

DART & **maru** / **BLUE**

Voice Canada Poll

A Day in the Life of Covid-19 Canada

*A Snapshot of Canadians Views and Activities on a
Typical COVID-19 April 2020 Day: Thursday, April 23, 2020*

Voice Canada Poll

Release Date: May 2, 2020

Methodology

*These are some of the findings of a **DART&maru/BLUE Voice Canada Poll** using three survey instruments involving randomly selected Canadian adults who are members of **maru/BLUE**'s Online panel. The data were then used collectively to create a findings collage anchored to April 23, 2020. The three survey instruments had samples of 1530, 1523, and 1507 and are each considered accurate to within +/- 2.9 percentage points. The research is created and analyzed under the direction of veteran pollster John Wright, who is a Partner of **DART C-Suite Communicators**. The data was collected by Kyle Davies at <https://manureports.com/>. The precision of this **DART&maru/BLUE Voice Canada Poll** is measured using a Bayesian Credibility Interval. 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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Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.

Please indicate the extent to which you agree or disagree with each of the following statements. Summary of Top 2 Box

	Region						ATL (which is NB, NF, PE/NS)	Gender		Age			Education			Household Income				Marital Status			HasKids		Employment		
	TOTAL	BC	AB	MB/SK	ON	QC		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	416	170	337	511	303	426	875	229	405	1125	106	38	645
BASE: UNWEIGHTED	1529	224	171	120	570	336	108	764	785	408	560	561	524	457	548	151	319	510	339	417	889	223	420	1109	102	42	659
Where I live, things are going to get worse before they get better	55%	49%	70%	39%	56%	55%	52%	53%	57%	70%	57%	42%	54%	52%	60%	58%	50%	54%	54%	62%	53%	47%	57%	54%	57%	62%	56%
I don't feel safe going outside	36%	33%	22%	29%	34%	48%	38%	34%	38%	43%	33%	32%	36%	32%	40%	43%	37%	34%	29%	42%	33%	33%	33%	37%	35%	49%	31%
I feel safe going shopping, so long as it is not too crowded	73%	76%	75%	79%	72%	68%	71%	75%	70%	70%	74%	73%	72%	75%	71%	70%	71%	73%	77%	71%	73%	73%	75%	72%	78%	62%	76%
I really miss watching sports	39%	35%	46%	49%	39%	36%	35%	51%	27%	40%	40%	37%	38%	37%	42%	33%	37%	44%	38%	41%	35%	41%	38%	43%	35%	41%	
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%	79%	72%	73%	68%	77%	80%	74%	75%	81%	70%	71%
I am afraid to see my doctor because I might contract coronavirus/COVID-19	39%	40%	40%	38%	39%	43%	28%	39%	40%	46%	41%	33%	42%	33%	43%	40%	36%	35%	42%	38%	40%	42%	38%	39%	39%	38%	
I am concerned about personally contracting coronavirus/COVID-19	61%	65%	59%	58%	59%	66%	53%	60%	62%	57%	58%	67%	61%	60%	61%	61%	63%	62%	54%	58%	62%	65%	61%	61%	60%	69%	57%
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%	54%	61%	56%	51%	60%	56%	75%	77%	58%	
I've been able to spend more quality time with my family	59%	52%	59%	59%	56%	64%	65%	60%	57%	67%	62%	48%	55%	57%	66%	51%	51%	62%	68%	49%	68%	39%	81%	50%	66%	63%	61%
I am losing track of the days	57%	54%	57%	57%	60%	52%	60%	52%	62%	66%	55%	52%	53%	54%	66%	64%	55%	53%	59%	58%	56%	59%	59%	56%	56%	65%	56%
I am getting more done around the house	64%	63%	63%	61%	60%	73%	61%	63%	65%	64%	64%	60%	66%	67%	64%	63%	64%	67%	60%	67%	61%	65%	63%	71%	56%	64%	
A firearm would provide me a sense of security when completing essential errands during COVID-19	15%	13%	18%	20%	14%	15%	9%	20%	10%	21%	17%	7%	17%	12%	14%	19%	13%	13%	16%	17%	14%	14%	18%	14%	16%	22%	17%

You mentioned you have, or likely will watch more content at home than previously. Which are you, or will you watch more of (if any)?

	Region						Gender		Age			Education			Household Income				Marital Status			HasKids		Employment			
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PE,IN,S)	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: If 'More Often' Selected For Watching Shows Or Movies At Home At C9 Or C10	453	58	53	31	184	100	26	212	241	180	151	122	175	129	149	42	92	152	103	142	246	65	120	333	26	15	195
BASE: UNWEIGHTED	456	64	52	38	188	88	26	222	234	171	165	120	141	121	194	37	88	154	119	141	254	61	125	331	28	16	202
Broadcast television (e.g. cable, satellite)	51%	49%	46%	40%	45%	63%	76%	56%	46%	38%	51%	70%	52%	50%	51%	40%	47%	50%	61%	41%	59%	44%	56%	49%	55%	49%	48%
Netflix	64%	74%	71%	79%	68%	43%	66%	61%	67%	71%	67%	51%	53%	71%	72%	59%	58%	66%	75%	60%	68%	58%	73%	61%	82%	67%	70%
Amazon Prime	27%	42%	29%	19%	30%	17%	21%	30%	25%	30%	28%	23%	24%	32%	28%	15%	34%	28%	32%	20%	31%	31%	31%	26%	30%	17%	34%
Hulu	1%				1%	3%		2%	0%	2%	1%		0%		3%	2%	1%	2%	1%	1%	1%	1%	2%	1%	3%		0%
YouTube	49%	51%	41%	51%	52%	45%	55%	57%	42%	64%	42%	36%	47%	42%	59%	62%	56%	46%	44%	59%	44%	50%	45%	51%	47%	54%	50%
Disney +	17%	18%	20%	32%	18%	9%	13%	16%	18%	24%	17%	5%	11%	21%	19%	12%	14%	16%	25%	18%	18%	7%	25%	14%	17%	12%	22%
Apple TV+	5%	5%	4%	9%	5%	4%		3%	6%	5%	6%	2%	2%	5%	7%	6%	3%	7%	3%	5%	6%	8%	3%	11%		5%	
Other	13%	9%	13%	19%	14%	10%	22%	13%	14%	11%	16%	13%	13%	16%	12%	12%	10%	11%	14%	14%	13%	12%	10%	14%	20%	19%	13%

In the past 24 hours, how much time (in hours) did you spend: Listening to the radio or a podcast:

	Region						Gender		Age			Education			Household Income				Marital Status			HasKids		Employment			
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PE,IN,S)	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
0 or less than 1 hr	56%	56%	49%	62%	54%	60%	60%	53%	59%	59%	53%	57%	57%	53%	57%	66%	60%	50%	52%	62%	52%	59%	51%	58%	43%	50%	54%
1 hr < 2 hrs	19%	23%	22%	14%	17%	21%	15%	20%	18%	18%	20%	20%	19%	20%	19%	11%	19%	23%	20%	16%	21%	16%	22%	18%	21%	26%	19%
2 hrs < 3 hrs	11%	8%	14%	6%	14%	7%	10%	12%	10%	12%	12%	9%	8%	13%	12%	10%	10%	12%	10%	12%	11%	7%	10%	11%	19%	11%	11%
3 hrs < 6 hrs	9%	9%	10%	8%	9%	8%	13%	10%	8%	7%	10%	10%	10%	8%	9%	9%	6%	10%	12%	5%	10%	12%	11%	8%	11%	10%	9%
6 hrs < 10 hrs	3%	3%	3%	7%	3%	3%	2%	3%	4%	3%	3%	3%	4%	3%	3%	2%	4%	4%	4%	3%	3%	5%	4%	3%	3%	2%	4%
10 hrs or more	2%	0%	1%	3%	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	0%	2%	2%	1%	2%	3%	1%	1%	2%	4%	2%	2%	2%
MEAN	1.2	1.0	1.3	1.6	1.4	1.2	1.0	1.3	1.2	1.0	1.4	1.2	1.3	1.3	1.1	1.2	1.1	1.3	1.4	1.2	1.3	1.3	1.4	1.2	1.7	1.3	1.4
S.D.	2.2	1.6	2.0	2.9	2.3	2.5	1.5	2.3	2.2	1.8	2.6	2.1	2.4	2.3	1.8	2.6	2.2	2.0	2.4	2.5	2.1	2.1	2.3	2.2	3.0	2.1	2.4
S.E.	0.1	0.1	0.2	0.3	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.3	0.1

In the past 24 hours, how much time (in hours) did you spend: Watching streaming content (e.g. Netflix, Prime, etc.):

	Region						Gender		Age			Education			Household Income				Marital Status			HasKids		Employment				
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PE,IN,S)	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	
0 or less than 1 hr	44%	39%	41%	45%	39%	58%	43%	44%	45%	25%	40%	63%	52%	42%	35%	52%	50%	41%	38%	45%	42%	50%	36%	47%	38%	33%	39%	
1 hr < 2 hrs	10%	12%	10%	8%	9%	10%	15%	12%	8%	12%	12%	7%	8%	12%	11%	7%	7%	13%	11%	10%	7%	13%	9%	14%	16%	13%		
2 hrs < 3 hrs	18%	23%	21%	16%	18%	16%	18%	18%	19%	21%	23%	13%	16%	19%	22%	12%	16%	19%	25%	13%	21%	17%	27%	15%	22%	24%	22%	
3 hrs < 6 hrs	20%	20%	20%	22%	25%	12%	19%	20%	30%	17%	15%	17%	21%	23%	18%	20%	19%	23%	21%	20%	16%	20%	20%	23%	16%	19%	19%	
6 hrs < 10 hrs	5%	6%	6%	5%	6%	3%	4%	5%	9%	6%	1%	5%	5%	6%	6%	5%	6%	3%	7%	4%	6%	3%	6%	5%	9%	5%		
10 hrs or more	2%	1%	1%	3%	2%	1%	2%	2%	4%	2%	1%	2%	2%	2%	2%	5%	1%	2%	1%	3%	1%	4%	1%	2%	1%	2%	2%	
MEAN	1.8	1.8	1.8	1.9	2.2	1.3	1.8	1.8	1.9	2.8	1.9	1.0	1.6	1.8	2.1	2.0	1.6	1.9	1.8	2.1	1.7	1.9	1.8	1.9	1.9	2.3	1.9	
S.D.	2.4	2.0	2.2	2.7	2.7	2.2	2.9	2.4	2.5	3.8	2.5	1.7	2.5	2.3	2.5	3.2	2.1	2.4	2.1	2.9	2.1	2.7	2.0	2.6	2.1	2.8	2.4	
S.E.	0.1	0.1	0.2	0.3	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.4	0.1

Aside from the health benefits during COVID-19, what is your overall feeling about working from home?

	Region						Gender		Age			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	367	38	37	17	158	94	23	184	183	137	175	55	69	105	193	15	47	125	128	121	208	37	124	243	36	14	245
BASE: UNWEIGHTED	396	48	41	20	180	84	23	199	197	144	194	58	53	96	247	14	45	131	153	126	231	39	141	255	34	16	267
I love it	21%	17%	30%	31%	14%	31%	24%	22%	20%	19%	24%	18%	22%	18%	23%	17%	19%	20%	22%	22%	23%	11%	25%	20%	28%	17%	20%
I like it	23%	18%	33%	25%	25%	20%	18%	22%	24%	22%	23%	27%	18%	25%	24%	32%	22%	24%	25%	23%	21%	36%	19%	25%	27%	22%	23%
It's fine	38%	42%	13%	21%	43%	41%	34%	36%	40%	39%	38%	34%	40%	42%	35%	44%	40%	41%	32%	39%	38%	32%	36%	39%	34%	45%	39%
I don't like it	14%	22%	19%	24%	13%	7%	16%	16%	11%	16%	13%	19%	16%	10%	15%	7%	15%	13%	17%	14%	14%	11%	16%	13%	11%	17%	13%
I hate it	4%	2%	6%	24%	5%	1%	7%	4%	4%	4%	5%	1%	4%	6%	3%	9%	3%	4%	2%	4%	10%	5%	3%	11%	17%	6%	

Thinking about your life these days, please indicate whether you are doing the following things MORE, THE SAME, or LESS than in normal times. Showering or bathing

	Region						Gender		Age			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+	<\$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	1523	199	171	101	574	367	111	745	778	430	527	567	155	332	514	307	438	862	223	366	1157	81	46	663
BASE: UNWEIGHTED	1523	228	175	112	571	327	110	736	787	431	577	515	142	312	601	355	451	856	216	393	1130	85	53	694
More	7%	8%	12%	5%	6%	7%	6%	7%	7%	10%	8%	4%	9%	7%	8%	6%	9%	6%	7%	8%	7%	10%	14%	9%
The Same	80%	77%	75%	82%	79%	84%	82%	82%	78%	73%	77%	88%	74%	81%	80%	81%	73%	83%	83%	80%	80%	79%	74%	76%
Less	13%	15%	13%	13%	15%	9%	12%	11%	14%	17%	14%	8%	17%	12%	12%	13%	18%	11%	10%	12%	13%	11%	12%	15%

Thinking about your life these days, please indicate whether you are doing the following things MORE, THE SAME, or LESS than in normal times. Wearing comfortable clothing throughout the day

	Region						Gender		Age			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+	<\$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	1523	199	171	101	574	367	111	745	778	430	527	567	155	332	514	307	438	862	223	366	1157	81	46	663
BASE: UNWEIGHTED	1523	228	175	112	571	327	110	736	787	431	577	515	142	312	601	355	451	856	216	393	1130	85	53	694
More	40%	35%	48%	36%	39%	43%	36%	32%	48%	57%	42%	26%	39%	34%	43%	45%	45%	39%	34%	47%	41%	37%	53%	51%
The Same	58%	63%	4%	53%	59%	63%	63%	66%	51%	41%	56%	73%	60%	51%	53%	52%	59%	65%	51%	60%	63%	60%	42%	48%
Less	2%	2%	1%	1%	1%	4%	1%	3%	1%	3%	2%	1%	1%	2%	2%	2%	3%	2%	1%	1%	2%	3%	5%	1%

Thinking about your life these days, please indicate whether you are doing the following things MORE, THE SAME, or LESS than in normal times. Doing laundry

	Region						Gender		Age			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+	<\$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
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BASE: UNWEIGHTED	1523	228	175	112	571	327	110	736	787	431	577	515	142	312	601	355	451	856	216	393	1130	85	53	694
More	14%	13%	17%	12%	14%	15%	10%	11%	17%	18%	18%	8%	14%	12%	14%	16%	14%	15%	13%	24%	11%	13%	24%	16%
The Same	74%	78%	74%	79%	74%	74%	73%	69%	66%	70%	69%	83%	69%	75%	73%	74%	69%	76%	74%	66%	76%	79%	55%	73%
Less	12%	11%	8%	9%	15%	11%	13%	10%	14%	16%	11%	10%	17%	13%	12%	10%	17%	9%	13%	10%	13%	9%	21%	11%

Thinking about your life these days, please indicate whether you are doing the following things MORE, THE SAME, or LESS than in normal times. Cooking

	Region						Gender		Age			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+	<\$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	1523	199	171	101	574	367	111	745	778	430	527	567	155	332	514	307	438	862	223	366	1157	81	46	663
BASE: UNWEIGHTED	1523	228	175	112	571	327	110	736	787	431	577	515	142	312	601	355	451	856	216	393	1130	85	53	694
More	40%	31%	43%	45%	42%	38%	44%	37%	43%	51%	38%	33%	34%	29%	45%	49%	39%	43%	32%	48%	38%	39%	56%	46%
The Same	57%	65%	57%	51%	55%	59%	54%	61%	54%	46%	59%	64%	58%	67%	52%	49%	58%	56%	61%	50%	59%	58%	37%	52%
Less	3%	4%	4%	4%	3%	3%	3%	2%	4%	3%	3%	3%	9%	4%	2%	2%	3%	2%	6%	2%	3%	3%	6%	2%

Thinking about your life these days, please indicate whether you are doing the following things MORE, THE SAME, or LESS than in normal times. Staying in touch with non-immediate family (i.e. family that does not live in the same house as you)

Table with columns for Region, Gender, Age, Household Income, Marital Status, HasKids, and Employment. Rows include BASE: All Respondents, BASE: UNWEIGHTED, More, The Same, and Less.

Thinking about your life these days, please indicate whether you are doing the following things MORE, THE SAME, or LESS than in normal times. Playing offline games (e.g. card games, board games, puzzles, crosswords, etc.)

Table with columns for Region, Gender, Age, Household Income, Marital Status, HasKids, and Employment. Rows include BASE: All Respondents, BASE: UNWEIGHTED, More, The Same, and Less.

Thinking about your life these days, please indicate whether you are doing the following things MORE, THE SAME, or LESS than in normal times. House cleaning

Table with columns for Region, Gender, Age, Household Income, Marital Status, HasKids, and Employment. Rows include BASE: All Respondents, BASE: UNWEIGHTED, More, The Same, and Less.

You mentioned you have, or likely will watch more content at home than previously. Which are you, or will you watch more of (if any)?

Table with columns for Region, Gender, Age, Education, Household Income, Marital Status, HasKids, and Employment. Rows include BASE: If More Often Selected For Watching Shows Or Movies At Home! AL C3 Or C10, BASE: UNWEIGHTED, Sports, Shows: Comedy, Shows: Action, Shows: Drama, Local News, National News, Movies: Action, Movies: Comedy, Movies: Drama, Movies: Thriller, Movies: Romance, Movies: Nostalgic/older movies, Reality/Contest Shows, Documentaries, Other, and None.

In the last week, please estimate the numbers of meals you have eaten that were prepared in the following ways (your best estimates are fine): Made at my home

Table with columns for Region, Gender, Age, Education, Household Income, Marital Status, HasKids, and Employment. Rows include BASE: All respondents, BASE: UNWEIGHTED, 1 to 5, 6 to 10, 11 to 15, 16 to 20, 21 or more, MEAN, S.D., and S.E.

If you had an unexpected expense that needed to be paid (e.g. a vital home repair), what is the highest amount you could comfortably handle right now (without having to take on a new credit card, take out a new loan, borrowing from family, or having to take other relatively large steps)?

	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
\$0 to \$199	19%	17%	20%	21%	19%	18%	19%	18%	19%	20%	22%	14%	28%	15%	12%	41%	18%	14%	8%	27%	14%	23%	13%	21%	23%	8%	15%
\$200 to \$399	18%	15%	17%	19%	16%	21%	19%	14%	21%	17%	22%	14%	20%	18%	13%	33%	19%	17%	9%	18%	17%	19%	18%	17%	19%	22%	17%
\$1,000 to \$2,999	25%	25%	21%	21%	25%	25%	29%	23%	26%	27%	26%	22%	21%	26%	29%	16%	28%	26%	25%	23%	25%	26%	30%	23%	21%	26%	28%
\$3,000 to \$9,999	18%	18%	19%	20%	18%	18%	17%	19%	19%	20%	13%	22%	15%	20%	5%	18%	20%	23%	15%	20%	19%	19%	18%	22%	26%	19%	
\$10,000 or more	21%	25%	23%	19%	22%	17%	17%	15%	16%	17%	28%	17%	21%	27%	5%	16%	23%	35%	18%	24%	13%	18%	22%	15%	19%	22%	
MEAN	8471.8	17458.2	6680.9	7345.0	9033.4	4749.1	5549.6	8821.5	8137.6	6131.3	9045.3	9717.2	6689.0	7450.1	12379.7	1836.9	6115.8	8178.0	17910.5	7496.9	9984.9	4513.2	8048.7	8624.1	4926.9	5385.1	9933.9
S. D.	54901.8	138705.1	13551.3	23441.1	32182.3	9886.2	18969.8	22496.2	73582.9	17215.1	88610.8	24240.8	27606.1	22909.5	96658.2	8099.9	18256.3	31719.1	113729.2	33628.7	88440.8	11467.7	35199.7	60465.3	10030.1	9083.0	80667.3
S. E.	1488.8	9632.9	1086.8	2331.8	1436.6	555.3	1920.3	860.4	2827.2	913.1	3976.4	1071.6	1257.5	1107.1	4340.9	700.3	1059.9	1483.5	6563.9	1753.5	2428.3	813.8	1825.9	1922.6	1073.9	1453.7	3339.9

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.

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