

Groundhog day all over again

TORONTO, January 29, 2024—A [Maru Public Opinion](#) survey conducted for NorthStar Gaming finds that despite half (50%) of Canadians embracing the groundhog's annual spring prediction as an important part of Canada's culture, few (31%) say those predictions will be accurate for 2024. However, regardless of what their local groundhog might foreshadow, a vast majority (84%) want and are optimistic (63%) for an early spring.

Groundhog Day in Canada is on February 2, 2024, and people will gather to see if a groundhog's shadow predicts what the weather will be like for the next six weeks, until the start of spring. A sunny day means the groundhog will "see his shadow" which is taken as a sign that the next six weeks will bring wintry weather as opposed to an early spring. Almost all (94%) Canadians have heard of "Groundhog Day" – with the outlier cohort being those who are the youngest Canadians (aged 19-34 83%).

Few believe Canada's groundhogs' predictions will be accurate for 2024

Just three in 10 (31%) Canadians believe Canada's groundhogs' predictions will be accurate for 2024. Those most likely to believe and those predictions are the youngest Canadians (aged 19-34 52%), women (34% versus men 28%), and those residing in Atlantic Canada (38%). Those who are least likely to take those predictions to heart (69%) are middle-aged (35-54 78%), men (72% versus women 66%), and those living in British Columbia (74%) and Québec (71%).

Half say the annual event is important to Canada's culture

Half (50%) of Canadians say that the groundhog's prediction is important to Canada's culture. Those Canadians most likely to embrace this cultural icon are the youngest (aged 19-34 70%), women (55% versus men 45%), and those living in both Atlantic Canada (66%) and Ontario (57%). For the other half (50%) of Canadians who don't believe the groundhog's prediction is important to Canada's culture, those most likely to be in this camp are equally middle-aged and older (35+ 58%), men (55% versus women 45%), and those living in British Columbia (63%) and Alberta/Québec (55%).

Most want and are optimistic for an early spring

If given the choice, the vast majority (84%) of Canadians would opt for early spring as opposed to six more weeks of winter (16% – and notably, those living in British Columbia/Alberta (19%) preferring a later spring.) However, regardless of what their local groundhog might predict, two thirds (63%) of Canadians are optimistic about the arrival of an early spring. Those most likely to have this view are the youngest (aged 19-34 73%), men (65% versus women 62%), and those living in British Columbia (72%) and Manitoba/Saskatchewan (67%). For those that are pessimistic about the arrival of an early spring (37%), these Canadians are most likely to be middle-aged (35-54 45%), women (38% versus men 35%), and living in Québec/Alberta (40%) and Ontario/Atlantic Canada (37%).

Methodology

These are the findings from [Maru Public Opinion](#) online panel survey undertaken by its sample and data collection experts at [Maru/Blue](#) from January 18-19, 2024, among a random selection of 1,527 Canadian adults aged 19+ who are [Maru Voice Canada](#) panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. Respondents could respond in either English or French. Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

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