

DART & maru / BLUE

Voice Canada Poll

Canadians Virtually Unanimous in Fight Against COVID-19

90% Believe We Should Stay the Course: Keep Things Locked Down as Much as Possible Until Medical Solution (44%) or Things are Manageable Within Healthcare System (46%)

Majority (65%) view health threat of coronavirus greater than threat to financial well-being (24%)

Release Date: April 1, 2020

Methodology

*These are the tabular results and questions 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 1,520 randomly selected Canadian adults who are members of **maru/BLUE**'s Online panel on March 27-29, 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:

John Wright

Partner

DART C-Suite Communicators

(416) 919-2101 jwright@dartincom.ca

Questions Posed

Please choose one of the following:

[Single Choice]

[Grid Down]

- I am mostly concerned about the health threat of the coronavirus (COVID-19)
- I am most concerned about the financial threat to my own well being due to the coronavirus (COVID-19)
- Neither

Given the impact that has happened to you and the country, do you think:

[Single Choice]

[Grid Down]

- We should stay the course-keep things locked down as much as possible with government financial support until we get a medical solution so people won't get the virus
- We should stay the course-keep things locked down as much as possible with government financial support until we get things manageable within our healthcare system
- We should start loosening up restrictions so we can start going back to work-as long as I, my colleagues, and every workplace practice proper hygiene and self distancing to reduce the chance of contracting or spreading the virus
- We should let people go back to work and get into some normal living-even though there will be the threat of people getting the virus and maybe even dying, then that is a risk we will all have to take

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

Please choose one of the following:

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1520	208	158	90	521	447	96
BASE: WEIGHTED	1520	199	171	101*	573	366	111*
I am mostly concerned about the health threat of the coronavirus (COVID-19)	981	122	85	61	371	257	85
	65%	61%	50%	61%	65%	70%	77%
		C			C	BCF	BCDFG
I am most concerned about the financial threat to my own well being due to the coronavirus (COVID-19)	364	47	70	27	139	64	17
	24%	24%	41%	27%	24%	18%	15%
			BGHI		H		
Neither	175	29	16	13	63	45	9
	12%	15%	9%	13%	11%	12%	8%

	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
	A	J	K	L	M	N
BASE: All Respondents	1520	782	738	517	582	421
BASE: WEIGHTED	1520	744	776	429	526	565
I am mostly concerned about the health threat of the coronavirus (COVID-19)	981	458	522	253	307	421
	65%	62%	67%	59%	58%	75%
			J			LM
I am most concerned about the financial threat to my own well being due to the coronavirus (COVID-19)	364	194	170	125	156	84
	24%	26%	22%	29%	30%	15%
				N	N	
Neither	175	91	84	51	63	60
	12%	12%	11%	12%	12%	11%

	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
	A	J	K	L	M	N
BASE: All Respondents	1520	782	738	517	582	421
BASE: WEIGHTED	1520	744	776	429	526	565
We should stay the course-keep things locked down as much as possible with government financial support until we get a medical solution so people won't get the virus	671	303	368	186	229	256
	44%	41%	47%	43%	44%	45%
			J			
We should stay the course-keep things locked down as much as possible with government financial support until we get things manageable within our healthcare system	699	346	353	197	234	268
	46%	47%	45%	46%	44%	47%
We should start loosening up restrictions so we can start going back to work-as long as I, my colleagues, and every workplace practice proper hygiene and self distancing to reduce the chance of contracting or spreading the virus	104	64	40	29	40	35
	7%	9%	5%	7%	8%	6%
		K				
We should let people go back to work and get into some normal living-even though there will be the threat of people getting the virus and maybe even dying, then that is a risk we will all have to take	46	31	15	17	23	7
	3%	4%	2%	4%	4%	1%
		K		N	N	

	Income				Education		
	Total	<\$50K	\$50-99K	\$100K+	HS or less	College/Tech school	Univ+
	A	O	P	Q	R	S	T
BASE: All Respondents	1520	443	507	365	471	450	599
BASE: WEIGHTED	1520	481	501	322	629	480	411
We should stay the course-keep things locked down as much as possible with government financial support until we get a medical solution so people won't get the virus	671	253	196	119	307	204	160
	44%	53%	39%	37%	49%	42%	39%
		PQ			T		
We should stay the course-keep things locked down as much as possible with government financial support until we get things manageable within our healthcare system	699	190	254	159	256	224	219
	46%	39%	51%	49%	41%	47%	53%
			O	O			R
We should start loosening up restrictions so we can start going back to work-as long as I, my colleagues, and every workplace practice proper hygiene and self distancing to reduce the chance of contracting or spreading the virus	104	22	35	32	46	34	24
	7%	5%	7%	10%	7%	7%	6%
				O			
We should let people go back to work and get into some normal living-even though there will be the threat of people getting the virus and maybe even dying, then that is a risk we will all have to take	46	16	16	11	19	18	8
	3%	3%	3%	3%	3%	4%	2%

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.

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