

Reality Check: Canadians and Americans in Virtual Lockstep with “Ultimate” Forms of Self-Distancing to Stop Spread of COVID-19

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DART & maru / BLUE

Voice Canada Poll

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Reality Check: Canadians and Americans in Virtual Lockstep with “Ultimate” Forms of Self-Distancing to Stop Spread of COVID-19

April 7, 2020 – It may look very different to Canadians when they look south of the border and try to comprehend how Americans are handling the COVID-19 response, but the findings from a new survey released by the polling group of **DART & maru/Blue** indicates that the vast majority of both Canadians and Americans are in lockstep when it comes to following the “ultimate” forms of self-distancing on the advice of public health officials.

The poll was carried out simultaneously this past week in both countries using an identically worded question which asked citizens to choose between four definitions as to how they were personally responding to the pandemic – with the three primary definitions of “self-monitoring”, “self-isolating”, and “isolating” adopted directly from postings made by the Public Health Agency of Canada, plus another adapted for “home-stay” (either by personal choice or by edict). Respondents could also choose “none” of those actions.

As for each potential choice (full definitions, details, and findings are below), respondents in each country indicated they were:

“Self-monitoring”:	7% of Canadians versus 9% of Americans
“Self-isolating”:	5% of Canadians versus 4% of Americans
“Isolating”:	1% of Canadians versus 2% of Americans
“Home-stay”:	72% of Canadians versus 70% of Americans
“None” of the above:	16% of Canadians versus 16% of Americans

The **DART & maru/Blue Voice Canada Poll** undertaken simultaneously in both Canada and the United States for comparative purposes. The survey was conducted among 1,520 randomly selected Canadian and 1,519 American adults on March 27-29, 2020. In this case, the polling is accurate for both countries to within +/- 2.9 percentage points, 19 times out of 20, had respective Canadian and American adults been polled. 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.

The Question, the Definitions, the Results, and the Comparative Details...

Respondents in each country were provided with the same question and definitions. The following are the results:

As you may know, public health officials are advising individuals to take a number of steps with respect to the coronavirus (COVID-19) outbreak. Please choose one of the following if you or someone in your household are doing any of these:

- You are **self-monitoring** because you have reason to believe that you have been exposed to a person with COVID-19 OR you are in close contact with older adults or medically vulnerable people OR you have been advised to self-monitor for any other reason by your Public Health Authority. To self-monitor means to monitor yourself for 14 days for one or more symptoms of COVID-19, go about your day but avoid crowded places and increase your personal space from others, whenever possible and Increase physical distance from others by practicing physical distancing.

Canada 7%

USA 9%

Canada

	Gender			Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1520	782	738	517	582	421	443	507	365	471	450	599
BASE: WEIGHTED	1520	744	776	429	526	565	481	501	322	629	480	411
You are self monitoring because	100	48	52	50	33	17	28	37	26	26	37	38
	7%	6%	7%	12%	6%	3%	6%	7%	8%	4%	8%	9%
				MN	N						R	R

USA

	Gender			Age			Education			Household		
	Total	Male	Female	18-34	35-54	55+	<=HS	College/Associate	Univ+	<\$25K	\$25-50K	\$50K+
	A	F	G	H	I	J	K	L	M	N	O	P
BASE: All Respondents	1519	776	743	431	520	568	221	475	823	216	329	908
BASE: WEIGHTED	1519	739	780	458	509	552	612	470	437	331	389	730
Self-monitoring	132	83	49	46	60	25	50	35	47	32	26	73
	9%	11%	6%	10%	12%	5%	8%	7%	11%	10%	7%	10%
		G		J	J							

- You are **self-isolating** because you have travelled outside of the country within the last 14 days OR your Public Health Authority has identified you as a close contact of someone diagnosed with COVID-19. To self-isolate means to stay at home and monitor yourself for symptoms, even if mild, for 14 days avoid contact with other people to help prevent the spread of disease in your home and in your community in the event you become symptomatic, and limit contact with others by practicing physical distancing.

Canada 5% USA 4%

Canada

	Gender			Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1520	782	738	517	582	421	443	507	365	471	450	599
BASE: WEIGHTED	1520	744	776	429	526	565	481	501	322	629	480	411
You are self-isolating because	73	42	31	19	19	35	26	20	20	23	22	29
	5%	6%	4%	4%	4%	6%	5%	4%	6%	4%	5%	7%
												R

USA

	Gender			Age			Education			Household		
	Total	Male	Female	18-34	35-54	55+	<=HS	College/Associate	Univ+	<\$25K	\$25-50K	\$50K+
	A	F	G	H	I	J	K	L	M	N	O	P
BASE: All Respondents	1519	776	743	431	520	568	221	475	823	216	329	908
BASE: WEIGHTED	1519	739	780	458	509	552	612	470	437	331	389	730
Self-isolating	60	40	20	37	14	10	16	21	24	8	13	39
	4%	5%	3%	8%	3%	2%	3%	4%	5%	3%	3%	5%
		G		J								

- You need to **isolate** if you have been diagnosed with COVID-19 OR you are waiting to hear the results of a laboratory test for COVID-19 OR you have been advised to isolate at home for any other reason by your Public Health Authority. To be isolated means to stay at home until your Public Health Authority advises you that you are no longer at risk of spreading the virus to others, avoid contact with other people to help prevent the spread of disease in your home and in your community, particularly people at high risk of severe illness outcomes such as older adults or medically vulnerable people, and limit contact with others and do not leave home unless absolutely necessary, such as to seek medical care.

Canada 1% **USA 2%**

Canada

	Gender			Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1520	782	738	517	582	421	443	507	365	471	450	599
BASE: WEIGHTED	1520	744	776	429	526	565	481	501	322	629	480	411
You need to isolate if you hav	14	5	9	10	3	1	4	5	3	5	2	6
	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	0%	2%
				MN								

USA

	Gender			Age			Education			Household		
	Total	Male	Female	18-34	35-54	55+	<=HS	College/Assoc iate	Univ+	<\$25K	\$25-50K	\$50K+
	A	F	G	H	I	J	K	L	M	N	O	P
BASE: All Respondents	1519	776	743	431	520	568	221	475	823	216	329	908
BASE: WEIGHTED	1519	739	780	458	509	552	612	470	437	331	389	730
Isolating	30	13	17	10	16	4	11	8	11	7	3	20
	2%	2%	2%	2%	3%	1%	2%	2%	3%	2%	1%	3%
					J							

- To home stay means you are taking a strict precaution because of the COVID-19 outbreak by staying inside your residence as much as possible by self choice or under order by a local government so that you are not going out into the community to become infected or spread the virus unless to obtain absolute necessities like obtaining food or medication

Canada 72% **USA 70%**

Canada

	Gender			Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1520	782	738	517	582	421	443	507	365	471	450	599
BASE: WEIGHTED	1520	744	776	429	526	565	481	501	322	629	480	411
To home stay means you are	1094	501	594	277	372	445	357	352	233	470	334	289
	72%	67%	76%	65%	71%	79%	74%	70%	72%	75%	70%	70%
			J	L	LM							

USA

	Gender			Age			Education			Household		
	Total	Male	Female	18-34	35-54	55+	<=HS	College/Associate	Univ+	<\$25K	\$25-50K	\$50K+
	A	F	G	H	I	J	K	L	M	N	O	P
BASE: All Respondents	1519	776	743	431	520	568	221	475	823	216	329	908
BASE: WEIGHTED	1519	739	780	458	509	552	612	470	437	331	389	730
Home-staying	1059	452	607	301	338	420	398	342	319	236	282	492
	70%	61%	78%	66%	66%	76%	65%	73%	73%	71%	73%	67%
			F			H			K			

- None of the above **Canada 16%** **USA 16%**

Canada

	Gender			Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1520	782	738	517	582	421	443	507	365	471	450	599
BASE: WEIGHTED	1520	744	776	429	526	565	481	501	322	629	480	411
None of the above	239	148	91	74	98	67	68	88	40	105	84	49
	16%	20%	12%	17%	19%	12%	14%	17%	12%	17%	18%	12%
			K	N	N						T	

USA

	Gender			Age			Education			Household		
	Total	Male	Female	18-34	35-54	55+	<=HS	College/Associate	Univ+	<\$25K	\$25-50K	\$50K+
	A	F	G	H	I	J	K	L	M	N	O	P
BASE: All Respondents	1519	776	743	431	520	568	221	475	823	216	329	908
BASE: WEIGHTED	1519	739	780	458	509	552	612	470	437	331	389	730
None of the above	238	152	87	64	80	93	138	64	36	48	65	106
	16%	21%	11%	14%	16%	17%	23%	14%	8%	14%	17%	14%
			G				LM	M				

Total by Country

Canada

	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*
You are self monitoring because	100	19	18	9	31	14	8
	7%	9%	11%	9%	5%	4%	7%
		H	GH				
You are self-isolating because	73	15	10	5	21	18	4
	5%	8%	6%	5%	4%	5%	3%
		G					
You need to isolate if you have	14	1	2	0	5	5	0
	1%	1%	1%	0%	1%	1%	-
To home stay means you are	1094	131	103	64	423	284	88
	72%	66%	61%	64%	74%	78%	79%
					C	BCD	BCD
None of the above	239	32	37	22	92	45	11
	16%	16%	22%	21%	16%	12%	10%
			HI				

USA

	Region				
	Total	Northeast	Midwest	South	West
	A	B	C	D	E
BASE: All Respondents	1519	306	320	523	370
BASE: WEIGHTED	1519	270	319	572	358
Self-monitoring	132	21	25	45	41
	9%	8%	8%	8%	11%
Self-isolating	60	11	12	19	19
	4%	4%	4%	3%	5%
Isolating	30	11	6	8	5
	2%	4%	2%	1%	1%
Home-staying	1059	191	218	401	249
	70%	71%	68%	70%	69%
None of the above	238	36	58	99	45
	16%	13%	18%	17%	12%

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Methodology

These are some of the topline findings of a **DART & maru/BLUE** survey 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 study was undertaken simultaneously in both

Canada and the United States for comparative purposes. Data was collected by survey sample research provider maru/BLUE using their Canadian and United States Omni Online curated panels. The survey was conducted among 1,520 randomly selected Canadian and 1,519 American adults on March 27-29, 2020. The results have been weighted by education, age, gender, and region to match the population of both countries according to the applicable Census data. Discrepancies in or between totals are due to rounding. The precision of this DART & maru/BLUE poll is measured using a Bayesian Credibility Interval. In this case, the polling is accurate for both countries to within +/- 2.9 percentage points, 19 times out of 20, had respective Canadian and American adults been polled. The credibility interval will be wider among subsets of the population and individual regions.

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DART&maru/BLUE

Voice Canada Poll

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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