

Coronavirus

Half (47%) of Canada's Workforce Believe They Cannot Afford to Miss Work Because they Have No Benefits or Anything to Fall Back On

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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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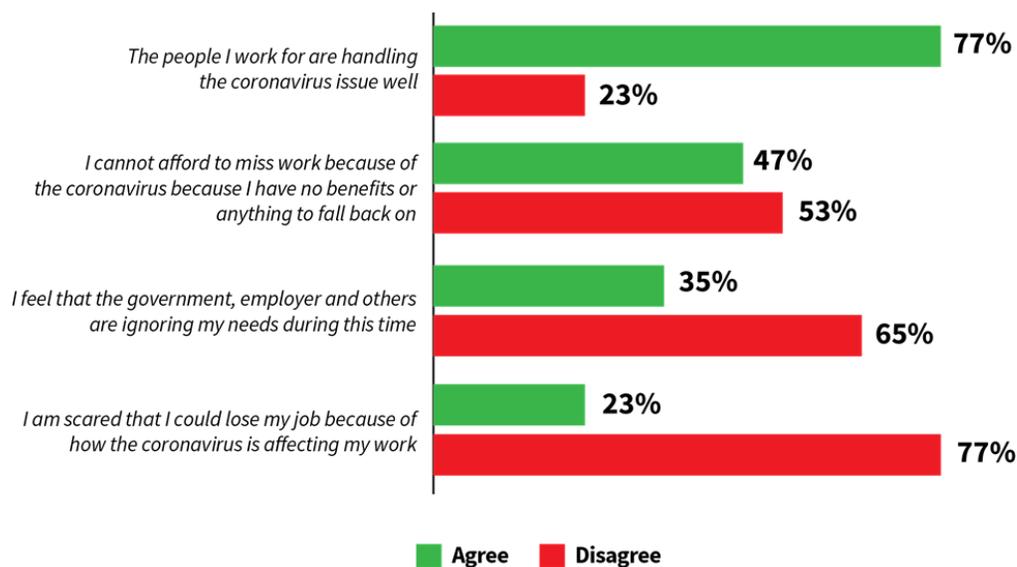
March 21, 2020 – As the Trudeau government takes action to aid workers and employers across the nation due to the impact of the COVID-19 virus, the findings of a new survey released today by the polling group of **DART & maru/Blue** shows that half (47%) of Canada's workforce believe they cannot afford to miss work because they have no benefits or anything to fall back on. As if to underscore this point, one quarter (23%) of workers across the country are scared that they could lose their job and one-third (35%) feel the government, their employer and others are ignoring their needs during this time.

Despite personal fear and anxiety for many workers, a significant majority (77% – 36% very/41% somewhat) indicate that the people they work for are handling the coronavirus issue well -- however, the fact that one quarter (23%) do not feel that way echoes in the hallways among the many who believe they may lose their jobs altogether.

It should be noted that this survey was completed just a few days before the federal government began its economic and workplace response to workers and companies across the country.

The **DART & maru/Blue Voice Canada Poll** survey was conducted among 753 randomly selected employed Canadian adults who are members of **maru/Blue's Voice Canada Online** panel on March 13 - 15, 2020 and is considered accurate to within +/- 4.1 percentage points on a national level with higher gradations at the provincial and regional levels. 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.

Detailed Findings...



One Quarter (23%) scared they could lose their job...

One quarter (23%) of employed Canadians indicate that they are scared that they could lose their job (9% very much/13% somewhat) because of how the coronavirus is affecting their work. Those workers most likely to indicate this are Ontario (28% - 11% very/17% somewhat), followed by those from Alberta (22% - 10% very/13% somewhat), British Columbia (20% - 5% very/14% somewhat, Québec (19% - 11% very/8% somewhat), Atlantic Canada (18% - 2% very/16% somewhat), and Manitoba/Saskatchewan (17% - 9% very/7% somewhat).

Remarkably, there is virtually no difference in any of the demographic and socioeconomic details – in other words, this view is held across the board with little variation with the exception of those who are 55+ (17% – very 4%/12% somewhat) which is at the lowest end of the scale.

Half (47%) of workers indicate that they cannot afford to miss work because they have no benefits or anything to fall back on...

Half of the working population (47% – 26% very/22% somewhat) believe that they cannot afford to miss work because of the coronavirus because they have no benefits or anything to fall back on. This finding is most acute in Ontario (49% – 27% very/22% somewhat) and Québec (49% – 27% very/22% somewhat), followed by those in Alberta (48% – 30% very/24% somewhat), Atlantic Canada (47% – 22% very/25% somewhat), Manitoba/Saskatchewan (43% – 19% very/24% somewhat), and British Columbia (41% – 20% very/21% somewhat).

The findings indicate the impact may be shared virtually identically across all demographics with the exception of income and education. Those who believe they cannot afford to miss work are most likely to be earning less than \$50,000 per household income (60% – 37% very/23% somewhat), followed by those who are middle income (\$50,000 – \$99,000 48% – 26% very/22% somewhat), and those who have the highest income (\$100,000 + 37% – 18% very/19% somewhat). Those also holding the sentiment are most likely to be college/technical school educated (56% – 30% very/26% somewhat), followed by those who have high school or less education (52% – 32% very/20% somewhat), and those who are university plus educated (36% – 17% very/19% somewhat).

One Third (35%) feel government, their employer and others are ignoring them...

One third (35% – 10% very/25% somewhat) feel that the government, their employer and others are ignoring their needs during this time. This view is most likely to be felt in Québec (52% – 19% very/33% somewhat), followed by those in Ontario (34% – 8% very/27% somewhat), Atlantic Canada (26% – 2% very/25% somewhat) and Manitoba/Saskatchewan (26% – 9% very/18%

somewhat), British Columbia (25% – 8% very/17% somewhat), and Alberta (23%/9% very/15% somewhat).

Those most likely to share this view are younger (aged 18 – 34) Canadians (39% – 13% very/25% somewhat), those who earn under \$50,000 per annum (39% – 11% very/28% somewhat), and those who have a college/technical school education (42% – 12% very/30% somewhat).

Majority (77%) believe people they work for are handling the coronavirus issue well, but significant minority (23%) feel otherwise...

Despite personal fear and anxiety for many workers, a significant majority (77% – 36% very/41% somewhat) indicate that the people they work for are handling the coronavirus issue well. The sentiment is most likely to be found in Manitoba/Saskatchewan (84% – 35% very/49% somewhat), followed by those from Alberta (82% – 34% very/48% somewhat), Atlantic Canada (80% – 36% very/44% somewhat), Ontario (77% – 35% very/42% somewhat), Québec (75% – 40% very/35% somewhat) and British Columbia (73% – 38% very/36% somewhat).

However, while that majority number may be comforting to some, it's important to point out that virtually one quarter (23% – 7% very/16% somewhat) of Canadian workers feel the opposite way – and these are most likely to be found in British Columbia (27% – 9% very/18% somewhat), followed by those from Québec (25% – 11% very/14% somewhat), Ontario (23% – 5% very/19% somewhat), Atlantic Canada (20% – 11% very/9% somewhat), Alberta (18% – 5% very/14% somewhat), and Manitoba/Saskatchewan (16% – 3% very/13% somewhat).

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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 753 randomly selected Canadian employed adults who are members of **maru/BLUE**'s Online panel on March 13-15, 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 +/- 4.1 percentage points, 19 times out of 20, had all Canadian adult workers 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. **maru/BLUE** 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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