

# 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*



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50 YEARS  
1970-2020

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## DART & maru / BLUE

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*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.*

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

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**June 29, 2020** – A new survey conducted by the polling group of **DART&maru/BLUE** indicates that half (48%) of Canadians are very concerned about their mental health (e.g. stress, anxiety, etc.) as a result of the impact of COVID-19 on their lives– with those living in Ontario (52%) and Alberta (51%) expressing the greatest concern.

The findings were released today by **Renasant** – one of Canada’s leading providers of substance addiction treatment concurrent mental health disorders. **Renasant** has provided rehab programs and services to fight drug and alcohol addiction for 50 years. Their accredited, evidence-based treatment programs have helped over 50,000 individuals, families, communities, and workplaces affected by alcohol and drug addiction and co-occurring mental illness.

As part of the same study, an over-sample was undertaken of those living in Canada’s largest city and its environs – Toronto (GTA) where **Renasant** is anchored – and found that six in 10 (58%) are very concerned about their personal mental health.

The **DART&maru/BLUE Voice Canada Poll** was conducted among 3,045 randomly selected Canadian adults who are members of **maru/BLUE**’s Online panel on June 6-9, 2020 and is considered accurate to within +/- 2.0 percentage points. A separate measurement of Toronto (GTA) of 500 yields a credibility interval of +/- 5.0. Portions of the written findings and data may be used by anyone in the public domain with appropriate attribution to **DART&maru/BLUE**. Inaccuracies in reporting may be subjected to correction. Any discrepancies between the data tables and the reporting herein is due to rounding. The poll was provided on a pro-bono basis.

## ***Half (48%) of Canadians are very concerned about their personal mental health...***

Half (48%) of Canadians are very concerned about their personal mental health (e.g. stress, anxiety, etc.) as a result of the impact of COVID-19 – especially those living in the provinces of Ontario (52%) and Alberta (51%). Those two provinces are followed residents of Atlantic Canada (49%), British Columbia (48%), and equally in Manitoba/Saskatchewan (41%) and Québec (41%). Six in 10 (58%) of those living in Canada’s largest city and its environs, Toronto (GTA), are also most likely to feel this way.

Those who are most concerned about their personal health are our youngest Canadians (aged 18 – 34 60%) and those with household incomes of less than \$25,000 per annum (60%), followed by those who are single/never married (58%), and those living in Toronto (58%).

Of the remaining demographic and socioeconomic groups, women (53%) are more likely to be very concerned about their mental health than men (42%); those middle-aged (35 – 54 52%) are more likely to be very concerned than those who are our oldest citizens (55+ 35%); University educated (52%) Canadians are more likely to be very concerned than those with college/associate education (48%) or high school or less education (45%).

With respect to household income, both those earning \$50,000 – \$100,000 per annum (46%) and \$25,000 – \$50,000 (45%) are more likely to be very concerned about their personal mental health than those earning \$100,000+ per year (41%); and those who are married/living with a significant other (43%) are equally very concerned about their mental health as those who are separated/divorced/widowed (43%).

## ***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. A separate measurement of Toronto (GTA) of 500 yields a credibility 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.*

**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/> **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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