



Data insights

Bell data tool is our proprietary data tool and hub developed to draw location, profile, and behavioural insights from our de-identified and aggregated first-party data. Compliant with applicable Canadian regulatory and privacy law, Bell data tool is used here to highlight Canadian's interests that are trending the most vs. benchmark week, as expressed by their digital behavior.

INTEREST	%	TOTAL	TREND
7-12 Education	1.3%	91,550	60% ▲
Utilities	1.2%	88,170	50% ▲
Sportswear	1.5%	110,760	46% ▲
Home Repair	2.4%	169,420	39% ▲
Accessories	1.2%	88,700	36% ▲
Home & Garden - Other	3.7%	261,280	28% ▲
Home & Office Furnishings	1.0%	73,150	25% ▲
Arts & Crafts	1.3%	90,410	24% ▲
Auto Parts	2.8%	197,430	23% ▲
Electronics & Technology	1.9%	137,880	21% ▲
Clothing	4.3%	305,070	20% ▲
Net Conferencing	2.7%	196,260	19% ▲
Food & Drink - Other	3.2%	230,550	19% ▲
Food Delivery	1.8%	127,150	19% ▲
Basketball	1.0%	71,800	17% ▲
Taxi/Ride Sharing	2.3%	165,510	17% ▲
Beauty	2.5%	176,780	15% ▲
Cuisine-Specific	1.1%	77,330	15% ▲
Business Software	10.4%	742,470	13% ▲
Comic Books / Anime / Manga	1.3%	96,300	12% ▲
Society - Other	1.2%	82,550	12% ▲
Reviews and Comparison	1.2%	85,110	11% ▲
Fashion	1.9%	133,890	11% ▲

Highlights



Interest for Home renovation projects continue to increase, as the category is up by 39% vs. 2 weeks ago. The interest now widens to include Home & Garden browsing as well.



Working from home isn't stopping Canadians from stepping up their fashion. Sportswear browsing is up 46% vs 2 weeks ago, while Clothing in general is up by 20% - with more than 4% of the population performing clothing related searching.



Whether it's time to think about removing winter-tires, or other car maintenance, the Auto Parts category is now part of the top 10 items on the rise.



Look good, feel good - the desire to feel well also translates into the Beauty and Fashion categories, both up by 15% and 11% respectively vs. 2 weeks ago.

SOURCE: Bell Media Strategic Insights using Bell data tool. Week ending 2020-04-12 vs. week ending 2020-03-29 (benchmark week)

%: proportion of Canadians that showed an interest during last week by doing online visit on their mobile device

TOTAL: Size of population among Bell mobile services having showed the interest

TREND: online traffic evolution vs week ending on March 29