

**Just 42% Will Likely Attend a Specific Canada Day
Community Event but Majority (67%) Prefer
their Provincial Parliament Buildings Host a
Celebration for Families to Attend**

*With Historic **WE THE NORTH** Raptors NBA Championship Win, One in Six
(17%) Say Basketball, Not Hockey, is Now Canada's National Sport*

For Public Release June 30, 2019

C-Suite Communicators

DART **MARU VOICE**
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*This public opinion survey is branded as the **DART/MARU** Voice of 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** Voice of 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** and **MARU/Blue** can also be found in this release.*

Just 42% Will Likely Attend a Specific Canada Day Community Event but Majority (67%) Prefer their Provincial Parliament Buildings Host a Celebration for Families To Attend

*With Historic **WE THE NORTH** Raptors NBA Championship Win, One in Six (17%) Say Basketball, Not Hockey, is Now Canada's National Sport*

June 30, 2019 – Just 42% (15% Strongly) will be attending a specific Canada Day community event this weekend but a majority (67%) of Canadians prefer that their provincial parliament buildings host a Canada Day celebration for families to attend – with entertainment, hot-dogs, fun things to do and maybe even fireworks versus having their provincial parliament host a Canada Day celebration by just letting the first 500 people in free on July 1 to any provincial park or attraction (33%) like the Ontario government recently decreed.

But for those that treasure national symbols on Canada Day, move over for another: 17% of Canadians (24% in Ontario – also home to the Toronto maple Leafs) claim Basketball over Hockey as Canada's National Sport.

These are some of the findings from a **DART/MARU Voice of Canada** poll undertaken for Sun/PostMedia as part of a regular sounding of Canadians on various issues that affect their lives as citizens, consumers, and voters. The survey was conducted among 1,512 randomly selected Canadian adults who are members of **MARU/Blue**'s Online panel on June 26, 2019 and is considered accurate to within +/- 2.9 percentage points. *Because of extremely small sample sizes, approval ratings cannot be provided for Prince Edward Island, Nunavut and both the Yukon and Northwest Territories.*

What's up for Canada Day?

42% (15% Strongly) will be attending a specific Canada Day community event...

Looks like most people in the country *won't* be headed to a specific Canada Day community event on July 1, 2019 - 15% signalling strongly that they will do so and the remaining 27% indicating that they somewhat are involved (likely a backyard fireworks, BBQ, outing or Block Party is good enough for their definition beyond "specific." Those in the provinces/regions most likely to be participating in events are ranked:

- Atlantic Canada 62% (***Strongly 24%*** /Somewhat 38%)
- Saskatchewan/Manitoba 54% (***Strongly 23%*** /Somewhat 31%)
- Alberta 49% (***Strongly 18%*** /Somewhat 31%)
- British Columbia 46% (***Strongly 17%*** /Somewhat 29%)
- Ontario 42% (***Strongly 15%*** /Somewhat 27%)
- Quebec 31% (***Strongly 9%*** /Somewhat 22%)

Those most likely to attend Canada Day celebrations are equally male/female (43%) and younger (50% aged 18 - 34) versus middle-aged (45% 35 - 54) and older (aged 55+37%). Also, the higher level of education and income attained the more likely it is that you are to attend or participate in an event.

Majority (67%) Prefer Provincial Parliament Buildings versus Free tickets to Provincial Parks or Attractions (33%) ...

Citing low turnout (while critics pointed to funding cutbacks) the Ontario government cancelled its annual Canada Day celebrations on the front lawn of its Queens Park Legislature and instead provided up to 500 free tickets/entry to provincial activity sites. So, we thought we'd check the national pulse to see which they would prefer: a Provincial Parliament building celebration versus free tickets for the first 500 in line to provincial parks or attractions. The results were lop sided:

*That your provincial parliament buildings host a Canada Day celebration for families to attend – with entertainment, hot-dogs, fun things to do and maybe even fireworks: **67%***

- **Quebec** 71%
- **British Columbia** 69%
- **Saskatchewan/Manitoba** 70%
- **Atlantic Canada** 68%
- **Alberta** 68%
- **Ontario** 62%

Two main points of commentary with respect to the findings...

First, it's not lost on us that Quebec residents are the first to want their Provincial Parliament building to host a Canada Day Celebration...there is indeed some irony here...however, July 1st in Québec is known as Fête du déménagement or 'Moving Day' and instead of being a national holiday is a day when people just clean out their homes and transfer boxes between residences. So, who wouldn't want a party at the end of that day? Second, St. Jean-Baptiste Day in Québec (June 24th) is close enough to a Grande Fete anywhere else in Canada and, well, Quebec residents are always up for fun...

Second, here's noting that while at the bottom of the lot, two-thirds (62%) of Ontarians took the option that is contrary to the decision made to cancel the annual Queens Park celebration by the Ford government...But it's also to acknowledge that of those who chose the alternate option, Ontarians topped out for the free ticket give-away (38%)...

*That instead of having your provincial parliament host a Canada Day celebration they let the first 500 people in free on July 1 to any provincial park or attraction: **33%***

- **Ontario** 38%
- **Atlantic Canada** 32%
- **Alberta** 32%

- **British Columbia** 31%
- **Saskatchewan/Manitoba** 30%
- **Quebec** 29%

With Raptors NBA Championship Win, 17% of Canadians (24% in Ontario) Claim Basketball Over Hockey as Canada's National Sport...

Ok, the vast majority of Canadians (83%) still say that hockey is the national sport. But in light of the Toronto Raptors winning the NBA Championship, an impressive 17% believe basketball is the national sport.

And perhaps its by no mistake that the greatest groundswell comes from the province of Ontario (24%), the province that hosts the reigning NBA champions and the birthplace and the We The North homestead in Toronto... And the province most likely to be tied to the genetics of basketball itself with its invention founded and stewarded by Canadian, James Naismith who was born on November 6, 1861 in Almonte, Ontario.

But then again, it's also where the Toronto Maple Leafs reside who haven't won a Stanley Cup since 1967...

***Basketball, not hockey, is now Canada's national sport...
17% Agree (Strongly 4% /Somewhat 13%)***

- **Ontario** 24% (Strongly 5% /Somewhat 19%)
- **Quebec** 15% (Strongly 3% /Somewhat 12%)
- **British Columbia** 14% (Strongly 5% /Somewhat 9%)
- **Alberta** 11% (Strongly 1% /Somewhat 10%)
- **Saskatchewan/Manitoba** 10% (Strongly 2% /Somewhat 8%)
- **Atlantic Canada** 5% (Strongly 2% /Somewhat 3%)

Perhaps not surprisingly, it's younger people (21% aged 18 – 34) who are more likely to embrace this notion than those who are older (15% aged 35+). And while education doesn't play much of a variant, it's lower income earners (20%) versus the middle (14%) and higher (11%) groups that identify with

this view. As well, there is a more likely female (18%) gender grouping than males (15%) to also feel this way.

83% Disagree (Strongly 43%/Somewhat 40%)

- **Atlantic Canada 95%** (Strongly 50% /Somewhat 45%)
- **Saskatchewan/Manitoba 90%** (Strongly 45% /Somewhat 45%)
- **Alberta 89%** (Strongly 54% /Somewhat 35%)
- **British Columbia 86%** (Strongly 44% /Somewhat 42%)
- **Quebec 85%** (Strongly 52% /Somewhat 33%)
- **Ontario 76%** (Strongly 32% /Somewhat 44%)

For those who still worship Stanley Cup as Canada's greatest contribution to sport, the demographics and backgrounds of those who do so are the exact opposite of those who have embraced their newfound heroes, the Toronto Raptors.

– 30 –

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*These are some of the topline findings of a **DART** C-Suite Communicators **MARU/Blue** poll conducted as part of a regular quarterly 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. Data was collected by Canada's national survey sample research provider **MARU/Blue** using their **MARU Voice of Canada** Omni Online curated panel.*

*The survey was conducted among 1,512 randomly selected Canadian adults who are members of **MARU/Blue's** Online panel on June 26, 2019. Respondents could opt in for either official language. 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. Discrepancies in or between totals are due to rounding. The precision of this **DART/MARU Voice of Canada** Online poll is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 2.9 percentage*

points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population and individual provinces.

Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables.

For further information or commentary please contact:

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About **DART C-Suite Communicators** and **MARU/Blue**

C-Suite Communicators

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 specialist **Victoria Ollers**.

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/> **DART C-Suite Communicators** abides by the MRIA polling disclosure requirements.

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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. **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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