



The National Capital Commission

Attitudes & Awareness

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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Local Residents Love the NCC's Waterfront Efforts – Once They Know About Them

Residents of the National Capital Region (NCR) have access to some amazing green space within minutes, almost regardless of what part of town they live in. Many of these spaces are National Capital Commission (NCC) properties and in recent years, the NCC has been investing in improving the waterfront experiences for those living in or visiting the NCR.

Quorus Consulting conducted a survey of 508 NCR residents from June 16 to 23 and included several questions about the NCC and its recent work on waterfronts.

NCC Familiar to Most and the Majority Satisfied with Its Work

Two in three NCR residents (64%) say they are at least somewhat familiar with the work of the NCC and another 23% say they are not very familiar, bringing to 87% the total proportion who have at least some level of familiarity.

The majority (58%) of those with any level of familiarity at all, say they are satisfied with the work the NCC has been doing in recent years. Many (24%) who are familiar don't offer a judgement one way or the other and only 17% say they are dissatisfied.

% FAMILIAR WITH THE WORK OF THE NCC



How familiar would you say you are with the work of the National Capital Commission, also known as the NCC?

AMONG THOSE FAMILIAR WITH THE WORK OF THE NCC...

% SATISFIED WITH RECENT NCC WORK



Overall, how satisfied are you with the work of the National Capital Commission (the NCC) over the past few years?





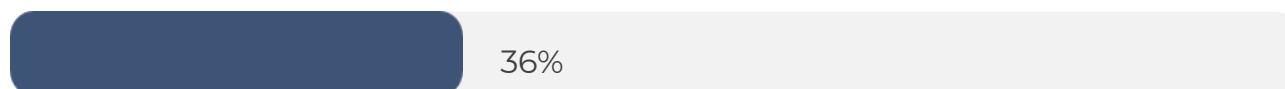
Shoreline Reclamation Largely Unknown, But Inviting

Residents are far less familiar with the specific work the NCC has been doing in recent years to reclaim and improve shorelines so that the public could use and enjoy them more. Only 36% feel they are at least somewhat familiar with this aspect of the NCC's work.

All survey respondents were presented with the following information: "the NCC has rolled out several small, fast-tracked projects to make waterfront in the National Capital Region more vibrant, accessible and inviting. These have included installing a recreational dock at Dow's Lake, opening bistros along the Ottawa River and the canal, renovating Westboro Beach facilities and opening the River House on the Ottawa River with swimming, boating, a restaurant and seating to enjoy the water." Based on this information, roughly three out of five residents (58%) say they are likely to take advantage of the changes the NCC has made to these waterfront spaces.

AMONG THOSE FAMILIAR WITH THE WORK OF THE NCC...

% FAMILIAR WITH PUBLIC SHORELINE EFFORTS



How familiar would you say you are with the work the NCC has been doing over the past few years to reclaim and improve shorelines so that the public could use and enjoy them more?

All respondents were presented with the following information summarizing recent NCC projects:

In recent years, the NCC has rolled out several small, fast-tracked projects to make waterfront in the National Capital Region more vibrant, accessible and inviting. These have included installing a recreational dock at Dow's Lake, opening bistros along the Ottawa River and the canal, renovating Westboro Beach facilities and opening the River House on the Ottawa River with swimming, boating, a restaurant and seating to enjoy the water.

% LIKELY TO TAKE ADVANTAGE OF WATERFRONT SPACES



How likely are you to take advantage of the changes the NCC has made to these waterfront spaces?

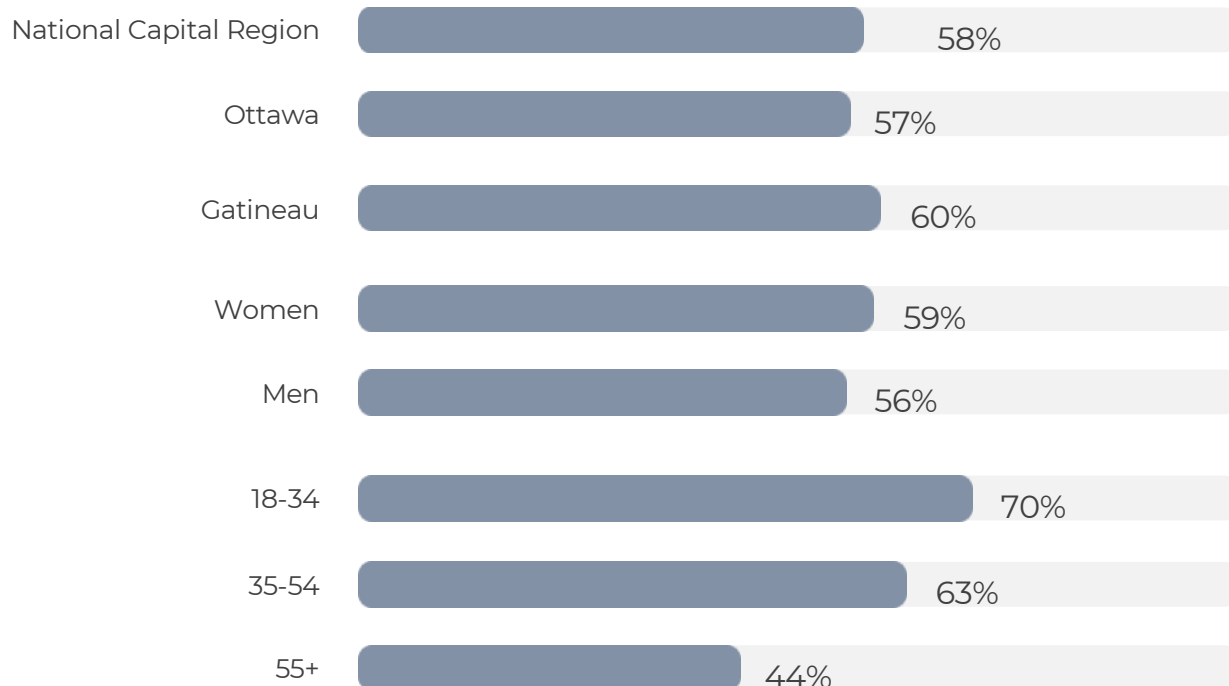


The interest in experiencing these shoreline improvements varies somewhat demographically, but there is significant interest across all segments of the community. Regardless of which side of the river they reside on, majorities say they are at least somewhat likely to take advantage of these improved shoreline experiences. Men and women are about equally interested and although younger residents are most likely to use them – including 70% under 35 years of age – we find nearly half (44%) of those 55 and older also saying they are likely to take advantage of the new and improved shoreline experiences.

All respondents were presented with the following information summarizing recent NCC projects:

In recent years, the NCC has rolled out several small, fast-tracked projects to make waterfront in the National Capital Region more vibrant, accessible and inviting. These have included installing a recreational dock at Dow's Lake, opening bistros along the Ottawa River and the canal, renovating Westboro Beach facilities and opening the River House on the Ottawa River with swimming, boating, a restaurant and seating to enjoy the water.

% LIKELY TO TAKE ADVANTAGE OF WATERFRONT SPACES



How likely are you to take advantage of the changes the NCC has made to these waterfront spaces?





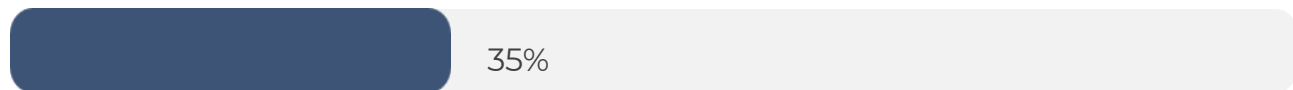
“Capital Cottage” Not Yet Widely Known, But Shoreline Work Supported

Respondents were provided with some basic information about the new “Capital Cottage” campaign that has been launched in recent weeks and while awareness is a modest 35% at the moment, when informed about the Capital Cottage and shoreline initiatives, fully 76% indicate support.

All respondents were presented with the following information summarizing the “Capital Cottage” campaign:

In the past few days, the NCC announced they will be launching “Capital Cottage,” a new campaign highlighting how the NCC is making it easier for residents and visitors to experience cottage vibes without the drive. As part of this campaign, they will be opening two new swimming docks, one that opens in July on the Quebec side of the Ottawa River at the Canadian Museum of History and the East Wharf which will be on the Ontario side of the Ottawa River right near the base of the Rideau Canal and Major's Hill Park.

% WHO HAVE READ OR HEARD ABOUT THE “CAPITAL COTTAGE” CAMPAIGN



Have you read or heard anything about these new swimming docks?

% WHO SUPPORT THE NCC's WATERFRONT EFFORTS



Thinking of both the current announcement and what they have done in recent years, how strongly do you support or oppose the NCC's efforts to revitalize waterfront spaces?