

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

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*

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April 1, 2020 – A new survey released by the polling group of **DART & maru/Blue** indicates that almost unanimously (90%) Canadians want to stay the course and to keep things locked down as much as possible – until there is either a medical solution (44%) or until things are manageable within the healthcare system (46%). Only one in 10 (7%) we should be loosening restrictions while the mere fraction (3%) believe our life should be getting back to normal.

Prime Minister Justin Trudeau and his government have spent the last week emphasizing that Canadians will be looked after financially over the next many months in tandem with assurances from provincial leaders and health officials that they will do everything they can proliferation of the to fight the coronavirus and to respond to those who are in need of healthcare measures.

With that as a backdrop, two thirds (65%) of Canadians indicate they are mostly concerned about *the health threat of the coronavirus* compared to one quarter (24%) who are more concerned about *the financial threat to their own well-being* because of the threat of the coronavirus (with 11% who choose neither option).

The **DART & maru/Blue Voice Canada Poll** survey was conducted among 1,520 randomly selected Canadian adults who are members of **maru/Blue's Voice Canada** Online panel on March 27-29, 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.

Nine in 10 (90%) want to stay the course and to keep things locked down as much as possible...

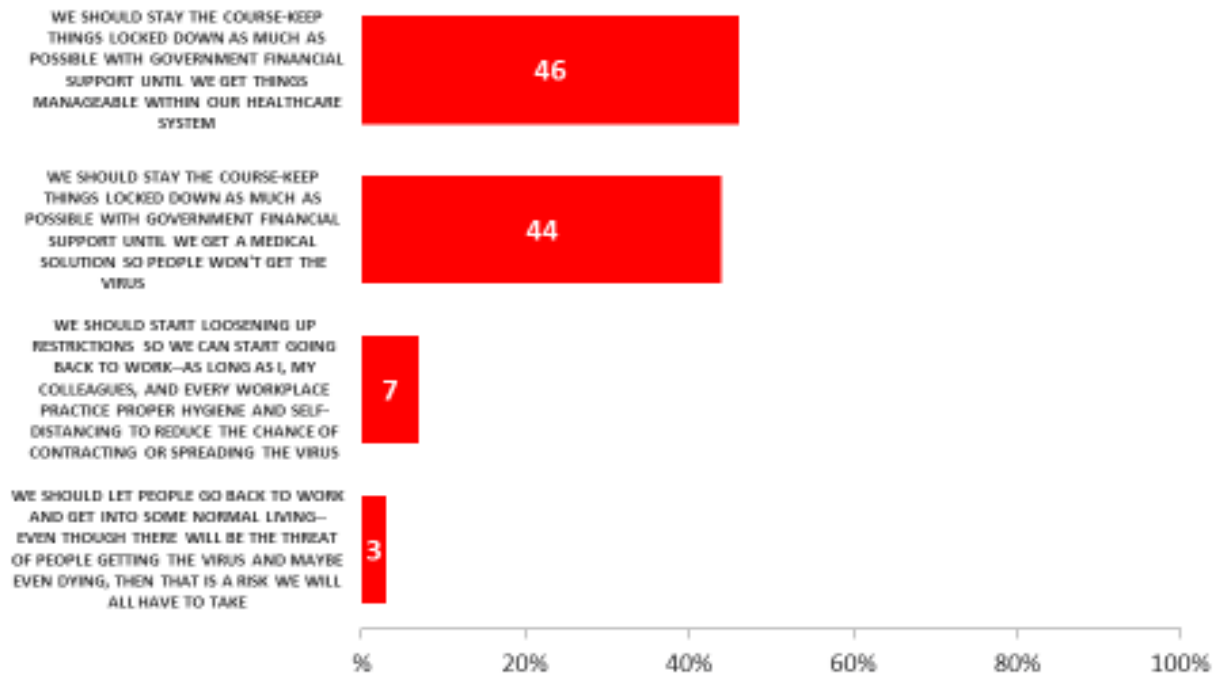
The Canadian public is almost unanimous: nine in 10 (90%) believe that we should stay the course – keep things locked down as much as possible until we get a medical solution (44%) or until we get things manageable within the healthcare system (46%). Just one in 10 (7%) believe that we should start loosening restrictions so that we can start going back to work (even with proper hygiene and workplace practices of self-distancing), and a mere fraction (3%) think it's time that we should get into some normal living even though there will be the threat of people getting the virus and maybe even dying.

- **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 46%**

those in Manitoba/Saskatchewan (54%) and British Columbia (53%) are most likely to choose this option compared to those in Alberta (47%), Québec (45%), Ontario (44%) and Atlantic Canada (39%). Those who are University educated (53%) and those in the lowest household income category (\$50,000-\$99,000 51%) agreed the most with this proposition.

- **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 **44%**

This view is most strongly held in Atlantic Canada (55%) followed by those in both Québec (47%) in Ontario (46%), Manitoba/Saskatchewan/British Columbia (38%), and Alberta (35%).



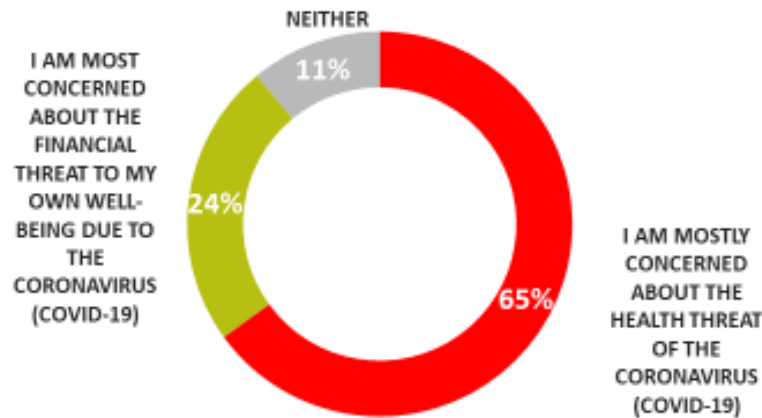
- **We should start loosening up restrictions so we can start going back to work--as long as I, my colleagues, and every workplace practice proper hygiene and self-distancing** to reduce the chance of contracting or spreading the virus **7%**

Those most likely to have this perspective hail from Alberta (13%), followed by those from Ontario and British Columbia (7%) and Manitoba/Saskatchewan/Québec/Atlantic Canada (5%).

- **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** **3%**

Those who hold this view are relatively the same across the country – Alberta (5%), Ontario (4%), Québec (3%), British Columbia/Manitoba/Saskatchewan (2%), and Atlantic Canada (1%). There are no relative demographic or socioeconomic differences.

Two thirds (65%) more about the health threat than financial threat (24%) ...



The majority of the Canadian public (65%) are more concerned about the health threat of the coronavirus than they are to the financial threat to their own well-being (24%) – with the remainder (11%) landing in neither camp.

- I am mostly concerned about the *health threat* of the coronavirus (COVID-19) **65%**

This is most likely to be the case in Atlantic Canada (77%), followed by those in Québec (70%) sees, Ontario (65%), Manitoba/Saskatchewan/British Columbia (61%), and Alberta (50%). Older Canadians (55+ 75%) and Women (67%) are most likely to share this perspective.

- I am most concerned about the *financial threat to my own well-being* due to the coronavirus (COVID-19) **24%**

Canadians who have this point of view are more likely to reside in Alberta (41%) with others following in Manitoba/Saskatchewan (27%), Manitoba/Saskatchewan/British Columbia (24%), Québec (18%) sees and Atlantic Canada (50%). Younger Canadians (18 – 34 29%), college/tech school education (28%), and middle/upper household income (\$50,000 – \$99,000/\$100,000 +27%) share this view the most.

- *Neither* **11%**

Canadians from British Columbia (50%) along with those from Manitoba/Saskatchewan (13%) are most likely to share this perspective followed by those from Québec (12%), Ontario (11%), Alberta (9%), and Atlantic Canada (8%). Those who have high school education or less (14%) are most likely to choose this option.

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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 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.*

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DART&maru/BLUE

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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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