

DART & maru / BLUE

Voice Canada Poll

Coronavirus

Dire Straits: If Canadians Have to Liquidate all the Money they Have Access to for the Necessities of Life, One in Five (21%) Would Have No Money to Tap into After One Month

One Third (33%) Can Carry On for a Year or More

Release Date: March 24, 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.*

For further information or commentary please contact:

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Questions Posed

[SINGLE CHOICE GRID]

[C5]

Base = Total

If you were put in a seriously challenging situation, given all of the personal money you could access and tap into—such as all the money in your bank account, RRSP's, investments, a line of credit, plus any government supplements—how many months do you think you have money for the basic necessities of your life covered—like food, residence, and anything else?

None

One month

Two to Three months

Four to six months

Seven to ten months

Ten to twelve months

More than one year

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

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	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
None	153	20	13	10	49	48	14
	10%	10%	7%	10%	9%	13%	13%
						G	
One month	173	17	20	14	69	43	10
	11%	9%	12%	14%	12%	12%	9%
Two to three months	269	29	32	23	88	71	26
	18%	14%	19%	23%	15%	20%	24%
							G
Four to six months	233	32	24	14	91	58	13
	15%	16%	14%	14%	16%	16%	12%
Seven to ten months	92	15	9	9	34	17	9
	6%	8%	5%	9%	6%	5%	8%
Ten to twelve months	89	7	16	4	35	24	4
	6%	4%	9%	4%	6%	6%	4%
			B				
More than one year	505	79	56	26	206	104	34
	33%	40%	33%	26%	36%	29%	30%
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BLUE
Poll

If you were put in a seriously challenging situation, given all of the personal money you could access and tap into-such as all the money in your bank account, RRSP's, investments, a line of credit, plus any government supplements-how many months do you think you have money for the basic necessities of your life covered-like food, residence, and anything else?

	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
None	153	66	87	45	82	26	92	32	13	86	44	23
	10%	9%	11%	11%	16%	5%	18%	6%	4%	14%	9%	6%
				N	LN		PQ			ST		T
One month	173	81	92	61	69	44	88	54	15	81	63	29
	11%	11%	12%	14%	13%	8%	17%	11%	5%	13%	13%	7%
				N	N		PQ	Q		T		T
Two to three months	269	139	130	102	114	53	93	104	44	106	84	78
	18%	19%	17%	24%	22%	9%	18%	21%	15%	17%	18%	19%
				N	N			Q				
Four to six months	233	104	128	95	73	65	63	79	56	81	75	77
	15%	14%	17%	22%	14%	12%	12%	16%	19%	13%	16%	19%
				MN					O			R
Seven to ten months	92	47	45	29	34	28	22	36	20	35	27	30
	6%	6%	6%	7%	7%	5%	4%	7%	7%	6%	6%	7%
Ten to twelve months	89	41	49	26	25	39	23	27	17	28	28	33
	6%	5%	6%	6%	5%	7%	5%	5%	6%	4%	6%	8%
												R
More than one year	505	263	243	69	128	309	126	171	131	209	156	140
	33%	35%	31%	16%	24%	55%	25%	34%	44%	33%	33%	34%
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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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