COVID-19 Trending Online Behaviors in Canada

### Trends by Generation

**Auto Repair**
- **Gen Z:** +65%
- **Gen Y:** +70%
- **Gen X:** +62%
- **Boomers:** +62%

Canadians are showing an increased interest in auto maintenance, specifically amongst Gen Z with +65%. With car sales coming to a halt over the past 8 weeks, amongst Gen X with +35%, with car sales amongst all demo groups, specifically amongst Boomers we see an increase of +35%.

**Dental Care**
- **Gen Z:** +73%
- **Gen Y:** +72%
- **Gen X:** +71%
- **Boomers:** +70%

Dentists in some provinces across Canada are gearing up to re-open for non-emergent cases. Canadians are eager to visit their dentists with their delayed visits and the line change options.

**Running/Jogging**
- **Gen Z:** +68%
- **Gen Y:** +67%
- **Gen X:** +67%
- **Boomers:** +63%

Canadians could be looking to get outdoors. Many retail stores including restaurants dine in, retail stores, parks, seasonal businesses may open. Restaurants dine in may open.

**Buying/Selling Homes**
- **Gen Z:** +38%
- **Gen Y:** +37%
- **Gen X:** +30%
- **Boomers:** +15%

Spring is historically a heavy transaction season for buying and selling homes in Canada and we are seeing increased interest (+89%) amongst Boomers we see an increase of +89%.