

The NEWSTALK 1010 *Pulse of Toronto Poll*

**Majority (78%) of GTA Residents:
Not Enough Testing to Get an Accurate Picture of the
COVID-19 Cases in Canada**

Release Date: May 21, 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

Majority (78%) of GTA Residents: Not Enough Testing to Get an Accurate Picture of the COVID-19 Cases in Canada

May 21, 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).

A majority (78%) of those living in the GTA believe there are not enough tests being done to get an accurate picture of the COVID-19 cases in Canada.

Underlying this perspective is a view held by two-thirds (64%) who are concerned that they could personally contract the coronavirus/COVID-19.

As a wider backdrop to these findings, results from another survey released just days ago found those in the province of Ontario split on two potential measures that could be instituted: half (51%) would agree to be randomly stopped while out and about by an identifiable local health official and made to take a test for COVID-19, while almost as many (49%) would agree to an app that would be registered on their phone with health authorities and track their movements so that if it were discovered they had been in contact with someone with COVID-19 it would send them a notification instructing them what to do next.

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:

John Wright

Partner

DART C-Suite Communicators

(416) 919-2101 jwright@dartincom.ca

Findings

Questions and Weighted Data

1. Please indicate the extent to which you agree or disagree with each of the following statements.

I do not believe there are enough tests to get an accurate picture of the cases in Canada

	REGION
	Toronto
BASE: All respondents	745
BASE: UNWEIGHTED	825
Top 2 Box (Net)	78%
(4) Strongly Agree	32%
(3) Somewhat Agree	46%
(2) Somewhat Disagree	19%
(1) Strongly Disagree	3%
Bottom 2 Box (Net)	22%
MEAN	3.1
S.D.	0.8
S.E.	0.0

I am concerned about personally contracting coronavirus/COVID-19

	REGION
	Toronto
BASE: All respondents	745
BASE: UNWEIGHTED	825
Top 2 Box (Net)	64%
(4) Strongly Agree	22%
(3) Somewhat Agree	43%
(2) Somewhat Disagree	26%
(1) Strongly Disagree	10%
Bottom 2 Box (Net)	36%
MEAN	2.8
S.D.	0.9
S.E.	0.0

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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