

Two-thirds of Canadians say they love country & what it stands for; the rest, swayed by standard of living

Twice as many prairie dwellers as Quebecers profess to love Canada

June 30, 2014 – As Canadians get set to celebrate this nation’s 147th birthday, two-thirds of people living here say they love this country and all it stands for, while one-quarter tie their feelings for Canada to its standard of living.

Those are some of the results of an Angus Reid Global (ARG) online survey asking Canadian adults how they feel about their country, and its institutions.

Overall, two-thirds (67%) of respondents say “they love their country and what it stands for”, while 23 per cent say they’re “attached to Canada, but only as long as it provides a good standard of living.”

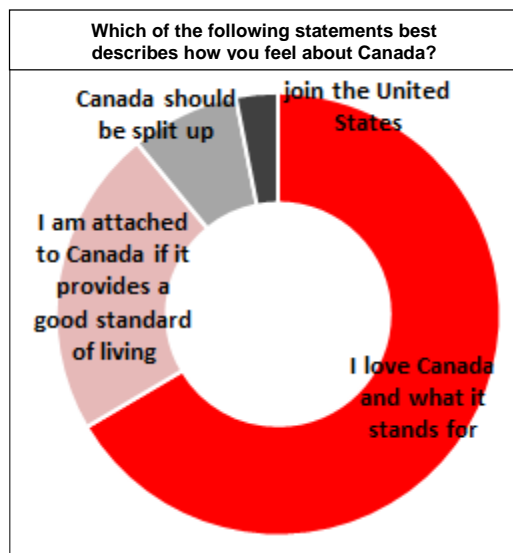
Those living in Saskatchewan and Manitoba profess the greatest love and approval towards their country (79%), nearly two-to-one over Quebecers (43%). Eight per cent of Canadians say they’d like to see the country split in two (24% in Quebec), while three per cent say Canada should join the US.

METHODOLOGY:

Angus Reid Global (ARG) conducted online surveys among 1505 and 1510 and randomly selected Canadian adults who are Angus Reid Forum members on May 15 and May 23, 2014. A probability sample of these sizes carry a margin of error of +/- 2.5%, 19 times out of 20. Discrepancies in or between totals are due to rounding.

This survey was self-commissioned and paid for by ARG.

Detailed charts, tables and regional results are found at the end of this release.



What Canada is doing well:

Asked to rank Canada in nine different areas, respondents rated this country’s democratic freedoms, quality of life and safety of cities highest. 68 per cent said our freedoms were world class or above average, while 65 and 60 per cent said the same about quality of life and the safety of our cities, respectively.

Metrics where respondents ranked Canada lowest centered on quality of government (35% said world class or above average) and economic opportunities for young people (37%).

Institutions:

Respondents were also asked how they view Canadian institutions. The Canadian Armed Forces were most favourably ranked: 87 per cent of respondents offering a favourable impression. Canadian businesses received a favourable impression from 83 per cent of respondents. The Canada Revenue Agency and Canada Post earned favourable impressions from two-thirds of respondents (66% and 64% respectively). 51 per cent of respondents view their provincial and federal governments unfavourably.

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Regional differences:

- The Armed Forces are viewed the most favourably across the Prairies (94% in Alberta and 92% in Manitoba and Saskatchewan)
- Fewer Atlantic Canadians have a favourable view of Canada Post (50%).
- Those living in Saskatchewan and Manitoba were least likely to have a favourable view of the federal government (38%)

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Detailed tables are on the following pages.

Which of the following statements best describes how you feel about Canada?							
	Total	Region					
		BC (202)	AB (177)	MB/SK (90)	ON (538)	PQ (362)	ATL (139)
I have a deep emotional attachment to Canada. I love the country and what it stands for.	67%	75%	74%	79%	74%	43%	69%
I am attached to Canada but only as long as it provides a good standard of living	23%	21%	22%	15%	21%	27%	28%
I am not attached to Canada and would prefer to see the country split up into two or more smaller countries	8%	3%	2%	3%	3%	24%	2%
I think Canada should join the United States	3%	1%	2%	3%	3%	6%	2%

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Please indicate how you think Canada rates in each of the following areas:
World Class + Above Average

	Total	Region					
		BC (208)	AB (167)	MB/SK (103)	ON (590)	PQ (336)	ATL (101)
The democratic freedoms here	68%	59%	71%	60%	73%	69%	61%
The quality of life most citizens have	65%	61%	63%	65%	67%	69%	57%
The safety of our cities	60%	55%	53%	45%	65%	67%	50%
Quality of healthcare	56%	56%	54%	56%	64%	47%	47%
Degree of social harmony	55%	48%	50%	48%	57%	61%	46%
Quality of public education	48%	43%	47%	43%	53%	50%	37%
Social Services available	44%	39%	46%	37%	44%	50%	39%
Economic opportunities for young people	37%	28%	54%	40%	30%	44%	33%
Quality of government	35%	30%	36%	31%	36%	36%	28%

Do you have an overall favourable or unfavourable view of the following organizations or institutions:
Favourable

	Total	Region					
		BC (208)	AB (167)	MB/SK (103)	ON (590)	PQ (336)	ATL (101)
The Canadian Armed Forces	87%	90%	94%	92%	91%	76%	88%
Canadian business	83%	84%	90%	83%	84%	78%	82%
The Canada Border Services Agency	79%	70%	81%	84%	82%	78%	78%
The news media	70%	65%	70%	74%	67%	79%	67%
Your local/municipal government	66%	65%	72%	58%	59%	78%	65%
Canada Post	66%	64%	58%	71%	65%	76%	50%
The Canada Revenue Agency	64%	61%	67%	63%	67%	64%	58%
The chartered banks	62%	53%	71%	62%	62%	61%	66%
Your federal government in Ottawa	49%	42%	59%	38%	52%	49%	40%
Your provincial government	49%	47%	42%	46%	42%	63%	53%

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How much impact would you say the federal government has on your own day-to-day life?

	Total	Region					
		BC (203)	AB (157)	MB/SK (97)	ON (570)	PQ (371)	ATL (112)
A major impact	22%	24%	22%	13%	27%	14%	29%
A fair amount of impact	54%	59%	51%	66%	54%	53%	50%
Not much impact	20%	14%	23%	18%	17%	28%	15%
No real impact	4%	3%	5%	3%	3%	5%	7%

Angus Reid Global is a public affairs practice of Vision Critical, headed by Dr. Angus Reid, Canada's best known and longest practicing pollster. He's spent more than four decades asking questions about what people feel, how they think and who they will vote for. He is supported by a team of practitioners conducting high quality research for corporations, governments and non-profit organizations.

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