

Coronavirus

Half (52% +20) of Canadians Concerned they Might Actually Contract the COVID-19 Virus

Anxious (11%) and Panicked (2%) are Vastly Outweighed by those who are Calm (30%) or Concerned (58%) Today

But 1.6 Million Canadians Panicked about the Future

Canadians Changing Ways: 82% (+36) Actively Making Changes to Life and Lifestyle to Deal with Outbreak

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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

Half (52% +20) of Canadians Concerned they Might Actually Contract Coronavirus

Yet Anxious (11%) and Panicked (2%) are Vastly Outweighed by those who are Calm (30%) or Concerned (58%) about how they feel Overall Today

But 1.6 Million Canadians Panicked about the Future

Canadians Changing Ways: 82% (+36) Actively Making Changes to Life and Lifestyle to Deal with Outbreak

March 19, 2020 – As the Canadian Federal and Provincial governments begin to aggressively try to contain the COVID-19 virus, the findings of a new survey released today by the polling group of **DART & maru/Blue** indicates a significant rise in concern among Canadians that they may actually contract the coronavirus. The poll shows that compared to the last sounding which took place on March 1, 2020, concern has escalated 20 points - up from one third of Canadians (32%) are concerned that they might contract the virus to half (52%) today. Within that group, one in seven (15% +8) are very concerned that they will contract the virus.

Yet, despite the significant escalation in concern over actually contracting the virus, the pulse rate of the nation remains relatively stable: asked about how they feel about the issue at hand, only one in 10 (11%) describe themselves as “anxious” or in a “panic” (2%) compared to the vast (87%) who describe themselves as either concerned (50%) or describe themselves as calm (30%). And, even looking to the future, Canadians are much the same with just a an apparent marginal group (5%) in that feeling of panic when they hear about the economy and the stock market.

However, small numbers are big numbers when put against the population of a country in this is what must be kept in perspective: 5% of panicked adult Canadians about the future represents approximately 1.6 million people – and that is a big number in the country.

And the as the concern about contracting the virus has escalated Canadians have responded in lockstep fashion with a significant rise of engagement among the public about personal changes to their habits and lifestyle – the most significant being handwashing (71% +33), avoiding places where there is a large gathering of people such as sporting events, the movies, theatre, or restaurants (39% +27), cancelling or avoiding plans to travel anywhere (23% +17), purchasing extra supplies like hand sanitizer (18% +9), and avoiding taking public transit (14% +9).

In fact, every habit measured over the last month in two previous polls has witnessed an unprecedented engagement by the Canadian public to actively change various habits in their life or lifestyle: in February, two thirds (65%) indicated that they were *not* involved in any of the activities measured which now compares to just one in six (18% - 47) today who have taken some form of action.

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.

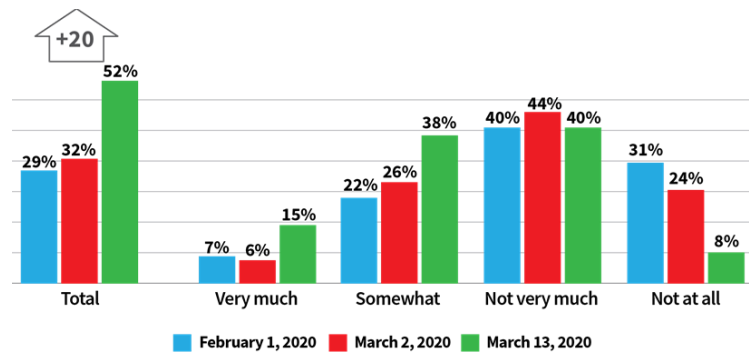
Detailed Findings...

A Majority (52% +20) are Concerned they May Actually Contract Coronavirus...

There is a significant escalation in the concern among the Canadian public that they may actually contract the COVID – 19 virus – half (52%) now are concerned (very 15%/somewhat 24%) which

is up from 32% from a sounding on March 2 and 29% from one previously on February 1, 2020.

This marks an escalation of concern of overall of +20 from the first sounding.



The concern level is relatively uniform across the country (52%) with those in British Columbia (54%) leading slightly ahead of those from Québec and Atlantic Canada (both at 53%), followed by those from both Alberta and Ontario (52%), and those residents of Manitoba/Saskatchewan (47%). University educated Canadians (58%) and women (55%) are the most concerned.

Despite Significant Escalation in Concern of Contracting Virus, Canadians remain Relatively Stable...

One despite a significant escalation in concern about contracting the virus, the vast majority (88%) remain relatively stable and their feelings about the entire Coronavirus issue ranging from concerned (58%) to calm (30%) versus anxious (11%) and panic (2%). Those Canadians who are most likely to be “upset” (a combination of anxious and panic 13%) are most likely to be found among the youngest group of Canadians – one in five (19%) of those aged 18 – 34 (17% anxious/2% panic).

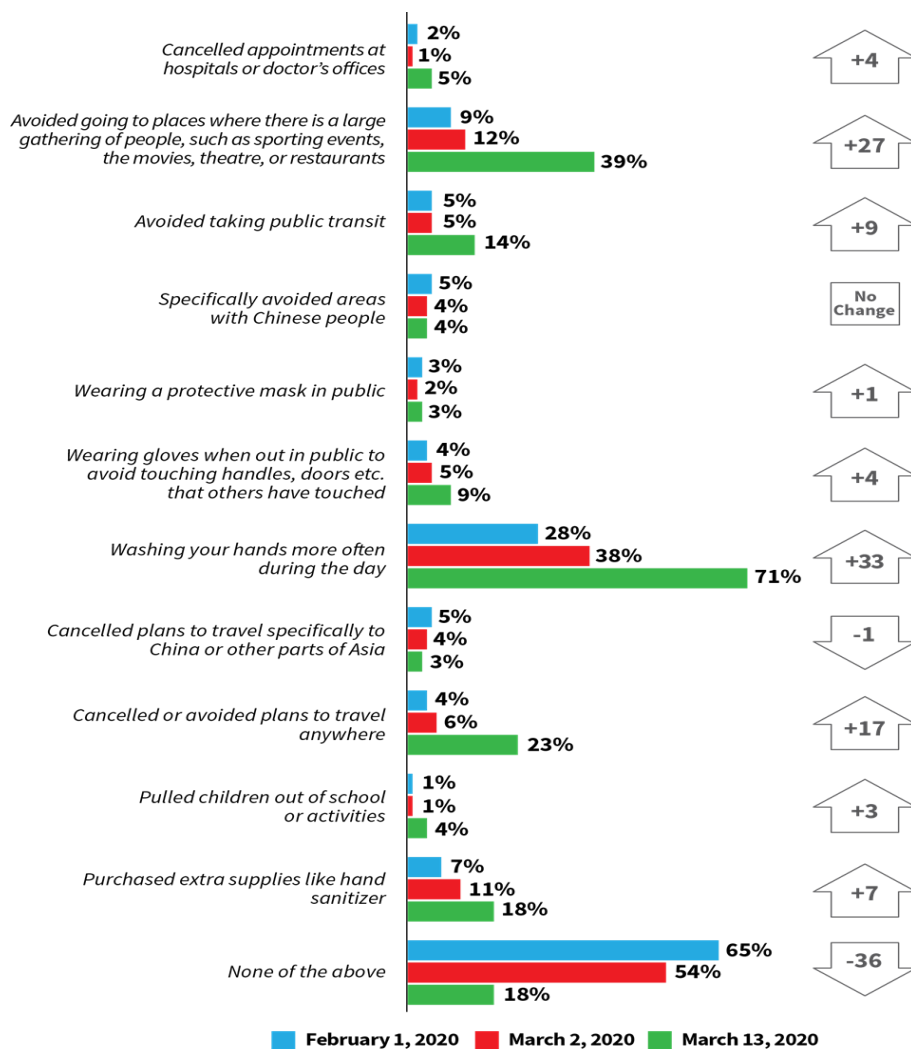
But what about the future?

Shifting their gaze from the immediate to the future, Canadians describe their feelings with different levels of optimism and pessimism when they hear about the economy and the stock market – one third (32%) indicate that they are remaining relatively calm because *everything will rebound and be okay*, with a similar group (30%) indicating that they are *concerned, but basically turning it all out* – and even those who are anxious (33%) about the future are anxious but *believe they will get through this*.

At the moment, only 5% are *completely panicked* about the future – but this is where small numbers can mean a lot when put in the perspective of the total population of Canada. *That completely panicked group about the future is representative of approximately 1.6 million adult Canadians.*

Changes in Life and Lifestyles...

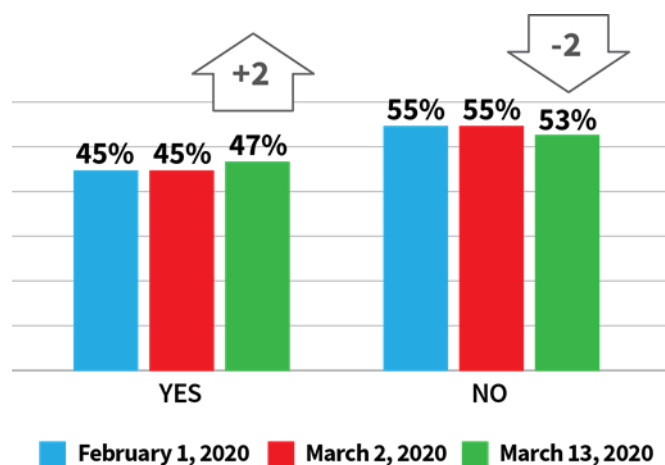
We've been tracking the response by Canadians to various activities they have in their life and lifestyles since the beginning of February 2020. Between then and now there has been a dramatic shift in lifestyle change – in February, two thirds (65%) of Canadians were not engaged in changing any of their life or lifestyle and today that has dropped to a mere 1 in 6 (18%). In short, the vast majority (82%) of Canadians are engaged in some kind of life for lifestyle change compared with just one third (35%) in early February.



The most significant changes have been in handwashing (71% +33), avoiding places where there is a large gathering of people such as sporting events, the movies, theatre, or restaurants (39% +27), cancelling or avoiding plans to travel anywhere (23% +17), purchasing extra supplies like hand sanitizer (18% +9), and avoiding taking public transit (14% +9). It should be noted that these elements of life and lifestyle were measured only days before various provinces and health officials took aim to shut down a series of public activities.

What if they see Someone Wearing a Protective Mask?

Despite an escalation in concern about personally contracting COVID-19, almost half (47% +2) indicate if they saw a person wearing a protective mask around them nowadays, they would believe them to be overreacting to the coronavirus outbreak – remaining relatively unchanged since the first sounding was taken in early February. This compares with the other half (53% -2) who would not believe an individual wearing a protective mask was over-reacting to the current coronavirus outbreak.



Those who are most likely to believe that an individual wearing a protective mask is not overreacting are most likely to reside in Québec (61%) and Atlantic Canada (56%), are women (58%) those earning under \$50,000 per household income (64%), and those with high school education or less (57%).

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.*

For further information or commentary please contact:

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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 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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