

Canadians ready to break up with companies that can't keep up, digitally speaking.

Breaking up is hard to do – but Canadians surveyed are ready to part ways with companies that can't keep up in the digital space. They have adjusted to the new normal and have heightened their digital expectations.

84% of Canadians surveyed say they will take their business elsewhere if they have a poor digital experience.

Then

61% of Canadians surveyed made **minimal purchases** online and preferred in-person shopping experiences pre-COVID-19.

Now

63% have made digital purchases **more frequently** than ever before.



41% of Canadians surveyed say they are more confident digital consumers since the start of the pandemic.

Communication is key. Most consumers surveyed agree that communication from a company about the status and completion of their order is essential.



say that **receiving updates from companies** throughout the pandemic has kept them a loyal customer.



want **email or text message** within the hour of purchase.



always want **fast shipping** and delivery.



Canadians surveyed are supporting smaller businesses and have changed their shopping habits to do so.

47% of Canadians surveyed say they have shifted their shopping habits and now purchase more from smaller, local businesses.

57% plan to continue to purchase goods and services from smaller, local businesses through their digital shopping options beyond the pandemic.

81%

say they have **adjusted to a new normal** because of COVID-19 restrictions and they expect **businesses to do the same.**

69%

have **higher expectations of the companies** they transact with now more than ever before.

72%

will continue to **spend more time online** in the year ahead.

69%



65%



72%



61%



Age groups

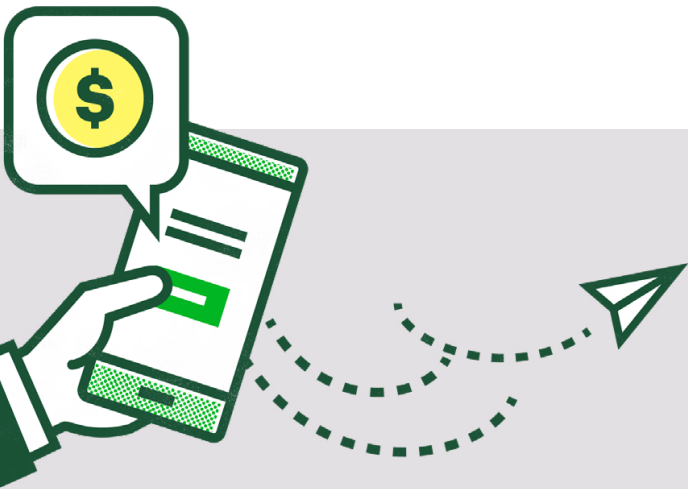
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COVID-19 has pushed me to do more digitally and I will continue to do more through digital channels because of the convenience.

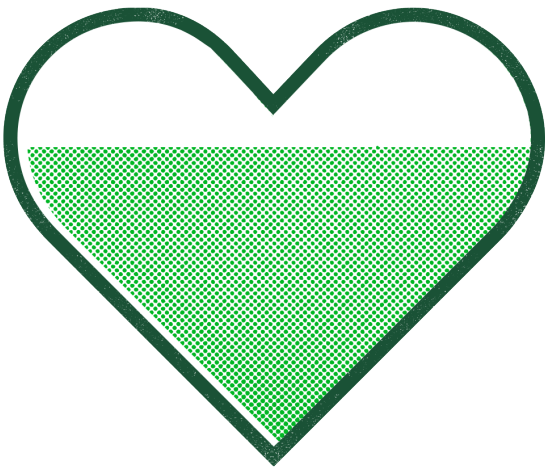


87% of Canadians surveyed say they're most likely to make financial transactions - like e-transfers and bill payments- online.

44% of Canadians surveyed say they're using digital services for financial advice.

The new digital customer is here to stay.

68% of Canadians surveyed say they plan to continue accessing digital platforms more than they did before the pandemic.



80%

of Canadians surveyed expect organizations to enhance their digital tools more often to ensure better customer experiences.

