

# 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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## DART & maru / BLUE

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# 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 Voice Canada 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.*

## 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*

**April 29, 2020** – A new survey released by the polling group of **DART&maru/BLUE** finds that over one third (36%) of Canadians believe it is time to reopen the economy that has been in virtual shut down because of the Covid-19 pandemic. That may be a minority in the country, but it represents a great many Canadian adults: at least 12 million are speaking up and saying it is time to get the country moving again.

The backdrop to this sentiment is found among the four in 10 (40%) Canadians who are worried about being able to pay their bills (including rent or mortgage) if the COVID-19 pandemic situation keeps up much longer. In fact, despite the fact that not all are supportive of opening up the economy right now, a majority (57%) of Canadians are stressed, or concerned about money and finances.

The **DART&maru/BLUE Voice Canada Poll** was conducted among 1,530 randomly selected Canadian adults who are members of **maru/BLUE's** Online panel on April 26, 2020 and is considered accurate to within +/- 2.9 percentage points. Data is collected daily by Kyle Davies at <https://marureports.com/>. Portions of the written findings and data may be used by anyone in the public domain with appropriate attribution to the **DART&maru/BLUE**. Inaccuracies in reporting may be subjected to correction.

### *Over One Third of Canadians say it is Time to Reopen the Economy...*

Just over one third (36%) of Canadians say it is time to reopen the economy that has been in virtual shut down because of the COVID-19 pandemic: that's almost 12 million Canadian adults that want to get the country moving again. Those most likely to want the economy opened hail from Québec (60%), followed by those from Manitoba/Saskatchewan (40%), Alberta (31%) sees, British Columbia (29%) this, Ontario (26%), and Atlantic Canada (25%).

Demographically, there's not much difference between any of the groups (it's relatively flat for those discerned by education/income and gender); however, it is notable that those who are most wanting to get back in gear are those who are middle-aged (aged 35 - 54) Canadians.

### *Worried or Well Prepared to Deal with Paying the Bills...*

Four in 10 (40%) are worried about being able to pay their bills (including rent or mortgage) if the COVID-19 pandemic situation keeps up much longer. Those most likely to agree with this view come from Alberta (50%), followed by those from Manitoba/Saskatchewan/Ontario (43%), Atlantic Canada (39%), British Columbia (36%), and Québec (32%).

Those most likely to feel the pressure of paying the bills are led by those who are business owners (59%) or those who own a side business in addition to working for an employer (59%), with our youngest Canadians (51% - aged 18-34) next in line, followed by those who are middle-aged (47%-aged 35 - 54) and older Canadians (26%-aged 55+).

Those who have children (46%) and those earning between \$25,000-\$50,000 (45%) are feeling the pinch the most - with women (42%) and men (38%) relatively even in the perspective.

On the other hand, six in 10 (60%) believe they are well prepared to deal with the financial impact of coronavirus/ COVID-19. They are most likely to reside in Québec (69%), followed by those in British Columbia (62%), Ontario (61%), Atlantic Canada (55%), and Alberta/Manitoba/Saskatchewan (52%). Most notably they are the oldest Canadians (66%), those with university education (65%) sees and those who are earning over \$100,000 per year (68%).

### ***Stressed or Concerned about Money and Finances...***

A majority (57%) of Canadians are stressed, or concerned about money and finances – especially in Alberta (67%), followed by those living in Manitoba/Saskatchewan (63%), Ontario (58%), Québec (54%), British Columbia (52%), and Atlantic Canada (45%).

The stress is felt virtually equally for those who are younger (64%) and middle-aged (63%) Canadians, with those who are older (55+ -46%) being less stressed but notably concerned. There is really not much difference in all of the other demographics including education and income categories (with the exception of those earning under \$25,000 -62%) and those who are business owners (75%) or who have a side business in addition to working for an employer (75%).

### ***Life Will not be the Same after the Virus...***

Apparently stating the obvious, a majority (75%) believe that life will not be the same after the virus – most notably from those who live in Atlantic Canada/Ontario, followed by those living in British Columbia (77%), Manitoba/Saskatchewan (75%), Alberta (74%), and Québec (68%).

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## ***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. 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/BLUE**'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.*

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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** 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>

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