

**DART & maru / BLUE**

## **Voice Canada Poll**

# **Coronavirus**

**Majority (75%) of Canadians Confident Local Hospital and Health Care System Could Provide Proper Medical Attention if they Contract COVID-19**

*Six in 10 (60% +8 points from last week) Concerned they Could Actually Contract the Coronavirus  
— up from Just 29% in February 2020*

**Release Date: March 25, 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.*

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**For further information or commentary please contact:**

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### Questions Posed

**[SINGLE CHOICE]**

**[C1]**

**Base = Total**

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

- Very much
- Somewhat
- Not very much
- Not at all

**[SINGLE CHOICE]**

**[C2]**

**Base = Total**

How much confidence do you have that your community hospital and health care system could provide you with the proper medical attention if you or someone in your family contracted the coronavirus?

- Great deal of confidence
- Somewhat confident
- Not very much confidence
- Not at all confident

**Voice Canada Poll**

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

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

	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
Top 2 Box (Net)	909	122	103	52	350	215	67
	60%	62%	60%	52%	61%	59%	61%
		F	F		F	F	F
(4) Very much	234	33	29	10	91	52	20
	15%	17%	17%	10%	16%	14%	18%
		F	F		F	F	F
(3) Somewhat	675	89	74	42	259	162	48
	45%	45%	44%	42%	45%	45%	43%
(2) Not very much	465	59	54	40	161	115	35
	31%	30%	32%	40%	28%	32%	32%
				G			
(1) Not at all	141	17	13	8	60	35	8
	9%	8%	8%	8%	11%	10%	7%
Bottom 2 Box (Net)	605	76	67	48	221	150	43
	40%	38%	40%	48%	39%	41%	39%
Mean	2.66	2.7	2.7	2.54	2.67	2.64	2.72
		F	F		F	F	F
S.D.	0.85	0.85	0.84	0.78	0.87	0.84	0.84
S.E.	0.02	0.06	0.06	0.08	0.04	0.05	0.08

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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: 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
Top 2 Box (Net)	909	432	477	257	320	332	290	314	180	363	285	261
	60%	58%	62%	60%	61%	59%	57%	62%	61%	58%	60%	64%
(4) Very much	234	113	121	65	96	73	87	63	50	96	65	73
	15%	15%	16%	15%	18%	13%	17%	12%	17%	15%	14%	18%
					N		P					
(3) Somewhat	675	319	356	192	224	259	203	252	130	268	219	188
	45%	43%	46%	45%	43%	46%	40%	50%	44%	43%	46%	46%
							O					
(2) Not very much	465	227	238	119	154	191	159	152	91	195	148	122
	31%	31%	31%	28%	29%	34%	31%	30%	31%	31%	31%	30%
(1) Not at all	141	82	59	50	50	41	60	38	25	68	45	27
	9%	11%	8%	12%	9%	7%	12%	8%	9%	11%	9%	7%
		K		N			P			T		
Bottom 2 Box (Net)	605	309	297	169	204	232	218	190	117	263	193	149
	40%	42%	38%	40%	39%	41%	43%	38%	39%	42%	40%	36%
Mean	2.66	2.62	2.7	2.64	2.7	2.64	2.63	2.67	2.69	2.62	2.64	2.75
												RS
S.D.	0.85	0.87	0.82	0.88	0.88	0.8	0.9	0.79	0.85	0.87	0.83	0.82
S.E.	0.02	0.03	0.03	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.04	0.03

**How much confidence do you have that your community hospital and health care system could provide you with the proper medical attention if you or someone in your family contracted 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
Top 2 Box (Net)	1141	152	126	75	409	304	75
	75%	77%	74%	75%	72%	84%	68%
						CGI	
(4) Great deal of confidence	281	23	32	14	95	112	5
	19%	12%	19%	14%	17%	31%	5%
			I	I	I	BCDFGI	
(3) Somewhat confident	860	129	94	61	314	192	69
	57%	65%	55%	61%	55%	53%	63%
		GH					
(2) Not very much confidence	295	38	33	19	125	48	32
	19%	19%	20%	19%	22%	13%	29%
					H		FH
(1) Not at all confident	78	8	11	6	37	12	4
	5%	4%	6%	6%	6%	3%	4%
Bottom 2 Box (Net)	373	46	44	25	162	60	36
	25%	23%	26%	25%	28%	16%	32%
			H		FH		FH
Mean	2.89	2.84	2.87	2.82	2.82	3.11	2.69
						BCDGI	
S.D.	0.76	0.67	0.79	0.74	0.78	0.75	0.62
S.E.	0.02	0.05	0.06	0.07	0.03	0.04	0.06

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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: 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
Top 2 Box (Net)	1141	562	579	314	374	453	396	389	219	483	355	303
	75%	76%	75%	74%	71%	80%	78%	77%	74%	77%	74%	74%
						LM						
(4) Great deal of confidence	281	144	137	73	74	135	109	89	48	113	91	78
	19%	19%	18%	17%	14%	24%	22%	18%	16%	18%	19%	19%
						LM						
(3) Somewhat confident	860	417	442	241	300	318	287	300	171	370	264	225
	57%	56%	57%	57%	57%	56%	56%	60%	58%	59%	55%	55%
(2) Not very much confidence	295	145	150	90	112	93	90	91	59	116	94	85
	19%	20%	19%	21%	21%	17%	18%	18%	20%	19%	20%	21%
(1) Not at all confident	78	34	44	23	38	17	22	25	19	27	29	22
	5%	5%	6%	5%	7%	3%	4%	5%	6%	4%	6%	5%
					N							
Bottom 2 Box (Net)	373	179	194	113	150	111	112	116	78	143	123	107
	25%	24%	25%	26%	29%	20%	22%	23%	26%	23%	26%	26%
				N	N							
Mean	2.89	2.91	2.87	2.85	2.78	3.01	2.95	2.9	2.84	2.91	2.87	2.88
						LM	Q					
S.D.	0.76	0.75	0.76	0.76	0.77	0.73	0.75	0.74	0.77	0.73	0.78	0.77
S.E.	0.02	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.03

## 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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