



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 of questions placed on 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 bi-lingual?

| | 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 bi-lingual?

| | 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 |

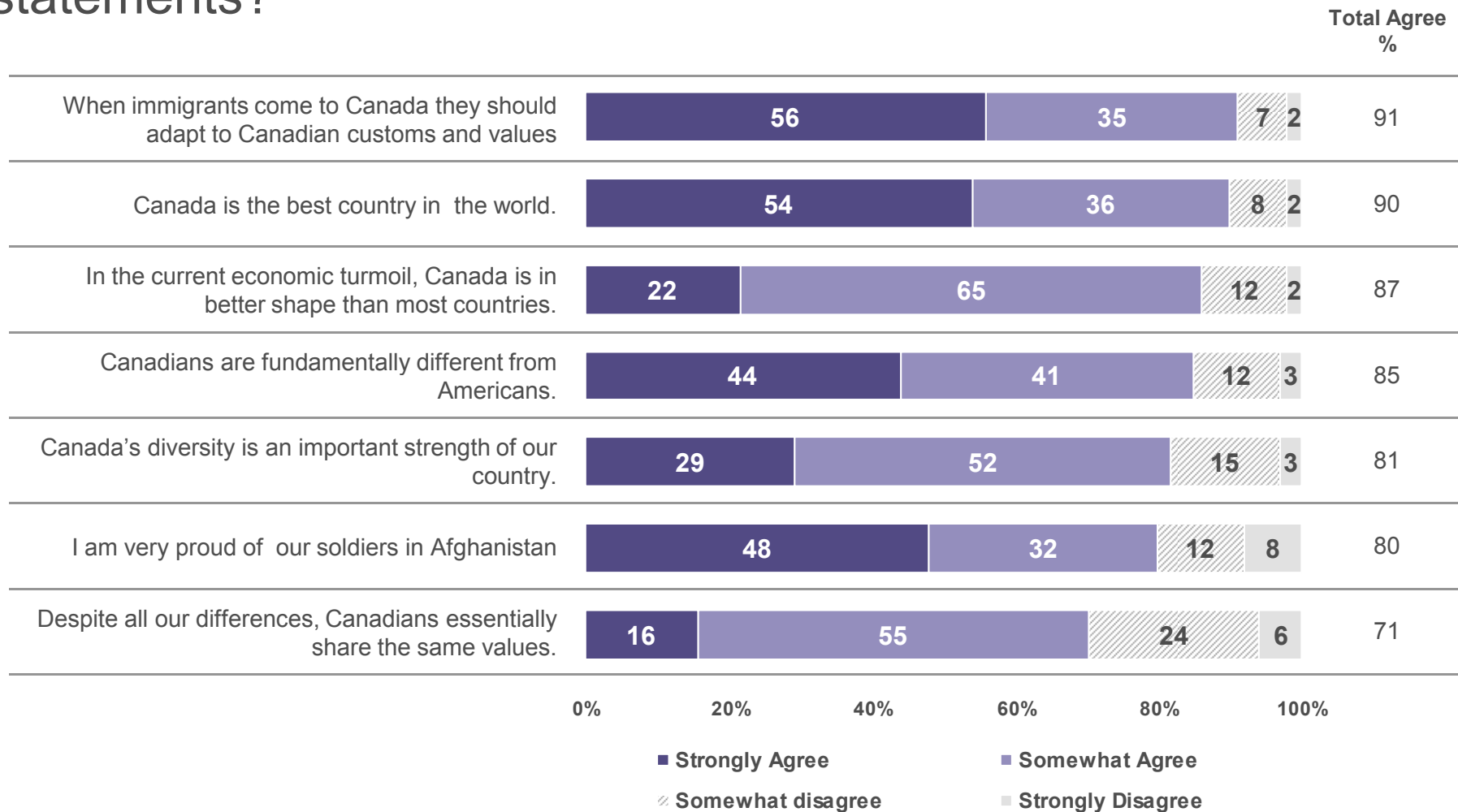
Q16. Which of the following have you seen or done?
Base: All respondents

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 |

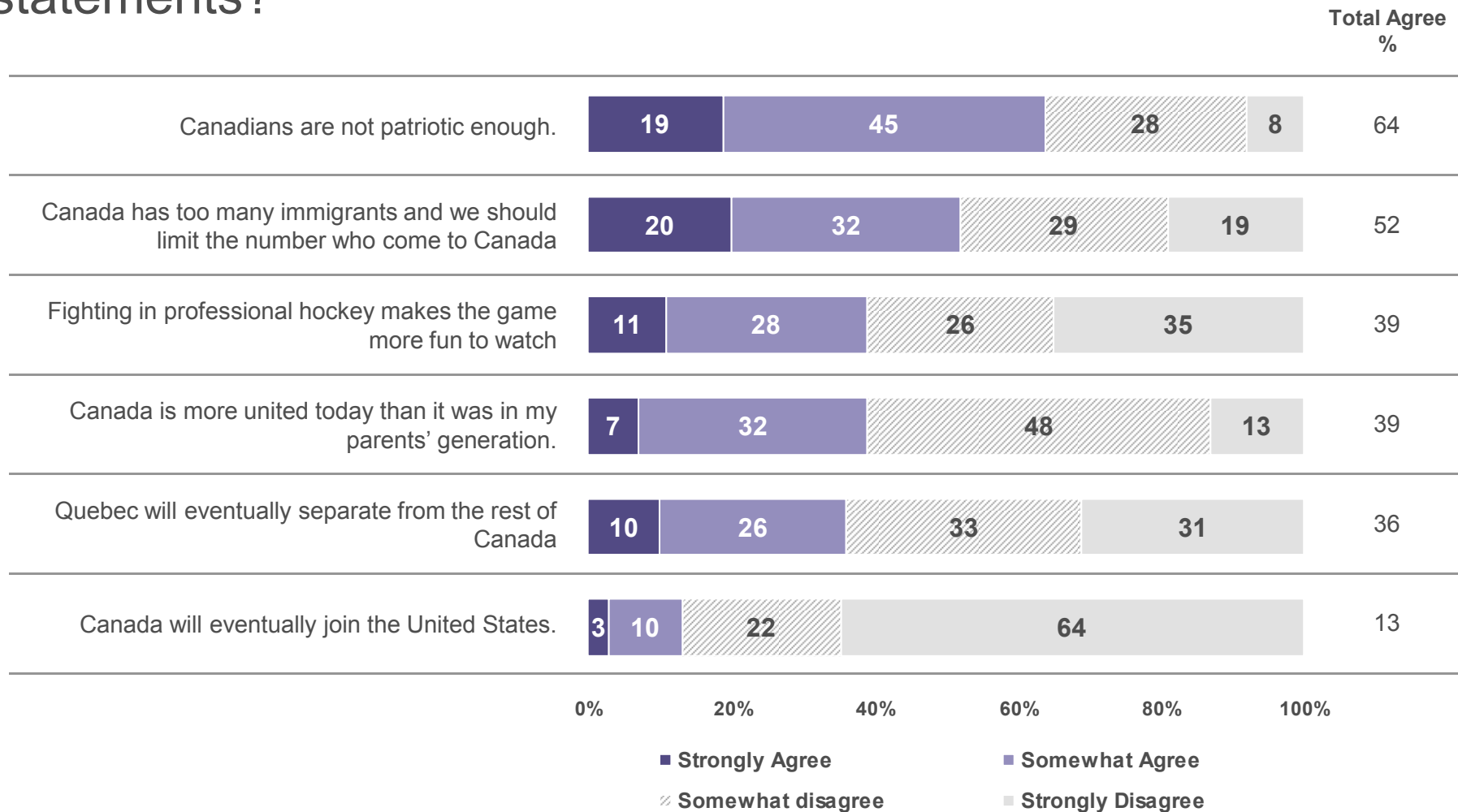
Q16. Which of the following have you seen or done?
 Base: All respondents

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

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