

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

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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.*

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

May 9, 2020 – As many provinces and communities across Canada begin to ease restrictions put in place to halt the spread of the COVID-19 virus, the results of a survey released today by the polling group **DART&maru/BLUE** reveals that almost six in ten (57%) Canadians would willingly comply with at least fourteen of sixteen conditions if imposed by health and safety officials in order to get out and about more freely in their communities and to reduce the spread or resurgence of the virus.

Not a single result fell into minority territory, but Canadians were divided on the use of an app installed on their cell phones that would ask them on a random basis to take a survey about their current health symptoms with the results transmitted confidentially to local health authorities for tracking and advisory purposes (53%) or would assist in tracking 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 on what to do next (50%).

It should be noted that had it not been for residents of Alberta who are least likely to agree to apps that would either check in on them about their current health symptoms (39%) or track their whereabouts (44%), these potential impositions would have achieved full majority acceptance across the country.

Various countries have implemented a number of conditions for their citizens 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 – or even jail.

The conditions listed for the survey herein were drawn from real-life conditions being considered or imposed by various health and safety officials around the globe. The underlying purpose of the survey was to determine just how willing Canadians would be in adopting similar measures in order to allow people to get out and about more freely in their communities and reduce the spread or resurgence of the virus.

The **DART&maru/BLUE Voice Canada Poll** was conducted among 1,513 randomly selected Canadian adults who are members of maru/BLUE's Online panel on May 6, 2020 and is considered accurate to within +/- 2.9 percentage points. Data is collected daily 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 Inaccuracies in reporting may be subjected to correction. Any discrepancies between the data tables and the reporting herein is due to rounding.

With very few exceptions, citizens in provinces and regions deviated little from the national average for each condition (+/-5 generally and as noted above with respect to Alberta on two conditions). The following are the national findings of the survey with the nuances of each province or region found in the data tables accompanying this factum.

- **Hand sanitizer must be used by customers at the entrance and exit of any establishment: 93%** (71% very willing to do/22% somewhat willing to do)
- **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: 93%** (60% very willing to do/33% somewhat willing to do)

- **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: 89%** (58% very willing to do/31% somewhat willing to do)
- **Retail establishments would have a quota of potential shoppers placed on them based on square footage of the establishment: 88%** (54% very willing to do/34% somewhat willing to do)
- **Unless immediate family are from the same residence, people must maintain a physical distance of 1.5 meters between each other: 87%** (53% very willing to do/34% somewhat willing to do)
- **For eating establishments, the number of customers at any one time must not exceed 50% of the normal seating capacity of the premises: 87%** (55% very willing to do/32% somewhat willing to do)
- **There is to be no public gathering of more than eight people and physical distancing of 1.5 meters must be followed: 84%** (50% very willing to do/34% somewhat willing to do)
- **People can use public parks while maintaining physical distancing, but cannot play sports, games, or use any children's play areas: 82%** (46% very willing to do/36% somewhat willing to do)
- **A person must wear a mask at all times on the premises of a barber shop, hair salons, and nail beauty shops: 81%** (52% very willing to do/29% somewhat willing to do)
- **No more than four people may be seated together at one table in an eating establishment: 80%** (50% very willing to do/30% somewhat willing to do)
- **That only three people at a time wearing face coverings or masks would be allowed in an elevator: 80%** (47% very willing to do/33% somewhat willing to do)
- **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: 74%** (43% very willing to do/31% somewhat willing to do)

- **Any commercial business must conduct a body temperature screening of all entrants to the premises and refuse entry to those running a temperature: 74%** (38% very willing to do/36% somewhat willing to do)
- **Citizens must wear a mask or face covering whenever out of their residence and among others: 65%** (33% very willing to do/32% somewhat willing to do)
- **People within any eating establishment must wear masks except when eating and drinking: 59%** (30% very willing to do/29% somewhat willing to do)
- **You could be randomly stopped while out and about by an identifiable local health official and made to take a test for COVID-19: 57%** (27% very willing to do/30% somewhat willing to do)
- **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: 53%** (24% very willing to do/29% somewhat willing to do)
- **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: 50%** (23% very willing to do/27% somewhat willing to do)

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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@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. 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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