

PRIDE

National Flag, Armed Forces and Hockey Elicit Most Pride Among Canadians

Parliament, the Monarchy and the justice system at bottom end of scale.

[VANCOUVER – Jun. 30, 2008] – Canadians take more pride in their national flag, their Armed Forces and hockey than their Parliament, justice system and the Monarchy, a new Angus Reid Strategies poll reveals.

In the online survey of a representative national sample, 86 per cent of respondents said the Canadian flag makes them “very proud” or “moderately proud”. The Armed Forces take second place with 80 per cent, while the preferred Canadian winter sport follows with 71 per cent.

In turn, Parliament (32%), the Monarchy (36%) and the Canadian justice system (42%) do not garner much pride in respondents across the nation—they are at the bottom end of a list of 12 institutions and features that Canadians were asked to choose from.

The Top Three

The Canadian flag elicits feelings of pride in all regions, with Quebec providing lower numbers. In fact, more than nine-in-ten respondents in BC, Alberta, Manitoba and Saskatchewan, and Ontario say they are “very proud” or “moderately proud” of their flag, compared to 66 per cent of Quebecers.

While females (88%) seem more proud of the national flag than males (83%), a more prominent difference is noticed in the income group. Respondents with a yearly household income of \$100,000 or more (91%) are more likely to feel proud about the Canadian flag than those living in households earning between \$50,000 and \$99,000 (83%) and those living in households earning less than \$50,000 (85%).

Looking at sentiments towards the Armed Forces, Manitoba and Saskatchewan (92%) boasts the highest proportion of respondents who express pride towards Canada’s military. While Alberta follows closely

KEY FINDINGS

- **Flag (86%), Armed Forces (80%) and hockey (71%) bring out most pride**
- **Parliament (32%), Monarchy (36%) and justice system (42%) at opposing end**
- **Pride in economy, bilingualism, health care and multiculturalism decreases with age and increases with education**

Full topline results are at the end of this release.

From June 24 to June 25, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,000 adult Canadians. The margin of error for the total sample 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.

behind with 91 per cent, Quebec has a different opinion—only 65 per cent of those polled say they are proud of the nation's Armed Forces.

Females also appear more proud of the national armed forces than their male counterparts (83% versus 76%), as are older adults. Nine-in-ten respondents over the age of 55 (90%) express pride, compared to 77 per cent of those aged 35-54 and 71 per cent of those aged 18-34.

Respondents with a high school education or less (86%) are also more proud than the other two groups: 80 per cent of those with a college or technical school diploma, and 71 per cent for respondents with at least a university degree.

Generating most of its pride from males and young adults, Canada's most famed sport is in third place. Seventy-five per cent of males say hockey makes them "very proud" or "moderately proud", compared to only 67 per cent of women. Among age groups, 80 per cent of the younger adults feel hockey pride, compared to 72 per cent for those aged 35-54, and a much lower 62 per cent for the older adults.

The income bracket also reveals an interesting snippet. Those with a yearly household income between \$50,000 and \$99,000 are much more likely to show sentiments of pride towards Canada's popular sport (74%), compared to the over \$100,000 bracket (72%) and the less than \$50,000 bracket (69%). Regionally, hockey garners most pride from Alberta (80%) and Quebec (76%).

The Bottom Three

Canadians are also very clear about their reluctance to feel pride towards the Parliament (32%), the Monarchy (36%), and the Canadian justice system (42%).

Regionally, while Alberta (22%) and British Columbia (25%) respondents elicit lower feelings of pride towards the Parliament than the rest of the provinces, the proportion grows to 39 per cent in Manitoba and Saskatchewan, and 38 per cent in Quebec.

The gender and age breakdowns reveal that women and older adults are slightly more proud of their Parliament than their respective counterparts. While only 28 per cent of men say they are "Very proud" or "Moderately proud" of this institution, the number jumps to 36 per cent for females. As well, 38 per cent of respondents aged 55 and over are proud of their national legislature, compared to 32 per cent for younger adults, and only 29 per cent for those aged 35-54.

Only 36 per cent of Canadians feel "very proud" or "moderately proud" about the Monarchy. The number plunges in Quebec (23%) and rises significantly in Alberta (44%) and Ontario (42%)—although a majority of respondents in every region describe feeling "not too proud" or "not proud at all."

Male respondents (30%), those aged 35-54 (34%), and those with a household income between \$50,000 and \$99,000 (29%), and a college or university education (both 34%) also are less likely to express pride towards the Monarchy than their respective counterparts.

The views on the Canadian justice system tell a similar story. The numbers are significantly low across the nation (42%) and even lower when analyzed by different groups. Here, the most interesting thing to observe is the regional breakdown. In Alberta (26%) and BC (30%), the proportion is significantly low, while in Ontario (48%) and Quebec (47%) is inches closer to the 50 per cent mark.

A breakdown of the individual groups reveals that males (44%) are less likely to express pride towards the justice system, along with respondents aged 18-34 (38%), those in the two lower income brackets (40% for both), and those with a college or technical school diploma (38%). In turn, more than half of all university students (53%) say they are “very proud” or “moderately proud” of the national justice system.

The Middle Ground

National sentiments of pride towards the Canadian economy (62%), multiculturalism (61%), the state of democracy (57%), bilingualism (52%), aboriginal culture (51%) and the health care system (50%) sit in the middle of the list of features and institutions presented to respondents. A detailed breakdown of these institutions and features reveals the following key findings:

Canadian Economy

- 72 per cent of respondents in the 18-34 age group are proud of the Canadian economy, compared to 60 per cent of older Canadians, and 57 per cent of middle aged Canadians.
- Regionally, the Atlantic Provinces (72%) and Manitoba and Saskatchewan (71%) are the proudest, while Quebec (57%) and Ontario (59%) show the least pride.
- The level of pride towards the economy increases with education: 57 per cent for those with a high school education or less, 60 per cent for those with a college or technical school diploma, and 71 per cent of university graduates.
- Respondents with a household income of \$100,000 or more (69%) are more proud of the economy than their respective counterparts.

Bilingualism

- Females (56%) are much more likely to express pride of Canada’s bilingualism than males (48%).
- Younger adults (65%) are significantly more proud than middle aged Canadians (48%) and older adults (48%).
- Pride in Canada’s bilingualism also rises with education: 45 per cent for those with a high school education or less, compared to 52 per cent for college or technical graduates, and 61 per cent for those with at least a university degree.

Multiculturalism

- The level of pride for Canada’s multiculturalism decreases markedly with age (73 per cent of younger adults are proud of this feature, but the proportion drops to 64 per cent for middle aged

Canadians, and 48 per cent for older adults) and increases with education (54 per cent for those with a high school education or less, 51 per cent for those with a college or technical school diploma, and 62 per cent for those with a university degree).

- Women (65%) are prouder than men (57%) of Canada's multiculturalism.
- Regionally, the highest levels of pride are in the Atlantic Provinces (68%) and the lowest in British Columbia (54%) and Manitoba and Saskatchewan (54%)

State of Democracy

- Young adults (61%), those with a household income of \$100,000 or more (68%) and university graduates (61%) express much more pride in the state of democracy than all other respondents.
- Ontario (63%) houses the most respondents who are proud, while Manitoba and Saskatchewan are home to the least (46%).

Aboriginal Culture

- Almost two-thirds (65%) of respondents in the Atlantic Provinces and 57 per cent of Quebecers are proud of Canada's Aboriginal culture—compared to less than half in other regions.
- This feature brings out more feelings of pride in women than men (58% versus 43%).
- Respondents with a yearly household income of less than \$50,000 (56%) are significantly prouder than their respective counterparts (47% for those making between \$50,000 and \$99,000 and a 42% for those in the highest income bracket).
- Pride in this feature also increases with education—44 per cent for respondents with a high school education or less, 52 per cent for those with a college or technical school degree, and 57 per cent for those with a university degree.

The Health Care System

- Pride in the health care system decreases with age (58 per cent for young adults, 50 per cent for middle aged respondents, and 44 per cent for older adults) and increases with income (43 per cent for those in the lower income bracket, 52 per cent for those living in households earning between \$50,000 and \$99,000, and 60 per cent of those in the top bracket).
- Education also plays a role—57 per cent of those with a university degree are proud, compared to 52 per cent of those with a college diploma, and only 44 per cent of those with a high school education or less.
- Quebec (34%) and British Columbia (39%) have the lowest proportion of respondents expressing pride in Canada's health care system, while Ontario (62%) is home to the proudest respondents.

Pride

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 – Moderately Proud)

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
The Canadian flag	86%	91%	92%	91%	95%	66%	86%
The Canadian Armed Forces	80%	79%	91%	92%	85%	65%	80%
Hockey	71%	66%	80%	68%	68%	76%	66%
The Canadian economy	62%	64%	64%	71%	59%	57%	72%
Multiculturalism	61%	54%	60%	54%	63%	63%	68%
State of democracy in Canada	57%	56%	55%	46%	63%	55%	52%
Bilingualism	52%	45%	45%	42%	55%	53%	65%
Aboriginal culture	51%	47%	42%	40%	49%	57%	65%
The health care system	50%	39%	52%	58%	62%	34%	55%
The Canadian justice system	42%	30%	26%	40%	48%	47%	40%
The Monarchy	36%	39%	44%	35%	42%	23%	39%
Parliament	32%	25%	22%	39%	34%	38%	27%

Pride

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.
(Not Too Proud – Not Proud at All)

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
The Canadian flag	13%	7%	8%	9%	4%	30%	14%
The Canadian Armed Forces	17%	16%	9%	6%	12%	32%	16%
Hockey	26%	28%	20%	28%	29%	20%	30%
The Canadian economy	36%	31%	35%	29%	38%	39%	28%
Multiculturalism	35%	42%	36%	37%	35%	33%	30%
State of democracy in Canada	38%	41%	39%	44%	33%	39%	46%
Bilingualism	42%	47%	48%	52%	39%	43%	33%
Aboriginal culture	43%	46%	51%	54%	45%	35%	29%
The health care system	49%	60%	47%	42%	38%	65%	44%
The Canadian justice system	55%	67%	73%	60%	50%	48%	59%
The Monarchy	55%	51%	51%	57%	50%	65%	58%
Parliament	63%	67%	74%	55%	63%	56%	72%

Pride

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 – Moderately Proud)

	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	83%	88%	86%	85%	87%	85%	83%	91%	86%	86%	85%
The Canadian Armed Forces	76%	83%	71%	77%	90%	79%	78%	83%	86%	80%	71%
Hockey	75%	67%	80%	72%	62%	69%	74%	71%	72%	70%	70%
The Canadian economy	62%	61%	72%	57%	60%	59%	57%	69%	57%	60%	71%
Multiculturalism	57%	65%	73%	64%	48%	61%	62%	57%	54%	62%	69%
State of democracy in Canada	55%	59%	61%	55%	57%	56%	51%	68%	51%	61%	59%
Bilingualism	48%	56%	65%	48%	48%	54%	48%	49%	45%	52%	61%
Aboriginal culture	43%	58%	53%	47%	53%	56%	47%	42%	44%	52%	57%
The health care system	51%	49%	58%	50%	44%	43%	52%	60%	41%	50%	63%
The Canadian justice system	40%	44%	38%	44%	43%	40%	40%	46%	41%	38%	53%
The Monarchy	30%	41%	35%	34%	40%	37%	29%	39%	41%	34%	34%
Parliament	28%	36%	32%	29%	38%	32%	31%	32%	32%	31%	35%

Pride

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.
(Not Too Proud – Not Proud at All)

	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	14%	11%	11%	14%	12%	14%	15%	8%	13%	12%	15%
The Canadian Armed Forces	20%	15%	24%	20%	9%	19%	19%	15%	12%	15%	28%
Hockey	22%	29%	17%	25%	33%	26%	24%	27%	22%	27%	29%
The Canadian economy	35%	36%	23%	41%	39%	38%	40%	31%	41%	36%	29%
Multiculturalism	40%	31%	24%	32%	49%	33%	37%	42%	39%	36%	30%
State of democracy in Canada	42%	35%	31%	39%	42%	35%	46%	31%	40%	35%	41%
Bilingualism	47%	38%	29%	45%	49%	40%	46%	50%	48%	42%	36%
Aboriginal culture	36%	40%	46%	41%	36%	45%	55%	46%	41%	41%	36%
The health care system	49%	40%	49%	55%	55%	47%	40%	57%	50%	37%	49%
The Canadian justice system	57%	54%	57%	54%	56%	59%	57%	51%	58%	58%	46%
The Monarchy	62%	49%	53%	56%	56%	49%	64%	58%	47%	59%	60%
Parliament	68%	59%	58%	67%	61%	63%	66%	66%	60%	65%	64%

Angus Reid Strategies is a full-service polling and market research firm which 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 Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its four offices in Canada—located in Vancouver, Calgary, Toronto, and Montreal—the firm also has offices San Francisco, New York and London, England. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Over the last year, Angus Reid has covered five 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. <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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