

Coronavirus

Confidence and Calm Amidst Outbreak

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A DART & Maru/Blue

Voice Canada Poll

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*This public opinion survey is branded as the **DART & Maru/Blue** Voice Canada Poll. Both firms are non-partisan and comprised of well-known national veteran survey/research professionals who have worked together for decades.*

*Once released into the public domain, findings contained herein may be used with source attribution given to the **DART & Maru/Blue** Poll. Descriptions of the findings, methodology and contact persons are provided in this release – with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/> A description of **DART & Maru/Blue** Voice Canada Poll can also be found in this release.*

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But three and 10 (29%) are concerned they will contract the coronavirus and one in six (18%) would take another bus seat if a person of apparent Chinese origin with no cold symptoms sat down beside them

February 4, 2020 – Just as Canada’s government moves to evacuate Canadians from China amidst the coronavirus outbreak, a new survey undertaken for Postmedia by the polling group of **DART & Maru/Blue** indicates that there is widespread confidence in how leaders are dealing with protecting the public in Canada, and two thirds (65%) have not changed their habits as a result.

However, three in 10 (29%) are concerned that they may contract the coronavirus and one in six (18%) were deliberately move to another part of a bus if a person of apparent Chinese origin with no cold symptoms sat down beside them.

The **DART & Maru/Blue Voice Canada Poll** survey was conducted among 1,513 randomly selected Canadian adults who are members of **Maru/Blue’s Voice Canada** Online panel on January 31-February 2, 2020, and is considered accurate to within +/- 2.9 percentage points. *Portions of the written findings and data may be used by anyone for publication in the public domain with appropriate attribution to the survey being conducted by **DART & Maru/Blue**. Interpretation may be subject to correction.*

There is almost total awareness of the coronavirus...

The study indicates that almost all Canadians (97%) have heard of the outbreak of the coronavirus in China.

There is widespread confidence in how leaders are dealing with protecting the public in Canada from the coronavirus outbreak – and Chinese government (67%)...

Canadians were asked to rate how well they think various leaders are doing so far when it comes to protecting the public in Canada from the coronavirus outbreak – and leading the way is the World Health Organization (79%), followed by local health officials (74%) and the federal Minister of Health (74%), their provincial government Minister of health (71%), the government of China (67%) and their local political leadership (50%).

Majority (69%) believe Canadian officials and leaders have acted in prudent measured ways with the coronavirus outbreak...

Seven in 10 (69%) of Canadians believe that their Canadian officials and leaders have dealt with the coronavirus matter on a prudent and measured way. Alternately, three in 10 (27%) indicate that they believe their Canadian officials and leaders have not reacted enough to the outbreak. This compares to just 4% who believe that Canadian officials and leaders have overreacted to the situation.

One in three (29%) are concerned about themselves actually contracting the coronavirus...

One in three (29%) of Canadians are concerned about personally contracting the coronavirus (71% are not concerned.)

Those most likely to be concerned about contracting the coronavirus are from Ontario (35%), followed by those from Québec (29%), Alberta (27%), Manitoba/Saskatchewan (26%), British Columbia (23%), and Atlantic Canada (17%).

Canadians split: wearing a protective mask – majority (55%) don't think they are overreacting...

Canadians were asked to give their views on seeing a person wearing a protective mask around themselves nowadays. The majority (55%) *do not* think that that individual wearing the protective mask is overreacting to the coronavirus outbreak – led by those in Atlantic Canada (62%), followed by those from Québec (61%), Manitoba/Saskatchewan (57%), British Columbia (56%), Alberta (53%), and Ontario (51%).

For those that *do* believe that a person wearing a protective mask nowadays is overreacting to the coronavirus outbreak (45%), they are most likely to reside in Ontario (49%) followed by those from Alberta (47%), British Columbia (44%), Manitoba/Saskatchewan (43%), Québec (39%), and Atlantic Canada (38%).

One in six (18%) Canadians would move from a bus seat if a Chinese person sat down beside them...

Assuming they were on a bus and there was an empty seat beside them, Canadians were asked to respond to the following: if a person of apparent Chinese origin, with *no apparent symptoms of a cold*, came and took that seat, would they move somewhere else to deliberately avoid being around that person because of what they have heard about the coronavirus?

One in six (18%) Canadians say they would move elsewhere on the bus – with the highest number being from the province of Québec (23%), followed by those from Manitoba/Saskatchewan (21%), Alberta (18%), Atlantic Canada (17%), Ontario (16%), and British Columbia (11%).

Keep calm and carry on: two thirds (65%) of Canadians have not changed their regular habits since the coronavirus outbreak...

Canadians were asked to indicate if they or someone in their household is personally engaged in a list of actions because of the coronavirus over – and two thirds (65%) indicated that they have not taken any action whatsoever.

For the remainder (35%), the following actions have been taken by as a result of the outbreak of the coronavirus:

- Washing hands more often during the day (20%)
- Avoided going to places where there is a large gathering of people, such as sporting events, the movies, theatre, or restaurants (9%)
- Purchased extra supplies like hand sanitizer (7%)
- Avoided taking public transit (5%)
- Specifically avoided areas with Chinese people (5%)
- Wearing gloves when out in public to avoid touching handles, doors etc. that others have touched (4%)
- Cancelled plans to travel specifically to China or other parts of Asia (4%)
- Cancelled or avoided plans to travel anywhere (4%)
- Are wearing a protective mask in public (3%)
- Cancelled appointments at hospitals and doctors offices (2%)
- Pulled children out of school or activities (1%)

Methodology

These are some of the topline findings of a **DART & Maru/Blue Voice Canada** conducted as part of a regular sounding of Canadians on various issues and matters that affect their lives as citizens, consumers, and voters. The research is created and analyzed under the direction of veteran pollster John Wright, who is a Partner of **DART C-Suite Communicators**. Data was collected by Canada's national survey sample research provider **Maru/Blue** using their **Voice Canada** Omni Online curated panel.

The survey was conducted among 1,513 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel on January 31 – February 2, 2020. Respondents represent 97% of the Canadian public aware of the Coronavirus filtered by an unaided and aided question set for awareness. Respondents could opt in for either official language. The results have been weighted by education, age, gender, and region to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Reporting of results from Prince Edward Island, Nunavut and both the Yukon and Northwest Territories is excluded because of extremely small sample sizes. Discrepancies in or between totals are due to rounding. The precision of this **DART & Maru/Blue Voice Canada Poll** is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 2.9 %age points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population and individual provinces.

Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables.

For further information or commentary please contact:

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About **DART & Maru/Blue**

DART C-Suite Communicators is a team of high-level insight specialists and seasoned communicators who partner with the C-Suite, Executive leadership, or the Board to advance and protect crucial interests, brands, assets, and reputations requiring vital intelligence and pivotal communication strategies. Differentiated by our C-Suite peer-level bench strength, **DART C-Suite Communicators** consultants are smart, strategic thinkers who bring experienced fresh-eyes to tough communications assignments knowing the right questions to ask, the internal and external audiences to heed, and the tools and tempo to deliver actionable solutions and accountability. Together, the **DART C-Suite Communicators** team discreetly and seamlessly fills the gaps in existing resources by either doing the work needed or by providing advice and counsel. We are C-Suite confidants who bring integrity, honesty, ideation, and trustworthy sound-boarding to every assignment.

DART C-Suite Communicators is independent and not tied to any political organization. It is a partnership founded by **veteran pollster John Wright** and **communications specialist Victoria Ollers**.

DART C-Suite Communicators public releases of polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/>

DART C-Suite Communicators abides by the CRIC polling disclosure requirements.

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