

1. Which of the following important events will occur in 2017?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|--------|------|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| The Pan-Am Games | 40 | 3 | 1 | 3 | 28 | 3 | 2 | 18 | 3 | 14 | 4 | 14 | 26 |
| | 4% | 2% | 1% | 5% | 7% | 1% | 3% | 6% | 2% | 6% | 3% | 5% | 4% |
| | | * | * | E* | BE | | * | | | | | | |
| The PyeongChang Olympics | 15 | 1 | - | 1 | 6 | 6 | 1 | 8 | 2 | 4 | - | 3 | 12 |
| | 2% | 1% | - | 2% | 2% | 3% | 1% | 3% | 1% | 2% | - | 1% | 2% |
| | | * | * | * | | | * | | | | | | |
| Canada's 150th birthday | 563 | 81 | 75 | 39 | 209 | 123 | 36 | 143 | 98 | 123 | 121 | 129 | 433 |
| | 56% | 60% | 71% | 60% | 54% | 51% | 51% | 46% | 61% | 55% | 69% | 50% | 58% |
| | | * | DEF* | * | | | * | | G | | GI | | |
| The 50th anniversary of the Charter of Rights & Freedoms | 40 | 2 | 2 | 2 | 23 | 11 | 2 | 21 | 8 | 9 | 1 | 22 | 18 |
| | 4% | 1% | 2% | 3% | 6% | 4% | 2% | 7% | 5% | 4% | * | 8% | 2% |
| | | * | * | * | | | * | J | J | J | | L | |
| The Centennial of the First World War | 87 | 8 | 12 | 3 | 29 | 25 | 10 | 25 | 12 | 23 | 16 | 19 | 68 |
| | 9% | 6% | 11% | 4% | 8% | 10% | 15% | 8% | 8% | 10% | 9% | 7% | 9% |
| | | * | * | * | | | C* | | | | | | |
| Don't Know | 256 | 40 | 17 | 17 | 90 | 73 | 21 | 94 | 39 | 50 | 34 | 70 | 186 |
| | 26% | 30% | 16% | 25% | 23% | 30% | 29% | 30% | 24% | 22% | 19% | 27% | 25% |
| | | B* | * | * | | B | * | J | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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2. The first lines of the Canadian National Anthem are...?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|---------|---------|------------|--------------|-------------|---------------|------------------|-----------------|------------------|------------|-----------|--------------|
| | | BC A | AB B | SK/MB C | Ontario D | Quebec E | Atlantic F | <40k G | 40k - <60k H | 60k - <100k I | 100k+ J | Kids K | No Kids L |
| Base: All Respondents | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| "Oh Canada, our home and native land. True patriot love, in all of us command." | 63 | 10 | 4 | 2 | 33 | 11 | 2 | 21 | 13 | 16 | 5 | 23 | 40 |
| | 6% | 8% | 4% | 3% | 8% | 5% | 3% | 7% | 8% | 7% | 3% | 9% | 5% |
| | | * | * | * | | | * | | | | | | |
| "Oh Canada, our home and native land. True patriot love, in all thy sons command." | 893 | 120 | 102 | 59 | 341 | 204 | 68 | 268 | 139 | 196 | 170 | 217 | 676 |
| | 89% | 89% | 96% | 90% | 89% | 85% | 96% | 86% | 87% | 88% | 96% | 84% | 91% |
| | | * | E* | * | | | E* | | | | GHI | | K |
| "Oh Canada, our home on native land. True patriot love, in all bisons command." | 19 | 1 | - | 1 | 2 | 15 | - | 12 | 2 | 4 | 1 | 10 | 9 |
| | 2% | 1% | - | 2% | 1% | 6% | - | 4% | 1% | 2% | * | 4% | 1% |
| | | * | * | * | | ABDF | * | J | | | | L | |
| "Oh Canada, our home and stately land. True patriot dove, in all three sons one hand." | 10 | - | - | 2 | 2 | 6 | - | 3 | 5 | 1 | - | 4 | 5 |
| | 1% | - | - | 2% | 1% | 2% | - | 1% | 3% | * | - | 2% | 1% |
| | | * | * | * | | | * | J | | | | | |
| Don't Know | 17 | 3 | - | 2 | 6 | 6 | 1 | 6 | 2 | 6 | 1 | 3 | 13 |
| | 2% | 2% | - | 2% | 1% | 2% | 1% | 2% | 1% | 3% | 1% | 1% | 2% |
| | | * | * | * | | | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. [Canadians are cool]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Canadians are cool | | | | | | | | | | | | | |
| Strongly agree | 416 | 62 | 42 | 27 | 201 | 49 | 35 | 125 | 64 | 86 | 83 | 106 | 310 |
| | 42% | 46% | 39% | 42% | 52% | 20% | 50% | 40% | 40% | 38% | 47% | 41% | 42% |
| | | E* | E* | E* | BE | | E* | | | | | | |
| Somewhat agree | 471 | 56 | 54 | 32 | 145 | 153 | 31 | 152 | 80 | 104 | 77 | 119 | 352 |
| | 47% | 41% | 51% | 49% | 38% | 64% | 43% | 49% | 50% | 46% | 44% | 46% | 47% |
| | | * | D* | * | | ACDF | * | | | | | | |
| Somewhat disagree | 88 | 14 | 4 | 4 | 30 | 33 | 2 | 29 | 13 | 25 | 13 | 28 | 61 |
| | 9% | 11% | 4% | 7% | 8% | 14% | 4% | 9% | 8% | 11% | 8% | 11% | 8% |
| | | * | * | * | | BDF | * | | | | | | |
| Strongly disagree | 25 | 3 | 6 | 1 | 7 | 5 | 3 | 4 | 4 | 9 | 3 | 4 | 21 |
| | 3% | 2% | 6% | 2% | 2% | 2% | 4% | 1% | 2% | 4% | 2% | 2% | 3% |
| | | * | * | * | | | * | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 888 | 118 | 96 | 60 | 346 | 202 | 66 | 277 | 144 | 190 | 160 | 225 | 662 |
| | 89% | 88% | 90% | 91% | 90% | 84% | 93% | 89% | 89% | 85% | 91% | 88% | 89% |
| | | * | * | * | | | * | | | | | | |
| Low2Box (Disagree) | 113 | 17 | 10 | 6 | 38 | 38 | 5 | 33 | 17 | 34 | 17 | 32 | 82 |
| | 11% | 12% | 10% | 9% | 10% | 16% | 7% | 11% | 11% | 15% | 9% | 12% | 11% |
| | | * | * | * | | | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. [Canadians are sexy]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Canadians are sexy | | | | | | | | | | | | | |
| Strongly agree | 269 | 38 | 35 | 18 | 126 | 37 | 15 | 85 | 45 | 52 | 47 | 78 | 191 |
| | 27% | 28% | 33% | 27% | 33% | 15% | 22% | 27% | 28% | 23% | 27% | 30% | 26% |
| | | E* | E* | E* | E | | * | | | | | | |
| Somewhat agree | 481 | 61 | 45 | 32 | 185 | 117 | 42 | 154 | 70 | 114 | 85 | 122 | 359 |
| | 48% | 45% | 42% | 49% | 48% | 49% | 59% | 50% | 44% | 51% | 48% | 48% | 48% |
| | | * | * | * | | | B* | | | | | | |
| Somewhat disagree | 209 | 28 | 24 | 14 | 60 | 74 | 9 | 57 | 38 | 46 | 38 | 49 | 160 |
| | 21% | 21% | 22% | 22% | 16% | 31% | 12% | 18% | 24% | 20% | 22% | 19% | 22% |
| | | * | * | * | | DF | * | | | | | | |
| Strongly disagree | 43 | 8 | 3 | 1 | 13 | 13 | 5 | 14 | 7 | 12 | 6 | 8 | 35 |
| | 4% | 6% | 2% | 2% | 3% | 5% | 7% | 5% | 5% | 5% | 4% | 3% | 5% |
| | | * | * | * | | | * | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 750 | 98 | 80 | 50 | 311 | 154 | 57 | 239 | 115 | 166 | 132 | 200 | 549 |
| | 75% | 73% | 75% | 76% | 81% | 64% | 81% | 77% | 72% | 74% | 75% | 78% | 74% |
| | | * | * | * | E | | E* | | | | | | |
| Low2Box (Disagree) | 251 | 36 | 26 | 15 | 73 | 87 | 14 | 72 | 46 | 58 | 44 | 57 | 195 |
| | 25% | 27% | 25% | 24% | 19% | 36% | 19% | 23% | 28% | 26% | 25% | 22% | 26% |
| | | * | * | * | | DF | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. [Canadians are polite]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|-----------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Canadians are polite | | | | | | | | | | | | | |
| Strongly agree | 462 | 68 | 52 | 31 | 207 | 68 | 36 | 128 | 78 | 97 | 101 | 116 | 346 |
| | 46% | 51% | 49% | 48% | 54% | 28% | 51% | 41% | 48% | 43% | 57% | 45% | 47% |
| | | E* | E* | E* | E | | E* | | | | GI | | |
| Somewhat agree | 456 | 54 | 44 | 30 | 155 | 140 | 32 | 156 | 67 | 101 | 68 | 114 | 342 |
| | 46% | 40% | 41% | 47% | 40% | 58% | 45% | 50% | 42% | 45% | 39% | 44% | 46% |
| | | * | * | * | | ABD | * | J | | | | | |
| Somewhat disagree | 70 | 11 | 10 | 3 | 18 | 28 | 1 | 21 | 15 | 22 | 5 | 25 | 45 |
| | 7% | 8% | 9% | 4% | 5% | 12% | 1% | 7% | 9% | 10% | 3% | 10% | 6% |
| | | * | * | * | | DF | * | J | J | | | | |
| Strongly disagree | 13 | 2 | 1 | 1 | 4 | 4 | 2 | 5 | 1 | 3 | 2 | 2 | 11 |
| | 1% | 1% | 1% | 1% | 1% | 2% | 3% | 2% | 1% | 2% | 1% | 1% | 1% |
| | | * | * | * | | | * | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 918 | 122 | 96 | 62 | 362 | 208 | 68 | 284 | 145 | 198 | 170 | 230 | 688 |
| | 92% | 91% | 90% | 94% | 94% | 87% | 96% | 92% | 90% | 89% | 96% | 90% | 92% |
| | | * | * | * | E | | E* | | | | I | | |
| Low2Box (Disagree) | 83 | 12 | 11 | 4 | 21 | 32 | 3 | 26 | 16 | 26 | 7 | 27 | 56 |
| | 8% | 9% | 10% | 6% | 6% | 13% | 4% | 8% | 10% | 11% | 4% | 10% | 8% |
| | | * | * | * | | DF | * | | J | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. [Canadians are proud of their heritage]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Canadians are proud of their heritage | | | | | | | | | | | | | |
| Strongly agree | 418 | 63 | 51 | 26 | 191 | 58 | 30 | 140 | 63 | 89 | 71 | 111 | 307 |
| | 42% | 47% | 48% | 40% | 50% | 24% | 42% | 45% | 39% | 40% | 40% | 43% | 41% |
| | | E* | E* | E* | E | | E* | | | | | | |
| Somewhat agree | 469 | 64 | 40 | 35 | 161 | 132 | 37 | 129 | 83 | 102 | 91 | 123 | 346 |
| | 47% | 47% | 38% | 53% | 42% | 55% | 52% | 42% | 51% | 46% | 52% | 48% | 47% |
| | | * | * | * | | BD | * | | | | | | |
| Somewhat disagree | 90 | 7 | 13 | 4 | 26 | 37 | 2 | 30 | 13 | 25 | 14 | 20 | 69 |
| | 9% | 5% | 12% | 7% | 7% | 16% | 3% | 10% | 8% | 11% | 8% | 8% | 9% |
| | | * | F* | * | | ADF | * | | | | | | |
| Strongly disagree | 24 | - | 2 | - | 7 | 13 | 2 | 11 | 3 | 8 | - | 3 | 21 |
| | 2% | - | 2% | - | 2% | 6% | 3% | 4% | 2% | 3% | - | 1% | 3% |
| | | * | * | * | | AD | * | J | | J | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 887 | 127 | 91 | 61 | 352 | 190 | 67 | 269 | 145 | 191 | 163 | 234 | 654 |
| | 89% | 95% | 86% | 93% | 92% | 79% | 95% | 87% | 90% | 86% | 92% | 91% | 88% |
| | | E* | * | E* | E | | E* | | | | | | |
| Low2Box (Disagree) | 114 | 7 | 15 | 4 | 32 | 51 | 4 | 41 | 16 | 32 | 14 | 23 | 90 |
| | 11% | 5% | 14% | 7% | 8% | 21% | 5% | 13% | 10% | 14% | 8% | 9% | 12% |
| | | * | * | * | | ACDF | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. [There is such a thing as "Canadian Identity"]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| There is such a thing as "Canadian Identity" | | | | | | | | | | | | | |
| Strongly agree | 410 | 53 | 57 | 26 | 173 | 70 | 32 | 137 | 72 | 77 | 78 | 104 | 306 |
| | 41% | 39% | 53% | 40% | 45% | 29% | 45% | 44% | 45% | 35% | 44% | 40% | 41% |
| | | * | E* | * | E | | E* | | | | | | |
| Somewhat agree | 452 | 62 | 34 | 30 | 167 | 124 | 36 | 128 | 68 | 111 | 81 | 122 | 330 |
| | 45% | 46% | 32% | 46% | 43% | 51% | 50% | 41% | 42% | 50% | 46% | 48% | 44% |
| | | * | * | * | | B | B* | | | | | | |
| Somewhat disagree | 100 | 15 | 10 | 7 | 38 | 29 | 1 | 32 | 16 | 26 | 12 | 23 | 77 |
| | 10% | 11% | 9% | 10% | 10% | 12% | 1% | 10% | 10% | 12% | 7% | 9% | 10% |
| | | F* | F* | F* | F | F | * | | | | | | |
| Strongly disagree | 39 | 4 | 6 | 2 | 6 | 18 | 3 | 14 | 5 | 9 | 5 | 8 | 30 |
| | 4% | 3% | 5% | 3% | 1% | 8% | 4% | 4% | 3% | 4% | 3% | 3% | 4% |
| | | * | D* | * | | D | * | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 863 | 115 | 90 | 56 | 340 | 194 | 68 | 265 | 140 | 188 | 160 | 226 | 637 |
| | 86% | 86% | 85% | 86% | 89% | 80% | 95% | 85% | 87% | 84% | 90% | 88% | 86% |
| | | * | * | * | E | | E* | | | | | | |
| Low2Box (Disagree) | 138 | 19 | 16 | 9 | 44 | 47 | 3 | 46 | 21 | 36 | 17 | 31 | 107 |
| | 14% | 14% | 15% | 14% | 11% | 20% | 5% | 15% | 13% | 16% | 10% | 12% | 14% |
| | | * | * | * | | DF | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_6. [I am Canadian first, and from my province/region second]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| I am Canadian first, and from my province/region second | | | | | | | | | | | | | |
| Strongly agree | 518 | 75 | 58 | 35 | 234 | 84 | 31 | 149 | 93 | 100 | 110 | 119 | 398 |
| | 52% | 56% | 54% | 54% | 61% | 35% | 44% | 48% | 58% | 45% | 62% | 46% | 54% |
| | | E* | E* | E* | EF | | * | | I | | GI | | |
| Somewhat agree | 315 | 47 | 43 | 23 | 112 | 63 | 28 | 99 | 40 | 76 | 51 | 88 | 227 |
| | 32% | 35% | 40% | 35% | 29% | 26% | 39% | 32% | 25% | 34% | 29% | 34% | 31% |
| | | * | E* | * | | | E* | | | | | | |
| Somewhat disagree | 95 | 10 | 3 | 7 | 26 | 44 | 4 | 38 | 13 | 24 | 9 | 28 | 67 |
| | 9% | 8% | 3% | 11% | 7% | 18% | 6% | 12% | 8% | 11% | 5% | 11% | 9% |
| | | * | * | B* | | ABDF | * | J | | | | | |
| Strongly disagree | 73 | 2 | 3 | - | 11 | 49 | 8 | 23 | 16 | 23 | 7 | 21 | 51 |
| | 7% | 2% | 2% | - | 3% | 20% | 11% | 7% | 10% | 10% | 4% | 8% | 7% |
| | | * | * | * | | ABCD | ABCD* | | J | J | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 833 | 122 | 101 | 58 | 347 | 148 | 59 | 249 | 133 | 176 | 161 | 208 | 625 |
| | 83% | 91% | 95% | 89% | 90% | 61% | 83% | 80% | 82% | 79% | 91% | 81% | 84% |
| | | E* | EF* | E* | E | | E* | | | | GHI | | |
| Low2Box (Disagree) | 168 | 13 | 6 | 7 | 37 | 93 | 12 | 62 | 28 | 47 | 16 | 49 | 118 |
| | 17% | 9% | 5% | 11% | 10% | 39% | 17% | 20% | 18% | 21% | 9% | 19% | 16% |
| | | * | * | * | | ABCDF | B* | J | J | J | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_7. [Canada's diversity is a strength]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Canada's diversity is a strength | | | | | | | | | | | | | |
| Strongly agree | 405 | 61 | 41 | 17 | 175 | 75 | 36 | 124 | 67 | 81 | 93 | 102 | 303 |
| | 40% | 46% | 38% | 26% | 45% | 31% | 50% | 40% | 42% | 36% | 53% | 39% | 41% |
| | | CE* | * | * | CE | | CE* | | | | GI | | |
| Somewhat agree | 454 | 60 | 47 | 35 | 157 | 127 | 29 | 139 | 68 | 118 | 58 | 122 | 332 |
| | 45% | 45% | 44% | 53% | 41% | 53% | 40% | 45% | 42% | 53% | 33% | 47% | 45% |
| | | * | * | * | | D | * | J | | J | | | |
| Somewhat disagree | 103 | 12 | 15 | 11 | 37 | 25 | 4 | 28 | 21 | 15 | 22 | 24 | 79 |
| | 10% | 9% | 14% | 17% | 10% | 10% | 6% | 9% | 13% | 7% | 12% | 9% | 11% |
| | | * | * | F* | | | * | | I | | | | |
| Strongly disagree | 39 | 1 | 4 | 3 | 15 | 14 | 2 | 18 | 4 | 10 | 4 | 9 | 29 |
| | 4% | 1% | 4% | 4% | 4% | 6% | 4% | 6% | 3% | 5% | 2% | 4% | 4% |
| | | * | * | * | | | * | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 859 | 121 | 88 | 51 | 332 | 202 | 65 | 264 | 136 | 199 | 151 | 223 | 635 |
| | 86% | 90% | 83% | 79% | 86% | 84% | 91% | 85% | 84% | 89% | 85% | 87% | 85% |
| | | C* | * | * | | | * | | | | | | |
| Low2Box (Disagree) | 142 | 13 | 18 | 14 | 52 | 38 | 7 | 47 | 26 | 25 | 26 | 34 | 108 |
| | 14% | 10% | 17% | 21% | 14% | 16% | 9% | 15% | 16% | 11% | 15% | 13% | 15% |
| | | * | * | A* | | | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_8. [I am free to express who I am in Canada]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| I am free to express who I am in Canada | | | | | | | | | | | | | |
| Strongly agree | 560 | 84 | 62 | 39 | 236 | 93 | 46 | 176 | 84 | 121 | 111 | 142 | 418 |
| | 56% | 62% | 58% | 59% | 62% | 39% | 65% | 57% | 52% | 54% | 63% | 55% | 56% |
| | | E* | E* | E* | E | | E* | | | | | | |
| Somewhat agree | 374 | 44 | 39 | 23 | 127 | 119 | 20 | 115 | 68 | 79 | 56 | 91 | 283 |
| | 37% | 33% | 37% | 36% | 33% | 50% | 29% | 37% | 43% | 35% | 31% | 35% | 38% |
| | | * | * | * | | ADF | * | | | | | | |
| Somewhat disagree | 49 | 5 | 3 | 3 | 14 | 21 | 3 | 13 | 8 | 15 | 8 | 18 | 32 |
| | 5% | 4% | 3% | 4% | 4% | 9% | 4% | 4% | 5% | 7% | 5% | 7% | 4% |
| | | * | * | * | | D | * | | | | | | |
| Strongly disagree | 19 | 1 | 3 | * | 6 | 7 | 2 | 6 | 1 | 8 | 2 | 7 | 11 |
| | 2% | 1% | 2% | * | 2% | 3% | 3% | 2% | 1% | 4% | 1% | 3% | 2% |
| | | * | * | * | | | * | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 933 | 128 | 101 | 62 | 363 | 212 | 67 | 291 | 153 | 200 | 166 | 232 | 701 |
| | 93% | 96% | 95% | 95% | 95% | 88% | 94% | 94% | 95% | 90% | 94% | 90% | 94% |
| | | * | * | * | E | | * | | | | | | |
| Low2Box (Disagree) | 68 | 6 | 6 | 3 | 20 | 28 | 4 | 19 | 8 | 23 | 11 | 25 | 43 |
| | 7% | 4% | 5% | 5% | 5% | 12% | 6% | 6% | 5% | 10% | 6% | 10% | 6% |
| | | * | * | * | | D | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_9. [Canada is welcoming toward minority cultural groups]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|--------|------|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Canada is welcoming toward minority cultural groups | | | | | | | | | | | | | |
| Strongly agree | 437 | 62 | 53 | 23 | 180 | 94 | 25 | 132 | 72 | 101 | 87 | 123 | 313 |
| | 44% | 46% | 50% | 36% | 47% | 39% | 35% | 43% | 45% | 45% | 49% | 48% | 42% |
| | | * | * | * | | | * | | | | | | |
| Somewhat agree | 491 | 63 | 51 | 35 | 185 | 121 | 37 | 144 | 82 | 108 | 80 | 118 | 373 |
| | 49% | 47% | 48% | 53% | 48% | 50% | 51% | 46% | 51% | 48% | 45% | 46% | 50% |
| | | * | * | * | | | * | | | | | | |
| Somewhat disagree | 59 | 9 | 1 | 7 | 15 | 22 | 4 | 26 | 6 | 14 | 7 | 16 | 43 |
| | 6% | 6% | 1% | 11% | 4% | 9% | 6% | 8% | 4% | 6% | 4% | 6% | 6% |
| | | * | * | BD* | | BD | * | | | | | | |
| Strongly disagree | 14 | 1 | 1 | - | 3 | 4 | 5 | 8 | 1 | 1 | 3 | - | 14 |
| | 1% | * | 1% | - | 1% | 2% | 7% | 3% | * | * | 2% | - | 2% |
| | | * | * | * | | | ABCDE* | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 928 | 125 | 104 | 58 | 365 | 214 | 62 | 276 | 154 | 209 | 166 | 241 | 687 |
| | 93% | 93% | 98% | 89% | 95% | 89% | 87% | 89% | 96% | 94% | 94% | 94% | 92% |
| | | * | CEF* | * | EF | * | * | | G | | | | |
| Low2Box (Disagree) | 73 | 9 | 2 | 7 | 19 | 26 | 9 | 34 | 7 | 15 | 10 | 16 | 57 |
| | 7% | 7% | 2% | 11% | 5% | 11% | 13% | 11% | 4% | 6% | 6% | 6% | 8% |
| | | * | * | B* | | BD | BD* | H | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_10. [Recent protest activity has increased my compassion for Aboriginal peoples in Canada]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Recent protest activity has increased my compassion for Aboriginal peoples in Canada | | | | | | | | | | | | | |
| Strongly agree | 163 | 13 | 15 | 10 | 88 | 26 | 10 | 67 | 24 | 25 | 25 | 50 | 113 |
| | 16% | 10% | 14% | 15% | 23% | 11% | 14% | 22% | 15% | 11% | 14% | 20% | 15% |
| | | * | * | * | AE | | * | I | | | | | |
| Somewhat agree | 333 | 39 | 26 | 22 | 134 | 92 | 19 | 114 | 50 | 77 | 45 | 82 | 251 |
| | 33% | 29% | 25% | 34% | 35% | 38% | 27% | 37% | 31% | 35% | 25% | 32% | 34% |
| | | * | * | * | | B | * | J | | | | | |
| Somewhat disagree | 333 | 61 | 38 | 19 | 109 | 77 | 28 | 84 | 62 | 80 | 60 | 87 | 246 |
| | 33% | 46% | 36% | 29% | 29% | 32% | 39% | 27% | 39% | 36% | 34% | 34% | 33% |
| | | CDE* | * | * | | | * | | G | | | | |
| Strongly disagree | 172 | 20 | 26 | 14 | 52 | 45 | 15 | 45 | 24 | 42 | 48 | 38 | 134 |
| | 17% | 15% | 25% | 21% | 14% | 19% | 21% | 15% | 15% | 19% | 27% | 15% | 18% |
| | | * | D* | * | | | * | | | | GH | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 496 | 53 | 41 | 32 | 222 | 118 | 29 | 181 | 74 | 102 | 69 | 132 | 364 |
| | 50% | 39% | 39% | 50% | 58% | 49% | 41% | 58% | 46% | 46% | 39% | 51% | 49% |
| | | * | * | * | ABF | | * | HIJ | | | | | |
| Low2Box (Disagree) | 505 | 82 | 65 | 33 | 161 | 122 | 42 | 129 | 87 | 122 | 107 | 125 | 380 |
| | 50% | 61% | 61% | 50% | 42% | 51% | 59% | 42% | 54% | 54% | 61% | 49% | 51% |
| | | D* | D* | * | | | D* | | G | G | G | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_11. [Canada is a better place to live now than it was 20 years ago]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Canada is a better place to live now than it was 20 years ago | | | | | | | | | | | | | |
| Strongly agree | 214 | 28 | 18 | 14 | 92 | 46 | 15 | 70 | 33 | 50 | 43 | 57 | 157 |
| | 21% | 21% | 17% | 21% | 24% | 19% | 21% | 22% | 20% | 22% | 24% | 22% | 21% |
| | | * | * | * | | | * | | | | | | |
| Somewhat agree | 447 | 62 | 47 | 25 | 170 | 107 | 36 | 121 | 74 | 104 | 82 | 119 | 328 |
| | 45% | 46% | 44% | 38% | 44% | 45% | 51% | 39% | 46% | 47% | 46% | 46% | 44% |
| | | * | * | * | | | * | | | | | | |
| Somewhat disagree | 276 | 34 | 34 | 25 | 96 | 72 | 15 | 93 | 47 | 50 | 49 | 67 | 209 |
| | 28% | 25% | 32% | 38% | 25% | 30% | 21% | 30% | 29% | 22% | 28% | 26% | 28% |
| | | * | * | DF* | | | * | | | | | | |
| Strongly disagree | 64 | 10 | 7 | 2 | 25 | 15 | 5 | 27 | 8 | 19 | 4 | 14 | 50 |
| | 6% | 8% | 7% | 3% | 7% | 6% | 7% | 9% | 5% | 9% | 2% | 5% | 7% |
| | | * | * | * | | | * | J | | J | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 661 | 90 | 65 | 39 | 263 | 154 | 51 | 190 | 106 | 154 | 124 | 176 | 485 |
| | 66% | 67% | 61% | 59% | 68% | 64% | 72% | 61% | 66% | 69% | 70% | 69% | 65% |
| | | * | * | * | | | * | | | | | | |
| Low2Box (Disagree) | 340 | 44 | 41 | 27 | 121 | 87 | 20 | 120 | 55 | 70 | 53 | 81 | 259 |
| | 34% | 33% | 39% | 41% | 32% | 36% | 28% | 39% | 34% | 31% | 30% | 31% | 35% |
| | | * | * | * | | | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_12. [I plan to attend a Canada 150 activity or commemoration in 2017]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | | |
|---|-------|--------|-----|-------|---------|--------|------------------|------|------------|-------------|-----------|------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| I plan to attend a Canada 150 activity or commemoration in 2017 | | | | | | | | | | | | | |
| Strongly agree | 241 | 44 | 33 | 17 | 101 | 31 | 16 | 80 | 35 | 48 | 49 | 66 | 175 |
| | 24% | 33% | 31% | 26% | 26% | 13% | 23% | 26% | 21% | 21% | 28% | 26% | 24% |
| | | E* | E* | E* | E | | E* | | | | | | |
| Somewhat agree | 474 | 57 | 57 | 33 | 192 | 98 | 36 | 133 | 86 | 106 | 94 | 123 | 351 |
| | 47% | 43% | 54% | 50% | 50% | 41% | 51% | 43% | 53% | 47% | 53% | 48% | 47% |
| | | * | * | * | | | * | | | | | | |
| Somewhat disagree | 196 | 29 | 10 | 13 | 63 | 65 | 16 | 64 | 27 | 50 | 22 | 45 | 151 |
| | 20% | 22% | 10% | 19% | 16% | 27% | 22% | 21% | 17% | 22% | 13% | 17% | 20% |
| | | B* | * | * | | BD | B* | | | J | | | |
| Strongly disagree | 90 | 4 | 6 | 3 | 28 | 46 | 3 | 33 | 14 | 20 | 12 | 24 | 67 |
| | 9% | 3% | 6% | 5% | 7% | 19% | 4% | 11% | 8% | 9% | 7% | 9% | 9% |
| | | * | * | * | | ABCDF | * | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 715 | 101 | 90 | 49 | 293 | 129 | 53 | 213 | 120 | 154 | 143 | 189 | 526 |
| | 71% | 75% | 85% | 76% | 76% | 54% | 74% | 69% | 75% | 69% | 81% | 73% | 71% |
| | | E* | E* | E* | E | | E* | | | | GI | | |
| Low2Box (Disagree) | 286 | 33 | 16 | 16 | 91 | 112 | 19 | 97 | 41 | 70 | 34 | 68 | 218 |
| | 29% | 25% | 15% | 24% | 24% | 46% | 26% | 31% | 25% | 31% | 19% | 27% | 29% |
| | | * | * | * | | ABCDF | * | J | | J | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_13. [Canada is environmentally responsible when compared to other industrial countries]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Canada is environmentally responsible when compared to other industrial countries | | | | | | | | | | | | | |
| Strongly agree | 236 | 34 | 30 | 14 | 99 | 47 | 11 | 87 | 41 | 47 | 38 | 62 | 174 |
| | 24% | 26% | 28% | 22% | 26% | 20% | 15% | 28% | 26% | 21% | 22% | 24% | 23% |
| | | * | * | * | | | * | | | | | | |
| Somewhat agree | 506 | 76 | 57 | 36 | 196 | 102 | 39 | 138 | 79 | 123 | 92 | 132 | 374 |
| | 51% | 57% | 54% | 55% | 51% | 43% | 55% | 44% | 49% | 55% | 52% | 51% | 50% |
| | | E* | * | * | | | * | | | G | | | |
| Somewhat disagree | 194 | 16 | 13 | 14 | 70 | 69 | 12 | 70 | 25 | 40 | 34 | 46 | 148 |
| | 19% | 12% | 12% | 21% | 18% | 29% | 17% | 23% | 15% | 18% | 19% | 18% | 20% |
| | | * | * | * | | ABD | * | | | | | | |
| Strongly disagree | 65 | 7 | 7 | 2 | 19 | 22 | 9 | 15 | 16 | 14 | 12 | 17 | 48 |
| | 6% | 5% | 6% | 3% | 5% | 9% | 12% | 5% | 10% | 6% | 7% | 7% | 6% |
| | | * | * | * | | | CD* | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 742 | 111 | 87 | 50 | 295 | 150 | 50 | 225 | 121 | 169 | 130 | 194 | 548 |
| | 74% | 83% | 82% | 77% | 77% | 62% | 70% | 72% | 75% | 76% | 74% | 76% | 74% |
| | | E* | E* | E* | E | | * | | | | | | |
| Low2Box (Disagree) | 259 | 23 | 20 | 15 | 89 | 91 | 21 | 86 | 41 | 54 | 46 | 63 | 196 |
| | 26% | 17% | 18% | 23% | 23% | 38% | 30% | 28% | 25% | 24% | 26% | 24% | 26% |
| | | * | * | * | | ABCD | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4. [SUMMARY - TOP2BOX (AGREE)]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|--------|------|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| I am free to express who I am in Canada | 933 | 128 | 101 | 62 | 363 | 212 | 67 | 291 | 153 | 200 | 166 | 232 | 701 |
| | 93% | 96% | 95% | 95% | 95% | 88% | 94% | 94% | 95% | 90% | 94% | 90% | 94% |
| | | * | * | * | E | | * | | | | | | |
| Canada is welcoming toward minority cultural groups | 928 | 125 | 104 | 58 | 365 | 214 | 62 | 276 | 154 | 209 | 166 | 241 | 687 |
| | 93% | 93% | 98% | 89% | 95% | 89% | 87% | 89% | 96% | 94% | 94% | 94% | 92% |
| | | * | CEF* | * | EF | | * | | G | | | | |
| Canadians are polite | 918 | 122 | 96 | 62 | 362 | 208 | 68 | 284 | 145 | 198 | 170 | 230 | 688 |
| | 92% | 91% | 90% | 94% | 94% | 87% | 96% | 92% | 90% | 89% | 96% | 90% | 92% |
| | | * | * | * | E | | E* | | | | I | | |
| Canadians are cool | 888 | 118 | 96 | 60 | 346 | 202 | 66 | 277 | 144 | 190 | 160 | 225 | 662 |
| | 89% | 88% | 90% | 91% | 90% | 84% | 93% | 89% | 89% | 85% | 91% | 88% | 89% |
| | | * | * | * | | | * | | | | | | |
| Canadians are proud of their heritage | 887 | 127 | 91 | 61 | 352 | 190 | 67 | 269 | 145 | 191 | 163 | 234 | 654 |
| | 89% | 95% | 86% | 93% | 92% | 79% | 95% | 87% | 90% | 86% | 92% | 91% | 88% |
| | | E* | * | E* | E | | E* | | | | | | |
| There is such a thing as "Canadian Identity" | 863 | 115 | 90 | 56 | 340 | 194 | 68 | 265 | 140 | 188 | 160 | 226 | 637 |
| | 86% | 86% | 85% | 86% | 89% | 80% | 95% | 85% | 87% | 84% | 90% | 88% | 86% |
| | | * | * | * | E | | E* | | | | | | |
| Canada's diversity is a strength | 859 | 121 | 88 | 51 | 332 | 202 | 65 | 264 | 136 | 199 | 151 | 223 | 635 |
| | 86% | 90% | 83% | 79% | 86% | 84% | 91% | 85% | 84% | 89% | 85% | 87% | 85% |
| | | C* | * | * | | | * | | | | | | |
| I am Canadian first, and from my province/region second | 833 | 122 | 101 | 58 | 347 | 148 | 59 | 249 | 133 | 176 | 161 | 208 | 625 |
| | 83% | 91% | 95% | 89% | 90% | 61% | 83% | 80% | 82% | 79% | 91% | 81% | 84% |
| | | E* | EF* | E* | E | | E* | | | | GHI | | |
| Canadians are sexy | 750 | 98 | 80 | 50 | 311 | 154 | 57 | 239 | 115 | 166 | 132 | 200 | 549 |
| | 75% | 73% | 75% | 76% | 81% | 64% | 81% | 77% | 72% | 74% | 75% | 78% | 74% |
| | | * | * | * | E | | E* | | | | | | |
| Canada is environmentally responsible when compared to other industrial countries | 742 | 111 | 87 | 50 | 295 | 150 | 50 | 225 | 121 | 169 | 130 | 194 | 548 |
| | 74% | 83% | 82% | 77% | 77% | 62% | 70% | 72% | 75% | 76% | 74% | 76% | 74% |
| | | E* | E* | E* | E | | * | | | | | | |
| I plan to attend a Canada 150 activity or commemoration in 2017 | 715 | 101 | 90 | 49 | 293 | 129 | 53 | 213 | 120 | 154 | 143 | 189 | 526 |
| | 71% | 75% | 85% | 76% | 76% | 54% | 74% | 69% | 75% | 69% | 81% | 73% | 71% |
| | | E* | E* | E* | E | | E* | | | | GI | | |
| Canada is a better place to live now than it was 20 years ago | 661 | 90 | 65 | 39 | 263 | 154 | 51 | 190 | 106 | 154 | 124 | 176 | 485 |
| | 66% | 67% | 61% | 59% | 68% | 64% | 72% | 61% | 66% | 69% | 70% | 69% | 65% |
| | | * | * | * | | | * | | | | | | |
| Recent protest activity has increased my compassion for Aboriginal peoples in Canada | 496 | 53 | 41 | 32 | 222 | 118 | 29 | 181 | 74 | 102 | 69 | 132 | 364 |
| | 50% | 39% | 39% | 50% | 58% | 49% | 41% | 58% | 46% | 46% | 39% | 51% | 49% |
| | | * | * | * | ABF | | * | HIJ | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4. [SUMMARY - LOW2BOX (DISAGREE)]

Please state how much you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Recent protest activity has increased my compassion for Aboriginal peoples in Canada | 505 | 82 | 65 | 33 | 161 | 122 | 42 | 129 | 87 | 122 | 107 | 125 | 380 |
| | 50% | 61% | 61% | 50% | 42% | 51% | 59% | 42% | 54% | 54% | 61% | 49% | 51% |
| | | D* | D* | * | | | D* | | G | G | G | | |
| Canada is a better place to live now than it was 20 years ago | 340 | 44 | 41 | 27 | 121 | 87 | 20 | 120 | 55 | 70 | 53 | 81 | 259 |
| | 34% | 33% | 39% | 41% | 32% | 36% | 28% | 39% | 34% | 31% | 30% | 31% | 35% |
| | | * | * | * | | | * | | | | | | |
| I plan to attend a Canada 150 activity or commemoration in 2017 | 286 | 33 | 16 | 16 | 91 | 112 | 19 | 97 | 41 | 70 | 34 | 68 | 218 |
| | 29% | 25% | 15% | 24% | 24% | 46% | 26% | 31% | 25% | 31% | 19% | 27% | 29% |
| | | * | * | * | | ABCDF | * | J | | J | | | |
| Canada is environmentally responsible when compared to other industrial countries | 259 | 23 | 20 | 15 | 89 | 91 | 21 | 86 | 41 | 54 | 46 | 63 | 196 |
| | 26% | 17% | 18% | 23% | 23% | 38% | 30% | 28% | 25% | 24% | 26% | 24% | 26% |
| | | * | * | * | | ABCD | * | | | | | | |
| Canadians are sexy | 251 | 36 | 26 | 15 | 73 | 87 | 14 | 72 | 46 | 58 | 44 | 57 | 195 |
| | 25% | 27% | 25% | 24% | 19% | 36% | 19% | 23% | 28% | 26% | 25% | 22% | 26% |
| | | * | * | * | | DF | * | | | | | | |
| I am Canadian first, and from my province/region second | 168 | 13 | 6 | 7 | 37 | 93 | 12 | 62 | 28 | 47 | 16 | 49 | 118 |
| | 17% | 9% | 5% | 11% | 10% | 39% | 17% | 20% | 18% | 21% | 9% | 19% | 16% |
| | | * | * | * | | ABCDF | B* | J | J | J | | | |
| Canada's diversity is a strength | 142 | 13 | 18 | 14 | 52 | 38 | 7 | 47 | 26 | 25 | 26 | 34 | 108 |
| | 14% | 10% | 17% | 21% | 14% | 16% | 9% | 15% | 16% | 11% | 15% | 13% | 15% |
| | | * | * | A* | | | * | | | | | | |
| There is such a thing as "Canadian Identity" | 138 | 19 | 16 | 9 | 44 | 47 | 3 | 46 | 21 | 36 | 17 | 31 | 107 |
| | 14% | 14% | 15% | 14% | 11% | 20% | 5% | 15% | 13% | 16% | 10% | 12% | 14% |
| | | * | * | * | | DF | * | | | | | | |
| Canadians are proud of their heritage | 114 | 7 | 15 | 4 | 32 | 51 | 4 | 41 | 16 | 32 | 14 | 23 | 90 |
| | 11% | 5% | 14% | 7% | 8% | 21% | 5% | 13% | 10% | 14% | 8% | 9% | 12% |
| | | * | * | * | | ACDF | * | | | | | | |
| Canadians are cool | 113 | 17 | 10 | 6 | 38 | 38 | 5 | 33 | 17 | 34 | 17 | 32 | 82 |
| | 11% | 12% | 10% | 9% | 10% | 16% | 7% | 11% | 11% | 15% | 9% | 12% | 11% |
| | | * | * | * | | | * | | | | | | |
| Canadians are polite | 83 | 12 | 11 | 4 | 21 | 32 | 3 | 26 | 16 | 26 | 7 | 27 | 56 |
| | 8% | 9% | 10% | 6% | 6% | 13% | 4% | 8% | 10% | 11% | 4% | 10% | 8% |
| | | * | * | * | | DF | * | | | J | | | |
| Canada is welcoming toward minority cultural groups | 73 | 9 | 2 | 7 | 19 | 26 | 9 | 34 | 7 | 15 | 10 | 16 | 57 |
| | 7% | 7% | 2% | 11% | 5% | 11% | 13% | 11% | 4% | 6% | 6% | 6% | 8% |
| | | * | * | B* | | BD | BD* | H | | | | | |
| I am free to express who I am in Canada | 68 | 6 | 6 | 3 | 20 | 28 | 4 | 19 | 8 | 23 | 11 | 25 | 43 |
| | 7% | 4% | 5% | 5% | 5% | 12% | 6% | 6% | 5% | 10% | 6% | 10% | 6% |
| | | * | * | * | | D | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5_1. [Canada's Centennial in 1967]

Please state how much you agree or disagree with the following statements: Canada's 150th will be/should be a more defining national moment than...

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Canada's Centennial in 1967 | | | | | | | | | | | | | |
| Strongly agree | 208 | 30 | 21 | 16 | 83 | 43 | 16 | 85 | 34 | 40 | 33 | 47 | 161 |
| | 21% | 22% | 20% | 24% | 22% | 18% | 23% | 27% | 21% | 18% | 19% | 18% | 22% |
| | | * | * | * | | | * | I | | | | | |
| Somewhat agree | 473 | 56 | 44 | 31 | 190 | 119 | 32 | 138 | 79 | 115 | 76 | 140 | 333 |
| | 47% | 42% | 42% | 47% | 50% | 50% | 45% | 45% | 49% | 51% | 43% | 54% | 45% |
| | | * | * | * | | | * | | | | | L | |
| Somewhat disagree | 267 | 44 | 33 | 17 | 90 | 62 | 20 | 71 | 43 | 49 | 57 | 58 | 209 |
| | 27% | 33% | 31% | 26% | 23% | 26% | 28% | 23% | 27% | 22% | 32% | 22% | 28% |
| | | * | * | * | | | * | | | | GI | | |
| Strongly disagree | 53 | 5 | 8 | 2 | 20 | 16 | 2 | 16 | 5 | 20 | 10 | 12 | 41 |
| | 5% | 3% | 7% | 3% | 5% | 7% | 4% | 5% | 3% | 9% | 6% | 5% | 5% |
| | | * | * | * | | | * | | | H | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 681 | 86 | 65 | 46 | 273 | 162 | 48 | 223 | 113 | 155 | 109 | 188 | 494 |
| | 68% | 64% | 61% | 71% | 71% | 67% | 68% | 72% | 70% | 69% | 62% | 73% | 66% |
| | | * | * | * | | | * | J | | | | | |
| Low2Box (Disagree) | 320 | 49 | 41 | 19 | 110 | 78 | 23 | 87 | 48 | 69 | 68 | 70 | 250 |
| | 32% | 36% | 39% | 29% | 29% | 33% | 32% | 28% | 30% | 31% | 38% | 27% | 34% |
| | | * | * | * | | | * | | | | G | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5_2. [The Canada/Russia Summit Series of 1972]

Please state how much you agree or disagree with the following statements: Canada's 150th will be/should be a more defining national moment than...

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| The Canada/Russia Summit Series of 1972 | | | | | | | | | | | | | |
| Strongly agree | 273 | 41 | 30 | 17 | 112 | 51 | 21 | 81 | 35 | 57 | 64 | 80 | 192 |
| | 27% | 31% | 28% | 25% | 29% | 21% | 29% | 26% | 22% | 26% | 36% | 31% | 26% |
| | | * | * | * | | | * | | | | GHI | | |
| Somewhat agree | 395 | 60 | 36 | 26 | 152 | 99 | 22 | 128 | 75 | 80 | 54 | 112 | 283 |
| | 39% | 45% | 34% | 40% | 40% | 41% | 31% | 41% | 46% | 36% | 31% | 44% | 38% |
| | | * | * | * | | | * | J | J | | | | |
| Somewhat disagree | 253 | 27 | 32 | 21 | 88 | 62 | 22 | 80 | 42 | 61 | 42 | 47 | 206 |
| | 25% | 20% | 30% | 32% | 23% | 26% | 32% | 26% | 26% | 27% | 24% | 18% | 28% |
| | | * | * | * | | | * | | | | | | K |
| Strongly disagree | 81 | 5 | 8 | 1 | 32 | 28 | 6 | 22 | 10 | 25 | 17 | 18 | 62 |
| | 8% | 4% | 8% | 2% | 8% | 12% | 8% | 7% | 6% | 11% | 9% | 7% | 8% |
| | | * | * | * | | AC | * | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 668 | 102 | 66 | 43 | 264 | 150 | 43 | 208 | 110 | 138 | 118 | 192 | 476 |
| | 67% | 76% | 62% | 66% | 69% | 62% | 60% | 67% | 68% | 61% | 67% | 75% | 64% |
| | | EF* | * | * | | | * | | | | | L | |
| Low2Box (Disagree) | 333 | 32 | 40 | 22 | 120 | 90 | 28 | 102 | 51 | 86 | 59 | 65 | 268 |
| | 33% | 24% | 38% | 34% | 31% | 38% | 40% | 33% | 32% | 39% | 33% | 25% | 36% |
| | | * | * | * | | A | A* | | | | | | K |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5_3. [The Vancouver 2010 Olympics]

Please state how much you agree or disagree with the following statements: Canada's 150th will be/should be a more defining national moment than...

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| The Vancouver 2010 Olympics | | | | | | | | | | | | | |
| Strongly agree | 324 | 43 | 38 | 25 | 133 | 59 | 25 | 105 | 49 | 66 | 62 | 99 | 225 |
| | 32% | 32% | 36% | 39% | 35% | 25% | 35% | 34% | 30% | 29% | 35% | 38% | 30% |
| | | * | * | E* | E | | * | | | | | L | |
| Somewhat agree | 414 | 55 | 45 | 25 | 167 | 93 | 30 | 133 | 64 | 97 | 64 | 99 | 314 |
| | 41% | 41% | 42% | 39% | 43% | 39% | 42% | 43% | 40% | 43% | 36% | 39% | 42% |
| | | * | * | * | | | * | | | | | | |
| Somewhat disagree | 199 | 32 | 15 | 14 | 62 | 62 | 13 | 54 | 36 | 42 | 41 | 45 | 154 |
| | 20% | 24% | 14% | 22% | 16% | 26% | 18% | 17% | 22% | 19% | 23% | 17% | 21% |
| | | * | * | * | | BD | * | | | | | | |
| Strongly disagree | 65 | 4 | 9 | * | 22 | 27 | 4 | 19 | 13 | 20 | 11 | 15 | 50 |
| | 7% | 3% | 8% | * | 6% | 11% | 5% | 6% | 8% | 9% | 6% | 6% | 7% |
| | | * | C* | * | | ACD | * | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 737 | 98 | 83 | 51 | 300 | 152 | 54 | 238 | 112 | 162 | 125 | 198 | 540 |
| | 74% | 73% | 78% | 78% | 78% | 63% | 77% | 77% | 70% | 73% | 71% | 77% | 73% |
| | | * | E* | E* | E | | E* | | | | | | |
| Low2Box (Disagree) | 264 | 36 | 23 | 15 | 84 | 89 | 17 | 73 | 49 | 61 | 51 | 59 | 204 |
| | 26% | 27% | 22% | 22% | 22% | 37% | 23% | 23% | 30% | 27% | 29% | 23% | 27% |
| | | * | * | * | | BCDF | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5_4. [The Battle of Vimy Ridge]

Please state how much you agree or disagree with the following statements: Canada's 150th will be/should be a more defining national moment than...

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| The Battle of Vimy Ridge | | | | | | | | | | | | | |
| Strongly agree | 159 | 12 | 14 | 6 | 66 | 54 | 7 | 65 | 22 | 37 | 24 | 47 | 112 |
| | 16% | 9% | 13% | 9% | 17% | 22% | 10% | 21% | 14% | 16% | 14% | 18% | 15% |
| | | * | * | * | | ACF | * | | | | | | |
| Somewhat agree | 409 | 58 | 39 | 29 | 158 | 92 | 33 | 131 | 61 | 85 | 67 | 110 | 299 |
| | 41% | 44% | 36% | 45% | 41% | 38% | 46% | 42% | 38% | 38% | 38% | 43% | 40% |
| | | * | * | * | | | * | | | | | | |
| Somewhat disagree | 328 | 54 | 39 | 26 | 116 | 75 | 18 | 89 | 60 | 73 | 63 | 82 | 246 |
| | 33% | 40% | 36% | 40% | 30% | 31% | 25% | 29% | 37% | 33% | 35% | 32% | 33% |
| | | F* | * | * | | | * | | | | | | |
| Strongly disagree | 105 | 10 | 15 | 3 | 44 | 20 | 14 | 25 | 18 | 29 | 23 | 18 | 87 |
| | 11% | 7% | 14% | 5% | 11% | 8% | 19% | 8% | 11% | 13% | 13% | 7% | 12% |
| | | * | * | * | | | ACE* | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 568 | 71 | 53 | 35 | 223 | 145 | 40 | 196 | 83 | 122 | 91 | 157 | 411 |
| | 57% | 53% | 50% | 54% | 58% | 60% | 56% | 63% | 52% | 54% | 51% | 61% | 55% |
| | | * | * | * | | | * | HJ | | | | | |
| Low2Box (Disagree) | 433 | 64 | 53 | 30 | 160 | 95 | 31 | 114 | 78 | 102 | 86 | 100 | 333 |
| | 43% | 47% | 50% | 46% | 42% | 40% | 44% | 37% | 48% | 46% | 49% | 39% | 45% |
| | | * | * | * | | | * | | G | | G | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_5. [The Patriation of the Constitution in 1982]

Please state how much you agree or disagree with the following statements: Canada's 150th will be/should be a more defining national moment than...

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| The Patriation of the Constitution in 1982 | | | | | | | | | | | | | |
| Strongly agree | 207 | 28 | 20 | 15 | 78 | 53 | 13 | 89 | 25 | 39 | 35 | 54 | 153 |
| | 21% | 21% | 19% | 23% | 20% | 22% | 18% | 29% | 15% | 17% | 20% | 21% | 21% |
| | | * | * | * | | | * | HI | | | | | |
| Somewhat agree | 437 | 63 | 44 | 27 | 177 | 91 | 35 | 114 | 74 | 94 | 76 | 127 | 310 |
| | 44% | 47% | 42% | 41% | 46% | 38% | 49% | 37% | 46% | 42% | 43% | 49% | 42% |
| | | * | * | * | | | * | | | | | | |
| Somewhat disagree | 289 | 40 | 32 | 21 | 100 | 75 | 20 | 90 | 55 | 63 | 53 | 64 | 224 |
| | 29% | 30% | 30% | 32% | 26% | 31% | 28% | 29% | 34% | 28% | 30% | 25% | 30% |
| | | * | * | * | | | * | | | | | | |
| Strongly disagree | 69 | 3 | 9 | 2 | 29 | 21 | 4 | 18 | 7 | 28 | 13 | 12 | 57 |
| | 7% | 2% | 9% | 3% | 8% | 9% | 5% | 6% | 4% | 12% | 7% | 5% | 8% |
| | | * | * | * | | A | * | | | GH | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 644 | 91 | 65 | 42 | 254 | 144 | 47 | 203 | 99 | 133 | 111 | 181 | 462 |
| | 64% | 68% | 61% | 64% | 66% | 60% | 66% | 65% | 62% | 60% | 63% | 70% | 62% |
| | | * | * | * | | | * | | | | | L | |
| Low2Box (Disagree) | 357 | 43 | 42 | 23 | 129 | 97 | 24 | 108 | 62 | 90 | 66 | 76 | 281 |
| | 36% | 32% | 39% | 36% | 34% | 40% | 34% | 35% | 38% | 40% | 37% | 30% | 38% |
| | | * | * | * | | | * | | | | | | K |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5_6. [The creation of the Charter of Rights and Freedoms, also 1982]

Please state how much you agree or disagree with the following statements: Canada's 150th will be/should be a more defining national moment than...

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|--|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| The creation of the Charter of Rights and Freedoms, also 1982 | | | | | | | | | | | | | |
| Strongly agree | 195 | 20 | 22 | 14 | 83 | 45 | 10 | 80 | 20 | 40 | 34 | 48 | 147 |
| | 19% | 15% | 21% | 22% | 22% | 19% | 14% | 26% | 12% | 18% | 19% | 19% | 20% |
| | | * | * | * | | | * | H | | | | | |
| Somewhat agree | 421 | 59 | 36 | 25 | 156 | 115 | 29 | 120 | 73 | 102 | 69 | 124 | 297 |
| | 42% | 44% | 34% | 39% | 41% | 48% | 41% | 39% | 45% | 46% | 39% | 48% | 40% |
| | | * | * | * | | B | * | | | | | L | |
| Somewhat disagree | 314 | 47 | 41 | 23 | 117 | 61 | 25 | 85 | 59 | 55 | 67 | 67 | 246 |
| | 31% | 35% | 38% | 35% | 30% | 25% | 35% | 27% | 36% | 25% | 38% | 26% | 33% |
| | | * | E* | * | | | * | | I | | GI | | |
| Strongly disagree | 71 | 7 | 7 | 3 | 28 | 20 | 7 | 25 | 10 | 26 | 7 | 17 | 54 |
| | 7% | 5% | 6% | 4% | 7% | 8% | 10% | 8% | 6% | 12% | 4% | 7% | 7% |
| | | * | * | * | | | * | | | J | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 616 | 80 | 59 | 40 | 239 | 159 | 39 | 200 | 93 | 142 | 103 | 173 | 443 |
| | 62% | 59% | 55% | 61% | 62% | 66% | 55% | 64% | 57% | 64% | 58% | 67% | 60% |
| | | * | * | * | | | * | | | | | | |
| Low2Box (Disagree) | 385 | 54 | 48 | 25 | 144 | 81 | 32 | 111 | 69 | 81 | 74 | 84 | 300 |
| | 38% | 41% | 45% | 39% | 38% | 34% | 45% | 36% | 43% | 36% | 42% | 33% | 40% |
| | | * | * | * | | | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5_7. [Confederation in 1867]

Please state how much you agree or disagree with the following statements: Canada's 150th will be/should be a more defining national moment than...

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| Confederation in 1867 | | | | | | | | | | | | | |
| Strongly agree | 183 | 24 | 16 | 16 | 75 | 43 | 9 | 72 | 26 | 37 | 26 | 47 | 136 |
| | 18% | 18% | 15% | 25% | 20% | 18% | 13% | 23% | 16% | 16% | 15% | 18% | 18% |
| | | * | * | * | | | * | | | | | | |
| Somewhat agree | 407 | 53 | 45 | 21 | 145 | 117 | 26 | 121 | 69 | 92 | 60 | 110 | 297 |
| | 41% | 39% | 42% | 32% | 38% | 49% | 37% | 39% | 43% | 41% | 34% | 43% | 40% |
| | | * | * | * | | CD | * | | | | | | |
| Somewhat disagree | 312 | 46 | 30 | 23 | 119 | 66 | 29 | 86 | 54 | 67 | 69 | 80 | 232 |
| | 31% | 34% | 28% | 35% | 31% | 27% | 40% | 28% | 34% | 30% | 39% | 31% | 31% |
| | | * | * | * | | | E* | | | | G | | |
| Strongly disagree | 99 | 12 | 15 | 6 | 44 | 15 | 7 | 31 | 12 | 28 | 22 | 21 | 79 |
| | 10% | 9% | 14% | 9% | 11% | 6% | 10% | 10% | 7% | 13% | 12% | 8% | 11% |
| | | * | E* | * | | | * | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Agree) | 589 | 76 | 61 | 37 | 221 | 159 | 35 | 193 | 95 | 129 | 86 | 157 | 433 |
| | 59% | 57% | 57% | 56% | 57% | 66% | 50% | 62% | 59% | 58% | 49% | 61% | 58% |
| | | * | * | * | | F | * | J | | | | | |
| Low2Box (Disagree) | 412 | 58 | 45 | 28 | 163 | 81 | 36 | 117 | 66 | 95 | 91 | 101 | 311 |
| | 41% | 43% | 43% | 44% | 43% | 34% | 50% | 38% | 41% | 42% | 51% | 39% | 42% |
| | | * | * | * | | | E* | | | | G | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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5. [SUMMARY - TOP2BOX (AGREE)]

Please state how much you agree or disagree with the following statements: Canada's 150th will be/should be a more defining national moment than...

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| The Vancouver 2010 Olympics | 737 | 98 | 83 | 51 | 300 | 152 | 54 | 238 | 112 | 162 | 125 | 198 | 540 |
| | 74% | 73% | 78% | 78% | 78% | 63% | 77% | 77% | 70% | 73% | 71% | 77% | 73% |
| | | * | E* | E* | E | | E* | | | | | | |
| Canada's Centennial in 1967 | 681 | 86 | 65 | 46 | 273 | 162 | 48 | 223 | 113 | 155 | 109 | 188 | 494 |
| | 68% | 64% | 61% | 71% | 71% | 67% | 68% | 72% | 70% | 69% | 62% | 73% | 66% |
| | | * | * | * | | | * | J | | | | | |
| The Canada/Russia Summit Series of 1972 | 668 | 102 | 66 | 43 | 264 | 150 | 43 | 208 | 110 | 138 | 118 | 192 | 476 |
| | 67% | 76% | 62% | 66% | 69% | 62% | 60% | 67% | 68% | 61% | 67% | 75% | 64% |
| | | EF* | * | * | | | * | | | | | L | |
| The Patriation of the Constitution in 1982 | 644 | 91 | 65 | 42 | 254 | 144 | 47 | 203 | 99 | 133 | 111 | 181 | 462 |
| | 64% | 68% | 61% | 64% | 66% | 60% | 66% | 65% | 62% | 60% | 63% | 70% | 62% |
| | | * | * | * | | | * | | | | | L | |
| The creation of the Charter of Rights and Freedoms, also 1982 | 616 | 80 | 59 | 40 | 239 | 159 | 39 | 200 | 93 | 142 | 103 | 173 | 443 |
| | 62% | 59% | 55% | 61% | 62% | 66% | 55% | 64% | 57% | 64% | 58% | 67% | 60% |
| | | * | * | * | | | * | | | | | | |
| Confederation in 1867 | 589 | 76 | 61 | 37 | 221 | 159 | 35 | 193 | 95 | 129 | 86 | 157 | 433 |
| | 59% | 57% | 57% | 56% | 57% | 66% | 50% | 62% | 59% | 58% | 49% | 61% | 58% |
| | | * | * | * | | F | * | J | | | | | |
| The Battle of Vimy Ridge | 568 | 71 | 53 | 35 | 223 | 145 | 40 | 196 | 83 | 122 | 91 | 157 | 411 |
| | 57% | 53% | 50% | 54% | 58% | 60% | 56% | 63% | 52% | 54% | 51% | 61% | 55% |
| | | * | * | * | | | * | HJ | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5. [SUMMARY - LOW2BOX (DISAGREE)]

Please state how much you agree or disagree with the following statements: Canada's 150th will be/should be a more defining national moment than...

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
| | | 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 | 1001 | 124 | 101 | 86 | 368 | 233 | 89 | 258 | 161 | 237 | 215 | 273 | 728 |
| Weighted | 1001 | 134 | 106 | 65 | 384 | 241 | 71 | 310 | 161 | 224 | 177 | 257 | 744 |
| The Battle of Vimy Ridge | 433 | 64 | 53 | 30 | 160 | 95 | 31 | 114 | 78 | 102 | 86 | 100 | 333 |
| | 43% | 47% | 50% | 46% | 42% | 40% | 44% | 37% | 48% | 46% | 49% | 39% | 45% |
| | | * | * | * | | | * | | G | | G | | |
| Confederation in 1867 | 412 | 58 | 45 | 28 | 163 | 81 | 36 | 117 | 66 | 95 | 91 | 101 | 311 |
| | 41% | 43% | 43% | 44% | 43% | 34% | 50% | 38% | 41% | 42% | 51% | 39% | 42% |
| | | * | * | * | | | E* | | | | G | | |
| The creation of the Charter of Rights and Freedoms, also 1982 | 385 | 54 | 48 | 25 | 144 | 81 | 32 | 111 | 69 | 81 | 74 | 84 | 300 |
| | 38% | 41% | 45% | 39% | 38% | 34% | 45% | 36% | 43% | 36% | 42% | 33% | 40% |
| | | * | * | * | | | * | | | | | | |
| The Patriation of the Constitution in 1982 | 357 | 43 | 42 | 23 | 129 | 97 | 24 | 108 | 62 | 90 | 66 | 76 | 281 |
| | 36% | 32% | 39% | 36% | 34% | 40% | 34% | 35% | 38% | 40% | 37% | 30% | 38% |
| | | * | * | * | | | * | | | | | | K |
| The Canada/Russia Summit Series of 1972 | 333 | 32 | 40 | 22 | 120 | 90 | 28 | 102 | 51 | 86 | 59 | 65 | 268 |
| | 33% | 24% | 38% | 34% | 31% | 38% | 40% | 33% | 32% | 39% | 33% | 25% | 36% |
| | | * | * | * | | A | A* | | | | | | K |
| Canada's Centennial in 1967 | 320 | 49 | 41 | 19 | 110 | 78 | 23 | 87 | 48 | 69 | 68 | 70 | 250 |
| | 32% | 36% | 39% | 29% | 29% | 33% | 32% | 28% | 30% | 31% | 38% | 27% | 34% |
| | | * | * | * | | | * | | | | G | | |
| The Vancouver 2010 Olympics | 264 | 36 | 23 | 15 | 84 | 89 | 17 | 73 | 49 | 61 | 51 | 59 | 204 |
| | 26% | 27% | 22% | 22% | 22% | 37% | 23% | 23% | 30% | 27% | 29% | 23% | 27% |
| | | * | * | * | | BCDF | * | | | | | | |

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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