

RealTalk

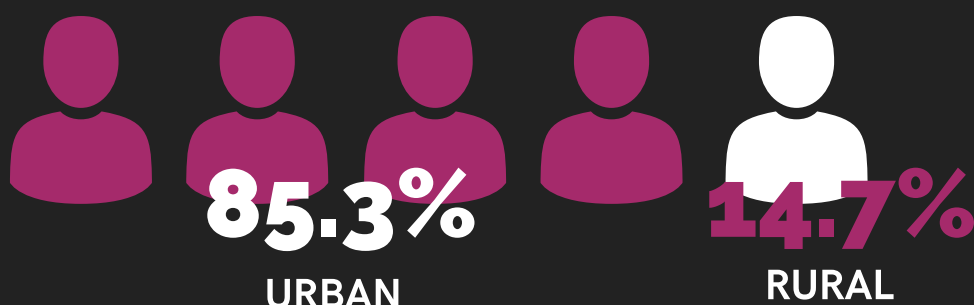
RYAN JESPERSEN

QUESTION OF THE WEEK PREVIEW

HOW DO ALBERTANS FEEL ABOUT THE 2020 TRAVEL SCANDAL?*

*INITIAL INSIGHTS FROM DATA COLLECTED JANUARY 3-7, 2021. FULL RESULTS TO COME.

DEMOGRAPHICS



97%

SAID THEY GAVE UP FAMILY TRADITIONS THIS HOLIDAY TO COMPLY WITH PUBLIC HEALTH ORDERS

3,751 

ALBERTANS RESPONDED IN THE FIRST 5 DAYS

APPROX. ONE SURVEY RESPONSE

EVERY  2 MINUTES

ALBERTANS DIDN'T HAVE TROUBLE FINDING THE WORDS TO EXPRESS HOW THEY FEEL—AND A FEW WORDS WERE USED MORE OFTEN THAN OTHERS...

!#{?! 

F*CK
USED 233 TIMES

AHOLE**
USED 550 TIMES

DISGUSTED
USED 238 TIMES

THOUSANDS OF COMMENTS LIKE THESE...

“As the scandal was breaking, our lifelong neighbours and friends were **saying goodbye to a beloved mother** who delayed her cancer screening appointment earlier in 2020.”

“How can someone who **thinks it's okay to travel** possibly know what it feels like to have **lost a job**, be forced to use a **food bank**, or not afford **school supplies** for their children.”

#RealTalkRJ

WWW.RYANJESPERSEN.COM

ystation

WWW.YSTATION.CA