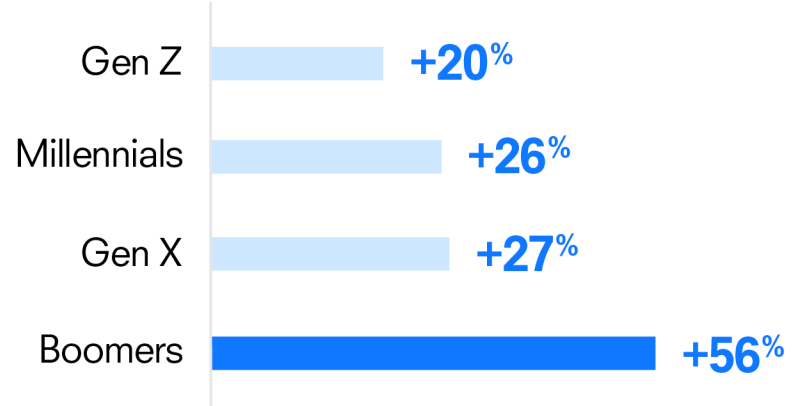
With Canadians spending the majority of their time at home social distancing they could be looking for inspiration to spruce up their homes. Interior decorating increased WoW especially amongst Boomers with +34% and Gen Y with +32%

Honeymoons / Getaways



WoW traffic interest for honeymoons and getaways is up. This may include arrangement postponements as well as travelers sensing an eventual pandemic containment and booking early to lock in good rates. All ages saw a significant interest increase from the previous week.

Weight Loss



After a month of social distancing and self isolation, some Canadians may be feeling the itch to get their “summer bodies” prepared. There was an increase in all age categories for weight loss, but it was most significant amongst Boomers at 56% WoW increase.

Interesting Week over Week Trends

Job Fairs



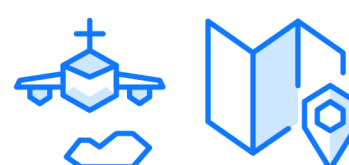
Boomers

+35%

During the month of March, Canadians lost more than 1 million jobs due to COVID-19. Interest increased online for job fairs amongst all age groups, but most notably for Boomers with an increase of +35% WoW.

Other demographics:
Gen X (+31%) Millennials (+18%) Gen Z (+17%).

Air Travel



All Age Groups

+8%

Coinciding with an increase in interest for honeymoons & Getaways, it appears air travel has already hit the bottom and has since seen slight interest uptick with +8% across all age groups.

Generational breakdowns as follows:
Gen X (+12%) Millennials (+6%)
Gen Z (+9%) Boomers (+2%)

Senior Health



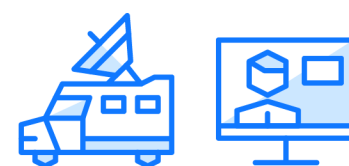
Millennials

+25%

Throughout this epidemic crisis, Canadians have been concerned about senior health and their fragility during the pandemic.

Other demographics:
Gen X (+24%) Gen Z (+17%) Boomers (+14%).

Local News



All Age Groups

-18%

Interest in local news decreased by -18% across all demographics this week. While some news continues to be grim, many Canadians are starting to get accustomed to the new standard of living.

Generational breakdowns as follows:
Gen Z (-24%) Millennials (-20%)
Gen X (-17%) Boomers (-15%)

We Are Here For You

