

CANADIANS OUT OF THE HOME



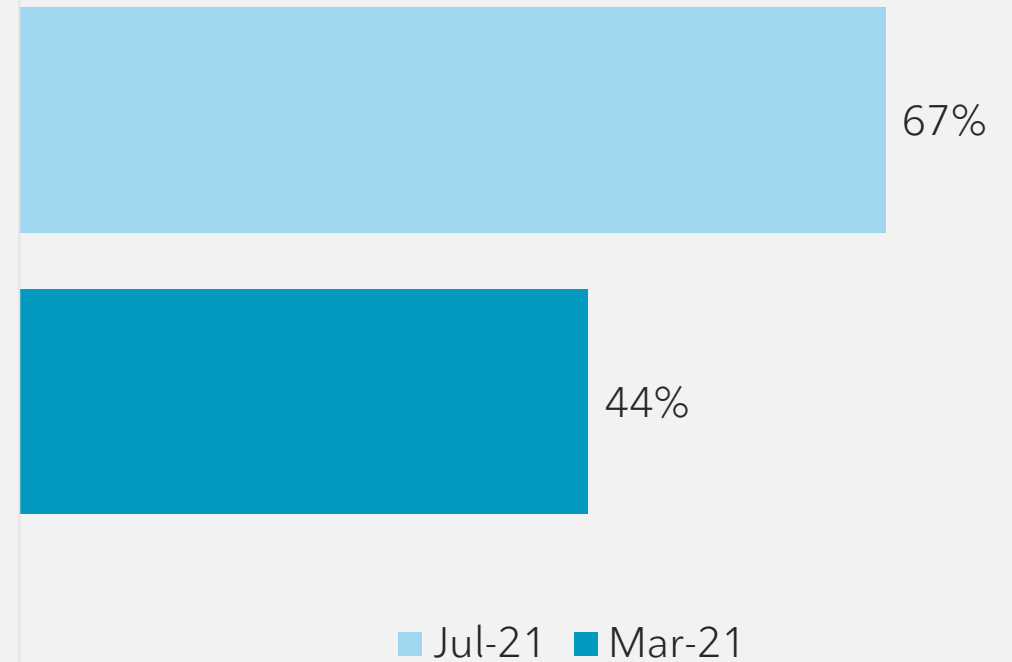
Majority of Canadians feel the virus has been contained

Canadians who feel “Vaccines will be effective in ending COVID-19 pandemic”



52%

Canadians who feel the COVID-19 virus is contained in their area

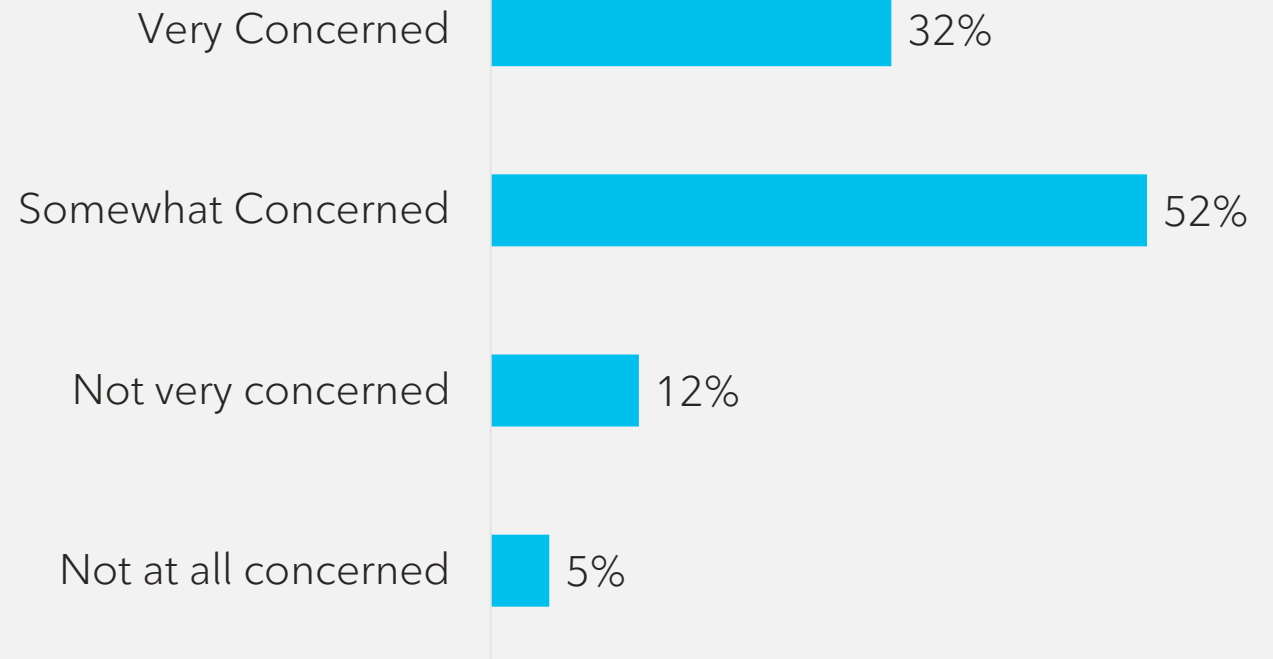


Canadians are concerned about COVID further lockdowns

84%

Canadians concerned about COVID variants causing further lockdowns this year

“How concerned are you about new COVID-19 variants causing further lockdowns in Canada this year?”



Canadians are socializing again

Canadians who say they are socializing more often than they were several months ago

86%



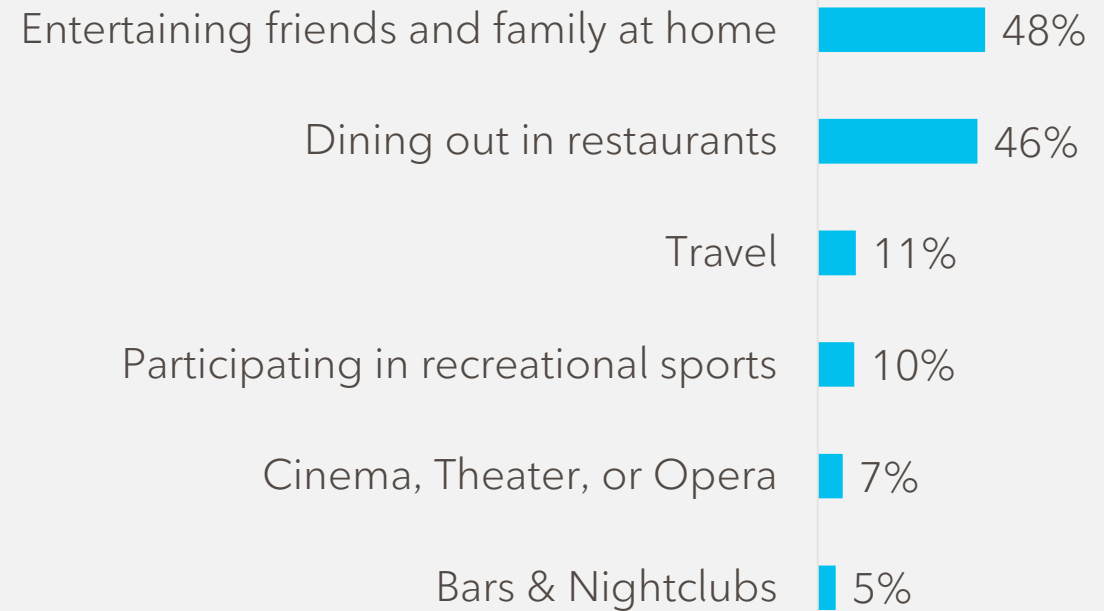
63%

Canadians who say they are socializing with friends more often since restrictions have lifted

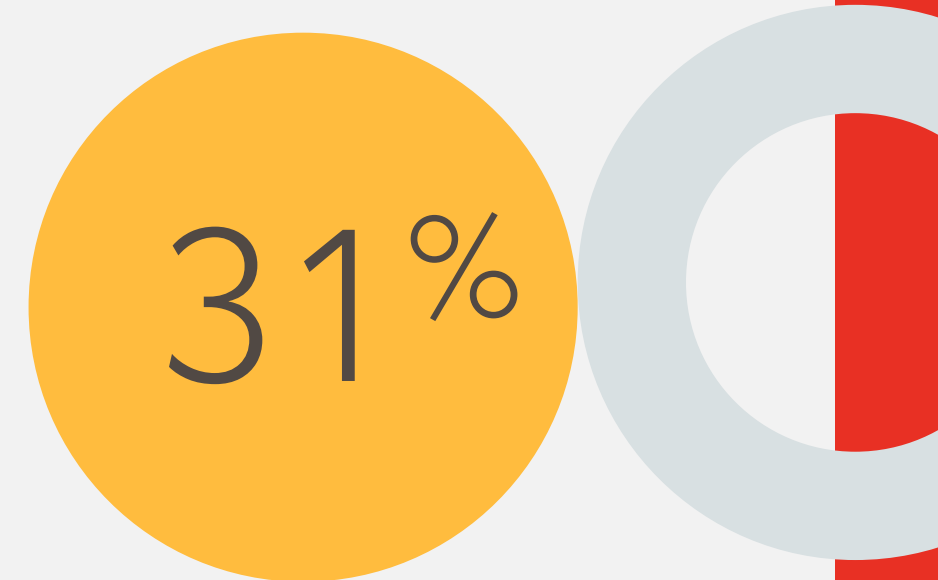
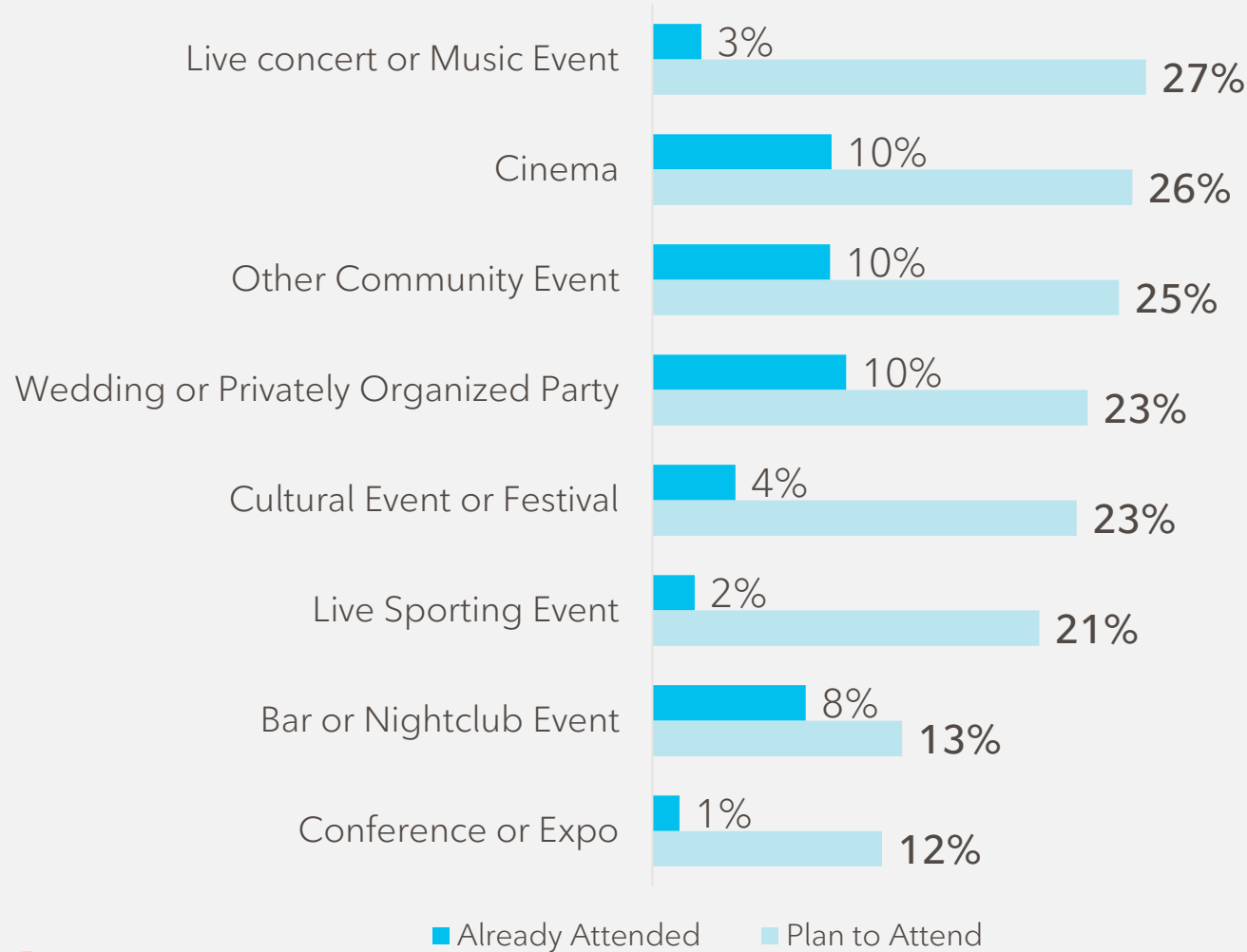
Most Canadians have socialized at home or in local restaurants



SOCIAL ACTIVITIES CANADIANS HAVE DONE SINCE RESTRICTIONS HAVE LIFTED



Canadians are looking forward to getting out of the house



Canadians have already attended a public since restrictions lifted, while 55% plan to attend an event in 2021

In-Store shopping has seen an increase in consumer interest, though e-commerce remains prominent post-pandemic



33%

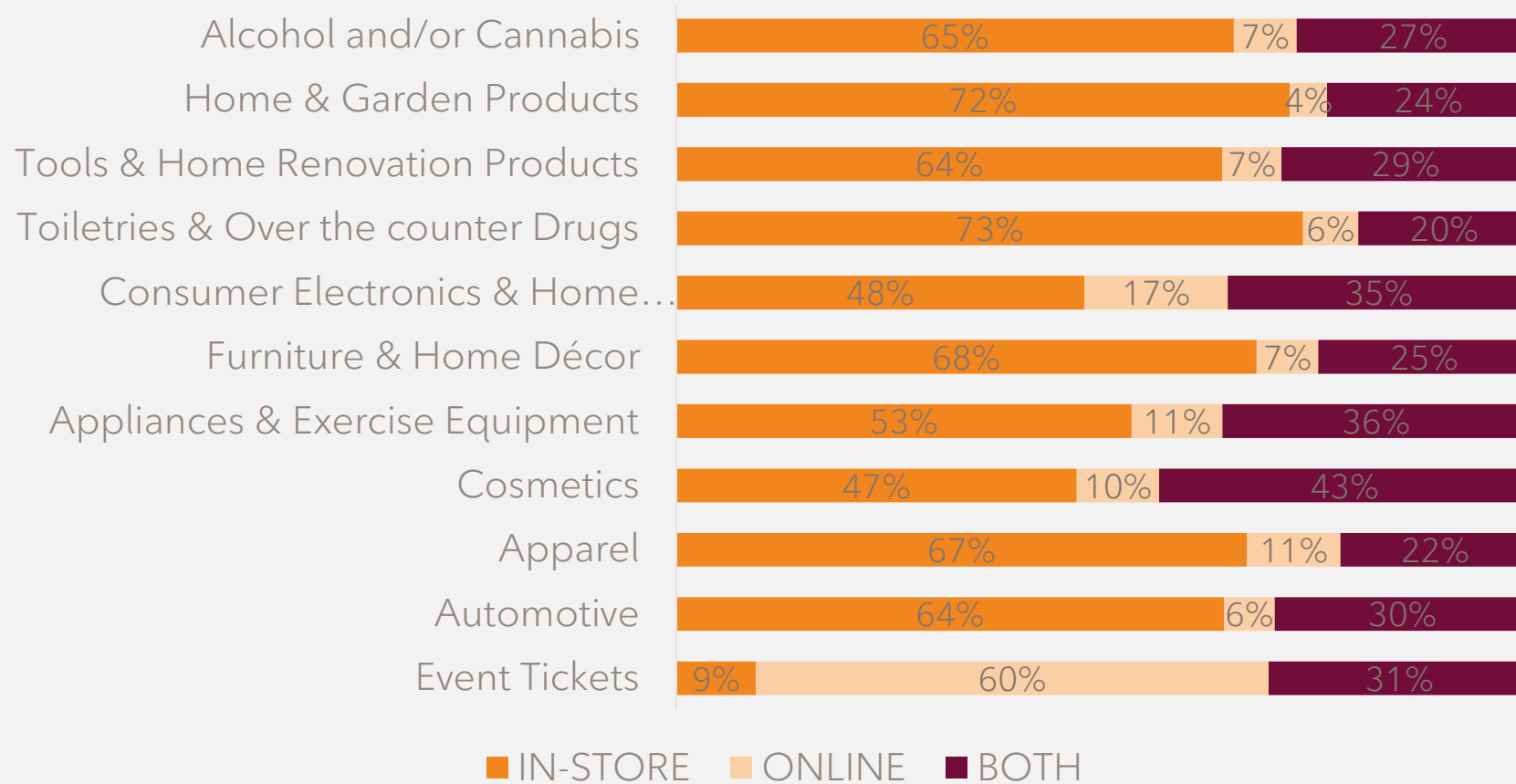
Canadians say they are shopping more in-store than they were before

Canadians say they are shopping the same amount online as they were before

65%

Canadians prefer In-Store shopping across nearly all categories

In-Store versus Online Preference

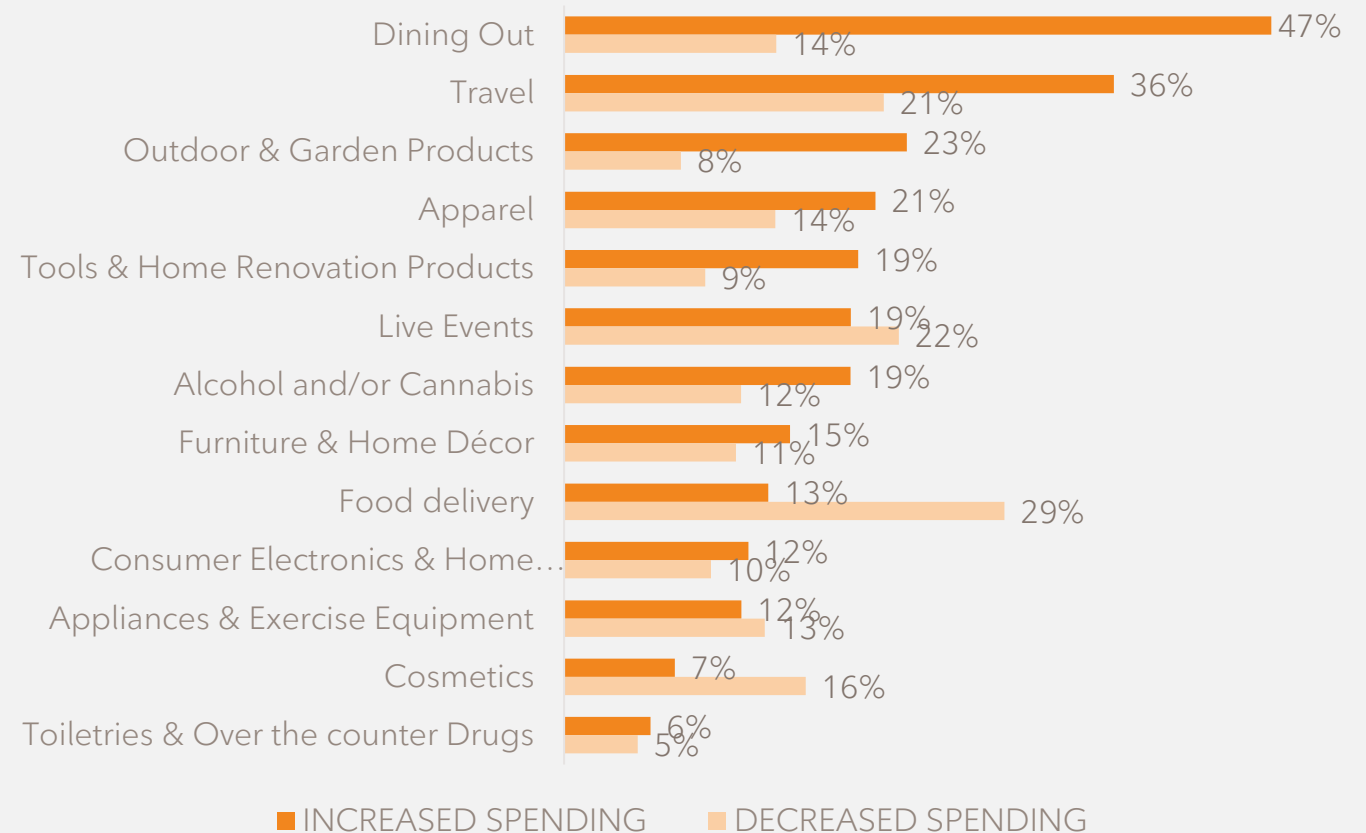


Canadians are spending more post-lockdown

1/3

Canadians say they have increased their overall spending post-lockdown

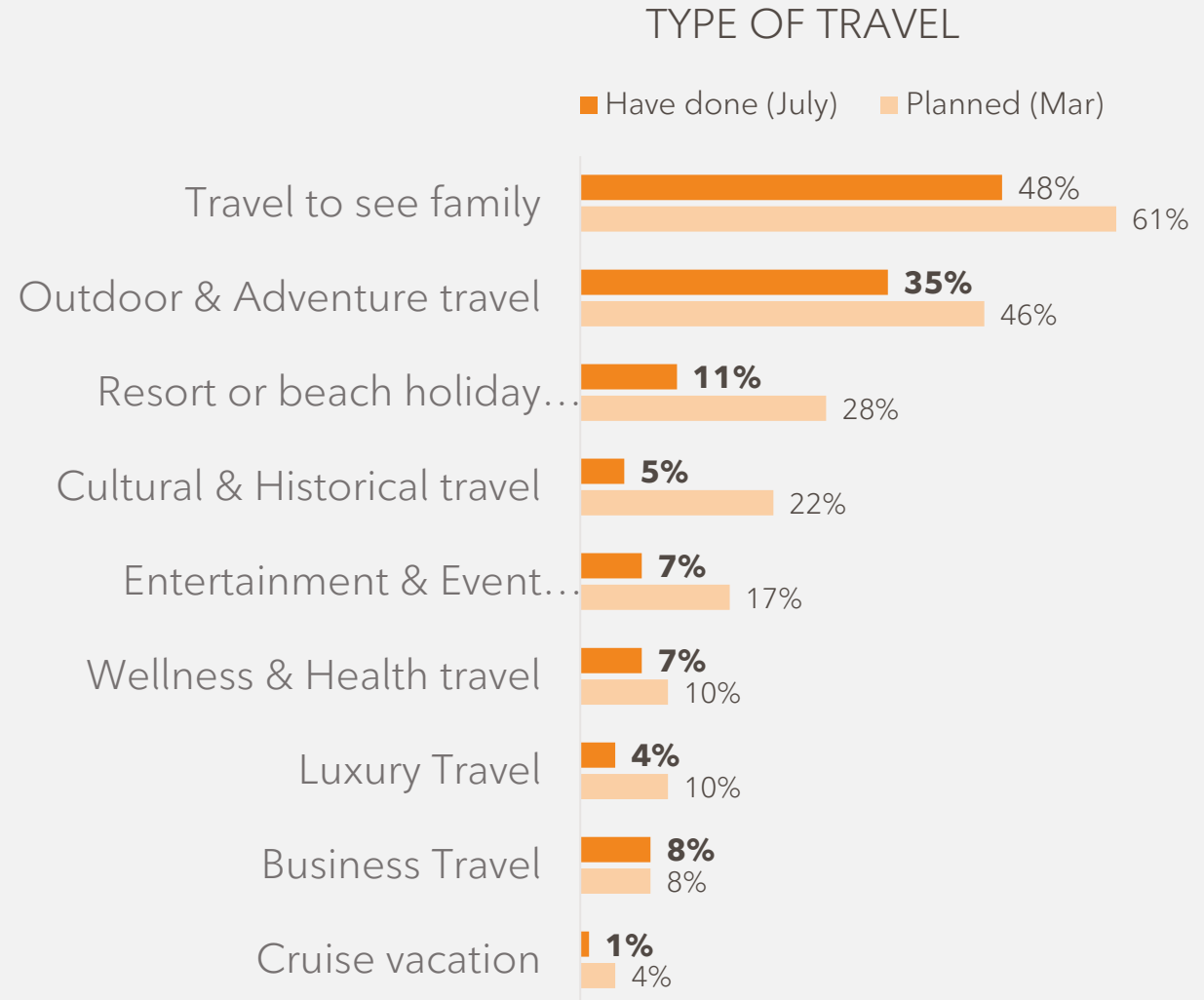
SINCE RESTRICTIONS HAVE LIFTED HOW HAVE CANADIANS CHANGED THEIR SPENDING



Close to half of Canadians are planning to travel during the remainder of 2021

74%

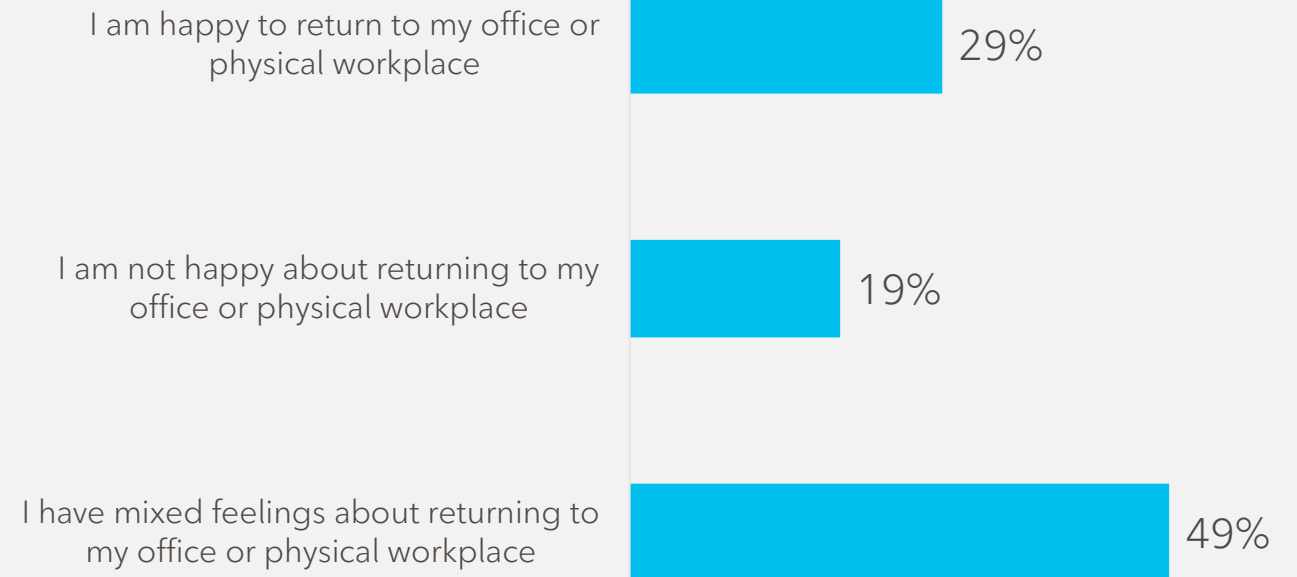
Canadians who are planning to travel will do so within the next 3 months



Half of Canadians have mixed feelings about return to their physical workplaces



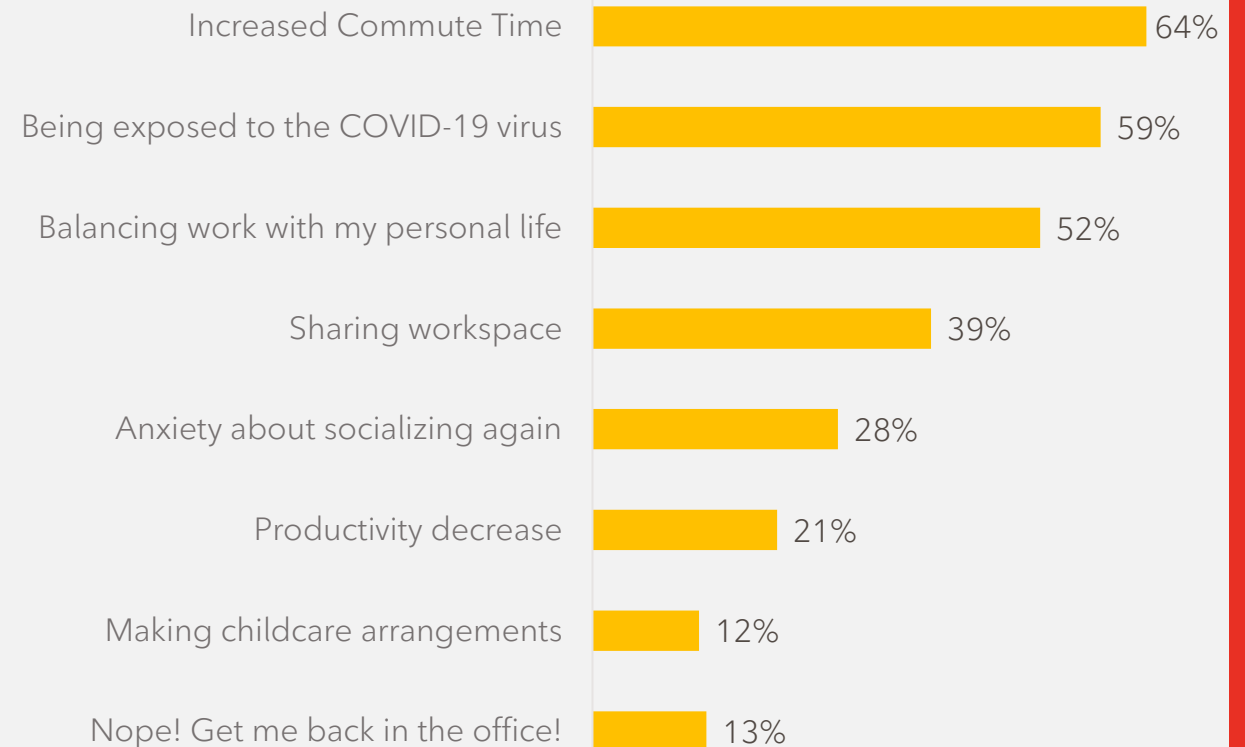
HOW CANADIANS FEEL ABOUT RETURNING TO WORK



Increased commute time, being exposed to the covid-19 virus and balancing work with personal life are top 3 concerns



MAJOR CONCERNS ABOUT RETURNING TO OFFICE



Most Canadians are going to commute to work by personal vehicle



VEHICLE

67%

PUBLIC
TRANSIT

17%

CYCLING/WALKING

13%

