

What to do with 24 Sussex?

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a Family House, Not a White House – But Don't Tear-Down*

*What's There and Build New:
Renovate and Upgrade in the \$14 million Range*

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A DART & Maru/Blue

Voice Canada Poll

*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.*

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Not a White House – But Don't Tear-Down What's There and Build New:
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August 26, 2019 – A new national **DART & Maru/Blue Voice Canada Poll** released today indicates sheds some light on what Canadians think should be done with the currently vacant Prime Minister's official residence located at 24 Sussex Drive in Ottawa: don't tear it down and build new – instead, renovate and upgrade it in the \$14.1 million range (*sans* security and maintenance, so to be added.)

Built in 1868 with virtually no major upgrades for 70 years, the main and attendant buildings colloquially referred to as simply *24 Sussex*, are literally crumbling, making it virtually uninhabitable. Upon becoming Prime Minister, Justin Trudeau and his family have lived in the 23 room "Rideau Cottage" on the grounds of the residence of the Governor General.

The survey findings make it clear that Canadians fully support the concept of an "Official Residence" for any incumbent PM and their family, and find some historical value in the heritage of the current structure, but there are a range of views on how much money should be spent making it habitable again and how to pay for it.

The **DART & Maru/Blue Voice Canada Poll** was undertaken for Sun News/Post Media 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 Voice Canada** Online panel on August 16 and 17, 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.*

Canadians: Prime Minister Should Have an Official Residence...

A vast majority (78%) of Canadians believe an incumbent Prime Minister of Canada should have an official residence where they and their family live during their time in office. The highest *support* for this belief is found in Ontario (83%) followed by Saskatchewan/Manitoba (81%), British Columbia/Québec (77%), Atlantic Canada (76%) and lowest in Alberta (66%).

Those *opposed* to such a residence (22%) are found in their greatest numbers in Alberta (34%) followed by those in Atlantic Canada (24%), Québec/British Columbia (23%), Saskatchewan/Manitoba (19%) and Ontario (17%).

Those most likely to support the concept of an official residence are older (55+ 81% – and compared to those who were youngest aged 18 – 34 67%), and those who are most educated and highest income (80%).

Family House, Not White House...

Given the choice, six in 10 (58%) Canadians believe the Prime Minister's residence should be a dwelling primarily devoted to the Prime Minister and family as living quarters – and not like the White House where there are extra on-site facilities to host state dinners, functions, and meetings. Those most likely to take this point of view hail from Atlantic Canada (65%) and Alberta (64%) followed by those in Québec (61%), Saskatchewan/Manitoba (57%), British Columbia (55%) and Ontario (54%).

Alternatively, four in 10 (42%) believe the Prime Minister's official residence *should* be a place like the White House where the President and family not only make their home but can also host state dinners, functions, and meetings. Those most likely to favour this style of residence are most likely to be found in Ontario (46%) and British Columbia (45%) followed by those in Saskatchewan/Manitoba (43%), Québec (39%), Alberta (36%), and Atlantic Canada (35%).

For both perspectives, there are no distinguishing differences in the socio-economic demographics.

Don't Tear-Down and Build New: Renovate and Upgrade...

Six in 10 (61%) Canadians believe that *because of its history and stature, the current residence is very important to preserve, renovate, and upgrade so it can be used again*. Those most likely to believe this are from Alberta (66%) and Québec (65%), followed by Ontario (62%) and Atlantic Canada (61%), British Columbia (58%) and Saskatchewan/Manitoba (53%). Demographically, those most likely to want to preserve the residence are female (66% versus 56% male) and, what could be surprising to some, younger Canadians (aged 18 - 34 69%).

On the other hand, four in 10 (39%) support the view that *regardless of its history and stature, the current building should be replaced by a brand-new, state of the art residence designed and built by Canadians*. Those most likely to take this position are foremost in Saskatchewan/Manitoba (47%), followed by those in British Columbia (42%), Atlantic Canada (39%) and Ontario (38%), and Québec (35%) and Alberta (34%). Demographically, men (44% versus women (34%) and those aged 55+ (44%) are more likely to support this option.

\$14.2 Million for the Re-Constructed Residence Sounds Reasonable...

We asked Canadians how much they thought would be a *reasonable* amount to spend on such a re-construction project - *without including security and maintenance* – with the total average being **\$14.2 million**, but with a *majority* (54%) who believe the residence should be completed for less ranging from \$5 million - \$10 million. Those most likely to be part of the “thrifter” majority are women (64%), those with less than high school education (62%), are middle-aged (35 - 54 61%) and have the lowest income (59%).

Of those more likely to open the wallet wider, one quarter (24%) believe that spending could range from \$10 million - \$20 million, one in seven (14%) could see their way to support spending between \$20 million-\$30 million, just 4% could support spending \$30 million-\$40 million, and an almost equal amount (5%) would support spending between \$40 million-\$50 million.

With the total average being a total budget of \$14.2 million for the structure alone, the biggest spenders can be found in Ontario (\$16 million) followed by those in British Columbia (\$13.9 million), Saskatchewan/Manitoba (\$13.8 million), Alberta (\$12.9 million), Québec (\$12.8 million) and Atlantic

Canada (\$12.7 million.) (*Check out the house listings at the end of this media release – found in various parts of the world for \$15 million as of August 2019.*)

Of the majority (54%) who believe the project should have a *reasonable* budget of between \$5 million and \$10 million, those in Alberta (62%) are the relative spendthrifts followed by those in Québec (60%) and Atlantic Canada (58%), British Columbia (55%) and Saskatchewan/Manitoba (54%), and Ontario (47%).

Most Say No to a Matching Dollar Gift Program, but that May be OK...

Some recent estimates have put the potential cost of the upgrade at 24 Sussex close to \$35 million so we offered Canadians a proposition: *Let's say the National Capital Commission offered to match dollar for dollar contributions up to \$23 million (for a total fund of \$46 Million to renovate or re-build the property and have funds set aside for future upkeep) through a type of national "go-fund-me" effort for individual Canadians and sponsors. Would you support such a program being established?*

By potential donor pool fundraising standards, a significant number -- four in 10 (40% – 28% somewhat / 12% absolutely) – said they would *support setting up of this type of program* (as opposed to *actually* participating in such which was evaluated next) compared to a majority (60%) that would not (somewhat 20% / absolutely 40%).

Those in favour of setting this type of a program (40%) are most likely from Ontario (48%), followed by those in British Columbia (45%) and Saskatchewan/Manitoba (45%), Alberta (39%), and, Atlantic Canada (30%) and Québec (29%). Demographically, this group is more male (44%) than female (35%), has the highest income (45%) and highest level of education (47%).

Those *against* setting up such a program (60%) more likely live in Québec (71%) and Atlantic Canada (70%) followed by those in Alberta (61%), British Columbia/Saskatchewan/Manitoba (55%), and Ontario (52%).

One Quarter (26%) of Canadians Might Contribute to a Dollar for Dollar Matching Gift Program...

While a majority (74% – somewhat 23%/absolutely 52%) *would not participate* in such a dollar for dollar matching gift program, one in four (26% – somewhat 20%/absolutely 6%) *would* do so.

Demographically, this group is most likely to be male (29%), younger (aged 18 – 34) and highest educated (University + 29%). As for potential donor target markets, this group is most likely to be found in Ontario/Saskatchewan/Manitoba (28%), followed by Québec (26%), British Columbia/Alberta (23%) and Atlantic Canada (18%).

So, 26% is Still a Pretty Big Number for Fundraising... Right?

Indeed, it is. And most any charity in this country would love that kind of potential donor base to begin with. So, we did some calculations to project out what this contribution base might accomplish if they actually participated in such a matching dollar for dollar gift program,

In 2018 Canada's population total was 37,058,856 –with 5,972,773 children (under the age of 14). Backing them out of the population pool it would leave 31,086,123 Canadians over the age of 15. And if we backed out the 74% of Canadians who say they would *not* likely participate in such a program, we'd be left with a total of **8,082,392** *who indicate they might likely give to the matching gift fund*. Given this, if all of them gave an average of \$1, it would generate a matched gift fund of \$16.2 million

And if each gave just \$1 – let's say to "buy a brick" -- with a matched dollar they would raise, in total, **\$16.2 million**--\$1.9 million more than the average spending recommendation of \$14.1. And if it were just a \$2 average give for the matching gift, the total fund generated after the matching dollars would be **\$32.4 million**. And if just those potential absolutely committed donors (6%) were the *only* ones to participate in such a matching gift program, an average \$1 contribution would raise a total of just under \$1 million with a \$2 contribution raising a total of \$2 million – still better than any renovation/upgrade being completely taxpayer underwritten.

Those likely to say they'd participate in a matching fundraising program (26%) are most likely to come from Ontario (28%) and Saskatchewan/Manitoba (28%), followed by those from Québec (26%), British Columbia (23%) and Alberta (23%), and Atlantic Canada (18%).

PM Should Heed the Poll Findings...

Ultimately, the decision on what to do with 24 Sussex Drive – renovate, rebuild, or repurpose the venue – rests with the Prime Minister. So, we asked Canadians *what if Justin Trudeau made the decision to move ahead primarily based on the results of this nationally representative opinion survey, how supportive would you be of his decision to do so?*

A majority (72%) indicated they *would be supportive* (somewhat 46%/very 26%) if the Prime Minister used the results of this public opinion poll to make his decision on what to do with 24 Sussex, based while three in 10 (28%) said they *would not support* the Prime Minister's decision if he *did not* heed the advice of Canadians via this poll.

Riffing on the Bare-Naked Ladies Song -- If I had \$15 million...

So, what kind of family residence can you get for about \$15 million – roughly the difference between what Canadians say should be reasonably spent (\$14.2 million) and might be raised via a matching funds program (\$16.1 million) for the redevelopment of 24 Sussex drive? To answer that question, we compared recent real estate listings for \$15 million in different cities around the world...just for fun to see the structure features without any adjacent surrounding land space shown below...

- **Toronto, Canada** – 14,000 square feet with 5 bedrooms, 6 bathrooms with 2 partial baths, an indoor pool, 3 Fireplaces, an outdoor tennis court, and a home theatre.
- **Abu Dhabi, United Arab Emirates** – 18,750 square feet with 6 bedrooms, 6 bathrooms with 2 partial baths, panoramic views of the sea, located on a private island with facilities such as a spa, tennis courts, 3 pools, 3 restaurants, wave pool, and a helipad with helicopter service.

- **Paris, France** – 5,640 square feet with 8 bedrooms, 1 full bath with two partial baths located in the heart of Paris with a private outdoor parking space.
- **Houston, Texas, USA** – 11,248 square feet, 6 bedrooms, 8 full bathrooms with 2 partial baths, 4 fireplaces, an outdoor pool, and an outdoor shower.
- **Atlanta, Georgia, USA** - 13,500 square feet with 6 bedrooms, 6 full baths and 3 partial baths, a home theater, an elevator, staff quarters, a wine cellar, views of a river, and an outdoor pool.
- **Monaco, France** – 2,863 square feet with 4 bedrooms, 4 full baths with 1 partial bath, views of the water, a wine cellar, and 2 parking spaces.
- **Greenwich, Connecticut, USA** - 11,927 square feet, 7 bedrooms, 9 bathrooms with 2 partial baths, 6 fireplaces, a 60-foot-long indoor pool, a gym, and a separate carriage house.
- **Sydney, Australia** – 15,242 square feet, 5 bedrooms, 5 full bathrooms, water views, private access to boat, a pool, a spa, a clubhouse, and a home theater.
- **London, UK** – 4,907 square feet, 5 bedrooms, 4 full bathrooms, a home theater, a steam room, and a wine cellar.
- **Aspen, Colorado, USA** – 8,872 square feet, 6 bedrooms, 7 bathrooms with 2 partial baths, a billiards room, a home theater, a wine cellar, staff quarters, and (of course) solar power heated.
- **New York, New York, USA** – 2,418 square feet, 2 bedrooms, 2 bathrooms with 1 partial bath, a view of Central Park and Manhattan, and a gym and restaurant in the building.
- **Tokyo, Japan** – 2,576 square feet, 3 bedrooms, 3 bathrooms and 1 partial bath, views of the city and water.

(The listings can be found here: <https://www.architecturaldigest.com/gallery/15-million-home-looks-like-15-cities>)

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Methodology

These are some of the topline findings of a **DART & Maru/Blue Voice Canada Poll** conducted for Sun News/Postmedia 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**. Data was collected by Canada's national survey sample research provider **Maru/Blue** using their **Voice 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 August 16/17, 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/Blue Voice Canada 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.

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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/>
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