

The NEWSTALK 1010 *Pulse of Toronto Poll*

Mental/Physical Health and Mood of Those Living in the Greater Toronto Area (GTA)

Release Date: May 15, 2020

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

*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.*

The NEWSTALK 1010

Pulse of Toronto Poll

Mental/Physical Health and Mood of Those Living in the Greater Toronto Area (GTA)

May 15, 2020 – The following are the topline results of a survey undertaken of those living in the Greater Toronto Area (GTA) by the polling group of DART&maru/BLUE and released today by Toronto’s NEWSTALK 1010.

Taking the *Pulse of Toronto* is an ongoing inquiry of Torontonians about various matters and issues that affect their lives, particularly with respect to the impact of the COVID-19 pandemic. The results of the findings have been weighted and are representative of those adults living in the GTA (+/- 3.9).

1. Tell us the extent to which you are concerned about the impact coronavirus (or COVID-19) have on the following:

My family’s physical health	64%	concerned
My family’s mental health (e.g. stress, anxiety, etc.)	62%	concerned
My physical health	58%	concerned
My mental health (e.g. stress, anxiety, etc.)	56%	concerned

2. What of the following words best describe how you are feeling these days?

[From a list provided, respondents choose all moods to express their feelings of the moment.]

Anxious	44%
Isolated	43%
Bored	43%
Fortunate	41%
Frustrated	41%
Calm	27%
Optimistic	26%
Sad	25%
Safe	24%
Edgy	23%
Helpless	21%
Afraid	18%
Empathetic	18%
Upset	18%
Angry	14%
Hopeless	13%
Curious	13%
Happy	9%
Free	7%
Trusting	7%
Free	7%
Brave	6%
Excited	2%

3. Are you taking any steps to help keep strong mental health at this time?

Talking with friends and family	45%
Exercising or staying active	43%
Eating healthy	40%
Getting good/regular sleep	36%
Doing hobbies/activities	36%
Taking medication	10%
Doing yoga	9%
Consuming less alcohol	8%
Reading about how to maintain strong mental health	7%
Meditating	7%
Talking with a medical professional (e.g. psychiatrist)	3%
Other	2%
Nothing – I have not taken any steps to maintain strong mental health	21%

Methodology

*These are some of the findings of a **DART&maru/BLUE Voice Canada Poll** conducted as part of a regular sounding of those living in the Greater Toronto Area (GTA) 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 Communicator** and leads the **DART&maru/BLUE polling group**. This data was collected by Canada’s national survey sample research provider **maru/BLUE** using their **Voice Canada Omni Online** curated panel. The precision of this **DART&maru/BLUE Voice Canada Poll** is measured using a Bayesian Credibility Interval. The survey was conducted among 825 randomly selected adults in the GTA who are members of **maru/BLUE’s** Online panel May 5-8, 2020 and is considered accurate to within +/- 3.9 percentage points. The credibility interval will be wider among subset answers. Data was collected by Kyle Davies at Kyle.Davies@manumatchbox.com via <https://manureports.com/>. The results have been weighted by education, age, gender, and region to match the population, according to Census data. Discrepancies in or between totals are due to rounding.*

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For further information or commentary please contact:

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Findings

Questions and Weighted Data

1. In the next question, we will show you a series of statements and will ask you to tell us the extent to which you are concerned about the impact coronavirus (or COVID-19) will have on each, if at all. We will ask you to indicate this by clicking the "Concerned" or "Not Concerned" buttons that will appear below the statement.

Summary of Concerned

	REGION
	Toronto
BASE: All respondents	745
BASE: UNWEIGHTED	825
My physical health	58%
My family's physical health	64%
My mental health (e.g. stress, anxiety, etc.)	56%
My family's mental health (e.g. stress, anxiety, etc.)	62%

2. What of the following words best describe how you are feeling these days?

[Select all that apply]

	REGION
	Toronto
BASE: All respondents	745
BASE: UNWEIGHTED	825
Calm	27%
Trusting	7%
Excited	2%
Optimistic	26%
Free	7%
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Upset	18%
Brave	6%
Hopeless	13%
Empathetic	18%
Safe	24%
Curious	13%
Sad	25%
Isolated	43%
Bored	43%
Helpless	21%
Afraid	18%
Anxious	44%
Fortunate	41%

3. Are you taking any steps to help keep strong mental health at this time?

	REGION
	Toronto
BASE: All Respondents	498
BASE: UNWEIGHTED	573
Exercising or staying active	43%
Meditating	7%
Doing yoga	9%
Eating healthy	40%
Getting good/regular sleep	36%
Consuming less alcohol	8%
Doing hobbies/activities	36%
Talking with friends and family	45%
Taking medication	10%
Reading about how to maintain strong mental health	7%
Talking with a medical professional (e.g. psychiatrist)	3%
Other	2%
Nothing – I have not taken any steps to maintain strong mental health	21%

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 found at:

<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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