

DART&maru/BLUE

Voice Canada Poll

What Canadians Would be Willing to Comply with as their Society Opens Up

Canadians will accept a vast number of health and safety-imposed conditions if it meant they could do more things and reduce the spread or resurgence of the virus

Release Date: May 9, 2020

Methodology

These are some of the findings of a **DART&maru/BLUE Voice Canada Poll** conducted as part of a regular sounding of Canadians 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 Communicators**. 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 1,513 randomly selected Canadian adults who are members of **maru/BLUE**'s Online panel May 6, 2020 and is considered accurate to within +/- 2.9 percentage points. The credibility interval will be wider among subsets of the population and individual provinces/regions. Data was collected by Kyle Davies at Kyle.Davies@marumatchbox.com via <https://marureports.com/>. 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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Question Posed

Various countries have implemented a number of conditions for their citizens in order to reopen their society from the current effects of the COVID-19 pandemic and to curb the potential for a surge in the number of new infections. Enforcement is by way of fines that can range from a few hundred to many thousands of dollars.

Regardless of the number of active COVID-19 cases in your community or province right now, let's assume that the following were conditions imposed by health and safety officials in order to allow people to get out and about more freely in their communities. How willing would you be to accept the following if it meant you could do more things and reduce the spread or resurgence of the virus?

[Grid across]

[Choose One]

Very willing to do

Somewhat willing to do

Not very willing to do
Not at all willing to do

[List Down]

[Randomize]

- Citizens must wear a mask or face covering whenever out of their residence and among others
 - Unless immediate family are from the same residence, people must maintain a physical distance of 1.5 meters between each other
 - For eating establishments, the number of customers at any one time must not exceed 50% of the normal seating capacity of the premises
 - Eating establishments must ensure that there is a distance of at least 1.5 meters between tables or that there is some form of partition between tables
 - Customers entering a commercial operation (ranging from a grocery and big box establishment to a local convenience store) must wear a mask or face covering to protect workers and others in the establishment
-
- No more than four people may be seated together at one table in an eating establishment
 - People within any eating establishment must wear masks except when eating and drinking
 - A person must wear a mask at all times on the premises of a barber shop, hair salons, and nail beauty shops
 - Any commercial business must conduct a body temperature screening of all entrants to the premises and refuse entry to those running a temperature
 - Hand sanitizer must be used by customers at the entrance and exit of any establishment
 - There is to be no public gathering of more than eight people and physical distancing of 1.5 meters must be followed
 - People can use public parks while maintaining physical distancing, but cannot play sports, games, or use any children's play areas

- An app would register your phone with health authorities and track your movements so that if it were discovered you had been in contact with someone with COVID-19 it would send you a notification instructing you what to do next
- Retail establishments would have a quota of potential shoppers placed on them based on square footage of the establishment
- The same protocols in place now for grocery stores where there are physical distancing requirements and how many people can enter the premises at any one time be applied to all stores of similar size
- That only three people at a time wearing face coverings or masks would be allowed in an elevator
- You could be randomly stopped while out and about by an identifiable local health official and made to take a test for COVID-19
- An app on your phone would ask you on a random basis to take a survey about your current health symptoms and the results transmitted confidentially to local health authorities for tracking and advisory purposes

Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.

How willing would you be to accept the following if it meant you could do more things and reduce the spread or resurgence of the virus? Summary of Top 2 Box (NET) Very willing to do + Somewhat willing to do

	Total	Region					
		BC	AB	MB/SK	ON	PQ	ATL
BASE: All Respondents	1513	225	161	97	553	343	134
BASE: WEIGHTED	1513	198	170	100*	571	364	110
Citizens must wear a mask or face covering whenever out of their residence and among others	974	131	98	63	370	240	71
	64%	66%	58%	63%	65%	66%	65%
Unless immediate family are from the same residence, people must maintain a	1314	171	140	86	502	314	102

physical distance of 1.5 meters between each other	87%	86%	82%	86%	88%	86%	92%
							CF
For eating establishments, the number of customers at any one time must not exceed 50% of the normal seating capacity of the premises	1327	176	150	93	484	330	95
	88%	89%	89%	93%	85%	90%	86%
						G	
Eating establishments must ensure that there is a distance of at least 1.5 meters between tables or that there is some form of partition between tables	1352	174	153	87	509	326	102
	89%	88%	90%	87%	89%	90%	92%
Customers entering a commercial operation (ranging from a grocery and big box establishment to a local convenience store) must wear a mask or face covering to protect workers and others in the establishment	1121	150	112	70	431	275	83
	74%	76%	66%	70%	76%	76%	75%
		C			C	C	
No more than four people may be seated together at one table in an eating establishment	1215	163	133	87	456	286	92
	80%	82%	78%	86%	80%	78%	83%
People within any eating establishment must wear masks except when eating and drinking	897	106	90	54	347	235	65
	59%	53%	53%	53%	61%	64%	59%
						BC	
A person must wear a mask at all times on the premises of a barber shop, hair salons, and nail beauty shops	1226	158	123	82	455	316	92
	81%	80%	73%	82%	80%	87%	83%
						BCFG	C
Any commercial business must conduct a body temperature screening of all entrants to the premises and refuse entry to those running a temperature	1122	142	112	79	421	286	81
	74%	72%	66%	79%	74%	79%	73%
						C	
Hand sanitizer must be used by customers at the entrance and exit of any establishment	1404	183	150	91	524	352	104
	93%	92%	89%	91%	92%	97%	94%
						BCG	
There is to be no public gathering of more than eight people and physical distancing of 1.5 meters must be followed	1277	168	132	77	483	318	99
	84%	85%	78%	77%	85%	87%	90%

						CF	CDF
People can use public parks while maintaining physical distancing, but cannot play sports, games, or use any children's play areas	1248	167	136	80	464	306	95
	82%	84%	80%	80%	81%	84%	86%
An app would register your phone with health authorities and track your movements so that if it were discovered you had been in contact with someone with COVID-19 it would send you a notification instructing you what to do next	750	101	74	52	277	190	56
	50%	51%	44%	52%	49%	52%	51%
Retail establishments would have a quota of potential shoppers placed on them based on square footage of the establishment	1344	178	144	87	500	337	97
	89%	90%	85%	86%	88%	93%	88%
						CFG	
The same protocols in place now for grocery stores where there are physical distancing requirements and how many people can enter the premises at any one time be applied to all stores of similar size	1392	185	152	92	528	334	103
	92%	93%	89%	92%	93%	92%	93%
That only three people at a time wearing face coverings or masks would be allowed in an elevator	1212	158	124	79	452	305	93
	80%	80%	73%	79%	79%	84%	85%
						C	C
You could be randomly stopped while out and about by an identifiable local health official and made to take a test for COVID-19	865	105	84	66	292	251	67
	57%	53%	49%	66%	51%	69%	61%
				CG		BCFG	
An app on your phone would ask you on a random basis to take a survey about your current health symptoms and the results transmitted confidentially to local health authorities for tracking and advisory purposes	801	104	67	55	314	205	57
	53%	52%	39%	55%	55%	56%	52%
		C		C	C	C	C

How willing would you be to accept the following if it meant you could do more things and reduce the spread or resurgence of the virus? Summary of Low 2 Box (NET) Not very willing to do + Not at all willing to do

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	53%	52%	39%	55%	55%	56%	52%
		C		C	C	C	C

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.

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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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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Voice Canada Poll