

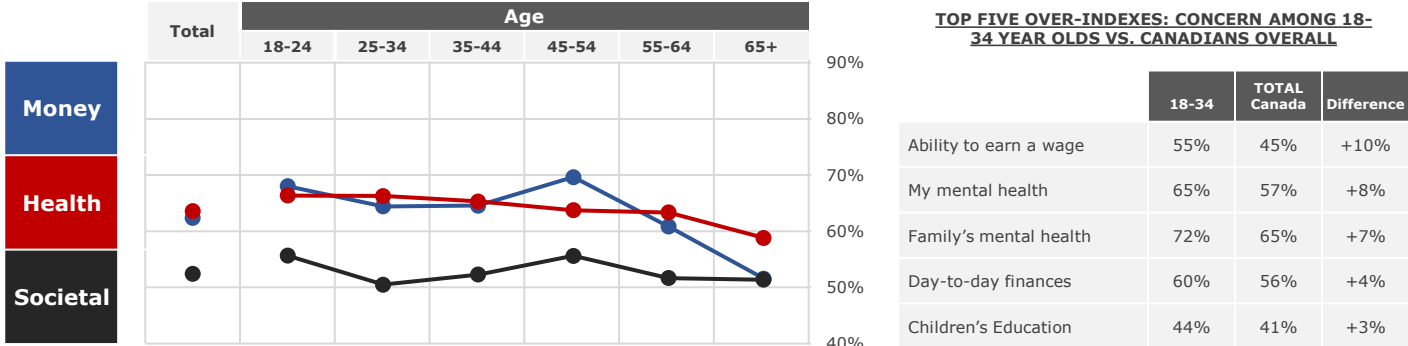
Young Canadians During COVID-19

MARCH 30 – APRIL 3

YOUNG CANADIANS ARE MORE CONCERNED

HOW DO THE CONCERNS OF YOUNG CANADIANS COMPARE WITH CANADIANS OVERALL?

CONCERN LEVELS WITH VARIOUS MONEY, HEALTH, AND SOCIETAL ISSUES



Concerns about money/economy, health, and society (e.g. functioning supply chain and government) are very similar within age groups. Younger Canadians are slightly more concerned with the health implications of COVID-19. Financially, 55 appears to be a key age – those under 55 are substantially more concerned with finance and the economy than those over 55. societal concerns are similar across age groups.

WHAT IS THE MINDSET AMONG YOUNG CANADIANS?

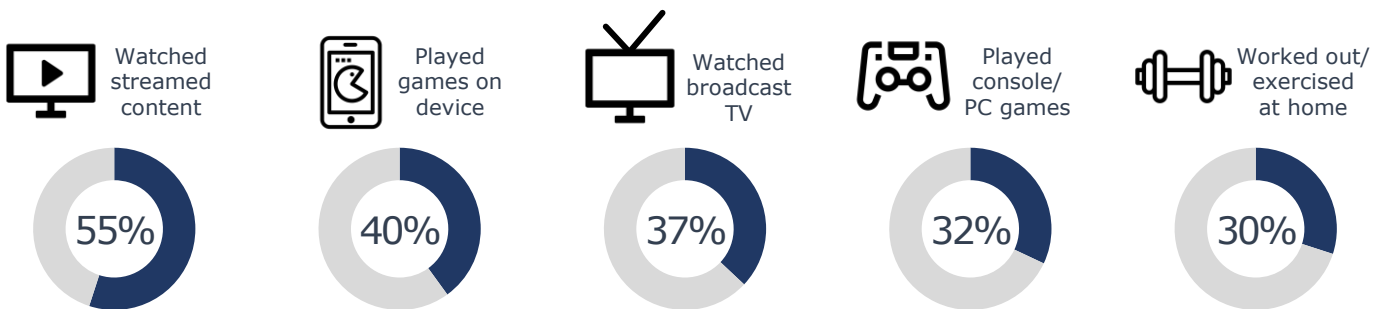
KEY ATTITUDES AND BELIEFS ABOUT CORONAVIRUS/COVID-19 AMONG 18-34 YEAR OLD CANADIANS

<p>91%</p> <p>"I feel well-informed about how to keep myself protected from COVID-19"</p> <p>(vs. 91% among all Canadians)</p>	<p>86%</p> <p>"I worry that coronavirus/COVID-19 will impact the economy for a long time"</p> <p>(vs. 92%)</p>	<p>84%</p> <p>"Where I live things are going to get worse before they get better"</p> <p>(vs. 79%)</p>	<p>84%</p> <p>"I am concerned about the healthcare system's ability to handle this situation"</p> <p>(vs. 87%)</p>
<p>83%</p> <p>"I don't feel safe in large crowds"</p> <p>(vs. 86%)</p>	<p>82%</p> <p>"My province's government is doing a good job protecting citizens"</p> <p>(vs. 85%)</p>	<p>78%</p> <p>"The Canadian government is doing a good job protecting citizens"</p> <p>(vs. 75%)</p>	<p>75%</p> <p>"I do not believe there are enough tests to get an accurate picture of the cases in Canada"</p> <p>(vs. 79%)</p>

HOW ARE YOUNG CANADIANS SPENDING THEIR TIME?

WHAT ARE PEOPLE DOING BEHIND CLOSED DOORS?

TOP FIVE ACTIVITIES AMONG 18-34 YEAR OLDS IN THE PAST 24 HOURS (PROPORTION WHO DID THIS ACTIVITY)



Results are taken from Maru's ongoing, near-daily tracker of key elements related to how consumers FEEL, BEHAVE, and THINK during the COVID-19 pandemic. For more information, please go to www.marureports.com/coronavirus, contact kyle.davies@marumatchbox.com, or reach out to your Maru representative.