

## DETAILED TABLES

**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**

*These are some of the Data Tables 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. Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.*

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

**For further information or commentary please contact:**

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CAN2. Generally speaking, which would you prefer

	Region						
	Total	BC	AB	SK/MB	ON	QC	Atl
	(A)	(B)	(C)	(D)	(G)	(H)	(I)
BASE: All Respondents	1512	192	152	100	568	379	121
BASE: UNWEIGHTED	1512	191	166	121	565	350	119
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.	1010 67%	133 69%	104 68%	70 70%	351 62%	269 71%	83 68%
						G	
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.	502 33%	59 31%	48 32%	30 30%	216 38%	110 29%	38 32%
					H		

CAN1: Agreement- I will be attending a specific Canada Day community event

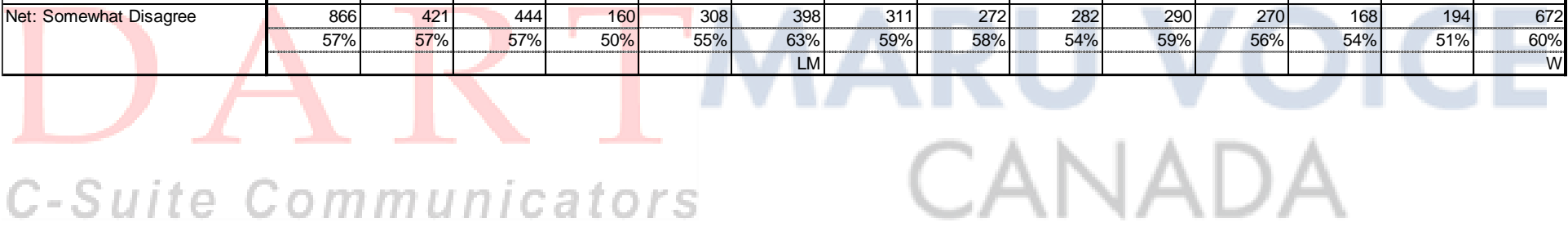
	Region						
	Total	BC	AB	SK/MB	ON	QC	Atl
	(A)	(B)	(C)	(D)	(G)	(H)	(I)
BASE: All Respondents	1512	192	152	100	568	379	121
BASE: UNWEIGHTED	1512	191	166	121	565	350	119
Strongly agree	232	32	28	23	87	33	29
	15%	17%	18%	23%	15%	9%	24%
		H	H	H	H		GH
Somewhat agree	414	57	47	31	151	83	46
	27%	29%	31%	31%	27%	22%	38%
			H				GH
Somewhat disagree	445	55	40	26	191	105	28
	29%	29%	26%	26%	34%	28%	23%
					I		
Strongly disagree	420	48	38	19	139	158	18
	28%	25%	25%	19%	24%	42%	15%
		EI	EI	E	EI	BCDEFGI	
Net: Strongly agree/ Somewhat agree	646	89	75	54	238	116	75
	43%	46%	49%	54%	42%	31%	61%
		H	H	GH	H		BCFGH
Net: Somewhat Disagree	866	104	78	46	330	262	47
	57%	54%	51%	46%	58%	69%	39%
		EI	I		DEI	BCDEFGI	

CAN1: Agreement- Basketball, not hockey, is now Canada's national sport

	Region						
	Total	BC	AB	SK/MB	ON	QC	Atl
	(A)	(B)	(C)	(D)	(G)	(H)	(I)
BASE: All Respondents	1512	192	152	100	568	379	121
BASE: UNWEIGHTED	1512	191	166	121	565	350	119
Strongly agree	55	9	1	2	30	10	2
	4%	5%	1%	2%	5%	3%	2%
Somewhat agree		C			CDHI		
	195	17	16	8	107	44	4
	13%	9%	10%	8%	19%	12%	3%
Somewhat disagree			I		BCDFHI	I	
	615	82	53	45	252	129	54
	41%	43%	35%	45%	44%	34%	45%
Strongly disagree				H	CH		
	647	84	83	45	179	196	61
	43%	44%	54%	45%	32%	52%	50%
Net: Strongly agree/ Somewhat agree		G	G	G		G	G
	250	26	17	10	137	54	7
Net: Somewhat Disagree	17%	14%	11%	10%	24%	14%	5%
		I			BCDEFHI	I	
	1262	166	135	90	431	325	115
	83%	86%	89%	90%	76%	86%	95%
		G	G	G		G	BGH

CAN1: Agreement- I will be attending a specific Canada Day community event

	Gender			Age			Education			HH Income			Children in Household	
	Total	Male	Female	18-34	35-54	55+	<=HS	College/ Tech	Univ+	<\$50K	\$50K- \$100K	\$100K+	Yes	No
	(A)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(W)	(X)
BASE: All Respondents	1512	736	776	318	558	636	524	466	523	488	482	311	383	1129
BASE: UNWEIGHTED	1512	711	801	354	482	676	518	467	527	491	481	311	376	1136
Strongly agree	232	114	118	59	92	81	79	71	82	73	76	54	79	153
	15%	15%	15%	18%	16%	13%	15%	15%	16%	15%	16%	17%	21%	14%
				N									X	
Somewhat agree	414	200	214	100	158	157	134	122	159	124	136	90	110	304
	27%	27%	28%	31%	28%	25%	26%	26%	30%	25%	28%	29%	29%	27%
				N										
Somewhat disagree	445	228	218	96	152	197	151	140	154	132	148	92	109	336
	29%	31%	28%	30%	27%	31%	29%	30%	29%	27%	31%	30%	29%	30%
Strongly disagree	420	194	227	64	156	201	160	132	128	158	121	76	85	336
	28%	26%	29%	20%	28%	32%	31%	28%	25%	32%	25%	24%	22%	30%
					L	L	Q			ST				W
Net: Strongly agree/ Somewhat agree	646	314	332	158	250	238	212	193	241	198	213	143	189	457
	43%	43%	43%	50%	45%	37%	41%	42%	46%	41%	44%	46%	49%	40%
				N	N								X	
Net: Somewhat Disagree	866	421	444	160	308	398	311	272	282	290	270	168	194	672
	57%	57%	57%	50%	55%	63%	59%	58%	54%	59%	56%	54%	51%	60%
						LM								W



CAN2. . Generally speaking, which would you prefer

	Gender			Age			Education			HH Income			Children in Household	
	Total	Male	Female	18-34	35-54	55+	<=HS	College/ Tech	Univ+	<\$50K	\$50K- <\$100K	\$100K+	Yes	No
	(A)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(W)	(X)
BASE: All Respondents	1512	736	776	318	558	636	524	466	523	488	482	311	383	1129
BASE: UNWEIGHTED	1512	711	801	354	482	676	518	467	527	491	481	311	376	1136
That your provincial parliament buildings host a Canada Day celebration for families to	1010	502	508	239	360	410	367	312	331	322	344	180	262	748
	67%	68%	65%	75%	64%	65%	70%	67%	63%	66%	71%	58%	68%	66%
				MN			Q			T	T			
That instead of having your provincial parliament host a Canada Day celebration they let	502	234	268	79	198	226	157	154	191	166	138	131	121	381
	33%	32%	35%	25%	36%	35%	30%	33%	37%	34%	29%	42%	32%	34%
				L		L			O			RS		

**DART** **MARU VOICE**  
*C-Suite Communicators* **CANADA**

CAN1: Agreement- Basketball, not hockey, is now Canada's national sport														
	Gender			Age			Education			HH Income			Children in Household	
	Total	Male	Female	18-34	35-54	55+	<=HS	College/ Tech	Univ+	<\$50K	\$50K- <\$100K	\$100K+	Yes	No
	(A)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(W)	(X)
BASE: All Respondents	1512	736	776	318	558	636	524	466	523	488	482	311	383	1129
BASE: UNWEIGHTED	1512	711	801	354	482	676	518	467	527	491	481	311	376	1136
Strongly agree	55	31	24	21	17	17	18	15	22	22	12	6	18	37
	4%	4%	3%	6%	3%	3%	3%	3%	4%	5%	2%	2%	5%	3%
				MN						T				
Somewhat agree	195	79	116	47	69	79	77	49	69	74	57	29	53	142
	13%	11%	15%	15%	12%	12%	15%	11%	13%	15%	12%	9%	14%	13%
			J							T				
Somewhat disagree	615	262	353	126	223	266	191	189	236	189	208	123	159	457
	41%	36%	45%	40%	40%	42%	36%	41%	45%	39%	43%	40%	41%	40%
			J						O					
Strongly disagree	647	364	284	124	249	274	239	213	196	203	205	153	154	493
	43%	49%	37%	39%	45%	43%	46%	46%	37%	42%	43%	49%	40%	44%
		K					Q	Q				R		
Net: Strongly agree/ Somewhat agree	250	110	140	67	86	96	95	64	91	96	69	35	71	179
	17%	15%	18%	21%	15%	15%	18%	14%	17%	20%	14%	11%	18%	16%
				MN						ST				
Net: Somewhat Disagree	1262	626	636	251	472	540	429	402	431	392	414	276	313	950
	83%	85%	82%	79%	85%	85%	82%	86%	83%	80%	86%	89%	82%	84%
				L		L				R	R			

**DART** MARU/VOICE  
CANADA  
C-Suite Communicators

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

**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.

**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. The result? Reliable, reproducible insights. We deliver instant access to the general population, specific markets, and your or your competitor's customers. **MARU/Blue** 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. **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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