

Which businesses do consumers think should stay open during COVID-19?



element54

Insight Alert!

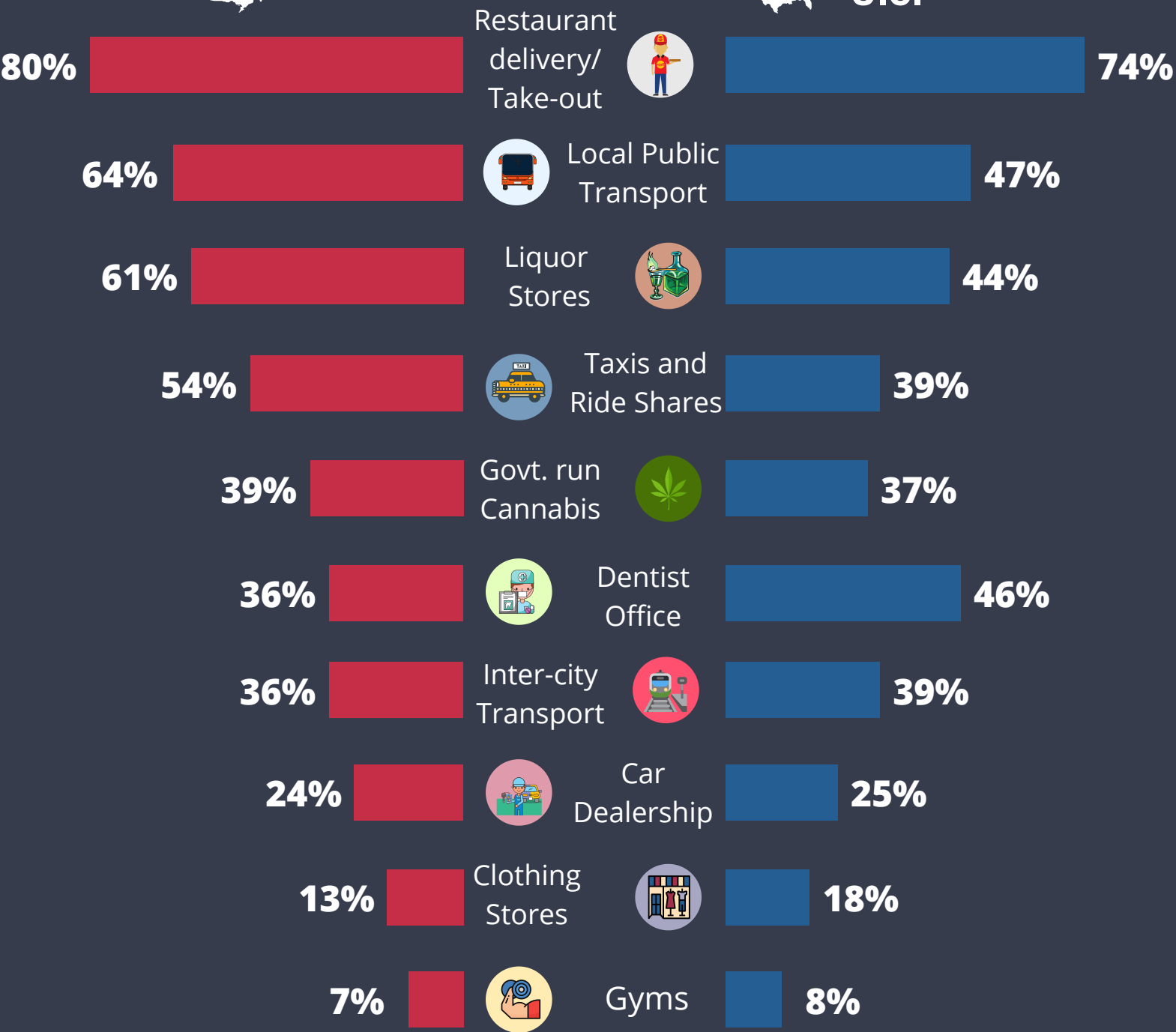
in partnership with maru/BLUE

Which businesses should remain open during this outbreak?



Canada

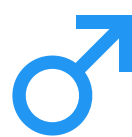
U.S.



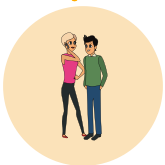
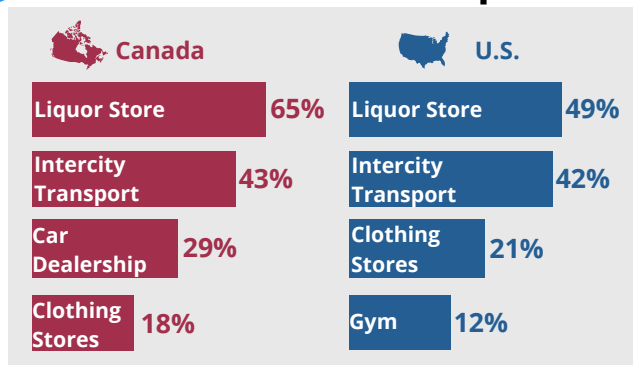
Consumer Opinions Vary by Demographic Profiles...



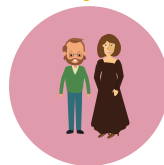
Women are not more likely than men to think that any of the business types assessed should remain open



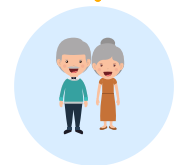
More men think these businesses should remain open



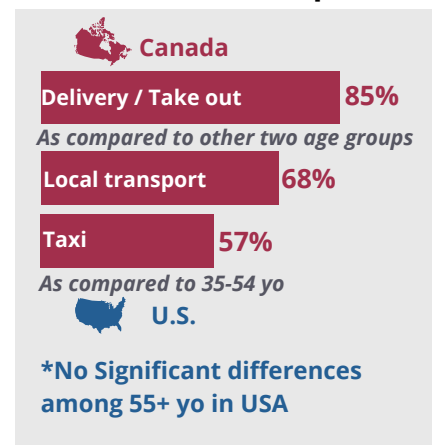
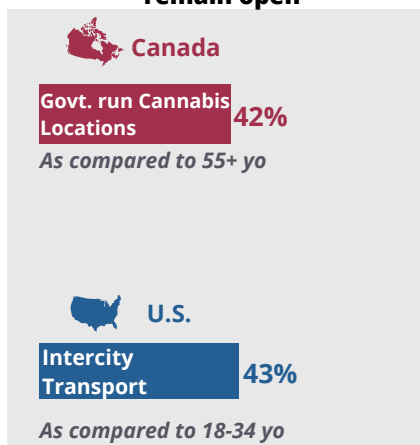
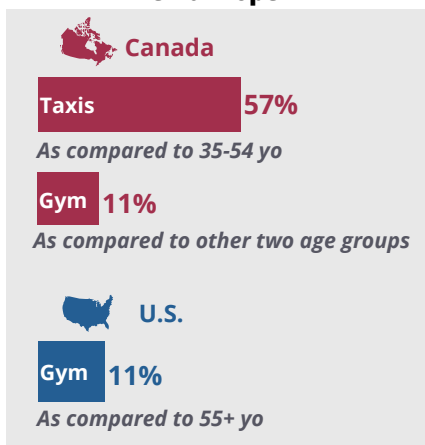
18-34 year olds more likely to think these businesses should remain open



35-54 year olds more likely to think these businesses should remain open



Those 55+ more likely to think these businesses should remain open



For additional insights from this study or to find out about our overnight solutions, please email bernie.malinoff@element-54.com or juliann.ng@element-54.com
 MARU/BLUE Omnibus of 3025 nationally representative Americans and Canadian respondents, March 2020