

Living comfortably elsewhere

TORONTO, January 3, 2022—In early December, Maru Public Opinion collaborated with Calgary-based [Janet Brown Opinion Research](#) to produce the results of an opinion survey titled [Brand Alberta](#) based on having Canadians—including those living in Alberta—rate eleven attributes associated with the province.

The national public sentiment concerning one of the attributes provoked a made in Alberta response—even from Premier Jason Kenney—when it revealed that exactly half the country (50%) would find Alberta to be *a place where they would feel comfortable living*.

To say the least, it caused quite a stir—especially when some wrongly attributed the poll as measuring whether people would or wouldn't want to *move* to the province.

So, it begged two questions.

First, how much is enough? Really, when 50% of adult Canadians say they would feel comfortable living in your province, is that a lot? By an adult population size, it's certainly a lot of people: some 16 million adult Canadians, not to mention their children. Is it really a number you should be defensive or angry about if its not more or even less?

The second question is: can you put that finding in some kind of context so it can help provide room for a more thoughtful response?

To help answer those two questions we did a fresh national survey using the exact same question and methodology that we had used in the Brand Alberta study and asked all Canadians how they might feel comfortable living in any region or province other than their own.

Remember, a place where people *feel comfortable living* is purely subjective—sometimes it can depend on being able to speak the local language, what you might know of the terrain, or even be based solely on what you've seen, read, or heard about the people, the economy, or how welcoming they can be to newcomers.

As such, while these findings may provide some numeric context for the previous Alberta Brand survey, knowing exactly *why* respondents made their choices is well beyond the scope of this piece of work. This will inevitably spark further discussion and the opportunity for future research into how Canadians view one another and the national landscape.

The new results were virtually the same for Alberta as they had been in late November when the first set of data was collected: this time 49% said they would feel comfortable living in Alberta compared to 50% previously.

The following are the results of the new survey—complete with the question asked, and the methodology.

Please indicate if you agree or disagree with the following statements: [insert province] is a place where I would feel comfortable living [exclude residents of province/region from answering]: [**Choose one**]: strongly agree, somewhat agree, somewhat disagree, strongly disagree.

The results were determined by combining the strongly agree/ somewhat agree (agree) and then doing the same with the somewhat disagree/strongly disagree (disagree) choices (all of the detailed tables are openly published for anyone to freely access and peruse.)

What follows, in ranked order of agreement, are the results as to what place Canadians would feel comfortable living if they had a choice, all things considered:

British Columbia (65%) – Of those who chose British Columbia as a place where they would feel comfortable living, they were most likely to come from Alberta (73%), followed by those living in Ontario (67%), Quebec (64%), Manitoba (63%), Saskatchewan (59%), and Atlantic Canada (53%).

Atlantic Canada (63%) – Of those who chose Atlantic Canada as a place where they would feel comfortable living, they were most likely to come from Ontario (69%), followed by those living in Québec (60%), Manitoba (59%), British Columbia (58%), Saskatchewan (57%), and Alberta (54%).

Alberta (49%) – Of those who chose Alberta as a place where they would feel comfortable living, they were most likely to come from Saskatchewan (72%), followed by those living in Manitoba (52%), Ontario (52%), British Columbia (46%), Québec (44%), and Atlantic Canada (37%).

Ontario (49%) – Of those who chose Ontario as a place where they would feel comfortable living, they were most likely to come from Québec (57%), followed by those living in Saskatchewan (49%), Manitoba (48%), British Columbia (44%), Atlantic Canada (43%), and Alberta (41%).

Saskatchewan (38%) – Of those who chose Saskatchewan as a place where they would feel comfortable living, they were most likely to come from Manitoba (51%) followed by those living in Alberta (48%), Ontario (41%), Québec (34%), Atlantic Canada (34%), and British Columbia (28%).

Manitoba (38%) – Of those who chose Manitoba as a place where they would feel comfortable living, they were most likely to come from Saskatchewan (44%), followed by those living in Ontario (43%), Québec (39%), Atlantic Canada (31%), Alberta (30%), and British Columbia (30%).

Quebec (24%) – Of those who chose Quebec as a place where they would feel comfortable living, they were most likely to come from Ontario (29%), followed by those living in British Columbia (22%), Saskatchewan (21%), Manitoba (20%), Alberta (17%), and Atlantic Canada (16%).

Methodology

These are some of the findings released by [Maru Public Opinion](#) from a survey undertaken on December 13, 2021, by Maru/Blue of 1510 randomly selected Canadian adults who are Maru Voice Canada online panelists. 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. The results have been weighted by education, age, gender, and region (and in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada. 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. Because of extremely small sample sizes, approval ratings cannot be provided for Prince Edward Island, Nunavut, the Northwest Territories, and the Yukon. Respondents could respond in either English or French.

Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. 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 found here: [Maru Group](#)

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