

The Kijiji Home Sweet Home Report



A Summer Like No Other: The Kijiji Home Sweet Home Report

As we look ahead to a second summer of Canadians living, working, exercising, celebrating milestones - and even vacationing - from home, Kijiji conducted a nationwide survey to create **The Kijiji Home Sweet Home Report**, which explores Canadians' purchasing habits since the start of the pandemic and for the coming season.

As Canada's destination to buy and sell, Kijiji continues to connect Canadians who wish to shop, declutter, trade, and connect with their community. As Canadians plan their summer, they are looking for deals on Kijiji to make their homes even sweeter as well as selling their unused items on Kijiji to make money from home.

The Kijiji Home Sweet Home Report looks at how Canadian shopper behaviour has changed since the start of the pandemic, and how this summer is shaping up for Canadians and their homes.

Survey Methodology:

From March 25th to March 26th 2021 an online survey of 1,507 randomly selected Canadian adults who are Maru Voice Canada panelists was executed by Maru/Blue. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender and region (and in Quebec, language) to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

23
percent

Canadians said they have bought items for their homes since the start of the pandemic than they typically would have done before the pandemic.

Why?

60%

said they are spending more time at home, so it's more important that they like how it looks

28%

said they are spending more time at home, so they wanted to improve their outdoor space

25%

said they have more time to take on home renovation projects



25%

are prioritizing home items over delivery/take-out/dining out



22%

are prioritizing home items over Domestic travel/vacation savings



22%

are prioritizing home items over Fashion (including clothing, shoes, accessories)



18%

are prioritizing home items over Artisanal/specialty foods

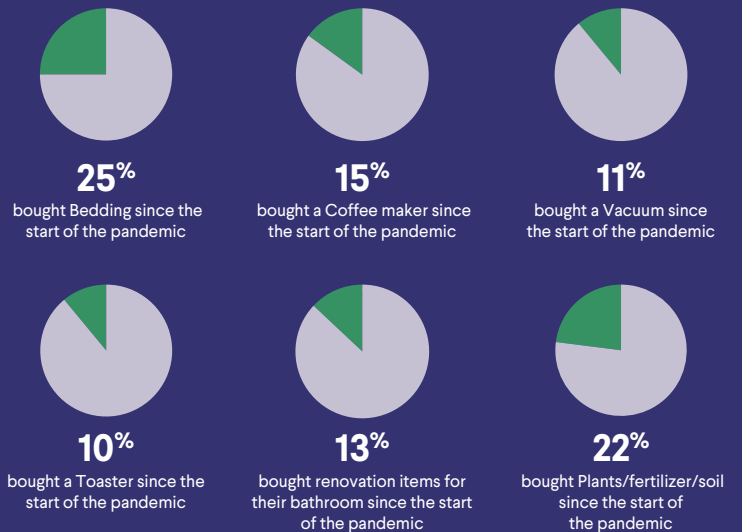
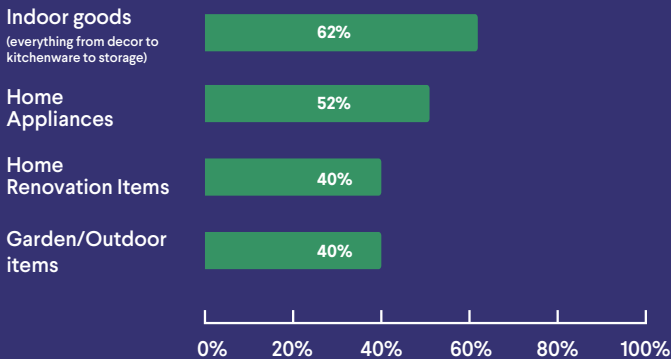


18%

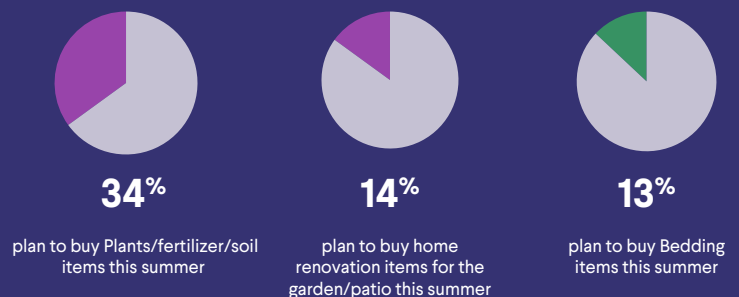
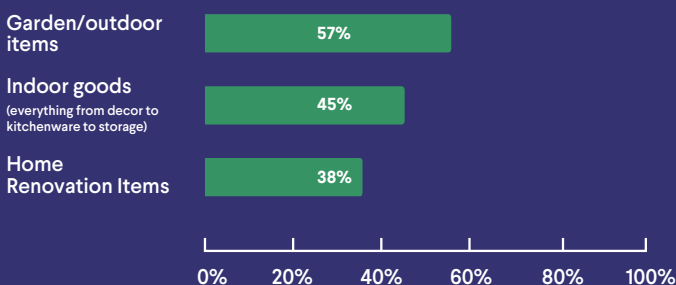
are prioritizing home items over Grooming (including makeup, cosmetics, hair products)

Even millennials - known for spending big on brunch - are shifting their focus, with **(37 percent)** prioritizing home items over dining out.

Canadian Purchasing Habits Since the Start of the Pandemic



Canadian Purchasing Plans for this Summer



National: Selling

18
percent



Canadians have sold more items via the second-hand economy marketplace since the start of the pandemic than they typically would have done before the pandemic

Why?

72%
to declutter

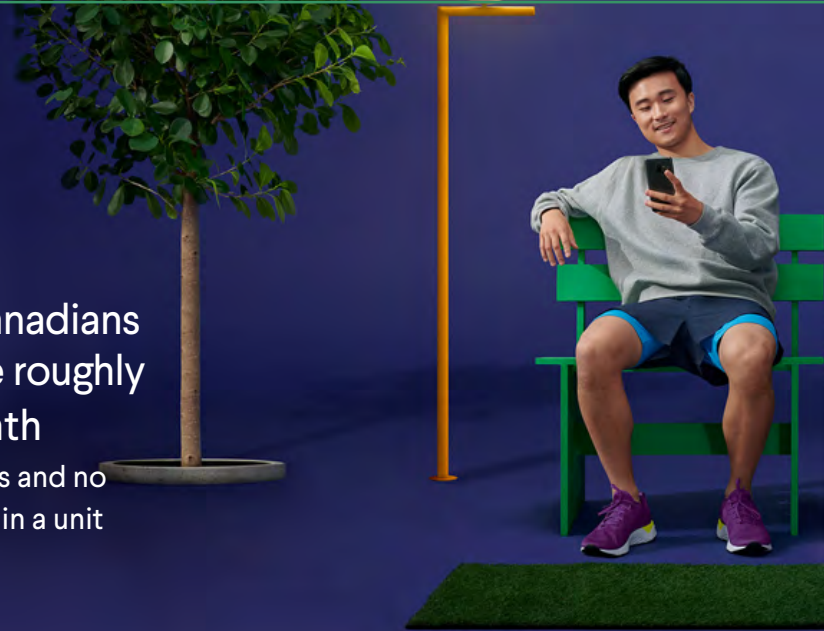
51%
to make some
money (by selling
unused items)

11%
to make space
for a gym

1 in 3
Canadians

are planning to use the second-hand economy marketplace to sell unused items and make some extra money ahead of this summer

On average Canadians expect to save roughly **\$185** per month by selling their items and no longer storing them in a unit this spring/summer



British Columbia: Buying

27
percent



said they have bought items for their homes since the start of the pandemic than they typically would have done before the pandemic.

Why?

78%
said they are spending more time at home, so it's more important that they like how it looks

28%
said they are spending more time at home, so they wanted to improve their outdoor space

30%
said they have more disposable income to spend on their home



22%

are prioritizing home items over Delivery/take-out /dining out



22%

are prioritizing home items over Domestic travel/vacation savings



24%

are prioritizing home items over Fashion (including clothing, shoes, accessories)



25%

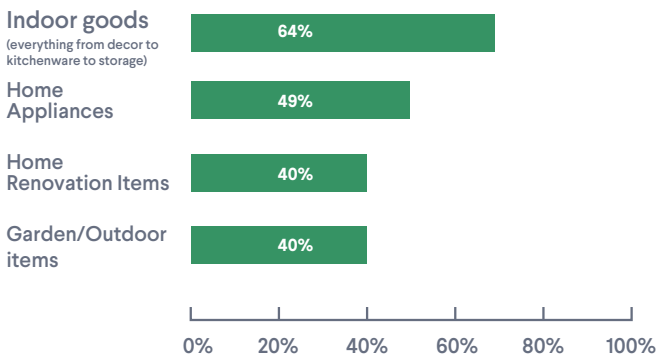
are prioritizing home items over Artisanal/specialty foods



18%

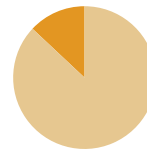
are prioritizing home items over Grooming (including makeup, cosmetics, hair products)

British Columbia Purchasing Habits Since the Start of the Pandemic



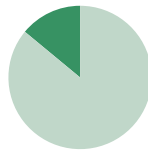
25%

bought Bedding since the start of the pandemic



12%

bought a Coffee maker since the start of the pandemic



15%

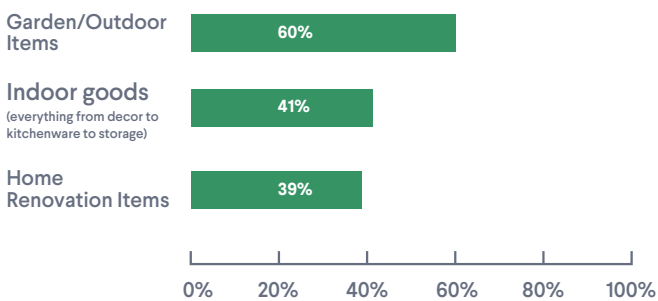
bought renovation items for their bathroom since the start of the pandemic



25%

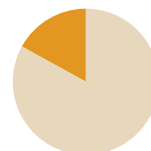
bought Plants/fertilizer/soil since the start of the pandemic

British Columbia Purchasing Plans for Summer



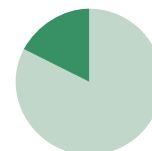
35%

plan to buy plants/fertilizer/soil items this summer



17%

plan to buy Storage/organization items this summer



18%

plan to buy home renovation items for the garden/patio this summer

British Columbia: Selling

22
percent

have sold more items via the second hand economy/marketplace since the start of the pandemic than they typically would have done before the pandemic

Why?

84%

to declutter

52%

to make some money (by selling unused items)

21%

to donate to charity



31%

are planning to use the second hand economy/marketplace to sell unused items and make some extra money ahead of this summer



On average British Columbians expect to save roughly **\$106** per month by selling their items and no longer storing them in a unit this spring/summer