

# DART

## Detailed Tables

# Coronavirus

## C-Suite Communicators

### *Confidence and Calm Amidst Outbreak*

*But three in 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*

**For Public Release February 4, 2020**

### **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.

**C-Suite Communicators**

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

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### Questions Posed

1. Have you ever heard of the coronavirus?

[Choose one]

[Grid down]

Yes

No

2. Coronaviruses are a large family of viruses that most often cause mild-to-moderate upper respiratory tract illnesses including the common cold, but can also lead involve pneumonia, kidney failure and even death.

As you may know, there has been an outbreak of a coronavirus strain originating in China that is now spreading to other countries, including Canada. The coronavirus is transmitted just like any other respiratory virus, and this is through droplet transmission.

Have you heard of this recently?

**[Choose one]**

**[Grid down]**

Yes--continue

No—if no, go to next section of the questionnaire...

3. Let's assume you are on a bus and there is an empty aisle seat beside you. If a person of apparent Chinese origin with no apparent symptoms of a cold came and took that seat, how likely is would you move somewhere else to deliberately avoid being around them because of what you have heard about the coronavirus?

**[Grid Down]**

**[Choose One]**

Very likely

Somewhat likely

Not very likely

Not likely at all

4. Based on everything you have seen, read, or heard, how concerned are you about actually contracting the coronavirus yourself?

**[Grid down]**

**[Choose one]**

Very much

Somewhat

Not very much

Not at all

5. If you see a person wearing a protective mask around you nowadays, do you think they are over-reacting to the coronavirus outbreak?

**[Grid down]**

**[Choose one]**

Yes

No

6. How well do you think the following are doing so far when it comes to protecting the public in Canada to the coronavirus outbreak?

[Grid down]

[Randomize]

- The Federal Minister of Health
- Your provincial government Minister of Health
- Your local political leadership
- Your local health officials
- The World Health Organization
- The government of China

[Grid across]

[Choose one]

Very

Somewhat

Not very

Not well

7. And so far, how do you think our Canadian officials and leaders have dealt with this matter, have they...

[Grid down]

[Select one]

- over-reacted
- been prudent and measured
- not reacted enough

8. And because of the coronavirus outbreak, have you, or someone in your household, personally done any of the following

[Grid down]

[Randomize]

[Select all that apply]

- Cancelled appointments at hospitals or doctor's offices

- Avoided going to places where there is a large gathering of people, such as sporting events, the movies, theatre, or restaurants
- Avoided taking public transit
- Specifically avoided areas with Chinese people
- Wearing a protective mask in public
- Wearing gloves when out in public to avoid touching handles, doors etc. that others have touched
- Washing your hands more often during the day
- Cancelled plans to travel specifically to China or other parts of Asia
- Cancelled or avoided plans to travel anywhere
- Pulled children out of school or activities
- Purchased extra supplies like hand sanitizer
- **None of the above [anchor]**

*Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.*

C1. Have you ever heard of the coronavirus?

	Region								Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: All Respondents	1513	224	146	125	578	331	109	684	829	278	511	724	487	499	286	511	488	514	
BASE: WEIGHTED	1513	198	170	100	571	364	110*	740	773	427	523	563	509	513	266	626	478	409	
Yes	1482	195	167	98	562	352	107	726	756	418	512	552	490	509	264	605	472	405	
	98%	99%	98%	98%	99%	97%	97%	98%	98%	98%	98%	98%	96%	99%	99%	97%	99%	99%	
													O	O		R	R		
No	31	3	3	2	8	12	3	14	17	9	11	11	20	4	2	21	5	5	
	2%	1%	2%	2%	1%	3%	3%	2%	2%	2%	2%	2%	4%	1%	1%	3%	1%	1%	
													PQ			ST			

C2. Have you heard of this recently?

	Region								Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: All Respondents	1513	224	146	125	578	331	109	684	829	278	511	724	487	499	286	511	488	514	
BASE: WEIGHTED	1513	198	170	100	571	364	110*	740	773	427	523	563	509	513	266	626	478	409	
Yes	1471	196	163	96	556	352	107	720	751	411	505	555	481	504	265	599	467	405	
	97%	99%	96%	96%	97%	97%	97%	97%	97%	96%	97%	99%	94%	98%	100%	96%	98%	99%	
		F										M		O	O			R	
No	42	1	7	4	14	12	3	20	22	16	18	8	28	9	1	27	10	5	
	3%	1%	4%	4%	3%	3%	3%	3%	3%	4%	3%	1%	6%	2%	0%	4%	2%	1%	
											N		PQ			T			

C3. Let's assume you are on a bus and there is an empty aisle seat beside you. If a person of apparent Chinese origin with no apparent symptoms of a cold came and took that seat, how likely is would you move somewhere else to deliberately avoid being around them because of what you have heard about the coronavirus?

	Total	Region						Gender		Age			Income			Education		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Heard Of Coronavirus	1481	222	141	121	569	322	106	669	812	270	496	715	466	492	285	495	478	508
BASE: WEIGHTED	1471	196	163	96	556	352	107	720	751	411	505	555	481	504	265	599	467	405
Top 2 Box (Net)	262	22	30	20	90	82	18	142	120	72	101	89	95	83	43	113	81	67
	18%	11%	18%	21%	16%	23%	17%	20%	16%	17%	20%	16%	20%	16%	16%	19%	17%	17%
				B		BG												
(4) Very likely	125	7	15	11	34	46	11	73	51	39	40	46	43	40	21	55	41	29
	8%	4%	10%	11%	6%	13%	11%	10%	7%	9%	8%	8%	9%	8%	8%	9%	9%	7%
				B		BG	B	K										
(3) Somewhat likely	137	15	15	9	55	36	7	69	68	33	61	43	52	43	22	58	40	38
	9%	8%	9%	10%	10%	10%	6%	10%	9%	8%	12%	8%	11%	8%	8%	10%	9%	9%
											N							
(2) Not very likely	438	54	53	22	162	113	34	213	224	123	150	165	142	155	75	197	139	101
	30%	27%	32%	23%	29%	32%	32%	30%	30%	30%	30%	30%	30%	31%	28%	33%	30%	25%
																T		
(1) Not likely at all	771	121	80	54	305	158	55	364	407	217	253	301	244	266	147	288	247	236
	52%	61%	49%	56%	55%	45%	52%	51%	54%	53%	50%	54%	51%	53%	55%	48%	53%	58%
				CH		H												R
Bottom 2 Box (Net)	1209	174	133	76	466	270	89	578	631	339	404	466	386	421	222	485	386	338
	82%	89%	82%	79%	84%	77%	83%	80%	84%	83%	80%	84%	80%	84%	84%	81%	83%	83%
				DEH		H												
Mean	1.74	1.54	1.79	1.77	1.68	1.91	1.76	1.79	1.69	1.74	1.78	1.7	1.78	1.72	1.69	1.8	1.73	1.65
				B	B	BG										T		
S.D.	0.94	0.79	0.96	1.03	0.89	1.03	0.97	0.98	0.9	0.96	0.94	0.93	0.96	0.92	0.93	0.95	0.95	0.92
S.E.	0.02	0.05	0.08	0.09	0.04	0.06	0.09	0.04	0.03	0.06	0.04	0.03	0.04	0.04	0.05	0.04	0.04	0.04

C4. Based on everything you have seen, read, or heard, how concerned are you about actually contracting the coronavirus yourself?

	Region							Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Heard Of Coronavirus	1481	222	141	121	569	322	106	669	812	270	496	715	466	492	285	495	478	508
BASE: WEIGHTED	1471	196	163	96	556	352	107*	720	751	411	505	555	481	504	265	599	467	405
Top 2 Box (Net)	429	46	44	25	194	102	18	200	229	135	165	129	151	143	70	197	132	100
	29%	23%	27%	26%	35%	29%	17%	28%	31%	33%	33%	23%	31%	28%	26%	33%	28%	25%
					BI		I			N	N					T		
(4) Very much	103	7	9	6	52	24	5	48	54	35	37	31	46	32	13	50	30	23
	7%	4%	5%	6%	9%	7%	5%	7%	7%	9%	7%	6%	10%	6%	5%	8%	6%	6%
					BF								Q					
(3) Somewhat	326	39	35	20	142	78	13	152	175	100	128	98	105	111	58	147	102	77
	22%	20%	21%	20%	26%	22%	12%	21%	23%	24%	25%	18%	22%	22%	22%	25%	22%	19%
				I						N	N							
(2) Not very much	595	81	65	49	204	133	63	300	295	142	209	245	187	197	119	248	175	173
	40%	41%	40%	51%	37%	38%	59%	42%	39%	34%	41%	44%	39%	39%	45%	41%	37%	43%
				GH									L					
(1) Not at all	447	70	54	22	158	117	26	220	227	135	131	181	144	163	76	154	160	132
	30%	35%	33%	23%	28%	33%	25%	31%	30%	33%	26%	33%	30%	32%	29%	26%	34%	33%
		DE	E			E							M				R	R
Bottom 2 Box (Net)	1042	151	119	71	362	250	89	520	522	276	340	425	330	361	195	402	335	305
	71%	77%	73%	74%	65%	71%	83%	72%	69%	67%	67%	77%	69%	72%	74%	67%	72%	75%
		G						GH					LM					R
Mean	2.06	1.91	1.99	2.09	2.16	2.03	1.97	2.04	2.08	2.08	2.14	1.96	2.11	2.02	2.03	2.15	2	1.98
					B						N					ST		
S.D.	0.9	0.83	0.88	0.82	0.94	0.91	0.75	0.89	0.91	0.95	0.89	0.85	0.94	0.9	0.83	0.9	0.9	0.87
S.E.	0.02	0.06	0.07	0.07	0.04	0.05	0.07	0.03	0.03	0.06	0.04	0.03	0.04	0.04	0.05	0.04	0.04	0.04

C5. If you see a person wearing a protective mask around you now a days, do you think they are over-reacting to the coronavirus outbreak?

	Region							Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Heard Of Coronavirus	1481	222	141	121	569	322	106	669	812	270	496	715	466	492	285	495	478	508
BASE: WEIGHTED	1471	196	163	96	556	352	107*	720	751	411	505	555	481	504	265	599	467	405
Yes	658	86	77	42	274	138	41	375	284	173	216	269	184	224	156	278	183	197
	45%	44%	47%	43%	49%	39%	38%	52%	38%	42%	43%	49%	38%	44%	59%	46%	39%	49%
					EH			K							OP	S		S
No	812	110	86	55	282	214	66	345	467	238	289	285	297	280	109	320	284	208
	55%	56%	53%	57%	51%	61%	62%	48%	62%	58%	57%	51%	62%	56%	41%	54%	61%	51%
						G			J				Q	Q			RT	

Q6. How well do you think the following are doing so far when it comes to protecting the public in Canada to the coronavirus outbreak? Summary Of Top 2 Box

	Region							Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Heard Of Coronavirus	1481	222	141	121	569	322	106	669	812	270	496	715	466	492	285	495	478	508
BASE: WEIGHTED	1471	196	163	96	556	352	107*	720	751	411	505	555	481	504	265	599	467	405
The Federal Minister of Health	1085	141	107	68	423	274	72	511	574	310	342	432	355	382	195	433	328	324
	74%	72%	66%	70%	76%	78%	67%	71%	76%	75%	68%	78%	74%	76%	74%	72%	70%	80%
Your provincial government	1050	138	107	61	407	270	67	517	532	295	325	430	352	376	183	423	326	301
	71%	70%	66%	63%	73%	77%	63%	72%	71%	72%	64%	78%	73%	75%	69%	71%	70%	74%
Your local political leadership	851	102	94	56	326	216	56	409	441	235	270	346	295	296	138	355	272	224
	58%	52%	58%	58%	59%	61%	53%	57%	59%	57%	54%	62%	61%	59%	52%	59%	58%	55%
Your local health officials	1083	146	120	70	421	250	76	530	553	290	352	442	357	382	200	445	332	305
	74%	74%	74%	73%	76%	71%	71%	74%	74%	70%	70%	80%	74%	76%	75%	74%	71%	75%
The World Health Organization	1164	152	129	81	436	281	85	552	612	318	381	464	380	406	208	483	356	325
	79%	77%	79%	84%	78%	80%	79%	77%	81%	77%	76%	84%	79%	81%	79%	81%	76%	80%
The government of China	991	128	111	60	361	259	72	479	513	266	298	427	326	340	175	409	302	281
	67%	65%	68%	63%	65%	74%	67%	66%	68%	65%	59%	77%	68%	67%	66%	68%	65%	69%

Q6. How well do you think the following are doing so far when it comes to protecting the public in Canada to the coronavirus outbreak? Summary Of Bottom 2 Box

	Region							Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Heard Of Coronavirus	1481	222	141	121	569	322	106	669	812	270	496	715	466	492	285	495	478	508
BASE: WEIGHTED	1471	196	163	96	556	352	107*	720	751	411	505	555	481	504	265	599	467	405
The Federal Minister of Health	386	56	55	28	133	78	35	209	177	101	163	122	126	122	70	166	139	81
	26%	28%	34%	30%	24%	22%	33%	29%	24%	25%	32%	22%	26%	24%	26%	28%	30%	20%
Your provincial government	421	58	56	35	150	82	40	203	218	116	180	125	129	128	83	176	142	104
	29%	30%	34%	37%	27%	23%	37%	28%	29%	28%	36%	22%	27%	25%	31%	29%	30%	26%
Your local political leadership	620	94	69	41	230	136	51	311	309	176	235	209	186	208	127	244	195	181
	42%	48%	42%	42%	41%	39%	47%	43%	41%	43%	46%	38%	39%	41%	48%	41%	42%	45%
Your local health officials	388	51	42	26	135	102	31	190	197	121	153	113	125	122	65	153	135	99
	26%	26%	26%	27%	24%	29%	29%	26%	26%	30%	30%	20%	26%	24%	25%	26%	29%	25%
The World Health Organization	307	45	34	16	120	71	22	168	139	93	124	90	102	98	57	115	112	80
	21%	23%	21%	16%	22%	20%	21%	23%	19%	23%	24%	16%	21%	19%	21%	19%	24%	20%
The government of China	479	69	52	36	195	93	35	241	238	145	207	127	155	164	90	190	165	124
	33%	35%	32%	37%	35%	26%	33%	34%	32%	35%	41%	23%	32%	33%	34%	32%	35%	31%



C7. And so far, how do you think our Canadian officials and leaders have dealt w ith this matter, have they...

	Region							Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Heard Of Coronavirus	1481	222	141	121	569	322	106	669	812	270	496	715	466	492	285	495	478	508
BASE: WEIGHTED	1471	196	163	96	556	352	107*	720	751	411	505	555	481	504	265	599	467	405
over-reacted	59	6	7	5	17	17	7	32	27	32	16	11	22	27	6	27	12	21
	4%	3%	4%	5%	3%	5%	6%	4%	4%	8%	3%	2%	5%	5%	2%	4%	3%	5%
										MN								
been prudent and measured	1012	133	106	67	384	254	68	486	526	274	337	401	325	348	199	392	315	306
	69%	68%	65%	69%	69%	72%	63%	68%	70%	67%	67%	72%	68%	69%	75%	65%	67%	76%
																		RS
not reacted enough	399	57	50	24	156	81	33	202	197	105	152	142	134	129	60	180	141	78
	27%	29%	31%	25%	28%	23%	30%	28%	26%	26%	30%	26%	28%	26%	23%	30%	30%	19%
																T	T	



MARU VOICE  
CANADA

C8. And because of the coronavirus outbreak, have you, or someone in your household, personally done any of the following:

	Region							Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Heard Of Coronavirus	1481	222	141	121	569	322	106	669	812	270	496	715	466	492	285	495	478	508
BASE: WEIGHTED	1471	196	163	96	556	352	107*	720	751	411	505	555	481	504	265	599	467	405
Cancelled appointments at home	32	2	2	3	15	10	0	15	17	19	8	4	13	10	4	9	12	11
	2%	1%	1%	3%	3%	3%	-	2%	2%	5%	2%	1%	3%	2%	1%	2%	3%	3%
										MN								
Avoided going to places where	130	16	16	7	65	18	7	70	60	44	34	51	41	37	32	47	41	41
	9%	8%	10%	7%	12%	5%	7%	10%	8%	11%	7%	9%	8%	7%	12%	8%	9%	10%
					H													
Avoided taking public transit	74	10	12	4	30	17	2	39	36	34	18	23	28	26	9	23	26	25
	5%	5%	7%	4%	5%	5%	2%	5%	5%	8%	4%	4%	6%	5%	3%	4%	6%	6%
										MN								
Specifically avoided areas within	70	8	11	3	28	17	2	39	31	27	21	21	15	28	12	23	19	28
	5%	4%	7%	3%	5%	5%	2%	5%	4%	7%	4%	4%	3%	6%	5%	4%	4%	7%
Wearing a protective mask in public	40	2	7	1	17	12	1	22	17	22	9	8	15	16	7	11	9	20
	3%	1%	5%	1%	3%	3%	1%	3%	2%	5%	2%	1%	3%	3%	3%	2%	2%	5%
										MN								RS
Wearing gloves when out in public	65	6	3	6	27	17	6	27	38	23	17	24	26	19	13	25	15	25
	4%	3%	2%	7%	5%	5%	6%	4%	5%	6%	3%	4%	5%	4%	5%	4%	3%	6%
																		S
Washing your hands more often	411	60	38	24	190	72	27	193	218	115	138	158	142	144	70	165	126	120
	28%	30%	23%	25%	34%	21%	26%	27%	29%	28%	27%	28%	30%	28%	26%	27%	27%	30%
					CH													
Cancelled plans to travel specifically	58	7	4	5	14	25	3	32	26	30	15	13	21	22	7	27	11	20
	4%	4%	2%	5%	2%	7%	3%	4%	3%	7%	3%	2%	4%	4%	3%	4%	2%	5%
										MN								
Cancelled or avoided plans to visit	64	8	10	6	19	20	2	41	23	18	28	18	28	16	10	23	26	15
	4%	4%	6%	6%	3%	6%	2%	6%	3%	4%	6%	3%	6%	3%	4%	4%	6%	4%
										K								
Pulled children out of school or day care	18	0	2	3	7	5	1	14	4	13	3	2	7	7	1	2	7	8
	1%	-	1%	3%	1%	1%	1%	2%	0%	3%	1%	0%	1%	1%	1%	0%	2%	2%
										MN								R
Purchased extra supplies like disinfectant	97	13	11	3	47	17	7	42	56	36	39	22	30	36	15	35	35	27
	7%	7%	7%	3%	8%	5%	7%	6%	7%	9%	8%	4%	6%	7%	6%	6%	7%	7%
										N	N							
None of the above	953	122	113	67	329	246	76	468	486	249	334	370	311	323	172	399	310	244
	65%	62%	69%	69%	59%	70%	71%	65%	65%	61%	66%	67%	65%	64%	65%	67%	66%	60%
						G	G											



## About **DART** C-Suite Communicators and 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.

**Maru/Blue** is a premium quality data services firm that provides reliable global data connections for brands, agencies, and market research. We create value for our clients by connecting them with expertly profiled known respondents. The result? Reliable, reproducible insights. We deliver instant access to the general population, specific markets, and your or your competitor's customers. **Maru/Blue** began disrupting the market community industry in 2000. Our market communities' broke new ground, adding depth and richness to clients' understanding of what motivates their customers and shapes their markets. Now, as part of the **Maru Group**, we continue to provide reliable global data connections for agencies, brands, and market research firms. **Springboard America**, and **Maru Voice Canada**, established more than a decade ago, are a testament to our commitment and depth of engagement. More recently we developed the **Maru Voice Business Canada** and Springboard America Business Forum, both an excellent source for business to business research.

*Discover us at:*

[www.dartincom.ca](http://www.dartincom.ca) [www.marublue.net](http://www.marublue.net)