

## Canada's Motto: Sea to Sea Study

*As you may know, Canada's official motto is 'From Sea to Sea'. The premiers of Yukon, Nunavut and the Northwest Territories have said it should be changed to 'From Sea to Sea to Sea', so that it includes the Arctic Ocean along with the Atlantic and Pacific.*

Proportions/Means: Columns Tested  
(5% risk level) - A/B - C/D/E/F - G/H/I

\* small base

|  |       | REGION TYPE |       | EDUCATION |           |           |            | INCOME   |              |          |
|--|-------|-------------|-------|-----------|-----------|-----------|------------|----------|--------------|----------|
|  | TOTAL | Urban       | Rural | <HS       | HS        | Post sec  | University | <\$30K   | \$30K-<\$60K | \$60K +  |
|  |       | A           | B     | C         | D         | E         | F          | G        | H            | I        |
| Base: All respondents  |       |             |       |           |           |           |            |          |              |          |
| Unweighted Base  | 1002  | 806         | 196   | 88        | 208       | 320       | 368        | 187      | 283          | 365      |
| Weighted Base  | 1002  | 806         | 196   | 93*       | 213       | 311       | 369        | 191      | 282          | 361      |
| Think this new motto sounds good and approve of this change            | 440   | 354         | 86    | 33        | 81        | 151       | 170        | 84       | 113          | 186      |
|  | 44%   | 44%         | 44%   | 36%       | 38%       | 49%<br>CD | 46%        | 44%      | 40%          | 52%<br>H |
| Think this new motto does not sound good and disapprove of this change | 174   | 143         | 30    | 18        | 32        | 52        | 68         | 28       | 44           | 70       |
|  | 17%   | 18%         | 15%   | 19%       | 15%       | 17%       | 18%        | 15%      | 16%          | 19%      |
| Don't care either way  | 369   | 293         | 76    | 41        | 96        | 103       | 123        | 76       | 121          | 102      |
|  | 37%   | 36%         | 39%   | 44%       | 45%<br>EF | 33%       | 33%        | 40%<br>I | 43%<br>I     | 28%      |
| DK/NS  | 19    | 15          | 4     | 1         | 3         | 5         | 8          | 4        | 4            | 3        |
|  | 2%    | 2%          | 2%    | 1%        | 1%        | 1%        | 2%         | 2%       | 2%           | 1%       |

*As you may know, Canada's official motto is 'From Sea to Sea'. The premiers of Yukon, Nunavut and the Northwest Territories have said it should be changed to 'From Sea to Sea to Sea', so that it includes the Arctic Ocean along with the Atlantic and Pacific.*

Proportions/Means: Columns Tested  
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

\* small base

|  |       | REGION   |          |          |          |               |          | AGE       |          |          | GENDER |        |
|--|-------|----------|----------|----------|----------|---------------|----------|-----------|----------|----------|--------|--------|
|  | TOTAL | BC       | ALB      | SK/MN    | ONT      | QUE           | ATL      | 18-34     | 35-54    | 55+      | Male   | Female |
|  |       | A        | B        | C        | D        | E             | F        | G         | H        | I        | J      | K      |
| Base: All respondents  |       |          |          |          |          |               |          |           |          |          |        |        |
| Unweighted Base  | 1002  | 142      | 96       | 67       | 384      | 237           | 76       | 254       | 449      | 287      | 471    | 531    |
| Weighted Base  | 1002  | 140      | 96*      | 67*      | 386      | 238           | 76*      | 295       | 389      | 309      | 491    | 511    |
| Think this new motto sounds good and approve of this change            | 440   | 71       | 49       | 39       | 174      | 65            | 42       | 117       | 169      | 151      | 216    | 224    |
|  | 44%   | 51%<br>E | 51%<br>E | 58%<br>E | 45%<br>E | 27%<br>E      | 55%<br>E | 40%       | 43%      | 49%<br>G | 44%    | 44%    |
| Think this new motto does not sound good and disapprove of this change | 174   | 28       | 12       | 6        | 70       | 48            | 9        | 49        | 80       | 45       | 82     | 92     |
|  | 17%   | 20%<br>C | 13%      | 8%       | 18%      | 20%<br>C      | 12%      | 16%       | 21%<br>I | 15%      | 17%    | 18%    |
| Don't care either way  | 369   | 38       | 33       | 21       | 132      | 120           | 25       | 127       | 133      | 106      | 184    | 185    |
|  | 37%   | 28%      | 34%      | 31%      | 34%      | 51%<br>ABCDEF | 32%      | 43%<br>HI | 34%      | 34%      | 37%    | 36%    |
| DK/NS  | 19    | 2        | 2        | 2        | 9        | 4             | 0        | 3         | 7        | 6        | 9      | 10     |
|  | 2%    | 2%       | 2%       | 3%       | 2%       | 2%            | -        | 1%        | 2%       | 2%       | 2%     | 2%     |