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POLLING, MARKET RESEARCH
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CANADA DAY OMNI QUESTIONS

June 22, 2022





Web survey using computer-assisted Web interviewing (CAWI) technology.



1,507 Canadians were interviewed through a Leger Omnibus survey.



Between June 17 and 19, 2022.

METHODOLOGY

Leger Canada Omnibus



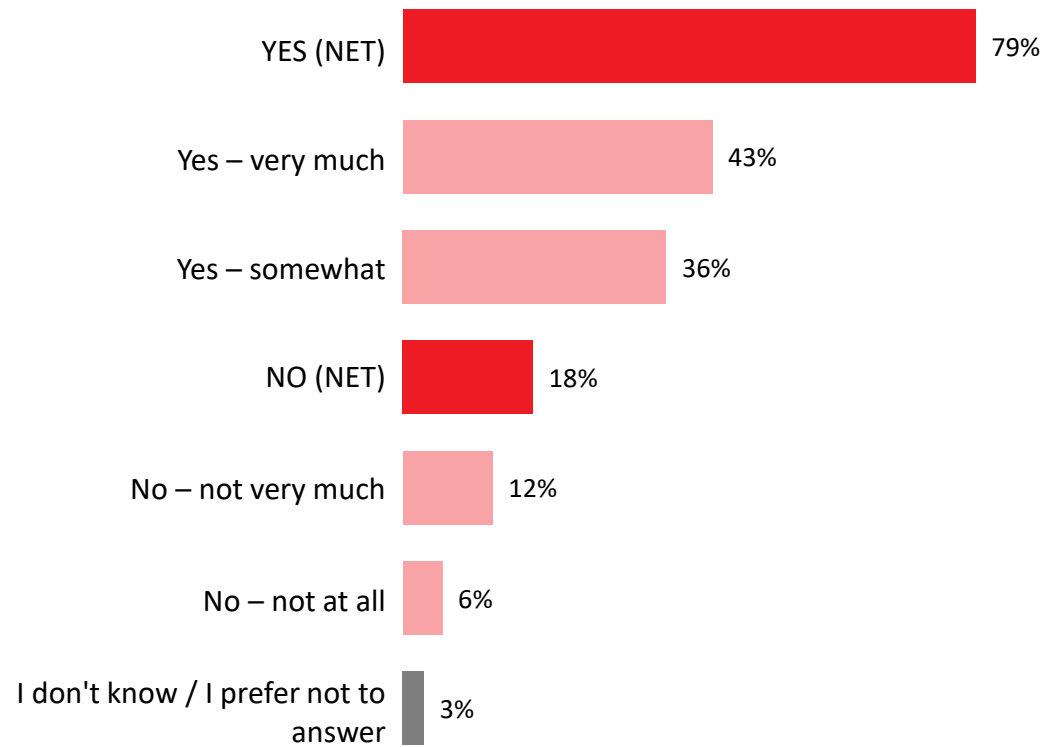
Using data from the 2016 Census, results were weighted according to gender, age, native language, region, education level and presence of children in the household in order to ensure a representative sample of the population.

8 in 10 say the Canadian flag represents their pride in Canada.



Those 45+, from Ontario and Western Canada are most likely to say it represents their pride, while younger Canadians and those from Quebec are more likely to say that it doesn't.

Does the Canadian flag represent your pride in being Canadian?



Male	Female	18-24 yrs.	25-34 yrs.	35-44 yrs.	45-54 yrs.	55-64 yrs.	65+	West	ON	QC	ATL
803	704	132	299	255	315	259	247	403	601	403	100
79%	79%	63%	76%	71%	84%	82%	88%	84%	82%	68%	77%
45%	41%	27%	32%	32%	44%	47%	61%	43%	49%	30%	49%
34%	38%	36%	44%	38%	40%	35%	27%	40%	34%	37%	29%
19%	17%	29%	19%	24%	13%	17%	11%	15%	13%	29%	22%
12%	12%	20%	11%	19%	8%	12%	9%	11%	7%	23%	14%
6%	5%	9%	8%	5%	5%	6%	2%	4%	6%	6%	8%
2%	4%	8%	5%	5%	3%	0%	0%	1%	5%	3%	1%

Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED

Q1. Does the Canadian flag represent your pride in being Canadian?

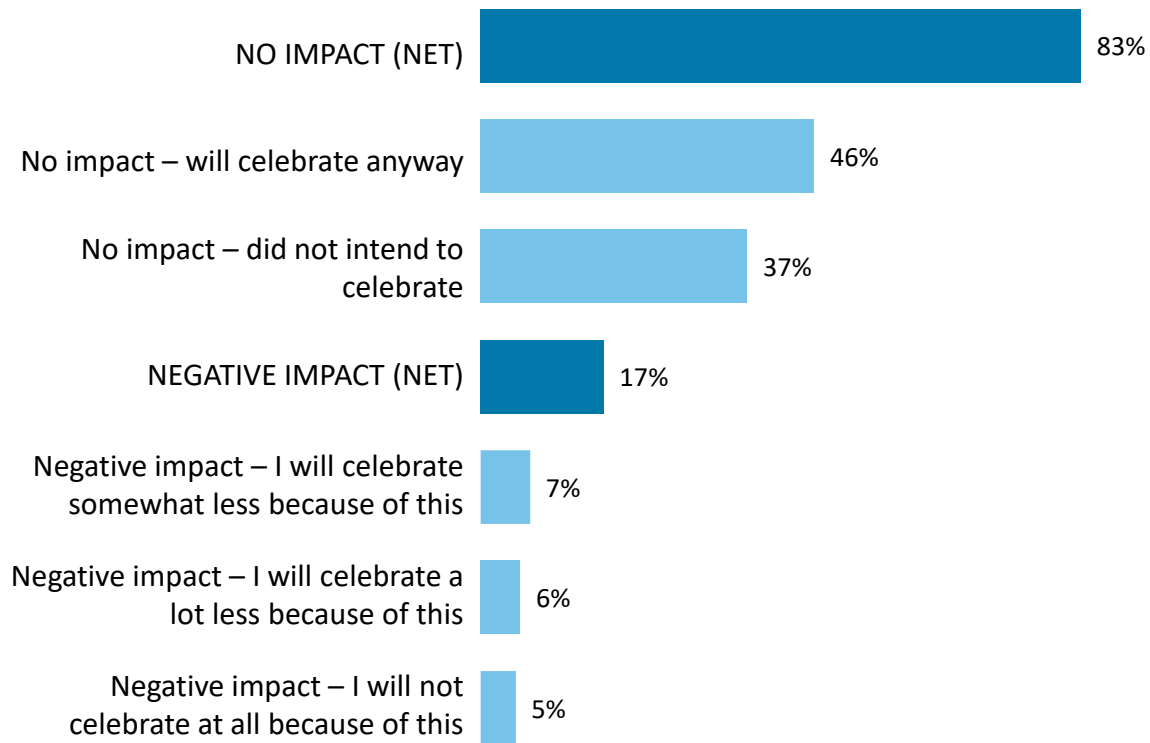
Base: Canadians (n=1507)

8 in 10 claim the Trucker Convoy will not impact how they celebrate Canada Day this year.



Those over 45 are more likely to say the Trucker Convoy will have no impact on how they celebrate, and over half of Quebecers say they did not intend to celebrate anyway. Younger (18–24-year-olds) and those in the West are more likely to say the trucker convoy will have a negative impact on how they celebrate.

Has the Trucker Convoy had an impact on how you will celebrate Canada Day this year?



	Male	Female	18-24 yrs.	25-34 yrs.	35-44 yrs.	45-54 yrs.	55-64 yrs.	65+	West	ON	QC	ATL
	803	704	132	299	255	315	259	247	403	601	403	100
NO IMPACT (NET)	82%	84%	72%	80%	79%	87%	86%	86%	76%	84%	90%	88%
No impact – will celebrate anyway	48%	44%	32%	47%	45%	53%	47%	46%	48%	49%	31%	66%
No impact – did not intend to celebrate	33%	40%	40%	33%	34%	34%	38%	41%	27%	34%	58%	23%
NEGATIVE IMPACT (NET)	18%	16%	28%	20%	21%	13%	14%	14%	24%	16%	10%	12%
Negative impact – I will celebrate somewhat less because of this	7%	7%	11%	11%	7%	4%	5%	5%	10%	7%	3%	4%
Negative impact – I will celebrate a lot less because of this	6%	5%	8%	5%	6%	5%	5%	5%	9%	5%	2%	4%
Negative impact – I will not celebrate at all because of this	5%	5%	8%	3%	7%	4%	5%	4%	6%	4%	5%	4%

Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED

Q2. Trucker Convoy - Have the following recent events or news stories had a negative impact on how you will celebrate Canada Day this year?

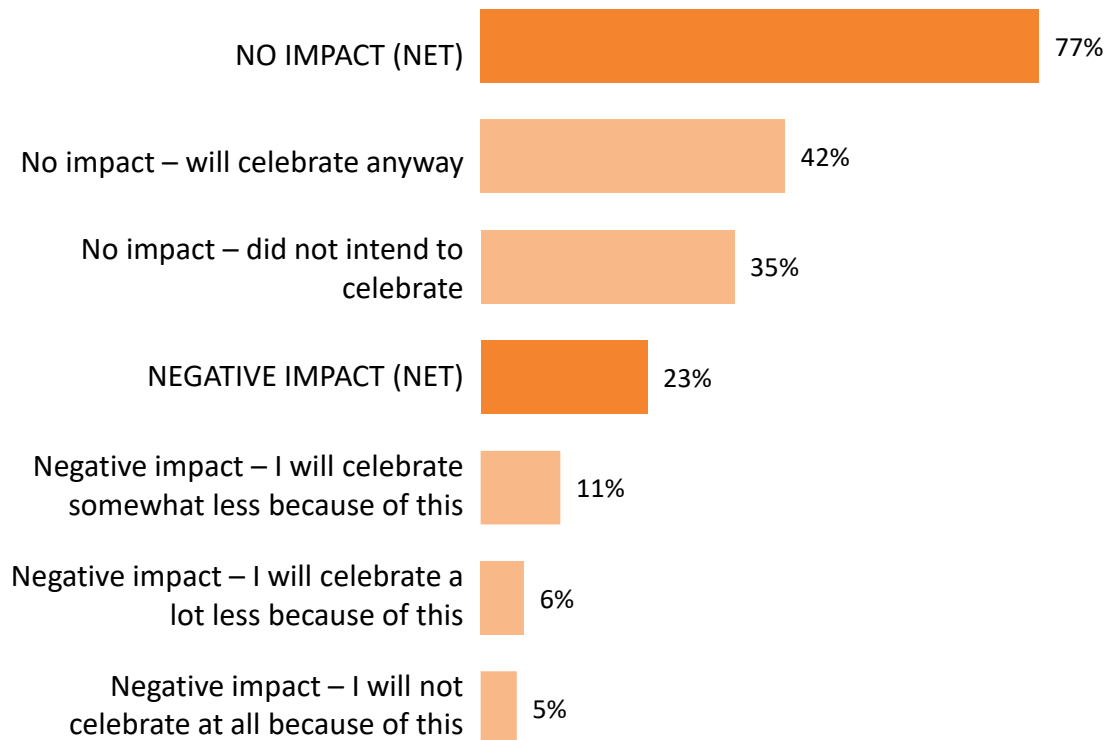
Base: Canadians (n=1507)

Three quarters of Canadians say Residential Schools will not impact how they celebrate Canada Day this year.



Like with the Trucker Convoy, older (35+) Canadians are more likely to say that Residential Schools will have no impact on how they celebrate Canada Day, with more than half of Quebecers saying they did not intend to celebrate anyway. Younger Canadians (under 35) and those from Ontario are more likely to say it will have a negative impact on how they celebrate.

Have Residential Schools had an impact on how you will celebrate Canada Day this year?



	Male	Female	18-24 yrs.	25-34 yrs.	35-44 yrs.	45-54 yrs.	55-64 yrs.	65+	West	ON	QC	ATL
	803	704	132	299	255	315	259	247	403	601	403	100
NO IMPACT (NET)	79%	75%	59%	70%	77%	82%	81%	85%	77%	74%	84%	76%
No impact – will celebrate anyway	47%	38%	24%	40%	42%	48%	44%	45%	48%	43%	29%	55%
No impact – did not intend to celebrate	33%	38%	35%	29%	36%	34%	37%	40%	29%	31%	55%	21%
NEGATIVE IMPACT (NET)	21%	25%	41%	30%	23%	18%	19%	15%	23%	26%	16%	24%
Negative impact – I will celebrate somewhat less because of this	10%	12%	21%	15%	10%	10%	9%	7%	11%	14%	7%	12%
Negative impact – I will celebrate a lot less because of this	5%	7%	8%	9%	8%	2%	5%	5%	7%	7%	3%	5%
Negative impact – I will not celebrate at all because of this	6%	5%	12%	6%	4%	5%	5%	4%	5%	6%	6%	7%

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Q2. Residential Schools- Have the following recent events or news stories had a negative impact on how you will celebrate Canada Day this year?

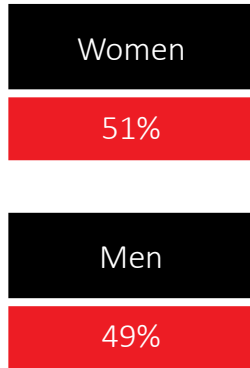
Base: Canadians (n=1507)

RESPONDENT PROFILE

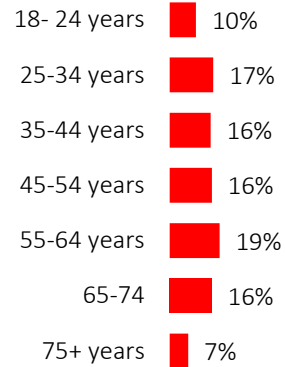


Respondent Profile

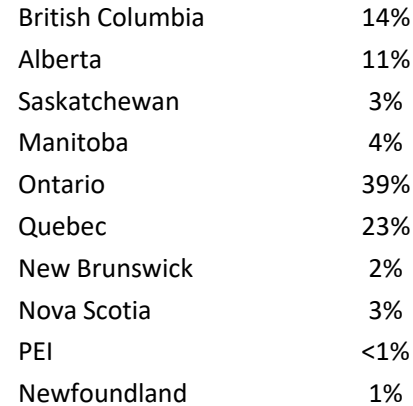
GENDER



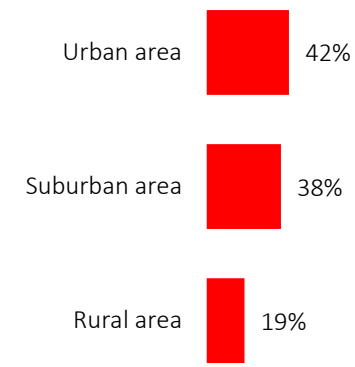
AGE



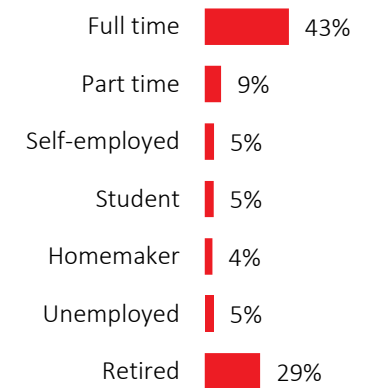
REGION



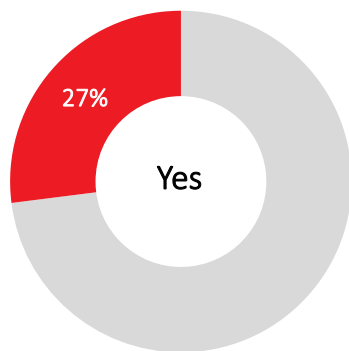
REGION TYPE



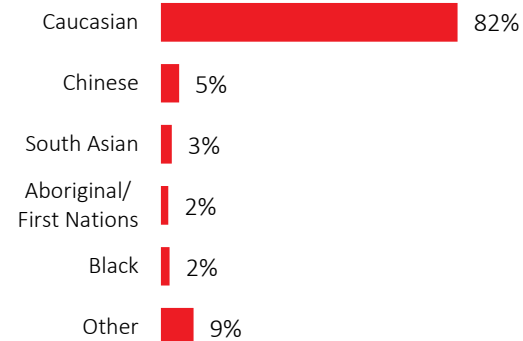
EMPLOYMENT



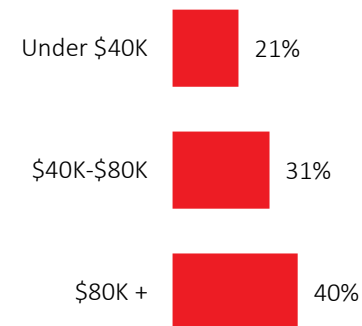
KIDS AT HOME <18 YEARS



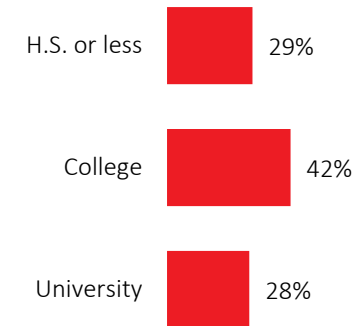
ETHNICITY



ANNUAL INCOME



EDUCATION



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