

The NEWSTALK 1010 *Pulse of Toronto Poll*

*Send Kids Back to School in the GTA?
Only 5% Say it's Time*

Release Date: May 19, 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*

Send Kids Back to School in the GTA? Only 5% Say it's Time

May 19, 2020 – Ontario Education Minister Stephen Lecce is expected to announce the plan for the rest of the school year today and the central question to be answered at 1 pm will simply be: will students be back in class any time soon?

Well, according to the results of a survey undertaken by the polling group of **DART&maru/BLUE** and released today by Toronto's NEWSTALK 1010, if those in the Greater Toronto Area (GTA) had any say in it Alice Cooper would be singing "School's Out for Summer": **only five percent (5%) of Torontonians believe that children should be back in the classroom now.**

In fact, if they could put conditions on it the decision that would make them feel more inclined to have the schools re-opened, another one in five (22%) say this should happen only once there is a vaccine with a similar number (18%) saying it should come once the outbreak of cases is under control or once there are no new cases in an area for two weeks (17%).

A final lot of four in ten (38%) indicated that reopening the schools should only happen after there are no new cases in an area for at least four weeks.

Parents of school aged children across Canada (including those in the GTA) are in lock step with the local findings according to a recent study also conducted by the **DART&maru/BLUE** polling group.

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 (+/- 4.9).

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 523 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 +/- 4.9 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

Looking at various activities, when do you think it will be appropriate to reengage or restart the following (please give your best answer, even if you do not personally do these activities). Sending kids to school:

	REGION
	Toronto GTA
BASE: All Respondents	495
BASE: UNWEIGHTED	523
This is ok now	5%
Once the outbreak of cases is under control	18%
Once there are no new cases in an area for two weeks	17%

Once there are no new cases in an area for four weeks	38%
Only once there is a vaccine	22%

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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