

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

Release Date: March 7, 2020

DART & maru / BLUE

Voice Canada Poll

*This public opinion survey is branded as the **DART & maru/BLUE Voice Canada Poll**. Both firms are non-partisan and comprised of well-known national veteran survey/research professionals who have worked together for decades.*

*Once released into the public domain, findings contained herein may be used with source attribution given to the **DART & maru/BLUE Poll**. Descriptions of the findings, methodology and contact persons are provided in this release – with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/>. A description of **DART & maru/BLUE Voice Canada Poll** can also be found in this release.*

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 have changed their regular habits because of Covid-19

March 7, 2020 – As the World Health Organization says the Coronavirus (“Covid-19”) has a higher fatality rate than the flu, nations fast-track testing for people they fear have the virus, and consumers stock-pile supplies in case they are quarantined or need to stay home from work, a new survey by the polling group of **DART & maru / Blue** indicates that there has been an increase in the number of Canadians (32% + 3 – *almost 10 million now*) who are concerned that they may contract the virus, and more are taking specific actions (46% +11) on a variety of measures than one month ago because of the Covid-19 outbreak.

The **DART & maru / Blue Voice Canada Poll** survey was conducted among 1,513 randomly selected Canadian adults who are members of **maru / Blue’s Voice Canada** Online panel on March 2, 2020 and is considered accurate to within +/- 2.9 percentage points. Questionnaire respondents (1,472) represent 97% of the Canadian public aware of the Coronavirus filtered by an unaided and aided question set for awareness. *Portions of the written findings and data may be used by anyone for publication in the public domain with appropriate attribution to the survey being conducted by **DART & maru / Blue**. Interpretation may be subject to correction. The **detailed findings** are tracked from survey work of March 1, 2020 compared to the previous sounding of January 31- February 3, 2020.*

There is almost total awareness of the Coronavirus...

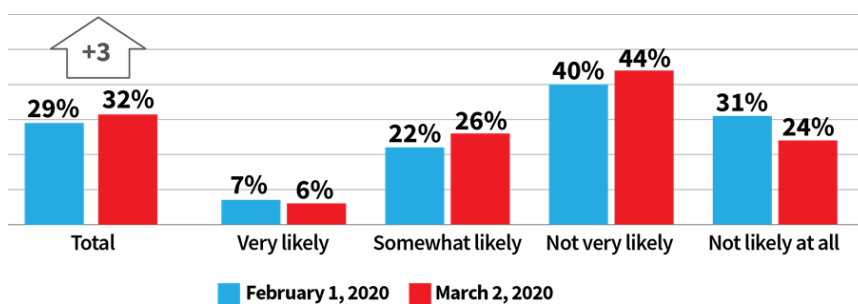
The study indicates that almost all Canadians (97% N/C) have heard of the outbreak of the Coronavirus in China.

One in three (32% +3 – representing approximately 10 million Canadians) are concerned about themselves contracting the Coronavirus...

One in three (32% +3 --representing approximately 10 million) Canadians are concerned about personally contracting Covid-19 (68% are not concerned.) This is slightly higher nationally than recorded one month ago, but the largest changes are in Atlantic Canada (30 +13) and Manitoba/Saskatchewan (36% +10).

Those most likely to be concerned about contracting the Coronavirus are from Manitoba/Saskatchewan (36% +10) followed by Ontario (34% -1), British Columbia (33% +10), Québec (31% +2), Atlantic Canada (30 +13), and Alberta (25% -2).

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



Almost half (46% +11) of Canadians have changed their regular habits since the Coronavirus outbreak...

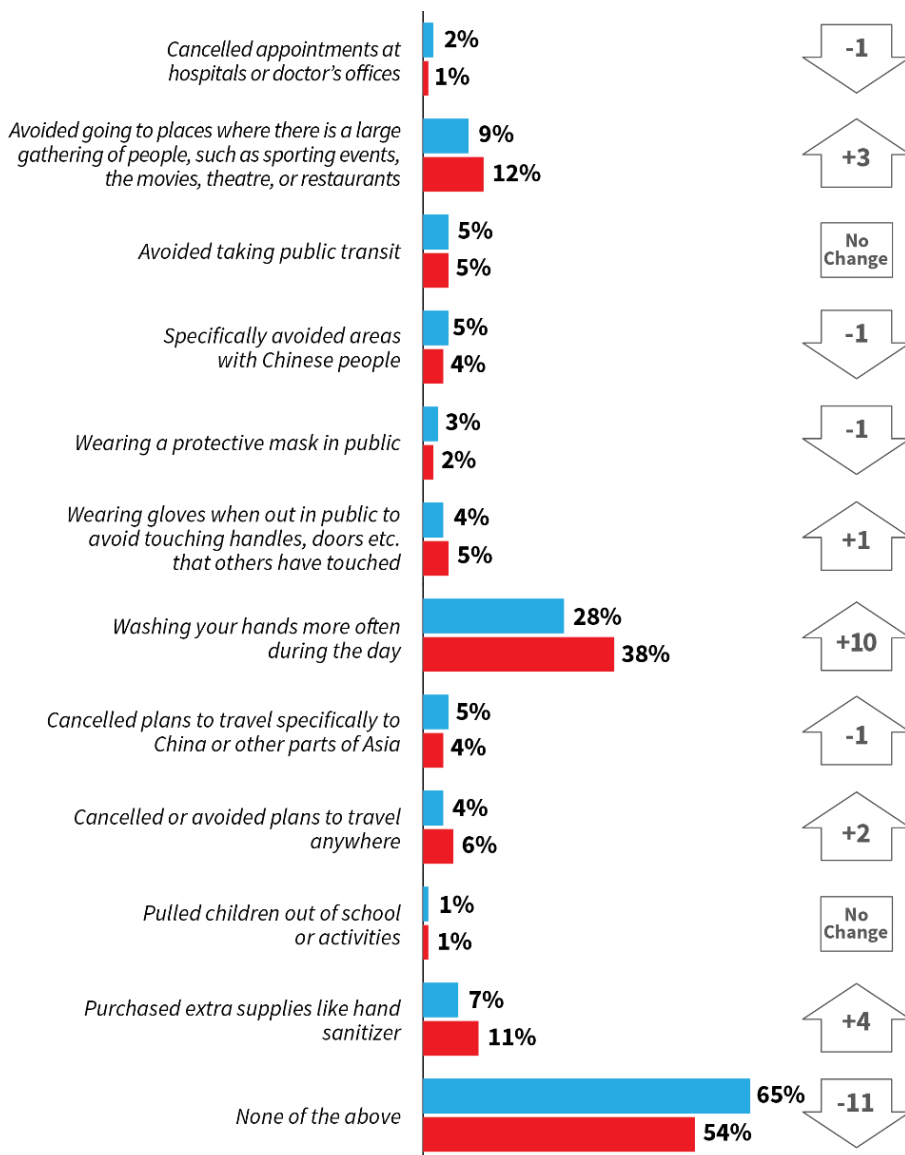
Almost half (46% +11) of Canadians indicate that they or someone in their household have changed their regular habits since the Coronavirus outbreak (54% -11 have not). This means that over the past

month, one in 10 (11%) Canadians started taking specific measures – of which more daily hand washing (38% +10), purchasing extra supplies (11% +4), and avoiding places where there are large gatherings of people such as sporting events, movies, the theatre or restaurants (12% +3) were the biggest movers.

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

February 2020

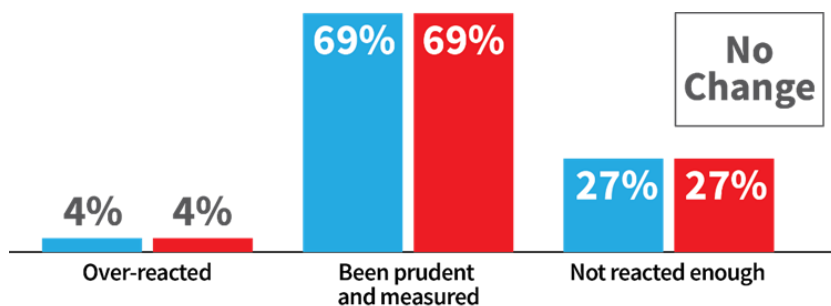
March 2020



There has been no change in how Canadians believe their officials and leaders have acted in prudent measured ways with the Coronavirus outbreak...

There has been absolutely *no change* from the previous month to this month on how Canadians view their officials and leaders have acted towards the preparation and reaction to the Corona virus: *Been prudent and measured* March 2, 2020 69% versus February 1, 2020 69%; *Not reacted enough* March 2, 2020 27% versus February 1, 2020 27%, and *Over-reacted* March 2, 2020 4% versus February 1, 2020 4%.

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



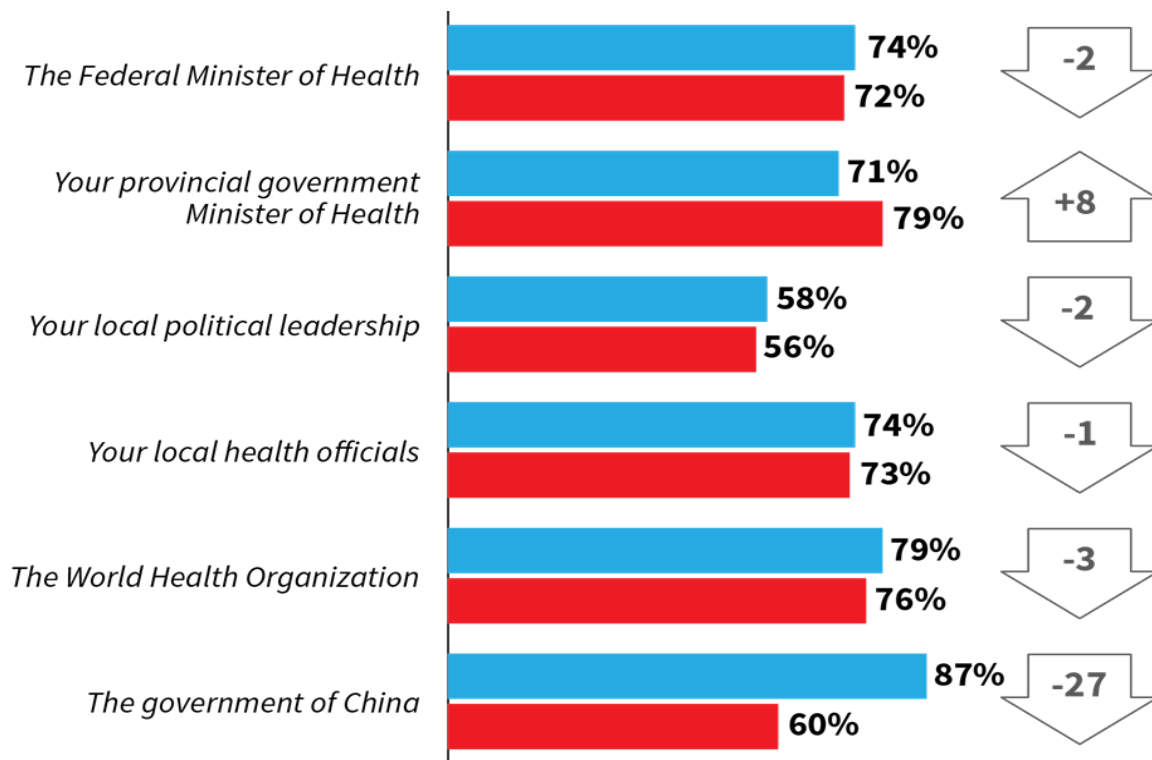
There is widespread confidence in how leaders are dealing with protecting the public in Canada from the Coronavirus outbreak – but confidence in the Chinese government has tumbled (-27) ...

Canadians were asked to rate how well they think various leaders are doing when it comes to protecting the public in Canada from the Coronavirus outbreak and, outside of a significant fall in confidence in the Government of China (-27), there has been *virtually no change*.

The Federal Minister of Health (March 2, 2020 72% versus February 1, 2020 74% (-2)); Your provincial government Minister of Health (March 2, 2020 79% versus February 1, 2020 71% (+8)); Your local political leadership March 2, 2020 56% versus February 1, 2020 58% (-2); Your local health officials (March 2, 2020 73% versus February 1, 2020 74% (-1)); The World Health Organization (March 2, 2020

76% February 1, 2020 79% (-3)); and, The government of China (March 2, 2020 60% February 1, 2020 87% (-27)).

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



Canadians split on wearing a protective mask – majority (55% N/C) don't think they are overreacting (unchanged from one month ago) ...

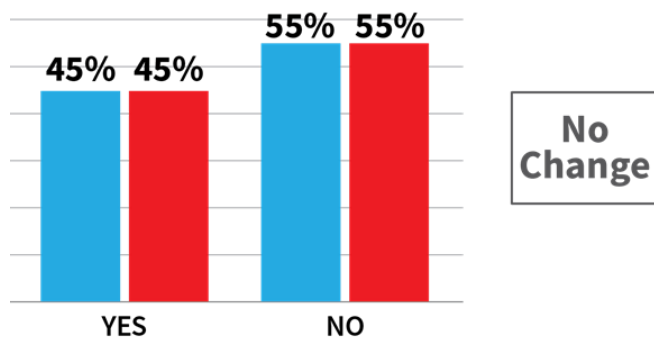
Canadians were asked to give their views on seeing a person wearing a protective mask around themselves nowadays – and, except for some minor provincial/regional variations, was *no difference* from the topline of one month ago.

The majority (55% N/C) ***do not*** think that that individual wearing the protective mask is overreacting to the Coronavirus outbreak – led by those in Québec (61% N/C) followed by

residents of Atlantic Canada (57% +5), British Columbia (56% N/C), Manitoba/Saskatchewan (55% -2), Ontario (53% +2), and Alberta (47% -6).

For those that do believe that a person wearing a protective mask nowadays is overreacting to the Coronavirus outbreak (45% N/C), they are most likely to reside in Alberta (53%+6) followed by those from Ontario (47% -2), Manitoba/Saskatchewan (45% +2), British Columbia (44% N/C), Atlantic Canada (43% +5), and Québec (39% N/C).

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

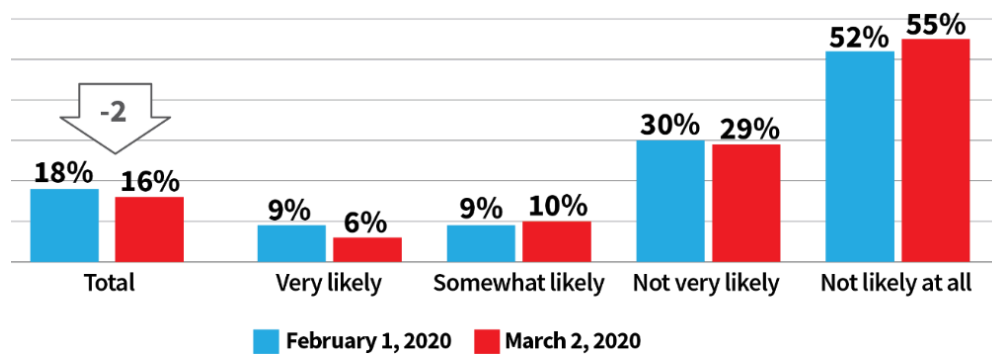


Less (15% -3) Canadians would move from a bus seat if a Chinese person sat down beside them than one month ago...

Assuming they were on a bus and there was an empty seat beside them, Canadians were asked to respond to the following: if a person of apparent Chinese origin, with *no apparent symptoms of a cold*, came and took that seat, would they move somewhere else to deliberately avoid being around that person because of what they have heard about the Coronavirus?

One in seven (15% -3) Canadians say they would move elsewhere on the bus – with the highest number being from the province of Québec (21% -2), followed by those from Manitoba/Saskatchewan (15% -6), Alberta (11% -7), Atlantic Canada (11% -6), Ontario (14% -2), and British Columbia (15% +4).

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?



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.*

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 sound-boarding 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>

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