

What's New in the Winter 2021 Study



Impact of covid-19

Q1: How much do you trust what each of the following sources of information say on the COVID-19 situation? *(Do not trust at all, somewhat do not trust, undecided, somewhat trust, completely trust)*

- Government
- Television
- Magazines
- Newspapers
- Radio
- Social Media
- News websites or apps
- Healthcare professionals
- Friends and family
- Foreign news



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Q2: Which of the following are you looking forward to doing after things get back to normal and the COVID-19 pandemic ends?

- Seeing family and friends in person
- Having physical contact with family & friends
- Partying
- Going to restaurants, bars or night clubs
- Attending events, festivals or concerts
- Attending sports events (excl. professional sports)
- Attending to professional sports events or games
- Going to the movies
- Spending time outdoors
- Participating in group activities
- Dating
- Shopping in-store
- Going to a salon, barber shop or spa
- Travelling within Canada
- Travelling outside of Canada/abroad
- Going back to work
- Using public transit
- Going to the gym
- Children going back to school
- Getting back to old habits
- Driving more

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Q3: How much do you agree or disagree with the following statements?

(Strongly Disagree, Somewhat Disagree, Neither Agree Or Disagree, Somewhat Agree, Strongly Agree)

- I feel safe shopping in-store
- I think the economy will be strong by the end of the year
- I'm worried about my mental health due to social distancing
- I don't think people are taking COVID-19 seriously enough
- I am concerned about the sanitation and hygiene in stores
- I will continue to mostly shop online even though stores are open

Meal Kit Services

Q1: Personally used any of the following

- Chefs Plate
- Cook It
- Freshly
- GoodFood
- HelloFresh
- Other
- None

Q2: Number of times used in the past month

- None
- 1
- 2
- 3+



Meal Kit Services

Q3: Reasons for using Meal Kit Services

- Add variety to meal planning
- Have a fun experience
- Try new ingredients
- Save time
- Reduce decision making
- Eat more home-cooked meals
- Improve culinary skills
- Eat meals that fit dietary restrictions or preference
- High-quality ingredients
- Free trial/discount offers
- New recipes
- Other

CONTACTS

Jenny Drasko

jenny@vividata.ca

Rahul Sethi

rahul@vividata.ca

www.vividata.ca

 [@VividataCanada](https://twitter.com/VividataCanada)

 [company/vividata](https://www.linkedin.com/company/vividata)