

**DART**&maru/BLUE

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## Voice Canada Poll

**Almost 12 Million Canadians Speak Up:  
Get the Country Moving Again**

*Just over one third (36%) of Canadians say it's time to reopen the economy that has been in virtual shut down because of the COVID-19 pandemic*

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Voice Canada Poll

Release Date: April 29, 2020

### Methodology

*These are some of the 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. Data is collected daily by Kyle Davies at <https://manureports.com/>. The research is created and analyzed under the direction of veteran pollster John Wright, who is a Partner of **DART C-Suite Communicators**. This data was collected by Canada's national survey sample research provider maru/BLUE using their **Voice Canada** Omni Online curated panel. The precision of this **DART&maru/BLUE Voice Canada Poll** is measured using a Bayesian Credibility Interval. The survey was conducted*

among 1,530 randomly selected Canadian adults who are members of maru/BUE 's Online panel April 26, 2020 and is considered accurate to within +/- 2.9 percentage points. The credibility interval will be wider among subsets of the population and individual provinces/regions. 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.

**For further information or commentary please contact:**

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### Questions Posed

Please indicate the extent to which you agree or disagree (very/somewhat) with each of the following statements.

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

### Summary of Top 2 Box

	Region							Gender		Age			Education			Household Income				Marital Status			HasKids		Employment		
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PE,NS)	Male	Female	18-34	35-54	55+	<=HS	College/ Associate	Univ+	<\$25K	\$25-50K	\$50K- <100K	\$100K+	Single, never married	Living with a significant other / Married	Separated / Divorced / Widowed	Yes	No	Yes, I am a business owner	Yes, I own a side business in addition to working for an employer	No, I am not a business owner
BASE: All respondents	1530	200	172	101	577	369	112	748	782	432	529	569	633	483	415	170	337	511	303	426	875	229	405	1125	106	38	645
BASE: UNWEIGHTED	1529	224	171	120	570	336	108	764	765	408	560	561	524	457	548	151	319	510	339	417	889	223	420	1109	102	42	659
I don't think life will ever be the same, after the virus	75%	77%	74%	75%	78%	68%	78%	70%	79%	67%	74%	82%	78%	75%	70%	77%	75%	72%	73%	68%	77%	80%	74%	75%	81%	70%	71%
I am worried about being able to pay my bills (including rent or mortgage) if this keeps up much longer	40%	36%	50%	43%	43%	32%	39%	38%	42%	51%	47%	26%	42%	36%	41%	44%	46%	38%	35%	44%	38%	41%	46%	38%	59%	59%	42%
I am well-prepared to deal with the financial impact of coronavirus/COVID-19	61%	62%	52%	52%	61%	69%	55%	64%	58%	59%	57%	66%	58%	62%	65%	53%	59%	62%	68%	56%	63%	64%	62%	61%	43%	57%	62%
I am stressed, or concerned about money and finances	57%	52%	67%	63%	58%	54%	45%	54%	60%	64%	63%	46%	59%	55%	56%	62%	55%	55%	54%	61%	56%	51%	60%	56%	75%	77%	58%
It is time to re-open the economy	36%	29%	31%	40%	26%	60%	25%	37%	35%	35%	39%	34%	36%	35%	37%	36%	36%	36%	38%	33%	38%	33%	43%	33%	39%	32%	36%

Summary of Low 2 Box

	Region							Gender		Age			Education			Household Income				Marital Status			HasKids		Employment		
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PEINS)	Male	Female	18-34	35-54	55+	<=HS	College/ Associate	Univ+	<\$25K	\$25-50K	\$50K- <100K	\$100K+	Single, never married	Living with a significant other / Married	Separated / Divorced / Widowed	Yes	No	Yes, I am a business owner	Yes, I own a side business in addition to working for an employer	No, I am not a business owner
BASE: All respondents	1530	200	172	101	577	369	112	748	782	432	529	569	633	483	415	170	337	511	303	426	875	229	405	1125	106	38	645
BASE: UNWEIGHTED	1529	224	171	120	570	336	108	764	765	408	560	561	524	457	548	151	319	510	339	417	889	223	420	1109	102	42	659
I don't think life will ever be the same, after the virus	25%	23%	26%	25%	22%	32%	22%	30%	21%	33%	26%	18%	22%	25%	30%	23%	25%	28%	27%	32%	23%	20%	26%	25%	19%	30%	29%
I am worried about being able to pay my bills (including rent or mortgage) if this keeps up much longer	60%	64%	50%	57%	57%	68%	61%	62%	58%	49%	53%	74%	58%	64%	59%	56%	54%	62%	65%	56%	62%	59%	54%	62%	41%	41%	58%
I am well-prepared to deal with the financial impact of coronavirus/COVID-19	39%	38%	48%	48%	39%	31%	45%	36%	42%	41%	43%	34%	42%	38%	35%	47%	41%	38%	32%	44%	37%	36%	38%	39%	57%	43%	38%
I am stressed, or concerned about money and finances	43%	48%	33%	37%	42%	46%	55%	46%	40%	36%	37%	54%	41%	45%	44%	38%	45%	45%	46%	39%	44%	49%	40%	44%	25%	23%	42%
It is time to re-open the economy	64%	71%	69%	60%	74%	40%	75%	63%	65%	65%	61%	66%	64%	65%	63%	64%	64%	64%	62%	67%	62%	67%	57%	67%	61%	68%	64%



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.

Discover us at: [www.dartincom.ca](http://www.dartincom.ca) [www.marublue.net](http://www.marublue.net)

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