

These are the regional/provincial 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.

**John Wright**  
CEO - **DART Insight**  
(416) 919-2101  
[jwright@dartincom.ca](mailto:jwright@dartincom.ca)

### **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.

***Discover us at:***

[www.dartincom.ca](http://www.dartincom.ca)   [www.marublue.net](http://www.marublue.net)

**Being Canadian Geo 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

	Province						
	Total	BC	AB	SK/MB	ON	PQ	Atlantic
	(A)	(B)	(C)	(D)	(F)	(G)	(H)
BASE: All Respondents	5357	684	556	358	1995	1340	424
BASE: UNWEIGHTED	5357	600	600	1849	800	600	908
I'm proud to be a Canadian	4803	633	483	333	1862	1091	402
	90%	93%	87%	93%	93%	81%	95%
		CG	G	CG	CG		CG
Our Canadian confederation-how our governments and regions cooperate and make things work together-- is very strong	3405	424	292	222	1412	763	292
	64%	62%	52%	62%	71%	57%	69%
		C		C	BCDG		CG
If given the choice, I'd rather live in the United States	853	76	119	51	311	237	59
	16%	11%	21%	14%	16%	18%	14%
			BDFH			B	
	69%	63%	69%	71%	71%	69%	66%
				B	B		
Sometimes we can't define it, but Canadians have unique values compared to the rest of the world	4648	608	468	320	1799	1077	377
	87%	89%	84%	90%	90%	80%	89%
		G		CG	CG		G
	89%	87%	88%	90%	90%	85%	93%
				G			BG

Q\_CANADA. [Net Disagree] Agreement with statements

	Province						
	Total	BC	AB	SK/MB	ON	PQ	Atlantic
	(A)	(B)	(C)	(D)	(F)	(G)	(H)
BASE: All Respondents	5357	684	556	358	1995	1340	424
BASE: UNWEIGHTED	5357	600	600	1849	800	600	908
I'm proud to be a Canadian	554	51	73	25	134	249	22
	10%	7%	13%	7%	7%	19%	5%
			BDFH			BCDFH	
Our Canadian confederation-how our governments and regions cooperate and make things work together-- is very strong	1952	260	264	136	583	577	132
	36%	38%	48%	38%	29%	43%	31%
		F	BDFH	F		FH	
If given the choice, I'd rather live in the United States	4504	608	437	306	1685	1103	365
	84%	89%	79%	86%	84%	82%	86%
		CG		C	C		C
	31%	37%	31%	29%	29%	31%	34%
		DF					
Sometimes we can't define it, but Canadians have unique values compared to the rest of the world	709	76	89	38	197	263	47
	13%	11%	16%	10%	10%	20%	11%
			DF			BDFH	
	11%	13%	12%	10%	10%	15%	7%
	H				DH		

Q\_CANADA. Agreement- I'm proud to be a Canadian

	Province						
	Total	BC	AB	SK/MB	ON	PQ	Atlantic
	(A)	(B)	(C)	(D)	(F)	(G)	(H)
BASE: All Respondents	5357	684	556	358	1995	1340	424
BASE: UNWEIGHTED	5357	600	600	1849	800	600	908
Agree very much	3378	480	353	253	1455	549	288
	63%	70%	64%	71%	73%	41%	68%
		G	G	CG	CG		G
Agree somewhat	1425	153	130	80	407	541	114
	27%	22%	23%	22%	20%	40%	27%
						BCDFH	F
Disagree somewhat	418	36	40	19	109	200	14
	8%	5%	7%	5%	5%	15%	3%
			H			BCDFH	
Disagree very much	136	15	33	6	25	49	8
	3%	2%	6%	2%	1%	4%	2%
			BDFH			F	
Net: Agree	4803	633	483	333	1862	1091	402
	90%	93%	87%	93%	93%	81%	95%
		CG	G	CG	CG		CG
Net: Disagree	554	51	73	25	134	249	22
	10%	7%	13%	7%	7%	19%	5%
			BDFH			BCDFH	

Q\_CANADA\_Agreement- Sometimes we can't define it, but Canadians have unique values compared to the rest of the world

	Province						
	Total	BC	AB	SK/MB	ON	PQ	Atlantic
	(A)	(B)	(C)	(D)	(F)	(G)	(H)
BASE: All Respondents	5357	684	556	358	1995	1340	424
BASE: UNWEIGHTED	5357	600	600	1849	800	600	908
Agree very much	2095	280	221	167	864	381	182
	39%	41%	40%	47%	43%	28%	43%
		G	G	G	G		G
Agree somewhat	2553	328	246	153	934	696	195
	48%	48%	44%	43%	47%	52%	46%
						D	
Disagree somewhat	491	57	59	27	128	181	40
	9%	8%	11%	8%	6%	13%	9%
						BDF	
Disagree very much	218	19	30	10	69	83	7
	4%	3%	5%	3%	3%	6%	2%
			DH			BDFH	
Net: Agree	4648	608	468	320	1799	1077	377
	87%	89%	84%	90%	90%	80%	89%
		G		CG	CG		G
Net: Disagree	709	76	89	38	197	263	47
	13%	11%	16%	10%	10%	20%	11%
			DF			BDFH	

Q\_CANADA\_Agreement- Our Canadian confederation-how our governments and regions cooperate and make things work together-- is very strong

	Province						
	Total	BC	AB	SK/MB	ON	PQ	Atlantic
	(A)	(B)	(C)	(D)	(F)	(G)	(H)
BASE: All Respondents	5357	684	556	358	1995	1340	424
BASE: UNWEIGHTED	5357	600	600	1849	800	600	908
Agree very much	849	87	83	53	416	124	86
	16%	13%	15%	15%	21%	9%	20%
			G	G	BCDG		BG
Agree somewhat	2556	337	208	169	997	639	206
	48%	49%	37%	47%	50%	48%	49%
		C		C	C	C	C
Disagree somewhat	1474	194	165	103	482	434	97
	28%	28%	30%	29%	24%	32%	23%
						FH	
Disagree very much	478	66	99	33	101	143	35
	9%	10%	18%	9%	5%	11%	8%
		F	BDFGH	F		F	
Net: Agree	3405	424	292	222	1412	763	292
	64%	62%	52%	62%	71%	57%	69%
		C		C	BCDG		CG
Net: Disagree	1952	260	264	136	583	577	132
	36%	38%	48%	38%	29%	43%	31%
		F	BDFH	F		FH	

Q\_CANADA\_Agreement- If given the choice, I'd rather live in the United States

	Province						
	Total	BC	AB	SK/MB	ON	PQ	Atlantic
	(A)	(B)	(C)	(D)	(F)	(G)	(H)
BASE: All Respondents	5357	684	556	358	1995	1340	424
BASE: UNWEIGHTED	5357	600	600	1849	800	600	908
Agree very much	263	17	47	13	88	84	14
	5%	2%	8%	4%	4%	6%	3%
			BDFH			B	
Agree somewhat	591	59	73	38	223	152	45
	11%	9%	13%	11%	11%	11%	11%
Disagree somewhat	937	90	100	56	304	332	56
	17%	13%	18%	16%	15%	25%	13%
						BCDFH	
Disagree very much	3566	518	337	250	1381	771	309
	67%	76%	61%	70%	69%	58%	73%
		CG		CG	CG		CG
Net: Agree	853	76	119	51	311	237	59
	16%	11%	21%	14%	16%	18%	14%
			BDFH			B	
Net: Disagree	4504	608	437	306	1685	1103	365
	84%	89%	79%	86%	84%	82%	86%
		CG		C	C		C