

Detailed Tables

Majority (61%) Support Prince Harry Becoming Canada's Next Governor General

C-Suite Communicators

For Public Release January 9, 2020

Methodology

*These are some of the topline findings of a **DART & Maru/Blue Voice Canada** conducted for 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. **DART & Maru/Blue** are members of the Canadian Research Insights Council and adhere to the professional disclosure standards which can be accessed at:*

<https://canadianresearchinsightscouncil.ca/standards/>

*The survey was conducted among 1,515 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel on January 6, 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. Voter intent is weighted by past vote and demographics. 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.*

Portions of the written findings and data may be used by anyone for publication in the public domain with appropriate attribution to the survey being conducted by **DART & Maru/Blue**. Interpretation may be subject to correction.

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

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As you may know, the current governor general of Canada is former astronaut Julie Payette who was appointed in 2017 and would normally conclude her service by 2022. The role of the governor general is to represent the monarch and to act as Canada's head of state. A member of the royal family may serve in this position.

The Queen's grandson, Prince Harry, has often visited Canada and his wife Megan lived in the country for years. Given this, how supportive would you be in having Prince Harry serve as the next Governor General of Canada?

[Choose One]

- Very
- Somewhat
- Not very
- Not at all

Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.

P1. The Queen's grandson, Prince Harry, has often visited Canada and his wife Meghan lived in the country for years. Given this, how supportive would you be in having Prince Harry serve as the next Governor General of Canada?

	Region							Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1515	223	166	94	592	348	92	772	743	395	477	643	455	500	320	519	430	566
BASE: WEIGHTED	1515	198	170	100*	571	365	110*	741	774	428	524	564	476	513	288	627	478	410
Top 2 Box (Net)	931	123	108	67	387	172	75	409	522	264	344	323	299	315	169	404	290	237
	61%	62%	63%	67%	68%	47%	68%	55%	67%	62%	66%	57%	63%	61%	59%	64%	61%	58%
		H	H	H	H		H		J		N					T		
(4) Very	417	55	44	34	184	64	37	180	237	105	140	172	125	154	76	196	125	97
	28%	28%	26%	34%	32%	17%	34%	24%	31%	24%	27%	31%	26%	30%	26%	31%	26%	24%
		H	H	H	H		H		J		N					T		
(3) Somewhat	514	68	64	33	203	108	38	230	284	159	204	151	174	161	94	208	165	140
	34%	34%	38%	33%	35%	30%	34%	31%	37%	37%	39%	27%	36%	31%	33%	33%	35%	34%
									J	N	N							
(2) Not very	241	32	28	14	85	66	17	117	124	87	67	87	73	79	52	83	80	78
	16%	16%	16%	14%	15%	18%	15%	16%	16%	20%	13%	15%	15%	15%	18%	13%	17%	19%
										M								R
(1) Not at all	343	44	34	19	100	127	19	215	128	77	113	153	104	119	67	140	108	95
	23%	22%	20%	19%	18%	35%	17%	29%	16%	18%	22%	27%	22%	23%	23%	22%	23%	23%
						BCDEFGI		K			LM							
Bottom 2 Box (Net)	584	75	62	33	185	193	36	332	252	164	180	240	177	198	119	223	188	173
	39%	38%	37%	33%	32%	53%	32%	45%	33%	38%	34%	43%	37%	39%	41%	36%	39%	42%
						BCDEFGI		K			M							R
Mean	2.66	2.67	2.69	2.82	2.82	2.3	2.84	2.5	2.82	2.68	2.71	2.61	2.67	2.68	2.62	2.73	2.64	2.58
		H	H	H	H		H		J							T		
S.D.	1.11	1.1	1.07	1.1	1.07	1.12	1.07	1.15	1.05	1.03	1.08	1.18	1.09	1.13	1.11	1.13	1.1	1.09
S.E.	0.03	0.07	0.08	0.11	0.04	0.06	0.11	0.04	0.04	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - L/M/N - O/P/Q - R/S/T - U/V

* small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni January 6th

Maru/Blue

January 7th, 2020



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 & Maru/Blue** are members of the Canadian Research Insights Council and adhere to the professional disclosure standards which can be accessed at: <https://canadianresearchinsightscouncil.ca/standards/>

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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