

NATIONAL ANTHEM

English-Speaking Canadians Reject Changing Verse from “O Canada”

A majority of respondents want the national anthem to remain as is.

[VANCOUVER – Mar. 5, 2010] – The plan to alter the English lyrics to Canada’s national anthem has been overwhelmingly dismissed by the population, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 859 Canadians whose first language is English, 75 per cent of respondents oppose the proposal to change the line in “O Canada” that reads “True patriot love in all thy sons command” to “True patriot love thou dost in us command.” In fact, 63 per cent of respondents strongly oppose the change.

A proposal to look into the possibility of adopting the gender-neutral verse was included in the latest Speech from the Throne, read by Governor-General Michaëlle Jean on Mar. 3.

Breakdowns

The highest level of opposition to the proposed change to the national anthem was recorded in Alberta (82%). Conversely, British Columbia provided the highest level of support (25%).

There was little fluctuation between men (Support 19%, Oppose 76%) and women (Support 18%, Oppose 74%). Younger Canadians were slightly more inclined to support the change (24%) than those aged 35-54 (17%) or those over the age of 55 (15%).

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KEY FINDINGS

- **75% of English-speaking Canadians oppose changing the line that reads "True patriot love in all thy sons command" to "True patriot love thou dost in us command."**

Full topline results are at the end of this release.

From March 4 to March 5, 2010, Angus Reid Public Opinion conducted an online survey among 859 randomly selected Canadian adults whose first language is English and who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.5%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire English-speaking adult population of Canada. Discrepancies in or between totals are due to rounding.

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National Anthem

English Respondents Only – One of the proposals in the Speech from the Throne is to examine the original gender-neutral English wording of the national anthem. This would entail changing the line that reads "True patriot love in all thy sons command" to "True patriot love thou dost in us command." Do you support or oppose this idea?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Strongly support	5%	6%	4%	7%	5%	5%	4%
Moderately support	13%	19%	12%	15%	11%	18%	14%
Moderately oppose	12%	15%	10%	8%	14%	1%	8%
Strongly oppose	63%	57%	72%	64%	63%	53%	65%
Not sure	7%	4%	2%	7%	7%	23%	9%

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	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
Strongly support	5%	4%	6%	6%	5%	4%
Moderately support	13%	15%	12%	18%	12%	11%
Moderately oppose	12%	11%	13%	12%	11%	11%
Strongly oppose	63%	65%	61%	59%	61%	69%
Not sure	7%	6%	8%	5%	11%	4%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:
<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at
<http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>

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