

*These are the demographic/socio-economic data tables for a **DART Insight** poll conducted June 8-13, 2018 as part of a regular sounding of Canadians on various issues and matters that affect their lives as citizens, consumers, and voters. The socio-demographic data tables are under separate cover. The research is created and analyzed under the direction of veteran pollster John Wright, CEO of **DART Insight** which is a division of **DART Insight and Communications Limited** in partnership with Canada's national survey sample research provider **Maru/Blue** that curates a vast Online Panel and provides data collection services. **This survey is on the topic of Being Canadian.** The following are the questions asked:*

Tell us how you feel about yourself and Canada...

[randomize]

- I'm proud to be a Canadian
- Our Canadian confederation—how our governments and regions cooperate and make things work together-- is very strong
- If given the choice, I'd rather live in the United States
- Sometimes we can't define it, but Canadians have unique values compared to the rest of the world

Agree very much

Agree somewhat

Disagree somewhat

Disagree very much

*The survey was conducted among 5,357 randomly selected Canadian adults who are members of the **Maru/Blue** Online panel between June 8 and 13, 2018. Each respondent had a choice to complete the survey in either English or French. The results have been weighted by education, age, gender, and region to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding. The precision of this **DART Insight** Online poll is measured using a Bayesian Credibility Interval. In this case, the poll for a weighted base of 5,357 respondents is accurate to within +/- 1.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. Minor discrepancies in the data may occur due to rounding.*

For a copy of the full written analysis with the detailed tables complete with questions asked visit <http://www.dartincom.ca/polls/> and download the results freely.

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About **DART Insight and **Maru/Blue**...**

DART Insight is the market and public affairs opinion research services division of Canadian based consultancy **DART Insight and Communications**. The other half of the company is **DART Communications** and provides communications strategy and execution, media training, event deployment and corporate services. The company serves clients in private, public, association and not-for-profit organizations, is independent, and is not tied to any political organization. Founded by **veteran pollster and commentator John Wright (CEO **DART Insight**) and communications specialist Victoria Ollers (CEO **DART Communications**)**, the company is comprised of highly experienced, recognized and awarded senior practitioners in many related disciplines who have gathered together under one banner to serve clients in North America and beyond.

Public releases of polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/>

DART Insight and Communications is a member in good standing with the Marketing Intelligence and Research Association (MIRA) of Canada. Accuracy of any Online polling results are measured using a Bayesian Credibility Interval which is endorsed by MIRA and the American Association of Public Opinion Research (AAPOR).

Maru/Blue is a premium quality data services firm that provides reliable global data connections for brands, agencies, and market research. We create value for our clients by connecting them with expertly profiled known respondents. The result? Reliable, reproducible insights. We deliver instant access to the general population, specific markets, and your or your competitor's customers. We began disrupting the market community industry in 2000. Our market communities broke new ground, adding depth and richness to clients' understanding of what motivates their customers and shapes their markets. Now, as part of the **Maru Group**, we continue to provide reliable global data connections for agencies, brands, and market research firms. **Springboard America**, and **Maru Voice Canada**, established more than a decade ago, are a testament to our commitment and depth of engagement. More recently we developed the **Maru Voice Business Canada** and Springboard America Business Forum, both an excellent source for business to business research.

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Being Canadian Demo Tables Q2
Comparison Groups: BC/DEF/GHI/JKL/MN
Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
All Statements Were Randomized
Data Tables Produced by Maru/Blue

Q_CANADA. [Net Agree] Agreement with statements												
		Gender		Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	5357	2570	2787	1370	2191	1796	1958	1835	874	2380	1711	1266
BASE: UNWEIGHTED	5357	2609	2748	797	1682	2878	1631	1819	1084	1352	2258	1747
I'm proud to be a Canadian	4803	2224	2580	1150	1948	1705	1685	1688	801	2105	1520	1178
	90%	87%	93%	84%	89%	95%	86%	92%	92%	88%	89%	93%
			B		D	DE		G	G			JK
Our Canadian confederation-how our governments and regions cooperate and make things work together-- is very strong	3405	1567	1838	850	1383	1173	1261	1154	560	1498	1043	863
	64%	61%	66%	62%	63%	65%	64%	63%	64%	63%	61%	68%
												K
If given the choice, I'd rather live in the United States	853	533	321	312	382	160	343	286	155	456	238	160
	16%	21%	12%	23%	17%	9%	18%	16%	18%	19%	14%	13%
		C		EF	F					KL		
	69%	77%	62%	66%	68%	72%	69%	71%	72%	67%	71%	70%
	C											
Sometimes we can't define it, but Canadians have unique values compared to the rest of the world	4648	2115	2533	1117	1907	1624	1684	1608	757	2079	1460	1109
	87%	82%	91%	81%	87%	90%	86%	88%	87%	87%	85%	88%
			B		D	D						
	89%	86%	91%	83%	88%	94%	87%	90%	88%	90%	89%	87%
		B		D	DE							

Q_CANADA. [Net Disagree] Agreement with statements												
		Gender		Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	5357	2570	2787	1370	2191	1796	1958	1835	874	2380	1711	1266
BASE: UNWEIGHTED	5357	2609	2748	797	1682	2878	1631	1819	1084	1352	2258	1747
I'm proud to be a Canadian	554	346	208	221	242	91	273	147	74	275	191	88
	10%	13%	7%	16%	11%	5%	14%	8%	8%	12%	11%	7%
		C		EF	F		HI			L	L	
Our Canadian confederation-how our governments and regions cooperate and make things work together-- is very strong	1952	1003	949	521	808	623	697	681	314	882	667	403
	36%	39%	34%	38%	37%	35%	36%	37%	36%	37%	39%	32%
											L	
If given the choice, I'd rather live in the United States	4504	2037	2467	1058	1809	1636	1615	1549	720	1924	1473	1107
	84%	79%	88%	77%	83%	91%	82%	84%	82%	81%	86%	87%
			B		D	DE					J	J
	31%	23%	38%	34%	32%	28%	31%	29%	28%	33%	29%	30%
		B										
Sometimes we can't define it, but Canadians have unique values compared to the rest of the world	709	455	254	254	284	172	275	227	117	301	251	157
	13%	18%	9%	19%	13%	10%	14%	12%	13%	13%	15%	12%
		C		EF								

Q_CANADA. Agreement- I'm proud to be a Canadian												
		Gender		Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	5357	2570	2787	1370	2191	1796	1958	1835	874	2380	1711	1266
BASE: UNWEIGHTED	5357	2609	2748	797	1682	2878	1631	1819	1084	1352	2258	1747
Agree very much	3378	1520	1859	696	1343	1339	1143	1182	611	1470	1073	835
	63%	59%	67%	51%	61%	75%	58%	64%	70%	62%	63%	66%
			B		D	DE		G	G			
Agree somewhat	1425	704	721	454	605	366	542	506	190	635	447	343
	27%	27%	26%	33%	28%	20%	28%	28%	22%	27%	26%	27%
				F	F		I	I				
Disagree somewhat	418	257	161	169	180	69	211	120	51	210	141	67
	8%	10%	6%	12%	8%	4%	11%	7%	6%	9%	8%	5%
		C		EF	F		HI			L	L	
Disagree very much	136	89	47	52	62	22	62	27	23	65	50	21
	3%	3%	2%	4%	3%	1%	3%	1%	3%	3%	3%	2%
		C		F								
Net: Agree	4803	2224	2580	1150	1948	1705	1685	1688	801	2105	1520	1178
	90%	87%	93%	84%	89%	95%	86%	92%	92%	88%	89%	93%
			B		D	DE		G	G			JK
Net: Disagree	554	346	208	221	242	91	273	147	74	275	191	88
	10%	13%	7%	16%	11%	5%	14%	8%	8%	12%	11%	7%
		C		EF	F		HI			L	L	

Q_CANADA. Agreement- Sometimes we can't define it, but Canadians have unique values compared to the rest of the world												
		Gender		Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	5357	2570	2787	1370	2191	1796	1958	1835	874	2380	1711	1266
BASE: UNWEIGHTED	5357	2609	2748	797	1682	2878	1631	1819	1084	1352	2258	1747
Agree very much	2095	921	1174	463	831	801	775	698	363	969	668	458
	39%	36%	42%	34%	38%	45%	40%	38%	41%	41%	39%	36%
			B			DE						
Agree somewhat	2553	1193	1359	653	1076	823	909	910	395	1110	791	651
	48%	46%	49%	48%	49%	46%	46%	50%	45%	47%	46%	51%
Disagree somewhat	491	294	197	145	220	126	191	149	81	182	189	120
	9%	11%	7%	11%	10%	7%	10%	8%	9%	8%	11%	9%
		C									J	
Disagree very much	218	161	57	109	63	46	84	79	36	118	62	38
	4%	6%	2%	8%	3%	3%	4%	4%	4%	5%	4%	3%
		C		EF								
Net: Agree	4648	2115	2533	1117	1907	1624	1684	1608	757	2079	1460	1109
	87%	82%	91%	81%	87%	90%	86%	88%	87%	87%	85%	88%
			B		D	D						
Net: Disagree	709	455	254	254	284	172	275	227	117	301	251	157
	13%	18%	9%	19%	13%	10%	14%	12%	13%	13%	15%	12%
		C		EF								

Q_CANADA. Agreement- Our Canadian confederation-how our governments and regions cooperate and make things work together-- is very strong												
		Gender		Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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Agree very much	849	422	427	230	337	281	341	269	140	410	247	192
	16%	16%	15%	17%	15%	16%	17%	15%	16%	17%	14%	15%
Agree somewhat	2556	1145	1411	619	1046	891	920	885	420	1089	797	671
	48%	45%	51%	45%	48%	50%	47%	48%	48%	46%	47%	53%
			B									JK
Disagree somewhat	1474	726	748	412	609	453	516	557	221	660	497	317
	28%	28%	27%	30%	28%	25%	26%	30%	25%	28%	29%	25%
Disagree very much	478	277	201	108	199	170	181	124	93	221	170	86
	9%	11%	7%	8%	9%	9%	9%	7%	11%	9%	10%	7%
		C										
Net: Agree	3405	1567	1838	850	1383	1173	1261	1154	560	1498	1043	863
	64%	61%	66%	62%	63%	65%	64%	63%	64%	63%	61%	68%
Net: Disagree	1952	1003	949	521	808	623	697	681	314	882	667	403
	36%	39%	34%	38%	37%	35%	36%	37%	36%	37%	39%	32%
											L	

Q_CANADA. Agreement- If given the choice, I'd rather live in the United States												
		Gender		Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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BASE: UNWEIGHTED	5357	2609	2748	797	1682	2878	1631	1819	1084	1352	2258	1747
Agree very much	263	174	89	116	98	50	111	57	66	158	60	45
	5%	7%	3%	8%	4%	3%	6%	3%	7%	7%	3%	4%
		C		EF			H		H	KL		
Agree somewhat	591	359	232	196	284	110	232	229	89	297	178	115
	11%	14%	8%	14%	13%	6%	12%	12%	10%	12%	10%	9%
		C		F	F							
Disagree somewhat	937	548	389	254	393	290	340	310	159	416	307	215
	17%	21%	14%	19%	18%	16%	17%	17%	18%	17%	18%	17%
		C										
Disagree very much	3566	1489	2077	804	1416	1346	1275	1240	561	1509	1166	892
	67%	58%	75%	59%	65%	75%	65%	68%	64%	63%	68%	70%
			B			DE						J
Net: Agree	853	533	321	312	382	160	343	286	155	456	238	160
	16%	21%	12%	23%	17%	9%	18%	16%	18%	19%	14%	13%
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Net: Disagree	4504	2037	2467	1058	1809	1636	1615	1549	720	1924	1473	1107
	84%	79%	88%	77%	83%	91%	82%	84%	82%	81%	86%	87%
			B		D	DE					J	J