

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

OPEN

element54

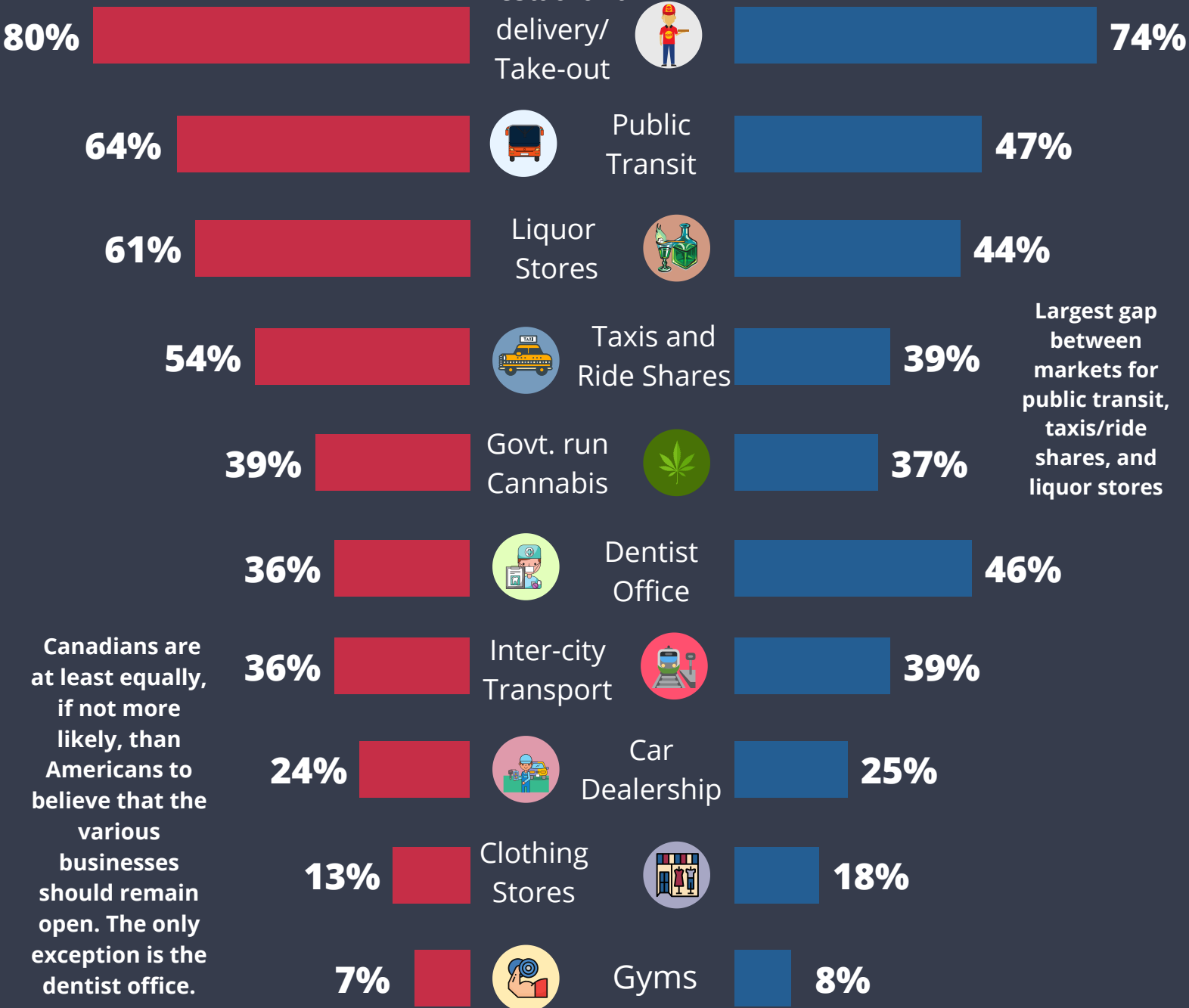
Insight Alert!

in partnership with maru/BLUE

Which businesses should remain open during this outbreak?

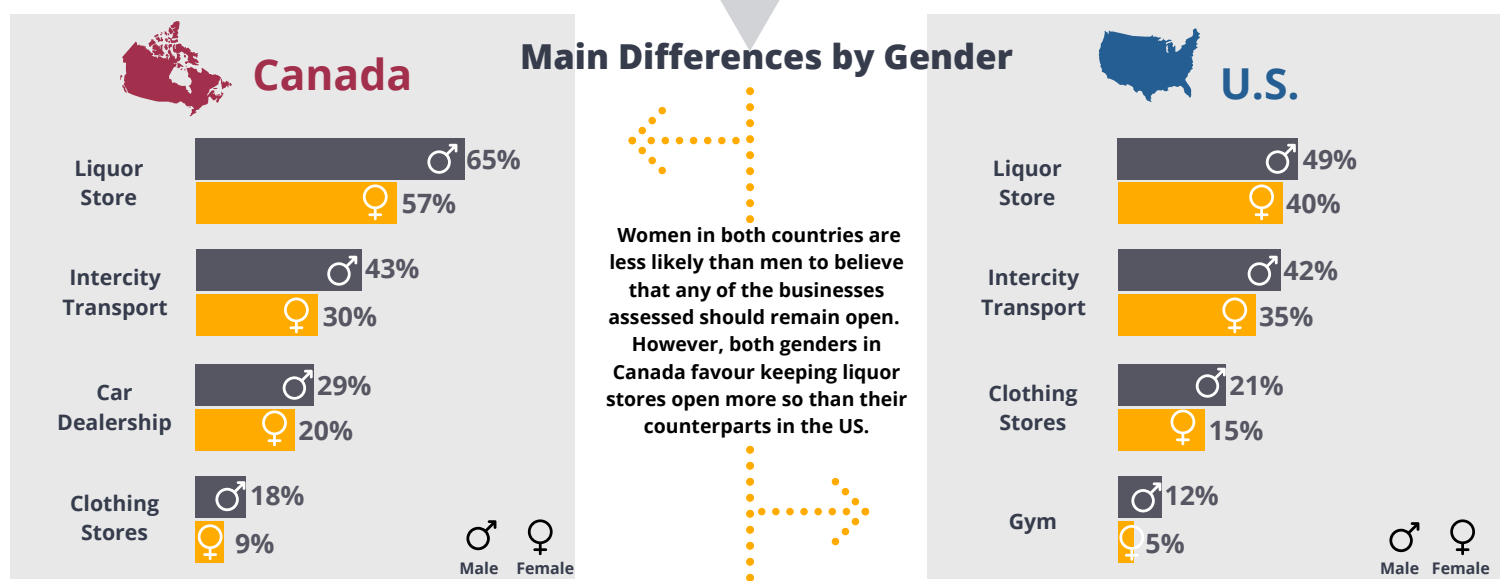
Canada

U.S.



Canadians are at least equally, if not more likely, than Americans to believe that the various businesses should remain open. The only exception is the dentist office.

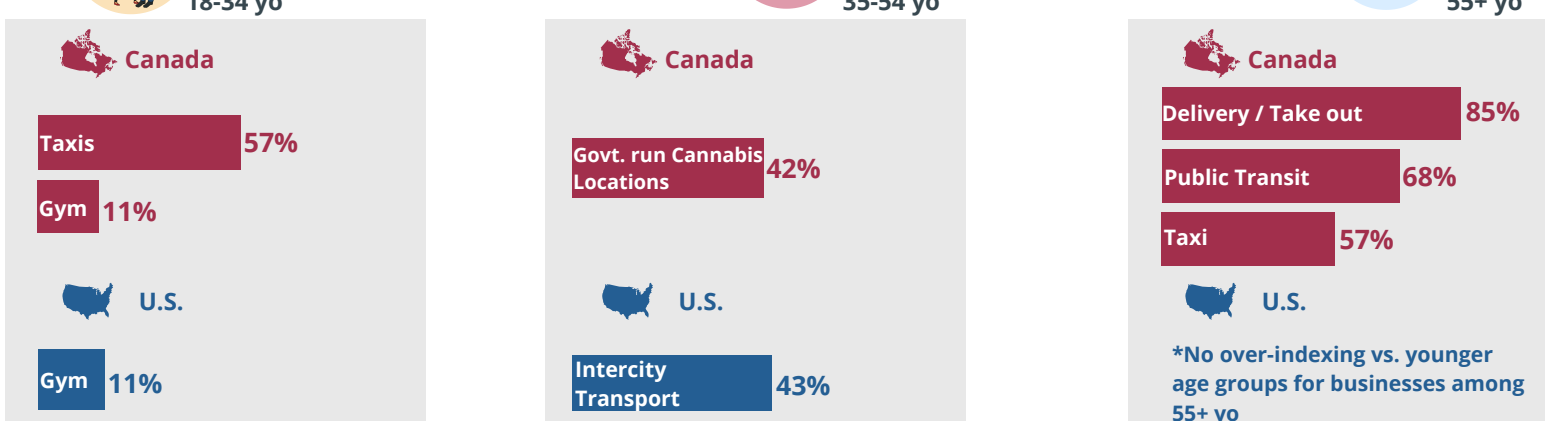
Consumer Opinions Vary by Demographic Profiles...



Main Differences by Age Groups

Though still a minority, 18-34 year olds in both markets are more likely to believe that gyms should stay open vs. those 35+

The ability to get around, whether by public transit or taxi is disproportionately more important to remain operational to the older age group



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, April 2020