

What will **grow** or **lessen** from before the pandemic after COVID recedes?

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Maru Public Opinion is a research and insight channel of the Maru Group.

The division operates a global public opinion division for clients and collaborative media partners. A full description of the channel and access to polls released into the public domain can be found at <https://www.marugroup.net/polling>

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Methodology

These are some of the findings released by Maru Public Opinion from two survey waves—with the first undertaken between April 23 and 25, 2021 (N=1012) and the second completed between April 30 and May 3, 2021 (N=1508) by the sample and data experts at Maru/Blue of randomly selected Canadian adults who are Maru Voice Canada online panelists. For comparison purposes, probability samples of this size have an estimated margin of error (which measures sampling variability) of +/- 2.5% - 3.1%, 19 times out of 20. The results have been weighted by education, age, gender, and region (and language in Quebec) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada. Discrepancies in or between totals when compared to the data tables are due to rounding. Panel and data services provider <https://www.marugroup.net/maru-blue> is deeply rooted in the Maru/Hub technology platform and offers on-demand, high quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

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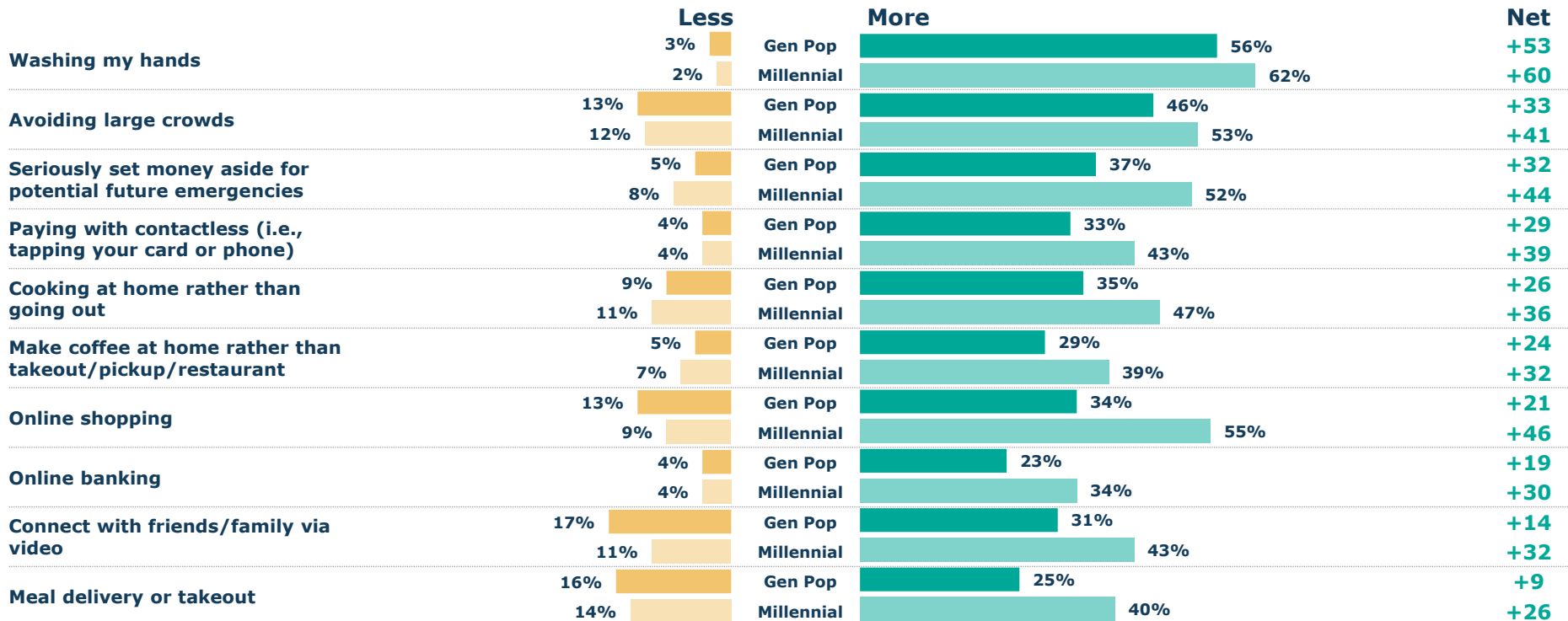
Data processing and charting services provided by
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The chart identifies various activities that respondents say they intend to do more or less of compared to what they did before the pandemic—with the “stay the same” left out. The responses are compared and each given a % net score (more % – less % = + / -).

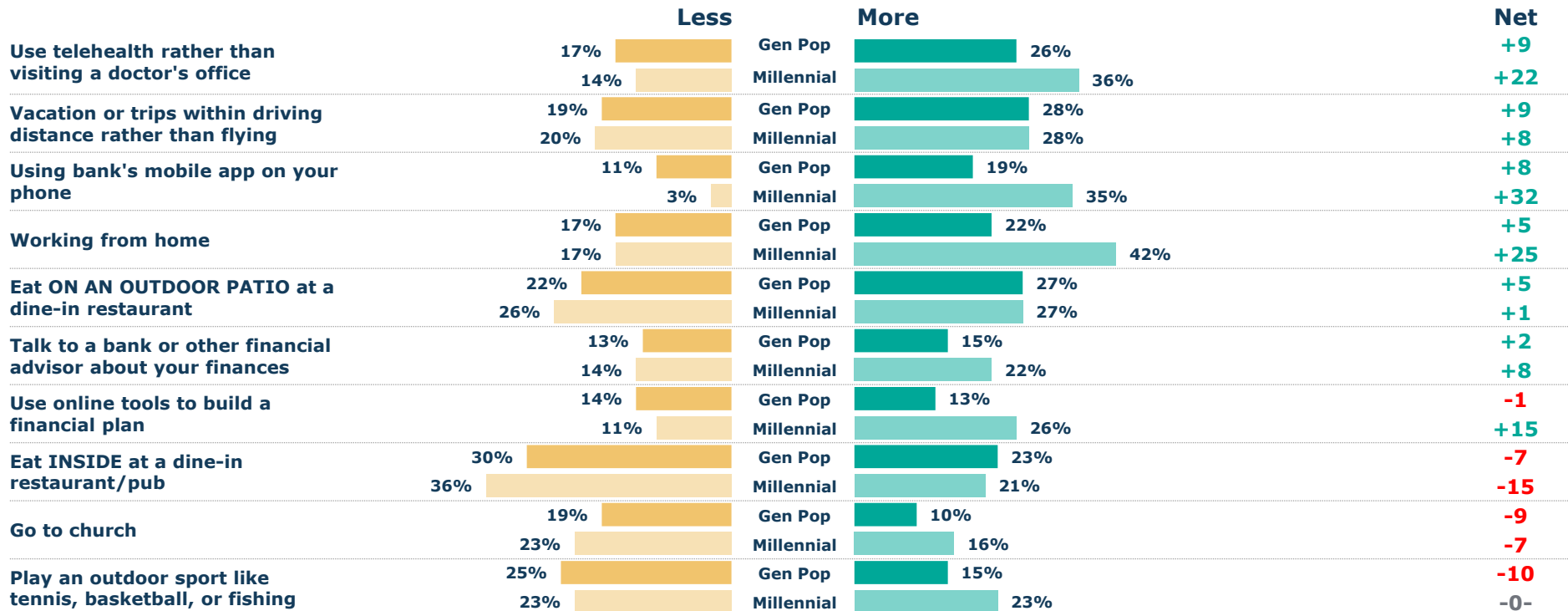
For example, a net of **+53%** of Canadians say they will be washing their hands after COVID recedes—so of all Canadians, **more** plan to wash their hands than before the pandemic.



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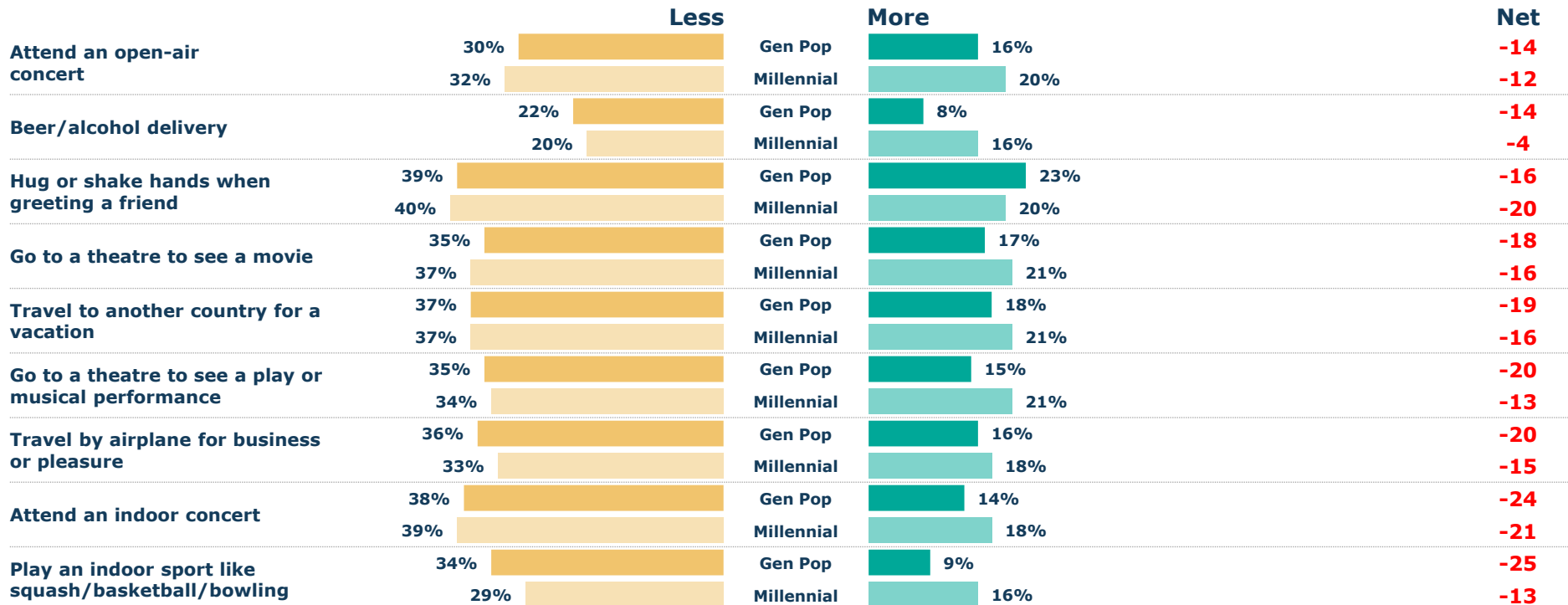
For example, a net of +25% of Canadian Millennials say they will be working from home after COVID recedes—so of all Millennials, **more** plan to work from home than before the pandemic.



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For example, a net of **-12%** of Canadian Millennials say they will attend an open air concert after COVID recedes—so of all Millennials, **less** plan to attend these events than before the pandemic.



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For example, a net of **-25%** of Canadians say they will exercise at a gym or fitness studio after COVID recedes—so of all Canadians, **less** plan to attend exercise at a gym/fitness establishment than before the pandemic.

