

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	105	110	68	377	245	98	267	198	267	161	266	737
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	328	210	231	122	239	764
O Canada/ national anthem	542	83	66	35	221	94	43	174	122	112	68	137	405
	54%	62%	62%	53%	58%	39%	60%	53%	58%	49%	56%	58%	53%
		E*	E*	*	E		E*						
Gens du pays	17	-	-	2	-	15	-	6	2	4	3	1	16
	2%	-	-	3%	-	6%	-	2%	1%	2%	3%	*	2%
		*	*	D*		ABDF	*						
This Land Is Your Land	6	1	1	1	2	1	-	-	1	3	1	1	5
	1%	1%	1%	1%	1%	*	-	-	1%	1%	1%	*	1%
		*	*	*			*						
Tragically Hip songs (any mentions)	16	1	4	1	7	2	1	4	3	3	4	5	11
	2%	1%	3%	2%	2%	1%	1%	1%	2%	1%	3%	2%	1%
		*	*	*			*						
Happy Birthday	7	-	-	-	5	1	2	-	2	4	1	1	6
	1%	-	-	-	1%	*	2%	-	1%	2%	1%	1%	1%
		*	*	*			*			G			
Canadian Girls	3	1	1	*	-	-	1	1	-	1	1	1	2
	*	1%	1%	1%	-	-	1%	*	-	1%	1%	*	*
		*	*	*			D*						
Queen songs (any mentions)	12	4	2	2	3	1	-	9	-	3	-	7	6
	1%	3%	2%	3%	1%	*	-	3%	-	1%	-	3%	1%
		*	*	*			*	H				L	
Stompin' Tom Connors songs (any mentions)	9	*	1	4	3	-	-	1	3	4	1	4	5
	1%	*	1%	6%	1%	-	-	*	1%	2%	1%	2%	1%
		*	*	ADE*			*						
Gordon Lightfoot songs (any mentions)	5	1	*	*	2	2	-	1	2	1	1	1	5
	1%	1%	*	1%	*	1%	-	*	1%	*	*	*	1%
		*	*	*			*						
Ca-na-da (for Expo 1967 by Bobby Gimby)	7	2	1	*	3	-	1	-	*	5	1	*	7
	1%	2%	1%	1%	1%	-	1%	-	*	2%	1%	*	1%
		*	*	*			*			G			
Bryan Adams songs (any mentions)	8	*	2	1	2	1	1	2	2	2	*	-	8
	1%	*	2%	1%	1%	*	2%	*	1%	1%	*	-	1%
		*	*	*			*						
The Guess Who/ BTO/ Burton Cummings songs (any mentions)	6	-	*	-	3	3	-	2	-	2	2	-	6
	1%	-	*	-	1%	1%	-	1%	-	1%	2%	-	1%
		*	*	*			*						
Other	187	24	14	16	75	50	7	74	31	50	19	51	135
	19%	18%	13%	25%	19%	21%	10%	22%	15%	22%	15%	21%	18%
		*	*	F*		F	*						
None	122	12	14	2	43	42	9	33	29	28	17	22	99
	12%	9%	13%	3%	11%	17%	12%	10%	14%	12%	14%	9%	13%
		*	*	*		C	*						
Don't know	57	4	-	-	15	30	8	22	14	9	3	8	50
	6%	3%	-	-	4%	13%	11%	7%	6%	4%	3%	3%	7%
		*	*	*		ABCD	ABCD*						
Sigma	1003	135	106	65	385	241	72	328	210	231	123	239	764
	100%	100%	100%	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/L

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

- Column Means:

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

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	105	110	68	377	245	98	267	198	267	161	266	737
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	328	210	231	122	239	764
Awesome/ fantastic	16	2	-	3	10	1	-	4	5	3	3	3	13
	2%	2%	-	4%	3%	*	-	1%	2%	1%	2%	1%	2%
		*	*	E*		*							
Beautiful	29	15	*	-	9	3	2	14	1	5	3	2	28
	3%	11%	*	-	2%	1%	2%	4%	*	2%	3%	1%	4%
		BCDE*	*	*		*		H					K
Country	65	1	-	-	4	57	4	21	11	23	5	21	44
	6%	*	-	-	1%	23%	6%	6%	5%	10%	4%	9%	6%
		*	*	*		ABCDF	ABD*						
Diversity	16	1	2	1	7	3	1	4	1	5	5	4	12
	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	4%	2%	2%
		*	*	*		*				GH			
Great	24	4	3	*	10	6	1	5	2	7	4	5	19
	2%	3%	2%	1%	3%	2%	1%	2%	1%	3%	3%	2%	2%
		*	*	*		*							
Home	199	34	25	12	100	7	22	51	45	47	25	51	149
	20%	25%	23%	19%	26%	3%	30%	16%	21%	20%	20%	21%	19%
		E*	E*	E*	E	E*							
Love	9	1	-	1	4	1	2	4	2	1	1	4	4
	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	*	2%	1%
		*	*	*		*							
Multiculturalism	10	2	1	-	6	1	-	2	3	1	4	3	7
	1%	2%	1%	-	2%	*	-	1%	1%	*	3%	1%	1%
		*	*	*		*				I			
Opportunity	9	-	2	4	3	-	1	6	2	1	1	5	5
	1%	-	2%	6%	1%	-	1%	2%	1%	*	1%	2%	1%
		*	*	ADE*		*							
Peace	36	4	4	-	14	13	1	10	11	9	4	7	29
	4%	3%	4%	-	4%	6%	1%	3%	5%	4%	3%	3%	4%
		*	*	*		*							
Pride/ proud	52	5	5	2	21	13	5	25	2	12	7	11	41
	5%	4%	5%	4%	5%	5%	7%	8%	1%	5%	6%	4%	5%
		*	*	*		*		H		H	H		
Safety/ security	20	4	1	2	2	8	2	5	3	12	1	2	18
	2%	3%	1%	3%	1%	4%	2%	1%	1%	5%	1%	1%	2%
		*	*	*		D	*			GJ			
Unity	6	*	-	1	3	2	1	2	3	*	1	2	5
	1%	*	-	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
		*	*	*		*							
Happiness/ happy/ joy	9	2	-	-	4	3	-	1	2	1	1	3	6
	1%	2%	-	-	1%	1%	-	*	1%	*	1%	1%	1%
		*	*	*		*							
Inclusion/ inclusive	8	1	2	-	4	*	*	3	1	1	2	4	3
	1%	1%	2%	-	1%	*	*	1%	*	*	2%	2%	*
		*	*	*		*							
Freedom/ Liberty (Net)	251	37	30	26	99	37	23	89	54	59	24	55	196
	25%	27%	28%	39%	26%	15%	32%	27%	26%	26%	19%	23%	26%
		E*	E*	DE*	E	E*							
Freedom/ free	229	37	29	24	98	20	22	82	48	54	21	52	177
	23%	27%	27%	36%	25%	8%	31%	25%	23%	23%	17%	22%	23%
		E*	E*	E*	E	E*							

Liberty	22	-	1	2	1	17	1	7	5	5	2	3	19
	2%	-	1%	3%	*	7%	1%	2%	2%	2%	2%	1%	2%
		*	*	D*		ABD	*						
Others	228	19	30	13	78	81	7	75	59	43	32	52	175
	23%	14%	28%	20%	20%	33%	9%	23%	28%	19%	26%	22%	23%
		*	AF*	*	F	ADF	*		I				
Nothing	6	-	-	-	2	3	1	5	-	1	-	2	4
	1%	-	-	-	1%	1%	1%	2%	-	*	-	1%	1%
		*	*	*			*						
Don't Know	10	3	-	-	4	2	1	3	3	1	-	2	7
	1%	2%	-	-	1%	1%	1%	1%	1%	*	-	1%	1%
		*	*	*			*						
Sigma	1003	135	106	65	385	241	71	328	210	231	122	239	764
	100%	100%	100%	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/L

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	105	110	68	377	245	98	267	198	267	161	266	737
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	328	210	231	122	239	764
Bryan Adams	10	1	-	2	3	4	-	1	4	2	1	5	5
	1%	1%	-	3%	1%	2%	-	*	2%	1%	1%	2%	1%
		*	*	*			*						
Celine Dion	46	4	2	-	13	25	3	13	8	12	6	10	36
	5%	3%	2%	-	3%	10%	4%	4%	4%	5%	5%	4%	5%
		*	*	*		ABCD	*						
David Suzuki	6	1	2	*	2	*	-	*	5	*	-	1	5
	1%	1%	2%	1%	*	*	-	*	2%	*	-	*	1%
		*	*	*			*		G				
Drake	13	1	2	-	4	5	1	5	4	4	-	1	12
	1%	1%	2%	-	1%	2%	1%	2%	2%	2%	-	1%	2%
		*	*	*			*						
Jim Carrey	19	1	2	3	4	7	2	5	5	5	3	7	13
	2%	1%	2%	5%	1%	3%	3%	2%	2%	2%	3%	3%	2%
		*	*	D*			*						
John Candy	16	2	-	1	10	2	1	2	3	5	4	5	11
	2%	1%	-	1%	3%	1%	2%	1%	1%	2%	3%	2%	1%
		*	*	*			*			G			
Justin Trudeau	84	21	7	1	35	16	3	26	18	23	12	13	71
	8%	16%	7%	2%	9%	7%	4%	8%	9%	10%	10%	6%	9%
		CEF*	*	*			*						
Justin Bieber	18	3	5	-	6	3	-	10	1	3	3	7	11
	2%	2%	5%	-	1%	1%	-	3%	1%	1%	2%	3%	1%
		*	*	*			*						
Leonard Cohen	11	-	-	1	3	3	3	5	1	2	1	1	10
	1%	-	-	2%	1%	1%	5%	2%	*	1%	1%	1%	1%
		*	*	*			ABD*						
Margaret Atwood	4	*	*	1	1	*	1	-	1	1	1	1	3
	*	*	*	1%	*	*	1%	-	1%	1%	1%	*	*
		*	*	*			*						
Michael J. Fox	9	*	2	*	4	2	*	2	3	2	1	5	3
	1%	*	2%	*	1%	1%	*	1%	2%	1%	1%	2%	*
		*	*	*			*					L	
Pierre Elliott Trudeau	42	7	2	1	20	9	3	6	10	12	7	5	37
	4%	5%	2%	1%	5%	4%	5%	2%	5%	5%	6%	2%	5%
		*	*	*			*				G		
Rene Levesque	14	-	-	2	-	12	-	2	6	4	2	1	12
	1%	-	-	3%	-	5%	-	1%	3%	2%	1%	*	2%
		*	*	D*		ABD	*						
Ryan Reynolds	16	-	2	1	10	2	*	3	-	6	3	6	9
	2%	-	2%	1%	3%	1%	*	1%	-	3%	2%	3%	1%
		*	*	*			*			H	H		
Shania Twain	20	-	2	5	9	2	1	10	3	4	2	6	14
	2%	-	2%	8%	2%	1%	2%	3%	1%	2%	2%	2%	2%
		*	*	ADE*			*						
Sir John A. MacDonald	39	5	3	4	21	4	3	10	6	11	4	4	35
	4%	4%	3%	6%	5%	2%	4%	3%	3%	5%	4%	2%	5%
		*	*	*	E		*						
Stephen Harper	16	-	-	2	7	5	2	2	7	4	2	7	8
	2%	-	-	3%	2%	2%	3%	*	3%	2%	2%	3%	1%
		*	*	*			*		G				

Trudeau (unspecified)	10	-	1	-	4	2	3	3	2	2	2	5	6
	1%	-	1%	-	1%	1%	4%	1%	1%	1%	2%	2%	1%
		*	*	*			A*						
Terry Fox	20	5	1	2	6	4	2	9	3	4	4	2	18
	2%	3%	1%	3%	2%	2%	3%	3%	1%	2%	3%	1%	2%
		*	*	*			*						
Wayne Gretzky	33	4	5	2	16	2	4	9	11	9	2	11	22
	3%	3%	5%	4%	4%	1%	6%	3%	5%	4%	2%	5%	3%
		*	E*	*	E		E*						
William Shatner	9	1	3	-	2	3	-	2	2	3	2	3	6
	1%	1%	3%	-	1%	1%	-	1%	1%	1%	1%	1%	1%
		*	*	*			*						
Others	458	63	54	26	178	110	27	158	93	99	54	112	346
	46%	47%	51%	41%	46%	45%	38%	48%	44%	43%	44%	47%	45%
		*	*	*			*						
Nothing	22	4	1	1	8	4	4	13	4	4	1	5	17
	2%	3%	1%	2%	2%	2%	5%	4%	2%	2%	*	2%	2%
		*	*	*			*						
Don't know	67	9	7	9	19	15	8	29	9	9	4	15	53
	7%	7%	7%	14%	5%	6%	11%	9%	4%	4%	4%	6%	7%
		*	*	D*			D*	I					
Sigma	1003	135	106	65	385	241	71	328	210	231	122	239	764
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

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

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	105	110	68	377	245	98	267	198	267	161	266	737
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	328	210	231	122	239	764
Electric oven	438	64	45	33	163	93	40	138	103	93	50	77	362
	44%	47%	43%	51%	42%	38%	56%	42%	49%	40%	41%	32%	47%
		*	*	*			DE*						K
IMAX films	321	49	30	13	124	89	15	97	71	84	37	88	233
	32%	37%	29%	20%	32%	37%	21%	30%	34%	36%	30%	37%	30%
		F*	*	*		CF	*						
Snowmobile	248	22	30	14	74	82	26	72	57	67	31	73	174
	25%	17%	28%	21%	19%	34%	37%	22%	27%	29%	25%	31%	23%
		*	*	*		AD	AD*					L	
Hawaiian style pizza	216	35	27	11	99	32	12	87	45	38	20	45	171
	22%	26%	25%	16%	26%	13%	17%	26%	22%	17%	17%	19%	22%
		E*	E*	*	E		*	IJ					
The Bloody Caesar	190	16	28	13	77	47	9	52	40	48	34	50	141
	19%	12%	26%	20%	20%	20%	12%	16%	19%	21%	27%	21%	18%
		*	AF*	*			*				G		
Goalie mask	181	13	18	17	71	49	14	44	38	57	31	56	125
	18%	9%	17%	26%	18%	20%	19%	13%	18%	25%	25%	23%	16%
		*	*	A*		A	*			G	G	L	
Wonderbra	172	33	9	7	64	43	15	68	28	38	20	36	135
	17%	25%	9%	10%	17%	18%	21%	21%	14%	17%	16%	15%	18%
		B*	*	*			B*						
Superman	147	11	12	12	54	51	6	37	36	46	20	44	103
	15%	9%	11%	19%	14%	21%	9%	11%	17%	20%	16%	19%	13%
		*	*	*		ABDF	*			G			
Five-pin bowling	100	6	15	8	53	14	4	39	16	26	11	29	71
	10%	4%	14%	13%	14%	6%	5%	12%	8%	11%	9%	12%	9%
		*	AE*	*	AE		*						
None of the above	84	21	6	6	28	20	4	35	11	18	9	19	65
	8%	15%	5%	9%	7%	8%	5%	11%	5%	8%	7%	8%	9%
		BD*	*	*			*						
Sigma	2097	271	219	135	807	521	145	668	446	515	262	518	1580
	209%	201%	206%	206%	210%	216%	203%	204%	212%	223%	214%	217%	207%

Statistics:

Overlap formula used

- Column Proportions:

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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	105	110	68	377	245	98	267	198	267	161	266	737
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	328	210	231	122	239	764
Top 2 Box (Net)	177	27	10	8	66	57	9	54	43	47	21	48	129
	18%	20%	9%	12%	17%	24%	12%	17%	20%	20%	18%	20%	17%
		B*	*	*		BF	*						
Strongly agree	67	13	1	2	28	19	3	23	16	17	5	20	46
	7%	10%	1%	3%	7%	8%	4%	7%	8%	7%	4%	9%	6%
		B*	*	*	B	B	*						
Somewhat agree	110	14	8	6	37	38	6	32	27	30	16	27	82
	11%	10%	8%	9%	10%	16%	8%	10%	13%	13%	13%	11%	11%
		*	*	*		D	*						
Bottom 2 Box (Net)	826	107	97	57	319	184	63	273	167	184	101	191	635
	82%	80%	91%	88%	83%	76%	88%	83%	80%	80%	82%	80%	83%
		*	AE*	*			E*						
Somewhat disagree	251	26	21	18	108	61	16	85	49	57	26	55	196
	25%	19%	20%	28%	28%	25%	22%	26%	23%	25%	21%	23%	26%
		*	*	*			*						
Strongly disagree	575	81	75	39	211	122	47	189	118	128	75	136	440
	57%	60%	71%	59%	55%	51%	66%	58%	56%	55%	61%	57%	58%
		*	DE*	*			E*						
Sigma	1003	135	106	65	385	241	71	328	210	231	122	239	764
	100%	100%	100%	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/L

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	105	110	68	377	245	98	267	198	267	161	266	737
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	328	210	231	122	239	764
Top 2 Box (Net)	151	16	14	8	53	52	9	53	32	42	11	40	111
	15%	12%	13%	12%	14%	21%	13%	16%	15%	18%	9%	17%	15%
		*	*	*		D	*			J			
Strongly agree	44	4	4	2	19	12	2	18	7	11	4	10	34
	4%	3%	4%	4%	5%	5%	2%	5%	3%	5%	4%	4%	4%
		*	*	*			*						
Somewhat agree	107	12	10	5	33	39	7	35	25	30	6	30	77
	11%	9%	9%	8%	9%	16%	10%	11%	12%	13%	5%	13%	10%
		*	*	*		D	*			J			
Bottom 2 Box (Net)	852	119	93	57	332	189	62	275	178	190	111	199	653
	85%	88%	87%	88%	86%	79%	87%	84%	85%	82%	91%	83%	85%
		*	*	*	E		*			I			
Somewhat disagree	266	29	23	17	105	73	18	86	60	49	38	67	199
	27%	22%	22%	26%	27%	30%	25%	26%	28%	21%	31%	28%	26%
		*	*	*			*						
Strongly disagree	586	90	70	40	226	116	44	189	118	140	73	132	454
	58%	67%	65%	62%	59%	48%	62%	58%	56%	61%	60%	55%	59%
		E*	E*	*	E		E*						
Sigma	1003	135	106	65	385	241	71	328	210	231	122	239	764
	100%	100%	100%	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/L

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	105	110	68	377	245	98	267	198	267	161	266	737
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	328	210	231	122	239	764
Top 2 Box (Net)	635	56	71	47	249	163	49	221	139	144	77	181	455
	63%	42%	66%	72%	65%	68%	69%	67%	66%	62%	63%	76%	59%
		*	A*	A*	A	A	A*					L	
Strongly agree	342	36	35	28	135	81	28	137	69	72	38	118	224
	34%	26%	33%	43%	35%	34%	39%	42%	33%	31%	31%	49%	29%
		*	*	*			*	I				L	
Somewhat agree	293	21	36	19	114	82	22	84	71	72	39	63	230
	29%	16%	34%	29%	30%	34%	31%	26%	34%	31%	32%	26%	30%
		*	A*	*	A	A	A*						
Bottom 2 Box (Net)	368	78	36	18	135	78	22	107	71	87	45	58	310
	37%	58%	34%	28%	35%	32%	31%	33%	34%	38%	37%	24%	41%
		BCDEF*	*	*			*						K
Somewhat disagree	164	25	18	9	57	41	14	58	34	38	15	32	132
	16%	19%	17%	13%	15%	17%	20%	18%	16%	16%	12%	13%	17%
		*	*	*			*						
Strongly disagree	203	53	18	10	78	37	8	49	37	49	30	26	177
	20%	39%	17%	15%	20%	15%	11%	15%	18%	21%	25%	11%	23%
		BCDEF*	*	*			*				G		K
Sigma	1003	135	106	65	385	241	71	328	210	231	122	239	764
	100%	100%	100%	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/L

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	105	110	68	377	245	98	267	198	267	161	266	737
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	328	210	231	122	239	764
Top 2 Box (Net)	338	47	33	26	130	82	19	128	73	74	35	73	264
	34%	35%	31%	40%	34%	34%	27%	39%	35%	32%	28%	31%	35%
		*	*	*			*						
Strongly agree	140	17	14	11	66	27	5	57	32	23	15	34	106
	14%	13%	13%	16%	17%	11%	7%	17%	15%	10%	12%	14%	14%
		*	*	*	F		*	I					
Somewhat agree	197	30	19	16	64	55	14	71	41	51	20	40	158
	20%	22%	18%	24%	17%	23%	20%	22%	19%	22%	16%	17%	21%
		*	*	*			*						
Bottom 2 Box (Net)	665	88	73	39	254	159	52	200	137	157	87	165	500
	66%	65%	69%	60%	66%	66%	73%	61%	65%	68%	72%	69%	65%
		*	*	*			*						
Somewhat disagree	251	30	29	11	94	66	21	91	46	53	29	63	188
	25%	22%	28%	18%	24%	27%	29%	28%	22%	23%	23%	26%	25%
		*	*	*			*						
Strongly disagree	415	58	44	28	161	93	31	109	91	104	59	103	312
	41%	43%	41%	42%	42%	39%	44%	33%	44%	45%	48%	43%	41%
		*	*	*			*		G	G	G		
Sigma	1003	135	106	65	385	241	71	328	210	231	122	239	764
	100%	100%	100%	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/L

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	105	110	68	377	245	98	267	198	267	161	266	737
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	328	210	231	122	239	764
Top 2 Box (Net)	724	84	83	50	283	171	53	230	148	182	86	178	547
	72%	63%	78%	77%	74%	71%	74%	70%	70%	78%	70%	74%	72%
		*	A*	*			*						
Strongly agree	339	40	45	27	136	62	29	103	71	97	38	98	241
	34%	30%	42%	41%	35%	26%	41%	31%	34%	42%	31%	41%	32%
		*	E*	E*	E		E*			G		L	
Somewhat agree	385	44	39	23	147	109	23	127	77	84	48	80	306
	38%	33%	36%	36%	38%	45%	33%	39%	37%	37%	39%	33%	40%
		*	*	*			*						
Bottom 2 Box (Net)	279	50	23	15	101	70	19	98	62	50	36	61	217
	28%	37%	22%	23%	26%	29%	26%	30%	30%	22%	30%	26%	28%
		B*	*	*			*						
Somewhat disagree	185	32	15	6	73	47	11	60	44	37	25	43	141
	18%	24%	14%	10%	19%	19%	16%	18%	21%	16%	20%	18%	19%
		C*	*	*			*						
Strongly disagree	94	18	8	9	28	24	7	38	18	13	12	18	76
	9%	13%	7%	13%	7%	10%	10%	12%	9%	6%	10%	8%	10%
		*	*	*			*						
Sigma	1003	135	106	65	385	241	71	328	210	231	122	239	764
	100%	100%	100%	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/L

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	850	104	108	67	374	101	96	222	169	225	138	225	625
Base: All Answering (wtd)	834	134	103	63	382	83	69	273	175	187	102	199	635
Top 2 Box (Net)	470	66	59	33	233	52	27	158	82	112	63	126	344
	56%	49%	57%	53%	61%	63%	40%	58%	47%	60%	62%	63%	54%
		*	F*	*	F	F*	*			H	H	L	
Strongly agree	202	24	29	13	103	20	12	71	35	52	29	61	141
	24%	18%	28%	21%	27%	24%	17%	26%	20%	28%	28%	31%	22%
		*	*	*		*	*					L	
Somewhat agree	269	41	30	20	130	32	15	87	47	60	35	65	203
	32%	31%	29%	32%	34%	38%	22%	32%	27%	32%	34%	33%	32%
		*	*	*		F*	*						
Bottom 2 Box (Net)	364	68	44	30	149	31	42	115	93	75	39	73	291
	44%	51%	43%	47%	39%	37%	60%	42%	53%	40%	38%	37%	46%
		*	*	*		*	BDE*		IJ				K
Somewhat disagree	198	43	30	14	72	18	21	54	54	46	22	44	154
	24%	32%	29%	23%	19%	21%	30%	20%	31%	24%	22%	22%	24%
		D*	D*	*		*	D*		G				
Strongly disagree	166	25	14	16	77	13	21	61	39	29	16	29	137
	20%	18%	13%	25%	20%	16%	31%	22%	22%	16%	16%	15%	22%
		*	*	*		*	BE*						
Sigma	834	134	103	63	382	83	69	273	175	187	102	199	635
	100%	100%	100%	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/L

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
The Canada Goose is a revolting bird and I'm ashamed it bears our country's name	177 18%	27 20%	10 9%	8 12%	66 17%	57 24%	9 12%	54 17%	43 20%	47 20%	21 18%	48 20%	129 17%
		B*	*	*		BF	*						
It's embarrassing that a toothy rodent - the beaver - is a national symbol	151 15%	16 12%	14 13%	8 12%	53 14%	52 21%	9 13%	53 16%	32 15%	42 18%	11 9%	40 17%	111 15%
		*	*	*		D	*			J			
Ketchup chips are delicious	635 63%	56 42%	71 66%	47 72%	249 65%	163 68%	49 69%	221 67%	139 66%	144 62%	77 63%	181 76%	455 59%
		*	A*	A*	A	A	A*					L	
I loathe watching and hearing about hockey	338 34%	47 35%	33 31%	26 40%	130 34%	82 34%	19 27%	128 39%	73 35%	74 32%	35 28%	73 31%	264 35%
		*	*	*			*						
Canadian beer is the world's best beer	724 72%	84 63%	83 78%	50 77%	283 74%	171 71%	53 74%	230 70%	148 70%	182 78%	86 70%	178 74%	547 72%
		*	A*	*			*						
I say sorry too much, eh	470 56%	66 49%	59 57%	33 53%	233 61%	52 63%	27 40%	158 58%	82 47%	112 60%	63 62%	126 63%	344 54%
		*	F*	*	F	F*	*			H	H	L	

Statistics:

Overlap formula used

- Column Proportions:

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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
The Canada Goose is a revolting bird and I'm ashamed it bears our country's name	826 82%	107 80%	97 91%	57 88%	319 83%	184 76%	63 88%	273 83%	167 80%	184 80%	101 82%	191 80%	635 83%
		*	AE*	*			E*						
It's embarrassing that a toothy rodent - the beaver - is a national symbol	852 85%	119 88%	93 87%	57 88%	332 86%	189 79%	62 87%	275 84%	178 85%	190 82%	111 91%	199 83%	653 85%
		*	*	*	E		*			I			
Ketchup chips are delicious	368 37%	78 58%	36 34%	18 28%	135 35%	78 32%	22 31%	107 33%	71 34%	87 38%	45 37%	58 24%	310 41%
		BCDEF*	*	*			*						K
I loathe watching and hearing about hockey	665 66%	88 65%	73 69%	39 60%	254 66%	159 66%	52 73%	200 61%	137 65%	157 68%	87 72%	165 69%	500 65%
		*	*	*			*						
Canadian beer is the world's best beer	279 28%	50 37%	23 22%	15 23%	101 26%	70 29%	19 26%	98 30%	62 30%	50 22%	36 30%	61 26%	217 28%
		B*	*	*			*						
I say sorry too much, eh	364 44%	68 51%	44 43%	30 47%	149 39%	31 37%	42 60%	115 42%	93 53%	75 40%	39 38%	73 37%	291 46%
		*	*	*		*	BDE*		IJ				K

Statistics:

Overlap formula used

- Column Proportions:

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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1003	105	110	68	377	245	98	267	198	267	161	266	737
Base: All Respondents (wtd)	1003	135	106	65	385	241	71	328	210	231	122	239	764
Attend a fireworks show	437	48	61	30	172	89	37	136	102	102	58	135	303
	44%	36%	57%	47%	45%	37%	51%	41%	49%	44%	48%	56%	40%
		*	AE*	*			AE*					L	
Gather with friends to celebrate	402	56	50	29	180	55	31	119	87	93	59	110	292
	40%	42%	47%	45%	47%	23%	43%	36%	41%	40%	48%	46%	38%
		E*	E*	E*	E		E*			G		L	
Attend an official celebration	231	29	36	13	89	40	24	65	52	58	32	73	158
	23%	22%	34%	19%	23%	17%	34%	20%	25%	25%	26%	31%	21%
		*	DE*	*			E*					L	
Watch Heritage Minutes	63	6	6	-	28	16	7	26	14	14	5	15	48
	6%	5%	6%	-	7%	7%	9%	8%	7%	6%	4%	6%	6%
		*	*	*			C*						
Visiting Ottawa, the nation's capital	60	4	3	2	35	15	1	15	13	15	12	13	47
	6%	3%	3%	3%	9%	6%	2%	5%	6%	6%	10%	5%	6%
		*	*	*	F		*				G		
Other	99	16	12	8	44	13	6	38	17	17	10	16	83
	10%	12%	11%	13%	11%	5%	9%	12%	8%	7%	8%	7%	11%
		*	*	*	E		*						
None	194	22	9	7	62	82	12	71	40	41	21	24	170
	19%	17%	8%	11%	16%	34%	16%	22%	19%	18%	17%	10%	22%
		*	*	*		ABCDF	*						K
Sigma	1487	182	177	90	610	310	118	470	325	340	197	387	1100
	148%	135%	166%	137%	159%	129%	165%	143%	155%	147%	162%	162%	144%

Statistics:

Overlap formula used

- Column Proportions:

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

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

- Column Means:

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

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

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