

The Maple Leaf, Salmon and Beer: Canadians Assess What is Quintessentially Canadian

*Three Quarters (74%) Think Displaying the Flag and
Patriotism Any Way is OK, including on underwear (60%);
Two in Ten (19%) Would Consider Getting a flag Tattoo*

Public Release Date: Thursday, June 28th, 2012, 4:00 AM EST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John*



The Maple Leaf, Salmon and Beer:
Canadians Assess What is Quintessentially Canadian
Three Quarters (74%) Think Displaying the Flag and Patriotism
Any Way is OK, including on underwear (60%); Two in Ten
(19%) Would Consider Getting a flag Tattoo

Toronto, ON – As Canadians prepare to gather from coast to coast to celebrate Canada Day on July 1st, a new Ipsos Reid poll conducted on behalf of The Historica-Dominion Institute reveals that Canadians appear to be reassessing some of the traditional symbols of Canada as the maple leaf, salmon and beer rise to the top of the list as the symbol, food and beverage that are quintessentially Canadian. Canadians are also not shy about showing their pride and would encourage other Canadians to be more patriotic, and believe that Canada has the best flag, anthem and political system than other countries such as the USA, Great Britain, France and Germany.

Canadian Symbols...

Given a list of ten possibilities for Canada's national symbol, a full majority (59%) would choose the maple leaf as Canada's national symbol, with all other symbols falling behind. One in ten (9%) would choose the beaver, the mountie (9%) hockey (9%), or the polar bear (7%), while fewer would choose the inukshuk (3%), canoe (2%) or poutine (1%). Less than 1% would choose Anne of Green Gables as Canada's national symbol.

Interestingly, and informing the reassessment about what best symbolizes Canada, differences vary greatly based on age. For example, Canadians aged 55 and older are more likely to choose some of the traditional symbols, such as the beaver (13%), compared to those aged 18 to 34 (4%). In contrast, younger people are more likely (14%) than older people (3%) to choose hockey.

Thinking specifically about what should be Canada's national food, from among a list of six possible options, nearly half (48%) would make Pacific or Atlantic salmon Canada's national food, making it the clear winner. In second position is poutine (21%), followed closely by back bacon (19%) – commonly known as Canadian bacon. Fewer would choose the Timbit (8%), the Montreal bagel (3%) or ketchup chips (1%) – which aren't widely available in many other countries.

Once again, older and younger Canadians do not agree. Older Canadians are much more likely (64%) than middle-aged (50%) or younger (27%) Canadians to believe that salmon should be our national food. In contrast, younger Canadians (40%) are considerably more likely than middle-aged (17%) and older (9%) Canadians to be pro-poutine as the national dish.

Focusing on what ought to be Canada's national drink, four in ten (42%) think top honours should go to beer (all ages agree!), while one quarter (23%) would choose ice wine as our national drink. Others would choose ginger ale (17%), cider (11%) or the Caesar (6%).

On the topic of the Canadian Charter of Rights and Freedoms, most (78%) Canadians 'agree' (29% strongly/49% somewhat) that it is 'an international Canadian symbol', while just two in ten (22%) 'disagree' (5% strongly/17% somewhat) that it is.

Reflecting on what symbols might best reflect French-Canadian culture, from among a list of five options, three in ten (30% Canada vs. 37% Quebec) think that maple syrup does the best job reflecting that culture, while two in ten (20% Canada vs. 6% Quebec) believe that the Bonhomme Carnival best reflects French-Canadian culture. Others say that Maurice ‘The Rocket’ Richard (11% Canada vs. 18% Quebec), Celine Dion (10% Canada vs. 16%), or Tourtiere (6% Canada vs. 7%) best reflect French-Canadian culture. Two in ten (22% Canada vs. 16% Quebec) don’t believe any of these best reflects its culture.

For Queen and Currency...

Only a slim majority (55%) of Canadians believe that the Queen should be displayed in some way, shape or form on Canadian symbols or in public places. Nearly half (47%) believe she should appear on Canadian currency, and four in ten (41%) believe the monarch should appear on Canadian stamps, while one in three (34%) believe the monarch should be displayed in photographs or portraits in Canadian public institutions. Almost half (45%) believe that the Queen should not be displayed in any of these ways.

If not the Queen then who? This appears to be a contentious question. When given a list of six possibilities, a majority (73%) of Canadians didn’t like any of these suggestions, but some did: David Suzuki (16%), Wayne Gretzky (14%), Pierre Burton (7%), Anne Murray (5%), Superman (4%), Justin Bieber (1%).

Canadians were reasonably accurate in identifying which Canadian Prime Ministers currently appear on our money. Seven in ten (69%) correctly indicated that Sir John A Macdonald is on Canadian money, while six in ten (58%) knew the same for Wilfrid Laurier (58%). Just four in ten (44%) believe that Mackenzie King is on Canadian currency. In fact, 8% erroneously believe that Pierre Trudeau appears on Canadian money, and 2% think that

Brian Mulroney is also on Canadian money. More surprising, however, is that two in ten (20%) didn't think that any of these Prime Ministers appeared on Canadian currency.

Canadians actually appear to be more familiar with who is on certain denominations of American currency than their own currency. Three quarters (74%) correctly identified that George Washington is on the American paper note, and seven in ten (70%) knew that Abraham Lincoln is also on a bill. Just one in three (35%), however, know that Franklin D. Roosevelt is on American money – perhaps because he is on a coin and not a bill. Two percent (2%) erroneously believe that Richard Nixon and George Bush appear on money. Only one in ten (11%) believe that none of these presidents appears on American money.

Canadians say we have the Best Flag, Anthem and Political System...

Canadians were asked to put some of their top symbols – the flag, anthem, political system, heroes and history – against those of the United States of America, Great Britain, France and Germany. In every case, these Canadian symbols and institutions came out on top as the most appealing, but to varying degrees:

- Two in three (65%) Canadians think Canada has the most appealing **national anthem**, while one-quarter (22%) think that distinction belongs to the United States. Others think that France (7%), Great Britain (4%) or Germany (2%) has the best national anthem.

- Two in three (64%) believe that Canada has the most appealing **flag**, while nearly two in ten think that the United States (16%) and Great Britain (15%) have the best flag. Few Canadians believe the same of France (3%) or Germany's (2%) flag.
- Six in ten (58%) are of the opinion that Canada's **political system** is the most appealing, far more than the proportion that thinks America (13%), Great Britain (12%), Germany (9%) or France (8%) has the best.
- While still in the lead, less than half (44%) of Canadians believe that Canada has the most appealing **heroes**. One in three (34%) believes that America has the best heroes, followed by fewer who believe that Great Britain (14%), France (6%) or Germany (2%) has the most appealing heroes.
- Four in ten (36%) believe that Canada has the most appealing history, while only slightly fewer would say the same about Great Britain (29%). Fewer say that France (15%), America (12%) or Germany (7%) has the most appealing history.

Showing our Pride...

Three-quarters (74%) of Canadians 'agree' (35% strongly/39% somewhat) that 'displaying the flag and Canadian patriotism in any way possible is appropriate', while just one quarter (26%) 'disagrees' (7% strongly/19% somewhat). In fact, just 15% of Canadians 'agree' (4% strongly/10% somewhat) that 'Canadians go too far in showing pride in their country. Most (85%) 'disagree' (44% strongly/41% somewhat) with this assessment.

Moreover, two in ten (19%) Canadians 'agree' (6% strongly/13% somewhat) that they would 'consider getting a tattoo of a Canadian flag somewhere on their body – including 36% of those in Saskatchewan and Manitoba, and 25% of Canadians 55 years old or younger.

Most have an open mind about displaying the Canadian flag as well. A majority (61%) ‘disagrees’ (25% strongly/36% somewhat) that it is ‘disrespectful to display the Canadian flag on things like underwear, while only a minority (39%) ‘agrees’ (16% strongly/23% somewhat) that it’s disrespectful. Most (86%) ‘disagree’ (45% strongly/42% somewhat) that it is ‘disrespectful to display the Canadian flag on a garage’, while just 14% agree that it is disrespectful (5% strongly/9% somewhat).

Eight in ten (77%) Canadians ‘agree’ (37% strongly/41% somewhat) that ‘Canadians should put more effort into displaying their pride for Canada’. Just two in ten (23%) ‘disagree’ (5% strongly/18% somewhat) that they should.

Many Canadians aren’t bashful about flying the flag in different places, such as their home, their car or their place of work or school:

- One in three (31%) Canadians aged 18+ display a Canadian flag **at school/office** all of the time, while 8% do so sometimes. Some do so specifically on Canada Day (8%) or Remembrance Day (2%). Half (52%) say they never display the flag at work/school.
- One in twenty-five (4%) Canadians says they always display the flag on their **car**, while 13% sometimes do. One in ten (14%) display the flag on their car on Canada Day, and 1% does so on Remembrance Day. However, seven in ten (68%) Canadians never display their flag on their car.
- Nearly two in ten (17%) Canadians always display the flag at their **house/cottage**, while 15% sometimes do. Two in ten (18%) display it specifically on Canada Day, and 1% does so on Remembrance Day. Half (49%) say they never display the flag at home or at the cottage.



- Three percent (3%) of Canadians say they display the Canadian flag **on their body** all the time, while 11% sometimes do. Two in ten (16%) do so on Canada Day, specifically, while 2% do on Remembrance Day. Seven in ten (69%) indicate that they never display the flag on their body.

These are some of the findings of an Ipsos Reid poll conducted between June 20 to 22, 2012, on behalf of The Historica-Dominion Institute. For this survey, a sample of 1,101 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and political composition to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.0 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

Sean Simpson
Associate Vice President
Ipsos Reid
Public Affairs
(416) 572-4474

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>