



Quorus metroVox

Ottawa Bluesfest

Familiarity & Attendance

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 Know Ottawa Bluesfest and One Quarter Expect to Attend 2026 Edition

Since starting out as a modest music festival in Major's Hill Park in 1994, Ottawa Bluesfest has become an annual fixture that brings some of the greatest live music to town for a couple of weeks – and more than two out of five residence of the National Capital Region (NCR) have experienced the festival at least once in their lives.

Quorus Consulting conducted a survey of 508 NCR residents from June 16 to 23 and included three questions about Ottawa Bluesfest.

Most NCR residents (75%) are at least somewhat familiar with Ottawa Bluesfest and almost no one (3%) says they are “not at all familiar” with it. A large part of that familiarity undoubtedly comes from firsthand experience. Among the 97% who offered any familiarity response other than “not at all familiar”, fully 43% have attended the festival at some point in their life.

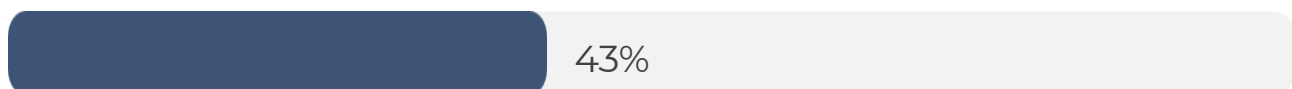
% FAMILIAR WITH OTTAWA BLUESFEST



How familiar would you say you are with the Ottawa Bluesfest?

AMONG THOSE FAMILIAR WITH OTTAWA BLUESFEST...

% WHO HAVE PREVIOUSLY ATTENDED OTTAWA BLUESFEST



Have you ever attended the Ottawa Bluesfest?



While you can always find traditional blues artists, this year's programming covers an incredible range of genres offering something for just about any musical taste: country, hip hop, rap, rock, roots, pop, electronic and alternative. The 2026 edition includes major headliners, such as Gwen Stefani, The Lumineers, Cody Johnson, HARDY, Conan Gray, and Lord Huron.

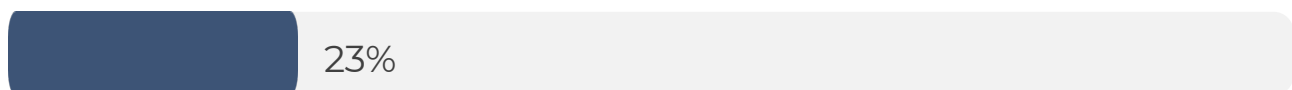
What's more, Ottawa Bluesfest will be part of the celebrations marking Ottawa's 200th anniversary in 2026, delivering a special day of programming on Sunday, July 19. The day will feature a full program of music, memories and civic pride, topped off with a performance by iconic Canadian rockers, The Guess Who.

Our survey in June found that **nearly one quarter (23%) of NCR residents are likely to attend at least one day of the 2026 edition of Ottawa Bluesfest.**

Perhaps due to the diverse array of artists and genres in this year's program or the participation in the 200th birthday celebrations, people from all walks of life said they'd likely attend. While younger residents are twice as likely to attend as older residents, we still find people of all age groups indicating interest.

Likelihood to attend doesn't vary much by household income and although Gatineau residents are less likely to have ever attended, residents of both sides of the river are equally interested in attending the 2026 festival. Among those who have never attended Bluesfest, 16% say they are likely to make 2026 their first.

% LIKELY TO ATTEND THIS YEAR'S OTTAWA BLUESFEST



How likely are you to attend this year's Ottawa Bluesfest that will be held July 9-19?