

DART & maru / BLUE

## Voice Canada Poll

### DETAILED TABLES

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## Coronavirus

As COVID -19 Virus Concern Grips Canadians, Confidence in Public  
and Health Officials Rise

*Prime Minister Justin Trudeau (68%) Viewed as Doing Well in Protecting Public from Outbreak*

*People going to the stores to buy essentials (77%) viewed as  
greatest purveyors of fear (24%) and panic (53%)*

Release Date: March 21, 2020

## Methodology

These are some of the topline findings 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 13-15, 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. 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.

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**CORONAVIRUS**

**[SINGLE CHOICE GRID]**

**Base = Total**

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

**ROWS [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
- Prime Minister Trudeau
- Your provincial premier

**COLUMNS**

- Very
- Somewhat
- Not very
- Not at all

**[SINGLE CHOICE]**

**[C7]**

**Base = Total**

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

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

**[SINGLE CHOICE GRID]**

**Base = Total**

And, generally, when you consider how of each of the following have dealt with the coronavirus, how do you think they have done?



**ROWS [RANDOMIZE]**

President Donald Trump

Employers

Major league sports

Schools

Prime Minister Justin Trudeau

Business leaders

People going to the store to buy essentials

Entertainers

**COLUMNS**

Balanced and responsibly

A little over the top but ok

Unnecessary and driving fear

Completely over the top and driving panic

Missing in action

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

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# Voice Canada Poll

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

Top Box 2

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Your local health officials	1316	177	147	83	495	326	89
	87%	89%	86%	83%	87%	89%	81%
						I	
The World Health Organization	1294	170	151	83	468	321	101
	85%	86%	89%	83%	82%	88%	92%
						G	FG
Your provincial government Minister of Health	1265	175	131	75	465	331	88
	84%	88%	77%	75%	81%	91%	80%
		CDF			F	CDFGI	
The Federal Minister of Health	1181	159	137	72	457	264	91
	78%	80%	81%	72%	80%	73%	83%
		F	F		FH		F
Your provincial premier	1148	156	106	68	402	337	79
	76%	79%	62%	67%	70%	92%	72%
		CDFG				BCDEFGI	
Your local political leadership	1119	139	122	61	415	306	77
	74%	70%	72%	61%	73%	84%	69%
		F	F		DF	BCDFGI	F
Prime Minister Trudeau	1026	141	110	60	416	214	85
	68%	71%	65%	60%	73%	59%	77%
		H			DH		DEFH
The government of China	962	128	108	57	360	235	74
	64%	65%	64%	56%	63%	65%	67%

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## Bottom Box 2

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
The government of China	552	70	62	44	211	129	37
	36%	35%	36%	44%	37%	35%	33%
Prime Minister Trudeau	488	57	59	40	155	151	25
	32%	29%	35%	40%	27%	41%	23%
				GI		BGI	
Your local political leadership	395	59	48	39	156	59	34
	26%	30%	28%	39%	27%	16%	31%
		H	H	GH	H		H
Your provincial premier	366	42	64	33	169	28	31
	24%	21%	38%	33%	30%	8%	28%
		H	BEH	BH	BH		H
The Federal Minister of Health	333	39	33	28	114	100	19
	22%	20%	19%	28%	20%	27%	17%
						G	
Your provincial government Minister of Health	249	23	39	25	106	33	22
	16%	12%	23%	25%	19%	9%	20%
			BH	BH	H		H
The World Health Organization	220	28	19	17	103	43	9
	15%	14%	11%	17%	18%	12%	8%
					HI		
Your local health officials	198	21	23	18	76	39	21
	13%	11%	14%	17%	13%	11%	19%
							H

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## The Federal Minister of Health

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Top 2 Box (Net)	1181	159	137	72	457	264	91
	78%	80%	81%	72%	80%	73%	83%
		F	F		FH		F
(4) Very much	522	74	44	29	214	116	45
	34%	37%	26%	29%	37%	32%	41%
		CF			CF		CF
(3) Somewhat	659	85	92	44	243	149	46
	44%	43%	54%	43%	43%	41%	41%
			GH				
(2) Not very much	223	32	26	21	71	60	13
	15%	16%	15%	21%	12%	16%	12%
				G			
(1) Not at all	110	7	8	7	43	40	6
	7%	4%	4%	7%	8%	11%	5%
						BC	
Bottom 2 Box (Net)	333	39	33	28	114	100	19
	22%	20%	19%	28%	20%	27%	17%
						G	
Mean	3.05	3.14	3.02	2.94	3.1	2.93	3.18
		FH			FH		FH
S.D.	0.88	0.81	0.77	0.88	0.89	0.96	0.85
S.E.	0.02	0.05	0.06	0.08	0.04	0.05	0.08

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## Your provincial government Minister of Health

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Top 2 Box (Net)	1265	175	131	75	465	331	88
	84%	88%	77%	75%	81%	91%	80%
		CDF			F	CDFGI	
(4) Very much	591	95	50	30	188	190	38
	39%	48%	30%	30%	33%	52%	34%
		CDFGI				CDFGI	
(3) Somewhat	673	80	81	45	277	141	51
	44%	40%	47%	45%	49%	39%	46%
					H		
(2) Not very much	186	18	25	19	82	24	19
	12%	9%	15%	19%	14%	7%	17%
			H	BH	H		H
(1) Not at all	63	6	14	6	24	10	3
	4%	3%	8%	6%	4%	3%	3%
			H				
Bottom 2 Box (Net)	249	23	39	25	106	33	22
	16%	12%	23%	25%	19%	9%	20%
			BH	BH	H		H
Mean	3.18	3.33	2.99	2.99	3.1	3.4	3.11
		CDFGI			F	CDFGI	
S.D.	0.8	0.76	0.88	0.87	0.8	0.73	0.79
S.E.	0.02	0.05	0.07	0.08	0.03	0.04	0.07

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Your local political leadership

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Top 2 Box (Net)	1119	139	122	61	415	306	77
	74%	70%	72%	61%	73%	84%	69%
		F	F		DF	BCDFGI	F
(4) Very much	402	48	39	23	129	142	22
	27%	24%	23%	23%	23%	39%	20%
						BCDFGI	
(3) Somewhat	716	91	83	38	286	164	55
	47%	46%	49%	38%	50%	45%	50%
					DF		
(2) Not very much	276	39	32	32	103	48	23
	18%	20%	19%	31%	18%	13%	20%
				BCGH			
(1) Not at all	120	20	16	8	54	11	11
	8%	10%	9%	8%	9%	3%	10%
		H	H	H	H		H
Bottom 2 Box (Net)	395	59	48	39	156	59	34
	26%	30%	28%	39%	27%	16%	31%
		H	H	GH	H		H
Mean	2.93	2.84	2.85	2.75	2.86	3.2	2.79
					F	BCDFGI	
S.D.	0.87	0.91	0.88	0.9	0.87	0.77	0.88
S.E.	0.02	0.06	0.07	0.09	0.04	0.04	0.08

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## Your local health officials

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Top 2 Box (Net)	1316	177	147	83	495	326	89
	87%	89%	86%	83%	87%	89%	81%
						I	
(4) Very much	637	86	67	37	235	172	40
	42%	44%	40%	37%	41%	47%	36%
(3) Somewhat	678	90	79	46	260	153	50
	45%	46%	47%	45%	46%	42%	45%
(2) Not very much	156	17	21	11	59	30	18
	10%	9%	12%	11%	10%	8%	16%
							H
(1) Not at all	42	4	3	6	17	9	4
	3%	2%	2%	6%	3%	2%	3%
Bottom 2 Box (Net)	198	21	23	18	76	39	21
	13%	11%	14%	17%	13%	11%	19%
							H
Mean	3.26	3.31	3.24	3.13	3.25	3.34	3.13
						DFI	
S.D.	0.75	0.72	0.72	0.85	0.76	0.73	0.8
S.E.	0.02	0.05	0.05	0.08	0.03	0.04	0.07

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## The World Health Organization

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Top 2 Box (Net)	1294	170	151	83	468	321	101
	85%	86%	89%	83%	82%	88%	92%
						G	FG
(4) Very much	678	82	69	46	254	171	57
	45%	41%	41%	46%	44%	47%	51%
(3) Somewhat	616	88	82	37	214	151	45
	41%	44%	48%	37%	38%	41%	40%
			G				
(2) Not very much	162	17	12	14	77	36	6
	11%	9%	7%	14%	14%	10%	5%
				I	CI		
(1) Not at all	58	11	8	3	25	7	4
	4%	6%	5%	3%	4%	2%	3%
		H					
Bottom 2 Box (Net)	220	28	19	17	103	43	9
	15%	14%	11%	17%	18%	12%	8%
					HI		
Mean	3.26	3.22	3.25	3.25	3.22	3.33	3.4
S.D.	0.8	0.83	0.77	0.82	0.84	0.73	0.73
S.E.	0.02	0.06	0.06	0.08	0.04	0.04	0.07

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## The government of China

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Top 2 Box (Net)	962	128	108	57	360	235	74
	64%	65%	64%	56%	63%	65%	67%
(4) Very much	362	49	36	23	129	100	25
	24%	25%	21%	23%	23%	27%	23%
(3) Somewhat	599	79	72	33	232	135	48
	40%	40%	42%	33%	41%	37%	44%
(2) Not very much	340	38	37	29	124	88	24
	22%	19%	22%	29%	22%	24%	22%
(1) Not at all	213	32	25	15	87	41	13
	14%	16%	15%	15%	15%	11%	12%
Bottom 2 Box (Net)	552	70	62	44	211	129	37
	36%	35%	36%	44%	37%	35%	33%
Mean	2.73	2.73	2.71	2.65	2.7	2.81	2.78
S.D.	0.98	1.01	0.97	1	0.98	0.97	0.93
S.E.	0.03	0.07	0.07	0.1	0.04	0.05	0.08

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## Prime Minister Trudeau

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Top 2 Box (Net)	1026	141	110	60	416	214	85
	68%	71%	65%	60%	73%	59%	77%
		H			DH		DEFH
(4) Very much	431	53	33	23	186	98	38
	28%	27%	19%	23%	33%	27%	35%
					C		C
(3) Somewhat	595	88	77	37	230	116	47
	39%	44%	46%	37%	40%	32%	42%
		H	H		H		
(2) Not very much	258	39	32	24	80	69	14
	17%	20%	19%	24%	14%	19%	12%
				GI			
(1) Not at all	230	18	27	16	75	81	12
	15%	9%	16%	16%	13%	22%	11%
						BGI	
Bottom 2 Box (Net)	488	57	59	40	155	151	25
	32%	29%	35%	40%	27%	41%	23%
				GI		BGI	
Mean	2.81	2.89	2.68	2.67	2.92	2.63	3.01
		H			CDH		CDEH
S.D.	1.01	0.91	0.97	1.01	0.99	1.1	0.95
S.E.	0.03	0.06	0.07	0.1	0.04	0.06	0.09

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## Your provincial premier

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Top 2 Box (Net)	1148	156	106	68	402	337	79
	76%	79%	62%	67%	70%	92%	72%
		CDFG				BCDEFGI	
(4) Very much	503	62	31	26	141	216	26
	33%	32%	18%	26%	25%	59%	23%
		C				BCDEFGI	
(3) Somewhat	645	94	74	41	261	120	54
	43%	47%	44%	41%	46%	33%	49%
		H	H		H		H
(2) Not very much	255	33	41	22	115	20	24
	17%	17%	24%	22%	20%	5%	22%
		H	H	H	H		H
(1) Not at all	111	9	24	11	54	8	7
	7%	4%	14%	10%	9%	2%	6%
			BH	H	H		H
Bottom 2 Box (Net)	366	42	64	33	169	28	31
	24%	21%	38%	33%	30%	8%	28%
		H	BEH	BH	BH		H
Mean	3.02	3.06	2.67	2.83	2.86	3.5	2.89
		CDFG			C	BCDEFGI	
S.D.	0.89	0.81	0.93	0.94	0.9	0.7	0.84
S.E.	0.02	0.05	0.07	0.09	0.04	0.04	0.07

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

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
over-reacted	124	12	20	14	46	24	8
	8%	6%	12%	14%	8%	6%	7%
been prudent and measured	955	141	99	56	384	200	74
	63%	71%	58%	56%	67%	55%	67%
		CDFH			DH		
not reacted enough	435	45	50	30	141	141	29
	29%	23%	30%	30%	25%	39%	26%
						BGI	



	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	682	832	237	495	782	479	481	317	559	470	485
BASE: WEIGHTED	1514	740	774	428	523	563	483	465	333	626	478	410
over-reacted	124	69	55	41	49	34	34	37	38	59	35	30
	8%	9%	7%	10%	9%	6%	7%	8%	12%	9%	7%	7%
been prudent and measured	955	452	503	262	324	369	315	285	218	380	274	301
	63%	61%	65%	61%	62%	65%	65%	61%	65%	61%	57%	73%
												RS
not reacted enough	435	219	216	125	149	160	134	144	77	188	168	79
	29%	30%	28%	29%	29%	28%	28%	31%	23%	30%	35%	19%
								Q		T		T

3. And, generally, when you consider how of each of the following have dealt with the coronavirus, how do you think they have done?

**President Donald Trump**

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Balanced and responsibly	286	26	22	22	117	86	15
	19%	13%	13%	22%	20%	24%	13%
A little over the top but ok					B	BCI	
	306	27	54	20	103	84	20
	20%	13%	32%	20%	18%	23%	18%
Unnecessary and driving fear			BGI			B	
	236	35	26	19	75	60	22
	16%	17%	15%	19%	13%	16%	20%
Completely over the top and driving panic	214	25	21	11	96	38	23
	14%	13%	12%	11%	17%	11%	21%
Missing in action					H		H
	471	86	48	29	180	97	31
	31%	43%	28%	29%	31%	27%	28%
		CDEGHI					

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## Employers

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Balanced and responsibly	892	114	109	55	328	217	69
	59%	58%	64%	55%	57%	59%	63%
A little over the top but ok	330	39	32	18	120	98	22
	22%	20%	19%	18%	21%	27%	20%
Unnecessary and driving fear	88	13	6	9	36	21	3
	6%	7%	3%	9%	6%	6%	2%
Completely over the top and driving panic	35	4	1	3	15	11	1
	2%	2%	1%	3%	3%	3%	1%
Missing in action	170	28	22	16	72	18	15
	11%	14%	13%	16%	13%	5%	13%
		H	H	H	H		H

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## Major League Sports

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Balanced and responsibly	843	116	83	50	302	226	65
	56%	59%	49%	50%	53%	62%	59%
						CG	
A little over the top but ok	438	50	65	32	169	91	31
	29%	25%	38%	32%	30%	25%	28%
			BH				
Unnecessary and driving fear	107	18	16	10	34	22	7
	7%	9%	9%	10%	6%	6%	6%
Completely over the top and driving panic	86	10	4	7	48	13	4
	6%	5%	2%	7%	8%	4%	3%
					CH		
Missing in action	40	4	3	2	17	11	3
	3%	2%	2%	2%	3%	3%	3%

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## Schools

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Balanced and responsibly	867	105	97	47	324	229	66
	57%	53%	57%	47%	57%	63%	60%
A little over the top but ok	398	49	39	28	147	99	35
	26%	25%	23%	28%	26%	27%	32%
Unnecessary and driving fear	130	20	11	12	67	18	3
	9%	10%	7%	12%	12%	5%	2%
		HI		HI	HI		
Completely over the top and driving panic	54	2	5	4	27	15	1
	4%	1%	3%	4%	5%	4%	1%
					B		
Missing in action	64	22	18	8	7	4	5
	4%	11%	10%	8%	1%	1%	5%
		GH	GH	GH			GH

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Voice Canada Poll

## Prime Minister Justin Trudeau

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Balanced and responsibly	767	104	77	34	322	163	67
	51%	53%	45%	34%	56%	45%	61%
		DE			CDEFH		CDEFH
A little over the top but ok	242	33	25	28	83	55	19
	16%	16%	15%	28%	15%	15%	17%
				BCGH			
Unnecessary and driving fear	115	18	16	7	33	35	5
	8%	9%	10%	7%	6%	10%	4%
Completely over the top and driving panic	50	3	4	6	13	20	3
	3%	2%	2%	6%	2%	6%	3%
				BG		G	
Missing in action	340	40	47	25	120	91	17
	22%	20%	28%	25%	21%	25%	15%
			I				

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Poll

## Business Leaders

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Balanced and responsibly	121	8	11	7	47	40	7
	8%	4%	7%	7%	8%	11%	7%
A little over the top but ok						B	
	188	26	13	10	59	61	19
	12%	13%	7%	10%	10%	17%	17%
Unnecessary and driving fear						CG	C
	358	56	48	31	125	68	30
	24%	28%	28%	31%	22%	19%	27%
Completely over the top and driving panic		H	H	H			
	804	107	98	50	333	164	53
	53%	54%	58%	50%	58%	45%	48%
Missing in action			H		H		
	43	0	0	2	8	31	2
	3%	0%	-	2%	1%	9%	2%
						BCDGI	

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Poll

### People going to the store to buy essentials

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Balanced and responsibly	121	8	11	7	47	40	7
	8%	4%	7%	7%	8%	11%	7%
						B	
A little over the top but ok	188	26	13	10	59	61	19
	12%	13%	7%	10%	10%	17%	17%
						CG	C
Unnecessary and driving fear	358	56	48	31	125	68	30
	24%	28%	28%	31%	22%	19%	27%
		H	H	H			
Completely over the top and driving panic	804	107	98	50	333	164	53
	53%	54%	58%	50%	58%	45%	48%
			H		H		
Missing in action	43	0	0	2	8	31	2
	3%	0%	-	2%	1%	9%	2%
						BCDGI	

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## Entertainers

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1514	223	176	108	541	341	125
BASE: WEIGHTED	1514	198	170	100*	571	365	110*
Balanced and responsibly	769	101	70	50	256	234	58
	51%	51%	41%	50%	45%	64%	52%
						BCDEGI	
A little over the top but ok	390	44	54	26	146	86	34
	26%	22%	32%	26%	26%	24%	31%
Unnecessary and driving fear	138	24	20	13	61	13	6
	9%	12%	12%	13%	11%	4%	6%
		H	H	H	H		
Completely over the top and driving panic	102	9	7	7	52	22	5
	7%	5%	4%	7%	9%	6%	5%
Missing in action	115	20	19	4	56	9	7
	8%	10%	11%	4%	10%	3%	7%
		H	H		H		

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# 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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