

CANADA DAY 2022 POLL

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COUNSEL

METHODOLOGY



1,093 Canadian residents were surveyed between June 24th and June 25th, 2022.

We used the *Lucid Exchange Platform* as the sample provider, which blends a variety of partner panels.

If the survey was a probability-based random sample of the same size, it would be considered accurate to +/- **3 nineteen times out of twenty**.



Results are sub-regionally weighted for:

- Age, education and birth sex according to the 2015 Census.



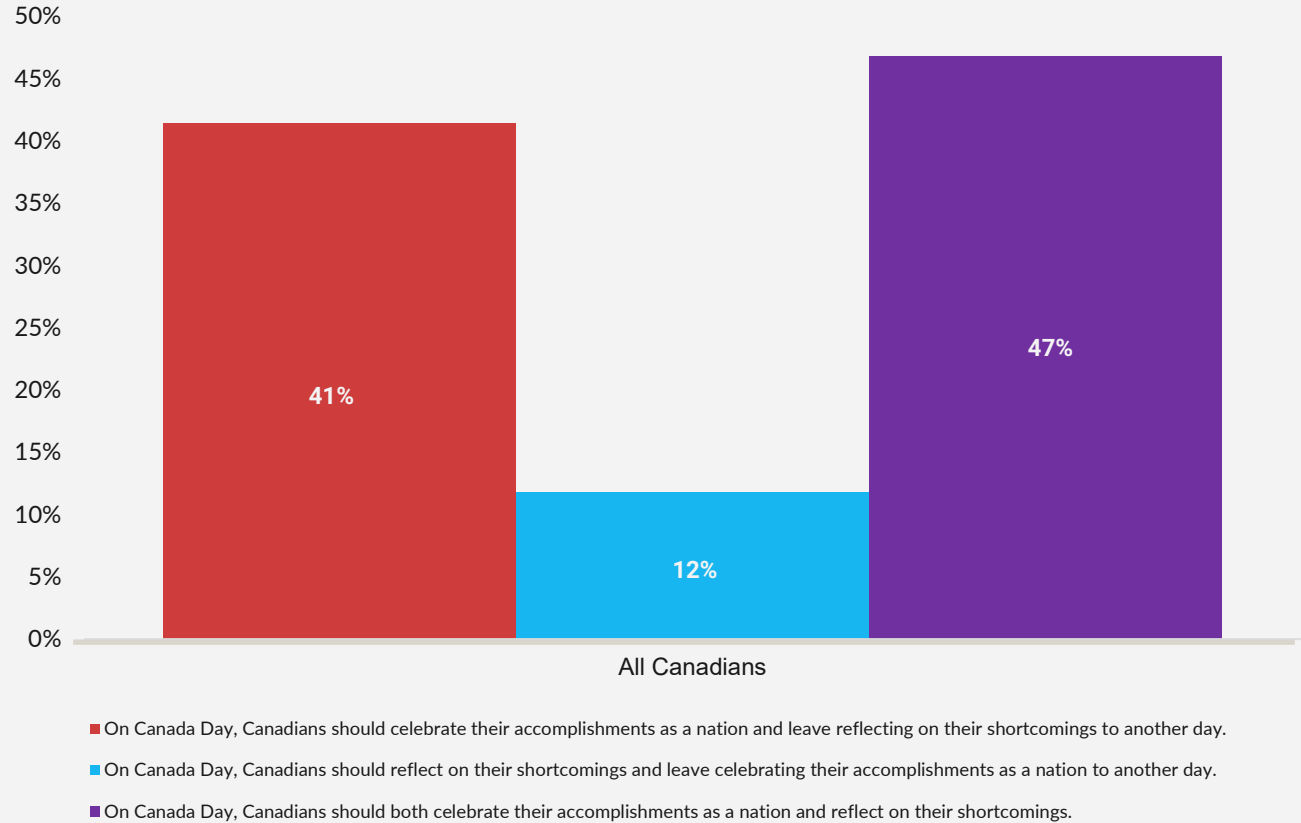
CELEBRATE OR REFLECT

Nearly half of respondents (47%) believe that Canadians should both celebrate and reflect.

Only 12% believe that Canada Day should be strictly for reflecting and not celebrating.



Q: Which of the following statements do you agree with the most?



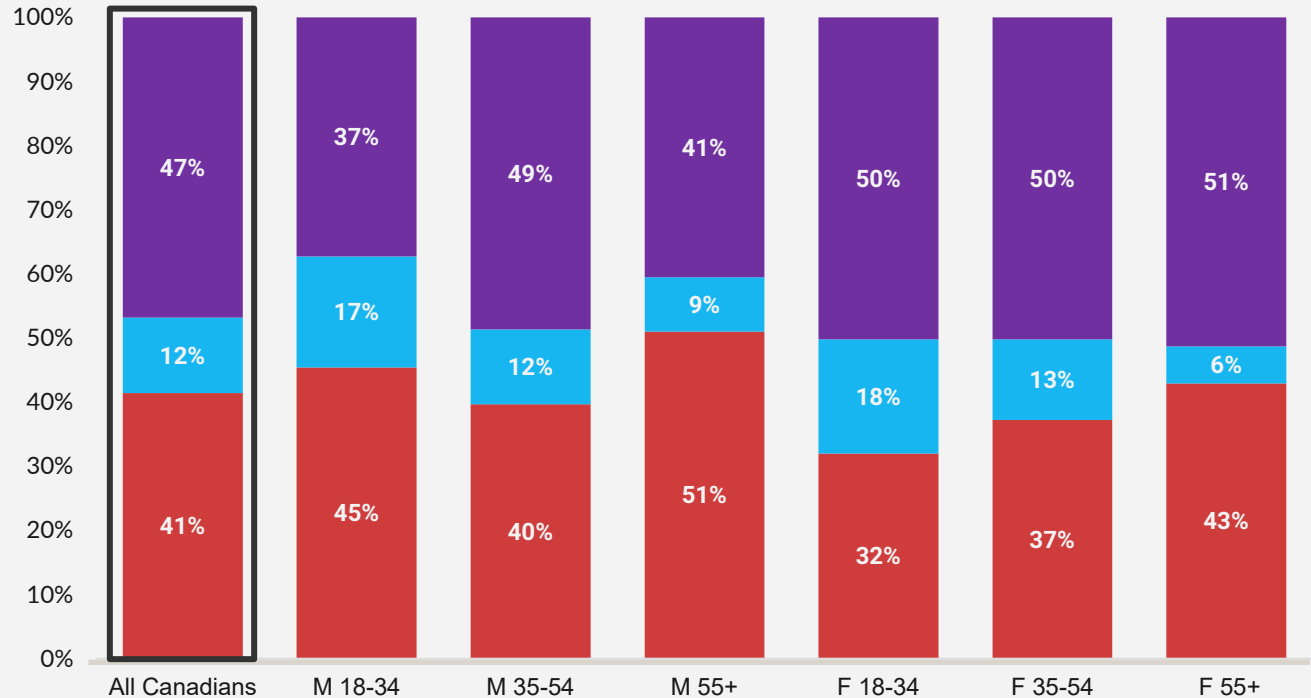
CELEBRATE OR REFLECT

Females are less likely than males to say Canada Day is exclusively for celebrating.

As Canadians get older, they are less likely to believe Canada Day is exclusively for reflecting on shortcomings.



Q: Which of the following statements do you agree with the most?



■ On Canada Day, Canadians should both celebrate their accomplishments as a nation and reflect on their shortcomings.

■ On Canada Day, Canadians should reflect on their shortcomings and leave celebrating their accomplishments as a nation to another day.

■ On Canada Day, Canadians should celebrate their accomplishments as a nation and leave reflecting on their shortcomings to another day.

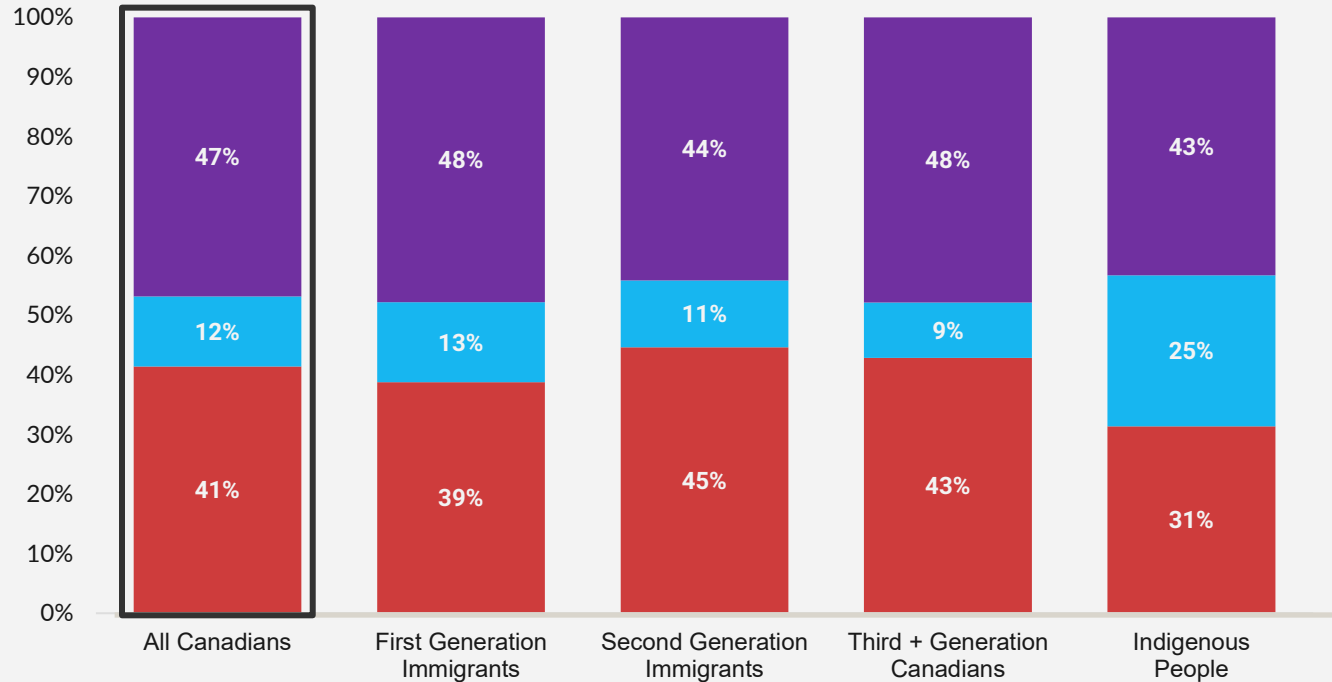
CELEBRATE OR REFLECT

Second Generation Canadians are most likely to say Canada Day is exclusively for celebrating.

Among Indigenous respondents, 25% believe Canada Day should solely be for reflection.



Q: Which of the following statements do you agree with the most?



- On Canada Day, Canadians should both celebrate their accomplishments as a nation and reflect on their shortcomings.
- On Canada Day, Canadians should reflect on their shortcomings and leave celebrating their accomplishments as a nation to
- On Canada Day, Canadians should celebrate their accomplishments as a nation and leave reflecting on their shortcomings to

THE FLAG

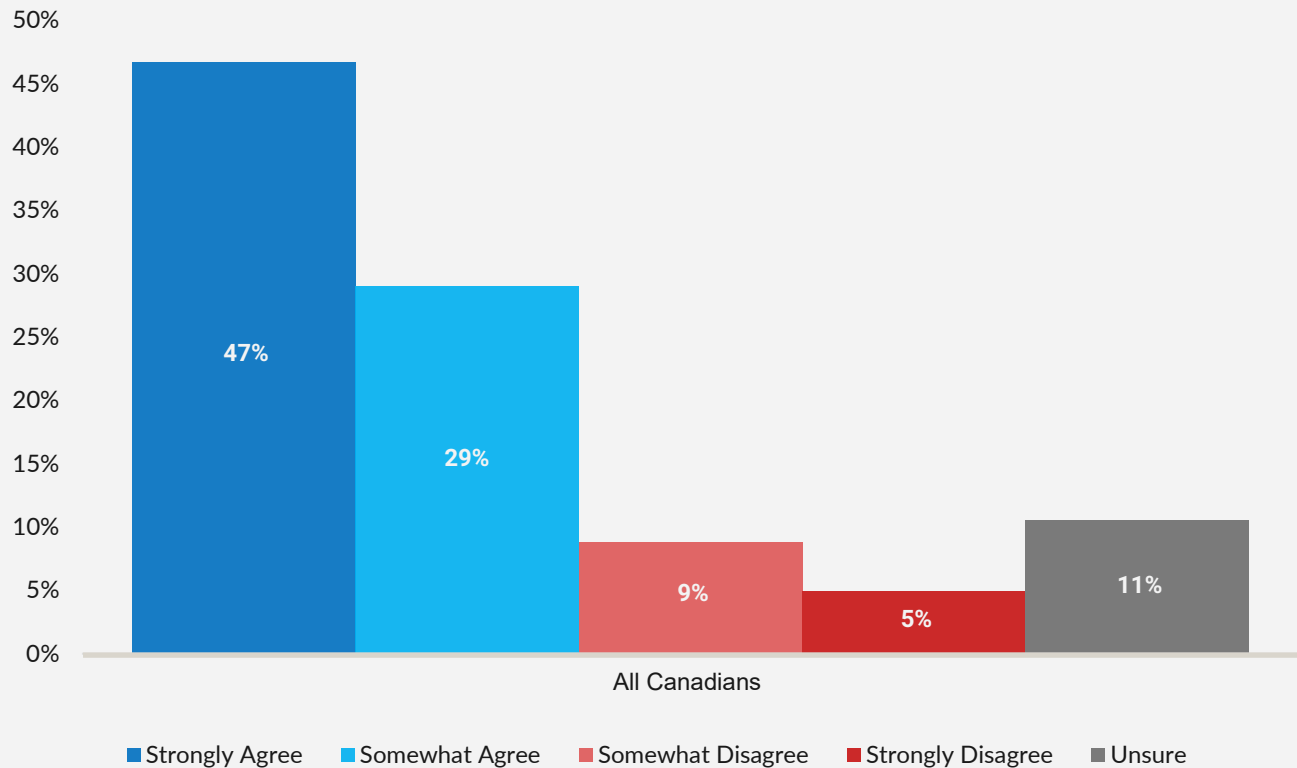
76% of Canadians say they are proud to fly the Canadian flag.

Just 14% of Canadians disagreed.



Q: Do you agree or disagree with the following statement:

I am proud to fly the Canadian flag.



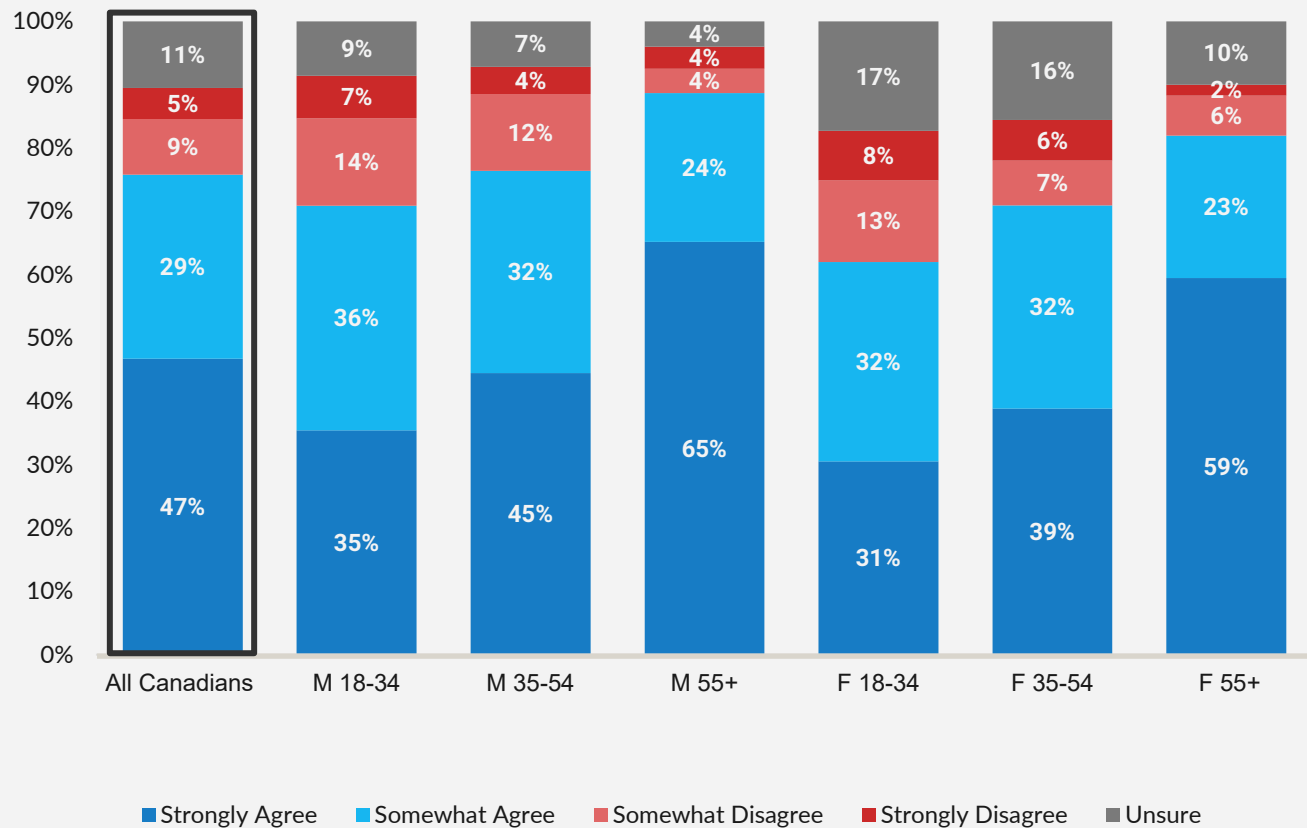
THE FLAG

As Canadians get older, they are more likely to say they are proud to fly the Canadian flag.



Q: Do you agree or disagree with the following statement:

I am proud to fly the Canadian flag.



THE FLAG

New Canadians and Third + Generation Canadians are nearly identical in terms of pride in flying the Canadian flag.

Convoy supporters and those who oppose the convoy are also identical.

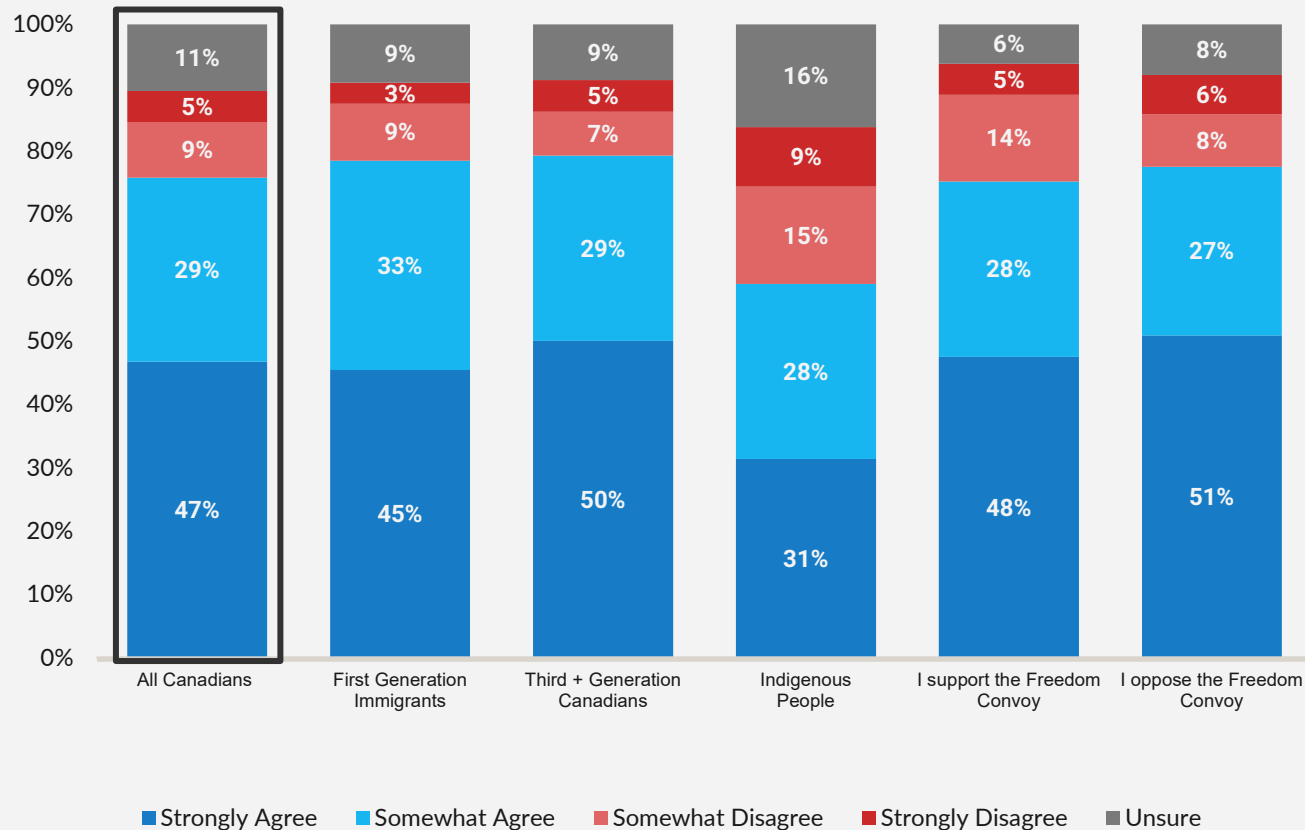
76% of all respondents say they are proud to fly the flag.

59% of Indigenous respondents say they are proud to fly the flag vs 24% who disagree.



Q: Do you agree or disagree with the following statement:

I am proud to fly the Canadian flag.



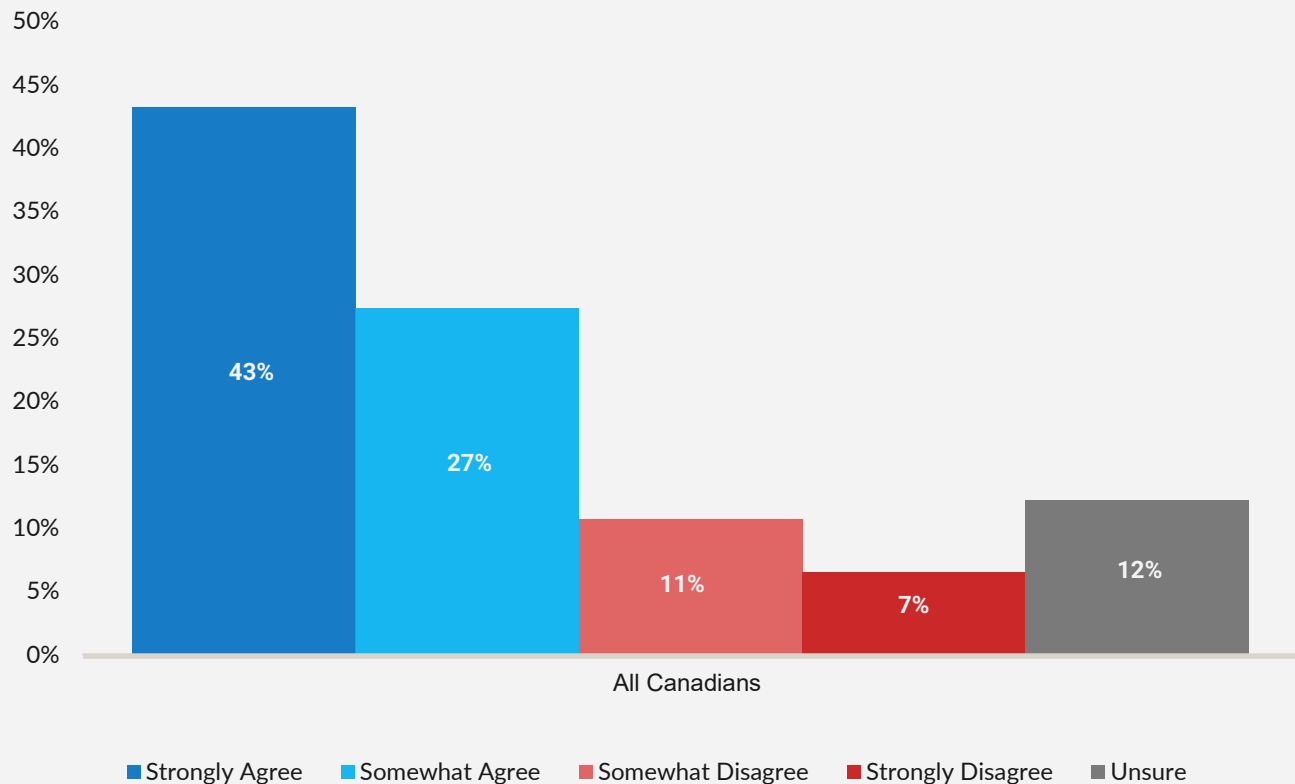
THE FLAG

70% of Canadians would fly a Canadian flag if it was given to them for free vs. just 18% who would not.



Q: Do you agree or disagree with the following statement:

If I was given a free Canadian flag, I would fly it.



THE FLAG

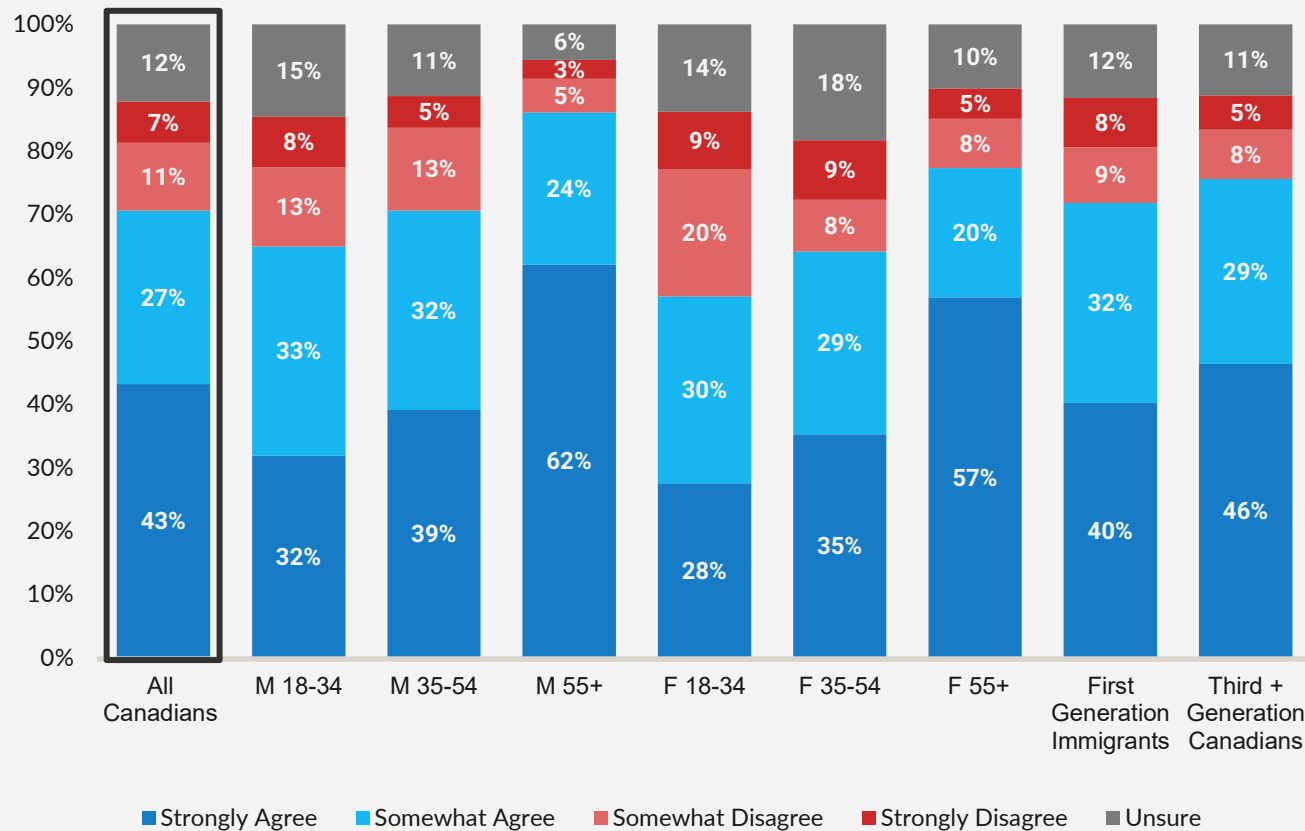
The number of people who would fly a Canadian flag if they were given it for free increases with age.

First Generation Canadians are nearly as likely to agree as Third + Generation Canadians.



Q: Do you agree or disagree with the following statement:

If I was given a free Canadian flag, I would fly it.



THE FLAG

Strong disagreement (56%) to any thought of adopting a new flag.

Canadians are four times more likely to say they want to keep the current flag than adopt a new one (71% vs. 17%)



Q: Do you agree or disagree with the following statement:

Canada should adopt a new national flag.

