

DART & maru / BLUE

Voice Canada Poll

Coronavirus

One Quarter (26%) of Canadians Indicate Someone in their Household or Immediate Family has Lost their Job or Been Laid Off Specifically Because of Coronavirus

*When it Comes to Personal or Family Financial Situation,
One in Five (21%) Feel Either Pressured and Anxious (16%) or
Dire and Desperate (5%) Looking Out Over Next Three Months*

Release Date: March 26, 2020

Methodology

*These are the tabular results and questions of a **DART & maru/BLUE Voice Canada Poll** 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 1,514 randomly selected Canadian adults who are members of **maru/BLUE**'s Online panel on March 19/20, 2020. 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. Respondents could choose between an English and French questionnaire. 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 percentage 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.*

Voice Canada Poll

For further information or commentary please contact:

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Questions Posed

[SINGLE CHOICE GRID]

[C4]

Base = Total

And thinking about the impact of the coronavirus on your own personal or family financial situation, how would you describe the next three months?

Relatively comfortable

Tight and concerned

Pressured and anxious

Dire and desperate

[SINGLE CHOICE GRID]

[C6]

Base = Total

Have you or someone in your household or immediate family lost their job or been laid off specifically because of the impact of the coronavirus?

Yes

No

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

Have you or someone in your household or immediate family lost their job or been laid off specifically because of the impact of the coronavirus?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	202	168	106	584	341	113
BASE: WEIGHTED	1514	198	170	100*	571	365	110
Yes	395	45	46	31	172	80	22
	26%	23%	27%	31%	30%	22%	20%
					HI		
No	1119	153	124	69	399	284	89
	74%	77%	73%	69%	70%	78%	80%
						G	FG

	Gender		Age			Income			Education			
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1514	760	754	425	533	556	467	498	343	490	453	571
BASE: WEIGHTED	1514	740	774	427	524	564	508	504	297	626	478	410
Yes	395	186	209	135	141	120	155	138	68	167	124	104
	26%	25%	27%	32%	27%	21%	30%	27%	23%	27%	26%	25%
				N	N		Q					
No	1119	554	565	292	383	444	354	367	229	459	354	306
	74%	75%	73%	68%	73%	79%	70%	73%	77%	73%	74%	75%
						LM			O			

And thinking about the impact of the coronavirus on your own personal or family financial situation, how would you describe the next three months?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	202	168	106	584	341	113
BASE: WEIGHTED	1514	198	170	100*	571	365	110
Relatively comfortable	539	71	53	30	209	144	33
	36%	36%	31%	30%	37%	39%	30%
Tight and concerned	644	90	75	43	228	152	55
	43%	46%	44%	43%	40%	42%	50%
Pressured and anxious	249	32	36	18	96	53	16
	16%	16%	21%	18%	17%	14%	14%
Dire and desperate	81	5	6	10	37	16	7
	5%	3%	3%	10%	7%	4%	6%
				BCH			

	Gender			Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1514	760	754	425	533	556	467	498	343	490	453	571
BASE: WEIGHTED	1514	740	774	427	524	564	508	504	297	626	478	410
Relatively comfortable	539	283	256	125	154	260	139	200	129	210	164	164
	36%	38%	33%	29%	29%	46%	27%	40%	44%	34%	34%	40%
Tight and concerned	644	307	337	206	210	227	224	213	113	272	206	166
	43%	41%	44%	48%	40%	40%	44%	42%	38%	43%	43%	41%
Pressured and anxious	249	114	136	80	114	56	97	74	48	100	83	66
	16%	15%	18%	19%	22%	10%	19%	15%	16%	16%	17%	16%
Dire and desperate	81	37	45	16	45	21	48	17	7	44	24	14
	5%	5%	6%	4%	9%	4%	9%	3%	2%	7%	5%	3%
					LN		PQ			T		

About

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 soundboarding 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 executive Victoria Ollers.

DART C-Suite Communicators abides by the Canadian Research and Intelligence Council (“CRIC”) Public Opinion Research Standards and Disclosure Requirements <https://canadianresearchinsightscouncil.ca/standards/por/>.

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>

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 for reliable, reproducible insights.

We deliver instant access to the general population, specific markets, and your or your competitor’s customers. 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. **maru/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.

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