

CANADIAN PRESS / LEGER MARKETING

Canadians and Canada

Report



1.0 Study Highlights

- Canada offers the highest standard of living in the world.

Question: *Do you agree or disagree with the statement that Canada is the country that offers the best standard of living in the world?*

n=1514	AGREE	DISAGREE	Don't know
Canada	75%	22%	3%

- A majority of Canadians identify themselves first and foremost with Canada rather than with their province.

Question: *Do you personally identify yourself first and foremost with your CITY, your PROVINCE or with Canada?*

n=1514	CANADA	CITY	PROVINCE	Don't know / Refusal
Canada	53%	23%	21%	3%

- Canadians seem to believe that the federal government does not sufficiently look after the interests of the various regions.

Question: *In your opinion, does the federal government sufficiently look after the interests of your region?*

n=1514	YES	NO	Don't know / Refusal
Canada	40%	54%	6%

- Canadians have more trust in their provincial governments to solve their daily problems.

Question: *Who do you trust most to solve your daily problems, the Government of Canada or your PROVINCIAL government?*

n=1514	Government of CANADA	PROVINCIAL Government	Neither	Don't know
Canada	18%	49%	29%	3%

- Despite some differences, the population is proud to be Canadian.

Question: *Are you proud to be Canadian?*

n=1514	YES	NO	Refusal
Canada	95%	4%	1%

2.0 Results

2.1 Canada Offers the Highest Standard of Living in the World

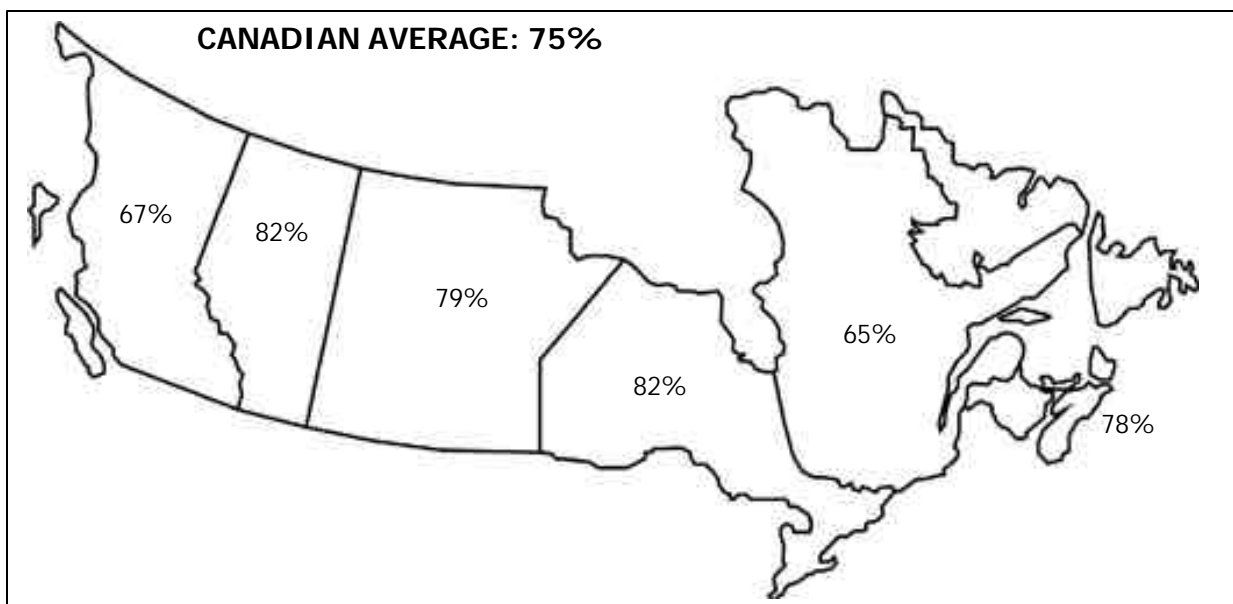
75% of Canadians agree with the statement that Canada offers the highest standard of living in the world, while 22% disagree with this statement and 3% did not state their opinion in this respect.

A difference based on language and region should, however, be noted. We therefore see that 82% of Ontarians agree with the statement, but that only 65% of Quebecers and 67% of British Columbians agree with it.

Question: *Do you agree or disagree with the statement that Canada is the country that offers the best standard of living in the world?*

n=1514	AGREE	DISAGREE	Don't know
Atlantic provinces	78%	15%	7%
Quebec	65%	33%	3%
Ontario	82%	16%	2%
Prairies	79%	17%	3%
Alberta	82%	15%	3%
British Columbia	67%	30%	4%
Canada	75%	22%	3%

Proportion of Canadians who think that Canada offers the highest standard of living of all countries



2.2 A Majority of Canadians Identify Themselves with Canada First

53% of Canadians identify themselves with Canada first, while 23% identify themselves with their city first and 21% with their province.

In this respect, we can see that the country is clearly divided between citizens who live east of Ontario and those who live west of Quebec. In fact, only 32% of Quebecers and a similar proportion of residents from the Atlantic provinces identify themselves first with Canada, while these proportions range from 50 to 68% among citizens of other provinces.

Moreover, 38% of people from the Atlantic provinces and 41% of Quebecers identify themselves more with their respective provinces, while this rate stands at only 10% among Ontarians.

Question: *Do you personally identify yourself first and foremost with your CITY, your PROVINCE or with Canada?*

n=1514	CITY	PROVINCE	CANADA	Don't know / Refusal
Atlantic provinces	25%	38%	32%	5%
Quebec	24%	41%	32%	2%
Ontario	20%	10%	68%	2%
Prairies	29%	17%	50%	4%
Alberta	25%	22%	52%	2%
British Columbia	23%	11%	61%	5%
Canada	23%	21%	53%	3%

2.3 Canadians Seem to Believe that the Federal Government Does Not Sufficiently Look After the Interests of the Various Regions

According to 54% of the population in Canada, the federal government does not sufficiently look after the interests of the various regions.

This opinion is shared by more Francophones (62%), those 45-54 years of age (64%) and citizens of British Columbia (72%). However, it was noted that with the exception of Ontario (55%), the level of satisfaction with regard to the interest paid to their province by the federal government does not pass the 50% mark in any other region.

Question: *In your opinion, does the federal government sufficiently look after the interests of your region?*

n=1514	YES	NO	Don't know / Refusal
Atlantic provinces	30%	59%	11%
Quebec	35%	59%	6%
Ontario	55%	41%	4%
Prairies	31%	60%	9%
Alberta	37%	55%	8%
British Columbia	19%	72%	9%
Canada	40%	54%	6%

2.4 Canadians Have More Trust in their Provincial Governments to Solve their Daily Problems

49% of Canadians trust their provincial governments to a greater extent to help them solve their daily problems, while 18% have more trust in the Government of Canada and 29% trust neither levels of government.

In fact, citizens of British Columbia clearly stand out from the other provinces since 41% of them trust neither levels of governments. Moreover, 62% of Albertans and 60% of those who live in the Prairies give their trust to their provincial governments.

Question: *Who do you trust most to solve your daily problems, the Government of Canada or your PROVINCIAL government?*

n=1514	Government of CANADA	PROVINCIAL Government	Neither	Don't know
Atlantic provinces	15%	46%	38%	1%
Quebec	20%	48%	30%	2%
Ontario	22%	51%	24%	3%
Prairies	10%	60%	26%	4%
Alberta	8%	62%	26%	5%
British Columbia	21%	34%	41%	4%
Canada	18%	49%	29%	3%

2.5 Despite Certain Differences, the Population is Proud to be Canadian

95% of the population is proud to be Canadian.

This sense of pride manifests itself in all provinces, including Quebec with 87%.

Question: *Are you proud to be Canadian?*

n=1514	YES	NO	Refusal
Atlantic provinces	98%	1%	1%
Quebec	87%	12%	1%
Ontario	98%	1%	1%
Prairies	98%	2%	0%
Alberta	95%	5%	0%
British Columbia	98%	1%	1%
Canada	95%	4%	1%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1514 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between March 5 and 10, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1514 respondents is of $\pm 2.6\%$, 19 times out of 20.