



Quorus metroVox

Live Local Sports

Attendance & Intention

Understanding
the National
Capital Region

Spring 2026



NCR Public Opinion Tracker

What is the Quorus metroVox?



Every quarter, Quorus conducts an online survey of n=500 residents of the NCR (400 in Ottawa and 100 in Gatineau), with sampling carefully controlled to be reflective of residents 18 years of age and older.

The survey results presented in this document were derived from a study designed and executed by Doug Anderson. They represent the opinions of 508 randomly selected members of [Leger's opt-in panel](#), 18 years of age and older, who completed an online survey between June 16-23, 2026.

The data are weighted to replicate actual population distributions by age and gender within region, according to the most recent Census data available. A margin of error could not be calculated due to the use of a non-probability sample, i.e. respondents were selected only from among those who had registered to participate in online surveys through a panel. Respondents had the option to complete the survey in either English or French.

About Quorus



Our work has informed public policy decision-makers and influencers for decades.

Quorus Consulting Group Inc. is a Canadian market research consulting company with expertise in both qualitative and quantitative research. Founded in 2008 and based in Ottawa, Canada, Quorus has established itself as a reliable, flexible and creative market research company that has earned the trust of public, private and not-for-profit organizations in Canada and abroad.



Private Presentations



Media Availability

To inquire about our research findings or media availability, contact **Doug Anderson**



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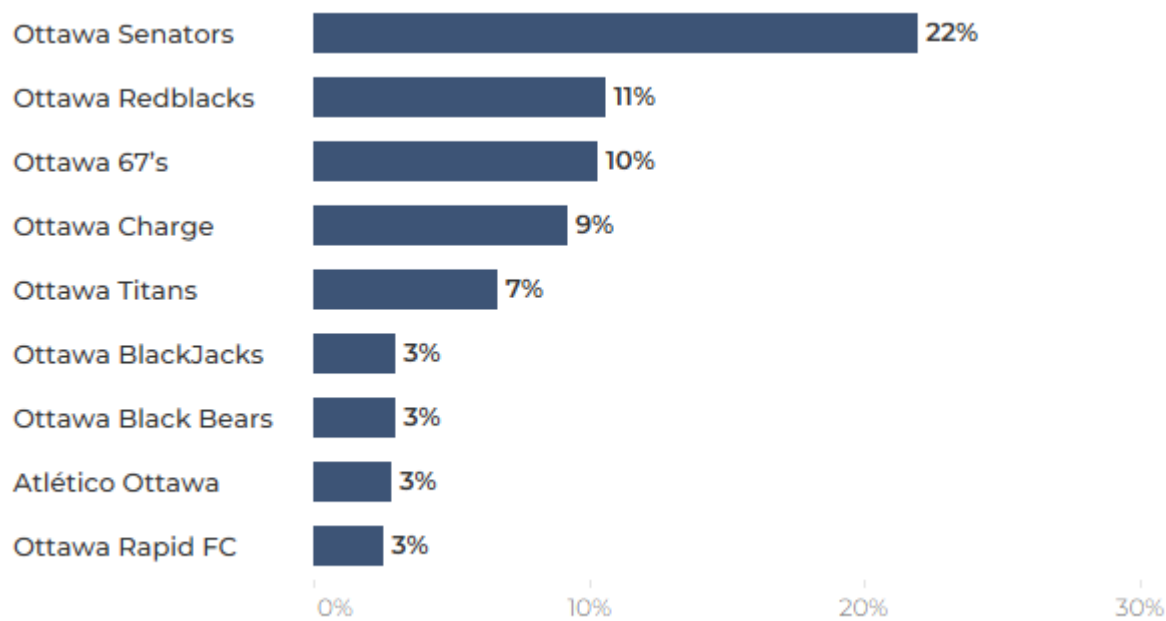
Locals Like Live Sporting Events, World Cup May Grow Soccer Fan Base

The latest findings from the Spring wave of Quorus' metroVox survey of residents in Ottawa-Gatineau covers past and intended attendance at local ticketed sporting events. Respondents were shown a list of nine (9) specific Ottawa sports teams, and asked to indicate which teams, if any, they had seen play in the past 12 months and which, if any, they are interested in seeing play in the next 12 months.

The results show that two out of four residents (39%) have attended at least one ticketed sports event of an Ottawa team in the past year and even more (58%) say they are interested in attending one in the next 12 months. The data shows there are a lot of people in the National Capital Region (NCR) who attend sports events and the interest is much greater still.

Among the teams we tested, at 22%, the Ottawa Senators clearly have the broadest draw doubling the next highest team in terms of total residents having seen a game in person. However, the findings show a fascinatingly similar market share across a number of other franchises. The Redblacks of the CFL (11%), the 67's of the OHL (10%), the Charge of the PWHL (9%), and the Titans of baseball's Frontier League (7%) all have significant numbers of residents having attended a game in the past year.

% WHO ATTENDED AT LEAST ONE GAME IN THE PAST 12 MONTHS



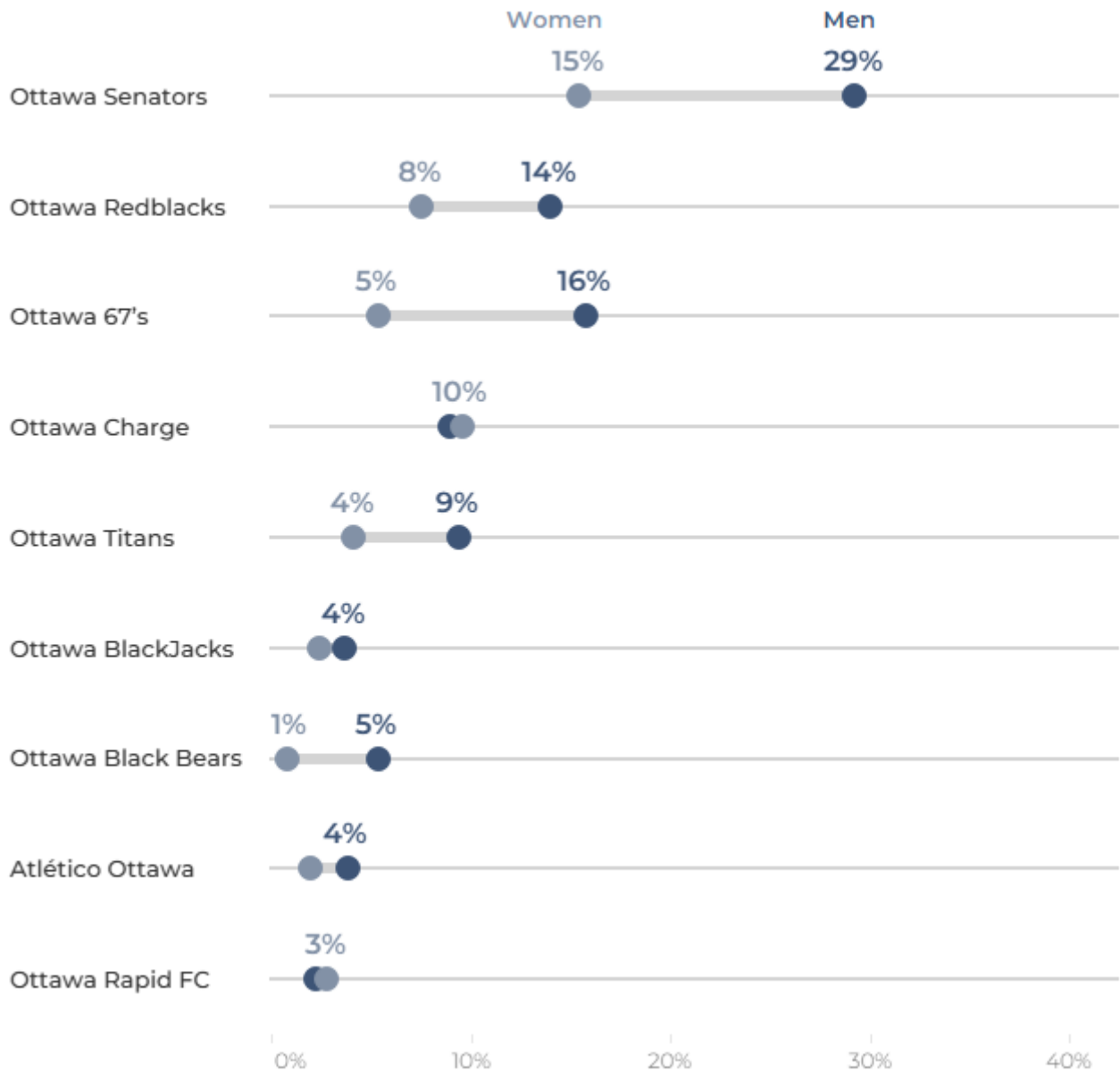
Ottawa now has several sports teams. For which of the following have you attended at least one game in the past 12 months?





Demographically, there are some predictable skews towards men and younger residents, but the Ottawa Charge and Ottawa Rapid FC are the only teams that have attracted as many women to their games as men.

% WHO ATTENDED AT LEAST ONE GAME IN THE PAST 12 MONTHS

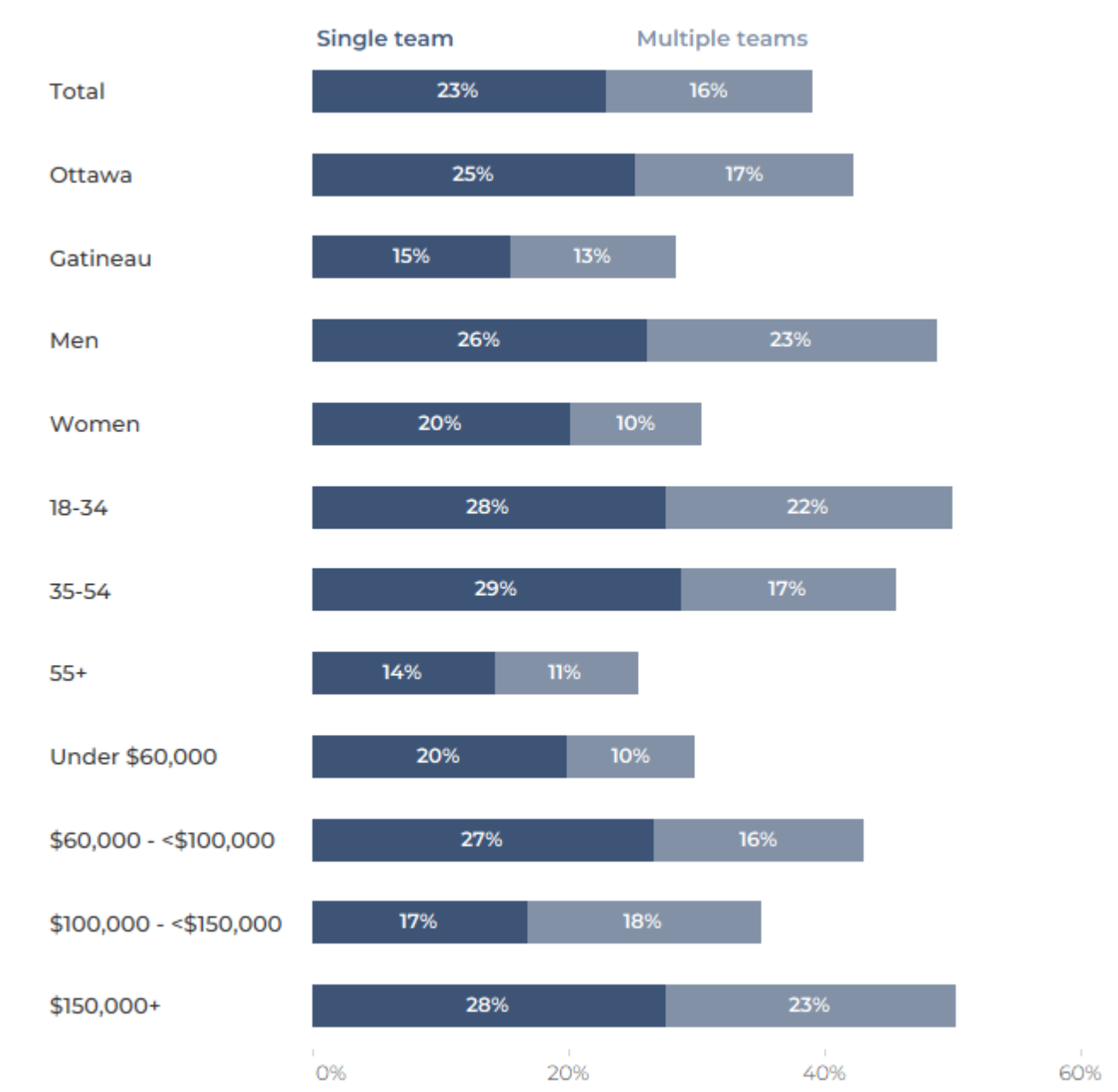


Ottawa now has several sports teams. For which of the following have you attended at least one game in the past 12 months?



One in four (23%) NCR residents only attended a game or games of a single sports team listed, while an additional 16% attended events of more than one team identified. Among those who attended at least one sports event, the average was to have attended a game for 1.8 different teams, demonstrating that the sports fans in the area are not generally a single-team sports fan.

% WHO ATTENDED GAMES IN THE PAST 12 MONTHS



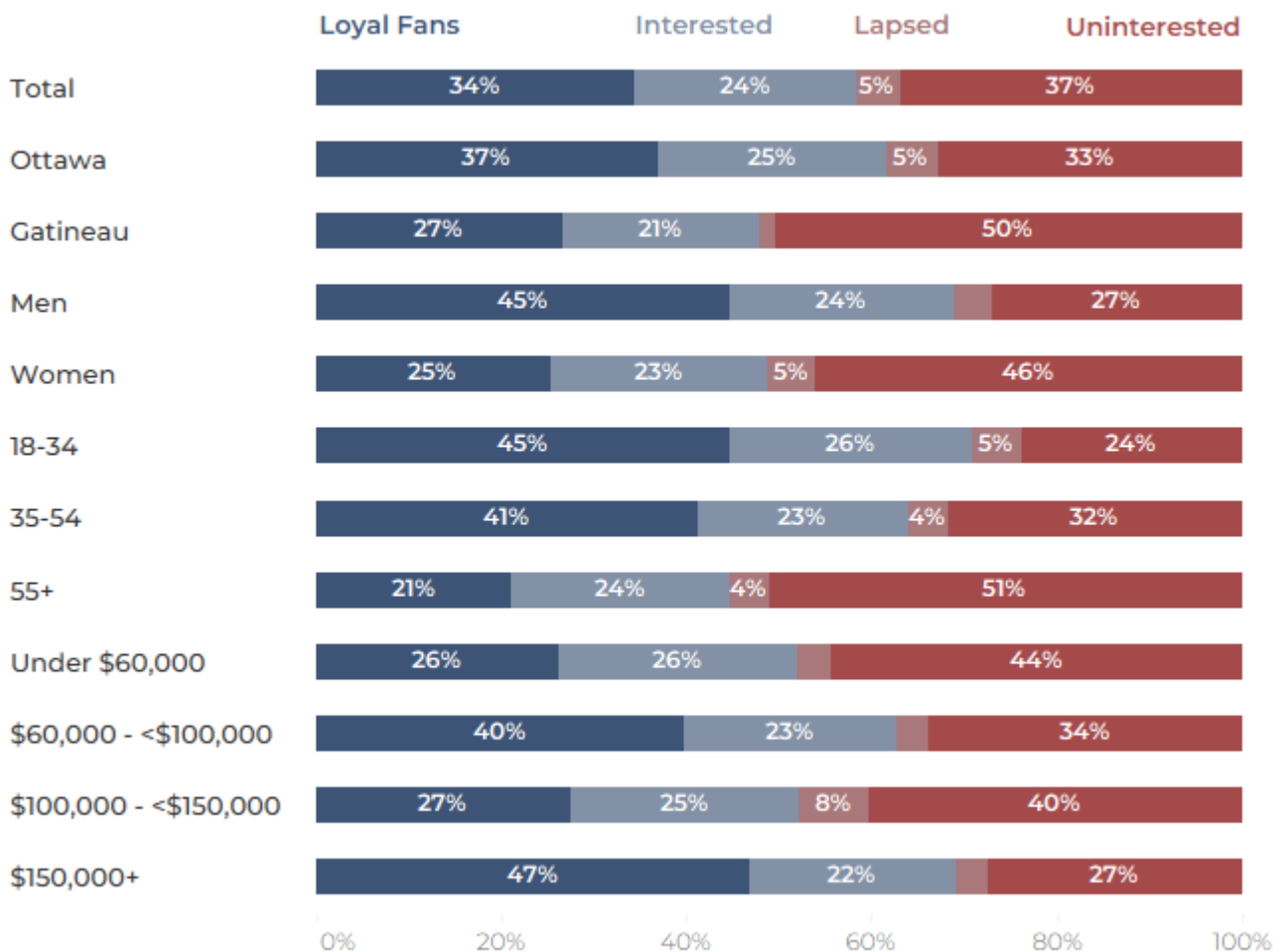
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Looking ahead, a much greater proportion (58%) of NCR residents say they are interested in attending a sports event of Ottawa's teams over the coming year. We combined the responses on past attendance and interest in attending. Our survey shows that 34% of residents can be considered "loyal" sports fans – people who have attended at least one event in the past year and are interested in doing so in the next year. Another 24% are what we are calling "interested" fans – these are people who did not attend in the past year, but are interested in doing so. A small (5%) segment are what we are calling "lapsed" fans – people who attended, but are not interested in attending again in the next 12 months. That leaves 37% who indicate neither a recent history of attendance nor interest in attending.

% LOCAL SPORTS LOYALTY PROFILES



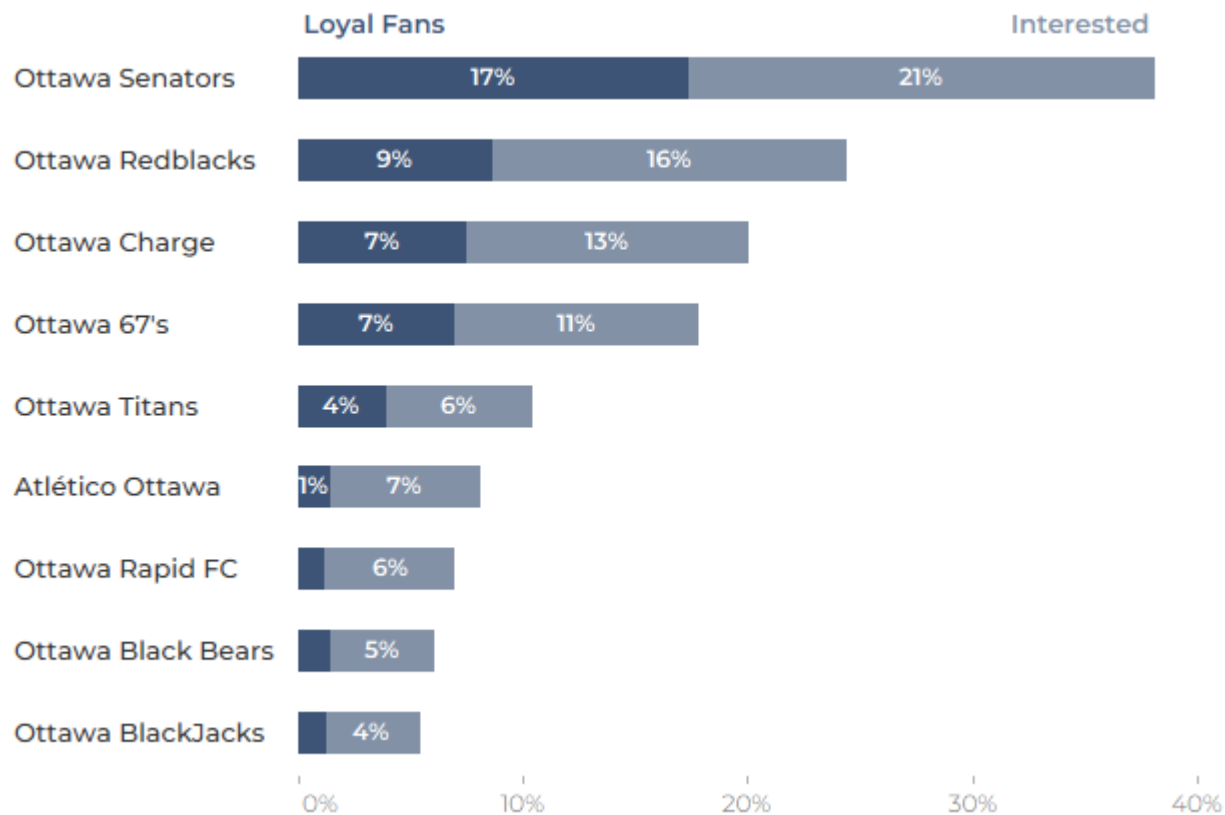
Ottawa now has several sports teams. For which of the following have you attended at least one game in the past 12 months?/
Would you be interested in attending a game of any of these teams in the next 12 months?



Team by team, we see some differences in terms of size of fan base and the potential for growth. The Senators (38%) and Redblacks (24%) enjoy the largest fanbase (the total number of loyal fans who will return plus those who are interested in attending who had not attended in the past year), but at 20%, the fledgling Ottawa Charge have already secured the third largest fan base, eclipsing the well-established 67's who had been sharing a home rink.

Canada playing co-host to the 2026 World Cup may be influencing the level of interest in attending a soccer (or should we say football?) match of either Atlético Ottawa or Ottawa Rapid FC. Those two teams have, by far, the greatest potential for year-over-year growth, based on the level of interest respondents indicated. The total numbers of fans in attendance may still be small, but being able to more than double the total number of people who see your product in person must be an encouraging result.

% SPORTS LOYALTY PROFILES ACROSS LOCAL TEAMS



Ottawa now has several sports teams. For which of the following have you attended at least one game in the past 12 months? / Would you be interested in attending a game of any of these teams in the next 12 months?

