

DART & maru / BLUE

Voice Canada Poll

Detailed Tables

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Coronavirus

**Amid Growing World Alarm Over Virus Spread and Impact,
More (32% +3 -- approximately 10 million now) Canadians
Concerned they may Contract Covid-19**

*Almost Half (46%, +11 more than one month ago) of Canadians are Taking Specific Actions
on a Variety of Measures*

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 1,513 randomly selected Canadian adults who are members of **maru/BLUE**'s Online panel on March 1, 2020 and compared to data from the exact questions fielded January 31 – February 2, 2020. Questionnaire respondents (1,472) represent 97% of the Canadian public aware of the Coronavirus filtered by an unaided and aided question set for awareness. Respondents could opt in for either official language. 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 %age 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.

Visit <http://www.dartincom.ca/polls/> for all written releases and detailed tables.

For further information or commentary please contact:

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Questions Posed

1. Have you ever heard of the coronavirus?

[Choose one]

[Grid down]

Yes

No

2. Coronaviruses are a large family of viruses that most often cause mild-to-moderate upper respiratory tract illnesses including the common cold, but can also lead involve pneumonia, kidney failure and even death.

As you may know, there has been an outbreak of a coronavirus strain originating in China that is now spreading to other countries, including Canada. The coronavirus is transmitted just like any other respiratory virus, and this is through droplet transmission.

Have you heard of this recently?

[Choose one]

[Grid down]

Yes--continue

No—if no, go to next section of the questionnaire...

3. Let's assume you are on a bus and there is an empty aisle seat beside you. If a person of apparent Chinese origin with no apparent symptoms of a cold came and took that seat, how likely is would you move somewhere else to deliberately avoid being around them because of what you have heard about the coronavirus?

[Grid Down]

[Choose One]

Very likely

Somewhat likely

Not very likely

Not likely at all

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

[Grid down]

[Choose one]

Very much

Somewhat

Not very much

Not at all

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

[Grid down]

[Choose one]

Yes

No

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

[Grid down]

[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

[Grid across]

[Choose one]

Very

Somewhat



Not very

Not well

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

[Grid down]

[Select one]

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

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

[Grid down]

[Randomize]

[Select all that apply]

- 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]**

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

Let's assume you are on a bus and there is an empty aisle seat beside you. If a person of apparent Chinese origin with no apparent symptoms of a cold came and took that seat, how likely is would you move somewhere else to deliberately avoid being around them because of what you have heard about the coronavirus?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
Top 2 Box (Net)	226	28	18	15	78	74	12
	15%	15%	11%	15%	14%	21%	11%
(4) Very likely						CFG	
	84	11	5	6	29	31	2
	6%	6%	3%	6%	5%	9%	1%
(3) Somewhat likely						CGI	
	142	18	13	9	50	43	10
	10%	9%	8%	9%	9%	12%	10%
(2) Not very likely							
	425	51	58	28	170	90	29
	29%	27%	35%	28%	31%	26%	27%
(1) Not likely at all			E				
	819	113	92	58	306	185	65
	56%	59%	55%	57%	55%	53%	62%
Bottom 2 Box (Net)							
	1244	165	150	85	475	274	94
	85%	85%	89%	85%	86%	79%	89%
			EH		H		

BLUE
Poll

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: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
Top 2 Box (Net)	473	64	42	36	190	109	32
	32%	33%	25%	36%	34%	31%	30%
					C		
(4) Very much	94	15	6	8	41	18	7
	6%	8%	3%	8%	7%	5%	7%
(3) Somewhat	379	49	37	28	149	91	25
	26%	25%	22%	28%	27%	26%	23%
(2) Not very much	650	90	82	41	242	144	50
	44%	47%	49%	41%	44%	41%	47%
(1) Not at all	347	39	44	23	122	96	24
	24%	20%	26%	23%	22%	27%	23%
Bottom 2 Box (Net)	997	129	126	64	364	240	75
	68%	67%	75%	64%	66%	69%	70%
			G				

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Poll

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: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
Yes	662	85	90	45	259	137	45
	45%	44%	53%	45%	47%	39%	43%
			H		H		
No	808	108	78	55	295	211	61
	55%	56%	47%	55%	53%	61%	57%
						CG	

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Voice Canada Poll

How well do you think the following are doing so far when it comes to protecting the public in Canada to the coronavirus outbreak? Summary of Top 2 Box

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
The Federal Minister of Health	1053	133	124	73	398	252	73
	72%	69%	74%	73%	72%	72%	69%
Your provincial government Minister of Health	1022	138	110	71	386	252	65
	70%	72%	65%	70%	70%	72%	61%
Your local political leadership	822	105	85	59	318	203	52
	56%	54%	51%	59%	57%	58%	49%
Your local health officials	1078	142	127	76	417	252	63
	73%	74%	76%	76%	75%	72%	59%
		I	I	I	I	I	
The World Health Organization	1117	143	130	76	416	275	77
	76%	74%	77%	76%	75%	79%	73%
The government of China	884	108	92	60	305	241	78
	60%	56%	55%	60%	55%	69%	73%
						BCG	BCG

BLUE
Poll

How well do you think the following are doing so far when it comes to protecting the public in Canada to the coronavirus outbreak? Summary of Bottom 2 Box

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
The Federal Minister of Health	417	61	43	27	156	97	33
	28%	31%	26%	27%	28%	28%	31%
Your provincial government Minister of Health	448	55	58	30	168	96	42
	30%	28%	35%	30%	30%	28%	39%
Your local political leadership	648	88	83	41	236	146	54
	44%	46%	49%	41%	43%	42%	51%
Your local health officials	392	51	41	24	137	96	44
	27%	26%	24%	24%	25%	28%	41%
The World Health Organization	352	50	38	24	138	73	29
	24%	26%	23%	24%	25%	21%	27%
The government of China	586	85	76	40	249	108	28
	40%	44%	45%	40%	45%	31%	27%
		HI	HI		HI		

BLUE
Poll

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

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
Top 2 Box (Net)	1053	133	124	73	398	252	73
	72%	69%	74%	73%	72%	72%	69%
(4) Very	309	36	31	22	113	86	20
	21%	19%	18%	22%	20%	25%	19%
(3) Somewhat	744	96	93	51	285	166	53
	51%	50%	56%	51%	52%	48%	50%
(2) Not very	293	41	31	22	114	65	21
	20%	21%	18%	22%	21%	19%	19%
(1) Not at all	124	19	13	6	42	32	12
	8%	10%	8%	6%	8%	9%	12%
Bottom 2 Box (Net)	417	61	43	27	156	97	33
	28%	31%	26%	27%	28%	28%	31%

BLUE
Poll

How well do you think the following are doing so far when it comes to protecting the public in Canada to the coronavirus outbreak? Your provincial government Minister of Health

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
Top 2 Box (Net)	1022	138	110	71	386	252	65
	70%	72%	65%	70%	70%	72%	61%
(4) Very	287	35	33	13	98	92	17
	20%	18%	20%	13%	18%	26%	16%
						BDEG	
(3) Somewhat	735	104	76	57	288	161	48
	50%	54%	46%	57%	52%	46%	45%
(2) Not very	323	39	46	22	125	66	26
	22%	20%	28%	22%	22%	19%	24%
			H				
(1) Not at all	124	16	12	8	43	30	16
	8%	8%	7%	8%	8%	9%	15%
Bottom 2 Box (Net)	448	55	58	30	168	96	42
	30%	28%	35%	30%	30%	28%	39%

BLUE
Poll

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

A334A334:J353	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
Top 2 Box (Net)	822	105	85	59	318	203	52
	56%	54%	51%	59%	57%	58%	49%
(4) Very	167	19	20	10	56	53	8
	11%	10%	12%	10%	10%	15%	8%
						G	
(3) Somewhat	655	86	65	49	261	150	44
	45%	44%	39%	49%	47%	43%	41%
(2) Not very	425	60	58	25	168	81	33
	29%	31%	35%	25%	30%	23%	31%
			H		H		
(1) Not at all	223	28	25	16	68	65	21
	15%	15%	15%	16%	C6. A334:J353	19%	20%
						G	
Bottom 2 Box (Net)	648	88	83	41	236	146	54
	44%	46%	49%	41%	43%	42%	51%

BLUE
Poll

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

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
Top 2 Box (Net)	1078	142	127	76	417	252	63
	73%	74%	76%	76%	75%	72%	59%
		I	I	I	I	I	
(4) Very	327	39	37	26	127	81	17
	22%	20%	22%	26%	23%	23%	16%
(3) Somewhat	751	103	91	51	290	171	45
	51%	53%	54%	51%	52%	49%	43%
(2) Not very	292	40	32	19	104	67	29
	20%	21%	19%	19%	19%	19%	27%
(1) Not at all	100	11	9	4	32	28	15
	7%	6%	5%	4%	6%	8%	14%
							BCDG
Bottom 2 Box (Net)	392	51	41	24	137	96	44
	27%	26%	24%	24%	25%	28%	41%
							BCDEGH

BLUE
Poll

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

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
Top 2 Box (Net)	1117	143	130	76	416	275	77
	76%	74%	77%	76%	75%	79%	73%
(4) Very	431	43	39	36	152	125	35
	29%	22%	23%	36%	28%	36%	33%
				BC		BCG	
(3) Somewhat	686	101	91	40	264	150	42
	47%	52%	54%	40%	48%	43%	39%
		FH	DFH				
(2) Not very	263	37	29	21	99	59	18
	18%	19%	17%	21%	18%	17%	17%
(1) Not at all	89	13	9	3	39	14	11
	6%	7%	5%	3%	7%	4%	11%
							EH
Bottom 2 Box (Net)	352	50	38	24	138	73	29
	24%	26%	23%	24%	25%	21%	27%

BLUE
Poll

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: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
over-reacted	53	5	10	3	21	11	3
	4%	3%	6%	3%	4%	3%	3%
been prudent and measured	1012	131	116	72	381	232	80
	69%	68%	69%	71%	69%	67%	76%
not reacted enough	405	58	42	25	152	105	23
	28%	30%	25%	25%	27%	30%	21%

DAVE & TERRY BLUE
 Voice Canada Poll

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

	Region						
		BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: Heard Of Coronavirus	1472	226	157	108	566	334	81
BASE: WEIGHTED	1470	193	168	100*	554	348	106*
Cancelled appointments at hospitals or doctor's offices	20	3	0	0	10	8	0
	1%	1%	-	-	2%	2%	-
Avoided going to places where there is a large gathering of people, such as sporting events, the movies, theatre, or restaurants	174	36	6	6	76	41	10
	12%	19%	3%	6%	14%	12%	9%
		CDEFH			CD	C	
Avoided taking public transit	79	13	7	1	33	23	2
	5%	7%	4%	1%	6%	7%	2%
		D				D	
Specifically avoided areas with Chinese people	63	9	5	2	31	16	0
	4%	5%	3%	2%	6%	5%	-
					I		
Wearing a protective mask in public	32	6	2	4	9	11	0
	2%	3%	1%	4%	2%	3%	-
Wearing gloves when out in public to avoid touching handles, doors etc. that others have touched	70	6	3	4	32	19	6
	5%	3%	2%	4%	6%	5%	6%
					C		
Washing your hands more often during the day	563	91	55	31	236	117	33
	38%	47%	33%	31%	43%	34%	31%
		CDEHI			CDEH		
Cancelled plans to travel specifically to China or other parts of Asia	68	17	7	4	17	22	0
	5%	9%	4%	4%	3%	6%	0%
		GI				GI	
Cancelled or avoided plans to travel anywhere	95	20	7	2	41	24	1
	6%	10%	4%	2%	7%	7%	1%
		CDI					
Pulled children out of school or activities	12	1	2	1	6	3	0
	1%	0%	1%	1%	1%	1%	-
Purchased extra supplies like hand sanitizer	164	28	11	9	78	32	6
	11%	15%	7%	9%	14%	9%	6%
		C			CH		
None of the above	790	85	101	64	267	205	69
	54%	44%	60%	64%	48%	59%	65%
			BG	BG		BG	BG

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.

Discover us at: www.dartincom.ca www.marublue.net