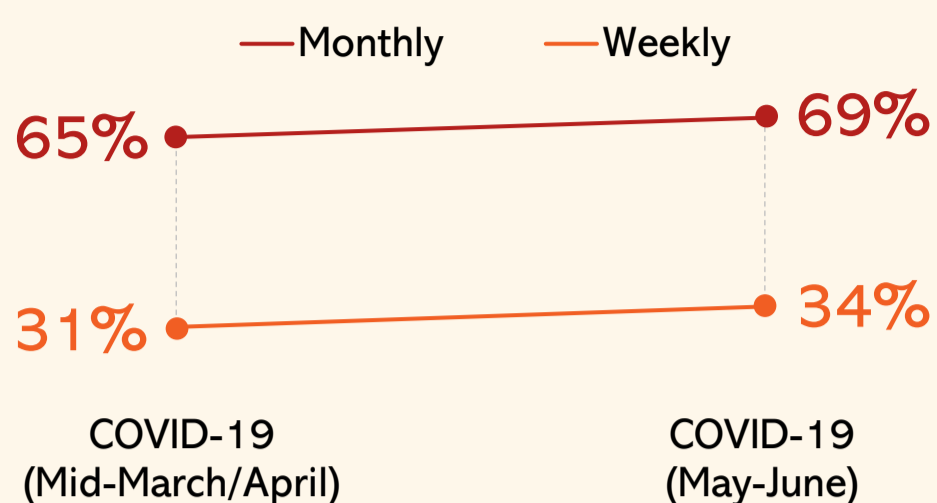


The Online Shopping Habits of Canadians During COVID-19



How Often Canadians Shop Online



Average Monthly Online Spend

\$262

COVID-19 (Mid-March/April)

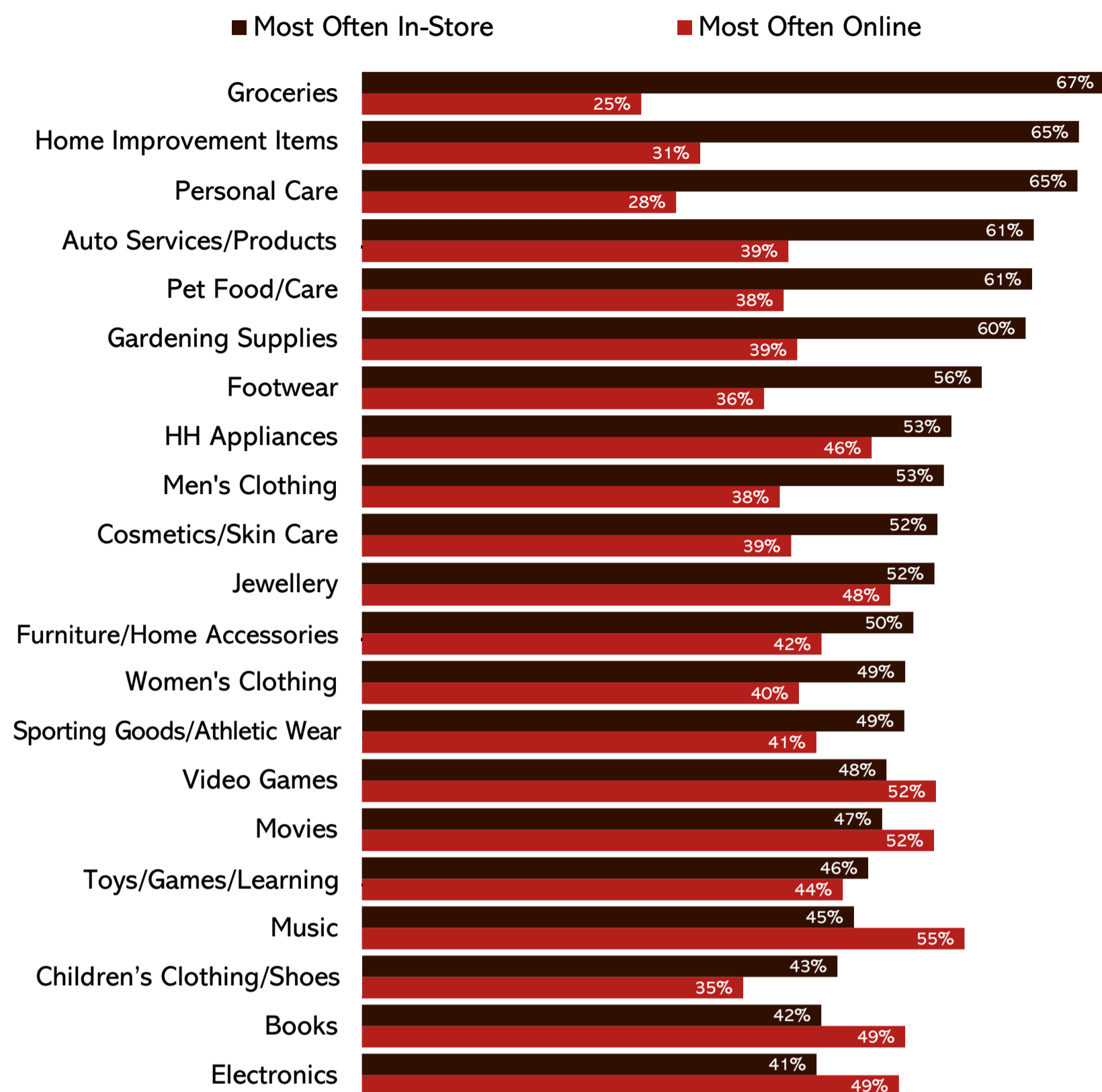
↑ \$316

COVID-19 (May/June)

Online Services Used by Canadian Adults

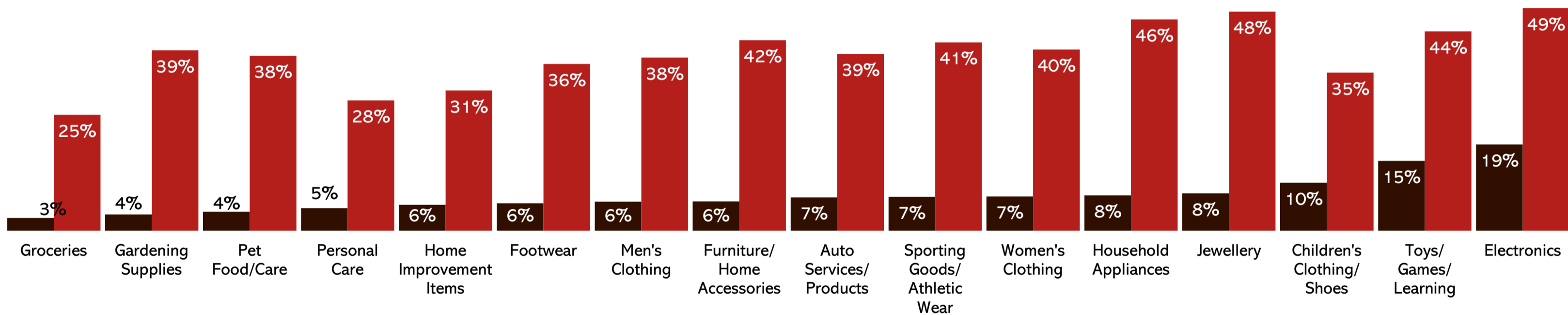


Products 'Most Often' Shopped In-Store vs Online



Products 'Most Often' Shopped Online Before and After COVID-19

■ Most Often Online - Pre COVID-19 ■ Most Often Online - During COVID-19



Attitudes Towards Online Shipping Services

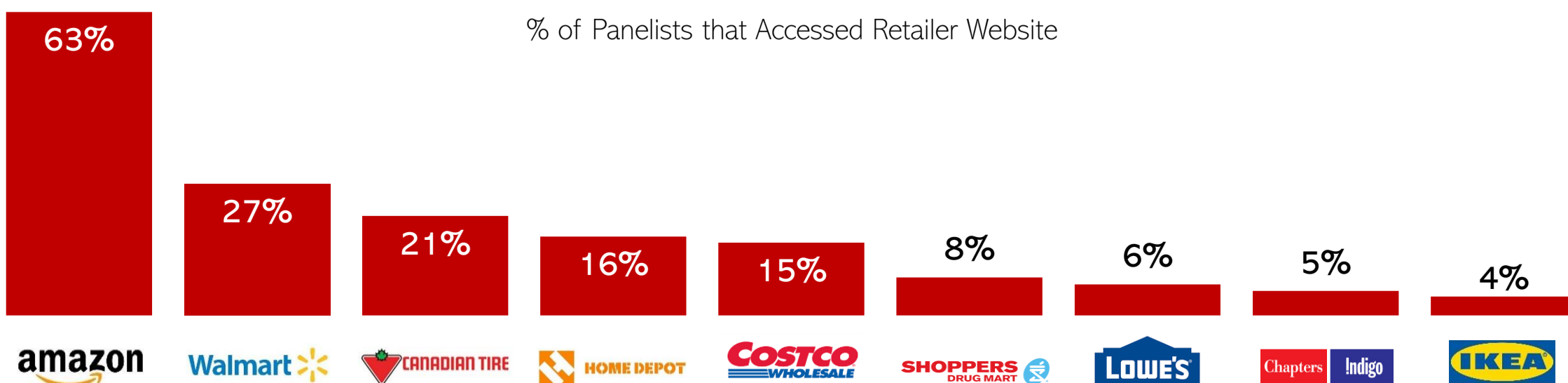
'strongly' or 'somewhat' agree

- 68%** "Purchase online from a retailer because they offer free and fast shipping."
- 66%** "Avoid shopping with a retailer that charges extra for shipment."
- 62%** "Spend requested amount of dollars in order to get products shipped for free."
- 51%** "Stop shopping with an online retailer due to a bad shipping experience."
- 38%** "Become a Member/VIP in order to get products shipped for free."

94% of Canadian Adults **Researched** Products Online Prior to Purchasing.

Top Shopping Websites During COVID-19

% of Panelists that Accessed Retailer Website



Source: COVID-19 Interim Releases (Mid-March/April 2020) & (May/June 2020)



Source: Digital Measurement Panel March 18 – June 30, 2020