

IPSOS REID / DOMINION INSTITUTE

ANNUAL CANADA DAY SURVEY

To mark Canada's 140th birthday the Dominion Institute is releasing its annual Canada Day Long-Weekend survey. This year's poll is conducted by Ipsos Reid and looks at Canadians' attitudes about the country's history, national symbols and opinions on the controversial issue of dual citizenship.

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Ipsos Reid / Dominion Institute

ANNUAL CANADA DAY SURVEY

Four in ten (39%) Canadians, Including Fully Half of Those Aged Fifty-Five and Older Oppose Dual Citizenship

Maple Leaf (87%) and Beaver (74%) beat out the Canoe (39%) and the Timbit (31%) as National Symbols Canadians Feel Attached To

Canadians Most Likely to Say They Belong to Their "country" (38%) But Identification With "region and province" Up 10% Since 1990

Toronto, ON – As Canada celebrates its 140th birthday this July weekend, a new Ipsos Reid poll conducted on behalf of the Dominion Institute finds that four in ten (39%) Canadians are against the current policy of allowing dual citizenship, and believe that Canadian citizens should not be allowed to simultaneously hold citizenship to another country. Opposition to dual citizenship was highest among older Canadians with 50% of those fifty-five and older opposing the practice. Only a quarter of Canadians aged 18 to 35 oppose dual citizenship.

Taking a look at some unifying and quintessentially Canadian symbols, most Canadians say that they feel attached to the maple leaf (87%), the beaver (74%), hockey (73%), and the "mountie" (72%). While fewer Canadians say that they feel attached to the canoe (39%), fully one in three (31%) felt "strongly" or "somewhat" attached to the Tim Horton's "Timbit" (31%) as a Canadian symbol. Further, six in ten (57%) Canadians say that their household owns a Canadian flag. From among those who do own a flag, one half (51%) indicate that they either fly it on a pole in their yard, or display the flag in a window.



When asked what geographic locality they belonged to “first and foremost”, Canadians were most likely to indicate that they belonged to their country (38%). Almost one in four (26%) Canadians indicate that they belong, first and foremost, to their province or region. When Canadians were asked an identical question in 1990 approximately the same number (40%) said that they belonged, first and foremost, to Canada. However, far fewer Canadians in 1990 – approximately one in six (16%) -- indicated that they belonged, first and foremost, to their province or region. Today, two in ten (21%) Canadians say that they belong, first and foremost, to their town or city as compared one in three (31%) in 1990.

But what is it that Canadians attribute to the success of their society, which so adeptly integrates various cultures, religions and ethnicities? Seven in ten (69%) Canadians believe that part of what makes Canada a successful society today is that Canadians share a common history, heroes and national symbols. However, three in ten (31%) Canadians are of a differing opinion, and agree that part of what makes Canada successful today is the lack of a strong national identity that individuals and groups are expected to adopt.

These are the findings of an Ipsos Reid poll conducted on behalf of the Dominion Institute from June 14 to June 17, 2007. For the survey, a representative randomly selected sample of 3164 adults was interviewed online. With a sample of this size, the results are considered accurate to within ± 1.7 percentage points, 19 times out of 20, of what they would have been had the entire adult population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

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For full tabular results, please visit the Ipsos Reid website at www.ipsos.ca.

Four in ten (39%) Canadians Disagree With Dual Citizenship...

Four in ten (39%) Canadians are against the current policy regarding dual citizenship, and believe that Canadian citizens should not be allowed to simultaneously hold citizenship of a country in addition to Canada.

- One's propensity to agree or disagree with this concept changes with age. Just one quarter (25%) of younger Canadians, aged 18 to 34, believe that Canadians should not be able to hold dual citizenship as compared to one half (50%) of Canadians aged 55 and older who are opposed to dual citizenship
- 43% of Albertans believe that Canadians should not be allowed to hold dual citizenship, while only one third (33%) of British Columbians say that Canadians should not be afforded this right.

More Canadians Attached to Maple Leaf than other Symbols...

Taking a look at some of those unifying and quintessentially Canadian symbols, most Canadians say that they feel attached to the maple leaf (87%), the beaver (74%), hockey (73%), and the "mountie" (72%). While fewer Canadians say that they feel attached to the canoe (39%) fully one in three (31%) felt "strongly" or "somewhat" attached to the Tim Horton's "Timbit" as Canadian symbol.

- Just two thirds (66%) of Quebecers say that they are attached to the maple leaf. This suggests that perhaps Quebecers feel more attached to the *fleur de lis*. The trend continues: only six in ten (61%) Quebecers feel attached to hockey as a Canadian symbol, 54% feel attached to the beaver, four in ten (40%) to the "mountie", 23% to the canoe, and just 12% of Quebecers indicate that they feel attached to the "timbit".
- Older Canadians, aged 55 and up, are more likely to feel attached to the maple leaf (89%) and the "mountie" (77%). Younger Canadians, aged 18 to 34, are more likely to feel attached to hockey (76%) and the "timbit" (40%).

- Men (77%) are more likely than women (69%) to feel attached to hockey as a national symbol. Men (43%) are also more likely than women (35%) to indicate that they feel attached to the canoe as a national symbol.

Six in Ten (57%) Households own a Canadian Flag...

Demonstrating their patriotism, six in ten (57%) Canadians maintain that someone in their household owns a Canadian flag. From among those that do have flag, one half (51%) say that they fly the flag in their yard, or display it in a window.

- Older Canadians, aged 55 and up, are more likely to indicate that someone in their household owns a Canadian flag, with two thirds (63%) indicating so. In comparison, just one half (50%) of younger Canadians, aged 18 to 34, indicate that someone in their household own a flag.
- Seven in ten (69%) Albertans say that someone in their household owns a flag, and a similar proportion of Ontarians and Atlantic Canadians (each at 68%) say that someone in their household owns a Canadian flag. Just one quarter (26%) of households in Quebec report that they own a Canadian flag.
- Those in Ontario are most likely to display their flag, with six in ten (61%) indicating that they do so. A majority of Atlantic Canadians (53%) also display their Canadian flags. Just one quarter (27%) of Quebecers whose household owns a Canadian flag report that that flag is on display in the yard or in a window.

Older Canadians are more likely than younger Canadians to display the Canadian flag if they own one, with six in ten (60%) Canadians aged 55 and older indicating that their household's flag is on display, while only four in ten (38%) Canadians aged 18 to 34 indicate that their household's flag is on display

Quebecers and Atlantic Canadians Place their Province or Region ahead of Country...

While four in ten (38%) Canadians across Canada believe that they most closely belong to the entire country of Canada as opposed to any other geographic locality, more Quebecers say that they most closely belong to their province (42%) than to their country, Canada (20%). Atlantic Canadians are similar, with 37% indicating that they most closely belong to their province or region (37%) as opposed to Canada (31%).

- Ontarians are the most likely to say that they belong to Canada, first and foremost (50%).
- Quebecers are the most likely to indicate that they belong to the world, first and foremost (10%).
- Residents of British Columbia, Saskatchewan and Manitoba are most likely to indicate that they belong to their locality or town (25%) above any other geographic region.

Changes in Canadians "Belonging" to Different Geographic Groups Over Time: 1990 As Compared to 2007.

- When Canadians were asked an identical question in 1990 approximately the same number (40%) said that they belonged, first and foremost, to Canada.
- However, far fewer Canadians in 1990 – approximately one in six (16%) as compared to one in four (26%) in our study -- indicated that they belonged, first and foremost, to their province or region.
- Today, two in ten (21%) Canadians say that they belong, first and foremost, to their town or city as compared one in three (31%) in 1990.



- The percent of Canadians (8%) who say they belong, first and foremost to “the world” is unchanged between 1990 to 2007.

Canadians Believe Common History, Heroes and Symbols Make Canada a Successful Society...

Seven in ten (69%) Canadians agree that part of what makes Canada a successful society is that Canadians share common history, heroes and national symbols. However, three in ten (31%) Canadians say that they most closely associate with the idea that part of what makes Canada successful today is *the lack* of a strong national identity that individuals and groups are expected to adopt.

- Women (72%) are more likely than men (67%) to agree that a common history, heroes and national symbols are what make Canada a successful society.
- Eight in ten (78%) Atlantic Canadians believe that what makes Canada a successful society is that Canadians share a common history, heroes, and national symbols, compared to just 63% of those in Saskatchewan and Manitoba who believe the same.
- Interestingly, the most likely to believe that Canada’s success is attributed to the lack of a strong national identity are Canadians who hold a university degree (38%).

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