



# Canadian Online Omni March 1 - March 8, 2010

## National Pride Banner 2

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2\_1. (I am proud of my country.) To what extent to you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	677 67%	105 78%	80 77%	51 77%	278 72%	108 44%	56 74%	138 63%	194 63%	345 71%	99 67%	578 67%
Somewhat agree	273 27%	27 20%	21 21%	11 17%	91 24%	106 43%	17 23%	56 26%	94 31%	123 25%	44 30%	229 26%
Somewhat disagree	47 5%	2 2%	2 2%	4 6%	13 3%	24 10%	2 3%	17 8%	13 4%	17 3%	4 3%	43 5%
Strongly disagree	15 2%	1 0	0 -	0 -	6 2%	9 4%	0 -	7 3%	7 2%	2 0	0 -	15 2%
<b>Summary</b>												
Top2Box (agree)	951 94%	131 98%	101 98%	62 94%	369 95%	214 87%	73 97%	194 89%	288 94%	469 96%	143 97%	807 93%
Low2Box (disagree)	62 6%	3 2%	2 2%	4 6%	19 5%	33 13%	2 3%	25 11%	19 6%	18 4%	4 3%	58 7%

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

2\_2. (People in other countries look to Canada as an example.) To what extent to you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	286 28%	43 32%	25 24%	19 28%	129 33%	46 19%	24 32%	60 27%	84 27%	142 29%	40 27%	247 28%
Somewhat agree	605 60%	80 60%	67 65%	37 56%	210 54%	164 66%	47 63%	129 59%	187 61%	288 59%	93 63%	511 59%
Somewhat disagree	104 10%	10 8%	10 10%	7 10%	41 11%	32 13%	3 5%	24 11%	28 9%	51 11%	14 10%	89 10%
Strongly disagree	18 2%	1 1%	1 1%	3 5%	8 2%	5 2%	0 -	6 3%	8 2%	5 1%	0 -	18 2%
<b>Summary</b>												
Top2Box (agree)	891 88%	122 91%	93 89%	56 85%	339 87%	210 85%	71 95%	189 86%	272 88%	430 88%	133 90%	758 88%
Low2Box (disagree)	122 12%	11 9%	11 11%	10 15%	49 13%	37 15%	3 5%	30 14%	36 12%	56 12%	14 10%	108 12%

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

2\_3. (When Canada speaks, the World takes notice.) To what extent to you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	101 10%	8 6%	10 9%	10 16%	36 9%	23 9%	14 19%	31 14%	35 11%	35 7%	15 11%	85 10%
Somewhat agree	536 53%	72 54%	55 53%	36 54%	191 49%	139 56%	44 59%	106 48%	168 55%	263 54%	72 49%	464 54%
Somewhat disagree	327 32%	50 38%	32 31%	19 29%	132 34%	78 32%	15 20%	70 32%	91 30%	165 34%	52 35%	274 32%
Strongly disagree	50 5%	4 3%	7 7%	1 2%	28 7%	8 3%	2 2%	12 6%	13 4%	24 5%	7 5%	43 5%
<b>Summary</b>												
Top2Box (agree)	637 63%	80 60%	65 63%	46 70%	227 59%	161 65%	58 77%	136 62%	203 66%	297 61%	88 60%	549 63%
Low2Box (disagree)	376 37%	54 40%	39 37%	20 30%	161 41%	86 35%	17 23%	82 38%	105 34%	189 39%	59 40%	317 37%

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

2\_4. (Canada plays a positive role in international affairs.) To what extent do you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	342 34%	47 35%	39 38%	25 38%	142 37%	48 20%	40 53%	70 32%	101 33%	171 35%	45 31%	297 34%
Somewhat agree	550 54%	75 56%	48 46%	34 52%	199 51%	160 65%	34 45%	121 55%	170 55%	260 53%	88 59%	463 53%
Somewhat disagree	111 11%	11 9%	16 16%	6 10%	41 11%	34 14%	1 2%	20 9%	36 12%	54 11%	14 9%	97 11%
Strongly disagree	10 1%	1 0%	0 -	0 -	5 1%	4 2%	0 -	7 3%	2 1%	1 0%	1 0%	10 1%
<b>Summary</b>												
Top2Box (agree)	892 88%	122 91%	87 84%	59 90%	342 88%	209 84%	74 98%	191 87%	270 88%	431 89%	133 90%	759 88%
Low2Box (disagree)	121 12%	12 9%	16 16%	6 10%	46 12%	38 16%	1 2%	27 13%	37 12%	56 11%	14 10%	106 12%

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

2\_5. (Canada is a desirable destination for international tourists.) To what extent to you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	491 48%	87 65%	54 52%	35 53%	184 47%	90 36%	43 57%	104 48%	138 45%	248 51%	67 45%	424 49%
Somewhat agree	455 45%	44 33%	48 47%	27 40%	176 45%	129 52%	30 40%	88 40%	146 47%	221 45%	74 50%	381 44%
Somewhat disagree	57 6%	3 2%	2 2%	3 4%	23 6%	24 10%	2 3%	24 11%	16 5%	17 4%	6 4%	50 6%
Strongly disagree	11 1%	0 -	0 -	2 2%	5 1%	4 2%	0 -	2 1%	8 3%	1 0	0 -	11 1%
<b>Summary</b>												
Top2Box (agree)	946 93%	131 98%	102 98%	61 93%	360 93%	219 89%	73 97%	193 88%	284 92%	469 96%	141 96%	805 93%
Low2Box (disagree)	67 7%	3 2%	2 2%	5 7%	28 7%	28 11%	2 3%	26 12%	24 8%	18 4%	6 4%	61 7%

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

2\_6. (I am patriotic.) To what extent do you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	514 51%	83 62%	64 62%	44 67%	214 55%	59 24%	49 65%	112 51%	131 42%	272 56%	74 50%	440 51%
Somewhat agree	382 38%	42 32%	30 29%	18 27%	142 37%	128 52%	23 30%	63 29%	147 48%	172 35%	59 40%	322 37%
Somewhat disagree	93 9%	6 5%	8 7%	4 6%	26 7%	45 18%	3 5%	29 13%	25 8%	39 8%	10 7%	83 10%
Strongly disagree	24 2%	2 2%	1 1%	0 -	6 1%	15 6%	0 -	14 7%	5 2%	4 1%	4 3%	20 2%
<b>Summary</b>												
Top2Box (agree)	896 88%	125 94%	94 91%	62 94%	356 92%	187 76%	71 95%	175 80%	278 90%	444 91%	134 91%	763 88%
Low2Box (disagree)	117 12%	8 6%	9 9%	4 6%	32 8%	60 24%	3 5%	44 20%	30 10%	43 9%	14 9%	103 12%

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

2\_7. (I am a Canadian nationalist.) To what extent to you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	371 37%	53 39%	48 46%	31 47%	155 40%	52 21%	32 43%	75 34%	103 33%	194 40%	39 26%	333 38%
Somewhat agree	443 44%	61 46%	40 39%	28 42%	173 45%	103 42%	38 50%	86 40%	146 47%	211 43%	82 56%	360 42%
Somewhat disagree	156 15%	15 12%	12 12%	2 4%	56 14%	65 26%	5 6%	41 19%	45 15%	70 14%	23 16%	132 15%
Strongly disagree	43 4%	5 4%	3 3%	4 7%	4 1%	26 11%	1 1%	17 8%	14 4%	13 3%	3 2%	41 5%
<b>Summary</b>												
Top2Box (agree)	814 80%	114 85%	88 85%	59 90%	328 85%	155 63%	70 93%	161 74%	249 81%	404 83%	121 82%	693 80%
Low2Box (disagree)	199 20%	20 15%	15 15%	7 10%	60 15%	92 37%	5 7%	57 26%	59 19%	83 17%	26 18%	173 20%

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



2\_8. (I have a strong sense of belonging to Canada.) To what extent do you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	615 61%	91 68%	70 67%	47 71%	266 69%	87 35%	53 71%	114 52%	179 58%	322 66%	90 61%	525 61%
Somewhat agree	295 29%	33 25%	25 24%	16 25%	101 26%	102 41%	17 23%	61 28%	104 34%	130 27%	44 30%	251 29%
Somewhat disagree	80 8%	7 5%	8 8%	1 1%	17 4%	44 18%	3 4%	30 14%	18 6%	32 7%	11 7%	69 8%
Strongly disagree	23 2%	3 2%	0 -	2 2%	4 1%	13 5%	1 1%	12 6%	7 2%	3 1%	2 1%	21 2%
<b>Summary</b>												
Top2Box (agree)	910 90%	124 93%	95 92%	63 96%	367 95%	190 77%	71 95%	176 80%	283 92%	452 93%	134 91%	776 90%
Low2Box (disagree)	103 10%	10 7%	8 8%	3 4%	21 5%	57 23%	4 5%	43 20%	25 8%	35 7%	13 9%	90 10%

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

2\_9. (If I could choose to live in any country of the world, I would choose Canada.) To what extent to you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	602 59%	95 71%	70 68%	49 74%	236 61%	100 41%	52 69%	118 54%	173 56%	312 64%	84 57%	518 60%
Somewhat agree	313 31%	31 24%	25 24%	13 20%	114 29%	110 45%	20 26%	67 31%	108 35%	138 28%	50 34%	263 30%
Somewhat disagree	72 7%	6 5%	8 8%	3 5%	29 7%	25 10%	1 1%	22 10%	20 6%	30 6%	12 8%	60 7%
Strongly disagree	25 2%	1 1%	0 -	1 1%	9 2%	12 5%	3 3%	11 5%	7 2%	7 1%	1 1%	24 3%
<b>Summary</b>												
Top2Box (agree)	916 90%	127 95%	95 92%	62 94%	350 90%	211 85%	72 96%	185 85%	281 91%	450 92%	134 91%	781 90%
Low2Box (disagree)	97 10%	7 5%	8 8%	4 6%	38 10%	36 15%	3 4%	33 15%	27 9%	37 8%	13 9%	84 10%

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

2\_10. (I am prepared to pay more for a product that is 'made in Canada'.) To what extent do you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	253 25%	33 24%	30 29%	16 24%	108 28%	43 18%	23 30%	51 23%	76 25%	126 26%	35 23%	218 25%
Somewhat agree	513 51%	69 52%	51 49%	34 52%	196 51%	125 51%	37 49%	104 48%	160 52%	249 51%	76 51%	438 51%
Somewhat disagree	193 19%	25 19%	16 15%	14 22%	62 16%	61 25%	14 19%	46 21%	57 19%	89 18%	30 21%	162 19%
Strongly disagree	54 5%	7 5%	6 6%	1 2%	21 5%	17 7%	1 2%	18 8%	15 5%	22 5%	7 5%	48 6%
<b>Summary</b>												
Top2Box (agree)	766 76%	102 76%	81 79%	50 76%	305 79%	169 68%	59 79%	155 71%	236 77%	376 77%	110 75%	656 76%
Low2Box (disagree)	247 24%	32 24%	22 21%	16 24%	83 21%	78 32%	16 21%	64 29%	72 23%	111 23%	37 25%	210 24%

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

2\_11. (I will definitely vote in the next federal election.) To what extent do you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	690 68%	105 78%	84 81%	44 67%	274 71%	129 52%	53 71%	126 58%	205 67%	358 74%	91 61%	599 69%
Somewhat agree	211 21%	20 15%	11 11%	17 25%	69 18%	81 33%	14 19%	50 23%	72 23%	89 18%	38 26%	173 20%
Somewhat disagree	70 7%	5 4%	5 5%	4 5%	26 7%	27 11%	4 5%	20 9%	21 7%	29 6%	13 9%	57 7%
Strongly disagree	42 4%	4 3%	3 3%	2 2%	18 5%	10 4%	4 5%	22 10%	9 3%	10 2%	5 4%	36 4%
<b>Summary</b>												
Top2Box (agree)	901 89%	125 93%	95 92%	61 92%	343 88%	210 85%	67 90%	176 81%	277 90%	448 92%	129 87%	772 89%
Low2Box (disagree)	112 11%	9 7%	8 8%	5 8%	45 12%	37 15%	7 10%	42 19%	31 10%	39 8%	19 13%	93 11%

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

2\_12. (Canadian athletes are among the best in the World.) To what extent to you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	471 47%	69 52%	47 46%	35 53%	195 50%	82 33%	43 57%	105 48%	130 42%	236 48%	62 42%	409 47%
Somewhat agree	450 44%	55 41%	49 47%	25 38%	157 41%	135 54%	29 39%	95 43%	140 46%	216 44%	75 51%	375 43%
Somewhat disagree	82 8%	8 6%	8 7%	6 9%	32 8%	26 11%	3 4%	15 7%	32 10%	35 7%	9 6%	73 8%
Strongly disagree	9 1%	1 1%	0 -	0 -	4 1%	4 2%	0 -	3 2%	6 2%	0 -	0 -	9 1%
<b>Summary</b>												
Top2Box (agree)	922 91%	124 93%	96 93%	60 91%	352 91%	217 88%	72 96%	200 91%	270 88%	452 93%	138 94%	784 91%
Low2Box (disagree)	91 9%	9 7%	8 7%	6 9%	36 9%	30 12%	3 4%	19 9%	38 12%	35 7%	9 6%	82 9%

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

2\_13. (Canada's Olympic athletes inspire me and members of my family.) To what extent to you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	349 34%	52 39%	32 31%	28 43%	135 35%	66 27%	36 48%	73 34%	97 32%	178 37%	53 36%	296 34%
Somewhat agree	491 48%	65 48%	56 54%	28 43%	180 46%	129 52%	33 44%	98 45%	153 50%	240 49%	67 46%	424 49%
Somewhat disagree	138 14%	12 9%	12 12%	8 13%	56 14%	46 19%	4 6%	36 17%	46 15%	56 12%	26 18%	112 13%
Strongly disagree	35 3%	6 4%	3 3%	1 1%	18 5%	6 2%	1 2%	11 5%	11 4%	12 3%	1 1%	34 4%
<b>Summary</b>												
Top2Box (agree)	840 83%	117 87%	88 85%	57 86%	315 81%	195 79%	69 92%	171 78%	251 82%	418 86%	120 82%	720 83%
Low2Box (disagree)	173 17%	17 13%	15 15%	9 14%	73 19%	52 21%	6 8%	47 22%	57 18%	69 14%	27 18%	146 17%

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

2\_14. (Our Canadian Olympic athletes receive the support they need from their country for their training and endeavours.) To what extent do you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	241 24%	24 18%	24 23%	10 16%	106 27%	54 22%	24 31%	68 31%	69 22%	105 22%	43 29%	199 23%
Somewhat agree	497 49%	70 52%	49 47%	42 64%	179 46%	123 50%	34 45%	104 48%	145 47%	247 51%	75 51%	422 49%
Somewhat disagree	235 23%	36 27%	23 23%	11 17%	82 21%	67 27%	16 21%	36 17%	84 27%	115 24%	28 19%	207 24%
Strongly disagree	40 4%	4 3%	7 7%	2 3%	21 5%	4 2%	1 2%	10 5%	10 3%	20 4%	2 1%	38 4%
<b>Summary</b>												
Top2Box (agree)	738 73%	94 70%	73 70%	53 80%	285 73%	176 71%	58 77%	172 79%	214 69%	352 72%	118 80%	620 72%
Low2Box (disagree)	275 27%	40 30%	31 30%	13 20%	103 27%	71 29%	17 23%	46 21%	94 31%	134 28%	30 20%	245 28%

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

2\_15. (At the Olympics, I am more likely to cheer for an athlete if he/she is Canadian) To what extent do you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
Strongly agree	682 67%	87 65%	69 67%	42 64%	268 69%	155 63%	61 81%	137 63%	196 64%	349 72%	103 70%	580 67%
Somewhat agree	265 26%	33 24%	29 28%	20 31%	99 25%	74 30%	10 13%	60 28%	91 30%	113 23%	36 25%	228 26%
Somewhat disagree	44 4%	11 8%	3 3%	1 1%	13 3%	13 5%	3 4%	11 5%	15 5%	18 4%	7 5%	36 4%
Strongly disagree	22 2%	3 2%	2 2%	3 4%	8 2%	4 2%	2 3%	10 5%	5 2%	7 1%	1 1%	21 2%
<b>Summary</b>												
Top2Box (agree)	947 93%	120 90%	98 95%	62 95%	367 95%	229 93%	70 94%	197 90%	288 93%	462 95%	139 94%	808 93%
Low2Box (disagree)	66 7%	14 10%	5 5%	4 5%	21 5%	18 7%	5 6%	21 10%	20 7%	25 5%	9 6%	57 7%

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



2. (Top2box (agree) Summary) To what extent do you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
I am proud of my country.	951 94%	131 98%	101 98%	62 94%	369 95%	214 87%	73 97%	194 89%	288 94%	469 96%	143 97%	807 93%
		E	E	E	E	E	E			G		
At the Olympics, I am more likely to cheer for an athlete if he/she is Canadian	947 93%	120 90%	98 95%	62 95%	367 95%	229 93%	70 94%	197 90%	288 93%	462 95%	139 94%	808 93%
				A						G		
Canada is a desirable destination for international tourists.	946 93%	131 98%	102 98%	61 93%	360 93%	219 89%	73 97%	193 88%	284 92%	469 96%	141 96%	805 93%
		DE	E				E			GH		
Canadian athletes are among the best in the World.	922 91%	124 93%	96 93%	60 91%	352 91%	217 88%	72 96%	200 91%	270 88%	452 93%	138 94%	784 91%
							E			H		
If I could choose to live in any country of the world, I would choose Canada.	916 90%	127 95%	95 92%	62 94%	350 90%	211 85%	72 96%	185 85%	281 91%	450 92%	134 91%	781 90%
		E					E		G	G		
I have a strong sense of belonging to Canada.	910 90%	124 93%	95 92%	63 96%	367 95%	190 77%	71 95%	176 80%	283 92%	452 93%	134 91%	776 90%
		E	E	E	E		E		G	G		
I will definitely vote in the next federal election.	901 89%	125 93%	95 92%	61 92%	343 88%	210 85%	67 90%	176 81%	277 90%	448 92%	129 87%	772 89%
		E							G	G		
I am patriotic.	896 88%	125 94%	94 91%	62 94%	356 92%	187 76%	71 95%	175 80%	278 90%	444 91%	134 91%	763 88%
		E	E	E	E		E		G	G		
Canada plays a positive role in international affairs.	892 88%	122 91%	87 84%	59 90%	342 88%	209 84%	74 98%	191 87%	270 88%	431 89%	133 90%	759 88%
							BDE					
People in other countries look to Canada as an example.	891 88%	122 91%	93 89%	56 85%	339 87%	210 85%	71 95%	189 86%	272 88%	430 88%	133 90%	758 88%
							E					

2. (Top2box (agree) Summary) To what extent do you agree or disagree with the following statements?

Canada's Olympic athletes inspire me and members of my family.	840 83%	117 87%	88 85%	57 86%	315 81%	195 79%	69 92%	171 78%	251 82%	418 86%	120 82%	720 83%
I am a Canadian nationalist.	814 80%	114 85%	88 85%	59 90%	328 85%	155 63%	70 93%	161 74%	249 81%	404 83%	121 82%	693 80%
I am prepared to pay more for a product that is 'made in Canada'.	766 76%	102 76%	81 79%	50 76%	305 79%	169 68%	59 79%	155 71%	236 77%	376 77%	110 75%	656 76%
Our Canadian Olympic athletes receive the support they need from their country for their training and endeavours.	738 73%	94 70%	73 70%	53 80%	285 73%	176 71%	58 77%	172 79%	214 69%	352 72%	118 80%	620 72%
When Canada speaks, the World takes notice.	637 63%	80 60%	65 63%	46 70%	227 59%	161 65%	58 77%	136 62%	203 66%	297 61%	88 60%	549 63%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. \* small base

2. (Low2box (disagree) Summary) To what extent do you agree or disagree with the following statements?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	98	59	372	269	65	216	315	482	135	878
Weighted	1013	134	103*	66*	388	247	75*	218	308	487	147	866
When Canada speaks, the World takes notice.	376 37%	54 40% F	39 37%	20 30%	161 41% F	86 35%	17 23%	82 38%	105 34%	189 39%	59 40%	317 37%
Our Canadian Olympic athletes receive the support they need from their country for their training and endeavours.	275 27%	40 30%	31 30%	13 20%	103 27%	71 29%	17 23%	46 21%	94 31% G	134 28%	30 20%	245 28%
I am prepared to pay more for a product that is 'made in Canada'.	247 24%	32 24%	22 21%	16 24%	83 21%	78 32% D	16 21%	64 29%	72 23%	111 23%	37 25%	210 24%
I am a Canadian nationalist.	199 20%	20 15%	15 15%	7 10%	60 15%	92 37% ABCDF	5 7%	57 26% I	59 19%	83 17%	26 18%	173 20%
Canada's Olympic athletes inspire me and members of my family.	173 17%	17 13%	15 15%	9 14%	73 19% F	52 21% F	6 8%	47 22% I	57 18%	69 14%	27 18%	146 17%
People in other countries look to Canada as an example.	122 12%	11 9%	11 11%	10 15%	49 13%	37 15% F	3 5%	30 14%	36 12%	56 12%	14 10%	108 12%
Canada plays a positive role in international affairs.	121 12%	12 9%	16 16% F	6 10%	46 12% F	38 16% F	1 2%	27 13%	37 12%	56 11%	14 10%	106 12%
I am patriotic.	117 12%	8 6%	9 9%	4 6%	32 8%	60 24% ABCDF	3 5%	44 20% HI	30 10%	43 9%	14 9%	103 12%
I will definitely vote in the next federal election.	112 11%	9 7%	8 8%	5 8%	45 12%	37 15% A	7 10%	42 19% HI	31 10%	39 8%	19 13%	93 11%
I have a strong sense of belonging to Canada.	103 10%	10 7%	8 8%	3 4%	21 5%	57 23%	4 5%	43 20%	25 8%	35 7%	13 9%	90 10%

2. (Low2box (disagree) Summary) To what extent to you agree or disagree with the following statements?

						ABCDF		HI				
If I could choose to live in any country of the world, I would choose Canada.	97	7	8	4	38	36	3	33	27	37	13	84
	10%	5%	8%	6%	10%	15%	4%	15%	9%	8%	9%	10%
Canadian athletes are among the best in the World.	91	9	8	6	36	30	3	19	38	35	9	82
	9%	7%	7%	9%	9%	12%	4%	9%	12%	7%	6%	9%
Canada is a desirable destination for international tourists.	67	3	2	5	28	28	2	26	24	18	6	61
	7%	2%	2%	7%	7%	11%	3%	12%	8%	4%	4%	7%
At the Olympics, I am more likely to cheer for an athlete if he/she is Canadian	66	14	5	4	21	18	5	21	20	25	9	57
	7%	10%	5%	5%	5%	7%	6%	10%	7%	5%	6%	7%
I am proud of my country.	62	3	2	4	19	33	2	25	19	18	4	58
	6%	2%	2%	6%	5%	13%	3%	11%	6%	4%	3%	7%

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