

DART & maru / BLUE

## Voice Canada Poll

**Half (48%) of Canadians Very Concerned About their Personal Mental Health as a Result of Covid-19 Impact**

*Youngest (60%), lowest income (60%), single/never married (58%), and those from Ontario (52%) and Alberta (51%), most likely to be very concerned*

Release Date: June 29, 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 3,045 randomly selected Canadian adults who are members of **maru/BLUE**'s Online panel June 6-9,, 2020 and is considered accurate to within +/- 2.0 percentage points. There was a separate oversample of Toronto (GTA) of 500 and that carries an accuracy interval of +/- 5.0. The credibility interval will be wider among subsets of the population and individual provinces/regions. The results have been weighted by education, age, gender, and region to match the population, according to Census data 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. Respondents had the choice to complete the interview in either English or French. The poll was provided on a pro-bono basis.

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

### Question Posed

Tell us the extent to which you are concerned about the impact of the coronavirus (or COVID-19) on each of the following, if at all. We will ask you to indicate this by clicking the "Concerned" or "Not Concerned" buttons that will appear below the statement.

**My mental health (e.g. stress, anxiety, etc.)**

	Region						
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PEI, NS)
BASE: All respondents	3045	398	341	202	1148	734	222
BASE: UNWEIGHTED	3044	416	363	216	1188	633	228
Very Concerned	48%	48%	51%	41%	52%	41%	49%
Not Very Concerned	52%	52%	49%	59%	48%	59%	51%

	TOTAL	Gender		Age			Education		
		Male	Female	18-34	35-54	55+	<=HS	College/ Associate	Univ+
BASE: All respondents	3045	1489	1556	860	1052	1132	1259	961	825
BASE: UNWEIGHTED	3044	1538	1506	790	1077	1177	1003	905	1136
Very Concerned	48%	42%	53%	60%	52%	35%	45%	48%	52%
Not Very Concerned	52%	58%	47%	40%	48%	65%	55%	52%	48%

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	TOTAL	Household Income				Marital Status			REGION
		<\$25K	\$25-50K	\$50K- <100K	\$100K+	Single, never married	Living with a significant other / Married	Separated / Divorced / Widowed	Toronto
BASE: All respondents	3045	334	635	1053	590	936	1681	428	500
BASE: UNWEIGHTED	3044	291	607	1041	670	899	1711	434	531
Very Concerned	48%	60%	45%	46%	41%	58%	43%	43%	58%
Not Very Concerned	52%	40%	55%	54%	59%	42%	57%	57%	42%

## 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>

**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.

**Discover us at:** [www.dartincom.ca](http://www.dartincom.ca) & [www.marublue.net](http://www.marublue.net)