

A Day in the Life of Covid-19 Canada

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

Release Date: May 2, 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 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.*

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A Snapshot of Canadians Views and Activities on a Typical COVID-19 April 2020 Day

May 2, 2020— A new survey released by the polling group of **DART&maru/BLUE** provides a snapshot of views and activities held on a “typical” Covid-19 April 2020 day – partly out of curiosity and for historical benchmarking.

Survey research and public opinion polls most often take the pulse of the Canadian consumer-citizen focused on a particular view, issue, or habit. This survey is different – while it cannot obviously capture everything Canadians were doing on a randomly selected date, the results paint a picture of some of the activities, mood, and attitudes they were doing *at and from their home* on that day.

And so, here’s a *collage* of Canadians anchored to Thursday, April 23, 2020.

The **DART&maru/BLUE Voice Canada Poll** was conducted 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 data was collected 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.

I've been able to spend more quality time with my family: 59%

Atlantic Canada (65%), Québec (64%), Manitoba/Saskatchewan (59%), Alberta (59%), Ontario (56%), British Columbia (52%)

I am losing track of the days: 57%

Ontario (60%), Atlantic Canada (60%), Alberta (57%), Manitoba/Saskatchewan (57%), British Columbia (54%), Québec (52%)

I am getting more done around the house: 64%

Québec (73%), British Columbia (63%), Alberta (63%), Manitoba/Saskatchewan (61%), Atlantic Canada (61%), Ontario (60%)

How are you feeling these days? (top feelings)

Isolated (47%) – Atlantic Canada (51%), Alberta (50%), Ontario (49%), Manitoba/Saskatchewan (45%), Québec (44%), British Columbia (43%)

Anxious (42%) – Alberta (40%), Ontario (46%), British Columbia (45%) sees, Manitoba/Saskatchewan (45%) sees, Atlantic Canada (43%), Québec (33%)

Bored (38%) – Atlantic Canada (41%), Ontario (40%), British Columbia/Alberta/Manitoba/Saskatchewan (38%), Québec (33%)

Fortunate (38%) – Atlantic Canada (45%), Manitoba/Saskatchewan/British Columbia (44%), Ontario (40%), Alberta (39%), Québec (26%)

Frustrated (37%) – Manitoba/Saskatchewan (51%), British Columbia/Alberta (45%), Ontario/Atlantic Canada (40%), Québec (17%)

Calm (30%) – British Columbia (35%), Manitoba/Saskatchewan (31%), Québec (30%), Ontario (29%), Alberta (deceased 28%), Atlantic Canada (21%)

Optimistic (28%) – Atlantic Canada (38%), British Columbia (31%), Ontario (29%), Alberta (25%), Québec (24%), Manitoba/Saskatchewan (23%)

What Canadians have done in the last 24 hours:

Watched broadcast TV (i.e. TV coming through a cable, satellite, or antenna) 57% – Québec (66%), Saskatchewan/Manitoba (65%), Atlantic Canada (60%), British Columbia (53%) sees, Alberta/Ontario (52%)

Watched streamed content (e.g. TV or movies) – 44% Atlantic Canada (53%), British Columbia (46%), Alberta/Ontario (44%), Québec (42%), Manitoba/Saskatchewan (35%)

Gone grocery shopping for food or health-related home essentials in a physical store 33% – British Columbia (43%), Atlantic Canada (38%), Alberta/Ontario (33%), Manitoba/Saskatchewan (28%), Québec (26%)

Play games on my mobile device (i.e. smart phone or tablet) 34% – Atlantic Canada/Ontario (36%), British Columbia (35%), Alberta (34%), Québec (31%), Manitoba/Saskatchewan (29%)

Worked out/exercised at home 29% – Alberta (38%), Québec (31%), British Columbia (30%), Manitoba/Saskatchewan/Atlantic Canada (27%), Ontario (26%)

Played video games (on console, PC, or laptop) 25% – Alberta (31%), Québec (28%), Atlantic Canada (26%), British Columbia (25%), Ontario (24%), Saskatchewan/Manitoba (16%)

Purchased things other than food or health-related home essentials online 15% – Atlantic Canada/Ontario (17%), British Columbia (60%), Alberta (50%), Québec (11%), Manitoba/Saskatchewan (9%)

Gone to work (outside of your home) 15% – Manitoba/Saskatchewan (26%), British Columbia (19%), Alberta (17%), Atlantic Canada (60%), Ontario (14%), Québec (9%)

Gone through a drive-through for food or coffee 14% – Atlantic Canada (23%), British Columbia (18%), Ontario (60%), Manitoba/Saskatchewan (13%), Alberta (11%), Québec (6%)

Gone shopping for things other than food or health-related home essentials in a physical store 9% – British Columbia (14%), Ontario/Atlantic Canada (9%), Alberta (8%), Québec (see 7%), Manitoba/Saskatchewan (5%)

Purchased groceries health-related home essentials online 8% – Ontario (11%), Québec (9%), Manitoba/Saskatchewan/Atlantic Canada (8%), British Columbia (4%), Alberta (3%)

Had meals delivered to the home (e.g. pizza, or other delivery services) 8% – Ontario (12%), British Columbia/Manitoba/Saskatchewan (7%), Alberta/Québec (6%), Atlantic Canada (4%)

Talked to a healthcare professional about coronavirus/Covid-19 3% – Manitoba/Saskatchewan (4%), Alberta/Ontario (3%), Québec/Atlantic Canada (2%), British Columbia (1%)

Took public transit 3% – British Columbia (5%), Manitoba/Saskatchewan (4%), Ontario (3%), Alberta/Atlantic Canada (2%), Québec (1%)

Got together with extended family (i.e. family who do not live in your home) 3% – Manitoba/Saskatchewan (7%), British Columbia (6%), Alberta (4%), Ontario/Atlantic Canada (3%), Québec (less than 1%)

Got together with friends 2% – British Columbia (5%), Alberta (3%), Ontario/Québec/ Atlantic Canada (2%), Manitoba/Saskatchewan (less than 1%)

What channel people are watching more often at home (51%):

Netflix (61%), broadcast television e.g. cable, satellite (55%), YouTube (42%), Amazon prime (28%), Disney + (16%), Apple TV + (65%), Hulu (1%)

The types of entertainment available on channels in their house that Canadians are gravitating towards:

Comedy movies (55%)/comedy shows (53%), action movies (51%)/action shows (34%), movies drama (49%)/shows drama (44%), local news (46%)/national news (45%), documentaries (44%), thriller movies (34%), nostalgia movies/older movies (30%), reality/contest shows (20%), sports (7%)

The time Canadians spent doing things in the past 24 hours (by the mean):

- Outside of your home doing anything – **2.2 hours**
- Watching broadcast television – **3.1 hours**
- Listening to the radio or a podcast – **1.3 hours**
- Watching streaming content (e.g. Netflix, prime, etc.) – **1.8 hours**
- Time spent online from home – **4.3 hours**
- Spent online away from home (e.g. on your phone) – **0.5 hours**
- Socializing with your immediate family (not online...e.g. Playing games, chatting, etc.) **-1.6 hours**

In the past week, an estimate of the number of meals that have been eaten that were prepared in the following ways (by the mean):

- Made at my home – **16.2 meals**
- Delivered to my home (e.g. pizza delivery, Uber, eats, skip the dishes, etc.) – **0.9 meals**
- Take-out – **0.6 meals**
- Drive-through – **0.6 meals**
- Eaten at somebody else’s home – **0.3 meals**
- Sit down restaurant – **0.1 meals**

Doing more or less nowadays:

- Cooking – **more 40%/less 3%**
- Wearing comfortable clothing throughout the day – **more 40%/less 2%**
- Staying in touch with non-immediate family (i.e. family that does not live in the same house as you) – **more 32%/less 8%**
- Housecleaning – **more 32%/less 5%**
- Doing laundry – **more 14%/less 12%**
- Playing off-line games (e.g. card games, board games, puzzles, crosswords, etc.) – **more 22%/less 13%**
- Showering or bathing – **more 7%/13% less**

Attitudes:

- I don’t feel safe in large crowds – **80%**
- I don’t think life will ever be the same, after the virus – **75%**

- I feel safe going shopping, so long as it is not too crowded – **73%**
- I am concerned about personally contracting coronavirus/Covid 19 – **61%**
- I am well prepared to deal with the financial impact of coronavirus/Covid 19 – **61%**
- I've been able to spend more quality time with my family – **59%**
- I am stressed or concerned about money and finances – **57%**
- Where I live, things are going to get worse before they get better – **55%**
- I am worried about being able to pay my bills (including rent or mortgage) if this keeps up much longer – **40%**
- I'm afraid to see my doctor because they might contract coronavirus/Covid 19 – **39%**
- I really miss watching sports – **39%**
- I don't feel safe going outside – **36%**
- A firearm would provide me a sense of security when completing essential errands during Covid 19 – **15%**

What products, if any, have you found to be difficult or impossible to find, in the past week:

- Personal care (i.e., toothpaste, hand sanitizer, rubbing alcohol, etc.) – **24%**
- Household cleaning products – **24%**
- Toilet paper, paper towels, or other paper products – **22%**
- Non-perishable goods (i.e. canned goods, pantry items, snacks, etc.) – **14%**
- Frozen groceries (e.g. meat, fruit or vegetables) – **11%**
- Perishable food (i.e. fresh fruit, vegetables, and meat) – **9%**
- Medical preventative products (cough/cold/flu products etc.) – **4%**
- Water – **3%**

- Pet care – 3%
- Alcoholic beverages – 2%
- Beverages (nonalcohol, non-water e.g. juice, soda) – 2%

An Unexpected Expense:

If you had an unexpected expense that needed to be paid (e.g. of 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 all new loan, borrowing from family, or having to take other relatively large steps)? – The mean is **\$8471.80**

Working (or not and new):

- I was not working prior to Covid-19, and continued not to work – 41%
- I have lost my job during the Covid-19 pandemic – 14%
- I was working from home before Covid-19, and continue to work from home – 6%
- I am working from home since/during Covid-19 – 18%
- I am working outside the home – 20%

Of all of those Canadians who are working from home (24%):

- I love it – 21%
- I like it – 23%
- It's fine – 38%
- I don't like it – 14%
- I hate it – 4%

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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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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