Winter basketball barriers

TORONTO, January 25, 2023— A new Maru Public Opinion survey undertaken for KFC Canada reveals that half (50%) of Canadians believe there are too many barriers preventing them from playing basketball outdoors in the winter. The results were shared as KFC brought to life KFCourt, the world's first winterized basketball court located under one of Canada's busiest highways, the Gardiner Expressway at The Bentway (800 Fleet Street), in Toronto, Ontario, Canada.

Those most likely to agree that there are too many barriers preventing them from playing basketball outdoors in the winter are, not surprisingly, the youngest Canadians (aged 18-34, 64%) compared to their older counterparts (35-54, 52%/55+, 36%), and those living in Alberta (56%), followed by Manitoba/Saskatchewan (53%) and Quebec (52%), Ontario (48%), British Columbia (45%), and Atlantic Canada. Men (52%) and women (47%) held similar views.

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Methodology

These are some findings from a study released by Maru Public Opinion undertaken by its sample and data collection experts at Maru/Blue on January 17-18, 2023, among a random selection of 1,513 Canadian adults who are Maru Voice Canada online 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. Discrepancies in or between totals when compared to the data tables are due to rounding.

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. Maru Public Opinion is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion does not do any work for any political party. Maru Public Opinion polls with supporting detailed tables are found here: Maru Public Opinion Canada. Corporate information can be accessed here: Maru Group.

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