

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 26, 2021 (N=1021) and the second completed between April 30 and May 2, 2021 (N=1030) by the sample and data experts at Maru/Blue of randomly selected British adults who are Maru Voice UK online panelists. For comparison purposes, probability samples of this size have an estimated margin of error (which measures sampling variability) of 3.1%, 19 times out of 20. The results have been weighted by education, age, gender, and region to match the population according to Census data which ensures the sample is representative of the entire British adult population. 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.

For more information contact:

John Wright
Executive Vice President
Maru Public Opinion
D: 1-416-700-4218
Mobile: 1-416-919-2101
john.wright@marublue.com



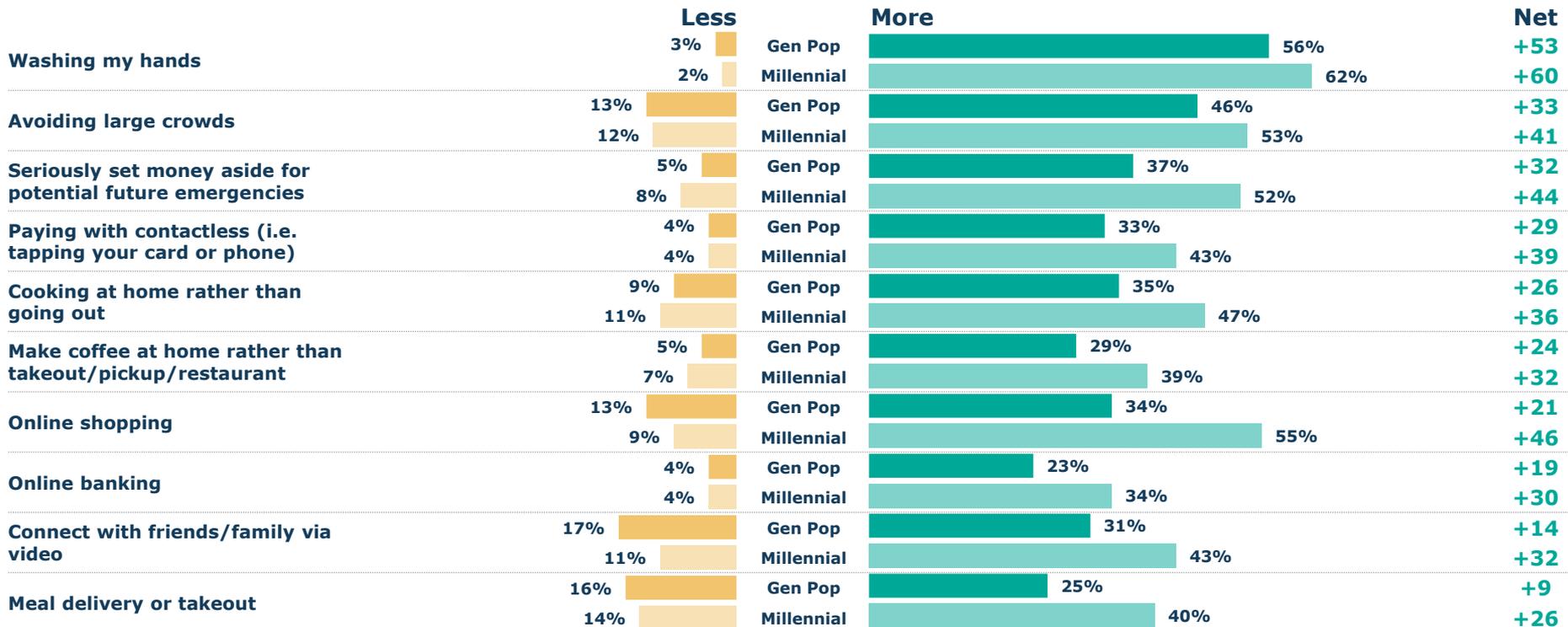
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What will **grow** or **lessen** from before the pandemic after COVID recedes?

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 % = + /-).

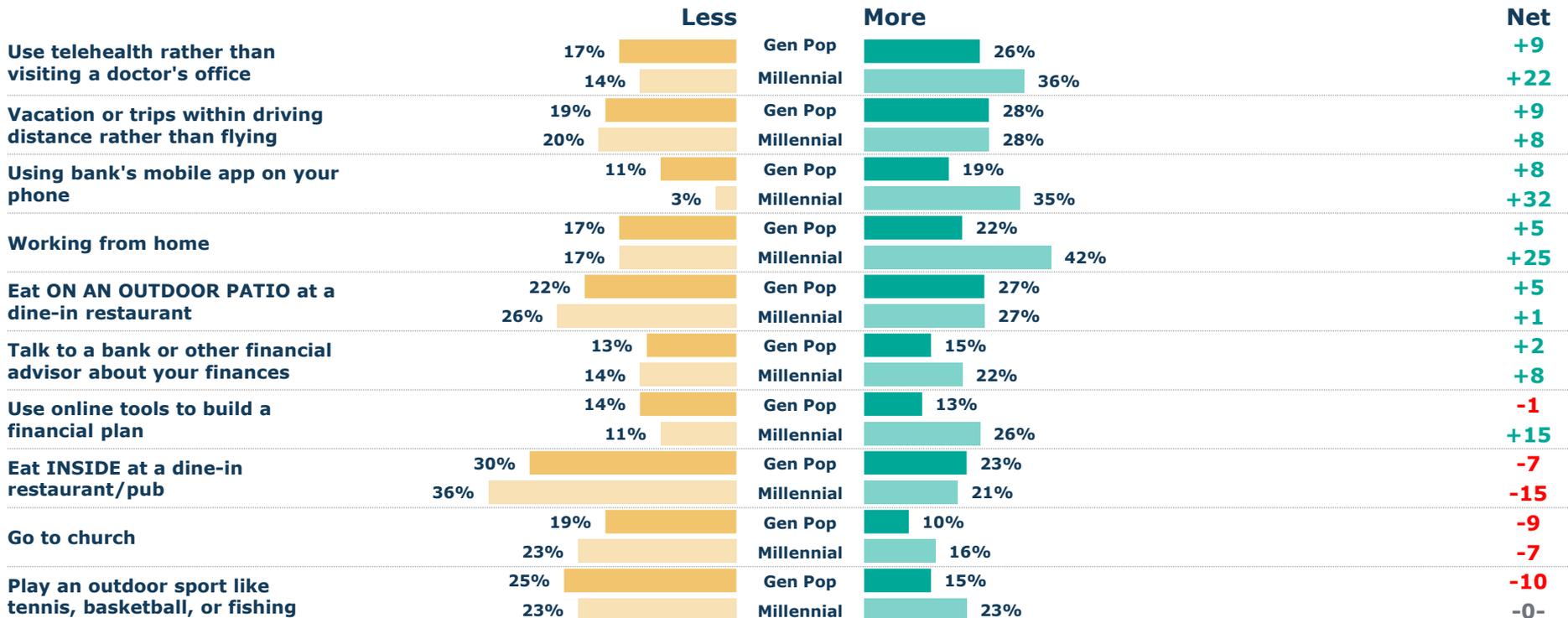
For example, a net of 53% of those in Britain say they will wash their hands after COVID recedes—so of all of those in Britain, **more** plan to wash their hands than before the pandemic.



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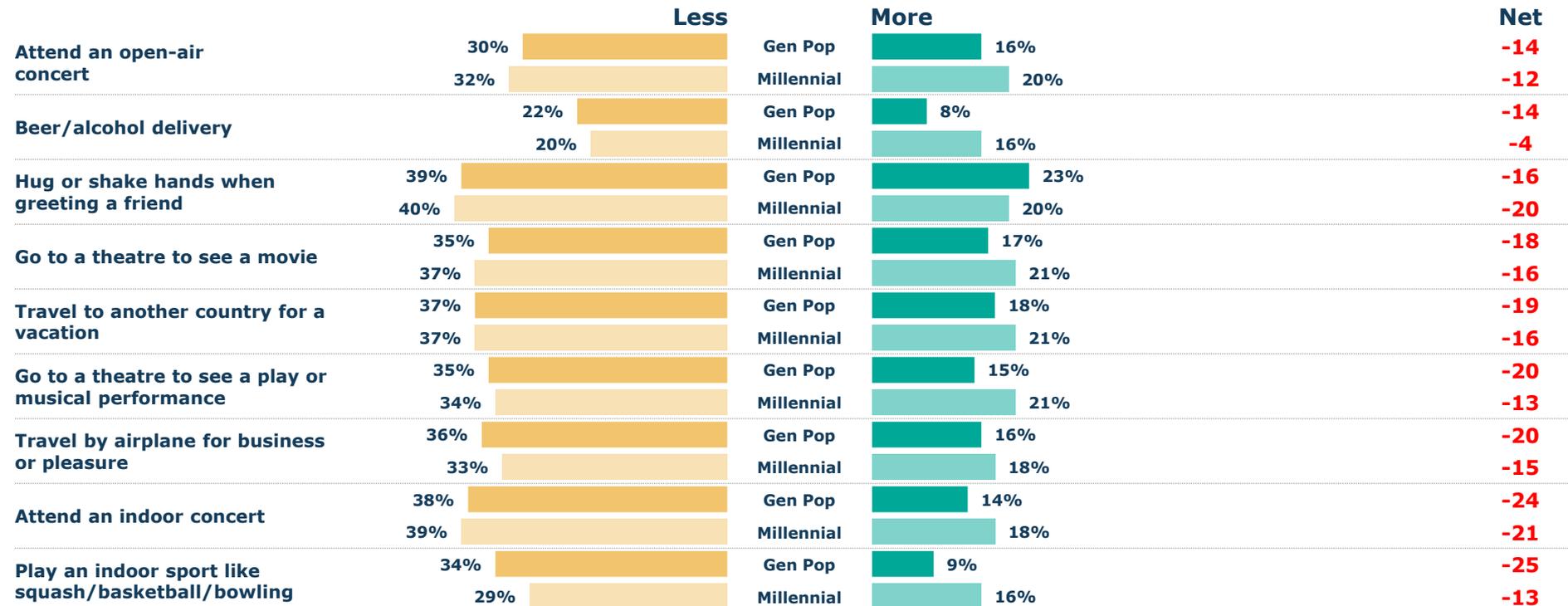
For example, a net of 25% of British Millennials say they will work from home after COVID recedes—so of all British Millennials, **more** plan to work from home than before the pandemic.



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For example, a net of **-18%** of those in Britain say they will go to a theatre to see a movie after COVID recedes—so of all those in Britain, **less** plan to go to a theatre to see a movie than before the pandemic.



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For example, a net of **-26** of British Millennials say they will go on a cruise after COVID recedes—so of all British Millennials, **less** plan to go on a cruise than before the pandemic.

