

1. What is your one must-play song on Canada Day?

|  | Total | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|--|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|  |       | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|  |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All Respondents (unwtd)                            | 1003  | 438    | 565    | 279   | 409   | 315 | 42        | 190 | 441      | 330       |
| Base: All Respondents (wtd)                              | 1003  | 486    | 517    | 280   | 371   | 352 | 85        | 370 | 393      | 154       |
| O Canada/ national anthem                                | 542   | 243    | 299    | 164   | 167   | 211 | 27        | 203 | 236      | 76        |
|  | 54%   | 50%    | 58%    | 59%   | 45%   | 60% | 31%       | 55% | 60%      | 49%       |
|  |       |        | A      | D     |       | D   | *         | F   | FI       | F         |
| Gens du pays   | 17    | 12     | 5      | -     | 7     | 10  | -         | 9   | 6        | 3         |
|  | 2%    | 2%     | 1%     | -     | 2%    | 3%  | -         | 2%  | 1%       | 2%        |
|  |       |        |        |       |       | C   | *         |     |          |           |
| This Land Is Your Land                                   | 6     | 1      | 5      | -     | -     | 6   | -         | -   | 5        | *         |
|  | 1%    | *      | 1%     | -     | -     | 2%  | -         | -   | 1%       | *         |
|  |       |        |        |       |       | D   | *         |     |          |           |
| Tragically Hip songs (any mentions)                      | 16    | 8      | 7      | 6     | 8     | 1   | -         | 4   | 11       | 2         |
|  | 2%    | 2%     | 1%     | 2%    | 2%    | *   | -         | 1%  | 3%       | 1%        |
|  |       |        |        |       |       |     | *         |     |          |           |
| Happy Birthday   | 7     | 5      | 2      | *     | 2     | 4   | -         | 4   | 2        | 1         |
|  | 1%    | 1%     | *      | *     | 1%    | 1%  | -         | 1%  | *        | 1%        |
|  |       |        |        |       |       |     | *         |     |          |           |
| Canadian Girls   | 3     | -      | 3      | 3     | *     | -   | -         | -   | 2        | 1         |
|  | *     | -      | 1%     | 1%    | *     | -   | -         | -   | *        | 1%        |
|  |       |        |        |       |       |     | *         |     |          |           |
| Queen songs (any mentions)                               | 12    | 8      | 4      | 4     | 6     | 2   | 11        | -   | 1        | 1         |
|  | 1%    | 2%     | 1%     | 1%    | 2%    | 1%  | 12%       | -   | *        | *         |
|  |       |        |        |       |       |     | GHI*      |     |          |           |
| Stompin` Tom Connors songs (any mentions)                | 9     | 6      | 3      | 4     | 2     | 3   | -         | 6   | 2        | 1         |
|  | 1%    | 1%     | 1%     | 2%    | *     | 1%  | -         | 2%  | *        | 1%        |
|  |       |        |        |       |       |     | *         |     |          |           |
| Gordon Lightfoot songs (any mentions)                    | 5     | 4      | 1      | 1     | 2     | 2   | -         | -   | 2        | 3         |
|  | 1%    | 1%     | *      | *     | 1%    | 1%  | -         | -   | 1%       | 2%        |
|  |       |        |        |       |       |     | *         |     |          | G         |
| Ca-na-da (for Expo 1967 by Bobby Gimby)                  | 7     | 2      | 5      | -     | -     | 7   | -         | 2   | 3        | 2         |
|  | 1%    | *      | 1%     | -     | -     | 2%  | -         | 1%  | 1%       | 2%        |
|  |       |        |        |       |       | CD  | *         |     |          |           |
| Bryan Adams songs (any mentions)                         | 8     | 1      | 7      | -     | 6     | 2   | -         | 5   | 2        | 1         |
|  | 1%    | *      | 1%     | -     | 2%    | 1%  | -         | 1%  | 1%       | 1%        |
|  |       |        |        |       |       |     | *         |     |          |           |
| The Guess Who/ BTO/ Burton Cummings songs (any mentions) | 6     | 4      | 2      | 1     | 3     | 3   | 2         | 2   | -        | 2         |
|  | 1%    | 1%     | *      | *     | 1%    | 1%  | 3%        | 1%  | -        | 1%        |
|  |       |        |        |       |       |     | H*        |     |          | H         |
| Other  | 187   | 120    | 67     | 71    | 91    | 24  | 18        | 62  | 66       | 40        |
|  | 19%   | 25%    | 13%    | 25%   | 25%   | 7%  | 22%       | 17% | 17%      | 26%       |
|  |       | B      |        | E     | E     |     | *         |     |          | GH        |
| None   | 122   | 45     | 77     | 14    | 49    | 58  | 17        | 47  | 40       | 18        |

|            |      |      |      |      |      |      |      |      |      |      |
|------------|------|------|------|------|------|------|------|------|------|------|
|            | 12%  | 9%   | 15%  | 5%   | 13%  | 16%  | 20%  | 13%  | 10%  | 12%  |
|            |      |      | A    |      | C    | C    | *    |      |      |      |
| Don't know | 57   | 28   | 30   | 12   | 27   | 19   | 10   | 28   | 16   | 4    |
|            | 6%   | 6%   | 6%   | 4%   | 7%   | 5%   | 12%  | 7%   | 4%   | 2%   |
|            |      |      |      |      |      |      | HI*  | I    |      |      |
| Sigma      | 1003 | 486  | 517  | 280  | 371  | 352  | 85   | 370  | 393  | 155  |
|            | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
|            |      |      |      |      |      |      |      |      |      |      |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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2. In one word, what does Canada mean to you?

|                               | Total | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                               |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All Respondents (unwtd) | 1003  | 438    | 565    | 279   | 409   | 315 | 42        | 190 | 441      | 330       |
| Base: All Respondents (wtd)   | 1003  | 486    | 517    | 280   | 371   | 352 | 85        | 370 | 393      | 154       |
| Awesome/ fantastic            | 16    | 8      | 8      | 6     | 3     | 6   | -         | 10  | 5        | 1         |
|                               | 2%    | 2%     | 1%     | 2%    | 1%    | 2%  | -         | 3%  | 1%       | *         |
|                               |       |        |        |       |       |     | *         |     |          |           |
| Beautiful                     | 29    | 14     | 16     | 5     | 9     | 15  | 2         | 20  | 6        | 2         |
|                               | 3%    | 3%     | 3%     | 2%    | 2%    | 4%  | 2%        | 5%  | 1%       | 1%        |
|                               |       |        |        |       |       |     | *         | HI  |          |           |
| Country                       | 65    | 31     | 35     | 16    | 20    | 29  | 5         | 30  | 23       | 7         |
|                               | 6%    | 6%     | 7%     | 6%    | 5%    | 8%  | 6%        | 8%  | 6%       | 4%        |
|                               |       |        |        |       |       |     | *         |     |          |           |
| Diversity                     | 16    | 6      | 10     | 7     | 6     | 3   | -         | -   | 8        | 8         |
|                               | 2%    | 1%     | 2%     | 3%    | 2%    | 1%  | -         | -   | 2%       | 5%        |
|                               |       |        |        |       |       |     | *         |     | G        | GH        |
| Great                         | 24    | 13     | 11     | 3     | 12    | 9   | 3         | 12  | 4        | 5         |
|                               | 2%    | 3%     | 2%     | 1%    | 3%    | 3%  | 3%        | 3%  | 1%       | 3%        |
|                               |       |        |        |       |       |     | *         |     |          | H         |
| Home                          | 199   | 82     | 117    | 56    | 57    | 87  | 18        | 67  | 86       | 29        |
|                               | 20%   | 17%    | 23%    | 20%   | 15%   | 25% | 21%       | 18% | 22%      | 19%       |
|                               |       |        |        |       |       | D   | *         |     |          |           |
| Love                          | 9     | 5      | 3      | 4     | 5     | *   | 2         | -   | 3        | 3         |
|                               | 1%    | 1%     | 1%     | 1%    | 1%    | *   | 3%        | -   | 1%       | 2%        |
|                               |       |        |        |       |       |     | G*        |     |          | G         |
| Multiculturalism              | 10    | 6      | 4      | 1     | 6     | 4   | -         | 3   | 5        | 2         |
|                               | 1%    | 1%     | 1%     | *     | 1%    | 1%  | -         | 1%  | 1%       | 2%        |
|                               |       |        |        |       |       |     | *         |     |          |           |
| Opportunity                   | 9     | 6      | 3      | 4     | 4     | 2   | -         | 1   | 8        | -         |
|                               | 1%    | 1%     | 1%     | 1%    | 1%    | 1%  | -         | *   | 2%       | -         |
|                               |       |        |        |       |       |     | *         |     | I        |           |
| Peace                         | 36    | 23     | 13     | 4     | 16    | 16  | 7         | 12  | 8        | 9         |
|                               | 4%    | 5%     | 3%     | 2%    | 4%    | 4%  | 8%        | 3%  | 2%       | 6%        |
|                               |       |        |        |       |       |     | H*        |     |          | H         |
| Pride/ proud                  | 52    | 26     | 26     | 9     | 18    | 25  | 6         | 19  | 20       | 6         |
|                               | 5%    | 5%     | 5%     | 3%    | 5%    | 7%  | 7%        | 5%  | 5%       | 4%        |
|                               |       |        |        |       |       |     | *         |     |          |           |
| Safety/ security              | 20    | 8      | 12     | 5     | 2     | 13  | -         | 8   | 10       | 2         |
|                               | 2%    | 2%     | 2%     | 2%    | 1%    | 4%  | -         | 2%  | 3%       | 2%        |
|                               |       |        |        |       |       | D   | *         |     |          |           |
| Unity                         | 6     | 1      | 5      | 3     | 3     | 1   | -         | -   | 5        | 2         |
|                               | 1%    | *      | 1%     | 1%    | 1%    | *   | -         | -   | 1%       | 1%        |
|                               |       |        |        |       |       |     | *         |     |          | G         |
| Happiness/ happy/ joy         | 9     | 4      | 5      | 6     | 3     | -   | -         | 4   | 2        | 3         |

|                        |      |      |      |      |      |      |      |      |      |      |
|------------------------|------|------|------|------|------|------|------|------|------|------|
|                        | 1%   | 1%   | 1%   | 2%   | 1%   | -    | -    | 1%   | *    | 2%   |
|                        |      |      |      | E    |      |      | *    |      |      | H    |
| Inclusion/ inclusive   | 8    | 1    | 7    | 1    | 4    | 2    | -    | 3    | 3    | 2    |
|                        | 1%   | *    | 1%   | *    | 1%   | 1%   | -    | 1%   | 1%   | 1%   |
|                        |      |      |      |      |      |      | *    |      |      |      |
| Freedom/ Liberty (Net) | 251  | 120  | 130  | 62   | 108  | 81   | 17   | 98   | 106  | 31   |
|                        | 25%  | 25%  | 25%  | 22%  | 29%  | 23%  | 19%  | 26%  | 27%  | 20%  |
|                        |      |      |      |      |      |      | *    |      | I    |      |
| Freedom/ free          | 229  | 106  | 123  | 57   | 98   | 74   | 10   | 94   | 97   | 28   |
|                        | 23%  | 22%  | 24%  | 20%  | 26%  | 21%  | 12%  | 25%  | 25%  | 18%  |
|                        |      |      |      |      |      |      | *    |      | I    |      |
| Liberty                | 22   | 14   | 8    | 5    | 9    | 7    | 6    | 4    | 9    | 3    |
|                        | 2%   | 3%   | 1%   | 2%   | 2%   | 2%   | 8%   | 1%   | 2%   | 2%   |
|                        |      |      |      |      |      |      | G*   |      |      |      |
| Others                 | 228  | 121  | 106  | 82   | 91   | 55   | 23   | 79   | 83   | 42   |
|                        | 23%  | 25%  | 21%  | 29%  | 24%  | 16%  | 28%  | 21%  | 21%  | 27%  |
|                        |      |      |      | E    | E    |      | *    |      |      |      |
| Nothing                | 6    | 4    | 2    | 2    | 3    | 1    | 2    | -    | 3    | -    |
|                        | 1%   | 1%   | *    | 1%   | 1%   | *    | 3%   | -    | 1%   | -    |
|                        |      |      |      |      |      |      | G*   |      |      |      |
| Don` t Know            | 10   | 7    | 3    | 3    | 4    | 3    | -    | 5    | 5    | -    |
|                        | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | -    | 1%   | 1%   | -    |
|                        |      |      |      |      |      |      | *    |      |      |      |
| Sigma                  | 1003 | 486  | 517  | 280  | 371  | 352  | 85   | 370  | 393  | 154  |
|                        | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
|                        |      |      |      |      |      |      |      |      |      |      |

Statistics:

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- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3. If you could have a meal with one famous Canadian, living or dead, who would it be?

|                               | Total | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                               |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All Respondents (unwtd) | 1003  | 438    | 565    | 279   | 409   | 315 | 42        | 190 | 441      | 330       |
| Base: All Respondents (wtd)   | 1003  | 486    | 517    | 280   | 371   | 352 | 85        | 370 | 393      | 154       |
| Bryan Adams                   | 10    | 3      | 7      | 2     | 6     | 2   | -         | 2   | 6        | 2         |
|                               | 1%    | 1%     | 1%     | 1%    | 2%    | 1%  | -         | *   | 1%       | 2%        |
|                               |       |        |        |       |       |     | *         |     |          |           |
| Celine Dion                   | 46    | 20     | 26     | 11    | 24    | 11  | 5         | 12  | 11       | 17        |
|                               | 5%    | 4%     | 5%     | 4%    | 7%    | 3%  | 6%        | 3%  | 3%       | 11%       |
|                               |       |        |        |       |       |     | *         |     |          | GH        |
| David Suzuki                  | 6     | 1      | 5      | *     | 4     | 2   | -         | 2   | 2        | 2         |
|                               | 1%    | *      | 1%     | *     | 1%    | 1%  | -         | *   | 1%       | 1%        |
|                               |       |        |        |       |       |     | *         |     |          |           |
| Drake                         | 13    | 10     | 3      | 9     | 4     | -   | -         | 4   | 6        | 3         |
|                               | 1%    | 2%     | 1%     | 3%    | 1%    | -   | -         | 1%  | 2%       | 2%        |
|                               |       |        |        | E     |       |     | *         |     |          |           |
| Jim Carrey                    | 19    | 12     | 7      | 8     | 12    | -   | -         | 7   | 6        | 7         |
|                               | 2%    | 3%     | 1%     | 3%    | 3%    | -   | -         | 2%  | 1%       | 4%        |
|                               |       |        |        | E     | E     |     | *         |     |          | H         |
| John Candy                    | 16    | 7      | 9      | 1     | 13    | 2   | 4         | 4   | 8        | 1         |
|                               | 2%    | 2%     | 2%     | *     | 3%    | 1%  | 5%        | 1%  | 2%       | *         |
|                               |       |        |        |       | CE    |     | *         |     |          |           |
| Justin Trudeau                | 84    | 29     | 55     | 28    | 25    | 32  | -         | 36  | 37       | 11        |
|                               | 8%    | 6%     | 11%    | 10%   | 7%    | 9%  | -         | 10% | 9%       | 7%        |
|                               |       |        | A      |       |       |     | *         | F   | F        | F         |
| Justin Bieber                 | 18    | 7      | 11     | 12    | 6     | -   | 6         | 4   | 4        | 4         |
|                               | 2%    | 1%     | 2%     | 4%    | 2%    | -   | 7%        | 1%  | 1%       | 2%        |
|                               |       |        |        | E     | E     |     | GH*       |     |          |           |
| Leonard Cohen                 | 11    | 6      | 5      | -     | 7     | 4   | -         | 5   | 5        | 1         |
|                               | 1%    | 1%     | 1%     | -     | 2%    | 1%  | -         | 1%  | 1%       | 1%        |
|                               |       |        |        |       |       |     | *         |     |          |           |
| Margaret Atwood               | 4     | 1      | 3      | 1     | 1     | 2   | -         | -   | 1        | 3         |
|                               | *     | *      | 1%     | *     | *     | 1%  | -         | -   | *        | 2%        |
|                               |       |        |        |       |       |     | *         |     |          | GH        |
| Michael J. Fox                | 9     | 1      | 8      | 2     | 7     | -   | -         | 5   | 3        | 1         |
|                               | 1%    | *      | 1%     | 1%    | 2%    | -   | -         | 1%  | 1%       | 1%        |
|                               |       |        |        |       | E     |     | *         |     |          |           |
| Pierre Elliott Trudeau        | 42    | 21     | 21     | 3     | 12    | 27  | -         | 7   | 27       | 8         |
|                               | 4%    | 4%     | 4%     | 1%    | 3%    | 8%  | -         | 2%  | 7%       | 5%        |
|                               |       |        |        |       |       | CD  | *         |     | G        | G         |
| Rene Levesque                 | 14    | 8      | 6      | 1     | 5     | 8   | 2         | 6   | 5        | 1         |
|                               | 1%    | 2%     | 1%     | *     | 1%    | 2%  | 2%        | 2%  | 1%       | 1%        |
|                               |       |        |        |       |       |     | *         |     |          |           |
| Ryan Reynolds                 | 16    | 3      | 13     | 12    | 3     | 1   | -         | 6   | 7        | 3         |

|                       |      |      |      |      |      |      |      |      |      |      |
|-----------------------|------|------|------|------|------|------|------|------|------|------|
|                       | 2%   | 1%   | 3%   | 4%   | 1%   | *    | -    | 1%   | 2%   | 2%   |
|                       |      |      | A    | DE   |      |      | *    |      |      |      |
| Shania Twain          | 20   | 6    | 14   | 8    | 10   | 3    | -    | 12   | 5    | 2    |
|                       | 2%   | 1%   | 3%   | 3%   | 3%   | 1%   | -    | 3%   | 1%   | 1%   |
|                       |      |      |      |      |      |      | *    |      |      |      |
| Sir John A. MacDonald | 39   | 23   | 16   | 5    | 8    | 26   | -    | 15   | 17   | 7    |
|                       | 4%   | 5%   | 3%   | 2%   | 2%   | 7%   | -    | 4%   | 4%   | 5%   |
|                       |      |      |      |      |      | CD   | *    |      |      |      |
| Stephen Harper        | 16   | 10   | 6    | 6    | 4    | 6    | -    | 7    | 6    | 3    |
|                       | 2%   | 2%   | 1%   | 2%   | 1%   | 2%   | -    | 2%   | 1%   | 2%   |
|                       |      |      |      |      |      |      | *    |      |      |      |
| Trudeau (unspecified) | 10   | 4    | 7    | 2    | 6    | 2    | -    | 3    | 5    | 2    |
|                       | 1%   | 1%   | 1%   | 1%   | 2%   | 1%   | -    | 1%   | 1%   | 2%   |
|                       |      |      |      |      |      |      | *    |      |      |      |
| Terry Fox             | 20   | 13   | 7    | *    | 10   | 9    | 3    | 6    | 8    | 4    |
|                       | 2%   | 3%   | 1%   | *    | 3%   | 3%   | 3%   | 2%   | 2%   | 2%   |
|                       |      |      |      |      | C    | C    | *    |      |      |      |
| Wayne Gretzky         | 33   | 24   | 9    | 8    | 13   | 12   | -    | 19   | 11   | 3    |
|                       | 3%   | 5%   | 2%   | 3%   | 4%   | 3%   | -    | 5%   | 3%   | 2%   |
|                       |      | B    |      |      |      |      | *    |      |      |      |
| William Shatner       | 9    | 7    | 3    | -    | 9    | 1    | -    | 4    | 4    | 1    |
|                       | 1%   | 1%   | 1%   | -    | 2%   | *    | -    | 1%   | 1%   | 1%   |
|                       |      |      |      |      | CE   |      | *    |      |      |      |
| Others                | 458  | 239  | 220  | 140  | 155  | 164  | 60   | 158  | 182  | 58   |
|                       | 46%  | 49%  | 43%  | 50%  | 42%  | 47%  | 71%  | 43%  | 46%  | 38%  |
|                       |      |      |      |      |      |      | GHI* |      | I    |      |
| Nothing               | 22   | 12   | 10   | 7    | 4    | 11   | 3    | 12   | 5    | 3    |
|                       | 2%   | 3%   | 2%   | 2%   | 1%   | 3%   | 3%   | 3%   | 1%   | 2%   |
|                       |      |      |      |      |      |      | *    |      |      |      |
| Don't know            | 67   | 21   | 47   | 16   | 25   | 27   | 3    | 34   | 23   | 7    |
|                       | 7%   | 4%   | 9%   | 6%   | 7%   | 8%   | 3%   | 9%   | 6%   | 5%   |
|                       |      |      | A    |      |      |      | *    |      |      |      |
| Sigma                 | 1003 | 486  | 517  | 280  | 371  | 352  | 85   | 370  | 393  | 154  |
|                       | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
|                       |      |      |      |      |      |      |      |      |      |      |

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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4. Which of the following Canadian inventions do you most appreciate?

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         |
| Base: All Respondents (unwtd) | 1003  | 438    | 565    | 279   | 409   | 315  | 42        | 190  | 441      | 330       |
| Base: All Respondents (wtd)   | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
| Electric oven                 | 438   | 172    | 266    | 90    | 157   | 192  | 34        | 158  | 183      | 63        |
|                               | 44%   | 35%    | 52%    | 32%   | 42%   | 54%  | 40%       | 43%  | 47%      | 41%       |
|                               |       |        | A      |       | C     | CD   | *         |      |          |           |
| IMAX films                    | 321   | 156    | 165    | 100   | 133   | 87   | 32        | 96   | 127      | 67        |
|                               | 32%   | 32%    | 32%    | 36%   | 36%   | 25%  | 37%       | 26%  | 32%      | 43%       |
|                               |       |        |        | E     | E     |      | *         |      |          | GH        |
| Snowmobile                    | 248   | 155    | 93     | 79    | 88    | 80   | 24        | 79   | 105      | 40        |
|                               | 25%   | 32%    | 18%    | 28%   | 24%   | 23%  | 28%       | 21%  | 27%      | 26%       |
|                               |       | B      |        |       |       |      | *         |      |          |           |
| Hawaiian style pizza          | 216   | 87     | 129    | 72    | 87    | 57   | 22        | 90   | 71       | 33        |
|                               | 22%   | 18%    | 25%    | 26%   | 23%   | 16%  | 26%       | 24%  | 18%      | 22%       |
|                               |       |        | A      | E     | E     |      | *         |      |          |           |
| The Bloody Caesar             | 190   | 87     | 103    | 58    | 70    | 62   | 15        | 67   | 83       | 26        |
|                               | 19%   | 18%    | 20%    | 21%   | 19%   | 18%  | 18%       | 18%  | 21%      | 17%       |
|                               |       |        |        |       |       |      | *         |      |          |           |
| Goalie mask                   | 181   | 104    | 77     | 48    | 80    | 53   | 6         | 69   | 77       | 29        |
|                               | 18%   | 21%    | 15%    | 17%   | 22%   | 15%  | 7%        | 19%  | 20%      | 19%       |
|                               |       | B      |        |       |       |      | *         |      | F        |           |
| Wonderbra                     | 172   | 24     | 148    | 32    | 70    | 70   | 8         | 67   | 75       | 21        |
|                               | 17%   | 5%     | 29%    | 11%   | 19%   | 20%  | 10%       | 18%  | 19%      | 14%       |
|                               |       |        | A      |       | C     | C    | *         |      |          |           |
| Superman                      | 147   | 92     | 55     | 45    | 69    | 33   | 13        | 40   | 56       | 39        |
|                               | 15%   | 19%    | 11%    | 16%   | 19%   | 9%   | 15%       | 11%  | 14%      | 25%       |
|                               |       | B      |        | E     | E     |      | *         |      |          | GH        |
| Five-pin bowling              | 100   | 45     | 56     | 34    | 41    | 25   | 2         | 39   | 42       | 18        |
|                               | 10%   | 9%     | 11%    | 12%   | 11%   | 7%   | 2%        | 11%  | 11%      | 12%       |
|                               |       |        |        |       |       |      | *         |      |          | F         |
| None of the above             | 84    | 58     | 27     | 28    | 18    | 38   | 6         | 43   | 26       | 9         |
|                               | 8%    | 12%    | 5%     | 10%   | 5%    | 11%  | 7%        | 12%  | 7%       | 6%        |
|                               |       | B      |        | D     |       | D    | *         | HI   |          |           |
| Sigma                         | 2097  | 980    | 1118   | 588   | 812   | 698  | 162       | 747  | 844      | 344       |
|                               | 209%  | 201%   | 216%   | 210%  | 219%  | 198% | 190%      | 202% | 215%     | 223%      |
|                               |       |        |        |       |       |      |           |      |          |           |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_1. To what extent do you agree or disagree with following statements: - The Canada Goose is a revolting bird and I'm ashamed it bears our country's name

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         |
| Base: All Respondents (unwtd) | 1003  | 438    | 565    | 279   | 409   | 315  | 42        | 190  | 441      | 330       |
| Base: All Respondents (wtd)   | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
| Top 2 Box (Net)               | 177   | 125    | 52     | 59    | 71    | 46   | 20        | 52   | 60       | 45        |
|                               | 18%   | 26%    | 10%    | 21%   | 19%   | 13%  | 23%       | 14%  | 15%      | 29%       |
|                               |       | B      |        | E     |       |      | *         |      |          | GH        |
| Strongly agree                | 67    | 54     | 13     | 32    | 25    | 9    | 9         | 20   | 20       | 19        |
|                               | 7%    | 11%    | 2%     | 11%   | 7%    | 3%   | 10%       | 5%   | 5%       | 12%       |
|                               |       | B      |        | E     | E     |      | *         |      |          | GH        |
| Somewhat agree                | 110   | 70     | 39     | 27    | 45    | 37   | 11        | 33   | 40       | 26        |
|                               | 11%   | 14%    | 8%     | 10%   | 12%   | 10%  | 13%       | 9%   | 10%      | 17%       |
|                               |       | B      |        |       |       |      | *         |      |          | GH        |
| Bottom 2 Box (Net)            | 826   | 362    | 465    | 220   | 300   | 306  | 65        | 318  | 333      | 110       |
|                               | 82%   | 74%    | 90%    | 79%   | 81%   | 87%  | 77%       | 86%  | 85%      | 71%       |
|                               |       |        | A      |       |       | C    | *         | I    | I        |           |
| Somewhat disagree             | 251   | 107    | 144    | 68    | 86    | 97   | 24        | 95   | 93       | 39        |
|                               | 25%   | 22%    | 28%    | 24%   | 23%   | 28%  | 28%       | 26%  | 24%      | 25%       |
|                               |       |        |        |       |       |      | *         |      |          |           |
| Strongly disagree             | 575   | 255    | 320    | 152   | 214   | 209  | 41        | 223  | 241      | 70        |
|                               | 57%   | 52%    | 62%    | 54%   | 58%   | 59%  | 48%       | 60%  | 61%      | 46%       |
|                               |       |        | A      |       |       |      | *         | I    | I        |           |
| Sigma                         | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      |
|                               |       |        |        |       |       |      |           |      |          |           |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_2. To what extent do you agree or disagree with following statements: - It's embarrassing that a toothy rodent - the beaver - is a national symbol

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         |
| Base: All Respondents (unwtd) | 1003  | 438    | 565    | 279   | 409   | 315  | 42        | 190  | 441      | 330       |
| Base: All Respondents (wtd)   | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
| Top 2 Box (Net)               | 151   | 96     | 55     | 49    | 74    | 28   | 17        | 48   | 41       | 45        |
|                               | 15%   | 20%    | 11%    | 17%   | 20%   | 8%   | 20%       | 13%  | 10%      | 29%       |
|                               |       | B      |        | E     | E     |      | *         |      |          | GH        |
| Strongly agree                | 44    | 33     | 11     | 15    | 23    | 6    | 4         | 15   | 10       | 14        |
|                               | 4%    | 7%     | 2%     | 5%    | 6%    | 2%   | 5%        | 4%   | 2%       | 9%        |
|                               |       | B      |        | E     | E     |      | *         |      |          | GH        |
| Somewhat agree                | 107   | 63     | 44     | 34    | 51    | 22   | 12        | 33   | 32       | 31        |
|                               | 11%   | 13%    | 9%     | 12%   | 14%   | 6%   | 14%       | 9%   | 8%       | 20%       |
|                               |       |        |        | E     | E     |      | *         |      |          | GH        |
| Bottom 2 Box (Net)            | 852   | 391    | 461    | 231   | 297   | 324  | 68        | 322  | 352      | 110       |
|                               | 85%   | 80%    | 89%    | 83%   | 80%   | 92%  | 80%       | 87%  | 90%      | 71%       |
|                               |       |        | A      |       |       | CD   | *         | I    | I        |           |
| Somewhat disagree             | 266   | 124    | 143    | 68    | 92    | 107  | 19        | 99   | 112      | 36        |
|                               | 27%   | 25%    | 28%    | 24%   | 25%   | 30%  | 22%       | 27%  | 29%      | 23%       |
|                               |       |        |        |       |       |      | *         |      |          |           |
| Strongly disagree             | 586   | 267    | 319    | 163   | 205   | 218  | 50        | 223  | 240      | 74        |
|                               | 58%   | 55%    | 62%    | 58%   | 55%   | 62%  | 58%       | 60%  | 61%      | 48%       |
|                               |       |        |        |       |       |      | *         | I    | I        |           |
| Sigma                         | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      |
|                               |       |        |        |       |       |      |           |      |          |           |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_3. To what extent do you agree or disagree with following statements: - Ketchup chips are delicious

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         |
| Base: All Respondents (unwtd) | 1003  | 438    | 565    | 279   | 409   | 315  | 42        | 190  | 441      | 330       |
| Base: All Respondents (wtd)   | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
| Top 2 Box (Net)               | 635   | 320    | 315    | 206   | 279   | 151  | 54        | 238  | 239      | 105       |
|                               | 63%   | 66%    | 61%    | 74%   | 75%   | 43%  | 63%       | 64%  | 61%      | 68%       |
|                               |       |        |        | E     | E     |      | *         |      |          |           |
| Strongly agree                | 342   | 165    | 177    | 146   | 143   | 53   | 32        | 132  | 126      | 51        |
|                               | 34%   | 34%    | 34%    | 52%   | 39%   | 15%  | 38%       | 36%  | 32%      | 33%       |
|                               |       |        |        | DE    | E     |      | *         |      |          |           |
| Somewhat agree                | 293   | 155    | 138    | 61    | 135   | 97   | 21        | 105  | 113      | 54        |
|                               | 29%   | 32%    | 27%    | 22%   | 36%   | 28%  | 25%       | 28%  | 29%      | 35%       |
|                               |       |        |        |       | CE    |      | *         |      |          |           |
| Bottom 2 Box (Net)            | 368   | 166    | 201    | 74    | 93    | 201  | 31        | 133  | 154      | 50        |
|                               | 37%   | 34%    | 39%    | 26%   | 25%   | 57%  | 37%       | 36%  | 39%      | 32%       |
|                               |       |        |        |       |       | CD   | *         |      |          |           |
| Somewhat disagree             | 164   | 94     | 70     | 54    | 39    | 71   | 16        | 63   | 67       | 18        |
|                               | 16%   | 19%    | 14%    | 19%   | 11%   | 20%  | 18%       | 17%  | 17%      | 12%       |
|                               |       | B      |        | D     |       | D    | *         |      | I        |           |
| Strongly disagree             | 203   | 72     | 131    | 20    | 54    | 130  | 16        | 70   | 87       | 31        |
|                               | 20%   | 15%    | 25%    | 7%    | 14%   | 37%  | 18%       | 19%  | 22%      | 20%       |
|                               |       | A      |        |       | C     | CD   | *         |      |          |           |
| Sigma                         | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      |
|                               |       |        |        |       |       |      |           |      |          |           |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_4. To what extent do you agree or disagree with following statements: - I loathe watching and hearing about hockey

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         |
| Base: All Respondents (unwtd) | 1003  | 438    | 565    | 279   | 409   | 315  | 42        | 190  | 441      | 330       |
| Base: All Respondents (wtd)   | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
| Top 2 Box (Net)               | 338   | 175    | 162    | 111   | 138   | 88   | 31        | 119  | 126      | 61        |
|                               | 34%   | 36%    | 31%    | 40%   | 37%   | 25%  | 37%       | 32%  | 32%      | 39%       |
|                               |       |        |        | E     | E     |      | *         |      |          | H         |
| Strongly agree                | 140   | 80     | 61     | 55    | 57    | 29   | 11        | 58   | 47       | 24        |
|                               | 14%   | 16%    | 12%    | 20%   | 15%   | 8%   | 13%       | 16%  | 12%      | 15%       |
|                               |       |        |        | E     | E     |      | *         |      |          |           |
| Somewhat agree                | 197   | 96     | 102    | 57    | 82    | 59   | 20        | 61   | 79       | 37        |
|                               | 20%   | 20%    | 20%    | 20%   | 22%   | 17%  | 23%       | 17%  | 20%      | 24%       |
|                               |       |        |        |       |       |      | *         |      |          | G         |
| Bottom 2 Box (Net)            | 665   | 311    | 354    | 168   | 233   | 264  | 54        | 251  | 267      | 94        |
|                               | 66%   | 64%    | 69%    | 60%   | 63%   | 75%  | 63%       | 68%  | 68%      | 61%       |
|                               |       |        |        |       |       | CD   | *         |      | I        |           |
| Somewhat disagree             | 251   | 109    | 142    | 69    | 76    | 106  | 20        | 88   | 104      | 39        |
|                               | 25%   | 22%    | 27%    | 25%   | 20%   | 30%  | 24%       | 24%  | 26%      | 25%       |
|                               |       |        |        |       |       | D    | *         |      |          |           |
| Strongly disagree             | 415   | 202    | 212    | 99    | 157   | 159  | 34        | 163  | 163      | 55        |
|                               | 41%   | 42%    | 41%    | 36%   | 42%   | 45%  | 39%       | 44%  | 41%      | 36%       |
|                               |       |        |        |       |       | C    | *         |      |          |           |
| Sigma                         | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      |
|                               |       |        |        |       |       |      |           |      |          |           |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_5. To what extent do you agree or disagree with following statements: - Canadian beer is the world's best beer

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         |
| Base: All Respondents (unwtd) | 1003  | 438    | 565    | 279   | 409   | 315  | 42        | 190  | 441      | 330       |
| Base: All Respondents (wtd)   | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
| Top 2 Box (Net)               | 724   | 376    | 348    | 192   | 283   | 249  | 63        | 270  | 279      | 112       |
|                               | 72%   | 77%    | 67%    | 69%   | 76%   | 71%  | 75%       | 73%  | 71%      | 73%       |
|                               |       | B      |        |       |       |      | *         |      |          |           |
| Strongly agree                | 339   | 196    | 143    | 100   | 144   | 94   | 28        | 153  | 114      | 44        |
|                               | 34%   | 40%    | 28%    | 36%   | 39%   | 27%  | 33%       | 41%  | 29%      | 29%       |
|                               |       | B      |        | E     | E     |      | *         | HI   |          |           |
| Somewhat agree                | 385   | 180    | 205    | 92    | 138   | 155  | 36        | 117  | 165      | 68        |
|                               | 38%   | 37%    | 40%    | 33%   | 37%   | 44%  | 42%       | 32%  | 42%      | 44%       |
|                               |       |        |        |       |       | C    | *         |      | G        | G         |
| Bottom 2 Box (Net)            | 279   | 110    | 168    | 87    | 88    | 103  | 22        | 100  | 114      | 42        |
|                               | 28%   | 23%    | 33%    | 31%   | 24%   | 29%  | 25%       | 27%  | 29%      | 27%       |
|                               |       |        | A      |       |       |      | *         |      |          |           |
| Somewhat disagree             | 185   | 80     | 105    | 60    | 56    | 69   | 17        | 54   | 83       | 30        |
|                               | 18%   | 16%    | 20%    | 21%   | 15%   | 19%  | 20%       | 15%  | 21%      | 20%       |
|                               |       |        |        |       |       |      | *         |      |          |           |
| Strongly disagree             | 94    | 30     | 63     | 27    | 32    | 34   | 5         | 46   | 31       | 12        |
|                               | 9%    | 6%     | 12%    | 10%   | 9%    | 10%  | 6%        | 12%  | 8%       | 8%        |
|                               |       |        | A      |       |       |      | *         |      |          |           |
| Sigma                         | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      |
|                               |       |        |        |       |       |      |           |      |          |           |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_6. To what extent do you agree or disagree with following statements: - I say sorry too much, eh

|                             | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           |
|-----------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|
|                             |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad |
|                             |       | A      | B      | C     | D     | E    | F         | G    | H        | I         |
| Base: All Answering (unwtd) | 850   | 366    | 484    | 244   | 345   | 261  | 29        | 159  | 375      | 287       |
| Base: All Answering (wtd)   | 834   | 401    | 434    | 244   | 303   | 287  | 59        | 308  | 333      | 133       |
| Top 2 Box (Net)             | 470   | 224    | 246    | 171   | 173   | 126  | 35        | 164  | 183      | 88        |
|                             | 56%   | 56%    | 57%    | 70%   | 57%   | 44%  | 59%       | 53%  | 55%      | 66%       |
|                             |       |        |        | DE    | E     |      | **        |      |          | GH        |
| Strongly agree              | 202   | 89     | 113    | 98    | 68    | 36   | 16        | 69   | 83       | 34        |
|                             | 24%   | 22%    | 26%    | 40%   | 22%   | 13%  | 27%       | 22%  | 25%      | 25%       |
|                             |       |        |        | DE    | E     |      | **        |      |          |           |
| Somewhat agree              | 269   | 135    | 133    | 74    | 105   | 89   | 19        | 96   | 100      | 54        |
|                             | 32%   | 34%    | 31%    | 30%   | 35%   | 31%  | 31%       | 31%  | 30%      | 41%       |
|                             |       |        |        |       |       |      | **        |      |          | GH        |
| Bottom 2 Box (Net)          | 364   | 176    | 188    | 73    | 130   | 161  | 24        | 144  | 150      | 45        |
|                             | 44%   | 44%    | 43%    | 30%   | 43%   | 56%  | 41%       | 47%  | 45%      | 34%       |
|                             |       |        |        |       | C     | CD   | **        | I    | I        |           |
| Somewhat disagree           | 198   | 88     | 110    | 44    | 63    | 92   | 10        | 81   | 77       | 30        |
|                             | 24%   | 22%    | 25%    | 18%   | 21%   | 32%  | 17%       | 26%  | 23%      | 23%       |
|                             |       |        |        |       |       | CD   | **        |      |          |           |
| Strongly disagree           | 166   | 88     | 77     | 29    | 67    | 69   | 15        | 63   | 73       | 15        |
|                             | 20%   | 22%    | 18%    | 12%   | 22%   | 24%  | 24%       | 20%  | 22%      | 11%       |
|                             |       |        |        |       | C     | C    | **        | I    | I        |           |
| Sigma                       | 834   | 401    | 434    | 244   | 303   | 287  | 59        | 308  | 333      | 133       |
|                             | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      |
|                             |       |        |        |       |       |      |           |      |          |           |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5. To what extent do you agree or disagree with following statements: - Top 2 Box Summary

|  | Total      | Gender     |            | AGE        |            |            | EDUCATION |            |            |            |
|--|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
|  |            | Male       | Female     | 18-34      | 35-54      | 55+        | <HS       | HS         | Post Sec   | Univ Grad  |
|  |            | A          | B          | C          | D          | E          | F         | G          | H          | I          |
| The Canada Goose is a revolting bird and I'm ashamed it bears our country's name | 177<br>18% | 125<br>26% | 52<br>10%  | 59<br>21%  | 71<br>19%  | 46<br>13%  | 20<br>23% | 52<br>14%  | 60<br>15%  | 45<br>29%  |
|  |            | B          |            | E          |            |            | *         |            |            | GH         |
| It's embarrassing that a toothy rodent - the beaver - is a national symbol       | 151<br>15% | 96<br>20%  | 55<br>11%  | 49<br>17%  | 74<br>20%  | 28<br>8%   | 17<br>20% | 48<br>13%  | 41<br>10%  | 45<br>29%  |
|  |            | B          |            | E          | E          |            | *         |            |            | GH         |
| Ketchup chips are delicious  | 635<br>63% | 320<br>66% | 315<br>61% | 206<br>74% | 279<br>75% | 151<br>43% | 54<br>63% | 238<br>64% | 239<br>61% | 105<br>68% |
|  |            |            |            | E          | E          |            | *         |            |            |            |
| I loathe watching and hearing about hockey                                       | 338<br>34% | 175<br>36% | 162<br>31% | 111<br>40% | 138<br>37% | 88<br>25%  | 31<br>37% | 119<br>32% | 126<br>32% | 61<br>39%  |
|  |            |            |            | E          | E          |            | *         |            |            | H          |
| Canadian beer is the world's best beer   | 724<br>72% | 376<br>77% | 348<br>67% | 192<br>69% | 283<br>76% | 249<br>71% | 63<br>75% | 270<br>73% | 279<br>71% | 112<br>73% |
|  |            | B          |            |            |            |            | *         |            |            |            |
| I say sorry too much, eh   | 470<br>56% | 224<br>56% | 246<br>57% | 171<br>70% | 173<br>57% | 126<br>44% | 35<br>59% | 164<br>53% | 183<br>55% | 88<br>66%  |
|  |            |            |            | DE         | E          |            | **        |            |            | GH         |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5. To what extent do you agree or disagree with following statements: - Bottom 2 Box Summary

|  | Total      | Gender     |            | AGE        |            |            | EDUCATION |            |            |            |
|--|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
|  |            | Male       | Female     | 18-34      | 35-54      | 55+        | <HS       | HS         | Post Sec   | Univ Grad  |
|  |            | A          | B          | C          | D          | E          | F         | G          | H          | I          |
| The Canada Goose is a revolting bird and I'm ashamed it bears our country's name | 826<br>82% | 362<br>74% | 465<br>90% | 220<br>79% | 300<br>81% | 306<br>87% | 65<br>77% | 318<br>86% | 333<br>85% | 110<br>71% |
|  |            |            | A          |            |            | C          | *         | I          | I          |            |
| It's embarrassing that a toothy rodent - the beaver - is a national symbol       | 852<br>85% | 391<br>80% | 461<br>89% | 231<br>83% | 297<br>80% | 324<br>92% | 68<br>80% | 322<br>87% | 352<br>90% | 110<br>71% |
|  |            |            | A          |            |            | CD         | *         | I          | I          |            |
| Ketchup chips are delicious  | 368<br>37% | 166<br>34% | 201<br>39% | 74<br>26%  | 93<br>25%  | 201<br>57% | 31<br>37% | 133<br>36% | 154<br>39% | 50<br>32%  |
|  |            |            |            |            |            | CD         | *         |            |            |            |
| I loathe watching and hearing about hockey                                       | 665<br>66% | 311<br>64% | 354<br>69% | 168<br>60% | 233<br>63% | 264<br>75% | 54<br>63% | 251<br>68% | 267<br>68% | 94<br>61%  |
|  |            |            |            |            |            | CD         | *         |            | I          |            |
| Canadian beer is the world's best beer   | 279<br>28% | 110<br>23% | 168<br>33% | 87<br>31%  | 88<br>24%  | 103<br>29% | 22<br>25% | 100<br>27% | 114<br>29% | 42<br>27%  |
|  |            |            | A          |            |            |            | *         |            |            |            |
| I say sorry too much, eh   | 364<br>44% | 176<br>44% | 188<br>43% | 73<br>30%  | 130<br>43% | 161<br>56% | 24<br>41% | 144<br>47% | 150<br>45% | 45<br>34%  |
|  |            |            |            |            | C          | CD         | **        | I          | I          |            |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6. On July 1, will you take part in an activity specifically celebrating Canada?

|                                       | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           |
|---------------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|
|                                       |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad |
|                                       |       | A      | B      | C     | D     | E    | F         | G    | H        | I         |
| Base: All Respondents (unwtd)         | 1003  | 438    | 565    | 279   | 409   | 315  | 42        | 190  | 441      | 330       |
| Base: All Respondents (wtd)           | 1003  | 486    | 517    | 280   | 371   | 352  | 85        | 370  | 393      | 154       |
| Attend a fireworks show               | 437   | 202    | 235    | 157   | 163   | 117  | 30        | 142  | 197      | 69        |
|                                       | 44%   | 42%    | 46%    | 56%   | 44%   | 33%  | 35%       | 38%  | 50%      | 44%       |
|                                       |       |        |        | DE    | E     |      | *         |      | G        |           |
| Gather with friends to celebrate      | 402   | 174    | 228    | 126   | 148   | 128  | 15        | 136  | 179      | 72        |
|                                       | 40%   | 36%    | 44%    | 45%   | 40%   | 36%  | 17%       | 37%  | 46%      | 47%       |
|                                       |       |        | A      |       |       |      | *         | F    | FG       | FG        |
| Attend an official celebration        | 231   | 125    | 107    | 85    | 89    | 57   | 14        | 71   | 103      | 43        |
|                                       | 23%   | 26%    | 21%    | 30%   | 24%   | 16%  | 17%       | 19%  | 26%      | 28%       |
|                                       |       |        |        | E     | E     |      | *         |      |          | G         |
| Watch Heritage Minutes                | 63    | 43     | 20     | 25    | 26    | 12   | 2         | 25   | 18       | 19        |
|                                       | 6%    | 9%     | 4%     | 9%    | 7%    | 3%   | 2%        | 7%   | 5%       | 12%       |
|                                       |       |        | B      |       |       |      | *         |      |          | FGH       |
| Visiting Ottawa, the nation's capital | 60    | 38     | 22     | 28    | 16    | 15   | 4         | 14   | 22       | 21        |
|                                       | 6%    | 8%     | 4%     | 10%   | 4%    | 4%   | 4%        | 4%   | 6%       | 13%       |
|                                       |       |        |        | DE    |       |      | *         |      |          | GH        |
| Other                                 | 99    | 41     | 58     | 24    | 35    | 40   | 6         | 29   | 50       | 15        |
|                                       | 10%   | 8%     | 11%    | 9%    | 9%    | 11%  | 7%        | 8%   | 13%      | 10%       |
|                                       |       |        |        |       |       |      | *         |      |          |           |
| None                                  | 194   | 105    | 89     | 26    | 65    | 103  | 28        | 87   | 58       | 20        |
|                                       | 19%   | 22%    | 17%    | 9%    | 18%   | 29%  | 33%       | 24%  | 15%      | 13%       |
|                                       |       |        |        |       | C     | CD   | HI*       | HI   |          |           |
| Sigma                                 | 1487  | 728    | 758    | 472   | 542   | 472  | 97        | 504  | 627      | 258       |
|                                       | 148%  | 150%   | 147%   | 169%  | 146%  | 134% | 115%      | 136% | 160%     | 167%      |

Statistics:

Overlap formula used

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- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

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