

Coronavirus

One Quarter (26%) of Canadians Indicate Someone in their Household or Immediate Family has Lost their Job or Been Laid Off Specifically Because of Coronavirus

When it Comes to Personal or Family Financial Situation, One in Five (21%) Feel Either Pressured and Anxious (16%) or Dire and Desperate (5%) Looking Out Over Next Three Months

Release Date: March 26, 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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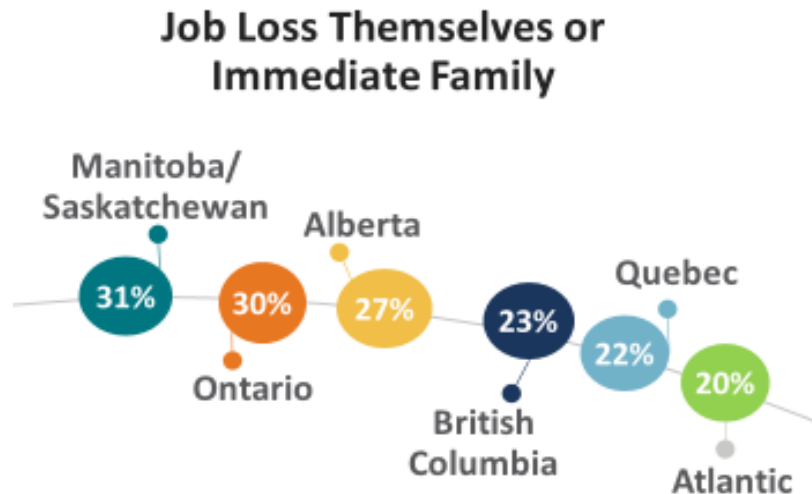
March 26, 2020 – A new survey released by the polling group of **DART & maru/Blue** indicates that one quarter (26%) of Canadians know someone in their household or immediate family that has lost their job or been laid off specifically because of the impact of the coronavirus.

And when it comes to their own personal or family financial situation over the next three months, one in five (21%) indicate will be either “*pressured and anxious*” (16%) or “*dire and desperate*” (5%). By contrast, a plurality (43%) indicate that their household financial situation will be “*tight and concerned*” while just over one third (36%) of Canadians say they will be “*relatively comfortable*”. The finding suggests that approximately 1.6 million Canadians are in the “*dire and desperate*” category when it comes to their personal or family financial situation.

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 20-21, 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.

One quarter have either lost their job or someone in their immediate family...

One quarter (25%) of Canadians indicate that either they or someone in their household or immediate family have either lost their job or be laid off specifically because of the impact of the coronavirus.

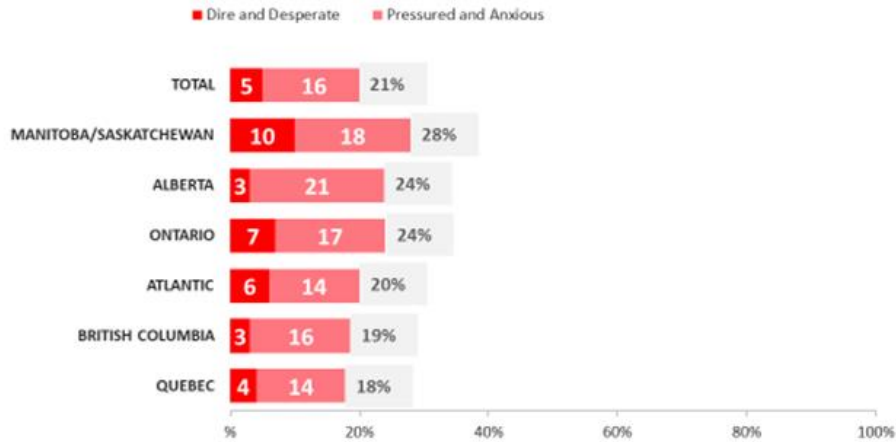


Those most likely to indicate job loss are highest in Manitoba/Saskatchewan (31%), followed by those from Ontario (30%), Alberta (27%), British Columbia (23%), Québec (22%), and Atlantic Canada (20%). Demographically, younger Canadians (18-34 32%) and those earning less than \$50,000 household income (30%) the highest levels to express this view.

The outlook for personal or family financial situation...

Looking out over the next three months, the survey results reveal a plurality of Canadians who describe the impact of the coronavirus on their own personal or family financial situation as “*tight and concerned*” (43%), followed by those who are “*relatively comfortable*” (36%), those who are “*pressured and anxious*” (16%), and those who are feeling “*dire and desperate*” (5% – the equivalent of approximately 1.6 million Canadian adults).

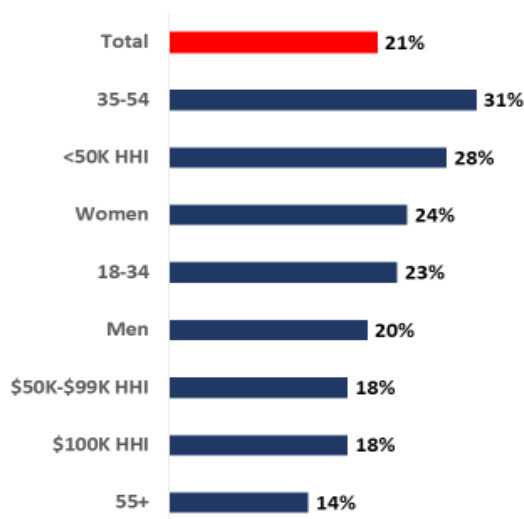
Dire and Desperate (5%)
Pressured and Anxious (16%) } (21%)



Base Total n=1,515 And thinking about the impact of the coronavirus on your own personal or family financial situation, how would you describe the next three months?

Combining those who were most pessimistic about the next three months (*dire and desperate* 5% and *pressured and anxious* 16%) reveals a portrait of almost one quarter of all Canadians (21%) led by those from Manitoba/Saskatchewan (28%), followed by those from Alberta and Ontario (24%), Atlantic Canada (20%), British Columbia (19%), and Québec (18%). Demographically, those who are middle-aged (35 – 54 31%) and those bringing in under \$50,000 household income (28%) appear to be most financially vulnerable over the next three months.

Most Financially Vulnerable



Base total n=1515 And thinking about the impact of the coronavirus on your own personal or family financial situation, how would you describe the next three months? Pressured and anxious/Dire and desperate

-30-

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 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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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.

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