

# COVID-19 Trending Online Behaviors in Canada



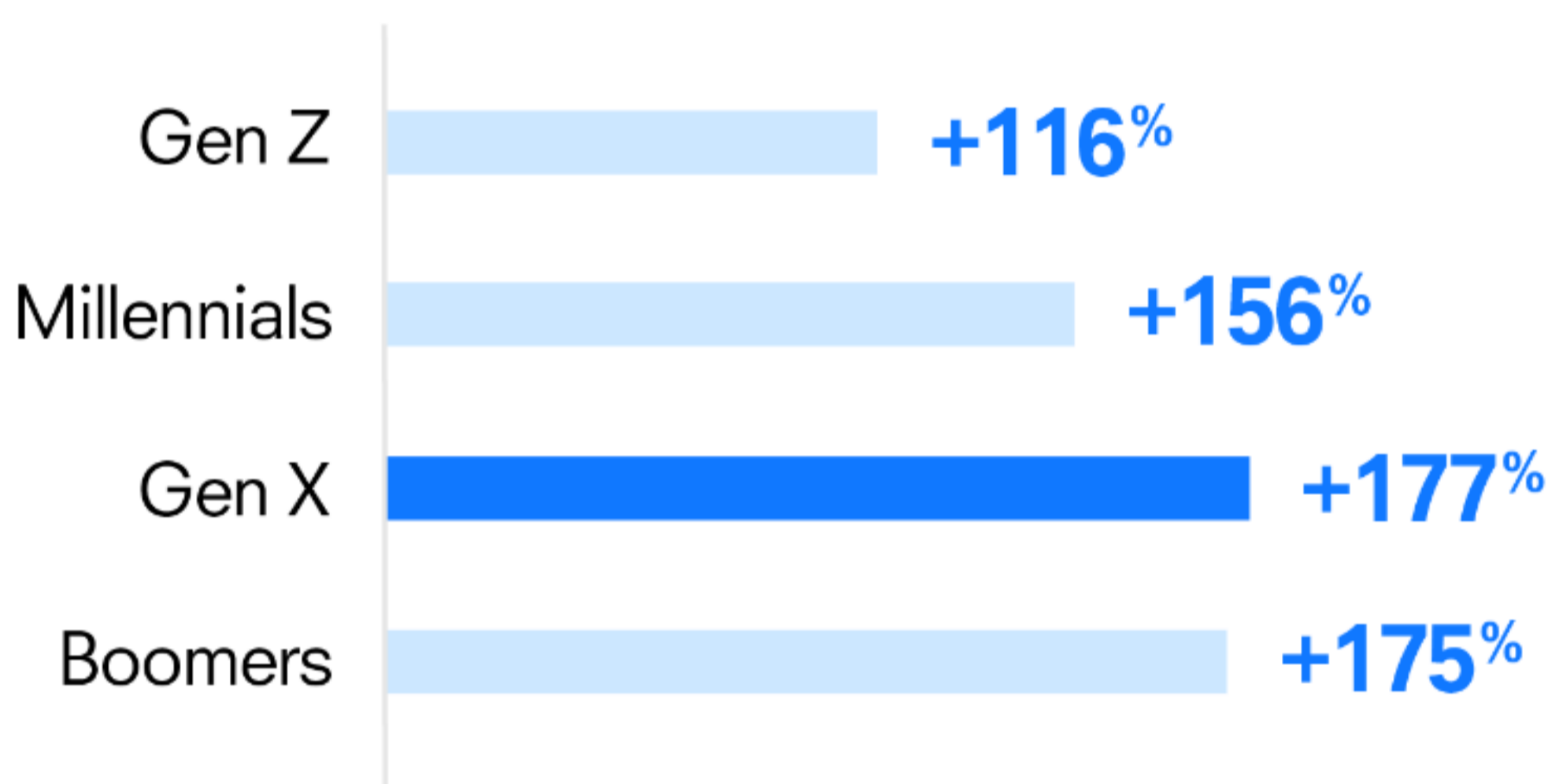
The world has changed overnight and internet behavior is demonstrating how quickly users are adapting to the call to stay at home.

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

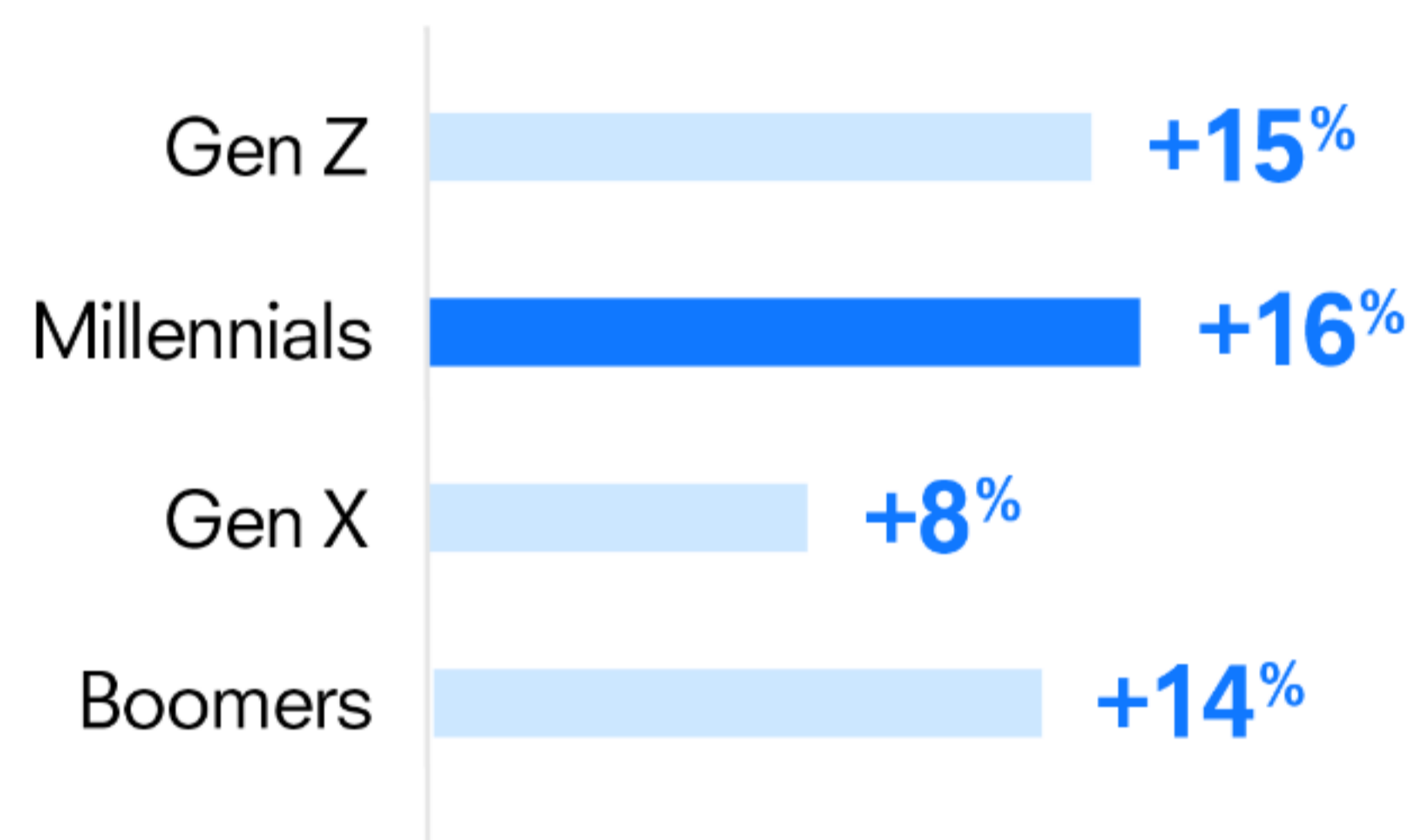
These categories are experiencing increased interest when we compare search traffic week over week.

### Certified Pre-owned Vehicles



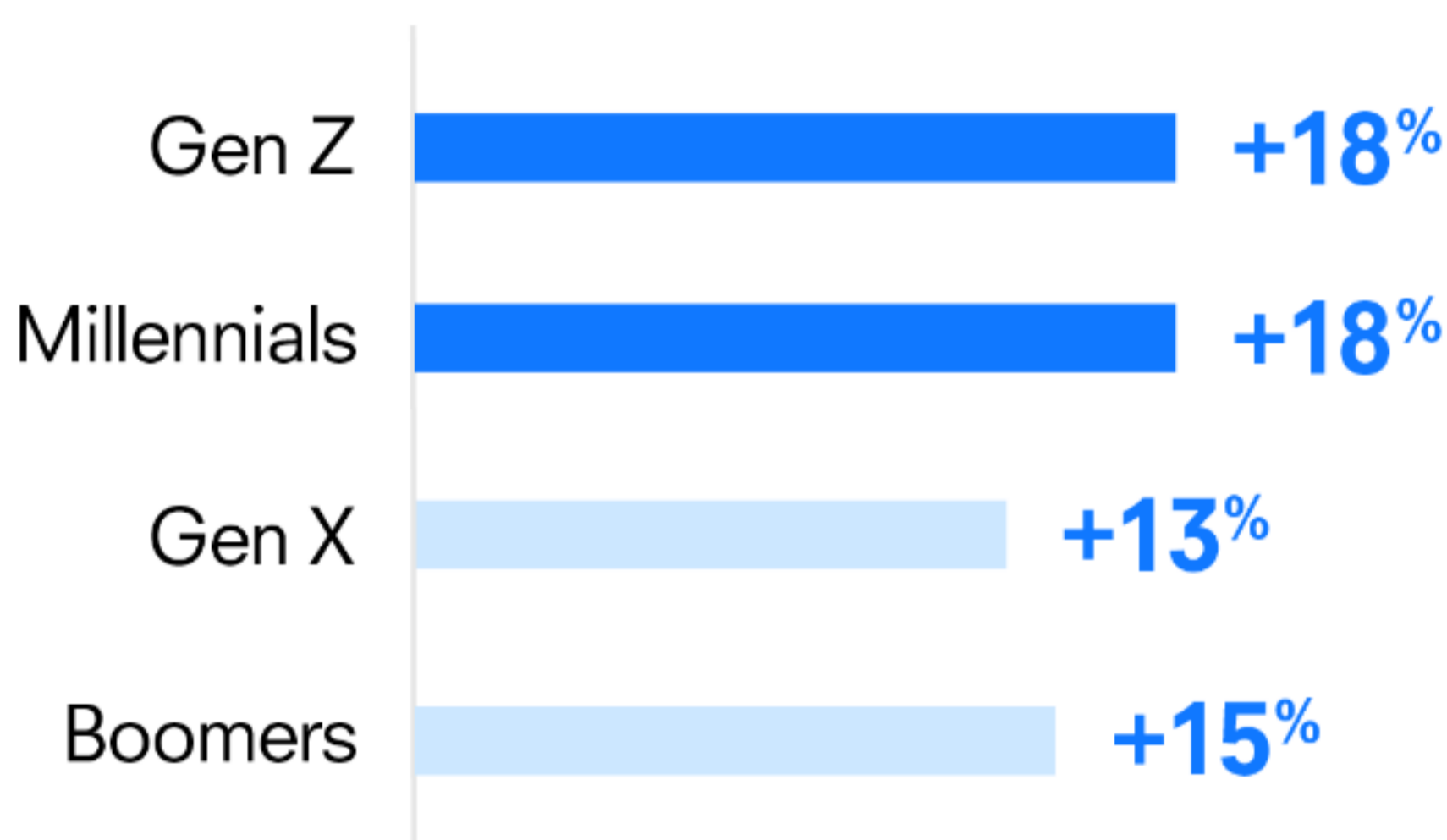
Auto buying interest continues to be of interest for Canadians in all demographics. Specifically last week, interest in certified pre-owned vehicles were up. Canadians could be looking for affordable ways to purchase a new vehicle.

### Appliances



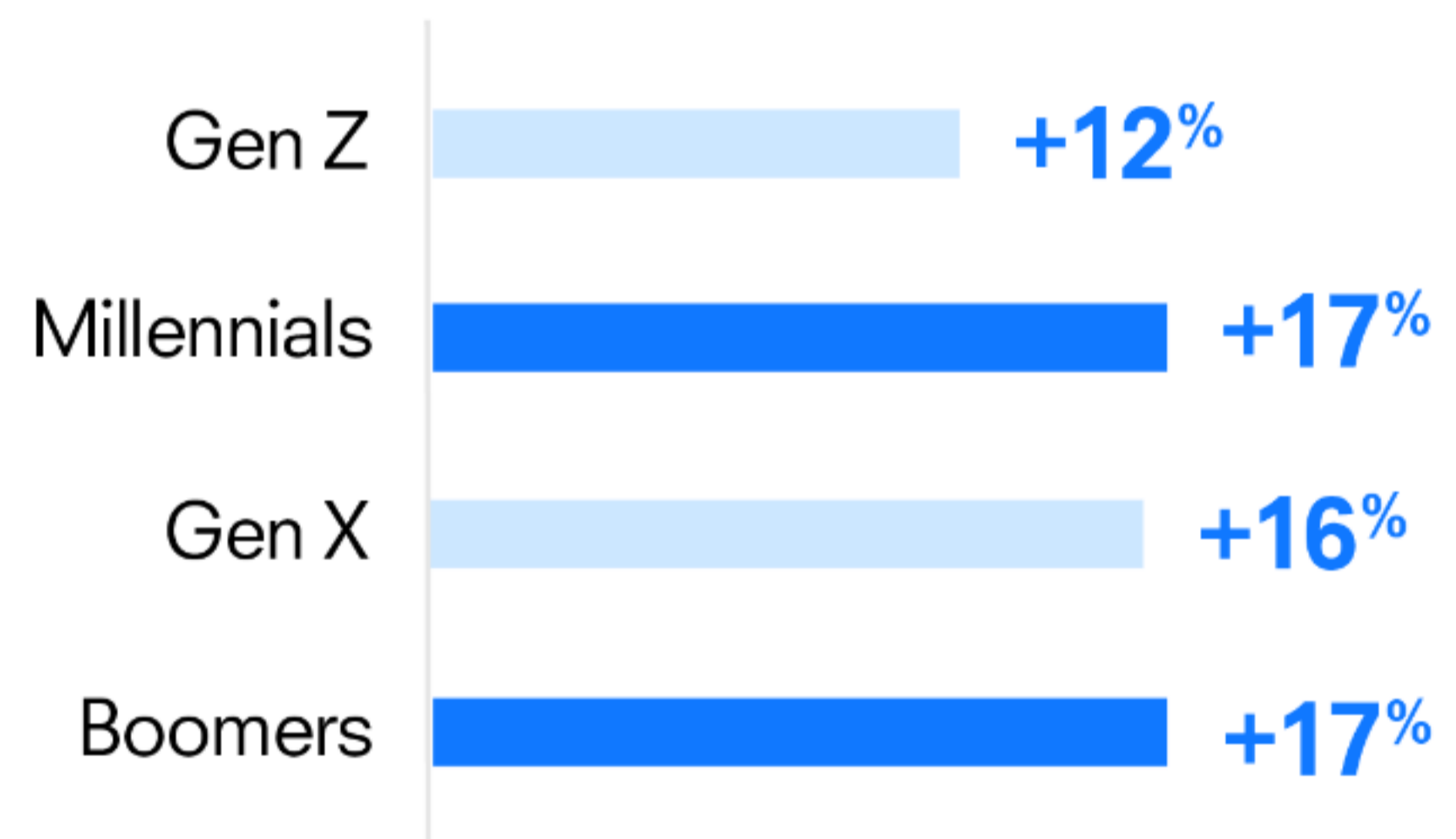
Social distancing has led the path to many Canadians cooking the majority of their meals at home. Last week we saw an interest increase for Canadians for appliances. They could be looking for a variety of appliances to help with their cooking needs while at home.

### Air Travel



For the second week in a row, Canadians have shown an increase in air travel. This could be optimism for the future or research on canceling/postponing plans to travel.

### Gardening



With spring here and weather warming up, interest in gardening has increased. Canadians could be using their time at home to begin their home gardens. In addition, garden centres in Canada are now providing online & phone orders.

## We Are Here For You

During these uncertain times Team 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!

