



# Canadian Online Omni June 18 - 25, 2012

## Dominion Institute Banner 2

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1. Which of the following would you choose as Canada's national symbol?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Beaver	103	11	15	4	39	26	8	48	14	22	16	7	97
	9%	8%	13%	6%	9%	10%	10%	13%	6%	8%	8%	5%	10%
								H					
Polar Bear	81	11	7	7	19	33	3	25	14	28	14	4	76
	7%	8%	6%	10%	5%	12%	4%	7%	6%	10%	7%	4%	8%
						DF							
Hockey	94	13	11	4	30	29	7	30	27	24	12	19	75
	9%	9%	9%	6%	7%	11%	8%	8%	12%	9%	6%	15%	8%
												L	
Maple Leaf	653	94	68	41	263	137	50	231	138	165	110	73	580
	59%	65%	60%	58%	62%	51%	62%	60%	60%	59%	58%	59%	59%
		E			E								
Poutine	14	1	0	0	4	9	0	6	4	3	0	3	11
	1%	1%	-	-	1%	4%	-	2%	2%	1%	-	3%	1%
						D							
Mountie	97	9	10	8	41	19	10	33	18	20	25	10	87
	9%	6%	9%	11%	10%	7%	12%	8%	8%	7%	13%	8%	9%
Justin Bieber's hair	3	1	0	0	1	0	0	1	0	0	1	0	3
	0	1%	-	-	0	-	-	0	-	-	1%	-	0
Inukshuk	35	1	2	5	16	10	2	6	11	9	10	4	31
	3%	1%	1%	7%	4%	4%	2%	1%	5%	3%	5%	4%	3%
				A					G		G		
Anne of Green Gables	4	1	0	0	1	1	1	1	1	2	0	1	3
	0	1%	-	-	0	0	1%	0	0	1%	-	1%	0
Canoe	17	2	0	2	8	4	1	5	3	6	2	3	14
	2%	1%	-	3%	2%	1%	1%	1%	1%	2%	1%	2%	1%

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

2. Which of the following do you think should be Canada's national food?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Ketchup chips	15	0	1	4	7	1	1	5	2	7	1	0	15
	1%	-	1%	6%	2%	0	2%	1%	1%	2%	1%	-	2%
				ADE									
Back bacon	205	23	36	18	111	8	9	64	42	59	38	13	192
	19%	16%	32%	25%	26%	3%	11%	16%	18%	21%	20%	10%	20%
		E	AEF	EF	AEF		E						K
Montreal bagel	35	1	1	0	15	17	1	14	10	8	4	4	31
	3%	1%	1%	-	3%	6%	1%	4%	4%	3%	2%	3%	3%
						ACF							
Poutine	230	22	12	17	88	78	13	89	50	52	32	48	181
	21%	15%	11%	24%	21%	29%	15%	23%	22%	19%	17%	39%	19%
				B	B	ABDF						L	
Timbit	86	18	6	5	47	5	5	29	21	20	15	11	75
	8%	13%	5%	6%	11%	2%	6%	8%	9%	7%	8%	9%	8%
		E			E		E						
Atlantic/Pacific salmon	530	81	56	28	154	160	53	186	107	133	100	48	482
	48%	55%	50%	39%	36%	60%	65%	48%	46%	48%	53%	39%	49%
		CD	D			CD	BCD						K

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

3. Which of the following do you think should be Canada's national drink?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Ice wine	257	31	17	13	90	95	10	77	48	75	53	38	219
	23%	22%	15%	18%	21%	35%	12%	20%	21%	27%	28%	30%	22%
						ABCD					G		
Beer	466	65	45	34	173	110	40	160	108	113	77	54	412
	42%	44%	40%	47%	41%	41%	49%	41%	47%	41%	41%	43%	42%
Caesar	61	10	14	5	22	5	5	12	11	23	15	0	61
	6%	7%	12%	7%	5%	2%	6%	3%	5%	8%	8%	-	6%
		E	DE	E	E		E			G	G		K
Ginger ale	192	29	27	15	82	25	13	84	28	45	31	17	175
	17%	20%	24%	21%	19%	9%	16%	22%	12%	16%	16%	13%	18%
		E	E	E	E			H					
Cider	125	10	9	4	56	33	13	54	35	23	13	16	109
	11%	7%	8%	6%	13%	12%	16%	14%	15%	8%	7%	13%	11%
					A		A	IJ	IJ				

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

4. Do you believe that the monarch (Queen) should appear on...

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Canadian money	512	82	67	35	222	64	43	179	108	132	90	47	465
	47%	56%	60%	48%	53%	24%	53%	46%	47%	47%	47%	38%	48%
		E	E	E	E		E						
Canadian Stamps	454	82	63	33	211	37	28	149	103	120	80	41	412
	41%	56%	56%	47%	50%	14%	35%	39%	45%	43%	42%	33%	42%
		EF	EF	E	EF		E						
Photographs/portraits in Canadian public institutions	372	63	48	25	170	32	34	123	81	97	69	33	339
	34%	43%	43%	35%	40%	12%	41%	32%	35%	35%	36%	27%	35%
		E	E	E	E		E						
None of the above	491	51	35	30	154	190	31	172	93	123	92	63	429
	45%	35%	31%	42%	36%	71%	38%	45%	40%	44%	48%	50%	44%
						ABCD							

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

5. Who else do you think should appear on Canadian money?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
David Suzuki	176	30	10	14	75	29	18	72	27	39	36	24	152
	16%	21%	9%	19%	18%	11%	22%	19%	12%	14%	19%	19%	16%
		BE			BE		BE	H			H		
Wayne Gretzky	151	24	15	9	51	44	9	56	26	43	27	30	121
	14%	16%	13%	12%	12%	16%	11%	14%	11%	15%	14%	24%	12%
												L	
Pierre Berton	76	11	6	8	37	7	6	29	9	22	15	1	75
	7%	8%	5%	11%	9%	3%	8%	8%	4%	8%	8%	1%	8%
		E		E	E		E						K
Anne Murray	58	5	4	7	21	15	6	23	10	13	12	5	53
	5%	4%	4%	10%	5%	6%	7%	6%	4%	5%	6%	4%	5%
Superman	42	5	3	3	19	11	2	16	12	5	7	8	34
	4%	3%	3%	5%	4%	4%	2%	4%	5%	2%	4%	7%	4%
Justin Bieber	8	2	2	0	2	2	0	6	1	0	1	0	8
	1%	1%	2%	-	1%	1%	-	1%	1%	-	1%	-	1%
None of the above	805	99	87	56	305	200	58	267	180	204	141	78	727
	73%	68%	78%	78%	72%	74%	71%	69%	78%	73%	75%	63%	74%
									G				K

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

6. Which of the following Prime Ministers currently appear on Canadian money?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Sir John A. Macdonald	762	110	82	62	318	135	55	239	160	213	141	78	683
	69%	75%	73%	87%	75%	50%	68%	62%	70%	76%	74%	63%	70%
		E	E	EF	E		E			G	G		
Wilfrid Laurier	636	79	67	48	258	134	50	187	141	174	128	66	570
	58%	54%	60%	67%	61%	50%	61%	48%	61%	63%	67%	53%	58%
				E	E				G	G	G		
Mackenzie King	490	64	58	38	202	88	40	144	102	142	97	47	443
	44%	44%	52%	53%	48%	33%	49%	37%	44%	51%	51%	38%	45%
		E	E	E	E		E			G	G		
Pierre Trudeau	84	7	12	7	32	15	11	29	20	18	17	11	73
	8%	5%	10%	10%	8%	6%	13%	7%	9%	6%	9%	9%	8%
							AE						
Brian Mulroney	17	1	1	1	12	3	0	8	3	3	4	4	13
	2%	1%	1%	1%	3%	1%	-	2%	1%	1%	2%	4%	1%
None of these Prime Ministers appear on Canadian money	215	26	16	5	79	76	13	98	41	45	24	29	186
	20%	18%	14%	7%	19%	28%	15%	25%	18%	16%	13%	23%	19%
		C			C	ABCD		HIJ					

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

7. Which of the following American Presidents appear on American money?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
George Washington	818	121	89	63	341	145	59	275	165	212	155	94	724
	74%	83%	79%	88%	81%	54%	72%	71%	72%	76%	82%	75%	74%
		EF	E	EF	E		E				GH		
Abraham Lincoln	770	102	86	56	311	155	60	237	171	210	141	96	674
	70%	70%	76%	78%	74%	58%	73%	61%	74%	76%	74%	77%	69%
		E	E	E	E		E		G	G	G		
Franklin D. Roosevelt	387	62	36	28	149	84	28	117	85	101	79	47	341
	35%	43%	32%	40%	35%	31%	35%	30%	37%	36%	42%	38%	35%
		E									G		
Richard Nixon	21	2	2	1	11	5	0	5	9	6	1	8	13
	2%	2%	2%	1%	3%	2%	-	1%	4%	2%	0	6%	1%
									J			L	
George Bush	17	0	0	1	8	5	3	5	5	4	1	7	11
	2%	-	-	1%	2%	2%	4%	1%	2%	2%	0	5%	1%
							AB					L	
None of these Presidents appear on American money	127	8	10	2	38	58	10	59	28	23	12	11	115
	11%	5%	9%	3%	9%	22%	13%	15%	12%	8%	6%	9%	12%
						ABCD	C	IJ					

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



8\_1. [Flag] Which of the following countries has the most appealing

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Flag													
Canada	709	94	81	49	290	139	57	249	147	190	113	78	631
	64%	65%	72%	68%	69%	52%	69%	64%	64%	68%	60%	63%	65%
		E	E	E	E		E						
America	174	21	13	13	44	70	12	60	37	35	37	22	152
	16%	15%	12%	18%	10%	26%	15%	16%	16%	13%	19%	18%	16%
						ABDF							
Great Britain	167	26	14	5	78	35	9	60	33	43	32	18	149
	15%	18%	12%	7%	18%	13%	12%	16%	14%	15%	17%	15%	15%
					C								
France	33	2	3	2	6	19	2	13	7	7	5	5	28
	3%	1%	2%	3%	1%	7%	2%	3%	3%	3%	3%	4%	3%
						AD							
Germany	18	2	2	2	4	6	1	4	7	3	2	1	17
	2%	1%	2%	3%	1%	2%	2%	1%	3%	1%	1%	1%	2%

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

8\_2. [National Anthem] Which of the following countries has the most appealing

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
National Anthem													
Canada	710	102	77	48	280	145	58	252	159	176	116	79	631
	65%	70%	68%	68%	67%	54%	71%	65%	69%	63%	61%	64%	65%
		E	E		E		E						
America	241	25	27	18	82	74	14	71	49	63	53	35	207
	22%	18%	24%	25%	19%	28%	18%	18%	21%	23%	28%	28%	21%
						AD					G		
Great Britain	48	10	4	1	21	11	1	28	5	9	6	4	44
	4%	7%	4%	2%	5%	4%	1%	7%	2%	3%	3%	3%	5%
		F						HI					
France	75	7	3	3	26	28	8	28	12	22	12	3	71
	7%	5%	2%	5%	6%	10%	10%	7%	5%	8%	6%	3%	7%
						AB	B						
Germany	26	1	2	1	12	11	1	8	6	9	2	3	23
	2%	1%	1%	1%	3%	4%	1%	2%	3%	3%	1%	3%	2%
						A							

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

8\_3. [History] Which of the following countries has the most appealing

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
History													
Canada	401	46	46	26	157	89	38	151	91	92	62	41	360
	36%	31%	41%	36%	37%	33%	46%	39%	40%	33%	33%	33%	37%
							AE						
America	137	11	11	10	64	33	7	48	21	46	19	17	120
	12%	8%	10%	14%	15%	12%	8%	12%	9%	17%	10%	14%	12%
					A					H			
Great Britain	320	59	40	23	133	38	27	102	69	77	67	30	290
	29%	41%	35%	32%	32%	14%	34%	26%	30%	28%	35%	24%	30%
		DE	E	E	E		E				G		
France	166	15	11	6	41	87	5	57	30	46	30	20	146
	15%	11%	10%	9%	10%	32%	7%	15%	13%	16%	16%	16%	15%
						ABCD							
Germany	77	13	4	7	27	21	5	29	19	16	11	16	61
	7%	9%	4%	9%	6%	8%	6%	7%	8%	6%	6%	13%	6%
												L	

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

8\_4. [Political system] Which of the following countries has the most appealing

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Political system													
Canada	633	90	82	42	260	106	54	199	143	174	109	66	567
	58%	62%	73%	58%	62%	40%	66%	52%	62%	63%	57%	53%	58%
		E	E	E	E		E		G	G			
America	144	16	10	6	48	57	7	50	29	31	31	21	123
	13%	11%	9%	8%	11%	21%	9%	13%	13%	11%	16%	17%	13%
						ABCD							
Great Britain	131	19	13	10	53	30	6	56	24	28	20	10	121
	12%	13%	11%	14%	13%	11%	8%	15%	10%	10%	11%	8%	12%
France	89	9	2	4	24	45	4	36	19	17	15	14	75
	8%	6%	2%	6%	6%	17%	5%	9%	8%	6%	8%	11%	8%
						ABCD							
Germany	104	11	6	10	37	31	10	44	16	28	15	13	91
	9%	8%	5%	14%	9%	11%	12%	11%	7%	10%	8%	11%	9%

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

8\_5. [Heroes] Which of the following countries has the most appealing

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Heroes													
Canada	486	57	65	35	196	89	44	169	106	129	76	45	441
	44%	39%	58%	48%	47%	33%	54%	44%	46%	46%	40%	36%	45%
			AE	E	E		AE						
America	372	56	39	22	121	112	22	128	83	83	73	52	320
	34%	38%	34%	30%	29%	42%	27%	33%	36%	30%	38%	42%	33%
		D				DF							
Great Britain	151	25	8	8	75	26	10	56	24	39	31	11	140
	14%	17%	7%	11%	18%	10%	12%	14%	11%	14%	16%	9%	14%
		BE			BE								
France	66	7	1	4	20	31	4	22	14	21	7	16	50
	6%	5%	1%	5%	5%	11%	5%	6%	6%	8%	4%	13%	5%
						ABD						L	
Germany	26	1	0	4	9	11	1	12	3	7	3	0	26
	2%	1%	-	5%	2%	4%	2%	3%	1%	3%	2%	-	3%
				B		AB							

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

9\_1. [Car] When do you display a Canadian flag in the following locations or places?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Car													
All of the time	43	9	5	2	19	6	2	15	8	9	6	1	42
	4%	7%	4%	3%	4%	2%	2%	4%	3%	3%	3%	1%	4%
		E											
Sometimes	148	22	27	11	69	11	9	49	37	43	19	15	133
	13%	15%	24%	15%	16%	4%	11%	13%	16%	15%	10%	12%	14%
		E	EF	E	E		E						
On Canada Day	154	16	25	9	69	21	13	59	33	38	24	14	140
	14%	11%	22%	12%	16%	8%	16%	15%	14%	14%	13%	11%	14%
			AE		E		E						
On Remembrance Day	10	1	3	2	1	2	1	2	1	4	2	1	9
	1%	0	3%	3%	0	1%	1%	0	1%	2%	1%	1%	1%
			D	D									
Never	746	97	52	48	265	228	57	263	151	184	138	93	653
	68%	67%	46%	67%	63%	85%	70%	68%	66%	66%	73%	75%	67%
		B		B	B	ABCD	B						

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

9\_2. [House/Cottage] When do you display a Canadian flag in the following locations or places?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
House/Cottage													
All of the time	185	19	20	15	100	12	18	49	43	50	36	8	177
	17%	13%	18%	21%	24%	5%	23%	13%	19%	18%	19%	6%	18%
		E	E	E	AE		E						K
Sometimes	160	22	20	11	75	16	17	60	40	33	27	19	141
	15%	15%	18%	16%	18%	6%	20%	15%	17%	12%	14%	15%	14%
		E	E	E	E		E						
On Canada Day	197	22	26	14	93	24	17	73	32	51	38	21	175
	18%	15%	24%	20%	22%	9%	20%	19%	14%	19%	20%	17%	18%
		E	E	E	E		E						
On Remembrance Day	16	2	2	1	3	4	3	9	4	3	0	4	12
	1%	1%	2%	1%	1%	2%	4%	2%	2%	1%	-	3%	1%
							D	J					
Never	544	81	43	30	150	212	27	196	112	141	88	73	471
	49%	56%	39%	42%	36%	79%	33%	51%	48%	51%	47%	59%	48%
		BDF				ABCDF						L	

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

9\_3. [School/Office] When do you display a Canadian flag in the following locations or places?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
School/Office													
All of the time	340	42	47	23	162	33	33	111	72	89	62	35	305
	31%	29%	42%	32%	38%	12%	40%	29%	31%	32%	33%	28%	31%
		E	AE	E	AE		E						
Sometimes	85	14	7	12	36	11	5	31	23	18	11	13	72
	8%	9%	6%	17%	8%	4%	6%	8%	10%	7%	6%	10%	7%
		E		BDEF	E								
On Canada Day	83	10	6	2	39	19	7	29	15	26	12	6	76
	8%	7%	5%	3%	9%	7%	9%	7%	7%	9%	7%	5%	8%
On Remembrance Day	25	4	4	1	11	3	2	8	2	11	3	2	23
	2%	3%	3%	2%	3%	1%	2%	2%	1%	4%	2%	2%	2%
Never	569	75	50	33	174	201	35	208	119	134	100	68	500
	52%	52%	44%	46%	41%	75%	43%	54%	51%	48%	53%	55%	51%
		D				ABCDF							

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



9\_4. [On your body] When do you display a Canadian flag in the following locations or places?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
On your body													
All of the time	34	6	5	2	19	2	1	11	8	8	7	4	30
	3%	4%	5%	2%	4%	1%	1%	3%	4%	3%	4%	3%	3%
		E	E		E								
Sometimes	119	17	17	12	52	11	11	47	30	25	16	8	111
	11%	12%	15%	16%	12%	4%	13%	12%	13%	9%	8%	7%	11%
		E	E	E	E		E						
On Canada Day	171	29	22	12	84	11	12	61	31	48	29	19	152
	16%	20%	20%	17%	20%	4%	14%	16%	13%	17%	15%	15%	16%
		E	E	E	E		E						
On Remembrance Day	17	2	0	0	11	3	1	7	1	5	4	3	14
	2%	1%	-	-	3%	1%	1%	2%	0	2%	2%	2%	1%
Never	760	91	67	46	256	242	57	260	161	192	133	91	669
	69%	63%	60%	64%	61%	90%	70%	67%	70%	69%	70%	73%	69%
						ABCDF							

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

10\_1. [It is disrespectful to display the Canadian flag on things like underwear] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
It is disrespectful to display the Canadian flag on things like underwear													
Strongly Agree	179	16	21	11	72	46	13	71	33	37	35	11	168
	16%	11%	18%	15%	17%	17%	16%	18%	14%	13%	19%	9%	17%
Somewhat Agree	249	32	28	20	106	47	17	92	57	66	32	26	223
	23%	22%	25%	28%	25%	17%	20%	24%	25%	24%	17%	21%	23%
					E								
Somewhat Disagree	398	48	38	22	140	112	38	126	90	105	67	55	343
	36%	33%	34%	31%	33%	42%	47%	33%	39%	38%	35%	44%	35%
						D	AD						
Strongly Disagree	275	49	26	19	104	64	14	98	51	70	55	33	243
	25%	34%	23%	26%	25%	24%	17%	25%	22%	25%	29%	26%	25%
		DEF											
Summary													
Top2Box (Agree)	428	48	48	31	178	93	30	163	90	104	67	37	391
	39%	33%	43%	43%	42%	35%	37%	42%	39%	37%	36%	30%	40%
Low2Box (Disagree)	673	97	64	41	243	176	52	224	141	175	122	88	585
	61%	67%	57%	57%	58%	65%	63%	58%	61%	63%	64%	70%	60%
												L	

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

10\_2. [It is disrespectful to display the Canadian flag on a garage] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
It is disrespectful to display the Canadian flag on a garage													
Strongly Agree	53	4	4	2	15	24	3	18	13	9	9	5	48
	5%	3%	4%	2%	4%	9%	4%	5%	6%	3%	5%	4%	5%
Somewhat Agree						AD							
	100	9	14	3	40	26	9	45	18	19	18	12	88
	9%	6%	12%	5%	9%	10%	11%	12%	8%	7%	9%	10%	9%
Somewhat Disagree													
	458	55	41	37	156	129	39	166	102	121	63	49	408
	42%	38%	37%	52%	37%	48%	48%	43%	44%	44%	33%	40%	42%
Strongly Disagree				D		AD		J	J	J			
	491	77	53	29	211	89	31	158	98	128	100	58	433
	45%	53%	47%	41%	50%	33%	38%	41%	43%	46%	53%	47%	44%
Summary		EF	E		E						G		
Top2Box (Agree)	153	14	18	5	55	50	11	63	31	29	26	17	135
	14%	9%	16%	7%	13%	19%	14%	16%	13%	10%	14%	14%	14%
Low2Box (Disagree)						AC		I					
	948	132	94	67	367	219	70	324	200	250	163	107	841
	86%	91%	84%	93%	87%	81%	86%	84%	87%	90%	86%	86%	86%
		E		E						G			

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

10\_3. [I think displaying the Canadian flag and Canadian patriotism in any way possible is appropriate] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
I think displaying the Canadian flag and Canadian patriotism in any way possible is appropriate													
Strongly Agree	387	52	42	22	171	69	31	123	77	109	74	28	359
	35%	36%	37%	30%	41%	26%	38%	32%	34%	39%	39%	23%	37%
		E	E		E		E						K
Somewhat Agree	432	69	49	37	164	76	37	156	95	101	73	61	370
	39%	48%	43%	51%	39%	28%	46%	40%	41%	36%	39%	49%	38%
		E	E	E	E		E					L	
Somewhat Disagree	204	15	20	11	62	86	11	76	39	48	37	24	180
	19%	10%	18%	15%	15%	32%	13%	20%	17%	17%	20%	19%	18%
						ABCD							
Strongly Disagree	78	9	2	3	25	37	3	32	19	21	5	11	67
	7%	6%	2%	4%	6%	14%	4%	8%	8%	7%	2%	8%	7%
						ABCD		J	J	J			
Summary													
Top2Box (Agree)	819	121	91	58	335	146	68	280	173	210	148	90	729
	74%	84%	81%	82%	79%	54%	83%	72%	75%	75%	78%	72%	75%
		E	E	E	E		E						
Low2Box (Disagree)	282	24	22	13	87	123	14	107	58	68	42	35	247
	26%	16%	19%	18%	21%	46%	17%	28%	25%	25%	22%	28%	25%
						ABCD							

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

10\_4. [I think Canadians go too far in showing their pride in our country] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
I think Canadians go too far in showing their pride in our country													
Strongly Agree	48	5	3	1	8	28	5	29	11	4	2	6	42
	4%	3%	2%	1%	2%	10%	6%	7%	5%	1%	1%	5%	4%
						ABCD	D	IJ	IJ				
Somewhat Agree	113	15	8	6	33	42	10	57	19	22	15	22	91
	10%	11%	7%	8%	8%	16%	12%	15%	8%	8%	8%	18%	9%
						BD		HIJ				L	
Somewhat Disagree	451	53	38	29	154	145	31	151	109	106	79	56	395
	41%	37%	34%	40%	37%	54%	38%	39%	47%	38%	42%	45%	40%
						ABDF							
Strongly Disagree	488	72	63	36	227	54	36	150	92	146	94	41	448
	44%	49%	56%	51%	54%	20%	44%	39%	40%	52%	50%	33%	46%
		E	E	E	E		E			GH	G		K
Summary													
Top2Box (Agree)	162	20	11	7	40	70	14	86	30	26	17	28	134
	15%	14%	9%	9%	10%	26%	18%	22%	13%	9%	9%	23%	14%
Low2Box (Disagree)						ABCD	D	HIJ				L	
	939	125	102	65	381	199	67	301	201	252	173	96	843
	85%	86%	91%	91%	90%	74%	82%	78%	87%	91%	91%	77%	86%
		E	E	E	EF				G	G	G		K

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

10\_5. [The Charter of Rights and Freedoms is an international Canadian symbol] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
The Charter of Rights and Freedoms is an international Canadian symbol													
Strongly Agree	320	30	19	12	138	100	22	118	60	80	54	36	284
	29%	21%	17%	16%	33%	37%	27%	30%	26%	29%	28%	29%	29%
					ABC	ABC							
Somewhat Agree	539	81	56	42	195	121	44	176	115	146	97	70	469
	49%	56%	50%	59%	46%	45%	54%	45%	50%	52%	51%	57%	48%
		DE											
Somewhat Disagree	183	22	25	13	66	43	14	73	43	39	29	17	166
	17%	15%	22%	18%	16%	16%	17%	19%	19%	14%	15%	14%	17%
Strongly Disagree	58	12	12	5	22	5	2	20	12	14	10	1	57
	5%	8%	11%	7%	5%	2%	3%	5%	5%	5%	5%	1%	6%
		E	DEF	E	E								K
Summary													
Top2Box (Agree)	860	111	75	54	333	221	65	293	175	226	151	107	753
	78%	77%	67%	75%	79%	82%	80%	76%	76%	81%	79%	86%	77%
Low2Box (Disagree)					B	B	B					L	
	241	34	37	18	89	48	16	93	55	53	39	18	224
	22%	23%	33%	25%	21%	18%	20%	24%	24%	19%	21%	14%	23%
			DEF										K

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

10\_6. [I would consider getting a tattoo of a Canadian flag somewhere on my body] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
I would consider getting a tattoo of a Canadian flag somewhere on my body													
Strongly Agree	66	10	9	7	26	10	4	18	14	21	12	8	58
	6%	7%	8%	10%	6%	4%	5%	5%	6%	7%	6%	7%	6%
				E									
Somewhat Agree	148	22	14	18	59	22	13	60	31	36	19	18	129
	13%	15%	12%	26%	14%	8%	16%	16%	13%	13%	10%	15%	13%
		E		BDE	E		E						
Somewhat Disagree	140	26	14	5	60	23	13	51	32	30	24	15	125
	13%	18%	13%	7%	14%	8%	16%	13%	14%	11%	13%	12%	13%
		CE			E								
Strongly Disagree	747	89	75	41	277	214	52	258	155	192	134	83	664
	68%	61%	67%	57%	66%	80%	64%	67%	67%	69%	71%	67%	68%
						ABCD							
Summary													
Top2Box (Agree)	214	31	23	26	85	32	17	78	44	56	31	27	187
	19%	21%	20%	36%	20%	12%	21%	20%	19%	20%	16%	21%	19%
		E	E	ABDE	E		E						
Low2Box (Disagree)	887	114	89	46	336	237	65	309	186	222	158	98	789
	81%	79%	80%	64%	80%	88%	79%	80%	81%	80%	84%	79%	81%
		C	C		C	ABCD							

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

10\_7. [Canadians should put more effort into displaying their pride for Canada] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Canadians should put more effort into displaying their pride for Canada													
Strongly Agree	405	49	50	24	171	83	28	134	78	117	68	34	371
	37%	34%	44%	33%	41%	31%	34%	35%	34%	42%	36%	27%	38%
Somewhat Agree			E		E								K
	448	70	48	29	173	87	41	151	106	98	88	51	398
	41%	48%	43%	40%	41%	32%	51%	39%	46%	35%	46%	41%	41%
Somewhat Disagree		E			E		E		I		I		
	195	20	11	15	60	76	12	74	38	53	29	32	163
	18%	14%	10%	21%	14%	28%	15%	19%	17%	19%	15%	26%	17%
Strongly Disagree						ABDF						L	
	53	6	3	4	17	23	0	27	9	11	5	8	45
	5%	4%	2%	6%	4%	9%	-	7%	4%	4%	3%	6%	5%
Summary				F		BDF		J					
Top2Box (Agree)	853	119	98	53	344	170	69	285	183	214	156	84	769
	77%	82%	88%	73%	82%	63%	85%	74%	79%	77%	82%	68%	79%
Low2Box (Disagree)		E	CE		E		E				G		K
	248	26	14	19	78	99	12	101	47	64	34	40	208
	23%	18%	12%	27%	18%	37%	15%	26%	21%	23%	18%	32%	21%
				B		ABDF		J				L	

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



10. [SUMMARY- TOP2BOX (AGREE)] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
The Charter of Rights and Freedoms is an international Canadian symbol	860	111	75	54	333	221	65	293	175	226	151	107	753
	78%	77%	67%	75%	79%	82%	80%	76%	76%	81%	79%	86%	77%
					B	B	B					L	
Canadians should put more effort into displaying their pride for Canada	853	119	98	53	344	170	69	285	183	214	156	84	769
	77%	82%	88%	73%	82%	63%	85%	74%	79%	77%	82%	68%	79%
		E	CE		E		E				G		K
I think displaying the Canadian flag and Canadian patriotism in any way possible is appropriate	819	121	91	58	335	146	68	280	173	210	148	90	729
	74%	84%	81%	82%	79%	54%	83%	72%	75%	75%	78%	72%	75%
		E	E	E	E		E						
It is disrespectful to display the Canadian flag on things like underwear	428	48	48	31	178	93	30	163	90	104	67	37	391
	39%	33%	43%	43%	42%	35%	37%	42%	39%	37%	36%	30%	40%
													K
I would consider getting a tattoo of a Canadian flag somewhere on my body	214	31	23	26	85	32	17	78	44	56	31	27	187
	19%	21%	20%	36%	20%	12%	21%	20%	19%	20%	16%	21%	19%
		E	E	ABDE	E		E						
I think Canadians go too far in showing their pride in our country	162	20	11	7	40	70	14	86	30	26	17	28	134
	15%	14%	9%	9%	10%	26%	18%	22%	13%	9%	9%	23%	14%
						ABCD	D	HIJ				L	
It is disrespectful to display the Canadian flag on a garage	153	14	18	5	55	50	11	63	31	29	26	17	135
	14%	9%	16%	7%	13%	19%	14%	16%	13%	10%	14%	14%	14%
						AC		I					

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

10. [SUMMARY- LOW2BOX (DISAGREE)] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
It is disrespectful to display the Canadian flag on a garage	948	132	94	67	367	219	70	324	200	250	163	107	841
	86%	91%	84%	93%	87%	81%	86%	84%	87%	90%	86%	86%	86%
		E		E						G			
I think Canadians go too far in showing their pride in our country	939	125	102	65	381	199	67	301	201	252	173	96	843
	85%	86%	91%	91%	90%	74%	82%	78%	87%	91%	91%	77%	86%
		E	E	E	EF				G	G	G		K
I would consider getting a tattoo of a Canadian flag somewhere on my body	887	114	89	46	336	237	65	309	186	222	158	98	789
	81%	79%	80%	64%	80%	88%	79%	80%	81%	80%	84%	79%	81%
		C	C		C	ABCD							
It is disrespectful to display the Canadian flag on things like underwear	673	97	64	41	243	176	52	224	141	175	122	88	585
	61%	67%	57%	57%	58%	65%	63%	58%	61%	63%	64%	70%	60%
												L	
I think displaying the Canadian flag and Canadian patriotism in any way possible is appropriate	282	24	22	13	87	123	14	107	58	68	42	35	247
	26%	16%	19%	18%	21%	46%	17%	28%	25%	25%	22%	28%	25%
						ABCD							
Canadians should put more effort into displaying their pride for Canada	248	26	14	19	78	99	12	101	47	64	34	40	208
	23%	18%	12%	27%	18%	37%	15%	26%	21%	23%	18%	32%	21%
				B		ABD		J				L	
The Charter of Rights and Freedoms is an international Canadian symbol	241	34	37	18	89	48	16	93	55	53	39	18	224
	22%	23%	33%	25%	21%	18%	20%	24%	24%	19%	21%	14%	23%
			DEF										K

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

11. Which of the following do you believe best reflects French-Canadian culture?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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	1101	171	100	62	363	316	89	394	227	275	189	113	988
Weighted	1101	145	112*	72*	422	269	81*	387	230	278	189	124	977
Maple Syrup	331	43	36	25	104	100	22	130	73	81	43	43	287
	30%	30%	32%	35%	25%	37%	27%	34%	32%	29%	23%	35%	29%
						D		J					
Bonhomme Carnaval	215	30	28	14	111	17	16	71	49	50	42	20	195
	20%	21%	25%	19%	26%	6%	20%	18%	21%	18%	22%	16%	20%
		E	E	E	E		E						
Maurice 'The Rocket' Richard	122	10	9	5	41	47	10	39	25	33	25	17	105
	11%	7%	8%	7%	10%	18%	12%	10%	11%	12%	13%	14%	11%
						ABCD							
Celine Dion	114	12	10	1	42	42	8	38	23	33	18	19	95
	10%	8%	9%	2%	10%	16%	9%	10%	10%	12%	10%	15%	10%
					C	ACD							
Tourtiere	71	6	6	7	32	19	1	22	16	14	15	10	61
	6%	4%	6%	9%	7%	7%	2%	6%	7%	5%	8%	8%	6%
None of these is a good symbol of French-Canadian culture	248	43	24	20	92	44	25	87	45	68	46	15	233
	22%	30%	21%	28%	22%	16%	30%	22%	19%	24%	24%	12%	24%
		E		E			E						K

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