



Being Canadian on Canada Day

Gender Matters, Why? Because it's 2018.

And, Things are Not so Happy in Alberta.

June 30, 2018 – A new poll of over 5,300 Canadians released by **DART Insight** on the eve of Canada's 151st Birthday finds that women are most likely to wrap themselves in the Canadian flag versus their male counterparts on questions ranging from how proud they are of Canada, recognition of a unique Canadian value system in the world, how that cooperative Confederation is strong and how likely they are, if given the choice, to stay in Canada rather than move south of the border to live in the United States.

And while the poll doesn't explore the political and policy dynamic on that perspective, some may suggest that the Trudeau Government's full on "female" agenda catering may be part of the reason for that outcome.

And speaking of politics and policy, at the other end of the scale, geographically, it's Albertans who are not feeling *as* Canadian – or likely to stay on this side of the border if given the choice to move to the United States.

Where to Begin?

There's probably not much news value in a poll of Canadians that finds that nine in 10 (90%) are proud to be Canadian – from Atlantic Canada (95%) through Ontario (93%),



Saskatchewan/Manitoba (93%), British Columbia (93%), followed by Alberta (87%) and Québec (81%).

However, what's more interesting about the findings in, is the differing levels of *intensity in that pride* across the country: two thirds (63%) are *very* proud to be a Canadian compared with three in 10 (27%) who are *somewhat* proud.

So, based on that reckoning, where are our most intensely proud Canadians?

Those who appear to be the *proudest* of being Canadian by geography across the land reside in Ontario (73%) followed closely behind by those living in Saskatchewan/Manitoba (71%), British Columbia (70%) and Atlantic Canada (68%) – with the two provinces least likely to be very proud of their citizenship are found in Alberta (64%) and Québec (41%).

And Who are the Proudest Canadians? Women...

The proudest Canadians are more likely to be women (67%) compared to men (59%) – a difference of 8 percentage points.

And those who are older (75% aged 55+) are likely to lead the way compared with middle aged (61% aged 35-54) and young (51% aged 18-34). While there is next to no differentiation in terms of how educated these proud Canadians are (62% high school or less/63% College/66% University +) there is an income differential: those who are



proudest make the most money (70% \$100,000 + annual household income) versus middle income earners (64% \$50,000-\$99,000) and lowest income Canadians (58% less than \$50,000).

Are there Unique Canadian Values?

Over the last couple of election and leadership campaigns there's been a lot of talk about "unique Canadian values". So, how do Canadians feel about it?

Again, and similar to the top line findings in the first part of this exposé, nine in 10 (87%) believe that sometimes we can't define it, but Canadians have unique values compared to the rest of the world – and they are most likely to be found in Ontario (90%) and Saskatchewan/Manitoba (90%), followed by those in Atlantic Canada (89%) and British Columbia (89%), Alberta (84%) and Québec (80%).

But What About the Intensity of this Perspective? Again, Women...

While nine in 10 (87%) agree that sometimes we can't define it, but Canadians have unique values compared to the rest of the world, only four in 10 (39%) believe *very much* that that's the case.

And, once again, women (42%) are more likely than men (36%) to hold this perspective very much along with older Canadians (45% aged 55+) compared to middle-aged (38% aged 35-54) and younger (34% aged 18-34) Canadians. Annual household income and education don't really play any differentiating role here.



Those most likely to believe in this Canadian uniqueness of values when compared to the rest of the world are led by those from Saskatchewan/Manitoba (47%) followed by Atlantic Canadians (43%) and those from Ontario (43%), British Columbia (41%), Alberta (40%) and Québec (28%).

And How Are We Doing as a Country? A Majority (64%) Believe Our Confederation is Strong...

Well, it seems that two thirds (64%) of Canadians believe that our Confederation – how our governments and regions cooperate and make things work together – is very strong compared with the other third (36%) who reject this perspective.

Those most likely to agree that our Canadian Confederation is strong is led by women (66% – 15% very much) versus men (61% – 16% very much). Older (55+ 65% – 16% very much) and University educated (68% – 15% very much) Canadians are also distinct in their views.

Geographically, There's Clearly a Rough Patch... with an Oil Patch...

And perhaps it's no surprise that the province most likely to feel that cooperative Confederation is *not* working is from the province of Alberta where inter-provincial and federal fighting over the energy patch and pipelines have left a bitter taste for those provincial residents. Even residents of Québec feel better about cooperative federalism than their western cousins.



Those most likely to agree that our Canadian Confederation – how are governments and regions cooperate and make things work together – is very strong are from Ontario (71% – 21% very much) followed by those in Atlantic Canada (69% – 20% very much), Saskatchewan/Manitoba 62% – 15% very much), British Columbia (62% – 13% very much), Québec (57% – 9% very much) and Alberta (52% – 15% very much).

Putting an even finer point on how Albertans feel, while one third (36%) of the country disagree with the perspective above, those who are most likely to disagree are from Alberta (48%) followed by those from Québec (is 43%), British Columbia (38%), Saskatchewan/Manitoba (38%), Atlantic Canada (31%) and Ontario (29%).

If Given the Choice, only 16% Would Step Across the Border to Live in the United States... But...

If given the choice, one in six Canadians (16%) would step across the border and live in the United States – and those who *really* would go, make up just 5% of the entire country.

Whereas on the other questions about Canada it was women who were more likely to wrap themselves in the Maple Leaf flag, perhaps it's not surprising that *men (21% – 7% very much) are the ones who are most likely to want to move to the United States versus just one in 10 (12% – 3% very much) of women.*

Desire to live in the US is also dependent upon age: younger Canadians (23% – 8% very much – aged 18-34) are more likely than middle-aged (17% – 4% very much – aged 35-



54) and older (9% – 3% very much – aged 55+) to want to move south of the Canadian border.

But, regionally, it's Alberta that stands out among those who would settle down in the US: 21% (8% very much) are the most likely Canadians to consider living in the United States rather than in Canada – followed by those from Québec 18% – 6% very much), Ontario (16% – 4% very much), Saskatchewan/Manitoba (14% – 4% very much), Atlantic Canada (14% – 3% very much) and British Columbia (11% – 2% very much).

*These are some of the topline findings of 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 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.*

*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 can answer the questions either in 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 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 this document 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**...*

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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).

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