

1. Do you consider yourself to be more closely identified to ... or a Canadian first?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Province first	333	45	29	21	68	142	27	121	70	79	57	52	280
	30%	31%	26%	30%	16%	53%	33%	31%	30%	28%	30%	42%	29%
		D	D	D		ABCDF	D					L	
Canadian first	768	100	84	50	353	126	55	266	161	199	133	72	696
	70%	69%	74%	70%	84%	47%	67%	69%	70%	72%	70%	58%	71%
		E	E	E	ABCEF		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

2_1. [The diversity of its people] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	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 diversity of its people													
Best	965	128	99	67	377	222	72	328	214	240	168	110	855
	88%	88%	88%	94%	89%	83%	88%	85%	93%	86%	89%	89%	88%
				E	E				GI				
Worst	136	17	13	4	45	47	10	58	17	38	21	14	122
	12%	12%	12%	6%	11%	17%	12%	15%	7%	14%	11%	11%	12%
						CD		H		H			

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_2. [Its landscape and physical beauty] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Its landscape and physical beauty													
Best	1079	141	109	71	412	265	81	373	228	274	189	124	955
	98%	97%	97%	99%	98%	99%	100%	97%	99%	98%	100%	100%	98%
Worst										G			
	22	5	3	1	10	4	0	13	3	5	1	0	22
	2%	3%	3%	1%	2%	1%	-	3%	1%	2%	0	-	2%
								J					

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_3. [Its history] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Its history													
Best	961	122	100	62	369	234	74	335	208	240	165	103	858
	87%	84%	89%	86%	87%	87%	90%	87%	90%	86%	87%	83%	88%
Worst	140	23	12	10	53	34	8	52	22	38	25	21	119
	13%	16%	11%	14%	13%	13%	10%	13%	10%	14%	13%	17%	12%

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_4. [Its cultural values] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	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
Its cultural values													
Best	905	115	90	61	346	225	68	316	195	226	158	100	805
	82%	79%	80%	86%	82%	84%	83%	82%	84%	81%	83%	80%	82%
Worst	196	30	23	10	75	43	14	71	36	53	32	25	171
	18%	21%	20%	14%	18%	16%	17%	18%	16%	19%	17%	20%	18%

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_5. [Its food] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Its food													
Best	939	118	93	64	350	247	66	320	211	242	152	103	836
	85%	81%	83%	90%	83%	92%	81%	83%	92%	87%	80%	82%	86%
Worst						ABDF			GJ				
	162	27	19	7	72	21	16	67	19	36	38	22	140
	15%	19%	17%	10%	17%	8%	19%	17%	8%	13%	20%	18%	14%
		E	E		E		E	H			H		

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_6. [The public services it provides to its citizens] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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 public services it provides to its citizens													
Best	840	95	100	55	320	207	63	291	180	208	150	88	752
	76%	66%	89%	77%	76%	77%	77%	75%	78%	75%	79%	71%	77%
			ADEF		A	A							
Worst	261	50	12	16	102	62	19	96	50	71	40	36	225
	24%	34%	11%	23%	24%	23%	23%	25%	22%	25%	21%	29%	23%
		BDE			B	B	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

2_7. [Bilingualism or the official recognition and promotion of English and French in Canada] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Bilingualism or the official recognition and promotion of English and French in Canada													
Best	674	80	68	40	271	152	63	253	128	176	111	84	590
	61%	55%	61%	56%	64%	57%	77%	65%	56%	63%	58%	67%	60%
Worst					A		ABCDE	H					
	427	66	44	32	150	116	19	134	102	103	79	41	386
	39%	45%	39%	44%	36%	43%	23%	35%	44%	37%	42%	33%	40%
		DF	F	F	F	F			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

2_8. [Its political system] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Its political system													
Best	610	79	78	41	248	123	40	191	136	166	109	67	543
	55%	54%	70%	58%	59%	46%	50%	49%	59%	60%	57%	54%	56%
			AEF		E				G	G			
Worst	491	66	34	30	173	146	41	195	94	112	81	57	433
	45%	46%	30%	42%	41%	54%	50%	51%	41%	40%	43%	46%	44%
		B				BD	B	HI					

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_9. [Its artists, musicians, and writers] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Its artists, musicians, and writers													
Best	936	118	97	59	349	238	75	326	211	234	152	107	830
	85%	81%	87%	82%	83%	89%	92%	84%	92%	84%	80%	86%	85%
						AD	AD		GIJ				
Worst	165	27	15	13	73	30	7	61	19	44	38	18	147
	15%	19%	13%	18%	17%	11%	8%	16%	8%	16%	20%	14%	15%
		EF			EF			H		H	H		

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_10. [Its relationship to the British monarchy] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Its relationship to the British monarchy													
Best	692	99	87	46	300	106	55	242	144	181	118	72	620
	63%	68%	77%	64%	71%	40%	68%	63%	62%	65%	63%	58%	64%
Worst		E	E	E	E	E	E						
	409	47	26	26	122	163	26	144	87	97	71	53	356
	37%	32%	23%	36%	29%	60%	32%	37%	38%	35%	37%	42%	36%
						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

2_11. [Its reputation on the world stage] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Its reputation on the world stage													
Best	897	120	101	58	344	211	64	302	187	236	161	107	790
	82%	83%	89%	81%	82%	79%	78%	78%	81%	85%	85%	86%	81%
			EF							G			
Worst	204	25	12	14	77	57	18	85	43	42	29	17	187
	18%	17%	11%	19%	18%	21%	22%	22%	19%	15%	15%	14%	19%
						B	B	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

2_12. [Its economic performance] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Its economic performance													
Best	800	103	99	59	298	182	59	257	168	210	156	81	718
	73%	71%	89%	82%	71%	68%	72%	66%	73%	75%	83%	65%	74%
			ADEF	E						G	GH		
Worst	301	42	13	13	123	87	23	130	63	68	33	43	258
	27%	29%	11%	18%	29%	32%	28%	34%	27%	25%	17%	35%	26%
		B			B	BC	B	IJ	J				

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_13. [Its military] Imagine you are having a conversation with someone from another country, and they ask you to describe what's best and worst about Canada. For each of the following, please tell me if it's part of Canada's best or worst?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Its military													
Best	674	75	81	33	261	171	53	247	139	169	112	78	596
	61%	51%	72%	46%	62%	64%	65%	64%	60%	61%	59%	63%	61%
			AC		AC	AC	AC						
Worst	427	71	31	39	161	98	28	140	92	109	78	46	381
	39%	49%	28%	54%	38%	36%	35%	36%	40%	39%	41%	37%	39%
		BDEF		BDEF									

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_2. [I consider myself to be a proud and patriotic Canadian] 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 consider myself to be a proud and patriotic Canadian													
Strongly agree	523	83	80	41	221	54	44	168	104	149	96	38	484
	47%	57%	71%	57%	52%	20%	54%	44%	45%	53%	51%	31%	50%
Somewhat agree		E	ADEF	E	E	E	E			G			K
	409	52	25	20	167	112	33	150	84	93	76	69	340
	37%	36%	23%	28%	40%	42%	40%	39%	36%	33%	40%	55%	35%
Somewhat disagree		B			B	BC	B					L	
	121	7	7	6	21	77	3	42	32	28	15	16	105
	11%	5%	6%	8%	5%	29%	4%	11%	14%	10%	8%	13%	11%
Strongly disagree						ABCDF							
	48	3	0	5	13	25	1	27	11	8	2	1	47
	4%	2%	-	7%	3%	9%	2%	7%	5%	3%	1%	1%	5%
Summary				B		ABDF		IJ	J				
	932	135	105	61	388	166	77	318	188	241	172	107	825
	85%	93%	94%	85%	92%	62%	94%	82%	82%	87%	91%	86%	84%
Top2Box (Agree)		E	E	E	E	E	E				GH		
	169	10	7	11	34	102	5	68	43	37	17	17	152
	15%	7%	6%	15%	8%	38%	6%	18%	18%	13%	9%	14%	16%
Low2Box (Disagree)						ABCDF		J	J				

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_5. [Canada has a great reputation on the world stage] 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
Canada has a great reputation on the world stage													
Strongly agree	285	42	44	21	110	56	13	92	67	78	47	31	255
	26%	29%	40%	29%	26%	21%	16%	24%	29%	28%	25%	25%	26%
		F	DEF										
Somewhat agree	641	78	60	35	250	167	49	227	125	157	121	77	563
	58%	54%	53%	49%	59%	62%	61%	59%	54%	56%	64%	62%	58%
Somewhat disagree	129	16	7	10	43	37	17	45	34	30	18	13	116
	12%	11%	6%	14%	10%	14%	20%	12%	15%	11%	9%	11%	12%
						ABD							
Strongly disagree	46	9	1	6	19	9	2	23	5	13	4	3	43
	4%	6%	1%	8%	4%	3%	3%	6%	2%	5%	2%	3%	4%
		B		B				H					
Summary													
Top2Box (Agree)	926	121	104	56	360	223	63	319	191	235	168	108	818
	84%	83%	93%	78%	85%	83%	77%	82%	83%	85%	89%	87%	84%
		ACEF											
Low2Box (Disagree)	175	25	8	16	62	46	19	68	39	43	22	16	159
	16%	17%	7%	22%	15%	17%	23%	18%	17%	15%	11%	13%	16%
		B		B		B	B						

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

5_6. [When it comes to culture, Canada and the U.S. are basically the same] 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
When it comes to culture, Canada and the U.S. are basically the same													
Strongly agree	62	8	8	5	24	15	3	35	12	9	5	6	56
	6%	6%	7%	6%	6%	5%	3%	9%	5%	3%	3%	5%	6%
Somewhat agree	IJ												
	308	33	31	12	129	79	24	124	60	73	49	40	268
	28%	23%	28%	17%	31%	29%	30%	32%	26%	26%	26%	32%	27%
Somewhat disagree	C												
	458	65	52	26	162	118	35	133	113	124	81	44	414
	42%	45%	47%	36%	38%	44%	43%	34%	49%	45%	43%	36%	42%
Strongly disagree	G												
	272	39	21	29	107	57	19	94	45	72	54	34	238
	25%	27%	19%	41%	25%	21%	24%	24%	20%	26%	28%	27%	24%
Summary													
Top2Box (Agree)	ABDEF												
	371	41	39	17	153	93	27	159	72	82	54	46	324
	34%	29%	35%	23%	36%	35%	33%	41%	31%	30%	29%	37%	33%
Low2Box (Disagree)	H												
	730	104	74	55	269	175	54	227	159	196	135	78	652
	66%	71%	65%	77%	64%	65%	67%	59%	69%	70%	71%	63%	67%
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

5_7. [Multiculturalism in Canada is a good thing] 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
Multiculturalism in Canada is a good thing													
Strongly agree	271	49	32	18	104	45	22	105	47	64	52	43	227
	25%	34%	28%	26%	25%	17%	27%	27%	20%	23%	28%	35%	23%
Somewhat agree		DE	E		E		E					L	
	533	66	42	37	209	139	42	177	121	145	79	59	474
	48%	45%	37%	52%	49%	52%	51%	46%	53%	52%	41%	47%	49%
Somewhat disagree					B	B			J	J			
	194	18	24	12	69	56	14	66	41	44	41	15	179
	18%	13%	22%	17%	16%	21%	17%	17%	18%	16%	21%	12%	18%
Strongly disagree					A								
	103	12	15	4	40	29	4	38	21	25	18	7	96
	9%	8%	13%	5%	10%	11%	5%	10%	9%	9%	10%	6%	10%
Summary													
Top2Box (Agree)	804	115	73	55	313	184	64	283	168	209	131	102	702
	73%	79%	65%	77%	74%	68%	78%	73%	73%	75%	69%	82%	72%
Low2Box (Disagree)		BE										L	
	297	31	39	16	109	85	18	104	62	69	59	22	275
	27%	21%	35%	23%	26%	32%	22%	27%	27%	25%	31%	18%	28%
		A				A							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

5_11. [Canada is doing enough to protect the environment] 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
Canada is doing enough to protect the environment													
Strongly agree	86	14	16	1	32	20	3	28	16	28	13	11	75
	8%	10%	14%	1%	8%	7%	3%	7%	7%	10%	7%	9%	8%
C													
Somewhat agree	391	58	42	32	158	77	25	122	101	93	72	42	349
	36%	40%	37%	45%	38%	29%	30%	32%	44%	33%	38%	34%	36%
E													
Somewhat disagree	386	41	41	22	143	108	32	142	78	100	62	47	339
	35%	28%	37%	30%	34%	40%	39%	37%	34%	36%	33%	38%	35%
A													
Strongly disagree	238	33	13	17	89	65	22	94	36	57	42	24	214
	22%	22%	12%	24%	21%	24%	27%	24%	15%	21%	22%	20%	22%
B													
Summary													
Top2Box (Agree)	477	72	58	33	190	97	27	150	117	121	85	53	424
	43%	49%	52%	46%	45%	36%	34%	39%	51%	43%	45%	42%	43%
EF													
Low2Box (Disagree)	624	74	54	39	231	172	54	237	113	157	104	72	552
	57%	51%	48%	54%	55%	64%	66%	61%	49%	57%	55%	58%	57%
ABD													
AB													
H													

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_1. [Western Canada and Ontario and Quebec] Canada is a large country comprised of many different communities and regional identities. Some say that there is a link that binds all Canadians together regardless of who we are or where we live, others don't think we have much in common at all. For each example below, please tell me whether you believe they have a lot in common, a little in common, or nothing in common at all:

	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
Western Canada and Ontario and Quebec													
A lot in common	154	19	12	7	71	28	18	59	24	42	25	22	133
	14%	13%	10%	10%	17%	10%	22%	15%	11%	15%	13%	17%	14%
				E		BE							
A little in common	687	95	64	39	288	142	58	236	142	181	119	80	607
	62%	66%	57%	55%	68%	53%	71%	61%	62%	65%	63%	64%	62%
		E			BE		E						
Nothing in common at all	260	31	37	25	63	99	6	92	64	56	45	23	237
	24%	21%	33%	35%	15%	37%	7%	24%	28%	20%	24%	18%	24%
		F	ADF	ADF		ADF							
Summary													
Top2Box (A lot/ A little in common)	841	115	75	47	359	170	75	295	166	223	144	102	739
	76%	79%	67%	65%	85%	63%	93%	76%	72%	80%	76%	82%	76%
		BCE			BCE		ABCE						

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

7.2. [Quebec and the rest of the country] Canada is a large country comprised of many different communities and regional identities. Some say that there is a link that binds all Canadians together regardless of who we are or where we live, others don't think we have much in common at all. For each example below, please tell me whether you believe they have a lot in common, a little in common, or nothing in common at all:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Quebec and the rest of the country													
A lot in common	167	28	15	11	56	38	19	66	27	49	24	18	150
	15%	20%	13%	16%	13%	14%	23%	17%	12%	18%	12%	14%	15%
							D						
A little in common	596	74	45	34	244	153	47	207	122	147	108	69	527
	54%	51%	40%	48%	58%	57%	58%	54%	53%	53%	57%	55%	54%
					B	B	B						
Nothing in common at all	338	43	53	26	122	78	16	114	81	82	58	38	300
	31%	30%	47%	37%	29%	29%	19%	30%	35%	30%	31%	31%	31%
			ADEF	F									
Summary													
Top2Box (A lot/ A little in common)	763	102	59	45	300	191	66	272	150	196	131	86	677
	69%	70%	53%	63%	71%	71%	81%	70%	65%	70%	69%	69%	69%
		B			B	B	BC						

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_4. [Recent immigrants vs. those born in Canada] Canada is a large country comprised of many different communities and regional identities. Some say that there is a link that binds all Canadians together regardless of who we are or where we live, others don't think we have much in common at all. For each example below, please tell me whether you believe they have a lot in common, a little in common, or nothing in common at all:

	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
Recent immigrants vs. those born in Canada													
A lot in common	68	13	10	2	24	12	7	27	11	19	9	5	62
	6%	9%	9%	2%	6%	5%	9%	7%	5%	7%	5%	4%	6%
A little in common	571	77	53	40	224	129	49	195	132	144	92	71	501
	52%	53%	47%	56%	53%	48%	60%	50%	57%	52%	49%	57%	51%
Nothing in common at all	462	55	50	30	174	127	26	164	88	115	88	48	414
	42%	38%	45%	42%	41%	47%	31%	43%	38%	41%	47%	39%	42%
Summary													
Top2Box (A lot/ A little in common)	639	90	62	42	248	141	56	222	143	163	101	76	563
	58%	62%	55%	58%	59%	53%	69%	57%	62%	59%	53%	61%	58%
							E						

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

7.5. [Urban Canadian and rural Canadians] Canada is a large country comprised of many different communities and regional identities. Some say that there is a link that binds all Canadians together regardless of who we are or where we live, others don't think we have much in common at all. For each example below, please tell me whether you believe they have a lot in common, a little in common, or nothing in common at all:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Urban Canadian and rural Canadians													
A lot in common	161	30	24	16	48	34	9	73	24	44	20	9	152
	15%	20%	21%	23%	11%	13%	12%	19%	10%	16%	11%	8%	16%
		DE	DE	D				HJ					K
A little in common	772	98	83	45	310	177	60	255	164	194	147	90	682
	70%	67%	73%	63%	73%	66%	74%	66%	71%	70%	77%	72%	70%
					E						G		
Nothing in common at all	168	18	6	10	63	58	12	59	43	40	23	25	143
	15%	12%	5%	15%	15%	22%	14%	15%	19%	14%	12%	20%	15%
					B	ABD	B						
Summary													
Top2Box (A lot/ A little in common)	933	128	106	61	358	210	70	328	188	238	167	99	834
	85%	88%	95%	85%	85%	78%	86%	85%	81%	86%	88%	80%	85%
		E	DEF	E									

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

7.6. [Older Canadians and younger Canadians] Canada is a large country comprised of many different communities and regional identities. Some say that there is a link that binds all Canadians together regardless of who we are or where we live, others don't think we have much in common at all. For each example below, please tell me whether you believe they have a lot in common, a little in common, or nothing in common at all:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Older Canadians and younger Canadians													
A lot in common	225	34	32	15	76	46	20	79	34	64	42	16	208
	20%	24%	29%	22%	18%	17%	25%	20%	15%	23%	22%	13%	21%
A little in common	742	99	73	44	294	175	56	250	164	189	134	92	650
	67%	68%	65%	61%	70%	65%	68%	65%	71%	68%	71%	74%	67%
Nothing in common at all	135	12	7	13	51	47	6	58	32	26	14	16	118
	12%	8%	6%	17%	12%	18%	7%	15%	14%	9%	7%	13%	12%
Summary													
Top2Box (A lot/ A little in common)	966	134	105	59	371	222	76	329	198	253	175	108	858
	88%	92%	94%	83%	88%	82%	93%	85%	86%	91%	93%	87%	88%
		E	CE	B		ABF	E	IJ	J	G	GH		

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. [SUMMARY - TOP2BOX (A LOT/ A LITTLE IN COMMON)] Canada is a large country comprised of many different communities and regional identities. Some say that there is a link that binds all Canadians together regardless of who we are or where we live, others don't think we have much in common at all. For each example below, please tell me whether you believe they have a lot in common, a little in common, or nothing in common at all:

	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
Older Canadians and younger Canadians	966	134	105	59	371	222	76	329	198	253	175	108	858
	88%	92%	94%	83%	88%	82%	93%	85%	86%	91%	93%	87%	88%
		E	CE				E			G	GH		
Urban Canadian and rural Canadians	933	128	106	61	358	210	70	328	188	238	167	99	834
	85%	88%	95%	85%	85%	78%	86%	85%	81%	86%	88%	80%	85%
		E	DEF		E								
Western Canada and Ontario and Quebec	841	115	75	47	359	170	75	295	166	223	144	102	739
	76%	79%	67%	65%	85%	63%	93%	76%	72%	80%	76%	82%	76%
		BCE			BCE		ABCE						
Quebec and the rest of the country	763	102	59	45	300	191	66	272	150	196	131	86	677
	69%	70%	53%	63%	71%	71%	81%	70%	65%	70%	69%	69%	69%
		B			B	B	BC						
Recent immigrants vs. those born in Canada	639	90	62	42	248	141	56	222	143	163	101	76	563
	58%	62%	55%	58%	59%	53%	69%	57%	62%	59%	53%	61%	58%
							E						

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. [The Canadian flag] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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 Canadian flag													
A great reflection of what Canada is	590	86	64	31	257	100	50	194	130	156	103	62	528
	54%	59%	57%	44%	61%	37%	62%	50%	57%	56%	54%	49%	54%
		CE	E		CE		CE						
A good reflection of what Canada is	300	32	35	23	105	83	21	106	48	84	57	39	261
	27%	22%	32%	32%	25%	31%	26%	27%	21%	30%	30%	32%	27%
						A				H	H		
A decent reflection of what Canada is	170	22	9	16	51	65	8	73	40	34	22	18	151
	15%	15%	8%	22%	12%	24%	9%	19%	17%	12%	12%	15%	16%
				BDF		ABDF		IJ					
A poor reflection of what Canada is	29	2	2	1	6	16	2	7	9	4	6	3	26
	3%	2%	2%	2%	1%	6%	2%	2%	4%	1%	3%	2%	3%
						AD							
A terrible reflection of what Canada is	13	2	2	1	3	5	1	6	3	1	1	2	10
	1%	1%	2%	1%	1%	2%	1%	2%	1%	0	1%	2%	1%
Summary													
Top2Box (A great/ Good reflection)	890	119	100	54	363	183	71	300	178	239	160	101	789
	81%	82%	89%	76%	86%	68%	88%	78%	77%	86%	84%	81%	81%
		E	CE		CE		E			GH			
Low2Box (A poor/ Terrible reflection)	41	4	3	2	9	21	3	14	12	5	7	5	36
	4%	3%	3%	3%	2%	8%	3%	4%	5%	2%	4%	4%	4%
						D				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

8_2. [The national anthem: O Canada] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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 national anthem: O Canada													
A great reflection of what Canada is	492	70	56	31	207	89	38	176	109	126	75	48	444
	45%	48%	50%	44%	49%	33%	47%	45%	47%	45%	39%	39%	45%
		E	E		E		E						
A good reflection of what Canada is	327	46	36	20	121	74	30	96	57	100	71	46	281
	30%	32%	32%	28%	29%	27%	37%	25%	25%	36%	37%	37%	29%
										GH	GH		
A decent reflection of what Canada is	211	24	13	16	74	71	13	88	50	36	32	23	188
	19%	17%	11%	22%	18%	26%	16%	23%	22%	13%	17%	18%	19%
						ABDF		I	I				
A poor reflection of what Canada is	52	3	6	3	15	26	0	19	11	11	10	4	48
	5%	2%	5%	4%	4%	10%	-	5%	5%	4%	5%	3%	5%
			F			ADF							
A terrible reflection of what Canada is	19	3	1	2	4	9	1	8	3	5	1	4	15
	2%	2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	3%	2%
						D							
Summary													
Top2Box (A great/ Good reflection)	819	116	93	52	328	163	68	272	166	226	145	94	725
	74%	80%	83%	72%	78%	61%	83%	70%	72%	81%	77%	75%	74%
		E	E		E		E			GH			
Low2Box (A poor/ Terrible reflection)	71	5	7	4	20	34	1	27	14	16	12	8	63
	6%	4%	6%	6%	5%	13%	1%	7%	6%	6%	6%	6%	6%
						ADF							

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. [The Queen] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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 Queen													
A great reflection of what Canada is	135	19	15	3	71	21	6	56	32	28	19	7	128
	12%	13%	13%	5%	17%	8%	8%	14%	14%	10%	10%	6%	13%
					CEF								K
A good reflection of what Canada is	200	33	26	17	80	24	21	58	47	58	35	17	183
	18%	23%	23%	23%	19%	9%	26%	15%	20%	21%	19%	14%	19%
		E	E	E	E		E						
A decent reflection of what Canada is	329	46	45	24	126	61	27	124	67	84	50	38	291
	30%	32%	40%	33%	30%	23%	33%	32%	29%	30%	26%	31%	30%
		E	E	E	E								
A poor reflection of what Canada is	234	31	18	17	88	68	13	77	43	55	53	24	210
	21%	21%	16%	24%	21%	25%	16%	20%	19%	20%	28%	20%	21%
											GH		
A terrible reflection of what Canada is	202	17	9	11	56	96	14	72	41	52	33	38	165
	18%	11%	8%	15%	13%	36%	18%	19%	18%	19%	17%	30%	17%
						ABCDF	B					L	
Summary													
Top2Box (A great/ Good reflection)	336	52	41	20	152	44	28	113	79	87	54	24	312
	31%	36%	36%	28%	36%	17%	34%	29%	34%	31%	29%	19%	32%
		E	E	E	E		E						K
Low2Box (A poor/ Terrible reflection)	436	47	27	28	144	163	27	149	85	107	85	62	374
	40%	33%	24%	39%	34%	61%	33%	39%	37%	39%	45%	50%	38%
						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

8_4. [Medicare] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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
Medicare													
A great reflection of what Canada is	335 30%	42 29%	27 24%	28 39%	134 32%	75 28%	29 35%	109 28%	67 29%	91 33%	63 33%	31 25%	304 31%
A good reflection of what Canada is	385 35%	56 39%	48 43%	22 30%	146 35%	80 30%	33 40%	122 32%	78 34%	108 39%	72 38%	45 36%	341 35%
A decent reflection of what Canada is	253 23%	28 19%	29 25%	13 18%	94 22%	75 28%	14 17%	100 26%	62 27%	47 17%	42 22%	35 28%	218 22%
A poor reflection of what Canada is	96 9%	13 9%	6 6%	8 11%	39 9%	26 10%	5 6%	39 10%	16 7%	28 10%	10 5%	12 10%	84 9%
A terrible reflection of what Canada is	32 3%	6 4%	2 2%	2 2%	8 2%	12 5%	1 2%	16 4%	8 3%	4 1%	3 2%	2 2%	30 3%
Summary													
Top2Box (A great/ Good reflection)	720 65%	98 67%	75 67%	50 69%	281 67%	155 58%	62 76%	232 60%	145 63%	198 71%	135 71%	75 60%	645 66%
Low2Box (A poor/ Terrible reflection)	128 12%	19 13%	9 8%	9 13%	47 11%	39 14%	6 7%	55 14%	24 10%	32 12%	13 7%	14 11%	114 12%

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. [Hockey] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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
Hockey													
A great reflection of what Canada is	491	67	59	39	175	116	36	155	110	139	81	56	434
	45%	46%	52%	54%	41%	43%	44%	40%	48%	50%	43%	45%	44%
A good reflection of what Canada is	309	28	27	20	130	74	30	105	63	75	62	36	273
	28%	19%	24%	28%	31%	28%	37%	27%	28%	27%	33%	29%	28%
					A	A	A				G		
A decent reflection of what Canada is	220	36	20	7	85	65	8	90	42	47	37	21	199
	20%	25%	18%	9%	20%	24%	9%	23%	18%	17%	19%	17%	20%
A poor reflection of what Canada is	49	10	4	4	19	7	5	21	9	12	6	8	41
	4%	7%	4%	6%	4%	3%	6%	5%	4%	4%	3%	7%	4%
			E										
A terrible reflection of what Canada is	32	5	2	2	13	6	3	15	6	6	4	3	29
	3%	4%	2%	3%	3%	2%	3%	4%	3%	2%	2%	2%	3%
Summary													
Top2Box (A great/ Good reflection)	800	95	86	58	305	190	67	261	173	213	143	92	708
	73%	65%	76%	82%	72%	71%	82%	67%	75%	77%	75%	74%	72%
Low2Box (A poor/ Terrible reflection)	81	15	6	7	32	13	7	35	15	18	10	11	70
	7%	10%	6%	9%	8%	5%	9%	9%	6%	6%	5%	9%	7%
			E										

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_6. [The Arctic] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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 Arctic													
A great reflection of what Canada is	309	36	36	22	140	56	18	98	71	83	56	29	280
	28%	25%	32%	31%	33%	21%	23%	25%	31%	30%	29%	23%	29%
			E	E									
A good reflection of what Canada is	348	43	34	27	128	85	32	116	79	90	59	36	312
	32%	30%	30%	38%	30%	32%	39%	30%	34%	32%	31%	29%	32%
A decent reflection of what Canada is	309	43	33	15	109	88	21	122	57	73	54	38	271
	28%	30%	30%	21%	26%	33%	26%	32%	25%	26%	28%	31%	28%
					D								
A poor reflection of what Canada is	109	19	8	6	37	28	10	38	22	28	18	17	92
	10%	13%	7%	9%	9%	10%	12%	10%	9%	10%	9%	14%	9%
A terrible reflection of what Canada is	25	4	1	1	8	12	0	13	2	4	3	3	22
	2%	3%	1%	1%	2%	4%	-	3%	1%	2%	2%	3%	2%
Summary													
Top2Box (A great/ Good reflection)	658	79	70	50	268	141	50	214	150	173	115	65	592
	60%	54%	63%	69%	63%	52%	62%	55%	65%	62%	61%	53%	61%
			AE	E				G					
Low2Box (A poor/ Terrible reflection)	134	23	9	7	45	39	10	51	24	33	21	20	113
	12%	16%	8%	10%	11%	15%	12%	13%	10%	12%	11%	16%	12%

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_7. [The military] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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 military													
A great reflection of what Canada is	222	18	35	10	102	46	11	71	49	61	38	19	203
	20%	12%	31%	14%	24%	17%	13%	18%	21%	22%	20%	15%	21%
			ACEF		AEF								
A good reflection of what Canada is	284	37	32	20	111	56	29	102	59	71	46	32	252
	26%	25%	28%	28%	26%	21%	35%	26%	26%	25%	24%	25%	26%
							E						
A decent reflection of what Canada is	377	54	36	20	121	112	34	136	82	88	68	52	324
	34%	37%	32%	28%	29%	42%	42%	35%	36%	32%	36%	42%	33%
					D	D							
A poor reflection of what Canada is	158	27	7	17	69	34	5	53	31	43	28	14	144
	14%	18%	6%	23%	16%	12%	7%	14%	14%	15%	15%	12%	15%
		BF		BEF	BF								
A terrible reflection of what Canada is	61	10	3	5	19	21	2	25	9	15	9	7	53
	6%	7%	2%	7%	5%	8%	3%	6%	4%	6%	5%	6%	5%
Summary													
Top2Box (A great/ Good reflection)	506	54	67	30	213	102	39	173	108	132	83	50	455
	46%	37%	60%	42%	50%	38%	48%	45%	47%	47%	44%	40%	47%
			ACE		AE								
Low2Box (A poor/ Terrible reflection)	219	37	10	22	88	55	8	78	41	58	38	22	197
	20%	25%	9%	30%	21%	20%	10%	20%	18%	21%	20%	18%	20%
		BF		BF	BF	BF							

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_8. [Justin Bieber] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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
Justin Bieber													
A great reflection of what Canada is	59	7	3	6	25	12	5	30	8	13	8	6	53
	5%	5%	2%	9%	6%	5%	6%	8%	3%	5%	4%	4%	5%
A good reflection of what Canada is	131	14	18	9	53	31	6	41	29	38	22	8	123
	12%	10%	16%	12%	13%	12%	7%	11%	12%	14%	12%	6%	13%
A decent reflection of what Canada is	352	44	37	14	145	85	26	122	72	93	65	34	318
	32%	30%	33%	19%	35%	32%	32%	32%	31%	34%	34%	27%	33%
A poor reflection of what Canada is	278	34	27	19	104	73	21	82	65	78	45	41	237
	25%	23%	24%	26%	25%	27%	25%	21%	28%	28%	24%	33%	24%
A terrible reflection of what Canada is	282	46	27	24	95	67	24	111	58	56	50	36	246
	26%	31%	24%	33%	22%	25%	29%	29%	25%	20%	26%	29%	25%
Summary													
Top2Box (A great/ Good reflection)	189	22	20	15	78	43	11	71	36	51	30	13	176
	17%	15%	18%	21%	18%	16%	13%	18%	16%	18%	16%	11%	18%
Low2Box (A poor/ Terrible reflection)	560	80	54	43	198	140	45	194	123	134	95	77	483
	51%	55%	48%	60%	47%	52%	55%	50%	53%	48%	50%	62%	49%
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_9. [Celine Dion] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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
Celine Dion													
A great reflection of what Canada is	161	15	11	6	45	75	10	69	37	33	22	16	145
	15%	10%	10%	8%	11%	28%	12%	18%	16%	12%	11%	13%	15%
						ABCDF		I					
A good reflection of what Canada is	222	30	22	13	76	65	15	67	42	68	39	26	195
	20%	21%	19%	19%	18%	24%	18%	17%	18%	24%	20%	21%	20%
										G			
A decent reflection of what Canada is	356	47	37	18	150	78	26	131	72	89	60	40	316
	32%	32%	33%	25%	35%	29%	31%	34%	31%	32%	32%	32%	32%
A poor reflection of what Canada is	202	29	27	18	76	35	16	59	48	53	38	24	178
	18%	20%	24%	26%	18%	13%	20%	15%	21%	19%	20%	19%	18%
		E	E	E									
A terrible reflection of what Canada is	161	24	15	16	75	15	15	61	31	35	31	18	143
	15%	17%	13%	23%	18%	6%	18%	16%	13%	13%	16%	14%	15%
		E	E	E	E		E						
Summary													
Top2Box (A great/ Good reflection)	383	45	33	19	121	140	25	136	79	101	60	43	340
	35%	31%	29%	27%	29%	52%	30%	35%	34%	36%	32%	34%	35%
						ABCDF							
Low2Box (A poor/ Terrible reflection)	362	54	42	34	151	50	31	120	79	88	69	42	321
	33%	37%	37%	48%	36%	19%	38%	31%	34%	32%	36%	34%	33%
		E	E	E	E		E						

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_10. [Multiculturalism] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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
Multiculturalism													
A great reflection of what Canada is	245	39	17	24	109	41	14	91	47	68	38	30	215
	22%	27%	15%	34%	26%	15%	17%	23%	21%	24%	20%	24%	22%
A good reflection of what Canada is	329	36	36	20	129	72	35	113	75	77	59	37	292
	30%	25%	32%	28%	31%	27%	43%	29%	32%	28%	31%	30%	30%
A decent reflection of what Canada is	353	53	38	17	123	98	24	115	72	92	66	45	308
	32%	37%	34%	23%	29%	36%	30%	30%	31%	33%	35%	36%	32%
A poor reflection of what Canada is	109	10	13	6	34	40	7	42	24	26	17	7	102
	10%	7%	11%	8%	8%	15%	8%	11%	10%	9%	9%	6%	10%
A terrible reflection of what Canada is	64	7	8	4	26	18	1	25	13	16	9	5	60
	6%	5%	7%	6%	6%	7%	1%	7%	5%	6%	5%	4%	6%
Summary													
Top2Box (A great/ Good reflection)	574	75	53	45	238	113	50	204	122	145	97	67	507
	52%	52%	47%	63%	56%	42%	61%	53%	53%	52%	51%	54%	52%
Low2Box (A poor/ Terrible reflection)	174	17	21	10	60	58	8	67	37	42	26	12	161
	16%	12%	19%	14%	14%	22%	10%	17%	16%	15%	14%	10%	17%
ADF													

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_11. [Mounties or RCMP] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Mounties or RCMP													
A great reflection of what Canada is	362	34	57	27	148	69	27	130	78	97	53	33	328
	33%	23%	50%	38%	35%	26%	34%	34%	34%	35%	28%	27%	34%
			ADEF	AE	AE								
A good reflection of what Canada is	366	41	31	22	147	90	35	117	71	98	77	48	318
	33%	28%	27%	31%	35%	34%	43%	30%	31%	35%	41%	38%	33%
							AB				G		
A decent reflection of what Canada is	241	33	18	16	89	72	12	89	57	54	34	24	217
	22%	23%	16%	22%	21%	27%	15%	23%	25%	20%	18%	19%	22%
							BF						
A poor reflection of what Canada is	94	22	2	5	31	28	6	33	20	22	18	15	79
	9%	15%	2%	6%	7%	10%	8%	9%	9%	8%	10%	12%	8%
		BD				B							
A terrible reflection of what Canada is	38	15	4	2	7	10	1	17	4	7	7	4	34
	3%	10%	4%	2%	2%	4%	1%	4%	2%	2%	4%	3%	4%
		DEF											
Summary													
Top2Box (A great/ Good reflection)	728	75	87	49	295	159	62	247	149	195	130	81	647
	66%	52%	78%	69%	70%	59%	77%	64%	65%	70%	69%	65%	66%
			AE	A	AE		AE						
Low2Box (A poor/ Terrible reflection)	132	37	7	6	38	37	7	50	24	28	25	19	113
	12%	25%	6%	9%	9%	14%	9%	13%	10%	10%	13%	15%	12%
		BCDEF				BD							

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_12. [Canadian wilderness] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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 wilderness													
A great reflection of what Canada is	581	95	68	37	235	109	38	199	109	158	107	64	517
	53%	65%	60%	52%	56%	40%	46%	51%	47%	57%	57%	52%	53%
		DEF	E		E					H			
A good reflection of what Canada is	331	30	27	28	128	87	32	107	80	80	60	35	295
	30%	20%	24%	39%	30%	32%	39%	28%	35%	29%	32%	28%	30%
			A	A	A	AB							
A decent reflection of what Canada is	160	20	14	5	49	64	9	67	33	35	21	23	137
	15%	14%	12%	7%	12%	24%	11%	17%	14%	13%	11%	18%	14%
					ABCD								
A poor reflection of what Canada is	24	1	4	1	7	7	3	10	7	5	1	2	22
	2%	1%	3%	2%	2%	3%	3%	3%	3%	2%	0	2%	2%
A terrible reflection of what Canada is	5	0	0	1	3	2	0	4	1	0	0	0	5
	0	-	-	1%	1%	1%	-	1%	0	-	-	-	1%
Summary													
Top2Box (A great/ Good reflection)	912	124	95	65	363	196	69	306	190	238	167	100	812
	83%	85%	84%	91%	86%	73%	85%	79%	82%	86%	88%	80%	83%
		E	E	E	E	E	E			G	G		
Low2Box (A poor/ Terrible reflection)	29	1	4	2	10	9	3	14	8	5	1	2	27
	3%	1%	3%	3%	2%	4%	3%	4%	3%	2%	0	2%	3%
								J	J				

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_13. [The Beaver] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	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 Beaver													
A great reflection of what Canada is	296	37	31	15	116	68	28	112	69	73	36	26	270
	27%	25%	28%	21%	28%	25%	34%	29%	30%	26%	19%	21%	28%
A good reflection of what Canada is	357	42	41	24	145	81	25	123	71	99	59	42	316
	32%	29%	36%	33%	35%	30%	30%	32%	31%	36%	31%	33%	32%
A decent reflection of what Canada is	314	48	32	24	111	82	17	105	66	70	70	40	275
	29%	33%	29%	34%	26%	30%	21%	27%	29%	25%	37%	32%	28%
A poor reflection of what Canada is	108	15	8	6	41	27	10	34	22	32	19	14	93
	10%	10%	7%	8%	10%	10%	13%	9%	9%	11%	10%	12%	10%
A terrible reflection of what Canada is	26	4	0	2	8	11	1	13	4	4	5	3	23
	2%	3%	-	3%	2%	4%	2%	3%	2%	1%	2%	2%	2%
Summary													
Top2Box (A great/ Good reflection)	653	78	72	39	262	149	53	235	139	173	95	67	585
	59%	54%	64%	55%	62%	55%	65%	61%	60%	62%	50%	54%	60%
Low2Box (A poor/ Terrible reflection)	134	19	8	8	48	38	12	46	25	35	24	17	116
	12%	13%	7%	11%	11%	14%	14%	12%	11%	13%	13%	14%	12%

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. [SUMMARY - TOP2BOX (A GREAT/ GOOD REFLECTION)] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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 wilderness	912	124	95	65	363	196	69	306	190	238	167	100	812
	83%	85%	84%	91%	86%	73%	85%	79%	82%	86%	88%	80%	83%
The Canadian flag	890	119	100	54	363	183	71	300	178	239	160	101	789
	81%	82%	89%	76%	86%	68%	88%	78%	77%	86%	84%	81%	81%
		E	CE		CE		E				GH		
The national anthem: O Canada	819	116	93	52	328	163	68	272	166	226	145	94	725
	74%	80%	83%	72%	78%	61%	83%	70%	72%	81%	77%	75%	74%
		E	E		E		E				GH		
Hockey	800	95	86	58	305	190	67	261	173	213	143	92	708
	73%	65%	76%	82%	72%	71%	82%	67%	75%	77%	75%	74%	72%
				A			AE				G		
Mounties or RCMP	728	75	87	49	295	159	62	247	149	195	130	81	647
	66%	52%	78%	69%	70%	59%	77%	64%	65%	70%	69%	65%	66%
			AE	A	AE		AE						
Medicare	720	98	75	50	281	155	62	232	145	198	135	75	645
	65%	67%	67%	69%	67%	58%	76%	60%	63%	71%	71%	60%	66%
		E			E		E			G	G		
The Arctic	658	79	70	50	268	141	50	214	150	173	115	65	592
	60%	54%	63%	69%	63%	52%	62%	55%	65%	62%	61%	53%	61%
				AE	E					G			
The Beaver	653	78	72	39	262	149	53	235	139	173	95	67	585
	59%	54%	64%	55%	62%	55%	65%	61%	60%	62%	50%	54%	60%
								J		J			
Multiculturalism	574	75	53	45	238	113	50	204	122	145	97	67	507
	52%	52%	47%	63%	56%	42%	61%	53%	53%	52%	51%	54%	52%
				E	E		E						
The military	506	54	67	30	213	102	39	173	108	132	83	50	455
	46%	37%	60%	42%	50%	38%	48%	45%	47%	47%	44%	40%	47%
			ACE		AE								
Celine Dion	383	45	33	19	121	140	25	136	79	101	60	43	340
	35%	31%	29%	27%	29%	52%	30%	35%	34%	36%	32%	34%	35%
						ABCDF							
The Queen	336	52	41	20	152	44	28	113	79	87	54	24	312
	31%	36%	36%	28%	36%	17%	34%	29%	34%	31%	29%	19%	32%
		E	E	E	E		E						K
Justin Bieber	189	22	20	15	78	43	11	71	36	51	30	13	176
	17%	15%	18%	21%	18%	16%	13%	18%	16%	18%	16%	11%	18%

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. [SUMMARY - LOW2BOX (A POOR/ TERRIBLE REFLECTION)] The following are a list of symbols and icons in Canada. Please indicate whether you think each is a great or poor reflection of what Canada really is:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
Justin Bieber	560	80	54	43	198	140	45	194	123	134	95	77	483
	51%	55%	48%	60%	47%	52%	55%	50%	53%	48%	50%	62%	49%
The Queen	436	47	27	28	144	163	27	149	85	107	85	62	374
	40%	33%	24%	39%	34%	61%	33%	39%	37%	39%	45%	50%	38%
						ABCD						L	
Celine Dion	362	54	42	34	151	50	31	120	79	88	69	42	321
	33%	37%	37%	48%	36%	19%	38%	31%	34%	32%	36%	34%	33%
The military	219	37	10	22	88	55	8	78	41	58	38	22	197
	20%	25%	9%	30%	21%	20%	10%	20%	18%	21%	20%	18%	20%
		BF		BF	BF	BF							
Multiculturalism	174	17	21	10	60	58	8	67	37	42	26	12	161
	16%	12%	19%	14%	14%	22%	10%	17%	16%	15%	14%	10%	17%
The Beaver	134	19	8	8	48	38	12	46	25	35	24	17	116
	12%	13%	7%	11%	11%	14%	14%	12%	11%	13%	13%	14%	12%
						ADF							
The Arctic	134	23	9	7	45	39	10	51	24	33	21	20	113
	12%	16%	8%	10%	11%	15%	12%	13%	10%	12%	11%	16%	12%
Mounties or RCMP	132	37	7	6	38	37	7	50	24	28	25	19	113
	12%	25%	6%	9%	9%	14%	9%	13%	10%	10%	13%	15%	12%
		BCDEF				BD							
Medicare	128	19	9	9	47	39	6	55	24	32	13	14	114
	12%	13%	8%	13%	11%	14%	7%	14%	10%	12%	7%	11%	12%
Hockey	81	15	6	7	32	13	7	35	15	18	10	11	70
	7%	10%	6%	9%	8%	5%	9%	9%	6%	6%	5%	9%	7%
		E											
The national anthem: O Canada	71	5	7	4	20	34	1	27	14	16	12	8	63
	6%	4%	6%	6%	5%	13%	1%	7%	6%	6%	6%	6%	6%
The Canadian flag	41	4	3	2	9	21	3	14	12	5	7	5	36
	4%	3%	3%	3%	2%	8%	3%	4%	5%	2%	4%	4%	4%
						D			I				
Canadian wilderness	29	1	4	2	10	9	3	14	8	5	1	2	27
	3%	1%	3%	3%	2%	4%	3%	4%	3%	2%	0	2%	3%
								J	J				

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