



What Canadian Consumer-Citizens intend to do More or Less of after COVID Recedes Compared to before the Pandemic

Toronto, June 12, 2021—A survey released today by Maru Public Opinion finds that Canadians will be increasing at least sixteen (16) of thirty-eight (38) activities after the pandemic fully recedes—ranging from washing their hands and paying by contactless means to online shopping and working from home—compared to what they were doing before the COVID-19 virus arrived and forced a major societal shut-down in March 2020.

These increased activities are juxtaposed with the remaining (22) group that Canadians say they intend to do less of compared to what they were doing before the pandemic, including those such as going to a movie theatre or playing an indoor sport, or traveling for a vacation or going on a cruise, or just to even go out with someone they don't know well or to take in a buffet dinner.

The survey put a series of thirty-eight (38) activities to Canadians and asked if they intended to do more, the same, or less of each after the pandemic recedes—and then calculated a simple Net score (the difference between the 'more' and the 'less'.) For example, more (56%) of the Canadian general public intend to wash their hands after the pandemic recedes than those who say they will do it less (3%) or the same amount (41%) than were doing before the onset of the pandemic—leaving a net of +53% (56%-3%=53%) who will do it *more*. For the purposes of this reporting release, the Net scores are focused on the Canadian general public and Millennials (the latter being the ascendent consumer market.) The findings are as follows:

Will be doing *more* of:

Net Gen Pop Net Millennial

• Washing my hands	+53%	+60%
• Avoiding large crowds	+33%	+41%
• Seriously set money aside for potential future emergencies	+32%	+44%
• Paying with contactless (i.e., tapping your card or phone)	+29%	+39%
• Cooking at home rather than going out	+26%	+36%
• Make coffee at home rather than takeout/pickup/restaurant	+24%	+32%
• Online shopping	+21%	+46%
• Online banking	+19%	+30%
• Connect with friends/family via video (e.g., Facetime, Zoom, Houseparty, etc.)	+14%	+32%
• Meal delivery or takeout	+9%	+26%
• Use telehealth rather than visiting a doctor's office	+9%	+22%
• Vacation or trips within driving distance rather than flying	+9%	+8%
• Using bank's mobile app on your phone	+8%	+32%
• Working from home	+5%	+25%
• Eat ON AN OUTDOOR PATIO at a dine-in restaurant	+5%	+1%
• Talk to a bank or other financial advisor about your finances	+2%	+18%



Will be doing *Less* of:

Net Gen Pop Net Millennial

• Use online tools to build a financial plan	-1%	+15%
• Eat INSIDE at a dine-in restaurant/pub	-7%	-15%
• Go to church	-9%	-7%
• Play an outdoor sport like tennis, basketball, or fishing	-10%	-0-
• Attend an open-air concert	-14%	-12%
• Beer/alcohol delivery	-14%	-4%
• Hug or shake hands when greeting a friend	-16%	-20%
• Go to a theatre to see a movie	-18%	-16%
• Travel to another country for a vacation	-19%	-16%
• Go to a theatre to see a play or musical performance	-20%	-13%
• Travel by airplane for business or pleasure	-20%	-15%
• Attend an indoor concert	-24%	-21%
• Play an indoor sport like squash, basketball, or bowling	-25%	-13%
• Work in an office with colleagues close by	-25%	-27%
• Go to a fundraising event like a dinner	-22%	-28%
• Go to a large sporting event in an indoor arena	-29%	-22%
• Go out with someone you don't know well	-30%	-14%
• Ride a subway or bus	-31%	-22%
• Go to an in-person business conference	-31%	-25%
• Eat at a buffet-style restaurant	-33%	-27%
• Go on a cruise	-37%	-26%

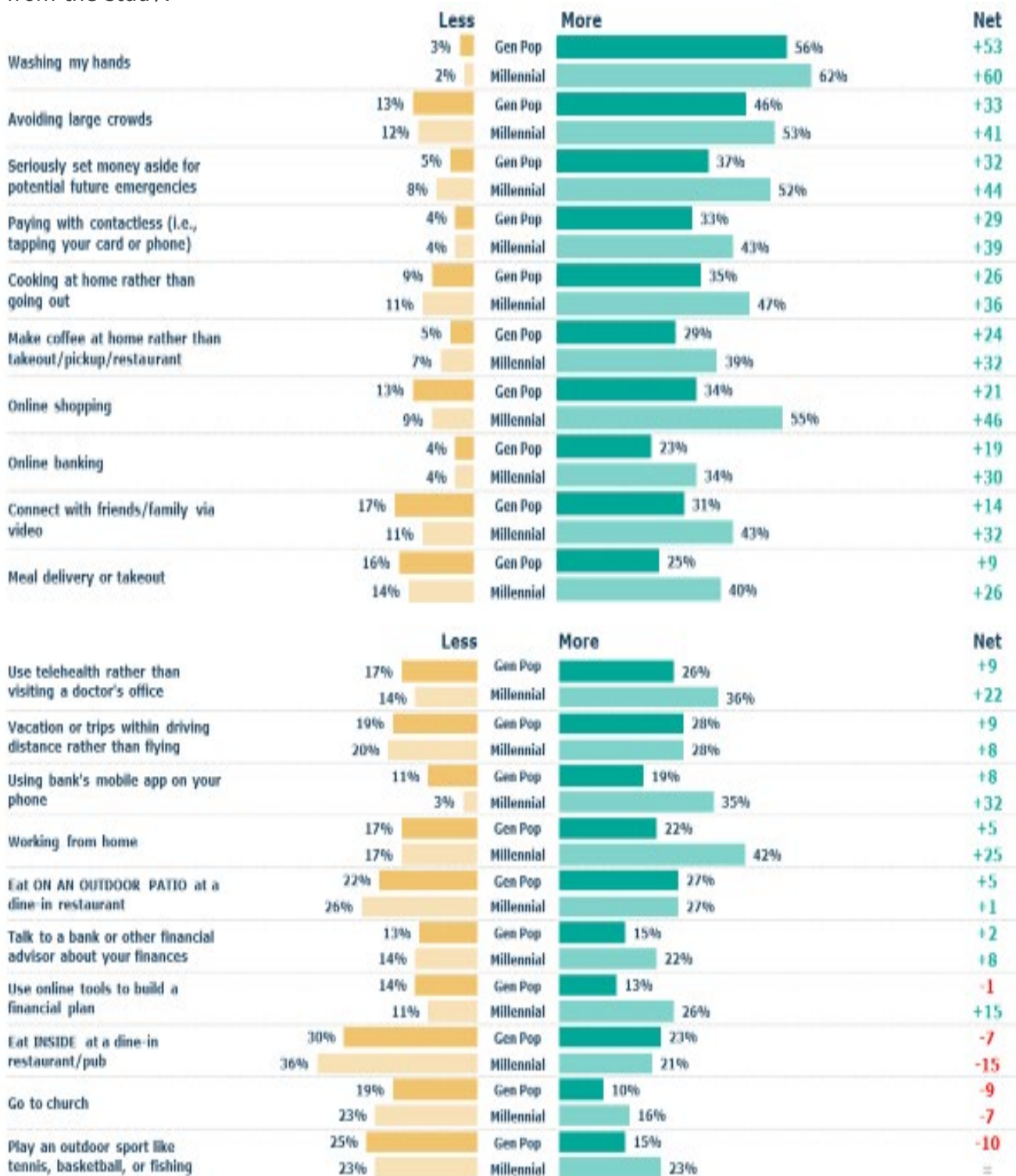
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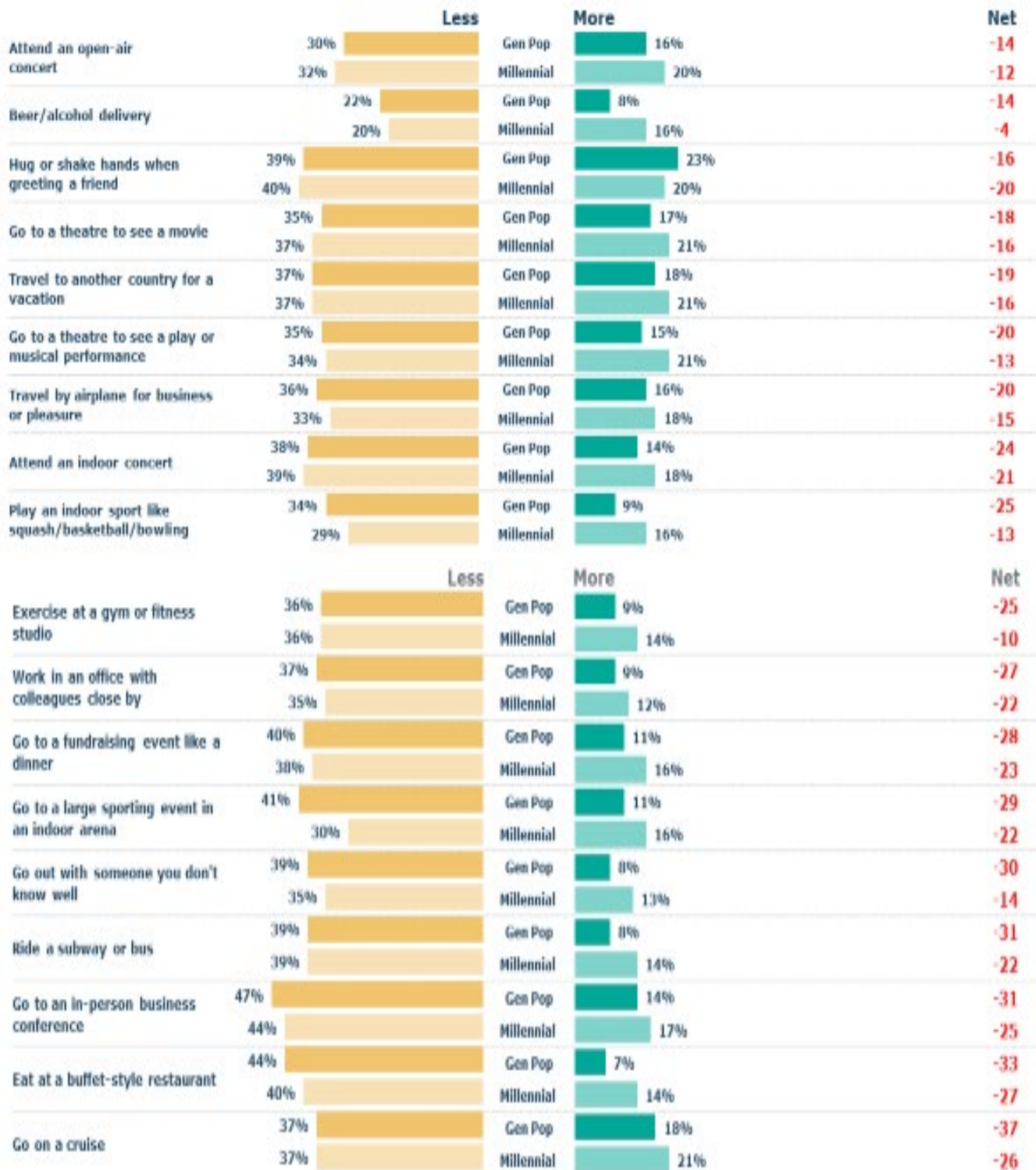
Methodology

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.marublue.com> 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.

Maru Public Opinion posts its polling releases, accompanying data tables, and a description of its services at <https://www.marugroup.net/polling>. Maru Public Opinion does not do any work for any political party.

The results of this study—complete with data tables and full slide deck can be found at <https://www.marugroup.net/public-opinion-polls/canada> What follows are the slide graphics from the study:







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