

Coronavirus

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Public from Outbreak*

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Release Date: March 21, 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.*

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March 21, 2020 – As the COVID-19 virus grips the nation, the findings of a new survey released today by the polling group of **DART & maru/Blue** shows a significant rise in perception by Canadians over the last month as to how well various public and health officials are doing so far when it comes to protecting the public in Canada to the coronavirus outbreak.

It also indicates that, for the first time measured, Prime Minister Justin Trudeau is viewed by seven in 10 (68%) of Canadians to be handling the unprecedented crisis well. Further, the results point to a steady confidence that Canadians have in their officials and leaders as to how they have dealt with this critical matter since the beginning of February – with two thirds (63% -6) believing that they have acted in a prudent and measured way compared with just 29% (+2) who believe that they have not reacted enough or half overreacted (8% +4).

And finally, the poll assessed the perceptions of key players, entities, and stakeholders against the backdrop of what has occurred during the past month and found that of all the groups measured it's the people *going to the store to buy essentials* (77%) that are viewed by the vast majority of Canadians as the culprits and greatest purveyors in driving fear (24%) and panic (53%).

The **DART & maru/Blue Voice Canada Poll** survey was conducted among 1,514 randomly selected Canadian adults who are members of **maru/Blue's Voice Canada** Online panel on March 13 - 15, 2020 and is considered accurate to within +/- 2.9 percentage points. 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. Tracking is compared with results from survey work of March 13 - 15, 2020 to those of March 1, 2020 and January 31- February 3, 2020.

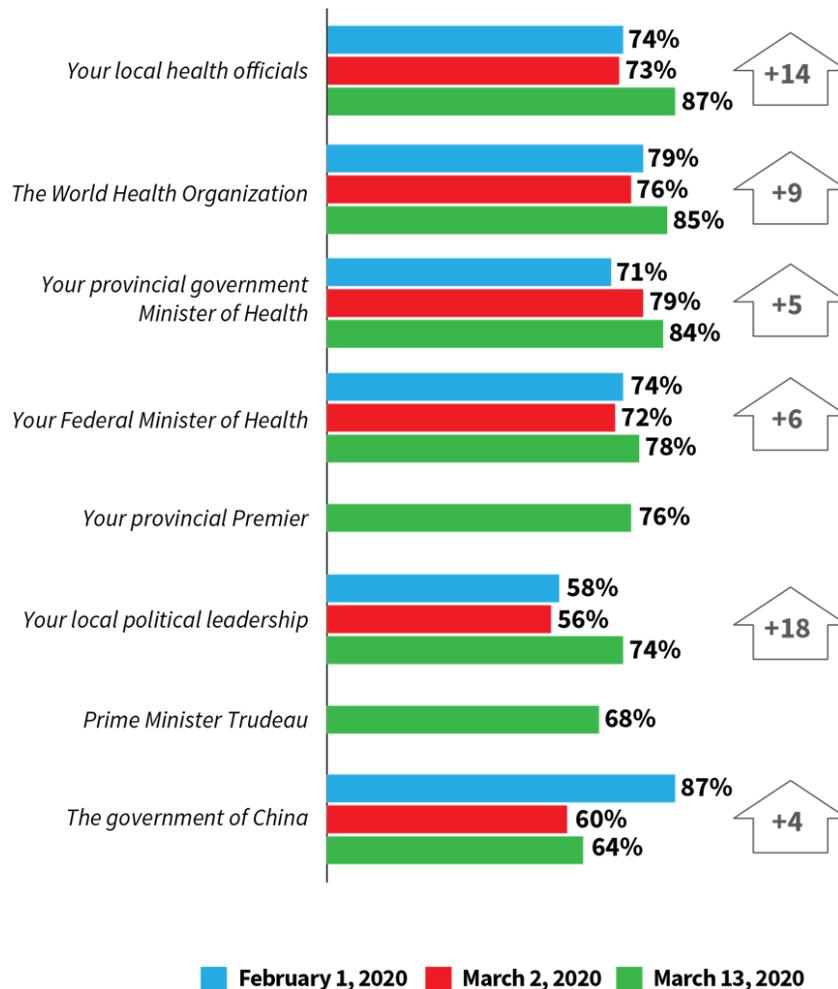
Detailed Findings...

A Public Rise in Support for Officials, Solid Support for Prime Minister Trudeau...

The survey updated tracking that was first undertaken in early February with respect to the confidence that Canadians have in *how well various public and health officials are doing so far when it comes to protecting the public in Canada to the Coronavirus outbreak* and found a significant rise in confidence in virtually every category. And, *for the first time*, the survey measured perceptions of how well Prime Minister Trudeau and each provincial premier are doing with this matter.

Compared to the last sounding of March 1, 2020, the role of *how well* local health officials (87% +14 -- 42% very/45% somewhat) are doing so far when it comes to protecting the public in Canada to the Coronavirus outbreak has now vaulted to the top of the list for Canadians, followed by the World Health Organization (85% +9 -- 45% very/41% somewhat), their Provincial Minister of Health (84% +5 -- 39% very/44% somewhat), the Federal Minister of Health (78% +6 -- 34% very/44% somewhat), their Provincial Premier (76% -- 33% very/43%

somewhat, measured for the first time), their local political leadership (74% +18 -- 27% very/47% somewhat), Prime Minister Justin Trudeau (68% -- 28% very/39% somewhat, measured for the first time), and the government of China (64% +4 -- 24% very/40% somewhat).



As noted above, seven in 10 (68% - very much 28%/somewhat 39%) Canadians believe that the Prime Minister has been handling the crisis well in terms of protecting the public (this was the first sounding on the perceptions of the Prime Minister in this continuing set of polling results initiated in early February), with his greatest support found in Atlantic Canada (77%), followed by those in British Columbia (71%), Ontario (73%), Alberta (65%), Manitoba/Saskatchewan (60%), and Québec (59%).

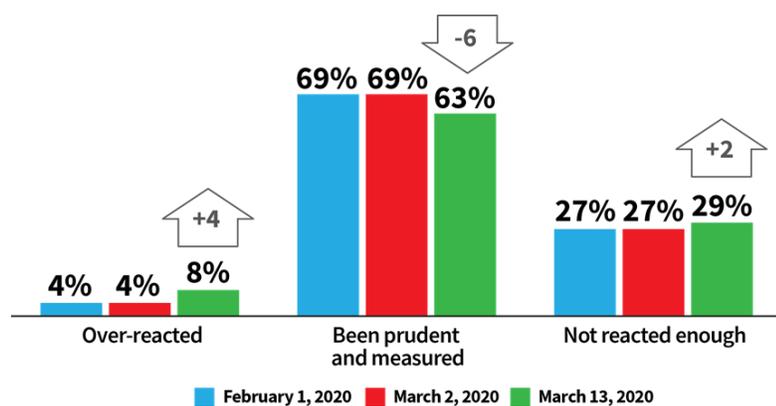
As for provincial premiers (also measured for the first time), the highest support is from the province of Québec (92%) to see followed by those offering support in British Columbia (79%), Atlantic Canada (72%), Ontario (70%), Manitoba/Saskatchewan (67%), and Alberta (62%).

Some other regional highlights from the findings include:

- The Federal Minister of Health (78%) does well in every region with the exception of Manitoba/Saskatchewan (72%) and Québec (73%).
- Local political leadership (74%) is varied across the country – with recognition highest in the province of Québec (84%), followed by those in Ontario (73%), Alberta (72%), British Columbia (70%), Atlantic Canada (69%), and Manitoba/Saskatchewan (61%).

Canadians Continue to Believe their Leaders are Being Prudent and Measured...

Two thirds (63% -6) of Canadians believe that their Canadian officials and leaders have been “prudent and measured” in dealing with the Coronavirus outbreak. This compares with one in three (29% +2) who believe their officials and leaders have “not reacted enough”, and the one in 10 (8% +4) who they believe have “overreacted”. These numbers have barely moved since early February 2020.



It is interesting to note however that of those that believe their officials and leaders have not reacted enough to the outbreak, they are most likely to come from the province of Québec (39%) which, ironically, is the same province where it’s premier has the highest personal approval ratings and support for action of all the premiers across the country.

Those who also believe that their officials and leaders have not reacted enough hail from Alberta and Saskatchewan (each with 30%), followed by those from Atlantic Canada (26%), Ontario (25%), and British Columbia (23%).

Perceptions of Key Players, Entities and Stakeholders...

The poll also delved into perceptions of a number of key players, entities, and stakeholders who have come to public prominence over the last few weeks in making decisions with respect to the potential spread and impact of the virus.

Those who are viewed as having acted in a “balanced and responsibly” oriented way are ranked by employers (59%) leading the group, followed by schools (57%), major league sports (56%), Prime Minister Justin Trudeau (51%), business leaders (51%), entertainers (51%), and, lastly, President Donald Trump (19%).

And when these results are combined with those who hold the sentiment that these players and stakeholders have acted “a little over the top but okay”, a clearer picture emerges of those who are clearly in good stead with the Canadian public: major league sports 85% (29% *a little over the top but okay* + 56% *acting balanced and responsibly*), followed by schools 83% (26% + 57%), employers 81% (22% + 59%), business leaders 78% (27% + 51%), entertainers 77% (26% + 51%), Prime Minister Justin Trudeau 67% (16% + 51%), and President Donald Trump 39% (20% + 19%).

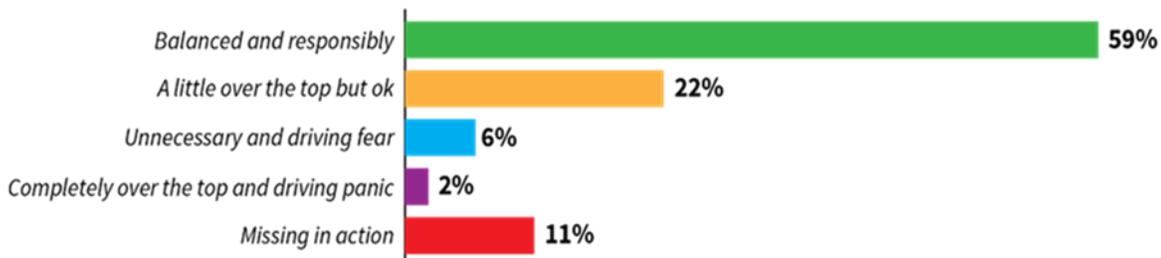
Those who are associated with driving fear and panic are most likely to be led by President Donald Trump 30% (16% driving fear + 14% driving panic), entertainers 16% (9% driving fear + 7% driving panic), major league sports 13% (7% driving fear + 6% driving panic), schools 13% (9% driving fear + 4% driving panic), business leaders 13% (9% driving fear + 4% driving panic), Prime Minister Justin Trudeau 11% (8% driving fear + 3% driving panic), and employers 8% (6% driving fear + 2% driving panic).

Another dimension measured was whether Canadians view any key players or stakeholders are “missing in action” during these critical times. In that regard President Trump (31%) ranks highest, followed next by Prime Minister Justin Trudeau (22%), employers (11%), business leaders (10%), entertainers (8%), schools (4%), and major league sports (3%).

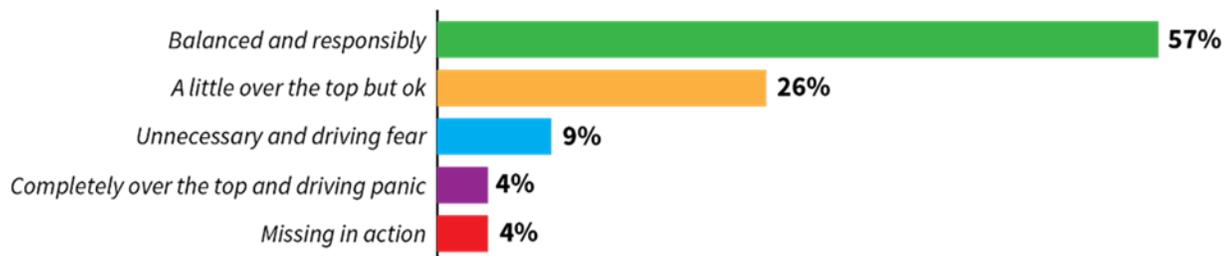
President Donald Trump



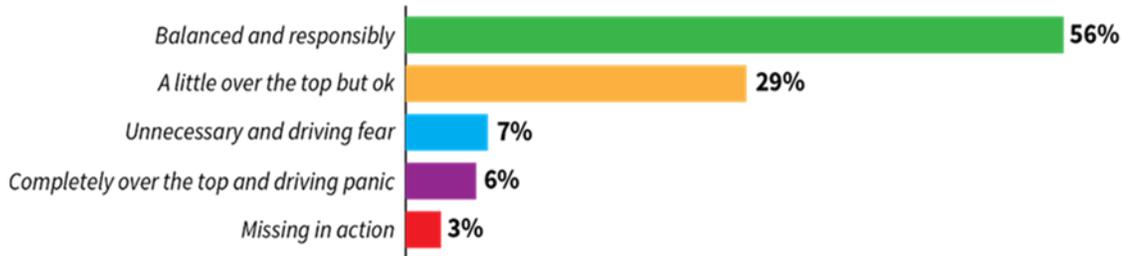
Employers



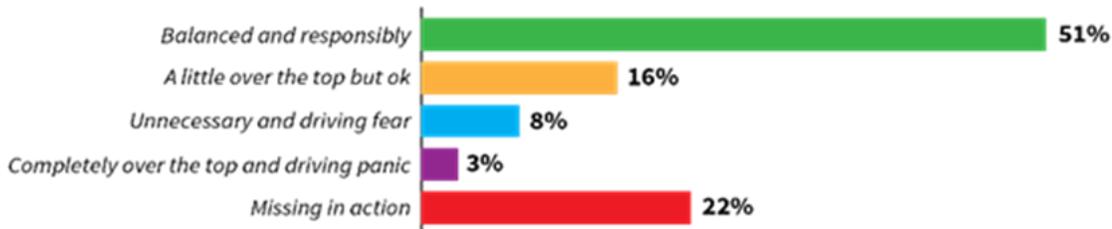
Schools



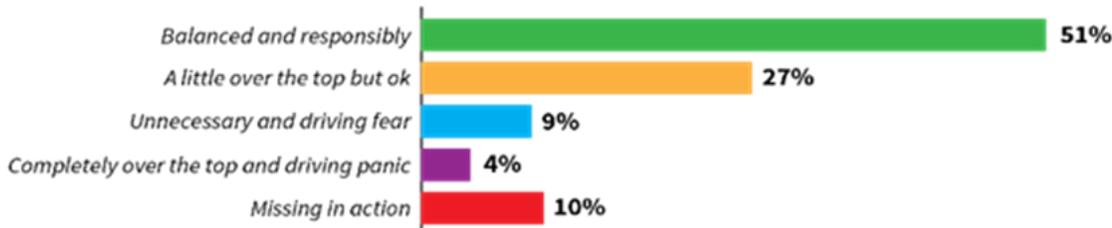
Major league sports



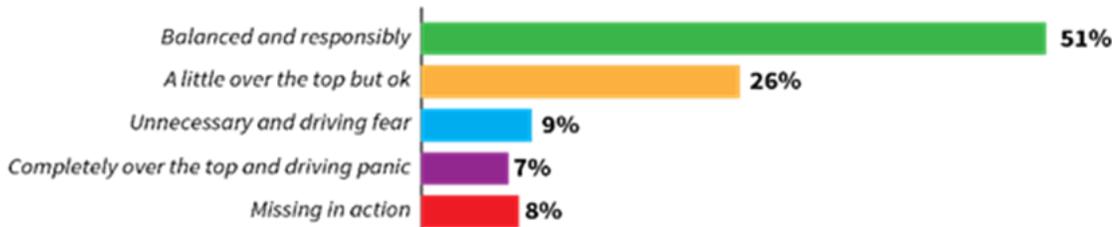
Prime Minister Justin Trudeau



Business leaders



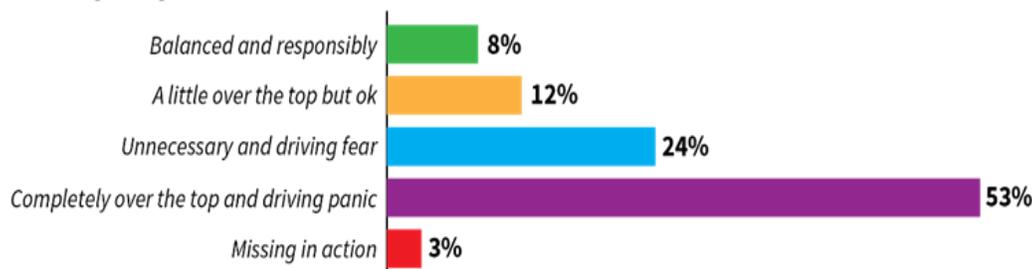
Entertainers



The Greatest Culprits, Purveyors of Fear and Panic...

Yet for all of the other key players, entities, and stakeholders measured, there was one group that deserved its own category because of the almost persuasive perception among the Canadian public that these culprits were driving fear and panic: *people going to the store to buy essentials* 77% (24% driving fear + 53% driving panic).

People going to the store to buy essentials



The visuals on the news and social media of empty store shelves, tales of hoarding toilet paper, and lineup stretching around the block of big-box stores with people jostling and fighting to get in: this is what the vast majority of people in Canada believe has been the most significant source of causing fear and panic recently among the population. Only one in 10 (8%) believe this group of citizens have acted *balanced and responsibly*, and slightly more (12%) believe that they have acted *a little over the top but okay* (for a total of 20% in the seemingly rational zone of deportment). And a mere fraction (3%) believe that they've been *missing in action*.

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For further information or commentary please contact:

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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 and, where appropriate, compared with data collected January 31 – February 2, 2020 and March 1, 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.*

DART & maru/BLUE

Voice Canada Poll

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** public releases of polling results, including detailed tables (weighted/

unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/> **DART C-Suite Communicators** abides by the CRIC polling disclosure requirements.

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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