



The Strategic Counsel

Gregg, Kelly, Sullivan & Woolstencroft:
The Strategic Counsel

www.thestrategiccounsel.com

21 St. Clair Avenue East
Suite 1100
Toronto, Ontario
M4T 1L9
Tel 416 975-4465
Fax 416 975-1883

60 George Street
Suite 205
Ottawa, Ontario
K1N 1J4
Tel 613 236-0296
Fax 613 236-1290



A Report To The Globe and Mail and CTV

Attitudes about Canada

June 26th, 2009

Methodology

- ◆ *The Strategic Counsel* is pleased to present the findings from an online survey conducted among a national random sample of 1,000 adults comprising 500 males and 500 females 18 years of age and older, living in Canada.
- ◆ Advanced probability sampling techniques were employed in the selection of households for telephone interviewing. The random digit dialing method was utilized to draw the national sample frame. Each random telephone number generated is put through a series of validation procedures before it is retained as part of a sample. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.
- ◆ The sampling model relies on stratification of the population by 10 regions (Atlantic Canada, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants). Interviews were disproportionately allocated by region as follows:

Atlantic - 125 interviews	Manitoba/Saskatchewan - 125 interviews
Quebec - 250 interviews	Alberta - 125 interviews
Ontario - 250 interviews	British Columbia - 125 interviews
- ◆ The sample was weighted in tabulation according to 2006 Census data to replicate actual population distribution by sex and age within region. The Yukon, Nunavut and Northwest Territories are excluded from the sample selection.
- ◆ Interviews were conducted between June 23rd to June 25, 2009.

Note: Proportions may not sum to 100% due to rounding.

Detailed Tables

Which is Canadians' Favourite Sport?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Hockey	28	30	28	26	31
Soccer	10	9	10	13	8
Football	9	5	11	9	14
Baseball	9	7	9	11	8
Basketball	4	4	4	4	4
Curling	4	1	4	2	5
Lacrosse	<1	-	<1	1	<1
Golf	8	10	7	7	7
Tennis	5	8	4	4	5
Cricket	<1	<1	<1	1	-
None of the above	22	27	21	23	18

Q 1. Which one of the sports listed below is your favourite?

Base: All respondents

Which is Canadians' Favourite Sport?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
Hockey	28	32	25	34	31	22
Soccer	10	11	9	14	9	8
Football	9	12	7	9	10	9
Baseball	9	9	8	6	8	11
Basketball	4	3	4	9	3	2
Curling	4	2	5	1	2	7
Lacrosse	<1	<1	<1	<1	1	-
Golf	8	11	5	4	8	11
Tennis	5	3	7	5	5	5
Cricket	<1	<1	<1	<1	<1	<1
None of the above	22	16	29	18	24	25

Q 1. Which one of the sports listed below is your favourite?

Base: All respondents

Which are the two most representative symbols of Canada?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Medicare	33	40	30	29	31
Our tradition of peacekeeping	27	22	29	27	32
Bilingualism	18	24	16	18	11
Multiculturalism	36	27	39	42	39
The Charter of Rights and Freedoms	21	35	16	15	16
Hockey	48	37	51	53	49
We're not Americans	14	11	14	13	17
None of the above	2	3	2	2	3

Q 2. Which two of the following is most representative of Canada?

Base: All respondents

Which are the two most representative symbols of Canada?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
Medicare	33	31	34	36	26	35
Our tradition of peacekeeping	27	26	28	23	26	31
Bilingualism	18	17	18	17	18	18
Multiculturalism	36	33	40	42	37	33
The Charter of Rights and Freedoms	21	21	20	14	20	26
Hockey	48	52	44	53	54	40
We're not Americans	14	14	13	13	14	14
None of the above	2	3	2	2	3	2

Q 2. Which two of the following is most representative of Canada?

Base: All respondents

Which provinces or territories have Canadians visited?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Newfoundland	14	8	16	16	13
PEI	31	29	31	31	20
Nova Scotia	36	26	39	45	27
New Brunswick	39	47	36	43	23
Quebec	50	-	67	79	48
Ontario	45	75	35	-	69
Manitoba	33	12	39	33	49
Saskatchewan	33	10	41	28	61
Alberta	43	16	52	48	58
British Columbia	42	18	50	49	54
Nunavut	1	3	1	1	1
North west Territories	6	3	7	2	14
Yukon	5	3	6	3	10
None	9	18	7	10	4

Q 3. In addition to the province in which you live, which of the following provinces or territories have you visited?

Base: All respondents

Which provinces or territories have Canadians visited?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
Newfoundland	14	15	13	7	15	18
PEI	31	33	29	21	27	40
Nova Scotia	36	41	31	22	34	47
New Brunswick	39	44	34	26	36	51
Quebec	50	54	47	44	50	55
Ontario	45	47	43	42	40	50
Manitoba	33	37	28	20	28	45
Saskatchewan	33	37	30	24	31	42
Alberta	43	43	43	35	39	51
British Columbia	42	44	40	36	37	50
Nunavut	1	3	<1	1	1	2
North west Territories	6	9	3	1	5	9
Yukon	5	6	4	1	4	8
None	9	8	11	11	12	6

Q 3. In addition to the province in which you live, which of the following provinces or territories have you visited?

Base: All respondents

How many provinces or territories have Canadians been to (including their local province / territory)?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Have not visited another province	10	18	7	10	4
2	17	27	14	18	10
3-5	38	39	38	33	44
6-9	29	14	34	34	33
10	6	2	7	5	9

Q 3. In addition to the province in which you live, which of the following provinces or territories have you visited?

Base: All respondents

When was the last time Canadians visited another province / territory?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	907	200	706	347	288
	%	%	%	%	%
This year	24	16	26	19	31
Last year	23	20	24	21	29
Within the last 2 years	12	11	13	13	13
Within the last 5 years	16	18	16	19	12
6 - 9 years ago	10	13	9	11	8
10 – 19 years ago	9	15	7	10	4
20 years ago or more	6	8	5	7	4

Q 4. When was the last time you visited another province or territory ?

Base: Those who have visited another province or territory other than their home province/territory (n=907)

When was the last time Canadians visited another province / territory?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	907	461	446	249	264	394
	%	%	%	%	%	%
This year	24	26	22	34	21	20
Last year	23	25	21	20	24	25
Within the last 2 years	12	10	15	12	13	13
Within the last 5 years	16	18	15	17	16	16
6 - 9 years ago	10	7	13	9	10	11
10 – 19 years ago	9	8	9	8	10	8
20 years ago or more	6	6	6	1	6	8

Q 4. When was the last time you visited another province or territory ?

Base: Those who have visited another province or territory other than their home province/territory (n=907)

Do Canadians consider themselves to be primarily a resident of their province or a Canadian?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
A Resident Of Your Province	18	41	10	8	13
A Canadian	34	17	39	46	35
Both Equally	49	43	50	46	53

Q7. Would you consider yourself primarily a resident of your province, a Canadian or both equally?

Base: All respondents

Do Canadians consider themselves to be primarily a resident of their province or a Canadian?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
A Resident Of Your Province	18	19	17	20	19	15
A Canadian	34	36	31	29	33	38
Both Equally	49	45	52	51	48	47

Q7. Would you consider yourself primarily a resident of your province, a Canadian or both equally?

Base: All respondents

Which foreign countries / regions have Canadians visited?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
United States	82	68	87	87	90
Mexico	33	20	37	36	45
The Caribbean	33	27	35	47	26
Central and South America	14	15	14	17	13
Europe	40	31	42	47	41
Africa	8	11	7	8	6
The Middle East	5	2	6	7	5
Asia	12	5	14	14	17
Australia	6	1	8	8	9
None of the above	11	22	7	4	6

Q8. Which of the following countries/parts of the world have you visited (if you are an immigrant to Canada only identify those you have visited since immigrating)

Base: All respondents

Which foreign countries / regions have Canadians visited?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
United States	82	85	80	81	77	87
Mexico	33	33	33	25	30	39
The Caribbean	33	34	32	26	28	42
Central and South America	14	15	13	12	13	16
Europe	40	42	37	37	34	45
Africa	8	8	8	6	5	12
The Middle East	5	5	4	3	3	7
Asia	12	13	10	14	8	13
Australia	6	7	6	7	3	8
None of the above	11	9	12	11	14	8

Q8. Which of the following countries/parts of the world have you visited (if you are an immigrant to Canada only identify those you have visited since immigrating)

Base: All respondents

Do Canadians display a flag on their luggage when traveling outside of North America?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	492	98	394	219	158
	%	%	%	%	%
Yes	54	22	62	58	66
No	46	78	38	42	34

Q9. When you travel outside of North America, do you ever display a Canadian flag on your luggage?

Base: Canadians who have travelled outside of North America (n=492)

Do Canadians display a flag on their luggage when traveling outside of North America?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	492	253	239	141	138	213
	%	%	%	%	%	%
Yes	54	53	56	51	57	54
No	46	47	44	49	43	46

Q9. When you travel outside of North America, do you ever display a Canadian flag on your luggage?

Base: Canadians who have travelled outside of North America (n=492)

When was the last time Canadians visited the United States?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	823	165	658	333	270
	%	%	%	%	%
This year	29	16	33	34	33
Last year	21	20	21	22	20
Within the last 2 years	12	14	11	12	9
Within the last 5 years	13	14	13	10	14
6 - 9 years ago	9	13	8	9	7
10 – 19 years ago	11	16	10	9	11
20 years ago or more	5	8	5	4	6

Q10. When was the last time you visited the United States?
 Base: Canadians who visited the United States (n=823)

When was the last time Canadians visited the United States?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	823	424	399	226	232	365
	%	%	%	%	%	%
This year	29	32	27	32	27	29
Last year	21	21	21	20	18	23
Within the last 2 years	12	9	14	15	10	11
Within the last 5 years	13	14	11	15	10	13
6 - 9 years ago	9	9	9	7	11	9
10 – 19 years ago	11	9	14	10	16	9
20 years ago or more	5	6	4	<1	7	7

Q10. When was the last time you visited the United States?
 Base: Canadians who visited the United States (n=823)

When was the last time Canadians traveled abroad (excluding the US, Mexico and the Caribbean)

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	492	98	394	219	158
	%	%	%	%	%
This year	12	12	12	13	11
Last year	17	21	16	14	17
Within the last 2 years	16	17	16	15	18
Within the last 5 years	19	20	19	21	17
6 - 9 years ago	13	15	13	14	11
10 – 19 years ago	13	10	14	12	17
20 years ago or more	10	6	10	11	10

Q11. When was the last time you visited a country other than the United States/Mexico or the Caribbean?

Base: Canadians who have traveled abroad excluding the US, Mexico and the Caribbean (n=492)

When was the last time Canadians traveled abroad (excluding the US, Mexico and the Caribbean)

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	492	253	239	141	138	214
	%	%	%	%	%	%
This year	12	13	11	14	9	12
Last year	17	19	14	20	13	17
Within the last 2 years	16	15	17	17	13	18
Within the last 5 years	19	21	18	18	22	19
6 - 9 years ago	13	12	14	14	11	13
10 – 19 years ago	13	12	15	14	18	11
20 years ago or more	10	8	12	3	15	11

Q11. When was the last time you visited a country other than the United States/Mexico or the Caribbean?

Base: Canadians who have traveled abroad excluding the US, Mexico and the Caribbean (n=492)

Do Canadians feel a stronger connection to the Queen or to the Governor General?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
The Queen	20	5	24	25	23
The Governor General	10	6	12	12	12
Neither	70	89	64	64	65

Q12. Who do you feel a stronger connection to?:
 Base: All respondents

Do Canadians feel a stronger connection to the Queen or to the Governor General?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
The Queen	20	19	20	12	18	26
The Governor General	10	11	10	9	8	13
Neither	70	69	71	79	74	62

Q12. Who do you feel a stronger connection to?:

Base: All respondents

Should Canada cut its connection to the monarchy after a new monarch is crowned?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
The next monarch should be named the King of Canada	35	14	41	42	39
Canada cut its connection to the monarchy	65	86	59	58	61

Q13. When Queen Elizabeth dies or abdicates and a new monarch is crowned, should the next monarch be named the King of Canada, or should Canada cut its connection to the monarchy?

Base: All respondents

Should Canada cut its connection to the monarchy after a new monarch is crowned?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
The next monarch should be named the King of Canada	35	31	39	38	32	34
Canada cut its connection to the monarchy	65	69	61	62	68	66

Q13. When Queen Elizabeth dies or abdicates and a new monarch is crowned, should the next monarch be named the King of Canada, or should Canada cut its connection to the monarchy?

Base: All respondents

To what extent are Canadians bilingual?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
NET Proficient (5/6/7)	21	49	12	13	10
Very Proficient (7)	7	16	4	5	2
Somewhat Proficient (6/5)	14	33	8	8	8
Neither (4)	8	13	6	6	6
Not too Proficient (3/2)	36	26	39	43	36
Not at all Proficient (1)	36	13	44	38	47
NET Not Proficient (1/2/3)	72	38	82	81	84

Q14. How proficient would you describe yourself in speaking English/ French? (On a scale of 1 to 7, 7 being 'very proficient' 1 being 'not at all proficient.)

Base: All respondents

To what extent are Canadians bilingual?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
NET Proficient (5/6/7)	21	22	20	24	19	20
Very Proficient (7)	7	7	7	8	8	6
Somewhat Proficient (6/5)	14	16	12	16	11	14
Neither (4)	8	7	9	11	5	7
Not too Proficient (3/2)	36	36	35	41	38	30
Not at all Proficient (1)	36	35	37	24	38	43
NET Not Proficient (1/2/3)	72	71	72	65	76	73

Q14. How proficient would you describe yourself in speaking English/ French? (On a scale of 1 to 7, 7 being 'very proficient' 1 being 'not at all proficient.')

Base: All respondents

To what extent do Canadians consider it important to learn both official languages?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
NET Important (5/6/7)	46	77	36	41	26
Very Important (7)	23	46	15	17	12
Somewhat Important (6/5)	23	31	21	24	14
Neither Important nor unimportant (4)	16	12	17	19	16
Not too Important (3/2)	20	8	25	22	28
Not at all Important (1)	18	3	23	19	29
NET Not Important (1/2/3)	38	10	47	41	58

Q15. How important to you think it is for Canadians to learn both official languages?
 Base: All respondents

To what extent do Canadians consider it important to learn both official languages?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
NET Important (5/6/7)	46	44	48	47	44	47
Very Important (7)	23	21	25	24	20	24
Somewhat Important (6/5)	23	23	23	23	24	23
Neither Important nor unimportant (4)	16	16	16	21	13	15
Not too Important (3/2)	20	21	20	18	23	20
Not at all Important (1)	18	19	17	14	20	19
NET Not Important (1/2/3)	38	40	37	32	43	39

Q15. How important to you think it is for Canadians to learn both official languages?

Base: All respondents

Which of the following have Canadians seen or done?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Eaten seal meat	5	5	5	5	4
Eaten buffalo/bison	45	30	50	40	68
Seen a polar bear in the wild	5	5	4	5	5
Seen a moose in the wild .	65	52	69	56	81
Eaten a Beaver tail pastry	40	51	36	44	25
Played ice hockey out of doors	52	48	53	52	53
Toured Parliament Hill	48	49	48	62	34
Seen an iceberg	21	9	25	21	26
Been in a canoe	72	54	78	77	80
Eaten poutine	74	79	73	73	73
Met your Member of Parliament	38	27	42	40	41
Snowshoed	45	49	43	43	44
Eaten back bacon	74	43	84	82	89
None	3	5	2	2	2

Q16. Which of the following have you seen or done?

Base: All respondents

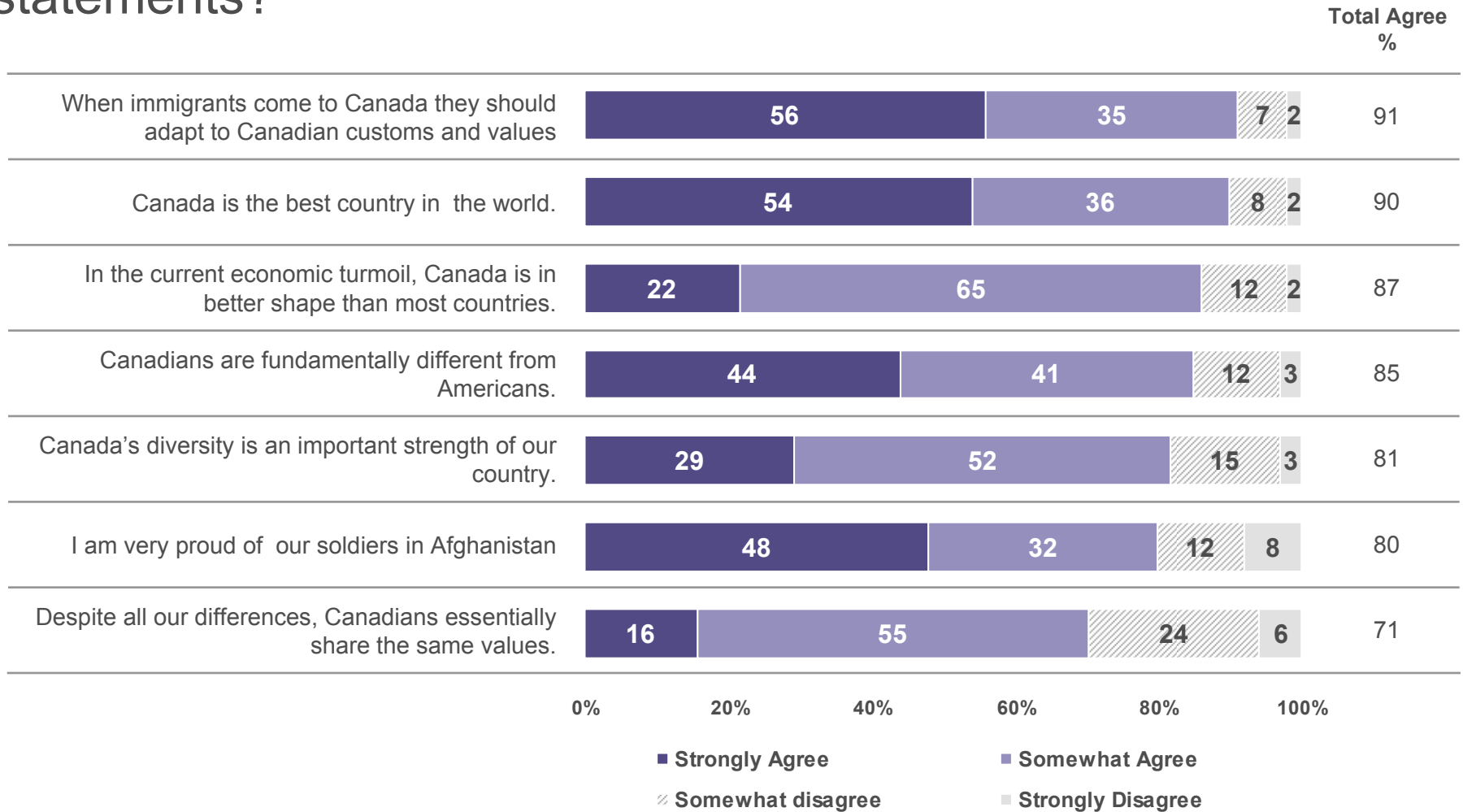
Which of the following have Canadians seen or done?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
Eaten seal meat	5	7	4	2	7	6
Eaten buffalo/bison	45	50	40	44	43	47
Seen a polar bear in the wild	5	6	3	2	4	6
Seen a moose in the wild .	65	67	62	58	66	68
Eaten a Beaver tail pastry	40	37	42	51	38	33
Played ice hockey out of doors	52	65	39	56	60	43
Toured Parliament Hill	48	50	47	49	41	53
Seen an iceberg	21	23	19	16	17	28
Been in a canoe	72	77	67	77	75	67
Eaten poutine	74	71	78	91	78	61
Met your Member of Parliament	38	40	36	34	33	43
Snowshoed	45	50	40	50	53	35
Eaten back bacon	74	75	73	70	72	78
None	3	3	3	2	3	3

Q16. Which of the following have you seen or done?

Base: All respondents

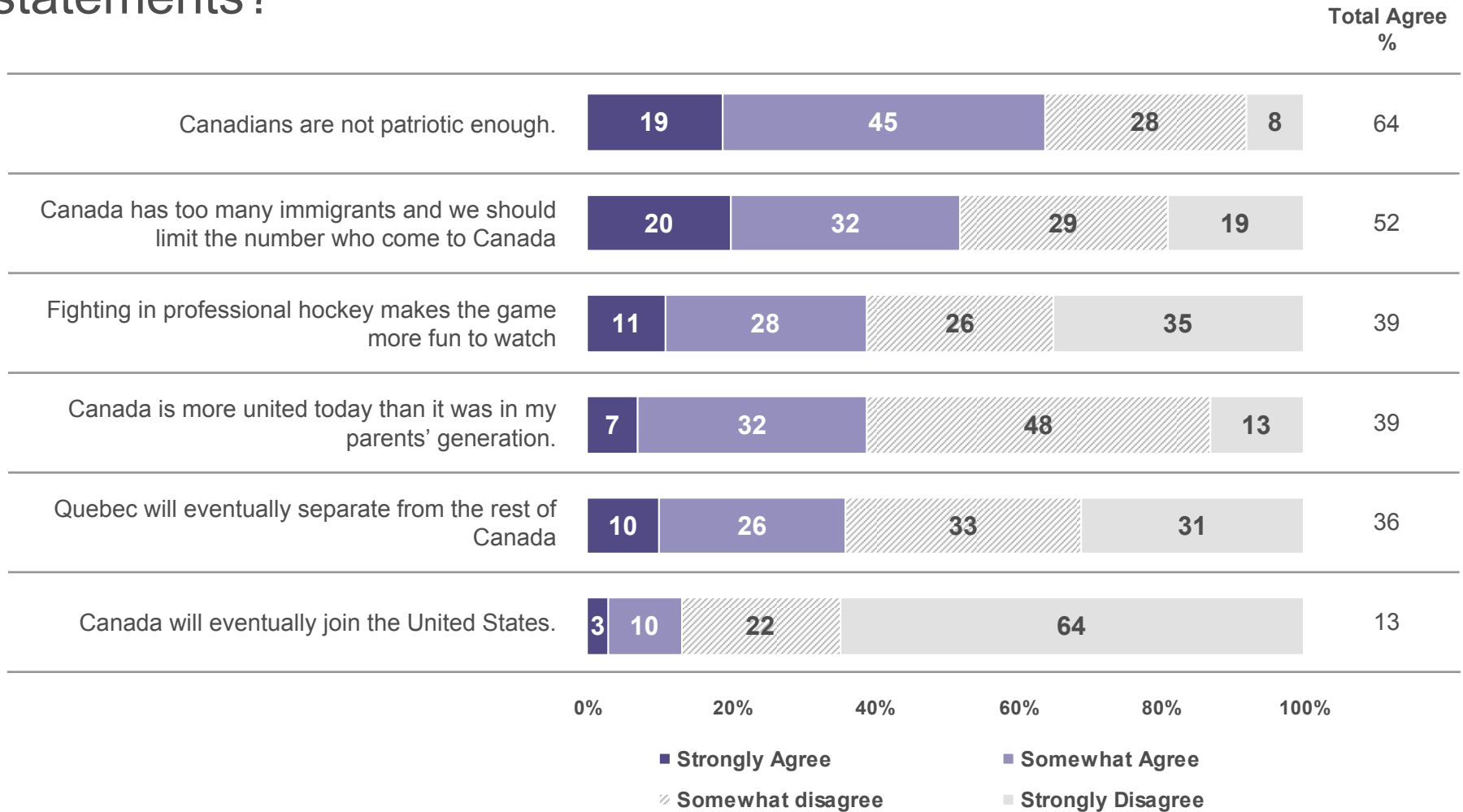
To what extent do Canadians agree or disagree with the following statements?



Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?



Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

<i>Among % (NET Agree)</i>	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
When immigrants come to Canada they should adapt to Canadian customs and values	91	95	89	91	89
Canada is the best country in the world.	89	78	93	93	93
In the current economic turmoil, Canada is in better shape than most countries.	87	85	88	85	91
Canadians are fundamentally different from Americans.	85	82	86	87	85
Canada's diversity is an important strength of our country.	81	76	83	82	83
I am very proud of our soldiers in Afghanistan	80	68	83	85	81
Despite all our differences, Canadians essentially share the same values.	71	61	74	71	75
Canadians are not patriotic enough.	64	63	64	65	63
Canada has too many immigrants and we should limit the number who come to Canada	53	56	52	55	48
Fighting in professional hockey makes the game more fun to watch	39	29	43	41	45
Canada is more united today than it was in my parents' generation.	39	32	41	39	42
Quebec will eventually separate from the rest of Canada	37	39	36	35	37
Canada will eventually join the United States.	13	19	12	10	11

Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

<i>Among % (NET Agree)</i>	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
When immigrants come to Canada they should adapt to Canadian customs and values	91	92	90	84	90	95
Canada is the best country in the world.	89	88	91	85	89	92
In the current economic turmoil, Canada is in better shape than most countries.	87	87	87	87	84	89
Canadians are fundamentally different from Americans.	85	84	87	87	87	83
Canada's diversity is an important strength of our country.	81	79	83	88	82	76
I am very proud of our soldiers in Afghanistan	80	80	79	70	81	85
Despite all our differences, Canadians essentially share the same values.	71	67	74	75	65	72
Canadians are not patriotic enough.	64	66	62	52	62	73
Canada has too many immigrants and we should limit the number who come to Canada	53	51	55	41	57	58
Fighting in professional hockey makes the game more fun to watch	39	48	31	57	46	23
Canada is more united today than it was in my parents' generation.	39	38	41	46	36	37
Quebec will eventually separate from the rest of Canada	37	34	39	35	38	37
Canada will eventually join the United States.	13	16	11	12	15	13

Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

When immigrants come to Canada they should adopt Canadian customs and values

	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	91	95	89	91	89	92	90	84	90	95
Strongly Agree	56	72	51	54	49	59	54	36	51	74
Somewhat Agree	35	23	38	37	39	33	36	48	39	22
Somewhat Disagree	7	3	8	7	8	7	7	14	7	3
Strongly Disagree	2	2	3	2	3	2	3	2	3	2
NET Disagree	9	5	11	9	11	9	10	16	10	5

Q17. For the following statements, please indicate how much you agree or disagree with each?
 Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

Fighting in professional hockey makes the game more fun to watch	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	39	29	43	41	45	48	31	57	46	23
Strongly Agree	11	6	13	12	16	14	8	18	12	6
Somewhat Agree	28	23	30	29	29	34	23	39	33	18
Somewhat Disagree	26	31	24	27	23	24	28	24	27	27
Strongly Disagree	35	40	33	32	33	28	41	20	28	50
NET Disagree	61	71	57	59	56	52	69	43	54	77

Q17. For the following statements, please indicate how much you agree or disagree with each?
 Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

I am very proud of our soldiers in Afghanistan	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	80	68	83	85	81	80	79	70	81	85
Strongly Agree	48	35	52	53	50	48	48	31	48	59
Somewhat Agree	32	33	31	32	31	32	31	39	33	26
Somewhat Disagree	12	15	11	10	13	11	13	21	12	6
Strongly Disagree	8	17	6	6	6	9	7	9	7	9
NET Disagree	20	32	17	16	19	20	21	30	19	15

Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

Quebec will eventually separate from the rest of Canada	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	37	39	36	35	37	34	39	35	38	37
Strongly Agree	10	15	9	8	9	11	9	8	11	12
Somewhat Agree	26	24	27	26	28	23	30	27	27	26
Somewhat Disagree	33	29	34	34	34	32	33	34	35	30
Strongly Disagree	31	32	30	31	29	34	27	31	27	33
NET Disagree	63	61	64	66	63	66	61	66	62	63

Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

Canadians are fundamentally different from Americans	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	85	82	86	87	85	84	87	87	87	83
Strongly Agree	44	40	46	47	44	42	46	40	49	44
Somewhat Agree	41	42	41	41	41	41	41	47	38	39
Somewhat Disagree	12	16	11	11	12	13	11	11	12	14
Strongly Disagree	3	2	3	2	4	3	2	2	2	4
NET Disagree	15	18	14	13	15	17	13	13	13	17

Q17. For the following statements, please indicate how much you agree or disagree with each?
 Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

Canada is the best country in the world	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	89	78	93	93	93	88	91	85	89	92
Strongly Agree	54	30	61	63	58	51	56	41	54	62
Somewhat Agree	36	48	32	30	36	37	34	44	36	30
Somewhat Disagree	8	17	6	7	6	9	8	13	9	5
Strongly Disagree	2	5	1	1	1	3	2	2	2	3
NET Disagree	11	23	7	7	7	12	9	15	11	8

Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
Canadians are not patriotic enough										
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	64	63	64	65	63	66	62	52	62	73
Strongly Agree	19	18	20	20	21	19	20	14	18	24
Somewhat Agree	45	44	45	46	43	47	42	38	44	49
Somewhat Disagree	28	31	27	26	28	27	29	38	29	19
Strongly Disagree	8	6	9	9	9	7	10	9	8	8
NET Disagree	36	37	36	35	37	34	38	48	38	27

Q17. For the following statements, please indicate how much you agree or disagree with each?
 Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

Canada has too many immigrants and we should limit the number who come to Canada

	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	53	56	52	55	48	51	55	41	57	58
Strongly Agree	20	19	21	23	18	18	23	14	21	24
Somewhat Agree	32	37	31	31	31	33	32	26	36	34
Somewhat Disagree	29	30	28	29	27	30	27	37	26	25
Strongly Disagree	19	13	21	17	25	20	18	22	17	17
NET Disagree	47	44	49	45	52	49	45	60	43	42

Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

Canada's diversity is an important strength of our country	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	81	76	83	82	83	79	83	88	82	76
Strongly Agree	29	23	31	30	33	26	31	35	25	28
Somewhat Agree	52	53	52	52	49	53	52	53	57	48
Somewhat Disagree	15	20	14	16	13	16	15	10	16	19
Strongly Disagree	3	4	3	3	4	5	2	2	2	5
NET Disagree	19	24	17	19	17	21	17	12	18	24

Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

Despite all our differences, Canadians essentially share the same values

	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	71	61	74	71	75	68	74	75	65	72
Strongly Agree	16	9	18	18	16	14	18	16	14	17
Somewhat Agree	55	52	56	53	59	54	56	60	51	54
Somewhat Disagree	24	31	21	24	20	25	22	21	27	23
Strongly Disagree	6	8	5	5	5	7	4	4	8	5
NET Disagree	29	39	26	29	25	32	26	25	35	28

Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

Canada is more united today than it was in my parents' generation	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	39	32	41	39	42	38	41	46	36	37
Strongly Agree	7	3	9	10	7	7	8	11	5	7
Somewhat Agree	32	28	33	29	35	31	33	35	31	30
Somewhat Disagree	48	55	46	48	45	49	47	45	52	47
Strongly Disagree	13	13	13	14	13	14	12	9	12	16
NET Disagree	61	69	59	61	58	62	60	54	64	64

Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

In the current economic turmoil, Canada is in better shape than most countries

	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	87	85	88	85	91	87	87	87	84	89
Strongly Agree	22	15	24	23	24	21	23	21	19	25
Somewhat Agree	65	70	63	61	67	66	64	66	65	64
Somewhat Disagree	12	14	11	14	8	11	12	11	14	10
Strongly Disagree	2	1	2	2	1	2	1	2	2	1
NET Disagree	13	15	12	16	9	13	13	13	16	11

Q17. For the following statements, please indicate how much you agree or disagree with each?

Base: All respondents

To what extent do Canadians agree or disagree with the following statements?

Canada will eventually join the United States	Total Sample	Region				Gender		Age		
		Quebec	Rest of Canada*	Ontario	West	Male	Female	18-35	36-49	50+
n=	1000	243	757	383	300	501	499	279	301	420
	%	%	%	%	%	%	%	%	%	%
NET Agree	13	19	12	10	11	16	11	12	15	13
Strongly Agree	3	5	3	2	3	4	3	2	3	4
Somewhat Agree	10	14	9	8	9	12	9	10	12	9
Somewhat Disagree	22	28	21	22	20	23	22	23	21	23
Strongly Disagree	64	53	68	68	69	62	67	65	64	64
NET Disagree	87	81	89	90	89	84	89	88	85	87

Q17. How important to you think it is for Canadians to learn both official languages?
 Base: All respondents

What is the most beautiful thing about Canada?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
The Rockies	29	16	33	31	41
The lakes	18	33	13	19	7
The forests	20	41	13	16	10
The east coast	9	3	11	9	1
The prairies	3	3	3	1	8
The west coast	12	<1	16	7	29
Toronto	1	-	2	3	1
Niagara Falls	9	4	10	16	3

Q17a. Which is the most beautiful thing about Canada?

Base: All respondents

What is the most beautiful thing about Canada?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
The Rockies	29	30	27	28	27	30
The lakes	18	19	17	18	16	20
The forests	20	18	21	19	22	19
The east coast	9	8	10	9	9	9
The prairies	3	3	3	3	3	3
The west coast	12	12	11	11	12	12
Toronto	1	2	1	2	1	1
Niagara Falls	9	7	10	9	11	6

Q17a. Which is the most beautiful thing about Canada?

Base: All respondents

Which is the most distinctly Canadian?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
A canoe	2	2	2	2	1
Maple syrup	28	60	18	22	12
The beaver	16	26	12	13	12
The Rocky Mountains	18	32	13	10	19
Swimming in a lake	2	7	1	1	1
Seeing the Northern Lights	8	9	8	7	10
Tim Horton's	15	4	18	24	12
The Canadian flag	59	35	67	64	69
A Mountie	53	26	61	58	64

Q18. Which two are the most distinctly Canadian?

Base: All respondents

Which is the most distinctly Canadian?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
A canoe	2	2	1	2	1	2
Maple syrup	28	26	30	37	25	25
The beaver	16	16	15	18	15	14
The Rocky Mountains	18	17	19	16	18	19
Swimming in a lake	2	3	2	3	2	2
Seeing the Northern Lights	8	8	8	7	8	8
Tim Horton's	15	15	15	21	15	11
The Canadian flag	59	60	59	55	61	61
A Mountie	53	53	52	41	55	59

Q18. Which two are the most distinctly Canadian?
 Base: All respondents

Which are the two most distinctively Canadian buildings / objects / or symbols?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
The railroad across the country	16	33	11	7	15
The CN Tower	41	26	45	62	24
The Confederation Bridge	8	20	4	2	3
The Canadarm	20	36	15	12	19
The Parliament Buildings in Ottawa	40	27	44	40	46
The Lion's Gate Bridge	3	<1	4	1	9
The Blackberry	3	2	4	5	3
Niagara Falls	41	39	42	46	35
Toronto	3	3	4	5	3
A prairie grain elevator	11	5	13	4	26
An Inukshuk	15	10	16	17	17

Q19. Which two of the following are distinctive Canadian buildings/objects/ or symbols?

Base: All respondents

Which are the two most distinctively Canadian buildings / objects / or symbols?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
The railroad across the country	16	16	17	12	13	21
The CN Tower	41	40	41	51	48	29
The Confederation Bridge	8	9	7	7	6	10
The Canadarm	20	23	16	14	20	23
The Parliament Buildings in Ottawa	40	40	40	39	37	42
The Lion's Gate Bridge	3	3	3	3	5	2
The Blackberry	3	5	1	4	4	2
Niagara Falls	41	40	43	44	41	40
Toronto	3	4	3	5	3	3
A prairie grain elevator	11	9	12	9	9	13
An Inukshuk	15	13	17	12	17	15

Q19. Which two of the following are distinctive Canadian buildings/objects/ or symbols?

Base: All respondents

Have Canadians had dinner with any of the following?

	Total Sample	Region			
		Quebec	Rest of Canada*	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
A member of a different ethnic group than yourself	74	58	80	80	83
An openly gay individual	58	59	58	55	61
A gay couple	32	35	32	31	33
A person with a different skin colour than your own	79	66	83	81	88
A person who could not speak your language	35	39	34	34	35
A person with a disability	66	61	68	65	70
A vegetarian	60	46	65	65	67
An elected politician while they were in office	6	4	7	6	6
Your next door neighbour	64	53	68	66	68
A person with a different religion than your own	85	66	91	92	91
A person visiting from another country	67	45	75	75	76
Your boss	30	20	33	30	37

Q20. Have you ever had any of the following to dinner in your home?

Base: All respondents

Have Canadians had dinner with any of the following?

	Total Sample	Gender		Age		
		Male	Female	18-35	36-49	50+
n=	1000	501	499	279	301	420
	%	%	%	%	%	%
A member of a different ethnic group than yourself	74	73	75	78	73	72
An openly gay individual	58	53	63	57	58	58
A gay couple	32	30	34	32	34	32
A person with a different skin colour than your own	79	79	79	81	79	78
A person who could not speak your language	35	33	37	35	33	37
A person with a disability	66	66	66	55	68	72
A vegetarian	60	56	65	61	59	60
An elected politician while they were in office	6	7	6	3	5	9
Your next door neighbour	64	62	67	58	67	66
A person with a different religion than your own	85	82	88	85	84	85
A person visiting from another country	67	67	67	65	63	72
Your boss	30	32	28	20	33	34

Q20. Have you ever had any of the following to dinner in your home?

Base: All respondents