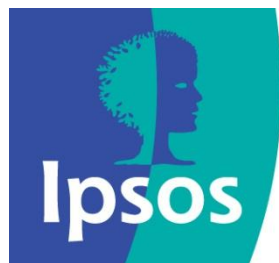


**On the Eve of Canada Day, Four in Five (81%) Canadians
Believe Compatriots Should Show More Patriotism**
Canadians Agree: We Are Cool, Polite, Sexy and Definitely Not Modest!

Public Release Date: Monday, June 30th, 2014, 12:00 PM EDT



Ipsos Reid

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

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

© Ipsos Reid

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



On the Eve of Canada Day, Four in Five (81%) Canadians Believe Compatriots Should Show More Patriotism

Canadians Agree: We Are Cool, Polite, Sexy and Definitely Not Modest!

Toronto, ON – Canada Day gives Canadians the time to relax and reflect about what makes their country great, but most believe their fellow Canadians could do more to support the Red Maple Leaf. Moreover, millions of Canadians don't even know about some of Canada's most defining moments or events, according to a new survey conducted by Ipsos Reid on behalf of Historica Canada.

Four in five (81%) Canadians 'agree' (34% strongly/47% somewhat) that 'Canadians should express more patriotism' while one in five (19%) 'disagree' (4% strongly/15% somewhat). Half (54%) even go so far as to 'disagree' (12% strongly/42% somewhat) that 'Canadians express more patriotism today than they did 20 years ago', compared to the remaining half (46%) who 'agree' (10% strongly/37% somewhat) that they do.

- The older Canadians are, the more they agree that Canadians should express more patriotism (90% of those ages 55+ agree, compared 82% of those aged 35-54, and 69% of those aged 18-34)
- Quebecers (30%) are most likely to 'disagree' that Canadians should express more patriotism, ahead of those from the Prairies (21%), British Columbians (20%), Atlantic Canadians (16%), Ontarians (14%) and Albertans (14%)

We're Tolerant, Cool and Sexy...and We Know It...

Reflecting further on what life is like in Canada and what it means to be Canadian, Canadians agree that...

© Ipsos Reid

- 1 -

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



- **They are free to express who they are in Canada** – 93% (56% strongly/37% somewhat) vs. 7% ‘disagree’ (2% strongly/5% somewhat)
- **Canada is welcoming toward minority cultural groups** – 93% (44% strongly/49% somewhat) vs. 7% ‘disagree’ (1% strongly/6% somewhat)
- **Canadians are polite** – 92% (46% strongly/46% somewhat) vs. 8% ‘disagree’ (1% strongly/7% somewhat)
- **Canadians are cool** – 89% (42% strongly/47% somewhat) vs. 11% ‘disagree’ (3% strongly/9% somewhat)
- **Canadians are proud of their heritage** – 89% (42% strongly/47% somewhat) vs. 11% ‘disagree’ (2% strongly/9% somewhat)
- **There is such a thing as ‘Canadian Identity’** – 86% (41% strongly/45% somewhat) vs. 14% ‘disagree’ (4% strongly/10% somewhat)
- **Canada’s diversity is a strength** – 86% (40% strongly/45% somewhat) vs. 14% ‘disagree’ (4% strongly/10% somewhat)
- **They are a Canadian first and from their province or region second** – 83% (52% strongly/32% somewhat) vs. 17% ‘disagree’ (7% strongly/9% somewhat). Those from Alberta (95%) are most likely to agree, followed by those living in BC (91%), Ontario (90%), Saskatchewan and Manitoba (89%), Atlantic Canada (83%) and, finally, Quebec (61%).
- **Canadians are sexy** – 75% (27% strongly/48% somewhat) vs. 25% ‘disagree’ (4% strongly/21% somewhat)
- **Canada is environmentally responsible when compared to other industrial countries** – 74% (24% strongly/51% somewhat) vs. 26% ‘disagree’ (6% strongly/19% somewhat)
- **Canada is a better place to live now than it was 20 years ago** – 66% (21% strongly/45% somewhat) vs. 34% ‘disagree’ (6% strongly/28% somewhat)
- **Recent protest activity has increased my compassion for Aboriginal peoples in Canada** – 50% (16% strongly/33% somewhat) vs. 50% ‘disagree’ (17% strongly/33% somewhat).

Regionally speaking, Quebecers are the most likely to ‘disagree’ that...

- Canada is environmentally responsible when compared to other industrial countries – 38%
- Canadians are sexy – 36%
- They are a Canadian first and from their province or region second – 39%
- There is such thing as a ‘Canadian Identity’ – 20%
- Canadians are proud of their heritage – 21%



- Canadians are polite – 13%
- They are free to express who they are in Canada – 12%

A History Lesson and What to Do About Canada's 150th?...

The data reveal that a sizeable portion of Canadians do not know some major facts of this country:

- Presented with various versions of the opening lines of the national anthem, one in ten (11%) incorrectly believe the first lines of Canada's national anthem 'O'Canada' start with something *other* than 'Oh Canada, our home and native land. True patriot love, in all thy sons command'.
- When asked what important events will occur in 2017, barely half (56%) correctly say that Canada's 150th birthday occurs in 2017, while handfuls say it is either Centennial of the First World War (9%, actually in 2014), the Pan-Am Games (4%, happening in 2015), the 50th anniversary of the Charter of Rights and Freedoms (4%, happening in 2032) and the PyeongChang Olympics (2%, happening in 2018). One in four (26%) couldn't venture a guess.

Interestingly, while slightly more than half are aware of Canada's 150th anniversary happening in 2017, when informed of the significance of 2017, most (71% 'agree' (24% strongly/47% somewhat) that they plan to attend a Canada 150 activity or commemoration three years from now, while three in ten (29%) 'disagree' (9% strongly/20% somewhat) that they will. Albertans (85%) and seniors (78%, ages 55+) are most likely to attend one of these events, followed by residents of the Prairies (76%), Ontario (76%), British Columbia (75%), Atlantic Canada (74%), younger Canadians (69%, ages 18-34), middle-aged Canadians (67%), and Quebecers (53%).

A majority even 'agrees' that this anniversary will be or should be a more defining moment than other notable times in history, including:

© Ipsos Reid



- The Vancouver 2010 Olympics - 74% (32% strongly/41% somewhat)
- Canada's Centennial in 1967 - 68% (21% strongly/47% somewhat)
- The Canada/Russia Summit Series of 1972 - 67% (27% strongly/39% somewhat)
- The Patriation of the Constitution in 1982 - 64% (21% strongly/44% somewhat)
- The creation of the Charter of Rights and Freedoms in 1982 - 62% (19% strongly/42% somewhat)
- Confederation in 1867 - 59% (17% strongly/41% somewhat)
- The Battle of Vimy Ridge - 57% (16% strongly/41% somewhat)

These are some of the findings of an Ipsos Reid poll conducted between June 17th to 19th, 2014 on behalf of Historica Canada. For this survey, a sample of 1,001 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points had all Canadians adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

-30-

For more information on this news release, please contact:

*John Wright
Senior Vice President
Ipsos Reid
Public Affairs
(416) 324-2002*

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

© Ipsos Reid

- 4 -

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