

CANADA DAY

Canadians Truly Proud of Flag, Hockey, Armed Forces and Health Care System

Two-thirds of respondents in Quebec would introduce themselves to a new person as “Quebecers” and not as “Canadians.”

[MONTREAL – Jun. 30, 2010] – In the annual Canada Day poll conducted by Angus Reid Public Opinion, the country’s flag is once again the biggest source of pride, but hockey and the health care system have gained significantly since 2009.

The online survey of a representative national sample of 1,009 Canadians shows growth for nine of the 12 assessed sources of pride, and also reveals that Quebecers and Atlantic Canadians are more likely to say that their province has a distinct culture from the rest of Canada.

At least four-in-five respondents across the country say the Canadian flag (88%) and hockey (80%) make them “very proud” or “moderately proud”, followed by the Canadian Armed Forces (79%).

A majority of Canadians are also proud of the health care system (69%), the state of democracy in Canada (68%), multiculturalism (66%), the Canadian economy (65%), bilingualism (55%) and Aboriginal culture (55%).

Less than half of Canadians are proud of the Canadian justice system (44%), Parliament (41%) and the monarchy (40%).

Pride in multiculturalism is lowest in Alberta (59%) and Quebec (56%), while the justice system gets

KEY FINDINGS

- **Flag (88%), hockey (80%), Armed Forces (79%) and health care system (69%) elicit the most pride**
- **Monarchy (40%), Parliament (41%) and justice system (44%) at opposing end**
- **48% say their province has a culture that is different from the rest of Canada, including 79% in Quebec**
- **72% would introduce themselves as “Canadian” to a new person; 28% would say they are from their own province**

Full topline results are at the end of this release.

From June 22 to June 23, 2010, Angus Reid Public Opinion conducted an online survey among 1,009 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 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 adult population of Canada. Discrepancies in or between totals are due to rounding.

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

its lowest ratings in British Columbia and Manitoba and Saskatchewan (32%).

Culture and Identity

About half of Canadians (48%) believe that their province has a culture that is different from the rest of Canada, including 79 per cent of Quebecers and 58 per cent of Atlantic Canadians.

Respondents were also asked how they would introduce themselves to someone they had never met before. Almost three-in-four (72%) would describe themselves as “Canadian”.

In Quebec, two-thirds of respondents (68%) would say they are “Quebecers” when meeting someone new, while 32 per cent would describe themselves as “Canadians.”

Follow us on Twitter: <http://twitter.com/AngusReidGlobal>

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Canada Day

Below is a list of institutions and features that can elicit feelings of pride among Canadians. For each one, please say if it makes you very proud, moderately proud, not too proud, or not proud at all.

“Very Proud” and “Moderately Proud” listed

	July 2008	July 2009	July 2010	Change
The Canadian flag	86%	86%	88%	+2
Hockey	71%	72%	80%	+8
The Canadian Armed Forces	80%	84%	79%	-5
The health care system	50%	58%	69%	+11
State of democracy in Canada	57%	64%	68%	+4
Multiculturalism	61%	64%	66%	+2
The Canadian economy	62%	58%	65%	+7
Bilingualism	52%	54%	55%	+1
Aboriginal culture	51%	53%	55%	+2
The Canadian justice system	42%	45%	44%	-1
Parliament	32%	37%	41%	+4
The monarchy	36%	42%	40%	-2

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Canada Day

Below is a list of institutions and features that can elicit feelings of pride among Canadians. For each one, please say if it makes you very proud, moderately proud, not too proud, or not proud at all.

“Very Proud” and “Moderately Proud” listed

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
The Canadian flag	88%	97%	94%	98%	94%	69%	93%
Hockey	80%	83%	84%	96%	81%	74%	79%
The Canadian Armed Forces	79%	67%	87%	93%	88%	63%	82%
The health care system	69%	69%	67%	71%	77%	55%	76%
State of democracy in Canada	68%	62%	75%	75%	71%	60%	69%
Multiculturalism	66%	73%	59%	82%	68%	56%	77%
The Canadian economy	65%	61%	73%	68%	69%	56%	66%
Bilingualism	55%	53%	45%	46%	57%	57%	59%
Aboriginal culture	55%	48%	50%	51%	59%	49%	70%
The Canadian justice system	44%	32%	38%	32%	50%	45%	46%
Parliament	41%	38%	45%	47%	43%	36%	47%
The monarchy	40%	43%	40%	58%	52%	16%	40%

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Canada Day

Below is a list of institutions and features that can elicit feelings of pride among Canadians. For each one, please say if it makes you very proud, moderately proud, not too proud, or not proud at all.

“Very Proud” and “Moderately Proud” listed

	Gender		Age			Income			Education		
	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
The Canadian flag	87%	89%	87%	90%	87%	84%	91%	90%	85%	89%	90%
Hockey	81%	80%	81%	83%	77%	77%	80%	83%	81%	80%	81%
The Canadian Armed Forces	80%	77%	72%	79%	85%	74%	78%	83%	78%	79%	80%
The health care system	70%	68%	72%	67%	69%	65%	73%	74%	59%	69%	81%
State of democracy in Canada	67%	68%	64%	70%	68%	66%	66%	68%	58%	71%	72%
Multiculturalism	62%	70%	74%	63%	63%	64%	69%	64%	60%	67%	74%
The Canadian economy	72%	58%	65%	62%	68%	57%	71%	77%	56%	65%	75%
Bilingualism	51%	58%	64%	49%	54%	55%	54%	55%	47%	53%	69%
Aboriginal culture	50%	60%	53%	52%	61%	54%	50%	54%	49%	57%	60%
The Canadian justice system	43%	45%	48%	38%	49%	42%	46%	43%	34%	42%	61%
Parliament	40%	43%	40%	39%	47%	40%	42%	41%	40%	40%	47%
The monarchy	37%	42%	34%	39%	46%	39%	39%	36%	40%	38%	42%

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Canada Day

Do you consider your province to have a culture that is different from the rest of Canada?

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Yes	48%	46%	43%	28%	31%	79%	58%
No	44%	50%	50%	58%	60%	18%	30%
Not sure	7%	4%	7%	14%	9%	3%	12%

Canada Day

If you were being introduced to someone you'd never met before, which of these two would you be more likely to use to describe yourself?

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Canadian	72%	75%	78%	95%	97%	32%	60%
British Columbian / Albertan / Saskatchewanian / Manitoban / Ontarian / Quebecer / New Brunswicker / Nova Scotian / Prince Edward Islander / Newfoundlander	28%	25%	22%	5%	3%	68%	40%

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

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/>

- 30 -

**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>**

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com