

# Majority (71%) Believe Ontario Public and Catholic School Boards Should Be Merged

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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.*

*Once released into the public domain, findings contained herein may be used with source attribution given to the **DART & Maru/Blue** 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*

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**December 9, 2019** – While the Ontario government and the Ontario Secondary School Teachers Federation (OSSTF) do battle in the forefront of the public, a **DART & Maru/Blue Voice Canada Poll** finds a salient, and related, conjecture in the background: a majority (71%) of Ontario citizens have an appetite to merge both the Ontario Public and Catholic school boards to create efficiencies and save money that can be *put back into the classroom*.

## *Strong, underlying support for merger...*

A majority (71% - 40% *very much*) of Ontario citizens *agree* with the view that *the public and Catholic school boards should be merged to create efficiencies and save money that can be put back into the classroom*. The support is found across the board with the highest from those who are oldest (55+ 77% - 51% *very much*) and those with the highest income (\$100,000 +77% - 42% *very much*.) Following in agreement are men (71% - 45% *very much*) and women (70% - 35% *very much*), followed by those who are middle-aged (35 - 54 69% - 38% *very much*), and those who are youngest (18-34 65% - 28% *very much*). There is an identical topline majority support (71% - with an average of 40% *very much*) among all educated groupings - high school or less/college and technical school/and University +), and middle earning Ontarians (\$50,000 - \$99,000 70% - 41% *very much*) and those earning the lowest income (less than \$50,000 67% - 36% *very much*) share similar views.

Those in *disagreement* with such an undertaking are a minority (29%) comprised of the youngest group of Ontarians (18 - 34 - 35%), followed by those who have the lowest household income (\$50,000 and below - 33%) and those who are middle-aged (35-54 - 31%). Following this grouping are women (30%) and those who are middle income earners (\$50,000-\$99,000 - 30%), men and those with all education backgrounds (30%), and, finally, one in four (23%) of both those who were oldest (55+) and those who are the highest income earners (\$100,000 +).

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## Methodology

These are some of the topline findings of a **DART & Maru/Blue Voice Canada** conducted for Sun Publishing/Postmedia 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 593 randomly selected Ontario adults who are members of **Maru/Blue's** Online panel on December 4, 2019. 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. 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 +/- 4.6 percentage points, 19 times out of 20, had all Ontario 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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## About **DART & 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. **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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