

The NEWSTALK 1010 *Pulse of Toronto Poll*

Time to Re-open the Economy?

If so, don't expect crowds any time soon...

Release Date: June 15, 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

Time to Re-open the Economy?

If so, don't expect crowds any time soon...

June 15, 2020 – The following are the topline results of a survey undertaken 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 Greater Toronto Area (GTA), Ontario, and Canada.

Half (52%) of those who live in the province of Ontario believe it is time to reopen the economy – however those who live in the GTA are less enthusiastic (46%).

In fact, a full majority (77%) across the province and almost as many (72%) in the GTA feel safe going shopping, so long as it is not too crowded.

But even though many believe that the economy should be opening up and they are used to shopping with new distancing rules and protocols in place, the question is whether or not people will actually show up to participate in more than just the basic ways they been used to for the last couple of months when the province and the GTA have a wider offering of what's open for business. Early indications are that it is going to take some time before people are convinced to return to any of those activities that were undertaken before the pandemic was declared an emergency.

There are clearly many reasons for people's anxiety or potential lack of participation in the reopening of the economy. Some are related to the virus itself – their own personal safety and the risk to others is still a significant concern with a majority believing that they may personally contract the virus. Other reasons may be related to concerns about disposable income.

Whatever the case is, it's clear that of all of the provinces and regions across the country, Ontario is the most anemic in terms of believing that it's okay to be participating in a number of activities that would have seemed completely normal just a couple of months ago.

Going to the mall: only one in 10 (10%) of those living in the province of Ontario believe it is okay *now* to do so – this compares with the national average which is almost double (19%) and is led by those who live in Alberta (34%), followed by those living in British Columbia (30%), Manitoba/Saskatchewan (29%), Québec (18%) and Atlantic Canada (18%).

Eating at a sit-down restaurant – only one in 10 (9%) of those living in the province of Ontario believe it is okay *now* to do so – this compares to a higher national average (16%) which is led by those from the province of Alberta (34%), followed by those from British Columbia (25%), Manitoba/Saskatchewan (21%), Québec (14%), and Atlantic Canada (12%).

Taking public transit (e.g. bus, subway) – only one in seven (15%) of those living in the province of Ontario believe it is okay *now* to do so – which compares to one in six (18%) nationwide and led by those residing in British Columbia (25%), followed by those from Alberta (24%), Manitoba/Saskatchewan (20%), Québec (18%), and Atlantic Canada (13%).

Going to a public park with others (not in your household) – only one in five (19%) of those living in the province of Ontario believe it is okay *now* to do so – which compares to one quarter (26%) nationwide and led by those from British Columbia (38%), followed by those from Alberta (36%), Manitoba/Saskatchewan (33%), Québec (26%), and Atlantic Canada (20%).

Getting your hair cut (at a salon or barbershop) – only one in seven (15%) of those living in the province of Ontario believe it is okay *now* to do so – compared to one quarter (26%) nationwide and led by those equally from both Alberta and Manitoba/Saskatchewan (46%), followed by those from British Columbia (34%), Québec (28%), and Atlantic Canada (20%).

Going to the gym (to exercise or workout) – less than one in 10 (8%) of those living in the province of Ontario believe it is okay *now* to do so – compared to one in 10 (10%) nationally and led by those from Alberta (18%), followed by those from British Columbia (14%), Manitoba/Saskatchewan (11%), Québec (10%), and Atlantic Canada (6%).

Going on at vacation – only a fraction (6%) of those living in the province of Ontario believe it is okay *now* to do so – compared to one in 10 (11%) nationwide and led by those from Alberta (17%), followed by those from Québec (16%) sees, British Columbia (13%) sees, Manitoba/Saskatchewan (7%), and Atlantic Canada (4%).

Staying at a hotel – one in 10 (11%) of those living in the province of Ontario believe it is okay *now* to do so – compared to one in seven (15%) nationwide and led by those living in Alberta (28%), followed by those from Manitoba/Saskatchewan (20%), British Columbia (16%) sees, Atlantic Canada (13%), and Québec (12%).

And, thinking about the month ahead, it would appear that not many who reside in the province of Ontario in the GTA are anticipating that their frequency of doing certain activities will be more than it has been:

- **Only one in six (17%) across the province and less so in the GTA (14%) believe they will likely be shopping at a physical store location *more often in the month ahead* than they are now**
- **Only one in 10 (9% across Ontario and 7% in the GTA) believe they will be eating out at restaurants *more often in the month ahead* than they are now**

- Only a fraction (3% across Ontario and 4% in the GTA) believe they will be taking public transportation more often in the month ahead than they are now

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 500 randomly selected adults in the GTA who are members of **maru/BLUE's** Online panel June 9, 2020 and is considered accurate to within +/- 5.0 percentage points. The sample sizes for the province of Ontario range from 1148 (+/- 3.3) to 571 (+/- 4.7) and nationally 1514 (+/- 2.9). The credibility interval will be wider among subset answers. 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. Discrepancies in or between totals are due to rounding.

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For further information or commentary please contact:

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Findings

Questions and Weighted Data

1. Please indicate the extent to which you agree or disagree with each of the following statements. Summary Of Top 2 Box Agree very much/Somewhat

	Region	REGION
	ON	Toronto
BASE: All respondents	1148	500
BASE: UNWEIGHTED	1188	531
I feel safe going shopping, so long as it is not too crowded	77%	72%
It is time to re-open the economy	52%	46%

Please indicate the extent to which you agree or disagree with each of the following statements. Summary Of Bottom 2 Box Agree not very much/not at all.

	Region	REGION
	ON	Toronto
BASE: All respondents	1148	500
BASE: UNWEIGHTED	1188	531
I feel safe going shopping, so long as it is not too crowded	23%	28%
It is time to re-open the economy	48%	54%

2. Looking at the various activities below, when do you think it will be appropriate to re-engage or re-start these activities (please give your best answer, even if you do not personally do these activities).

Going to the mall

	Region						
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PEI,NS)
BASE: All Respondents	1514	198	170	100	571	365	110
BASE: UNWEIGHTED	1514	217	146	91	606	331	123
This is ok now	19%	30%	34%	29%	10%	18%	18%
Once the outbreak of cases is under control	16%	13%	17%	16%	16%	19%	6%
Once there are no new cases in an area for two weeks	18%	17%	18%	17%	15%	21%	17%
Once there are no new cases in an area for four weeks	31%	26%	22%	20%	36%	28%	43%
Only once there is a vaccine	16%	15%	8%	18%	22%	13%	16%

Eating at a sit-down restaurant

	Region						
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PEI,NS)
BASE: All Respondents	1514	198	170	100	571	365	110
BASE: UNWEIGHTED	1514	217	146	91	606	331	123
This is ok now	16%	25%	34%	21%	9%	14%	12%
Once the outbreak of cases is under control	16%	15%	18%	15%	14%	20%	12%
Once there are no new cases in an area for two weeks	16%	15%	16%	20%	16%	15%	16%
Once there are no new cases in an area for four weeks	34%	28%	24%	32%	39%	32%	40%
Only once there is a vaccine	19%	17%	8%	12%	23%	19%	21%

Taking public transit (e.g. bus, subway)

	Region						
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PEI,NS)
BASE: All Respondents	1514	198	170	100	571	365	110
BASE: UNWEIGHTED	1514	217	146	91	606	331	123
This is ok now	18%	25%	24%	20%	15%	18%	13%
Once the outbreak of cases is under control	17%	13%	28%	22%	15%	18%	12%
Once there are no new cases in an area for two weeks	12%	15%	13%	13%	9%	15%	9%
Once there are no new cases in an area for four weeks	26%	27%	22%	24%	30%	22%	31%
Only once there is a vaccine	26%	20%	14%	22%	30%	27%	36%

Going to a public park with others (not in your household)

	Region						
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PEI,NS)
BASE: All Respondents	1514	198	170	100	571	365	110
BASE: UNWEIGHTED	1514	217	146	91	606	331	123
This is ok now	26%	38%	36%	33%	19%	26%	20%
Once the outbreak of cases is under control	17%	12%	19%	18%	18%	19%	13%
Once there are no new cases in an area for two weeks	17%	20%	14%	15%	17%	17%	22%
Once there are no new cases in an area for four weeks	26%	23%	24%	18%	32%	19%	35%
Only once there is a vaccine	13%	8%	7%	16%	14%	18%	10%

Getting your hair cut (at a salon or barber shop)

	Region						
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PEI,NS)
BASE: All Respondents	1514	198	170	100	571	365	110
BASE: UNWEIGHTED	1514	217	146	91	606	331	123
This is ok now	26%	34%	46%	46%	15%	28%	20%
Once the outbreak of cases is under control	20%	17%	23%	20%	21%	21%	17%
Once there are no new cases in an area for two weeks	15%	12%	12%	10%	17%	16%	15%
Once there are no new cases in an area for four weeks	27%	25%	13%	17%	34%	22%	37%
Only once there is a vaccine	11%	12%	5%	8%	13%	13%	12%

Going to the gym (to exercise or work out)

	Region						
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PEI,NS)
BASE: All Respondents	1514	198	170	100	571	365	110
BASE: UNWEIGHTED	1514	217	146	91	606	331	123
This is ok now	10%	14%	18%	11%	8%	10%	6%
Once the outbreak of cases is under control	14%	16%	18%	22%	11%	16%	12%
Once there are no new cases in an area for two weeks	14%	14%	16%	15%	14%	15%	10%
Once there are no new cases in an area for four weeks	31%	29%	27%	28%	34%	27%	37%
Only once there is a vaccine	30%	28%	20%	24%	33%	32%	35%

Going on a vacation

	Region						
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PEI,NS)
BASE: All Respondents	1514	198	170	100	571	365	110
BASE: UNWEIGHTED	1514	217	146	91	606	331	123
This is ok now	11%	13%	17%	7%	6%	16%	4%
Once the outbreak of cases is under control	13%	10%	18%	16%	12%	16%	7%
Once there are no new cases in an area for two weeks	9%	9%	11%	10%	7%	14%	4%
Once there are no new cases in an area for four weeks	26%	22%	27%	31%	28%	25%	26%
Only once there is a vaccine	41%	46%	27%	35%	48%	30%	58%

Staying at a hotel

	Region						
	TOTAL	BC	AB	MB/SK	ON	QC	ATL (which is NB, NF, PEI,NS)
BASE: All Respondents	1514	198	170	100	571	365	110
BASE: UNWEIGHTED	1514	217	146	91	606	331	123
This is ok now	15%	16%	28%	20%	11%	12%	13%
Once the outbreak of cases is under control	15%	12%	15%	16%	14%	19%	12%
Once there are no new cases in an area for two weeks	10%	13%	14%	9%	9%	12%	4%
Once there are no new cases in an area for four weeks	28%	28%	23%	30%	32%	22%	34%
Only once there is a vaccine	32%	32%	20%	25%	34%	35%	38%

3. Thinking about the month ahead, how do you anticipate your frequency of doing the following activities will change?

Shopping at physical store locations

	Region	REGION
	ON	Toronto
BASE: All respondents	1148	500
BASE: UNWEIGHTED	1188	531
More Often	17%	14%
About the Same	55%	53%
Less Often	24%	30%
Not Applicable	4%	3%

Eating out at restaurants

	Region	REGION
	ON	Toronto
BASE: All respondents	1148	500
BASE: UNWEIGHTED	1188	531
More Often	9%	7%
About the Same	40%	41%
Less Often	32%	35%
Not Applicable	19%	18%

Taking public transportation

	Region	REGION
	ON	Toronto
BASE: All respondents	1148	500
BASE: UNWEIGHTED	1188	531
More Often	3%	4%
About the Same	28%	35%
Less Often	16%	26%
Not Applicable	52%	35%

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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