

DART & maru / BLUE

Voice Canada Poll

DETAILED TABLES

Coronavirus

**Half (52% +20) of Canadians Concerned they Might Actually
Contract the COVID-19 Virus**

*Anxious (11%) and Panicked (2%) are Vastly Outweighed by those who are Calm (30%)
or Concerned (58%) Today, But 1.6 Million Canadians Panicked about the Future*

*Canadians Changing Ways: 82% (+36) Actively Making Changes to Life
and Lifestyle to Deal with Outbreak*

Release Date: March 19, 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.

For further information or commentary please contact:

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Questions Posed

[SINGLE CHOICE]
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]
Base = Total

Based on everything you have seen, read, or heard, how are you feeling about the coronavirus issue?

- Calm
- Concerned
- Anxious
- Panic

[SINGLE CHOICE]
Base = Total

And when you hear about the economy and the stock market, how are you feeling about the future?

- Calm because everything will rebound and be ok
- Concerned, but basically tuning it all out
- Anxious but believe we will get through this
- Completely panicked about the future



[MULTI CHOICE]**Base = Total**

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

RANDOMIZE

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] [EXCLUSIVE]**

[SINGLE CHOICE]**Base = Total**

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

Yes

No

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

1. 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: All Respondents	1514	223	176	108	541	341	125	682	832	237	495	782	479	481	317	559	470	485		
BASE: WEIGHTED	1514	198	170	100*	571	365	110*	740	774	428	523	563	483	465	333	626	478	410		
Top 2 Box (Net)	792	107	89	47	298	192	59	367	426	241	271	280	258	228	169	336	217	239		
	52%	54%	52%	47%	52%	53%	53%	50%	55%	56%	52%	50%	53%	49%	51%	54%	45%	58%		
																S	S			
(4) Very much	221	26	26	14	89	52	14	109	111	71	85	66	66	68	56	93	57	71		
	15%	13%	15%	14%	16%	14%	13%	15%	14%	17%	16%	12%	14%	15%	17%	15%	12%	17%		
											N							S		
(3) Somewhat	572	80	63	34	210	141	44	257	315	171	186	215	192	160	114	243	160	168		
	38%	41%	37%	34%	37%	39%	40%	35%	41%	40%	36%	38%	40%	34%	34%	39%	33%	41%		
																		S		
(2) Not very much	602	71	71	44	233	145	38	314	288	157	193	252	190	190	139	233	224	144		
	40%	36%	42%	44%	41%	40%	35%	42%	37%	37%	37%	45%	39%	41%	42%	37%	47%	35%		
												M					RT			
(1) Not at all	120	21	11	9	39	27	13	60	60	29	60	31	35	47	25	57	37	26		
	8%	10%	6%	9%	7%	7%	12%	8%	8%	7%	11%	5%	7%	10%	7%	9%	8%	6%		
											N									
Bottom 2 Box (Net)	722	91	81	53	273	172	51	374	348	186	253	283	225	237	164	290	261	170		
	48%	46%	48%	53%	48%	47%	47%	50%	45%	44%	48%	50%	47%	51%	49%	46%	55%	42%		
																	RT			
Mean	2.59	2.57	2.61	2.52	2.61	2.6	2.54	2.56	2.62	2.66	2.56	2.56	2.6	2.54	2.6	2.59	2.49	2.69		
																		S		
S.D.	0.83	0.85	0.82	0.84	0.83	0.82	0.87	0.84	0.82	0.83	0.89	0.77	0.81	0.86	0.85	0.85	0.8	0.83		
S.E.	0.02	0.06	0.06	0.08	0.04	0.04	0.08	0.03	0.03	0.05	0.04	0.03	0.04	0.04	0.05	0.04	0.04	0.04		

2. Based on everything you have seen, read, or heard, how are you feeling about the coronavirus issue?

	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	1514	223	176	108	541	341	125	682	832	237	495	782	479	481	317	559	470	485
BASE: WEIGHTED	1514	198	170	100*	571	365	110*	740	774	428	523	563	483	465	333	626	478	410
Calm	452	59	44	26	170	120	33	255	198	110	167	175	155	130	111	190	158	104
	30%	30%	26%	26%	30%	33%	30%	34%	26%	26%	32%	31%	32%	28%	33%	30%	33%	25%
								K										T
Concerned	873	109	107	61	333	195	68	402	471	237	293	343	266	269	183	362	263	248
	58%	55%	63%	61%	58%	53%	61%	54%	61%	55%	56%	61%	55%	58%	55%	58%	55%	61%
									J									
Anxious	160	27	18	9	56	42	9	67	93	71	48	42	49	60	31	59	50	51
	11%	14%	10%	9%	10%	11%	8%	9%	12%	17%	9%	7%	10%	13%	9%	9%	10%	13%
										MN								
Panic	28	3	1	4	12	8	0	17	12	10	16	3	13	7	9	16	7	6
	2%	1%	1%	4%	2%	2%	-	2%	2%	2%	3%	1%	3%	1%	3%	3%	1%	1%
				I							N							

Voice Canada Poll

3. And when you hear about the economy and the stock market, how are you feeling about the future?

	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*
Calm because everything will rebound and be ok	481	61	47	22	179	140	32
	32%	31%	27%	22%	31%	39%	29%
Concerned, but basically tuning it all out	455	59	45	37	160	115	39
	30%	30%	27%	37%	28%	32%	36%
Anxious but believe we will get through this	503	70	67	38	205	87	36
	33%	35%	40%	38%	36%	24%	33%
Completely panicked about the future	75	8	11	3	28	22	3
	5%	4%	6%	3%	5%	6%	3%

BLUE

	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
Calm because everything will rebound and be ok	481	278	202	143	153	185	166	139	123	202	140	138
	32%	38%	26%	33%	29%	33%	34%	30%	37%	32%	29%	34%
Concerned, but basically tuning it all out	455	189	267	138	175	143	144	143	79	193	152	110
	30%	26%	34%	32%	33%	25%	30%	31%	24%	31%	32%	27%
Anxious but believe we will get through this	503	227	276	122	167	213	152	159	115	192	164	147
	33%	31%	36%	29%	32%	38%	31%	34%	34%	31%	34%	36%
Completely panicked about the future	75	46	29	24	29	22	21	24	16	39	22	14
	5%	6%	4%	6%	6%	4%	4%	5%	5%	6%	5%	3%

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

	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*
Washing your hands more often during the day	1069	144	120	66	419	250	70
	71%	73%	71%	66%	73%	69%	63%
Avoided going to places where there is a large gathering of people, such as sporting events, the movies, theatre, or restaurants	593	77	76	36	222	145	36
	39%	39%	45%	36%	39%	40%	32%
Cancelled or avoided plans to travel anywhere	354	62	36	21	138	74	24
	23%	31%	21%	21%	24%	20%	22%
Purchased extra supplies like hand sanitizer	265	33	34	13	115	54	17
	18%	17%	20%	13%	20%	15%	16%
Avoided taking public transit	208	23	20	6	94	54	10
	14%	12%	12%	6%	16%	15%	9%
Wearing gloves when out in public to avoid touching handles, doors etc. that others have touched	133	20	8	5	45	46	9
	9%	10%	5%	5%	8%	13%	8%
Cancelled appointments at hospitals or doctor's offices	69	17	7	4	24	13	4
	5%	9%	4%	4%	4%	3%	3%
Specifically avoided areas with Chinese people	57	11	5	4	26	10	1
	4%	5%	3%	4%	5%	3%	1%
Pulled children out of school or activities	54	6	3	4	21	18	1
	4%	3%	2%	4%	4%	5%	1%
Cancelled plans to travel specifically to China or other parts of Asia	43	10	3	2	17	9	1
	3%	5%	2%	2%	3%	3%	1%
Wearing a protective mask in public	40	9	1	3	13	12	2
	3%	5%	1%	3%	2%	3%	2%
None of the above	278	37	30	22	91	73	25
	18%	19%	18%	21%	16%	20%	23%

	Demographics											
	Total	Gender		Age			Income			Education		
		A	Male J	Female K	18-34 L	35-54 M	55+ N	<\$50K O	\$50-99K P	\$100K+ Q	HS or less R	College/ Tech school S
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
Washing your hands more often	1069	499	571	283	351	436	294	342	257	427	330	312
	71%	67%	74%	66%	67%	77%	61%	74%	77%	68%	69%	76%
			J			LM		O	O			RS
Avoided going to places where	593	268	325	190	179	224	173	202	118	214	190	188
	39%	36%	42%	44%	34%	40%	36%	43%	36%	34%	40%	46%
				M				O				R
Cancelled or avoided plans to	354	181	173	111	119	123	77	115	112	106	109	139
	23%	24%	22%	26%	23%	22%	16%	25%	34%	17%	23%	34%
								O	OP		R	RS
Purchased extra supplies like	265	122	144	88	90	88	58	88	65	92	63	111
	18%	16%	19%	21%	17%	16%	12%	19%	20%	15%	13%	27%
								O	O			RS
Avoided taking public transit	208	96	112	92	59	57	69	46	54	74	59	75
	14%	13%	15%	21%	11%	10%	14%	10%	16%	12%	12%	18%
				MN					P			RS
Wearing gloves when out in public	133	55	78	27	50	56	48	38	22	64	30	39
	9%	7%	10%	6%	10%	10%	10%	8%	7%	10%	6%	10%
Cancelled appointments at home	69	40	29	24	28	16	25	23	15	29	16	23
	5%	5%	4%	6%	5%	3%	5%	5%	4%	5%	3%	6%
					N							
Specifically avoided areas within	57	35	22	20	19	19	17	17	13	20	20	18
	4%	5%	3%	5%	4%	3%	4%	4%	4%	3%	4%	4%
Pulled children out of school	54	23	31	19	26	8	16	13	15	16	9	28
	4%	3%	4%	5%	5%	2%	3%	3%	5%	3%	2%	7%
				N	N							RS
Cancelled plans to travel specifically	43	27	16	14	12	17	15	9	12	15	8	20
	3%	4%	2%	3%	2%	3%	3%	2%	4%	2%	2%	5%
												S
Wearing a protective mask in public	40	21	19	15	17	9	14	13	9	16	9	14
	3%	3%	2%	3%	3%	2%	3%	3%	3%	3%	2%	4%
None of the above	278	153	126	73	113	92	130	72	42	135	103	40
	18%	21%	16%	17%	22%	16%	27%	16%	13%	22%	22%	10%
					N		PQ			T	T	

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

	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*
Yes	705	92	78	46	299	142	48
	47%	47%	46%	46%	52%	39%	44%
No	809	106	92	54	272	222	62
	53%	53%	54%	54%	48%	61%	56%
						G	

	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
Yes	705	380	325	191	237	277	176	223	188	270	230	205
	47%	51%	42%	45%	45%	49%	36%	48%	56%	43%	48%	50%
No	809	360	449	237	287	286	307	243	145	356	248	205
	53%	49%	58%	55%	55%	51%	64%	52%	44%	57%	52%	50%
			J				PQ					

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. **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. **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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