

Dominion Institute

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NW1. To which of these geographic groups would you say you belong, first and foremost?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
Your locality or town	655 21%	288 19%	366 23%	199 21%	269 21%	185 19%	74 27% HI	187 22% I	297 21% I	97 16%
Your province or region	808 26%	370 24%	439 27%	252 27%	327 26%	230 24%	74 27%	260 31% HI	347 24%	127 21%
Your country	1200 38%	613 40%	587 36%	347 37%	460 37%	392 40%	89 33%	274 33%	556 39% G	281 46% FGH
North America	234 7%	137 9% B	98 6%	45 5%	103 8% C	86 9% C	19 7%	66 8%	115 8%	35 6%
The world	266 8%	142 9%	124 8%	88 9%	98 8%	81 8%	17 6%	56 7%	122 9%	72 12% FG

NW2. Which of the following two views is closer to your own?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
Part of what makes Canada a successful society today is that Canadians share common history, heroes and national symbols	2196	1039	1157	584	911	700	213	615	986	382
	69%	67%	72%	63%	73%	72%	78%	73%	69%	62%
		A	A	C	C	C	HI	HI	I	
Part of what makes Canada successful today is the lack of a strong national identity that individuals and groups are expected to adopt.	968	511	457	347	345	275	60	227	451	231
	31%	33%	28%	37%	27%	28%	22%	27%	31%	38%
		B		DE					FG	FGH

NW3. Do you think Canadian citizens should, or should not, be allowed to hold the citizenship of a country other than Canada?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
Should	1944	933	1010	695	762	487	173	480	859	432
	61%	60%	63%	75%	61%	50%	63%	57%	60%	70%
Should not	1220	616	604	236	494	488	100	362	577	181
	39%	40%	37%	25%	39%	50%	37%	43%	40%	30%
					C	CD		I	I	

NW4_1. (The maple leaf) What is the extent to which you feel attached to the following Canadians symbols:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	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 Weighted										
	3164	1424	1740	663	1085	1414	300	865	1433	566
	3164	1550	1614	931	1257	975	273	842	1437	613
The maple leaf										
Strongly attached	2002	977	1025	560	811	629	173	548	897	383
	63%	63%	63%	60%	65%	65%	63%	65%	62%	63%
Somewhat attached	747	360	387	230	277	240	59	179	361	148
	24%	23%	24%	25%	22%	25%	21%	21%	25%	24%
Not very attached	238	125	112	82	99	56	19	67	102	50
	8%	8%	7%	9%	8%	6%	7%	8%	7%	8%
Not at all attached	178	87	90	59	70	49	22	48	77	31
	6%	6%	6%	6%	6%	5%	8%	6%	5%	5%
Summary										
Top2Box - Attached	2749	1337	1411	790	1088	869	232	728	1258	531
	87%	86%	87%	85%	87%	89% C	85%	86%	88%	87%
Low2Box - Not attached	415	212	203	141	169	106	41	114	178	81
	13%	14%	13%	15% E	13%	11%	15%	14%	12%	13%

NW4_2. (The beaver) What is the extent to which you feel attached to the following Canadians symbols:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
The beaver										
Strongly attached	1085 34%	542 35%	542 34%	300 32%	464 37% E	318 33%	112 41% I	309 37% I	500 35% I	164 27%
Somewhat attached	1251 40%	630 41%	622 39%	360 39%	511 41%	380 39%	87 32%	330 39% F	574 40% F	260 43% F
Not very attached	559 18%	257 17%	302 19%	176 19%	197 16%	186 19% D	43 16%	134 16%	253 18%	129 21% G
Not at all attached	269 9%	121 8%	148 9%	94 10% D	85 7%	90 9% D	31 11%	69 8%	109 8%	60 10%
Summary										
Top2Box - Attached	2336 74%	1172 76%	1164 72%	661 71%	975 78% CE	698 72%	198 73%	639 76% I	1074 75% I	424 69%
Low2Box - Not attached	828 26%	378 24%	450 28%	270 29% D	282 22%	276 28% D	75 27%	203 24%	362 25%	189 31% GH

NW4_3. (Hockey) What is the extent to which you feel attached to the following Canadians symbols:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
Hockey										
Strongly attached	1354 43%	741 48% B	613 38%	455 49% E	556 44% E	342 35%	117 43%	388 46% I	609 42%	239 39%
Somewhat attached	945 30%	450 29%	495 31%	255 27%	370 29%	320 33% C	70 26%	224 27%	439 31%	212 35% FG
Not very attached	465 15%	191 12%	274 17% A	130 14%	163 13%	172 18% D	40 15%	114 14%	210 15%	101 16%
Not at all attached	400 13%	168 11%	232 14% A	91 10%	168 13% C	140 14% C	45 17% I	116 14%	178 12%	61 10%
Summary										
Top2Box - Attached	2299 73%	1191 77% B	1108 69%	709 76% E	926 74% E	662 68%	188 69%	612 73%	1049 73%	451 74%
Low2Box - Not attached	865 27%	359 23%	506 31% A	221 24%	331 26%	312 32% CD	85 31%	230 27%	388 27%	162 26%

NW4_4. (The canoe) What is the extent to which you feel attached to the following Canadians symbols:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
The canoe										
Strongly attached	362 11%	203 13% B	159 10%	97 10%	179 14% CE	87 9%	35 13%	83 10%	161 11%	84 14%
Somewhat attached	873 28%	464 30% B	409 25%	254 27%	332 26%	287 29%	61 22%	229 27%	403 28%	180 29%
Not very attached	1194 38%	539 35%	655 41% A	361 39%	471 37%	360 37%	102 37%	332 39%	543 38%	217 35%
Not at all attached	735 23%	344 22%	392 24%	219 23%	275 22%	241 25%	75 28%	198 24%	330 23%	132 21%
Summary										
Top2Box - Attached	1235 39%	667 43% B	568 35%	351 38%	511 41%	373 38%	95 35%	311 37%	564 39%	265 43% FG
Low2Box - Not attached	1929 61%	883 57%	1047 65% A	580 62%	746 59%	601 62%	178 65% I	530 63% I	873 61%	348 57%

NW4_5. (The mountie) What is the extent to which you feel attached to the following Canadians symbols:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
The mountie										
Strongly attached	1322 42%	590 38%	732 45% A	297 32%	583 46% C	440 45% C	137 50% HI	383 46% I	605 42% I	197 32%
Somewhat attached	967 31%	523 34% B	445 28%	302 32%	353 28%	312 32% D	63 23%	235 28%	436 30% F	234 38% FGH
Not very attached	521 16%	269 17%	253 16%	189 20% DE	201 16%	132 14%	40 15%	124 15%	246 17%	111 18%
Not at all attached	353 11%	168 11%	184 11%	143 15% DE	119 9%	91 9%	33 12%	99 12%	150 10%	70 11%
Summary										
Top2Box - Attached	2290 72%	1113 72%	1177 73%	599 64%	937 75% C	752 77% C	200 73%	618 73%	1041 72%	431 70%
Low2Box - Not attached	874 28%	437 28%	437 27%	332 36% DE	320 25%	222 23%	73 27%	224 27%	395 28%	182 30%

NW4_6. (The timbit) What is the extent to which you feel attached to the following Canadians symbols:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
The timbit										
Strongly attached	315 10%	132 9%	183 11% A	154 17% DE	115 9% E	46 5%	37 14% I	86 10%	143 10%	49 8%
Somewhat attached	677 21%	352 23%	325 20%	221 24% E	285 23% E	169 17%	43 16%	177 21%	322 22% F	135 22%
Not very attached	1006 32%	482 31%	525 32%	306 33%	386 31%	314 32%	95 35%	298 35% HI	438 30%	175 29%
Not at all attached	1166 37%	584 38%	582 36%	250 27%	469 37% C	446 46% CD	98 36%	280 33%	534 37%	254 41% G
Summary										
Top2Box - Attached	992 31%	484 31%	508 31%	375 40% DE	401 32% E	215 22%	80 29%	263 31%	465 32%	184 30%
Low2Box - Not attached	2172 69%	1066 69%	1106 69%	556 60%	856 68% C	759 78% CD	193 71%	578 69%	972 68%	429 70%

NW4. (Top2box Summary) What is the extent to which you feel attached to the following Canadians symbols:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
The maple leaf	2749 87%	1337 86%	1411 87%	790 85%	1088 87%	869 89% C	232 85%	728 86%	1258 88%	531 87%
The beaver	2336 74%	1172 76%	1164 72%	661 71%	975 78% CE	698 72%	198 73%	639 76% I	1074 75% I	424 69%
Hockey	2299 73%	1191 77% B	1108 69%	709 76% E	926 74% E	662 68%	188 69%	612 73%	1049 73%	451 74%
The canoe	1235 39% B	667 43% B	568 35%	351 38%	511 41%	373 38%	95 35%	311 37%	564 39%	265 43% FG
The mountie	2290 72%	1113 72%	1177 73%	599 64%	937 75% C	752 77% C	200 73%	618 73%	1041 72%	431 70%
The timbit	992 31%	484 31%	508 31%	375 40% DE	401 32% E	215 22%	80 29%	263 31%	465 32%	184 30%

NW4. (Low2box Summary) What is the extent to which you feel attached to the following Canadians symbols:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
The maple leaf	415 13%	212 14%	203 13%	141 15% E	169 13%	106 11%	41 15%	114 14%	178 12%	81 13%
The beaver	828 26%	378 24%	450 28%	270 29% D	282 22%	276 28% D	75 27%	203 24%	362 25%	189 31% GH
Hockey	865 27%	359 23%	506 31% A	221 24%	331 26%	312 32% CD	85 31%	230 27%	388 27%	162 26%
The canoe	1929 61%	883 57%	1047 65% A	580 62%	746 59%	601 62%	178 65% I	530 63% I	873 61%	348 57%
The mountie	874 28%	437 28%	437 27%	332 36% DE	320 25%	222 23%	73 27%	224 27%	395 28%	182 30%
The timbit	2172 69%	1066 69%	1106 69%	556 60%	856 68% C	759 78% CD	193 71%	578 69%	972 68%	429 70%

NW7. Does anyone in your household own a Canadian flag?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	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	3164	1424	1740	663	1085	1414	300	865	1433	566
Weighted	3164	1550	1614	931	1257	975	273	842	1437	613
Yes	1815 57%	898 58%	917 57%	466 50%	730 58%	618 63%	137 50%	474 56%	842 59%	362 59%
No	1349 43%	652 42%	697 43%	465 50%	527 42%	357 37%	136 50%	367 44%	595 41%	251 41%

NW8. And do they fly it either on a pole in the yard or display it in a window?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	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: Someone in the household owns a Canadian flag	1830	840	990	295	597	936	157	491	845	337
Weighted	1815	898	917	466	730	618	137	474	842	362
Yes	933 51%	461 51%	472 52%	175 38%	387 53%	369 60%	80 58%	240 50%	455 54%	159 44%
No	882 49%	437 49%	445 48%	290 62%	343 47%	249 40%	57 42%	235 50%	387 46%	203 56%
				DE	E				FH	