

DART & maru / BLUE

Voice Canada Poll

Coronavirus

Half (47%) of Canada's Workforce Believe They
Cannot Afford to Miss Work Because they Have No Benefits or
Anything to Fall Back On

One quarter (23%) of workers scared that they could lose their job and one-third (35%) feel the government, their employer and others are ignoring their needs during this time

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 753 randomly selected Canadian employed 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 +/- 4.1 percentage points, 19 times out of 20, had all Canadian adult workers been polled. The credibility interval will be wider among subsets of the population and individual provinces.

For further information or commentary please contact:

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[Questions Posed](#)

CORONAVIRUS

[SINGLE CHOICE]

Base = Total

Please indicate if you are employed:

Full time

Part time

Continue

Please indicate if you agree or disagree with the following statements:

ROWS [RANDOMIZE]

I am scared that I could lose my job because of how the coronavirus is affecting my work

I cannot afford to miss work because of the coronavirus because I have no benefits or anything to fall back on

I feel that the government, employer and others are ignoring my needs during this time

The people I work for are handling the coronavirus issue well

COLUMNS

Agree very much

Agree somewhat

Disagree somewhat

Disagree very much

Voice Canada Poll

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

Please indicate if you agree or disagree with the following statements: I am scared that I could lose my job because of how the coronavirus is affecting my work

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Employed	753	106	102	51	276	164	54
BASE: WEIGHTED	838	104*	107*	49*	316	208	54*
Top 2 Box (Net)	189	21	24	8	88	39	10
	23%	20%	22%	17%	28%	19%	18%
(4) Agree very much	77	6	10	4	34	22	1
	9%	5%	10%	9%	11%	11%	2%
(3) Agree some what	112	15	13	4	54	17	9
	13%	14%	13%	7%	17%	8%	16%
					H		
(2) Disagree some what	214	30	20	15	77	57	16
	26%	29%	19%	31%	24%	27%	29%
(1) Disagree very much	435	53	63	26	151	112	29
	52%	51%	59%	53%	48%	54%	54%
Bottom 2 Box (Net)	649	84	83	41	228	169	45
	77%	80%	78%	83%	72%	81%	82%
Mean	1.8	1.74	1.73	1.73	1.91	1.75	1.65
S.D.	0.99	0.9	1.02	0.96	1.04	0.99	0.81
S.E.	0.04	0.09	0.1	0.13	0.06	0.08	0.11

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	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: Employed	753	358	395	164	382	207	181	245	236	185	252	316
BASE: WEIGHTED	838	423	415	292	399	147	207	275	257	239	294	305
Top 2 Box (Net)	189	101	89	74	91	24	53	68	52	56	71	62
	23%	24%	21%	25%	23%	17%	25%	25%	20%	24%	24%	20%
(4) Agree very much	77	43	34	28	43	7	25	28	17	26	26	25
	9%	10%	8%	10%	11%	4%	12%	10%	6%	11%	9%	8%
					N							
(3) Agree somewhat	112	58	54	45	49	18	28	40	35	30	45	37
	13%	14%	13%	16%	12%	12%	14%	15%	14%	13%	15%	12%
(2) Disagree somewhat	214	98	116	84	96	34	63	62	64	50	85	79
	26%	23%	28%	29%	24%	23%	30%	23%	25%	21%	29%	26%
(1) Disagree very much	435	224	211	134	212	89	91	144	141	133	139	163
	52%	53%	51%	46%	53%	61%	44%	52%	55%	56%	47%	54%
						L						
Bottom 2 Box (Net)	649	322	327	218	308	123	154	206	205	183	224	242
	77%	76%	79%	75%	77%	83%	75%	75%	80%	76%	76%	80%
Mean	1.8	1.81	1.79	1.89	1.8	1.6	1.93	1.83	1.72	1.79	1.85	1.75
				N	N							
S.D.	0.99	1.02	0.96	1	1.02	0.87	1.03	1.03	0.93	1.04	0.98	0.96
S.E.	0.04	0.05	0.05	0.08	0.05	0.06	0.08	0.07	0.06	0.08	0.06	0.05

Voice Canada Poll

Please indicate if you agree or disagree with the following statements: I cannot afford to miss work because of the coronavirus because I have no benefits or anything to fall back on

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Employed	753	106	102	51	276	164	54
BASE: WEIGHTED	838	104*	107*	49*	316	208	54*
Top 2 Box (Net)	398	43	51	21	155	102	26
	47%	41%	48%	43%	49%	49%	47%
(4) Agree very much	216	21	32	9	86	56	12
	26%	20%	30%	19%	27%	27%	22%
(3) Agree somewhat	182	22	19	12	68	46	14
	22%	21%	18%	24%	22%	22%	25%
(2) Disagree somewhat	165	24	26	10	59	39	8
	20%	23%	25%	20%	19%	19%	14%
(1) Disagree very much	275	38	29	18	102	67	21
	33%	36%	27%	37%	32%	32%	38%
Bottom 2 Box (Net)	440	61	56	28	161	106	29
	53%	59%	52%	57%	51%	51%	53%
Mean	2.41	2.25	2.5	2.26	2.44	2.44	2.31
S.D.	1.19	1.15	1.19	1.16	1.2	1.2	1.2
S.E.	0.04	0.11	0.12	0.16	0.07	0.09	0.16

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	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: Employed	753	358	395	164	382	207	181	245	236	185	252	316
BASE: WEIGHTED	838	423	415	292	399	147	207	275	257	239	294	305
Top 2 Box (Net)	398	203	195	140	190	68	125	133	96	123	166	109
	47%	48%	47%	48%	48%	46%	60%	48%	37%	52%	56%	36%
							PQ	Q		T	T	
(4) Agree very much	216	108	108	74	101	41	77	71	47	76	89	52
	26%	26%	26%	25%	25%	28%	37%	26%	18%	32%	30%	17%
							PQ			T	T	
(3) Agree somew hat	182	95	86	65	89	27	48	62	48	48	77	57
	22%	23%	21%	22%	22%	18%	23%	22%	19%	20%	26%	19%
(2) Disagree somew hat	165	83	82	54	87	24	40	55	56	52	47	67
	20%	20%	20%	19%	22%	17%	19%	20%	22%	22%	16%	22%
(1) Disagree very much	275	136	138	98	123	54	42	87	105	64	82	128
	33%	32%	33%	34%	31%	37%	21%	32%	41%	27%	28%	42%
								O	O			RS
Bottom 2 Box (Net)	440	219	221	152	209	79	82	141	161	116	129	195
	53%	52%	53%	52%	52%	54%	40%	52%	63%	48%	44%	64%
								O	OP			RS
Mean	2.41	2.41	2.4	2.4	2.42	2.38	2.77	2.43	2.15	2.56	2.59	2.11
							PQ	Q		T	T	
S.D.	1.19	1.18	1.2	1.19	1.17	1.24	1.16	1.18	1.15	1.19	1.19	1.13
S.E.	0.04	0.06	0.06	0.09	0.06	0.09	0.09	0.08	0.07	0.09	0.07	0.06

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Please indicate if you agree or disagree with the following statements: I feel that the government, employer and others are ignoring my needs during this time

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Employed	753	106	102	51	276	164	54
BASE: WEIGHTED	838	104*	107*	49*	316	208	54*
Top 2 Box (Net)	294	26	25	13	108	108	14
	35%	25%	23%	26%	34%	52%	26%
(4) Agree very much						BCDGI	
	85	8	9	4	24	39	1
	10%	8%	9%	9%	8%	19%	2%
(3) Agree somewhat						BGI	
	208	18	16	9	84	69	13
	25%	17%	15%	18%	27%	33%	25%
(2) Disagree somewhat					C	BC	
	323	44	51	22	129	54	24
	39%	42%	48%	46%	41%	26%	43%
(1) Disagree very much		H	H	H	H		H
	221	35	31	13	79	46	17
	26%	33%	29%	27%	25%	22%	30%
Bottom 2 Box (Net)							
	544	78	82	36	208	100	40
	65%	75%	77%	74%	66%	48%	74%
Mean		H	H	H	H		H
	2.19	1.99	2.03	2.08	2.17	2.48	1.97
S.D.	0.94	0.91	0.89	0.9	0.89	1.03	0.79
S.E.	0.03	0.09	0.09	0.13	0.05	0.08	0.11

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Poll

	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: Employed	753	358	395	164	382	207	181	245	236	185	252	316
BASE: WEIGHTED	838	423	415	292	399	147	207	275	257	239	294	305
Top 2 Box (Net)	294	154	140	113	141	40	80	94	83	77	125	93
	35%	36%	34%	39%	35%	27%	39%	34%	32%	32%	42%	30%
				N							T	
(4) Agree very much	85	44	42	39	39	8	22	33	21	23	36	27
	10%	10%	10%	13%	10%	6%	11%	12%	8%	9%	12%	9%
				N								
(3) Agree somewhat	208	110	99	74	102	32	58	61	63	54	89	65
	25%	26%	24%	25%	26%	22%	28%	22%	24%	23%	30%	21%
											T	
(2) Disagree somewhat	323	156	167	119	138	66	72	111	100	88	100	135
	39%	37%	40%	41%	35%	45%	35%	41%	39%	37%	34%	44%
						M						S
(1) Disagree very much	221	113	108	60	120	41	55	69	74	74	70	77
	26%	27%	26%	21%	30%	28%	27%	25%	29%	31%	24%	25%
					L							
Bottom 2 Box (Net)	544	269	275	179	258	107	127	181	174	162	170	212
	65%	64%	66%	61%	65%	73%	61%	66%	68%	68%	58%	70%
						L						S
Mean	2.19	2.2	2.18	2.31	2.15	2.05	2.23	2.21	2.12	2.1	2.31	2.14
				N								
S.D.	0.94	0.95	0.93	0.95	0.96	0.85	0.96	0.96	0.92	0.95	0.96	0.9
S.E.	0.03	0.05	0.05	0.07	0.05	0.06	0.07	0.06	0.06	0.07	0.06	0.05

Please indicate if you agree or disagree with the following statements: The people I work for are handling the coronavirus issue well

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Employed	753	106	102	51	276	164	54
BASE: WEIGHTED	838	104*	107*	49*	316	208	54*
Top 2 Box (Net)	646	77	87	41	242	156	44
	77%	73%	82%	84%	77%	75%	80%
(4) Agree very much	305	39	36	17	110	82	20
	36%	38%	34%	35%	35%	40%	36%
(3) Agree somewhat	341	37	51	24	132	74	24
	41%	36%	48%	49%	42%	35%	44%
(2) Disagree somewhat	133	19	15	6	58	30	5
	16%	18%	14%	13%	19%	14%	9%
(1) Disagree very much	59	9	5	2	15	22	6
	7%	9%	5%	3%	5%	11%	11%
Bottom 2 Box (Net)	192	28	20	8	74	52	11
	23%	27%	18%	16%	23%	25%	20%
Mean	3.06	3.02	3.11	3.15	3.07	3.04	3.05
S.D.	0.9	0.96	0.81	0.78	0.85	0.98	0.96
S.E.	0.03	0.09	0.08	0.11	0.05	0.08	0.13

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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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