

CANADIANS AND EPIDEMIOLOGISTS

HOW WILL WE VENTURE BACK INTO THE WORLD?



We asked over 1,500 Canadians when they, personally, believe they will feel comfortable participating in various activities. We compared results against those published in the New York Times*, from a survey conducted among 511 epidemiologists. Results show that in many cases Canadians are taking less precaution than epidemiologists, a few where Canadians and epidemiologists are fairly aligned, and even a couple where epidemiologists will start doing certain activities before other Canadians. Respondents were asked...

WHEN WILL YOU PERSONALLY BE WILLING TO:

	AMONG CANADIANS			AMONG EPIDEMIOLOGISTS*		
	This Summer	3-12 Months	1 Yr. +	This Summer	3-12 Months	1 Yr. +
THIS SUMMER						
Bring mail into your home without precautions	72%	21%	7%	64%	16%	20%
Get a haircut at a salon or barbershop	70%	24%	6%	41%	39%	20%
Hike or picnic outdoors with friends	68%	23%	9%	31%	41%	27%
Have a service person into your home for non-urgent work	60%	31%	8%	NOT ASKED		
See a doctor for a non-urgent appointment	54%	40%	6%	60%	29%	11%
Attend a small dinner party	52%	39%	9%	32%	46%	21%
Work in a shared office	49%	39%	12%	27%	54%	19%
Send children on playdates	47%	41%	12%	23%	47%	30%
Eat at a dine-in restaurant	47%	43%	10%	16%	56%	28%
Vacation overnight within driving distance	46%	40%	14%	56%	26%	18%
3-12 MONTHS						
Visit elderly relative or friend in their home	45%	46%	9%	20%	41%	39%
Ride a subway or bus	41%	42%	17%	20%	40%	40%
Attend a church or other religious service	36%	50%	13%	17%	41%	42%
Stop routinely wearing a face covering	35%	48%	17%	7%	40%	53%
Exercise at a gym or fitness studio	34%	49%	17%	14%	42%	44%
Send children to school, camp, or daycare	34%	53%	13%	30%	55%	15%
Go out with someone you don't know well	32%	50%	18%	14%	42%	44%
Attend a wedding or funeral	31%	50%	20%	17%	41%	42%
Hug or shake hands when greeting a friend	31%	47%	22%	14%	39%	48%
Go to a movie theatre to see a movie	23%	55%	22%	NOT ASKED		
Go to a business conference	21%	53%	27%	NOT ASKED		
Attend a sporting event, concert, or play	17%	52%	31%	3%	32%	65%
Travel by airplane	14%	45%	42%	20%	44%	37%

COMPARING CANADIANS VS. EPIDEMIOLOGISTS

Canadians are MUCH MORE LIKELY than epidemiologists to do these activities this summer:	Canadians are SLIGHTLY MORE LIKELY than epidemiologists to do these activities this summer	Canadians are EQUALLY OR LESS LIKELY than epidemiologists to do these activities this summer
Hike or picnic outdoors with friends +37%	Attend a church or other religious service +19%	Bring mail into your home without precautions +8%
Eat at a dine-in restaurant +31%	Go out with someone you don't know well +18%	Send children to school, camp, or daycare +4%
Get a haircut at a salon or barbershop +29%	Hug or shake hands when greeting a friend +17%	See a doctor for a non-urgent appointment -6%
Stop routinely wearing a face covering +28%	Attend a wedding or funeral +14%	Travel by airplane -6%
Visit elderly relative or friend in their home +25%	Attend a sporting event, concert, or play +14%	Vacation overnight within driving distance -10%
Send children on playdates +24%		
Work in a shared office +22%		
Ride a subway or bus +21%		
Exercise at a gym or fitness studio +20%		
Attend a small dinner party +20%		

In general, Canadians appear to be much more comfortable with the idea of re-engaging in society than epidemiologists and infectious disease specialists are. Of the activities tested among both audiences, Canadians are more likely than epidemiologists to engage this summer in 17/20 activities – led by going for a hike or picnic outdoors, eating at a dine-in restaurant, and getting a haircut.

Consumer results are taken from Maru's ongoing study tracking 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.

* Epidemiologist results referenced from *New York Times* study of 511 epidemiologists and infectious disease specialists. <https://www.nytimes.com/interactive/2020/06/08/upshot/when-epidemiologists-will-do-everyday-things-coronavirus.html>