



Have you ever heard of "Groundhog Day"?

	Age				Generation				Gender		Province						Income		
	Total	'19-34	'35-54	'55+	Gen Z (19 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: All Respondents	1527	409	484	634	200	380	396	551	752	775	208	176	87	584	375	97	396	487	481
BASE: WEIGHTED	1526	412	500	614	209	380	397	540	746	780	206	171	100*	577	362	110*	491	484	401
Yes	1441	342	485	614	168	344	389	540	697	744	196	168	96	544	329	107	454	460	382
	94%	83%	97%	100%	80%	91%	98%	100%	93%	95%	95%	98%	96%	94%	91%	97%	92%	95%	95%
			B	BC		E	EF	EFG				Q							
No	85	70	15	1	41	36	8	1	49	36	10	3	4	33	32	3	37	24	19
	6%	17%	3%	0%	20%	9%	2%	0%	7%	5%	5%	2%	4%	6%	9%	3%	8%	5%	5%
		CD	D		FGHIJ	GHIJ		J							N				

Proportions/Means: 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/W - X/Y

Overlap formulae used. * 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 18th, 2024 (Launch date)

Maru/Blue

January 19th, 2024 (Report date)

19 Jan 2024

Do you believe Canada's groundhogs' predictions will be accurate for 2024?

	Age				Generation				Gender		Province						Income		
	Total	'19-34	'35-54	'55+	Gen Z (19 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: All Respondents	1527	409	484	634	200	380	396	551	752	775	208	176	87	584	375	97	396	487	481
BASE: WEIGHTED	1526	412	500	614	209	380	397	540	746	780	206	171	100*	577	362	110*	491	484	401
Yes	475	216	109	151	126	141	75	133	211	264	54	53	34	187	106	41	182	140	116
	31%	52%	22%	25%	60%	37%	19%	25%	28%	34%	26%	31%	33%	32%	29%	38%	37%	29%	29%
		CD			FGHIJ	GHIJ				K							TU		
No	1051	197	391	463	83	239	322	407	535	516	152	118	67	390	256	69	310	344	285
	69%	48%	78%	75%	40%	63%	81%	75%	72%	66%	74%	69%	67%	68%	71%	62%	63%	71%	71%
			B	B		E	EFH	EF	L									S	S

Proportions/Means: 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/W - X/Y

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Omni January 18th, 2024 (Launch date)

Maru/Blue

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19 Jan 2024

How important is the groundhog's prediction to Canada's culture?

	Age	Generation	Gender	Province	Income
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	Total	'19-34	'35-54	'55+	Gen Z (19 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: All Respondents	1527	409	484	634	200	380	396	551	752	775	208	176	87	584	375	97	396	487	481
BASE: WEIGHTED	1526	412	500	614	209	380	397	540	746	780	206	171	100*	577	362	110*	491	484	401
TOP 2 BOX (NET)	765	289	217	259	154	206	186	218	334	431	76	76	47	328	164	73	273	244	191
	50%	70%	43%	42%	74%	54%	47%	40%	45%	55%	37%	45%	47%	57%	45%	66%	56%	50%	48%
(4) Very important	180	78	54	49	44	60	39	37	76	104	10	9	9	104	20	29	64	52	55
	12%	19%	11%	8%	21%	16%	10%	7%	10%	13%	5%	5%	9%	18%	5%	26%	13%	11%	14%
(3) Somewhat important	585	211	164	211	111	146	147	182	259	327	66	68	39	225	145	43	209	192	136
	38%	51%	33%	34%	53%	38%	37%	34%	35%	42%	32%	40%	39%	39%	40%	39%	43%	40%	34%
(2) Somewhat not important	390	78	131	181	31	94	103	163	183	207	64	45	21	123	120	17	117	117	104
	26%	19%	26%	29%	15%	25%	26%	30%	25%	26%	31%	26%	21%	21%	33%	15%	24%	24%	26%
(1) Not important at all	371	46	151	174	24	80	108	159	229	142	65	50	32	126	77	21	101	123	106
	24%	11%	30%	28%	12%	21%	27%	29%	31%	18%	32%	29%	32%	22%	21%	19%	21%	25%	26%
BOTTOM 2 BOX (NET)	761	124	282	355	55	174	211	322	412	349	130	94	53	249	197	38	218	239	210
	50%	30%	57%	58%	26%	46%	53%	60%	55%	45%	63%	55%	53%	43%	55%	34%	44%	50%	52%
MEAN	2.40	2.80	2.20	2.20	2.80	2.50	2.30	2.20	2.20	2.50	2.10	2.20	2.20	2.50	2.30	2.70	2.50	2.40	2.30
		CD			FGHIJ	GIJ	I	I		K				MNOQ	M	MNOQ			

Proportions/Means: 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/W - X/Y

Overlap formulae used. * small base

Comparison Groups

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Omni January 18th, 2024 (Launch date)

Maru/Blue

January 19th, 2024 (Report date)

19 Jan 2024

To what extent do/would you rely on the ground hog's predictions when making spring plans?

	Age				Generation				Gender		Province						Income		
	Total	'19-34	'35-54	'55+	Gen Z (19 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: All Respondents	1527	409	484	634	200	380	396	551	752	775	208	176	87	584	375	97	396	487	481
BASE: WEIGHTED	1526	412	500	614	209	380	397	540	746	780	206	171	100*	577	362	110*	491	484	401
TOP 2 BOX (NET)	208	139	43	26	81	82	25	19	100	108	19	14	11	101	37	26	85	60	57
	14%	34%	9%	4%	39%	22%	6%	3%	13%	14%	9%	8%	11%	10%	10%	17%	12%	14%	
(4) Always	77	57	12	8	26	40	6	5	34	43	5	5	5	38	12	11	34	9	32
	5%	14%	2%	1%	13%	10%	1%	1%	5%	6%	2%	3%	5%	7%	3%	10%	7%	2%	8%
(3) Almost always	131	83	31	18	55	42	20	14	66	65	14	9	6	62	25	15	51	51	25
	9%	20%	6%	3%	26%	11%	5%	3%	9%	8%	7%	5%	6%	11%	7%	13%	10%	11%	6%
(2) Sometimes	295	116	78	101	62	79	61	93	141	154	27	39	18	131	69	12	117	82	68
	19%	28%	16%	16%	30%	21%	15%	17%	19%	20%	13%	23%	18%	23%	19%	11%	24%	17%	17%
(1) Never	1023	157	379	488	65	219	311	429	506	517	159	118	71	346	256	72	289	341	276
	67%	38%	76%	79%	31%	58%	78%	79%	68%	66%	77%	69%	71%	60%	71%	66%	59%	71%	69%

			B	B	E	EF	EF			P				P			S	S	
BOTTOM 2 BOX (NET)	1318	273	457	588	128	298	371	521	647	671	187	157	89	477	325	84	406	424	344
	86%	66%	91%	96%	61%	78%	94%	97%	87%	86%	91%	92%	89%	83%	90%	77%	83%	88%	86%
MEAN			B	BC	E	EF	EF				PR	PR			PR				
	1.50	2.10	1.40	1.30	2.20	1.70	1.30	1.30	1.50	1.50	1.30	1.40	1.50	1.60	1.40	1.70	1.70	1.40	1.50
		CD	D		FGHIJ	GHJ							MNQ		MNQ		T		

Proportions/Means: 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/W - X/Y

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As a person living in Canada, do you want 6 more weeks of winter or an early spring?

	Age				Generation				Gender		Province						Income		
	Total	'19-34	'35-54	'55+	Gen Z (19 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: All Respondents	1527	409	484	634	200	380	396	551	752	775	208	176	87	584	375	97	396	487	481
BASE: WEIGHTED	1526	412	500	614	209	380	397	540	746	780	206	171	100*	577	362	110*	491	484	401
I want 6 more weeks of winter	237	68	76	94	30	72	61	75	124	113	39	32	15	82	55	14	69	77	63
	16%	16%	15%	15%	14%	19%	15%	14%	17%	15%	19%	19%	15%	14%	15%	13%	14%	16%	16%
I want an early spring	1289	345	423	521	179	308	336	465	622	667	167	139	85	496	307	96	422	406	338
	84%	84%	85%	85%	86%	81%	85%	86%	83%	85%	81%	81%	85%	86%	85%	87%	86%	84%	84%

Proportions/Means: 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/W - X/Y

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Comparison Groups

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Are you optimistic or pessimistic about the arrival of an early spring?

	Age				Generation				Gender		Province						Income		
	Total	'19-34	'35-54	'55+	Gen Z (19 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: All Respondents	1527	409	484	634	200	380	396	551	752	775	208	176	87	584	375	97	396	487	481
BASE: WEIGHTED	1526	412	500	614	209	380	397	540	746	780	206	171	100*	577	362	110*	491	484	401
TOP 2 BOX (NET)	968	301	274	393	157	238	216	357	484	484	148	103	67	363	216	70	322	303	261
	63%	73%	55%	64%	75%	63%	54%	66%	65%	62%	72%	60%	67%	63%	60%	63%	66%	63%	65%
(4) Very optimistic		CD		C	FGHJ	G		G			NPQ								
	231	123	60	48	66	92	34	39	123	108	29	20	11	98	47	25	90	58	72
	15%	30%	12%	8%	32%	24%	9%	7%	16%	14%	14%	12%	11%	17%	13%	23%	18%	12%	18%
(3) Somewhat optimistic		CD	D		GHJ	GHJ										Q	T		T
	736	178	214	345	91	147	181	318	361	376	119	82	55	266	169	45	232	245	189
	48%	43%	43%	56%	43%	39%	46%	59%	48%	48%	58%	48%	55%	46%	47%	41%	47%	51%	47%
				BC				EF			POR								
	467	89	182	195	40	114	150	163	218	249	54	57	24	172	129	31	131	157	119

(2) Somewhat pessimistic	31%	22%	37%	32%	19%	30%	38%	30%	29%	32%	26%	33%	24%	30%	36%	28%	27%	32%	30%
			B	B		E	EFIJ	E							M				
(1) Very pessimistic	91	22	43	26	12	27	31	21	45	47	3	11	9	42	17	10	38	24	21
	6%	5%	9%	4%	6%	7%	8%	4%	6%	6%	2%	6%	9%	7%	5%	9%	8%	5%	5%
			D			IJ	IJ					M	M	M		M			
BOTTOM 2 BOX (NET)	558	112	226	221	52	142	181	183	263	296	58	68	33	214	145	40	169	181	139
	37%	27%	45%	36%	25%	37%	46%	34%	35%	38%	28%	40%	33%	37%	40%	37%	34%	37%	35%
			BD	B		E	EFHIJ	E				M		M	M				
MEAN	2.70	3.00	2.60	2.70	3.00	2.80	2.60	2.70	2.80	2.70	2.80	2.70	2.70	2.70	2.70	2.80	2.80	2.70	2.80
			CD			FGHIJ	GH					NQ							

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/W - X/Y

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