

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

A **DART** & **Maru/Blue**

Voice Canada Poll

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

January 9, 2020— A majority (61%) of Canadians support Queen Elizabeth's grandson, Prince Harry, becoming Canada's next Governor General after the current incumbent, Her Excellency the Right Honourable Julie Payette, leaves her role – which could be on or about 2022.

The results of the survey come on the heels of an announcement that Prince Harry and his his wife Meghan (nee Markle), Duchess of Sussex, with their son Archie Mountbatten-Windsor, intend to step back as 'senior' members of the Royal Family, balance their time between the United Kingdom and North America to work and become financially independent, and provide the space to focus on the next chapter, including the launch of a new charitable entity.

Curiously enough, the announcement comes following a six week stay by the family at a luxury estate in North Saanich, near Victoria on Vancouver Island in British Columbia . Both Prince Harry and the Duchess have spent a great deal of personal time in Canada and have a large contingent of friends and relations, especially in Toronto.

The question may simply be this: if becoming more "financially independent" means by the time the current Governor general departs her post, would the couple and their family be prepared to take up residence at Rideau Hall?

If it is a serious consideration, only a minority (39%) of Canadians don't support this prospect.

This **DART & Maru/Blue Voice Canada Poll** was conducted for Postmedia among 1,515 randomly selected Canadian adults who are members of **Maru/Blue's Voice Canada** Online panel on January 6, 2020 and is considered accurate to within +/- 2.9 percentage points. *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.*

Those who support the appointment of Prince Harry to serve as the next Governor General of Canada (61% - 20% very/34% somewhat) are most likely to reside in both Ontario/ Atlantic Canada (68%) and Manitoba/Saskatchewan (67%), followed by those from Alberta (63%) and British Columbia (62%), and Québec (47%.) Women (67%) are more likely to support this prospect than men (55%) as well as those who are middle-aged (35 - 54 66%) and younger Canadians (18 - 34 62%), and less so than those who are older (55+ 57%.) There are very few variations from the national average with respect to income and education.

Those who are less likely to support the appointment of Prince Harry to serve in this role (39% - not very 16%/not at all 22%) are most likely to reside in Québec (53%), followed by those from British Columbia (38%) and Alberta (37%), Manitoba/Saskatchewan (33%), and Ontario/ Atlantic Canada (32%.) Men (45%) are less likely supportive than women (33%) as well as older Canadians (55+ 43%) compared to those who are younger (18 - 34 38%/35 - 54 34%.) There are very few variations from the national average with respect to income and education.

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Methodology

*These are some of the topline findings of a **DART & Maru/Blue Voice Canada** conducted 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 1,515 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel on January 7, 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 %age 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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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.

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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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