

PROV: In which province or territory do you live?

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
New Brunswick	112	55	58	-	8	15	20	17	17	23	12	12	16	20	23	30
	2%	2%	2%		3%	2%	2%	3%	2%	2%	2%	1%	2%	2%	3%	3%
Nova Scotia	140	64	73	2	13	26	23	12	18	34	19	17	21	26	26	31
	3%	3%	3%	8%	4%	4%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%
Prince Edward Island	21	10	11	-	2	5	3	2	2	6	2	5	3	3	5	4
	0%	0%	0%		1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%
Newfoundland and Labrador	79	38	41	-	6	13	12	11	8	19	9	13	11	15	14	17
	2%	2%	2%		2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	2%
Quebec	1207	588	618	-	80	159	211	166	155	283	152	181	189	204	214	267
	23%	24%	23%		26%	24%	26%	25%	22%	21%	24%	21%	23%	23%	24%	25%
							J	J								L
Ontario	1983	939	1026	14	116	235	281	224	261	576	227	361	307	357	328	403
	38%	38%	39%	58%	38%	36%	35%	34%	38%	42%	35%	41%	38%	40%	37%	38%
										FGH		K				
Manitoba	182	87	93	1	15	25	26	27	23	41	28	34	29	30	29	33
	4%	4%	4%	5%	5%	4%	3%	4%	3%	3%	4%	4%	4%	3%	3%	3%
Saskatchewan	155	77	79	-	9	24	20	25	22	36	23	24	25	25	26	33
	3%	3%	3%		3%	4%	2%	4%	3%	3%	4%	3%	3%	3%	3%	3%
Alberta	580	287	291	2	30	60	86	59	98	167	81	116	105	99	89	90
	11%	12%	11%	9%	10%	9%	11%	9%	14%	12%	13%	13%	13%	11%	10%	8%
									FH	H	P	P	P			
British Columbia	699	333	360	5	27	95	118	114	87	183	89	111	105	121	122	151
	14%	13%	14%	20%	9%	14%	15%	17%	13%	13%	14%	13%	13%	13%	14%	14%
						E	E	EIJ		E						
Northwest Territories	6	3	3	-	0	0	0	0	0	4	1	0	1	1	2	1
	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Yukon	5	3	3	-	0	0	0	1	1	2	0	1	1	1	1	1
	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	4	2	2	-	0	0	0	0	0	3	-	2	1	1	1	0
	0%	0%	0%		0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%

Comparison Groups: BCD/EF GHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

PROV2: PROVINCES with grouped PRAIRIES & ATLANTIC

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Atlantic Canada	352	167	182	2	29	60	57	42	44	82	42	46	51	63	67	83
	7%	7%	7%	8%	9%	9%	7%	6%	6%	6%	7%	5%	6%	7%	8%	8%
Quebec	1207	588	618	-	80	159	211	166	155	283	152	181	189	204	214	267
	23%	24%	23%		26%	24%	26%	25%	22%	21%	24%	21%	23%	23%	24%	25%
							J	J								L
Ontario	1983	939	1026	14	116	235	281	224	261	576	227	361	307	357	328	403
	38%	38%	39%	58%	38%	36%	35%	34%	38%	42%	35%	41%	38%	40%	37%	38%
										FGH		K				
Prairies	338	164	172	1	24	49	46	52	45	76	51	58	53	55	55	66
	7%	7%	6%	5%	8%	7%	6%	8%	7%	6%	8%	7%	7%	6%	6%	6%
Alberta	580	287	291	2	30	60	86	59	98	167	81	116	105	99	89	90
	11%	12%	11%	9%	10%	9%	11%	9%	14%	12%	13%	13%	13%	11%	10%	8%
									FH	H	P	P	P			
British Columbia	699	333	360	5	27	95	118	114	87	183	89	111	105	121	122	151
	14%	13%	14%	20%	9%	14%	15%	17%	13%	13%	14%	13%	13%	13%	14%	14%
						E	E	EIJ		E						
Northwest Territories	6	3	3	-	0	0	0	0	0	4	1	0	1	1	2	1
	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Yukon	5	3	3	-	0	0	0	1	1	2	0	1	1	1	1	1
	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	4	2	2	-	0	0	0	0	0	3	-	2	1	1	1	0
	0%	0%	0%		0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%

Comparison Groups: BCD/efghij/klmnop

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

AGE: Please indicate in which of the following age categories you belong?

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Between 16 and 24	644	297	339	5	83	83	66	61	69	115	644	-	-	-	-	-
	12%	12%	13%	20%	27%	13%	8%	9%	10%	8%	100%					
					FGHIJ	GJ										
Between 25 and 34	876	446	415	14	45	105	155	143	157	206	-	876	-	-	-	-
	17%	18%	16%	57%	15%	16%	19%	22%	23%	15%		100%				
		C		BC			J	EFJ	EFJ							
Between 35 and 44	813	397	415	1	32	75	122	91	128	287	-	-	813	-	-	-
	16%	16%	16%	3%	10%	11%	15%	14%	19%	21%			100%			
									EF	EFGH						
Between 45 and 54	901	438	458	4	34	88	100	107	137	333	-	-	-	901	-	-
	17%	18%	17%	15%	11%	13%	12%	16%	20%	24%				100%		
									EFG	EFGH						
Between 55 and 64	878	429	449	-	61	114	138	99	97	254	-	-	-	-	878	-
	17%	17%	17%		20%	17%	17%	15%	14%	18%					100%	
										I						
Between 65 and 74	797	354	441	1	35	129	162	125	75	149	-	-	-	-	-	797
	15%	14%	17%	5%	12%	20%	20%	19%	11%	11%						75%
					EIJ	EIJ	EIJ									
75 or older	264	126	138	-	14	62	58	33	29	33	-	-	-	-	-	264
	5%	5%	5%		5%	9%	7%	5%	4%	2%						25%
					EHIJ	J	J									

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Gender: What is your gender?
 Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Male gender	2485	2485	-	-	134	277	375	319	388	762	297	446	397	438	429	480
	48%	100%			44%	42%	47%	48%	56%	55%	46%	51%	49%	49%	45%	
									EFGH	EFGH						
Female gender	2656	-	2656	-	168	376	421	333	300	610	339	415	415	458	449	580
	51%		100%		55%	57%	53%	51%	43%	44%	53%	47%	51%	51%	51%	55%
					IJ	HIJ	IJ	IJ								L
Gender diverse	25	-	-	25	3	4	4	7	3	3	5	14	1	4	-	1
	0%			100%	1%	1%	0%	1%	0%	0%	1%	2%	0%	0%		0%
								J				MNP				
Prefer not to answer	6	-	-	-	-	-	-	-	-	1	3	1	-	1	0	1
	0%									0%	0%	0%		0%	0%	0%

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q1a: This year, various Canada Day programming presented by the Government of Canada was "virtual" - in other words it was activities on the Web, televised and streamed online through a range of social Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Yes	2788	1296	1474	16	155	325	451	349	402	759	309	472	409	450	514	636
	54%	52%	55%	64%	51%	50%	56%	53%	58%	55%	48%	54%	50%	50%	59%	60%
			B				F		F						KMN	KLMN
No	2385	1189	1182	9	150	332	349	310	290	617	335	404	404	452	364	426
	46%	48%	45%	36%	49%	50%	44%	47%	42%	45%	52%	46%	50%	50%	41%	40%
		C				GI					OP	P	OP	OP		

Comparison Groups: BCD/EFHGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q1b: Where did you see, read or hear Government of Canada advertising about the 2020 virtual Canada Day celebration?

Base: Respondents aware of GoC virtual celebration advertising

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	2788	1296	1474	16	155	325	451	349	402	759	309	472	409	450	513	636
Unweighted Total	2709	1262	1431	13	151	315	429	349	382	754	254	330	450	499	531	645
Television	1532	684	844	3	71	179	248	214	216	399	98	164	161	255	346	509
	55%	53%	57%	20%	46%	55%	55%	61%	54%	53%	32%	35%	39%	57%	67%	80%
		D	D					EJ						KLM	KLMN	KLMNO
Facebook	820	342	476	3	66	106	136	108	121	219	125	218	139	122	124	91
	29%	26%	32%	17%	43%	33%	30%	31%	30%	29%	41%	46%	34%	27%	24%	14%
			B		GHIJ						NOP	MNOP	OP	P	P	
Radio	591	275	310	5	25	73	86	77	70	190	55	99	95	80	136	126
	21%	21%	21%	30%	16%	23%	19%	22%	17%	25%	18%	21%	23%	18%	26%	20%
									EGI						KNP	
Internet website	535	282	246	7	25	65	84	41	96	170	92	103	92	84	88	75
	19%	22%	17%	43%	16%	20%	19%	12%	24%	22%	30%	22%	23%	19%	17%	12%
		C				H	H		H	H	NOP	P	P	P	P	
A daily newspaper	308	142	165	1	17	34	50	36	53	78	20	44	28	42	59	114
	11%	11%	11%	9%	11%	10%	11%	10%	13%	10%	6%	9%	7%	9%	12%	18%
															KM	KLMNO
Instagram	285	138	147	0	24	28	41	43	52	59	91	110	37	24	21	3
	10%	11%	10%	1%	15%	9%	9%	12%	13%	8%	29%	23%	9%	5%	4%	0%
					J			J	J		MNOP	MNOP	OP	P	P	
YouTube	277	161	116	-	26	28	48	29	56	64	78	78	56	35	25	13
	10%	12%	8%		17%	9%	11%	8%	14%	8%	23%	16%	14%	8%	5%	2%
		C			FHJ				HJ		MNOP	NOP	NOP	P	P	
A community or weekly newspaper	186	86	97	4	11	28	35	11	31	45	28	33	24	25	33	44
	7%	7%	7%	25%	7%	9%	8%	3%	8%	6%	9%	7%	6%	6%	6%	7%
						H	H		H							
On the Government of Canada website specifically	177	93	83	2	10	29	31	25	36	34	21	45	36	30	27	19
	6%	7%	6%	11%	6%	9%	7%	7%	9%	5%	7%	9%	9%	7%	5%	3%
							J		J			P	P	P		
Twitter	173	91	79	4	17	12	37	24	25	43	34	44	22	45	15	13
	6%	7%	5%	23%	11%	4%	8%	7%	6%	6%	11%	9%	5%	10%	3%	2%
					F		F				MOP	OP	P	MOP		
A general Google search	158	73	84	2	9	14	32	19	26	38	38	48	19	23	15	16
	6%	6%	6%	10%	6%	4%	7%	6%	7%	5%	12%	10%	5%	5%	3%	2%
											MNOP	MNOP				

Outdoor billboards	70	34	32	4	6	12	11	10	14	13	15	19	13	11	6	5
	3%	3%	2%	24%	4%	4%	2%	3%	4%	2%	5%	4%	3%	2%	1%	1%
Magazines	50	37	13	-	3	4	11	2	21	9	10	19	11	7	-	2
	2%	3%	1%		2%	1%	3%	0%	5%	1%	3%	4%	3%	2%		0%
		C					H		EFGHJ		P	NP	P			
Word of mouth	26	15	12	-	1	3	5	3	2	7	4	2	8	4	4	4
	1%	1%	1%		0%	1%	1%	1%	0%	1%	1%	0%	2%	1%	1%	1%
Other	14	7	8	-	-	1	3	0	1	6	8	1	2	2	1	0
	1%	1%	1%			0%	1%	0%	0%	1%	2%	0%	1%	0%	0%	0%
											LOP					
Can't remember	90	39	50	-	8	11	10	9	7	24	7	15	15	17	18	18
	3%	3%	3%		5%	4%	2%	3%	2%	3%	2%	3%	4%	4%	4%	3%
Don't know / Refuse to answer	7	6	1	-	1	2	1	1	-	0	1	1	2	2	1	1
	0%	0%	0%		1%	1%	0%	0%		0%	0%	0%	0%	0%	0%	0%

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q2a: Did you look for any information related to how and where you could celebrate Canada Day this year?

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Yes	1115	568	539	8	72	128	173	142	175	286	203	272	199	166	144	131
	22%	23%	20%	32%	24%	19%	22%	22%	25%	21%	32%	31%	24%	18%	16%	12%
									F		MNOP	MNOP	NOP		P	P
No	4058	1917	2118	17	233	530	627	516	517	1089	441	604	614	735	734	931
	78%	77%	80%	68%	76%	81%	78%	78%	75%	79%	68%	69%	76%	82%	84%	88%
						I							KL	KLM	KLM	KLMNO

Comparison Groups: BCD/EFHGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q2b: When looking for information about Canada Day this year, what sources did you use?
 Base: Respondents who searched for Canada Day virtual celebration information

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	1115	568	539	8	72	128	173	142	175	286	203	272	199	166	144	131
Unweighted Total	1082	512	565	5	75	125	166	145	169	270	166	189	234	196	150	147
Internet website	443	230	206	7	30	45	70	57	79	124	84	104	86	68	60	42
	40%	40%	38%	93%	42%	35%	41%	40%	45%	43%	41%	38%	43%	41%	41%	32%
				BC												
A general Google search	439	209	228	1	15	50	62	46	72	139	91	113	76	65	59	34
	39%	37%	42%	19%	21%	39%	36%	32%	41%	48%	45%	42%	38%	39%	41%	26%
						E			E	EGH	P	P		P	P	
Facebook	369	153	214	2	37	52	57	54	56	81	63	113	67	52	42	32
	33%	27%	40%	27%	51%	41%	33%	38%	32%	28%	31%	41%	34%	31%	29%	25%
			B		GIJ	J						P				
Television	284	148	137	-	17	28	44	25	53	85	32	57	37	48	46	64
	25%	26%	25%		24%	22%	25%	18%	30%	30%	16%	21%	19%	29%	32%	49%
									H	H				KM	KM	KLMNO
On the Government of Canada website specifically	218	126	92	-	11	24	38	30	39	60	45	56	38	33	29	17
	20%	22%	17%		15%	19%	22%	21%	22%	21%	22%	21%	19%	20%	20%	13%
Radio	172	101	71	-	8	15	38	18	31	45	18	57	20	35	22	20
	15%	18%	13%		11%	12%	22%	12%	18%	16%	9%	21%	10%	21%	15%	15%
												KM		KM		
Instagram	166	94	72	1	14	28	30	25	26	27	58	68	26	8	6	1
	15%	17%	13%	7%	20%	22%	17%	17%	15%	9%	29%	25%	13%	5%	4%	1%
						J	J	J			MNOP	MNOP	NOP			
A daily newspaper	157	83	72	1	8	17	30	12	25	44	21	30	17	22	31	35
	14%	15%	13%	19%	11%	13%	17%	8%	14%	15%	10%	11%	9%	13%	22%	27%
															KLM	KLMN
A community or weekly newspaper	147	73	71	3	16	15	21	13	27	37	11	34	16	34	28	23
	13%	13%	13%	37%	22%	12%	12%	9%	15%	13%	5%	13%	8%	20%	20%	18%
					H							K		KM	KM	KM
YouTube	129	85	44	1	7	23	20	12	28	23	30	32	33	19	11	5
	12%	15%	8%	7%	10%	18%	11%	8%	16%	8%	15%	12%	16%	12%	8%	4%
		C				J			J		P	P	OP	P		
Twitter	80	51	28	1	7	10	13	11	10	25	18	19	16	19	2	5
	7%	9%	5%	19%	9%	8%	7%	8%	6%	9%	9%	7%	8%	12%	1%	4%
		C									O	O	O	OP		

Outdoor billboards	44	29	15	-	3	5	2	4	11	17	12	16	8	5	1	3
	4%	5%	3%		4%	4%	1%	3%	6%	6%	6%	6%	4%	3%	0%	3%
TikTok	40	25	14	-	3	2	9	6	4	12	17	15	5	1	2	-
	4%	4%	3%		4%	1%	5%	4%	2%	4%	8%	5%	2%	1%	2%	
Magazines	35	28	7	-	2	-	8	7	6	10	4	13	11	7	-	0
	3%	5%	1%		2%		5%	5%	4%	4%	2%	5%	6%	4%		0%
Word of mouth	3	0	2	-	-	-	0	-	0	1	1	-	1	0	1	-
	0%	0%	0%				0%		0%	0%	0%		0%	0%	0%	
Other	0	0	-	-	-	-	-	-	-	-	-	-	-	-	-	0
	0%	0%														0%
Can't remember	10	3	6	-	-	1	1	-	0	-	2	-	2	0	2	3
	1%	1%	1%			1%	0%		0%		1%		1%	0%	2%	3%
Don't know / Refuse to answer	7	5	2	-	4	-	-	-	2	0	4	3	0	-	-	-
	1%	1%	0%		6%				1%	0%	2%	1%	0%			

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q3a: Did you celebrate Canada Day this year in any way?

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Yes	2059	1057	991	10	107	212	309	281	301	593	338	414	329	321	312	344
	40%	43%	37%	40%	35%	32%	39%	43%	44%	43%	53%	47%	41%	36%	36%	32%
		C					F	F	EF	EF	MNOP	MNOP		P		
No	3114	1428	1665	15	198	445	491	377	391	783	305	462	483	580	566	718
	60%	57%	63%	60%	65%	68%	61%	57%	56%	57%	47%	53%	59%	64%	64%	68%
			B		IJ	GHIJ							KL	KL	KL	KLM

Comparison Groups: BCD/EF GHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Health issues / Not feeling well	40	19	21	-	4	12	10	5	1	3	3	4	1	5	10	17
	1%	1%	1%		2%	3%	2%	1%	0%	0%	1%	1%	0%	1%	2%	2%
Spent time with family	32	14	18	-	3	4	5	5	5	4	4	-	2	8	5	12
	1%	1%	1%		1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	2%
Mid week	30	15	15	-	3	2	2	6	3	13	0	6	6	10	6	2
	1%	1%	1%		2%	1%	0%	2%	1%	2%	0%	1%	1%	2%	1%	0%
Away camping / cottage / travelling	29	12	17	-	0	3	5	2	4	11	-	5	6	10	5	3
	1%	1%	1%		0%	1%	1%	1%	1%	1%		1%	1%	2%	1%	0%
Just wanted to relax	21	11	10	-	0	2	5	2	5	6	-	2	4	10	4	3
	1%	1%	1%		0%	0%	1%	1%	1%	1%		0%	1%	2%	1%	0%
Other	59	33	25	-	6	13	5	10	8	8	4	6	9	8	14	18
	2%	2%	2%		3%	3%	1%	3%	2%	1%	1%	1%	2%	1%	2%	3%
None / Nothing / No reason / Forgot / Nothing to celebrate	88	39	49	-	9	11	24	7	8	19	8	9	7	15	18	32
	3%	3%	3%		4%	3%	5%	2%	2%	2%	3%	2%	1%	3%	3%	4%
Don't know / Refused	444	222	217	-	32	64	59	51	52	81	69	96	63	71	64	80
	14%	16%	13%		16%	14%	12%	13%	13%	10%	23%	21%	13%	12%	11%	11%
											MNOP	MNOP				

Comparison Groups: BCD/EF GHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4ar1: Please indicate if you watched/participated in any of the following Government of Canada special programming:

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
National Day Time Virtual Show on CBC platforms	387	230	157	1	23	46	52	65	62	86	47	79	51	63	61	85
	7%	9%	6%	2%	7%	7%	6%	10%	9%	6%	7%	9%	6%	7%	7%	8%
		C							J							
National Day Time Virtual Show through social media (e.g. YouTube, Facebook, Instagram)	236	134	102	0	24	35	43	22	47	55	53	71	37	36	18	20
	5%	5%	4%	1%	8%	5%	5%	3%	7%	4%	8%	8%	5%	4%	2%	2%
		C			HJ				HJ		MNOP	MNOP	OP	OP		
National Evening Virtual Show on CBC platforms	378	172	202	3	14	34	62	60	64	98	36	47	49	49	74	123
	7%	7%	8%	14%	5%	5%	8%	9%	9%	7%	6%	5%	6%	5%	8%	12%
								EF	EF						LN	KLMNO
National Evening Virtual Show through social media (e.g. YouTube, Facebook, Instagram)	167	86	81	1	14	22	21	27	37	35	44	44	27	24	16	13
	3%	3%	3%	2%	5%	3%	3%	4%	5%	3%	7%	5%	3%	3%	2%	1%
									GJ		MNOP	NOP	P	P		
Special Canada Day Web Videos (Let's Cook Together!;Let's Get Active Together!;Let's Innovate Together!;Let's Sing Together!)	149	80	67	1	6	19	21	16	25	43	28	40	29	20	16	16
	3%	3%	3%	6%	2%	3%	3%	2%	4%	3%	4%	5%	4%	2%	2%	1%
											OP	NOP	OP			
Canada Day virtual fireworks	517	265	251	0	42	69	88	64	80	110	102	117	87	69	64	78
	10%	11%	9%	1%	14%	11%	11%	10%	12%	8%	16%	13%	11%	8%	7%	7%
					J				J		MNOP	NOP	OP			
None of the above	3900	1825	2050	19	225	508	584	485	489	1081	432	624	624	713	694	813
	75%	73%	77%	77%	74%	77%	73%	74%	71%	79%	67%	71%	77%	79%	79%	77%
			B			I				GHI			KL	KL	KL	KL

Comparison Groups: BCD/EF/GHI/J/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4br1: National Day Time Virtual Show (on CBC television or online) - For each specific Canada Day programming that you watched or in which you participated, how did your level of pride in Canada change, Base: Respondents who watched or participated in the National Day Time Virtual Show on CBC TV or online

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	563	322	240	1	40	75	87	76	96	128	87	128	80	90	78	99
Unweighted Total	519	288	228	2	36	75	83	68	83	116	62	84	89	93	82	109
Increased a lot	84	55	29	-	14	7	7	4	22	17	18	24	13	13	7	10
	15%	17%	12%		36%	10%	8%	5%	23%	13%	21%	18%	16%	14%	9%	10%
					FGHJ				GH							
Increased moderately	127	72	55	-	6	10	24	20	27	25	14	48	23	12	10	21
	23%	22%	23%		16%	13%	28%	26%	28%	19%	16%	37%	28%	13%	12%	21%
									F			KNOP	NO			
Increased a little	114	71	43	1	5	23	20	22	9	27	25	21	17	18	14	19
	20%	22%	18%	64%	12%	30%	23%	29%	9%	21%	28%	16%	22%	20%	17%	19%
						I		I								
No change/Did not make me feel more or less proud	195	103	91	0	10	27	28	29	33	47	25	30	22	34	42	43
	35%	32%	38%	36%	25%	36%	32%	38%	34%	37%	28%	23%	28%	37%	53%	43%
															KLM	L
Decreased a little	15	7	8	-	3	1	3	0	3	4	3	2	1	4	1	2
	3%	2%	3%		7%	1%	3%	0%	3%	3%	3%	2%	2%	5%	1%	2%
Decreased moderately	16	8	8	-	-	6	2	1	2	4	1	3	3	4	3	2
	3%	3%	3%			8%	3%	1%	3%	3%	1%	2%	4%	5%	4%	2%
						H										
Decreased a lot	5	4	1	-	1	1	-	-	-	2	-	0	-	2	2	-
	1%	1%	1%		4%	2%				2%		0%		3%	3%	
Don't know	8	3	5	-	-	-	3	-	-	3	2	1	0	3	-	2
	1%	1%	2%				3%			2%	3%	0%	0%	3%		2%
TOP-THREE SCORE	325	197	127	1	25	40	52	46	58	68	56	92	53	42	30	50
	58%	61%	53%	64%	64%	53%	60%	60%	60%	53%	65%	72%	66%	47%	39%	51%
											O	NOP	NO			
BOTTOM-THREE SCORE	36	19	17	-	4	8	5	1	5	10	4	6	5	11	6	5
	6%	6%	7%		11%	11%	6%	1%	6%	8%	4%	4%	6%	12%	8%	5%
						H										

Comparison Groups: BCD/EFHGIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4br2: National Evening Virtual Show (on CBC television or online) - For each specific Canada Day programming that you watched or in which you participated, how did your level of pride in Canada change, if any? Base: Respondents who watched or participated in the National Evening Virtual Show on CBC TV or online

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	516	245	268	4	25	50	82	82	97	124	72	85	70	70	87	133
Unweighted Total	478	227	246	4	26	49	80	77	82	114	51	56	76	78	94	123
Increased a lot	71 14%	37 15%	34 13%	-	5 21%	8 17%	8 10%	7 8%	22 23%	13 11%	12 17%	15 17%	10 14%	9 13%	11 13%	14 10%
Increased moderately	93 18%	47 19%	46 17%	-	5 20%	7 13%	14 17%	16 20%	16 17%	29 23%	15 21%	15 17%	17 24%	9 12%	14 16%	24 18%
Increased a little	86 17%	44 18%	43 16%	-	3 14%	11 22%	16 19%	17 21%	11 11%	21 17%	17 24%	9 11%	15 22%	12 17%	19 22%	14 11%
No change/Did not make me feel more or less proud	223 43%	91 37%	128 48%	4 100%	7 27%	21 41%	38 47%	36 44%	40 42%	50 40%	21 29%	41 48%	23 34%	33 47%	37 43%	68 51%
Decreased a little	19 4%	12 5%	7 3%	-	1 5%	1 2%	-	4 5%	4 4%	6 5%	3 4%	-	1 2%	6 8%	3 4%	6 4%
Decreased moderately	10 2%	6 2%	4 1%	-	-	-	4 4%	2 2%	1 1%	3 3%	-	3 3%	1 2%	2 3%	0 0%	3 2%
Decreased a lot	5 1%	3 1%	2 1%	-	-	2 4%	-	-	2 2%	1 1%	-	2 2%	-	-	1 1%	2 1%
Don't know	9 2%	5 2%	4 2%	-	3 13%	1 1%	2 2%	-	-	2 1%	4 5%	1 1%	2 3%	-	1 1%	2 2%
TOP-THREE SCORE	250 48%	128 52%	122 46%	-	14 54%	26 52%	38 46%	41 49%	49 51%	63 50%	44 62%	38 45%	42 60%	29 42%	44 51%	52 39%
BOTTOM-THREE SCORE	33 6%	21 8%	13 5%	-	1 5%	3 5%	4 4%	6 7%	7 7%	10 8%	3 4%	5 6%	2 4%	8 11%	5 5%	11 8%

Comparison Groups: BCD/EFHGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4br3: Special Canada Day Web Videos (Let's Cook Together!;Let's Get Active Together!;Let's Innovate Together!;Let's Discover Together!; and Let's Celebrate Together!) - For each specific Canada Day pro Base: Respondents who watched or participated in the Special Canada Day Web Videos

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	149	80	67	1	6	19	21	16	25	43	28	40	29	20	16	16
Unweighted Total	126	63	61	1	7	15	17	15	22	31	24	25	28	18	16	15
Increased a lot	30	17	13	-	1	5	2	6	12	3	6	15	4	2	3	1
	20%	21%	19%		22%	28%	10%	36%	49%	8%	20%	37%	14%	9%	20%	3%
									GJ			NP				
Increased moderately	33	20	13	-	2	3	5	6	2	15	7	11	10	2	2	2
	22%	25%	19%		35%	15%	23%	39%	10%	34%	23%	27%	35%	9%	10%	11%
Increased a little	36	16	18	1	2	4	3	0	2	14	7	2	8	9	4	5
	24%	20%	27%	100%	43%	19%	15%	3%	7%	32%	25%	5%	28%	48%	22%	35%
				BC										L		
No change/Did not make me feel more or less proud	40	18	22	-	-	7	9	3	5	10	5	8	5	7	8	8
	27%	23%	33%			39%	42%	22%	21%	23%	17%	20%	18%	33%	48%	51%
Decreased a little	3	3	0	-	-	-	-	-	3	-	-	3	-	0	-	-
	2%	4%	1%						13%			8%		1%		
Decreased moderately	4	4	0	-	-	-	2	-	-	1	2	0	1	-	-	-
	3%	5%	1%				11%			3%	8%	1%	5%			
Don't know	3	2	0	-	-	-	-	-	-	-	2	1	-	-	-	-
	2%	2%	0%								8%	1%				
TOP-THREE SCORE	98	53	44	1	6	11	10	12	17	31	19	28	23	13	9	8
	66%	66%	65%	100%	100%	61%	48%	78%	66%	73%	67%	69%	77%	65%	52%	49%
				BC	FGIJ											
BOTTOM-THREE SCORE	7	6	1	-	-	-	2	-	3	1	2	4	1	0	-	-
	5%	8%	1%				11%		13%	3%	8%	9%	5%	1%		

Comparison Groups: BCD/EFHGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4br4: Canada Day virtual fireworks - For each specific Canada Day programming that you watched or in which you participated, how did your level of pride in Canada change, if at all?
 Base: Respondents who watched or participated in the Canada Day virtual fireworks

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	517	265	251	0	42	69	88	64	80	110	102	117	87	69	64	78
Unweighted Total	483	232	250	1	40	68	83	56	71	107	77	78	103	74	67	84
Increased a lot	85	33	52	-	11	10	9	14	16	20	11	14	13	11	25	11
	16%	12%	21%		27%	14%	10%	23%	20%	18%	11%	12%	15%	16%	39%	14%
			B													KLMNP
Increased moderately	75	40	35	-	3	9	20	11	12	12	15	12	17	6	7	18
	15%	15%	14%		8%	13%	23%	17%	14%	11%	15%	10%	20%	8%	11%	23%
																N
Increased a little	86	43	43	-	7	13	12	3	12	21	25	19	11	14	4	13
	17%	16%	17%		18%	19%	14%	4%	15%	19%	24%	16%	13%	21%	6%	16%
									H		O			O		
No change/Did not make me feel more or less proud	223	118	105	0	11	33	41	32	33	47	36	58	38	31	24	35
	43%	44%	42%	100%	25%	48%	47%	51%	41%	43%	36%	50%	44%	45%	38%	44%
								E								
Decreased a little	29	16	13	-	4	3	4	3	6	6	14	10	1	3	2	-
	6%	6%	5%		8%	4%	4%	5%	7%	5%	13%	8%	2%	4%	3%	
											MO					
Decreased moderately	6	6	1	-	3	-	0	0	1	1	-	3	1	0	1	0
	1%	2%	0%		7%		0%	0%	1%	1%		3%	2%	0%	2%	0%
Decreased a lot	7	5	1	-	1	1	-	0	1	2	-	1	0	3	1	2
	1%	2%	1%		4%	2%		1%	2%	2%		1%	0%	4%	2%	2%
Don't know	5	4	1	-	1	-	1	-	-	1	-	-	4	1	-	-
	1%	1%	0%		3%		2%			1%			4%	2%		
TOP-THREE SCORE	246	117	130	-	22	32	41	28	39	53	51	45	42	31	36	42
	48%	44%	52%		53%	46%	47%	44%	49%	48%	51%	38%	48%	45%	56%	53%
BOTTOM-THREE SCORE	43	27	15	-	8	4	4	3	8	9	14	14	3	6	4	2
	8%	10%	6%		19%	6%	5%	5%	10%	8%	13%	12%	4%	8%	6%	3%
											P					

Comparison Groups: BCD/EFHGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4cr1: National Day Time Virtual Show (on CBC television or online) - Please indicate your level of satisfaction with the Government of Canada's Canada Day programming that you watched/participated in:
 Base: Respondents who watched or participated in the National Day Time Virtual Show on CBC TV or online

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	563	322	240	1	40	75	87	76	96	128	87	128	80	90	78	99
Unweighted Total	519	288	228	2	36	75	83	68	83	116	62	84	89	93	82	109
Very satisfied	160	93	66	-	14	16	23	20	36	34	19	44	23	21	25	27
	28%	29%	28%		35%	21%	26%	26%	37%	27%	22%	34%	29%	24%	32%	27%
Somewhat satisfied	241	132	108	0	17	36	38	37	33	55	45	62	30	33	28	43
	43%	41%	45%	36%	42%	48%	43%	48%	34%	43%	51%	48%	37%	37%	36%	43%
Neither satisfied, nor dissatisfied	96	56	40	-	8	10	13	14	11	26	18	13	16	21	13	14
	17%	17%	17%		20%	14%	15%	18%	12%	21%	21%	10%	20%	24%	17%	15%
														L		
Somewhat dissatisfied	43	30	13	1	-	9	8	3	14	8	2	7	8	10	5	11
	8%	9%	5%	64%		13%	9%	4%	14%	6%	3%	5%	10%	11%	7%	11%
														K		K
Very dissatisfied	13	6	7	-	-	2	5	-	0	3	1	2	3	2	4	1
	2%	2%	3%			3%	6%		0%	2%	1%	2%	4%	2%	5%	1%
Don't know	11	5	6	-	1	1	1	3	2	2	2	0	0	2	2	4
	2%	2%	2%		3%	1%	1%	4%	2%	2%	3%	0%	0%	2%	3%	4%
TOP-TWO SCORE	400	225	174	0	30	52	60	56	69	89	64	106	53	55	54	70
	71%	70%	73%	36%	77%	70%	69%	74%	71%	70%	73%	83%	66%	61%	68%	70%
												MN				
BOTTOM-TWO SCORE	56	36	20	1	-	12	13	3	14	10	3	9	11	12	9	12
	10%	11%	8%	64%		16%	14%	4%	14%	8%	4%	7%	14%	13%	12%	12%
													K			

Comparison Groups: BCD/EFHGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4cr2: National Evening Virtual Show (on CBC television or online) - Please indicate your level of satisfaction with the Government of Canada's Canada Day programming that you watched/participated in:
 Base: Respondents who watched or participated in the National Evening Virtual Show on CBC TV or online

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	516	245	268	4	25	50	82	82	97	124	72	85	70	70	87	133
Unweighted Total	478	227	246	4	26	49	80	77	82	114	51	56	76	78	94	123
Very satisfied	138	58	80	-	11	13	15	17	34	32	20	20	13	19	28	36
	27%	24%	30%		45%	26%	19%	20%	35%	26%	28%	24%	19%	27%	33%	27%
					G											
Somewhat satisfied	206	104	99	3	9	19	40	44	27	48	34	33	26	26	33	54
	40%	42%	37%	79%	36%	39%	49%	53%	28%	38%	47%	39%	38%	37%	38%	41%
							I	I								
Neither satisfied, nor dissatisfied	106	57	48	1	2	6	20	8	27	28	17	22	19	16	18	13
	21%	23%	18%	21%	6%	13%	25%	10%	27%	23%	24%	26%	28%	23%	21%	10%
							H		EH	H		P	P	P		
Somewhat dissatisfied	47	22	25	-	1	6	4	12	8	11	-	8	7	5	4	23
	9%	9%	9%		4%	13%	5%	15%	9%	9%		9%	10%	7%	4%	18%
																NO
Very dissatisfied	13	2	11	-	-	5	2	2	1	4	-	1	2	3	2	6
	3%	1%	4%			9%	2%	2%	1%	3%		1%	3%	4%	2%	5%
Don't know	6	2	4	-	2	0	0	-	0	1	1	0	2	1	2	-
	1%	1%	2%		8%	0%	0%		0%	1%	1%	1%	2%	2%	2%	
TOP-TWO SCORE	344	161	179	3	20	33	56	60	60	80	54	54	40	45	61	90
	67%	66%	67%	79%	82%	65%	68%	73%	63%	64%	75%	64%	57%	64%	70%	68%
BOTTOM-TWO SCORE	60	24	36	-	1	11	6	14	9	15	-	8	9	7	6	30
	12%	10%	13%		4%	22%	7%	17%	10%	12%		10%	13%	10%	7%	22%
						EG										LNO

Comparison Groups: BCD/EFHGHIJ/KLMNOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Q4cr3: Special Canada Day Web Videos (Let's Cook Together! Let's Get Active Together! Let's Innovate Together! Let's Discover Together! and Let's Celebrate Together!) - Please indicate your level of satisfaction. Base: Respondents who watched or participated in the Special Canada Day Web Videos

	GENDER			INCOME						AGE						
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	149	80	67	1	6	19	21	16	25	43	28	40	29	20	16	16
Unweighted Total	126	63	61	1	7	15	17	15	22	31	24	25	28	18	16	15
Very satisfied	52	28	22	1	1	5	6	7	14	15	6	17	10	6	11	2
	35%	35%	33%	100%	13%	29%	27%	45%	54%	35%	21%	43%	35%	31%	65%	10%
				BC					E						KP	
Somewhat satisfied	55	33	22	-	3	6	6	6	7	20	14	14	10	10	2	5
	37%	41%	33%		54%	33%	28%	37%	26%	47%	50%	35%	33%	51%	12%	34%
											O			O		
Neither satisfied, nor dissatisfied	34	16	18	-	2	5	5	3	5	7	6	7	5	4	4	8
	23%	20%	26%		33%	26%	24%	16%	20%	17%	21%	18%	17%	18%	23%	55%
																LMN
Somewhat dissatisfied	3	0	2	-	-	2	-	0	-	-	-	-	2	-	-	0
	2%	0%	3%			12%		2%					8%			1%
Very dissatisfied	5	3	2	-	-	-	4	-	-	-	1	2	1	2	-	-
	3%	3%	3%				20%			1%	8%	1%	7%			
Don't know	1	-	0	-	-	-	-	-	-	-	-	1	-	-	-	-
	1%		1%									3%				
TOP-TWO SCORE	107	61	45	1	4	12	11	13	20	35	20	31	20	16	13	7
	72%	76%	67%	100%	67%	62%	55%	82%	80%	82%	71%	78%	68%	82%	77%	44%
				BC										P		
BOTTOM-TWO SCORE	7	3	4	-	-	2	4	0	-	1	2	1	4	-	-	0
	5%	4%	6%			12%	20%	2%		1%	8%	1%	15%			1%

Comparison Groups: BCD/EFHGIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4cr4: Canada Day virtual fireworks - Please indicate your level of satisfaction with the Government of Canada's Canada Day programming that you watched/participated in:
 Base: Respondents who watched or participated in the Canada Day virtual fireworks

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	517	265	251	0	42	69	88	64	80	110	102	117	87	69	64	78
Unweighted Total	483	232	250	1	40	68	83	56	71	107	77	78	103	74	67	84
Very satisfied	166 32%	73 27%	93 37%	-	12 29%	23 34%	31 35%	19 30%	36 45%	33 30%	23 22%	36 30%	29 33%	15 22%	29 45%	34 44%
																KN KN
Somewhat satisfied	187 36%	105 40%	82 33%	0 100%	9 22%	25 37%	27 31%	25 40%	30 38%	48 44%	43 42%	42 36%	31 35%	29 42%	17 27%	26 33%
									E							
Neither satisfied, nor dissatisfied	87 17%	48 18%	39 16%	-	10 23%	17 25%	13 14%	11 18%	7 9%	17 15%	23 22%	16 13%	18 21%	17 24%	8 13%	6 8%
						I								P		
Somewhat dissatisfied	52 10%	29 11%	23 9%	-	6 16%	2 2%	12 14%	6 10%	6 7%	9 8%	14 13%	15 13%	6 7%	4 6%	5 7%	9 11%
							F									
Very dissatisfied	13 3%	8 3%	5 2%	-	3 8%	1 2%	5 6%	0 1%	1 2%	1 1%	-	7 6%	2 2%	1 2%	2 4%	0 0%
Don't know	11 2%	3 1%	9 4%	-	1 3%	0 0%	-	2 3%	-	2 2%	-	2 2%	1 1%	3 4%	3 4%	3 4%
TOP-TWO SCORE	353 68%	178 67%	175 70%	0 100%	21 51%	49 70%	58 65%	44 69%	66 82%	81 73%	65 64%	78 66%	60 69%	44 64%	46 72%	60 77%
									EG	E						
BOTTOM-TWO SCORE	65 13%	37 14%	28 11%	-	10 24%	3 4%	18 20%	6 10%	7 9%	10 9%	14 13%	22 19%	8 10%	5 8%	7 11%	9 11%
					F		F					N				

Comparison Groups: BCD/EF GHIJ/KLMNOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

None of the above	50	25	26	0	1	5	9	9	4	9	4	6	10	9	11	10
	4%	4%	4%	4%	2%	4%	4%	5%	2%	3%	2%	2%	5%	5%	6%	4%
Don't know	18	6	11	-	5	2	2	3	0	5	2	2	0	4	6	2
	1%	1%	2%		7%	1%	1%	2%	0%	2%	1%	1%	0%	2%	3%	1%
																M

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q5ar1: Please indicate if you used any of the free Canada Day tools offered by the Government of Canada listed below:

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Canada Day Online Celebration Kit	174	118	57	-	12	21	33	12	39	40	42	60	45	14	10	3
	3%	5%	2%		4%	3%	4%	2%	6%	3%	7%	7%	6%	2%	1%	0%
		C					H		FHJ		NOP	NOP	NOP		P	P
Canada Day playlists	224	124	98	2	23	25	48	34	39	47	48	75	29	40	20	12
	4%	5%	4%	10%	7%	4%	6%	5%	6%	3%	7%	9%	4%	4%	2%	1%
		C			J		J		J		MNOP	MNOP	P	OP		
Did not use any of these free tools	4802	2254	2520	22	272	614	725	616	623	1294	556	752	746	849	853	1046
	93%	91%	95%	90%	89%	93%	91%	94%	90%	94%	86%	86%	92%	94%	97%	99%
			B			I		I		EGI			KL	KL	KLMN	KLMNO

Comparison Groups: BCD/EFHGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q5br1: Canada Day Online Celebration Kit - Please indicate your level of satisfaction with the free Canada Day tools that you used.
 Base: Respondents who used the Canada Day Online Celebration Kit

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	174	118	57	-	12	21	33	12	39	40	42	60	45	14	10	3
Unweighted Total	130	83	47	-	9	14	25	12	28	30	28	38	41	14	7	2
Very satisfied	95	65	30	-	11	7	18	7	21	23	16	44	16	9	7	3
	54%	55%	53%		92%	35%	56%	63%	54%	56%	38%	73%	36%	62%	75%	100%
					FI							KM				KLMN
Somewhat satisfied	58	38	21	-	1	8	10	3	12	15	23	10	21	4	1	-
	33%	32%	36%		6%	41%	30%	30%	30%	37%	53%	16%	46%	27%	14%	
									E		L		L			
Neither satisfied, nor dissatisfied	13	7	6	-	0	4	1	1	4	2	1	3	8	-	-	-
	7%	6%	10%		3%	17%	4%	7%	10%	4%	3%	6%	19%			
Somewhat dissatisfied	3	3	0	-	-	-	1	-	2	-	2	1	-	-	-	-
	2%	2%	0%				2%		6%		6%	1%				
Very dissatisfied	4	4	-	-	-	-	3	-	-	1	-	3	-	-	1	-
	2%	3%					8%			3%		4%			11%	
Don't know	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	1%	1%				7%								10%		
TOP-TWO SCORE	153	103	51	-	12	16	28	11	32	38	38	54	37	13	9	3
	88%	87%	89%		97%	75%	86%	93%	84%	93%	91%	89%	81%	90%	89%	100%
																M
BOTTOM-TWO SCORE	7	6	0	-	-	-	3	-	2	1	2	3	-	-	1	-
	4%	5%	0%				10%		6%	3%	6%	5%			11%	

Comparison Groups: BCD/FGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q5br2: Canada Day playlists - Please indicate your level of satisfaction with the free Canada Day tools that you used.
 Base: Respondents who used the Canada Day playlists

	GENDER			INCOME						AGE						
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	224	124	98	2	23	25	48	34	39	47	48	75	29	40	20	12
Unweighted Total	181	92	86	3	20	21	36	26	29	40	37	52	31	36	17	8
Very satisfied	85	39	46	-	5	8	21	14	16	22	12	32	11	14	11	6
	38%	32%	47%		24%	33%	43%	41%	41%	46%	25%	42%	40%	34%	52%	47%
Somewhat satisfied	97	53	41	2	12	13	10	16	16	23	22	28	12	21	8	6
	43%	43%	42%	100%	53%	52%	20%	46%	41%	50%	46%	37%	43%	52%	37%	53%
				BC	G	G				G						
Neither satisfied, nor dissatisfied	32	24	8	-	3	3	15	3	5	2	9	15	2	4	1	-
	14%	20%	8%		15%	11%	32%	10%	12%	4%	19%	20%	8%	9%	5%	
							J									
Somewhat dissatisfied	8	5	3	-	2	-	3	1	2	-	5	-	1	1	1	-
	4%	4%	3%		8%		6%	3%	6%		10%		5%	2%	5%	
Very dissatisfied	3	2	0	-	-	1	-	-	-	-	-	0	1	1	-	-
	1%	2%	0%			4%						1%	4%	3%		
TOP-TWO SCORE	182	93	87	2	18	21	30	30	32	45	34	59	24	34	18	12
	81%	75%	89%	100%	77%	85%	62%	87%	82%	96%	71%	79%	83%	86%	89%	100%
			B	BC				G		G						KLN
BOTTOM-TWO SCORE	11	7	3	-	2	1	3	1	2	-	5	0	2	2	1	-
	5%	6%	3%		8%	4%	6%	3%	6%		10%	1%	8%	5%	5%	

Comparison Groups: BCD/efghij/klmnop
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Q6: Many sponsors/partners contributed to help make this programming happen. Which sponsors do you recall seeing or hearing about during the Canada Day programming presented by the Government of Canada?
 Base: Respondents who saw, read or heard advertising; watched/participated in special programming; or used any of the free Canada Day tools

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	2985	1409	1558	16	178	359	471	371	429	803	351	505	435	487	534	674
Unweighted Total	2905	1368	1520	13	172	344	455	373	408	800	286	356	488	539	553	683
Tim Hortons	73	41	32	-	2	5	10	9	12	30	16	10	15	12	16	4
	2%	3%	2%		1%	1%	2%	3%	3%	4%	5%	2%	3%	3%	3%	1%
										F	P		P	P	P	
Rogers	37	22	15	-	1	2	6	5	10	11	3	4	10	6	10	4
	1%	2%	1%		1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
													P			
CBC	25	14	11	-	1	1	8	2	7	4	3	6	5	5	3	2
	1%	1%	1%		1%	0%	2%	1%	2%	0%	1%	1%	1%	1%	1%	0%
Canadian Tire	21	17	4	-	-	2	3	5	4	7	2	5	6	2	5	1
	1%	1%	0%			1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%
		C														
Bell	18	15	3	-	-	0	3	2	3	10	-	9	3	2	3	1
	1%	1%	0%			0%	1%	1%	1%	1%		2%	1%	0%	1%	0%
		C								F		P				
Government of Canada	16	6	10	-	-	3	0	3	2	3	3	3	2	1	5	2
	1%	0%	1%			1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%
Coca Cola	10	6	4	-	-	-	-	3	6	1	2	3	3	2	-	0
	0%	0%	0%					1%	1%	0%	1%	1%	1%	0%		0%
									J				P			
TD Bank	10	6	3	-	-	2	3	-	3	2	2	0	5	2	-	0
	0%	0%	0%			1%	1%		1%	0%	1%	0%	1%	0%		0%
													P			
RBC	7	4	3	-	-	-	2	1	4	0	2	2	3	-	0	-
	0%	0%	0%				0%	0%	1%	0%	1%	0%	1%		0%	
BMO	6	5	2	-	-	-	1	3	2	-	2	-	1	2	1	-
	0%	0%	0%				0%	1%	0%		1%		0%	0%	0%	
Scotiabank	6	6	0	-	-	-	0	2	4	0	1	3	-	-	2	-
	0%	0%	0%				0%	0%	1%	0%	0%	1%			0%	
CTV	5	4	1	-	-	0	3	-	2	0	2	-	2	1	0	-
	0%	0%	0%			0%	1%		0%	0%	1%		0%	0%	0%	

GoodLife Fitness	4	2	3	-	-	2	-	-	0	2	-	-	2	-	-	2
	0%	0%	0%			1%			0%	0%			1%			0%
Sobeys	2	1	1	-	-	0	-	0	1	-	0	-	0	1	0	-
	0%	0%	0%			0%		0%	0%		0%		0%	0%	0%	
Not interested / Did not watch	31	12	19	-	5	3	4	3	6	8	-	2	7	4	7	12
	1%	1%	1%		3%	1%	1%	1%	1%	1%		0%	2%	1%	1%	2%
Other	82	49	31	3	2	4	15	12	15	26	10	24	11	16	11	11
	3%	3%	2%	18%	1%	1%	3%	3%	3%	3%	3%	5%	3%	3%	2%	2%
		C								F		P				
None / Nothing	106	58	48	-	11	13	19	15	13	26	8	19	14	16	19	29
	4%	4%	3%		6%	4%	4%	4%	3%	3%	2%	4%	3%	3%	4%	4%
Don't Know / Refused / Can't remember	2594	1186	1394	13	155	326	401	315	357	698	297	426	365	425	468	613
	87%	84%	89%	82%	87%	91%	85%	85%	83%	87%	85%	84%	84%	87%	88%	91%
			B			GHI										KLM

Comparison Groups: BCD/EF/GHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q7: This year, for the first time, the Government of Canada developed new ways to help you enjoy Canada Day at home. What could they do to improve virtual celebrations in the future?
 Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Better/More advertisement/promotion of event / Use all media platforms to inform	475 9%	192 8%	283 11%	-	31 10%	31 5%	60 8%	73 11%	69 10%	161 12%	96 15%	92 10%	97 12%	71 8%	68 8%	50 5%
			B		F			F	F	FG	NOP	P	NOP	P	P	
Just don't do it virtual / Not interested in virtual celebrations / Not the same as in person	351 7%	188 8%	163 6%	-	13 4%	48 7%	64 8%	40 6%	47 7%	105 8%	24 4%	55 6%	49 6%	65 7%	70 8%	88 8%
							E			E				K	K	K
Waste of money / Waste of taxpayer money	89 2%	69 3%	20 1%	-	2 1%	6 1%	15 2%	7 1%	8 1%	35 3%	2 0%	18 2%	21 3%	12 1%	21 2%	15 1%
		C								FH		K	K	K	K	K
More/Better Live Canadian music / artists	66 1%	34 1%	32 1%	-	2 1%	6 1%	16 2%	10 2%	11 2%	17 1%	8 1%	16 2%	4 1%	13 1%	13 2%	11 1%
More activities / interactive (games, contests, video submissions, etc.)	59 1%	22 1%	37 1%	0 2%	3 1%	4 1%	9 1%	7 1%	11 2%	21 1%	15 2%	17 2%	8 1%	10 1%	8 1%	2 0%
											P	P		P		
Better internet connection for all / Better accessibility	53 1%	30 1%	21 1%	2 9%	5 2%	6 1%	6 1%	8 1%	11 2%	15 1%	13 2%	16 2%	3 0%	5 1%	11 1%	6 1%
											MNP	MNP				
More/Better entertainment	51 1%	33 1%	18 1%	-	1 0%	7 1%	10 1%	7 1%	6 1%	13 1%	9 1%	11 1%	5 1%	9 1%	5 1%	10 1%
		C														
Fireworks / Live fireworks	50 1%	20 1%	29 1%	1 6%	-	4 1%	8 1%	6 1%	5 1%	16 1%	13 2%	10 1%	8 1%	6 1%	2 0%	11 1%
											NO					
Vaccine / Hoping next year is in person	46 1%	22 1%	25 1%	-	2 1%	7 1%	5 1%	9 1%	9 1%	10 1%	1 0%	5 1%	3 0%	9 1%	12 1%	17 2%
															K	KM
More/Better presentations/entertainment of Canadian cultures/diverse cultures	41 1%	13 1%	27 1%	1 6%	1 0%	3 0%	14 2%	9 1%	3 0%	8 1%	9 1%	3 0%	2 0%	6 1%	4 0%	17 2%
							FIJ									LMO
Mail giveaways to everyone (t-shirts, pins, flags, etc.)	29 1%	11 0%	17 1%	2 7%	1 0%	1 0%	3 0%	2 0%	14 2%	3 0%	3 0%	8 1%	6 1%	7 1%	2 0%	2 0%
									EFGHJ							

Better technology (sound, editing, quality, etc.)	28	19	9	-	-	2	3	5	7	11	3	12	8	2	2	2
	1%	1%	0%			0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%
		C										NOP	P			
Appeal to different age groups	26	7	19	-	2	6	2	4	4	6	12	2	4	2	3	3
	1%	0%	1%		1%	1%	0%	1%	1%	0%	2%	0%	1%	0%	0%	0%
			B								LMNOP					
Make it longer / accessible at different times	25	12	13	-	2	7	4	2	1	6	7	0	7	2	1	8
	0%	0%	1%		1%	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%
											LO		LO			L
Integrate live feedback / questions / messages	24	15	10	-	-	2	6	1	2	8	6	6	1	5	3	3
	0%	1%	0%			0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%
Show accomplishments / achievements / History	19	11	9	-	1	2	7	-	0	7	1	6	0	5	2	5
	0%	0%	0%		0%	0%	1%		0%	1%	0%	1%	0%	1%	0%	0%
							I									
Show regional celebrations	14	6	8	-	1	1	4	3	2	2	-	-	1	5	1	7
	0%	0%	0%		0%	0%	0%	0%	0%	0%			0%	1%	0%	1%
Photos / Aerial shots of all provinces	12	6	6	-	1	0	1	-	4	3	1	-	0	4	1	5
	0%	0%	0%		0%	0%	0%		1%	0%	0%		0%	0%	0%	0%
Negative comments (Canadian injustices, PM, etc.)	42	23	14	5	1	9	6	3	5	10	8	5	3	7	4	15
	1%	1%	1%	20%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%
			BC													
Do not celebrate Canada Day	29	13	14	-	1	7	6	5	1	3	3	1	3	4	5	13
	1%	1%	1%		0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	1%
																L
Other	82	55	24	3	3	14	13	16	5	25	8	31	12	11	12	8
	2%	2%	1%	12%	1%	2%	2%	2%	1%	2%	1%	3%	2%	1%	1%	1%
		C						I				KMNOP				
None / Nothing / Good as is	237	97	140	0	16	31	59	30	32	51	21	35	38	45	41	58
	5%	4%	5%	1%	5%	5%	7%	5%	5%	4%	3%	4%	5%	5%	5%	5%
							J									
Don't know / Refused / Didn't watch	3465	1648	1801	11	224	468	506	428	461	870	407	554	542	617	604	741
	67%	66%	68%	45%	74%	71%	63%	65%	67%	63%	63%	63%	67%	69%	69%	70%
					GHJ	GHJ										KL

Comparison Groups: BCD/EFKMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q8: Did you watch or participate in any virtual Canada Day programs offered by other organizations such as municipalities, provincial governments, museums and other private organizations?
 Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Yes	487	271	211	5	30	43	85	60	86	123	79	117	76	73	48	93
	9%	11%	8%	19%	10%	7%	11%	9%	12%	9%	12%	13%	9%	8%	5%	9%
		C					F		FJ		NO	MNOP	O			O
No	4686	2215	2445	20	275	614	715	598	606	1252	565	759	736	828	830	968
	91%	89%	92%	81%	90%	93%	89%	91%	88%	91%	88%	87%	91%	92%	95%	91%
			B			GI			I				L	KL	KLMP	L

Comparison Groups: BCD/EFHGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q9: Did you celebrate Canada Day in any other ways? If so, please briefly describe what you did.

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Had a BBQ / Had a BBQ with family/friends	315	141	174	-	8	20	48	42	65	101	21	70	51	73	53	47
	6%	6%	7%		3%	3%	6%	6%	9%	7%	3%	8%	6%	8%	6%	4%
							EF	EF	EF	EF		KP	K	KP		
Had/Watched fireworks	305	110	195	0	22	33	48	30	36	89	49	56	58	53	48	41
	6%	4%	7%	1%	7%	5%	6%	4%	5%	6%	8%	6%	7%	6%	5%	4%
			B								P		P			
Put up decorations / Fly Canadian flag / Wore Canadian attire/colours / Gave thanks to be Canadian/live in	265	118	147	-	8	28	36	46	43	73	9	17	39	51	58	91
	5%	5%	6%		3%	4%	5%	7%	6%	5%	1%	2%	5%	6%	7%	9%
							E	E					KL	KL	KL	KLMN
With family/friends / With family/friends in the yard/backyard (unspecified)	256	141	115	-	8	34	30	37	41	85	43	44	44	35	49	41
	5%	6%	4%		3%	5%	4%	6%	6%	6%	7%	5%	5%	4%	6%	4%
								E	EG							
At home with family / family dinner	254	130	123	-	8	29	26	40	28	88	39	42	21	55	51	45
	5%	5%	5%		3%	4%	3%	6%	4%	6%	6%	5%	3%	6%	6%	4%
								EG	EG	M				M	M	
Drank/Toasted Canada with beer/wine/champagne with friends/family	118	74	44	-	6	9	20	14	28	32	10	26	18	16	20	27
	2%	3%	2%		2%	1%	2%	2%	4%	2%	2%	3%	2%	2%	2%	3%
		C							F							
Watched some television / movie(s) / Virtual presentations	105	54	47	4	14	17	14	8	12	27	12	15	20	20	9	28
	2%	2%	2%	18%	4%	3%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%
					H								O			O
Went camping / cottage	102	43	59	-	3	6	7	17	15	47	8	15	29	21	17	12
	2%	2%	2%		1%	1%	1%	3%	2%	3%	1%	2%	4%	2%	2%	1%
									EFG				KLOP			
Relaxed / Enjoyed day off	72	33	38	1	4	5	5	9	10	33	3	11	11	23	11	12
	1%	1%	1%	6%	1%	1%	1%	1%	1%	2%	0%	1%	1%	3%	1%	1%
									FG					KP		
Virtual get together with family/friends (Zoom, Facebook, Skype, phone, text, etc.)	69	35	31	3	5	2	17	9	14	9	14	11	6	8	10	19
	1%	1%	1%	12%	2%	0%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%
							FJ		FJ		MN					
Went swimming / Pool party	68	24	44	-	1	2	10	5	11	28	8	4	17	11	10	17
	1%	1%	2%		0%	0%	1%	1%	2%	2%	1%	0%	2%	1%	1%	2%
			B						F	FH			L			L

Went out for dinner/supper / Ordered in	59	21	38	-	6	10	12	3	4	14	13	3	10	10	12	10
	1%	1%	1%		2%	1%	2%	0%	1%	1%	2%	0%	1%	1%	1%	1%
Outdoor activities (boating, golfing, fishing, horseshoe, soccer, etc.)	55	30	25	-	0	2	10	3	11	20	9	6	4	8	15	14
	1%	1%	1%		0%	0%	1%	0%	2%	1%	1%	1%	0%	1%	2%	1%
									EF	EF						
Had a bonfire / backyard fire / campfire	52	20	32	-	5	2	6	6	9	18	13	14	6	10	7	3
	1%	1%	1%		2%	0%	1%	1%	1%	1%	2%	2%	1%	1%	1%	0%
										F	P	P				
Canada Day cake/dessert	49	17	32	-	2	4	6	8	6	11	3	12	7	7	9	11
	1%	1%	1%		1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Went for a drive/ride	49	25	22	1	0	6	5	7	8	17	6	7	2	13	10	10
	1%	1%	1%	6%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
										E				M		
Went to the park / Provincial park	46	19	27	-	0	5	9	3	7	18	5	15	11	10	1	3
	1%	1%	1%		0%	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	0%
										E		OP	OP			
Listened to music / Canadian music	40	18	21	-	1	6	5	6	3	13	0	9	7	9	9	5
	1%	1%	1%		0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%
												K	K	K	K	
Went for a walk / nature walk	38	11	27	-	0	10	7	4	4	9	4	7	10	9	2	6
	1%	0%	1%		0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
													O	O		
Party / House party / block party	37	23	14	-	5	2	0	4	1	20	9	12	3	3	7	3
	1%	1%	1%		2%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%
					GI					FGI						
Watched local parade	33	16	16	-	0	1	1	3	6	17	2	5	8	9	2	7
	1%	1%	1%		0%	0%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%
										EFG						
Sang the national anthem	32	15	15	1	1	4	3	14	1	6	3	-	5	6	9	8
	1%	1%	1%	6%	0%	1%	0%	2%	0%	0%	0%	0%	1%	1%	1%	1%
								EFGIJ								
Played games / board games	30	18	12	-	-	2	4	4	4	12	3	7	6	1	9	4
	1%	1%	0%			0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%
															N	
Had a picnic / Had a picnic with family/friends	27	12	15	-	2	2	4	5	4	4	8	3	2	4	8	2
	1%	0%	1%		1%	0%	1%	1%	1%	0%	1%	0%	0%	0%	1%	0%

Went for a hike / hiking	24	7	16	-	-	-	4	7	0	5	5	8	5	4	0	2
	0%	0%	1%				1%	1%	0%	0%	1%	1%	1%	0%	0%	0%
Dinner/Supper with friends	24	6	18	-	-	2	5	3	2	8	3	6	2	6	3	4
	0%	0%	1%			0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%
Went to the beach	22	9	13	-	-	1	6	10	2	1	7	8	1	1	2	4
	0%	0%	0%			0%	1%	2%	0%	0%	1%	1%	0%	0%	0%	0%
Was working / had to work	18	12	6	0	-	3	3	3	6	3	3	1	6	8	0	-
	0%	0%	0%	1%		0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%
Took a moment to reflect on Canada	16	8	8	0	0	1	1	4	2	6	1	3	0	5	2	5
	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Did not celebrate this year	3026	1438	1568	15	203	447	489	371	363	722	363	488	479	504	529	664
	59%	58%	59%	62%	66%	68%	61%	56%	53%	52%	56%	56%	59%	56%	60%	63%
Other	93	43	50	-	5	9	13	18	16	25	12	19	11	13	22	17
	2%	2%	2%		2%	1%	2%	3%	2%	2%	2%	2%	1%	1%	2%	2%
None / Nothing	111	68	41	-	12	15	16	16	19	21	10	13	12	28	18	30
	2%	3%	2%		4%	2%	2%	2%	3%	1%	2%	1%	1%	3%	2%	3%
Don't know / Refused	29	17	12	-	2	5	9	2	5	2	5	8	8	3	2	3
	1%	1%	0%		1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%
								J								

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q10: How proud are you to be Canadian?

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Very proud	2627	1238	1386	3	137	339	408	336	348	755	242	386	374	508	483	635
	51%	50%	52%	14%	45%	52%	51%	51%	50%	55%	38%	44%	46%	56%	55%	60%
		D	D							E			K	KLM	KLM	KLM
Proud	1316	609	698	9	74	139	189	169	195	344	219	243	231	202	190	231
	25%	24%	26%	38%	24%	21%	24%	26%	28%	25%	34%	28%	28%	22%	22%	22%
									F		NOP	NOP	NOP			
Somewhat proud	706	340	359	5	47	94	115	82	97	185	99	140	120	110	119	118
	14%	14%	14%	18%	16%	14%	14%	12%	14%	13%	15%	16%	15%	12%	14%	11%
												P	P			
Not very proud	201	123	72	6	11	33	33	31	22	40	27	27	34	33	38	42
	4%	5%	3%	24%	4%	5%	4%	5%	3%	3%	4%	3%	4%	4%	4%	4%
		C		C												
Not proud at all	115	74	38	2	9	16	24	16	12	27	9	18	22	20	29	18
	2%	3%	1%	6%	3%	2%	3%	2%	2%	2%	1%	2%	3%	2%	3%	2%
		C													KP	
I am not a Canadian citizen	115	55	60	-	17	22	18	17	7	13	32	41	20	8	8	6
	2%	2%	2%		6%	3%	2%	3%	1%	1%	5%	5%	2%	1%	1%	1%
					IJ	IJ		J			MNOP	NOP	NOP			
I don't know	93	48	43	-	10	14	14	7	12	12	15	21	12	19	12	13
	2%	2%	2%		3%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%
TOP-THREE SCORE	4649	2186	2443	17	258	572	712	587	639	1284	560	769	726	820	792	983
	90%	88%	92%	70%	85%	87%	89%	89%	92%	93%	87%	88%	89%	91%	90%	93%
			B						EF	EFGH			K		KLM	
BOTTOM-TWO SCORE	316	197	111	7	20	49	56	47	34	67	37	44	55	53	67	60
	6%	8%	4%	30%	6%	7%	7%	7%	5%	5%	6%	5%	7%	6%	8%	6%
		C		C												

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Welcoming	300	105	195	0	21	26	39	43	39	99	36	53	59	44	54	54
	6%	5%	8%	2%	8%	4%	5%	7%	6%	8%	7%	7%	8%	5%	7%	5%
			B							F			N			
Polite / Respectful	262	106	156	-	13	33	27	45	38	68	40	37	40	50	45	51
	6%	5%	6%		5%	6%	4%	8%	6%	5%	7%	5%	5%	6%	6%	5%
			B					G								
Good values / Family values / Shared values	261	123	138	1	10	26	45	27	28	108	15	47	51	46	51	52
	6%	6%	6%	3%	4%	5%	6%	5%	4%	8%	3%	6%	7%	6%	6%	5%
										EFHI		K	K	K	K	K
Peace / Peaceful / Peace keepers	254	112	141	-	15	31	30	30	44	74	24	39	48	46	43	53
	5%	5%	6%		6%	5%	4%	5%	7%	6%	4%	5%	7%	6%	5%	5%
Security / Safety	243	106	136	1	14	29	30	44	27	80	17	33	45	38	59	52
	5%	5%	6%	3%	5%	5%	4%	7%	4%	6%	3%	4%	6%	5%	7%	5%
								GI					K		KLN	
Friendly / Nice	213	75	139	-	20	26	21	27	24	65	49	36	32	47	27	24
	5%	3%	6%		8%	5%	3%	5%	4%	5%	9%	5%	4%	6%	3%	2%
			B		G						LMOP			OP		
Good quality of life / living standards	213	97	115	-	9	32	16	29	28	64	28	29	25	45	31	55
	5%	4%	5%		4%	6%	2%	5%	4%	5%	5%	4%	3%	5%	4%	6%
						G		G		G						
Good response to Covid-19 pandemic (government and population)	188	61	126	-	11	26	27	23	30	48	7	23	32	42	40	44
	4%	3%	5%		4%	4%	4%	4%	5%	4%	1%	3%	4%	5%	5%	4%
			B										K	K	K	K
Equality / Human rights	178	81	94	3	8	19	30	23	34	47	23	46	27	33	24	26
	4%	4%	4%	18%	3%	3%	4%	4%	5%	4%	4%	6%	4%	4%	3%	3%
												OP				
Tolerant / Open minded / Honest	172	76	95	0	8	12	26	17	18	74	25	19	35	20	36	37
	4%	3%	4%	1%	3%	2%	4%	3%	3%	6%	4%	2%	5%	2%	5%	4%
										FHI			LN		N	
Democracy	170	85	84	-	6	14	23	10	25	66	10	29	16	30	28	57
	4%	4%	3%		2%	3%	3%	2%	4%	5%	2%	4%	2%	4%	4%	6%
										EFH						KM
Prosperity / opportunities to do well / economy	168	80	88	-	6	20	15	30	25	53	30	18	21	28	32	38
	4%	4%	4%		2%	4%	2%	5%	4%	4%	5%	2%	3%	3%	4%	4%
								G		G	L					

Multicultural	162	63	99	-	5	20	23	16	25	51	22	30	25	35	25	27
	3%	3%	4%		2%	3%	3%	3%	4%	4%	4%	4%	3%	4%	3%	3%
Progressive (understand our faults and work to improve them)	156	73	82	2	11	15	32	14	18	49	26	30	22	20	32	26
	3%	3%	3%	12%	4%	3%	5%	2%	3%	4%	5%	4%	3%	2%	4%	3%
Inclusive	134	56	78	-	9	11	12	23	18	45	25	20	24	25	21	20
	3%	3%	3%		3%	2%	2%	4%	3%	4%	5%	3%	3%	3%	3%	2%
Good justice / laws / legal system (including military and police)	114	64	50	-	4	12	12	19	14	44	21	6	12	19	28	28
	2%	3%	2%		1%	2%	2%	3%	2%	3%	4%	1%	2%	2%	4%	3%
History / Accomplishments	106	68	36	3	11	13	13	17	11	34	20	12	14	20	16	24
	2%	3%	1%	17%	4%	2%	2%	3%	2%	3%	4%	2%	2%	2%	2%	2%
Everything / everything about Canada / all that Canada stands for	89	51	38	-	5	12	15	11	16	15	14	27	19	10	10	9
	2%	2%	2%		2%	2%	2%	2%	2%	1%	3%	3%	3%	1%	1%	1%
Good social system/programs	89	42	47	-	1	10	9	13	10	39	9	5	17	15	19	24
	2%	2%	2%		0%	2%	1%	2%	2%	3%	2%	1%	2%	2%	2%	2%
Better than other countries	85	48	36	0	6	15	10	12	14	15	20	7	8	16	14	19
	2%	2%	1%	1%	2%	3%	1%	2%	2%	1%	4%	1%	1%	2%	2%	2%
Education	84	22	62	-	3	10	9	11	10	34	12	13	21	5	12	22
	2%	1%	3%		1%	2%	1%	2%	2%	3%	2%	2%	3%	1%	1%	2%
Nature / Wilderness / Wildlife	82	31	50	1	10	12	7	8	15	21	11	15	15	17	14	11
	2%	1%	2%	9%	4%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%
Good environment (air and water)	75	33	41	-	3	6	8	14	13	27	7	15	9	16	18	10
	2%	2%	2%		1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%
Unity	64	31	33	-	4	11	13	9	7	15	5	14	11	12	6	15
	1%	1%	1%		1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%
Community / Sense of community	61	27	34	-	4	2	6	6	8	26	19	7	7	8	11	9
	1%	1%	1%		1%	0%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%
										F	LMNP					

Generous / Giving	61	24	37	-	3	7	10	11	7	18	7	6	9	14	7	17
	1%	1%	1%		1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%
Hockey / Sports teams / Tim Hortons / Maple/maple syrup / Poutine	53	37	16	-	3	4	11	6	4	15	17	19	5	3	9	1
	1%	2%	1%		1%	1%	2%	1%	1%	1%	3%	2%	1%	0%	1%	0%
		C									MNOP	MNP			P	
Natural resources	51	24	27	-	3	7	9	7	6	18	4	9	6	16	5	11
	1%	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
														KO		
Happy / Happiness	48	20	28	0	5	6	6	7	4	14	7	7	6	9	9	10
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	173	83	90	-	8	25	29	18	23	40	20	17	29	27	33	47
	4%	4%	4%		3%	4%	4%	3%	4%	3%	4%	2%	4%	3%	4%	5%
																L
None / Nothing / No particular reason	65	37	28	-	10	8	16	10	5	9	6	5	18	10	12	13
	1%	2%	1%		4%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%
					IJ		J						L			
Don't know / Refused	102	54	48	-	9	18	10	15	16	25	9	14	23	20	20	15
	2%	2%	2%		4%	3%	1%	2%	2%	2%	2%	2%	3%	2%	3%	2%

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q12a: Which of the following social media channels do you use at least once a month?

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Facebook	4017	1795	2202	19	256	530	620	518	537	1063	489	742	666	704	645	771
	78%	72%	83%	76%	84%	81%	77%	79%	78%	77%	76%	85%	82%	78%	73%	73%
			B		GIJ							KNOP	KOP	OP		
YouTube	3313	1640	1652	17	192	416	477	410	481	932	525	609	563	577	517	521
	64%	66%	62%	68%	63%	63%	60%	62%	70%	68%	82%	70%	69%	64%	59%	49%
		C							FGH	GH	LMNOP	NOP	NOP	OP	P	
Instagram	2303	950	1327	23	130	251	308	306	330	676	540	615	399	351	238	161
	45%	38%	50%	94%	43%	38%	39%	47%	48%	31%	84%	70%	49%	39%	27%	15%
			B	BC				FG	FG	FG	LMNOP	MNOP	NOP	OP	P	
Twitter	1334	711	607	12	73	124	206	153	188	430	221	250	235	285	216	127
	26%	29%	23%	50%	24%	19%	26%	23%	27%	31%	34%	29%	29%	32%	25%	12%
		C					F		F	EFGH	OP	P	P	OP	P	
LinkedIn	1131	628	498	5	42	92	126	150	159	438	106	266	216	231	175	137
	22%	25%	19%	19%	14%	14%	16%	23%	23%	32%	16%	30%	27%	26%	20%	13%
		C					EFG	EFG	EFGHI			KOP	KOP	KOP	P	
Snapchat	950	384	560	6	66	104	121	120	146	242	428	307	91	82	30	12
	18%	15%	21%	23%	21%	16%	15%	18%	21%	18%	67%	35%	11%	9%	3%	1%
			B					FG			LMNOP	MNOP	OP	OP	P	
Tik Tok	630	221	401	6	51	72	70	62	77	179	292	161	78	68	25	6
	12%	9%	15%	22%	17%	11%	9%	9%	11%	13%	45%	18%	10%	8%	3%	1%
			B		FGH					GH	LMNOP	MNOP	OP	OP	P	
Flickr	41	32	9	-	2	6	4	3	10	14	12	9	5	2	10	3
	1%	1%	0%		1%	1%	0%	0%	1%	1%	2%	1%	1%	0%	1%	0%
		C									NP					
Other	103	45	53	5	15	10	18	10	16	27	20	13	16	18	16	20
	2%	2%	2%	20%	5%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%
			BC	FHJ												
Don't know / Refused	31	14	16	-	2	4	0	7	3	5	1	3	1	4	10	12
	1%	1%	1%		1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%
								G							KLM	KM
Do not use social media	364	200	163	-	20	45	57	50	43	75	11	18	24	53	98	161
	7%	8%	6%		6%	7%	7%	8%	6%	5%	2%	2%	3%	6%	11%	15%
		C												KLM	KLMN	KLMNO

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q12b: Did you share your Canada Day experience on social media?

Base: Respondents who use social media channels

	GENDER			INCOME						AGE						
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	4811	2286	2496	25	285	612	742	608	649	1300	633	858	788	848	783	900
Unweighted Total	4778	2237	2518	19	296	619	708	619	642	1313	538	608	857	982	845	948
Yes	597	285	305	7	32	75	101	88	92	136	104	179	100	87	63	64
	12%	12%	12%	29%	11%	12%	14%	15%	14%	10%	16%	21%	13%	10%	8%	7%
								J	J		NOP	MNOP	OP	P		
No	4214	2001	2191	18	254	537	641	520	557	1164	529	679	688	761	719	836
	88%	88%	88%	71%	89%	88%	86%	85%	86%	90%	84%	79%	87%	90%	92%	93%
									HI				L	KL	KLM	KLMN

Comparison Groups: BCD/EFHGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q12c: Did you use the hashtag #CanadaDay or #FêteduCanada?

Base: Respondents who shared their Canada Day experience on social media, and are users of Facebook, Twitter, Instagram, LinkedIn or YouTube

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	593	280	305	7	32	75	101	88	92	134	102	178	100	87	62	64
Unweighted Total	541	233	305	3	32	68	84	77	84	127	75	126	110	88	71	71
Yes	184	117	68	-	11	26	45	20	33	37	34	77	41	17	15	2
	31%	42%	22%		33%	35%	45%	23%	36%	27%	33%	43%	40%	20%	24%	3%
		C					HJ				P	NOP	NOP	P	P	
No	408	164	238	7	21	49	56	68	59	98	68	101	60	69	47	63
	69%	58%	78%	100%	67%	65%	55%	77%	64%	73%	67%	57%	60%	80%	76%	97%
			B	BC			G		G					LM	LM	KLMNO

Comparison Groups: BCD/EFHGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q15: What language do you speak most often at home?

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
French	1342	645	693	2	88	168	240	175	183	324	179	213	208	228	227	286
	26%	26%	26%	7%	29%	26%	30%	26%	26%	24%	28%	24%	26%	25%	26%	27%
		D	D				J									
English	3741	1787	1925	24	208	469	548	467	493	1052	437	655	582	653	635	779
	72%	72%	72%	99%	68%	71%	69%	71%	71%	76%	68%	75%	72%	72%	72%	73%
				BC						EFGHI		K				K
An Indigenous language	21	10	10	1	-	6	3	2	2	3	8	3	3	4	4	-
	0%	0%	0%	6%		1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	
Other	369	195	171	-	28	56	58	33	50	82	113	64	68	53	44	26
	7%	8%	6%		9%	9%	7%	5%	7%	6%	18%	7%	8%	6%	5%	2%
					H	H					LMNOP	P	OP	P	P	
Prefer not to answer	17	14	2	-	-	2	0	1	3	2	8	1	5	1	1	-
	0%	1%	0%			0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	
		C									LNO					

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q16: Do you identify as a person with a disability? A person with a disability is a person who has a long-term or recurring impairment such as vision, hearing, mobility, flexibility, dexterity, pain, learning, deve
 Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Yes	781	356	415	7	119	153	148	87	74	105	81	87	85	136	196	195
	15%	14%	16%	29%	39%	23%	19%	13%	11%	8%	13%	10%	10%	15%	22%	18%
					FGHIJ	HIJ	HIJ	J						LM	KLMN	KLM
No	4392	2130	2241	18	186	504	652	572	618	1270	562	789	728	765	682	867
	85%	86%	84%	71%	61%	77%	81%	87%	89%	92%	87%	90%	90%	85%	78%	82%
					E	E	EFG	EFG	EFGH		OP	NOP	NOP	O		

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q17: The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
White	3943	1843	2083	16	229	488	629	517	517	1085	354	580	558	703	772	975
	76%	74%	78%	63%	75%	74%	79%	79%	75%	79%	55%	66%	69%	78%	88%	92%
			B							F		K	K	KLM	KLMN	KLMNO
Chinese	294	130	162	-	16	25	39	32	42	88	86	56	61	57	26	8
	6%	5%	6%		5%	4%	5%	5%	6%	6%	13%	6%	8%	6%	3%	1%
										F	LMNOP	OP	OP	OP	P	
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	271	149	119	3	19	30	36	36	58	49	73	91	47	35	12	13
	5%	6%	4%	12%	6%	5%	5%	5%	8%	4%	11%	10%	6%	4%	1%	1%
		C							FGHJ		MNOP	MNOP	NOP	OP		
Black	129	70	56	3	12	19	24	18	11	21	21	31	29	30	7	11
	2%	3%	2%	14%	4%	3%	3%	3%	2%	2%	3%	4%	4%	3%	1%	1%
											OP	OP	OP	OP		
Indigenous	112	47	59	6	15	23	15	13	14	20	16	18	21	30	15	12
	2%	2%	2%	25%	5%	4%	2%	2%	2%	1%	3%	2%	3%	3%	2%	1%
			B		J										P	
Latin American	75	45	30	-	6	16	10	7	11	12	13	15	26	13	3	3
	1%	2%	1%		2%	2%	1%	1%	2%	1%	2%	2%	3%	1%	0%	0%
						J					OP	OP	NOP	OP		
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	71	43	25	3	2	16	12	8	5	16	30	20	8	4	5	4
	1%	2%	1%	12%	1%	2%	1%	1%	1%	1%	5%	2%	1%	0%	1%	0%
		C				EIJ					LMNOP	NOP				
Arab	63	46	17	-	1	13	6	9	5	16	19	16	13	6	7	2
	1%	2%	1%		0%	2%	1%	1%	1%	1%	3%	2%	2%	1%	1%	0%
		C				EI					NOP	NOP	P		P	
Filipino	61	31	27	3	1	10	8	4	13	13	17	20	14	4	2	4
	1%	1%	1%	12%	0%	1%	1%	1%	2%	1%	3%	2%	2%	0%	0%	0%
											NOP	NOP	NOP			
Japanese	28	14	15	-	-	1	4	3	3	8	8	3	4	7	5	2
	1%	1%	1%			0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%
											P					
Korean	26	17	8	-	2	5	5	-	8	4	6	10	3	3	2	2
	0%	1%	0%		1%	1%	1%		1%	0%	1%	1%	0%	0%	0%	0%
		C							J		P	MNOP				

West Asian (e.g., Iranian, Afghan)	24	13	11	-	1	2	6	-	4	3	6	7	4	3	3	2
	0%	1%	0%		0%	0%	1%		1%	0%	1%	1%	0%	0%	0%	0%
Other	191	99	89	3	17	30	21	23	22	51	23	27	28	30	42	41
	4%	4%	3%	14%	5%	5%	3%	4%	3%	4%	4%	3%	3%	3%	5%	4%
Prefer not to answer	124	61	61	0	8	12	12	8	10	24	19	24	25	22	17	16
	2%	2%	2%	1%	3%	2%	1%	1%	2%	2%	3%	3%	3%	2%	2%	2%
													P			

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q18r1: Please specify the number of children living at home with you in the following age categories: # of children age 12 or younger
 Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Children 12 or younger	871	410	459	2	22	75	115	107	169	314	82	229	382	151	19	7
	17%	16%	17%	6%	7%	11%	14%	16%	24%	23%	13%	26%	47%	17%	2%	1%
							E	EF	EFGH	EFGH	OP	KNOP	KNOP	OP		P
No children 12 or younger	536	232	300	-	27	48	61	63	77	181	148	21	75	186	67	39
	10%	9%	11%		9%	7%	8%	9%	11%	13%	23%	2%	9%	21%	8%	4%
									F	EFGH	LMOP		LP	LMOP		LP
I do not have children under 18	3595	1759	1814	19	248	515	606	466	435	867	377	573	320	538	778	1009
	69%	71%	68%	78%	81%	78%	76%	71%	63%	63%	59%	65%	39%	60%	89%	95%
					HIJ	HIJ	IJ	IJ			M	KMN		M	KLMN	KLMNO
Prefer not to answer	171	84	83	4	8	20	18	23	11	14	37	53	35	26	14	7
	3%	3%	3%	15%	3%	3%	2%	4%	2%	1%	6%	6%	4%	3%	2%	1%
								J	IJ		NOP	NOP	OP		P	
MEAN OF CHILDREN 12 OR UNDER	1.55	1.57	1.54	2.00	1.68	1.49	1.65	1.59	1.53	1.52	1.39	1.58	1.67	1.34	1.42	1.59
				BC								N	KN			

Comparison Groups: BCD/EFGHIJ/KLMNOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Q18r2: Please specify the number of children living at home with you in the following age categories: # of children 13 to 17 years old

Base: All respondents

	GENDER				INCOME						AGE					
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120
Children 13 to 17 years old	682	308	371	-	26	48	76	74	121	239	205	38	151	229	49	10
	13%	12%	14%		9%	7%	9%	11%	18%	17%	32%	4%	19%	25%	6%	1%
								F	EFGH	EFGH	LMNOP	P	LOP	LMOP	P	
No children 13 to 17 years old	724	335	388	2	23	75	101	95	125	257	25	212	306	108	38	36
	14%	13%	15%	6%	8%	11%	13%	14%	18%	19%	4%	24%	38%	12%	4%	3%
							E	E	EFG	EFGH		KNOP	KLNOP	KOP		
I do not have children under 18	3595	1759	1814	19	248	515	606	466	435	867	377	573	320	538	778	1009
	69%	71%	68%	78%	81%	78%	76%	71%	63%	63%	59%	65%	39%	60%	89%	95%
					HIJ	HIJ	IJ	IJ			M	KMN		M	KLMN	KLMNO
Prefer not to answer	171	84	83	4	8	20	18	23	11	14	37	53	35	26	14	7
	3%	3%	3%	15%	3%	3%	2%	4%	2%	1%	6%	6%	4%	3%	2%	1%
							J	IJ			NOP	NOP	OP	P		
MEAN OF CHILDREN 13 TO 17	1.31	1.30	1.33	-	1.22	1.11	1.48	1.18	1.20	1.33	1.41	1.38	1.21	1.26	1.41	1.38
							FHI			FH	MN					

Comparison Groups: BCD/EFGHIJ/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q19: Which of the following categories best describes your total household income in 2019? That is, the total of all persons in your household combined, before taxes?

Base: All respondents

	GENDER				INCOME						AGE						
	TOTAL	Male gender	Female gender	Gender diverse	<\$20K	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100K+	16-24	25-34	35-44	45-54	55-64	65+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Weighted Total	5173	2485	2656	25	305	657	800	659	692	1376	644	876	813	901	878	1062	
Unweighted Total	5173	2478	2669	19	316	668	771	677	689	1397	542	622	891	1048	950	1120	
Under \$20,000	305	134	168	3	305	-	-	-	-	-	83	45	32	34	61	50	
	6%	5%	6%	12%	100%						13%	5%	4%	4%	7%	5%	
											LMNOP					MN	
\$20,000 to \$39,999	657	277	376	4	-	657	-	-	-	-	83	105	75	88	114	191	
	13%	11%	14%	16%		100%					13%	12%	9%	10%	13%	18%	
			B													M	KLMNO
\$40,000 to \$59,999	800	375	421	4	-	-	800	-	-	-	66	155	122	100	138	220	
	15%	15%	16%	15%			100%				10%	18%	15%	11%	16%	21%	
												KN	KN		KN	KMNO	
\$60,000 to \$79,999	659	319	333	7	-	-	-	659	-	-	61	143	91	107	99	158	
	13%	13%	13%	26%				100%			9%	16%	11%	12%	11%	15%	
												KMNO				KM	
\$80,000 to \$99,999	692	388	300	3	-	-	-	-	692	-	69	157	128	137	97	104	
	13%	16%	11%	14%					100%		11%	18%	16%	15%	11%	10%	
			C									KOP	KOP	KOP			
\$100,000 to \$149,999	888	483	403	2	-	-	-	-	-	888	75	144	180	187	169	133	
	17%	19%	15%	9%						65%	12%	16%	22%	21%	19%	12%	
			C									K	KLP	KP	KP		
\$150,000 or more	488	279	207	0	-	-	-	-	-	488	41	62	107	146	85	48	
	9%	11%	8%	1%						35%	6%	7%	13%	16%	10%	5%	
			C										KLP	KLOP		P	
Prefer not to answer	685	230	448	2	-	-	-	-	-	-	166	65	78	102	115	158	
	13%	9%	17%	7%							26%	7%	10%	11%	13%	15%	
			B								LMNOP			L	LM	LMN	

Comparison Groups: BCD/EFHGII/KLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table PROV

PROV: In which province or territory do you live?

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
New Brunswick	112	112	-	-	-	-	-	104	3	2	18	94	76	41	1
	2%	32%						3%	0%	1%	2%	2%	2%	3%	0%
								I					P	P	
Nova Scotia	140	140	-	-	-	-	-	115	12	5	30	110	134	3	4

	3%	40%						3%	1%	4%	4%	3%	4%	0%	1%
													MP		
Prince Edward Island	21	21	-	-	-	-	-	18	2	0	1	20	21	-	1
	0%	6%						0%	0%	0%	0%	0%	1%		0%
Newfoundland and Labrador	79	79	-	-	-	-	-	67	6	6	15	64	76	3	-
	2%	22%						2%	1%	6%	2%	1%	2%	0%	
													M		
Quebec	1207	-	1207	-	-	-	-	1055	96	10	108	1099	133	1089	44
	23%		100%					28%	10%	9%	14%	25%	4%	81%	11%
								IJ				K		NP	N
Ontario	1983	-	-	1983	-	-	-	1355	455	38	348	1635	1789	135	192
	38%			100%				36%	47%	34%	45%	37%	48%	10%	49%
									HJ		L		M		M
Manitoba	182	-	-	-	182	-	-	126	32	10	30	153	167	9	17
	4%				54%			3%	3%	9%	4%	3%	4%	1%	4%
													M		
Saskatchewan	155	-	-	-	155	-	-	123	21	5	28	128	150	4	7
	3%				46%			3%	2%	5%	4%	3%	4%	0%	2%
													M		
Alberta	580	-	-	-	-	580	-	416	118	17	88	492	539	27	46
	11%					45%		11%	12%	15%	11%	11%	14%	2%	12%
													M		M
British Columbia	699	-	-	-	-	699	-	419	220	18	114	585	642	29	77
	14%					55%		11%	23%	16%	15%	13%	17%	2%	20%
									HJ				M		M
Northwest Territories	6	-	-	-	-	-	6	4	1	1	1	5	6	0	-
	0%					38%		0%	0%	1%	0%	0%	0%	0%	-
Yukon	5	-	-	-	-	-	5	4	1	0	1	4	5	0	0
	0%					34%		0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	4	-	-	-	-	-	4	2	1	1	1	4	4	0	1
	0%					28%		0%	0%	1%	0%	0%	0%	0%	0%

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table PROV2

PROV2: PROVINCES with grouped PRAIRIES & ATLANTIC

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Atlantic Canada	352	352	-	-	-	-	-	304	23	13	64	288	306	48	6
	7%	100%						8%	2%	12%	8%	7%	8%	4%	1%
								I		I			MP		
Quebec	1207	-	1207	-	-	-	-	1055	96	10	108	1099	133	1089	44
	23%		100%					28%	10%	9%	14%	25%	4%	81%	11%
								IJ				K		NP	N
Ontario	1983	-	-	1983	-	-	-	1355	455	38	348	1635	1789	135	192
	38%			100%				36%	47%	34%	45%	37%	48%	10%	49%
									HJ		L		M		M
Prairies	338	-	-	-	338	-	-	249	53	15	57	280	317	13	24
	7%				100%			7%	6%	14%	7%	6%	8%	1%	6%
													M		M
Alberta	580	-	-	-	-	580	-	416	118	17	88	492	539	27	46

	11%					45%		11%	12%	15%	11%	11%	14%	2%	12%
													M		M
British Columbia	699	-	-	-	-	699	-	419	220	18	114	585	642	29	77
	14%					55%		11%	23%	16%	15%	13%	17%	2%	20%
									HJ				M		M
Northwest Territories	6	-	-	-	-	-	6	4	1	1	1	5	6	0	-
	0%						38%	0%	0%	1%	0%	0%	0%	0%	0%
Yukon	5	-	-	-	-	-	5	4	1	0	1	4	5	0	0
	0%						34%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	4	-	-	-	-	-	4	2	1	1	1	4	4	0	1
	0%						28%	0%	0%	1%	0%	0%	0%	0%	0%

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table age

AGE: Please indicate in which of the following age categories you belong?

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Between 16 and 24	644	42	152	227	51	171	1	329	260	16	81	562	437	179	121
	12%	12%	13%	11%	15%	13%	7%	9%	27%	15%	10%	13%	12%	13%	31%
		G	G	G	BDG	G			HJ						NM
Between 25 and 34	876	46	181	361	58	226	3	556	258	18	87	789	655	213	67
	17%	13%	15%	18%	17%	18%	19%	15%	27%	16%	11%	18%	18%	16%	17%
				BC	B	B			HJ			K			
Between 35 and 44	813	51	189	307	53	210	3	540	203	21	85	728	582	208	71
	16%	14%	16%	15%	16%	16%	18%	14%	21%	19%	11%	17%	16%	16%	18%
									H			K			
Between 45 and 54	901	63	204	357	55	220	3	682	144	30	136	765	653	228	57
	17%	18%	17%	18%	16%	17%	19%	18%	15%	27%	17%	17%	17%	17%	15%
										I					
Between 55 and 64	878	67	214	328	55	210	3	752	55	15	196	682	635	227	48
	17%	19%	18%	17%	16%	16%	23%	20%	6%	13%	25%	16%	17%	17%	12%
								I		I	L		P		
Between 65 and 74	797	64	199	313	46	173	2	699	44	11	141	656	581	212	22
	15%	18%	17%	16%	14%	14%	13%	18%	5%	9%	18%	15%	16%	16%	6%
		EF		G	G	G		IJ					P	P	
75 or older	264	19	68	89	20	68	0	250	4	1	54	210	199	74	4
	5%	5%	6%	5%	6%	5%	2%	7%	0%	1%	7%	5%	5%	6%	1%
		G	G	G	G	G		IJ					P	P	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table gender

Gender: What is your gender?

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Male gender	2485	167	588	939	164	620	8	1787	506	47	356	2130	1787	645	204
	48%	47%	49%	47%	49%	48%	50%	47%	52%	42%	46%	48%	48%	48%	52%
									H						
Female gender	2656	182	618	1026	172	650	8	2009	449	59	415	2241	1925	693	181
	51%	52%	51%	52%	51%	51%	49%	53%	46%	53%	53%	51%	51%	52%	46%
								I							
Gender diverse	25	2	-	14	1	7	-	11	9	6	7	18	24	2	1
	0%	1%		1%	0%	1%		0%	1%	6%	1%	0%	1%	0%	0%
									H	HI			M		
Prefer not to answer	6	1	1	3	0	1	0	1	3	-	3	4	4	1	3
	0%	0%	0%	0%	0%	0%	1%	0%	0%		0%	0%	0%	0%	1%

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q1a

Q1a: This year, various Canada Day programming presented by the Government of Canada was "virtual" - in other words it was activities on the Web, televised and streamed online through a range of media.
Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Yes	2788	196	600	1163	157	664	9	1978	582	59	485	2304	2073	685	204
	54%	56%	50%	59%	46%	52%	58%	52%	60%	52%	62%	52%	55%	51%	52%
		CE		CEF		E	E		H		L		M		
No	2385	156	607	820	181	615	6	1831	385	53	296	2089	1668	657	187
	46%	44%	50%	41%	54%	48%	42%	48%	40%	48%	38%	48%	45%	49%	48%
			BD		BDFG	D		I				K		N	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q1br1

Q1b: Where did you see, read or hear Government of Canada advertising about the 2020 virtual Canada Day celebration?

Base: Respondents aware of GoC virtual celebration advertising

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	2788	196	600	1163	156	664	9	1977	582	59	485	2303	2072	685	204
Unweighted Total	2709	556	488	588	469	521	87	2041	442	80	455	2254	2091	599	159

Television	1532	106	401	603	82	336	4	1181	248	26	293	1239	1083	457	87
	55%	54%	67%	52%	53%	51%	45%	60%	43%	45%	61%	54%	52%	67%	43%
Facebook	820	84	172	311	47	202	4	577	179	23	152	668	606	202	55
	29%	43%	29%	27%	30%	30%	51%	29%	31%	40%	31%	29%	29%	29%	27%
Radio	591	41	117	268	29	133	2	433	112	11	85	506	453	133	45
	21%	21%	20%	23%	19%	20%	23%	22%	19%	18%	17%	22%	22%	19%	22%
Internet website	535	35	81	254	27	135	3	330	159	15	77	458	434	99	60
	19%	18%	14%	22%	18%	20%	30%	17%	27%	26%	16%	20%	21%	14%	29%
A daily newspaper	308	12	76	133	16	69	1	224	63	4	67	241	214	87	30
	11%	6%	13%	11%	10%	10%	10%	11%	11%	7%	14%	10%	10%	13%	15%
Instagram	285	14	37	139	18	77	1	153	109	3	55	230	238	47	40
	10%	7%	6%	12%	12%	12%	9%	8%	19%	6%	11%	10%	11%	7%	19%
YouTube	277	16	42	134	14	70	1	126	115	14	58	219	234	44	47
	10%	8%	7%	12%	9%	11%	7%	6%	20%	25%	12%	10%	11%	6%	23%
A community or weekly newspaper	186	10	21	88	10	57	1	124	47	2	36	150	156	27	15
	7%	5%	3%	8%	6%	9%	6%	6%	8%	4%	8%	7%	8%	4%	8%
On the Government of Canada website specifically	177	9	22	92	9	43	1	97	69	3	47	131	150	30	22
	6%	5%	4%	8%	6%	6%	16%	5%	12%	6%	10%	6%	7%	4%	11%
Twitter	173	15	15	85	10	47	1	103	54	6	39	135	154	20	20
	6%	8%	2%	7%	7%	7%	12%	5%	9%	11%	8%	6%	7%	3%	10%
A general Google search	158	9	15	80	9	45	1	86	49	8	37	121	132	31	22
	6%	4%	3%	7%	6%	7%	9%	4%	8%	14%	8%	5%	6%	5%	11%
Outdoor billboards	70	2	7	39	4	18	0	31	32	2	14	56	60	7	6
	3%	1%	1%	3%	2%	3%	2%	2%	6%	3%	3%	2%	3%	1%	3%
Magazines	50	1	1	30	2	15	0	26	22	2	20	30	44	7	4
	2%	1%	0%	3%	2%	2%	2%	1%	4%	3%	4%	1%	2%	1%	2%
Word of mouth	26	3	1	10	2	9	-	15	6	0	3	23	23	4	3
	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Other	14	0	5	3	1	5	0	9	5	-	-	14	9	5	2
	1%	0%	1%	0%	0%	1%	2%	0%	1%	0%	0%	1%	0%	1%	1%
Can't remember	90	6	20	32	7	25	1	75	7	2	14	76	66	18	8
	3%	3%	3%	3%	4%	4%	6%	4%	1%	4%	3%	3%	3%	3%	4%
Don't know / Refuse to answer	7	1	-	1	1	3	-	4	2	0	3	3	7	-	-
	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%

Comparison Groups: BCDEFG/HI/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q2a

Q2a: Did you look for any information related to how and where you could celebrate Canada Day this year?

Base: All respondents

TOTAL	REGION						ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Yes	1115	88	119	506	85	315	3	645	366	28	224	891	920	158	127
	22%	25%	10%	26%	25%	25%	18%	17%	38%	25%	29%	20%	25%	12%	33%
		C		CG	CG	C	C		HJ		L		M		NM
No	4058	264	1088	1477	253	963	13	3163	601	84	557	3501	2821	1184	263
	78%	75%	90%	74%	75%	75%	82%	83%	62%	75%	71%	80%	75%	88%	67%
			BDEFG				DE	I	I		K		P	NP	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q2br1

Q2b: When looking for information about Canada Day this year, what sources did you use?

Base: Respondents who searched for Canada Day virtual celebration information

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	1115	88	119	506	85	315	3	645	366	28	224	891	920	158	127
Unweighted Total	1082	242	95	252	226	239	28	680	295	41	204	878	916	139	108
Internet website	443	24	39	217	29	133	1	244	164	13	77	366	376	61	65
	40%	28%	33%	43%	35%	42%	29%	38%	45%	46%	35%	41%	41%	39%	51%
				B		B									
A general Google search	439	28	53	182	29	145	1	259	138	10	69	370	353	74	51
	39%	31%	45%	36%	35%	46%	29%	40%	38%	38%	31%	41%	38%	47%	40%
			B			BDE						K			
Facebook	369	51	35	156	33	92	2	223	107	11	70	299	317	49	27
	33%	59%	29%	31%	39%	29%	59%	35%	29%	40%	31%	34%	34%	31%	21%
		CDEF			F		CDF						P		
Television	284	18	31	148	16	70	0	164	99	5	60	224	233	42	33
	25%	21%	26%	29%	19%	22%	17%	25%	27%	17%	27%	25%	25%	27%	26%
			BE												
On the Government of Canada website specifically	218	19	18	109	10	61	1	126	75	2	38	180	182	33	29
	20%	21%	15%	22%	12%	19%	19%	19%	20%	6%	17%	20%	20%	21%	23%
		E		E		E		J	J						
Radio	172	13	14	85	12	49	0	98	57	2	40	132	141	29	19
	15%	15%	11%	17%	14%	15%	15%	15%	16%	7%	18%	15%	15%	19%	15%
Instagram	166	10	9	84	12	51	0	77	70	2	38	128	143	19	27
	15%	11%	8%	17%	14%	16%	10%	12%	19%	6%	17%	14%	16%	12%	21%
				C		C			HJ						
A daily newspaper	157	9	15	57	13	63	0	94	49	6	44	113	131	20	19
	14%	10%	13%	11%	15%	20%	4%	15%	13%	22%	20%	13%	14%	13%	15%
				G		BDG					L				
A community or weekly newspaper	147	11	9	71	9	47	0	95	38	8	38	109	128	17	16
	13%	12%	8%	14%	11%	15%	12%	15%	10%	30%	17%	12%	14%	11%	13%
				C		C				I					
YouTube	129	8	17	59	11	34	0	43	74	3	34	96	100	13	33
	12%	9%	14%	12%	12%	11%	11%	7%	20%	11%	15%	11%	11%	8%	26%
									H						NM
Twitter	80	7	3	38	6	25	0	46	33	1	18	62	74	5	10
	7%	8%	3%	8%	7%	8%	9%	7%	9%	5%	8%	7%	8%	3%	8%
		C		C		C							M		
Outdoor billboards	44	2	3	17	4	19	-	18	15	2	9	35	32	10	6
	4%	2%	3%	3%	5%	6%		3%	4%	8%	4%	4%	4%	6%	4%

					B	B									
TikTok	40	1	4	15	4	16	-	19	18	0	18	22	36	2	1
	4%	1%	3%	3%	5%	5%		3%	5%	1%	8%	2%	4%	1%	1%
Magazines	35	1	-	16	1	18	0	14	17	1	12	24	31	4	-
	3%	1%		3%	1%	6%	3%	2%	5%	5%	5%	3%	3%	3%	
Word of mouth	3	1	-	-	2	-	0	2	0	0	0	2	3	-	0
	0%	1%			2%		4%	0%	0%	0%	0%	0%	0%		0%
Other	0	-	-	-	-	-	0	-	-	-	-	0	-	0	-
	0%						4%					0%			0%
Can't remember	10	0	2	5	0	2	0	6	3	0	7	3	8	2	-
	1%	0%	2%	1%	0%	1%	3%	1%	1%	1%	3%	0%	1%	1%	
Don't know / Refuse to answer	7	1	1	3	0	2	-	5	2	-	1	6	6	1	-
	1%	1%	1%	1%	0%	0%		1%	1%		0%	1%	1%	1%	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q3a

Q3a: Did you celebrate Canada Day this year in any way?

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Yes	2059	154	189	1027	154	527	8	1384	492	46	342	1717	1759	253	191
	40%	44%	16%	52%	46%	41%	54%	36%	51%	41%	44%	39%	47%	19%	49%
No	3114	198	1018	956	184	752	7	2425	475	66	439	2675	1981	1089	199
	60%	56%	84%	48%	54%	59%	46%	64%	49%	59%	56%	61%	53%	81%	51%

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q3b

Q3b: What is the main reason you did not celebrate Canada Day this year?

Base: Respondents who did not celebrate Canada Day

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	3114	198	1018	956	184	752	7	2425	475	66	439	2675	1981	1089	199
Unweighted Total	3145	573	850	486	562	599	75	2536	365	91	477	2668	2146	965	156
Covid-19 concerns / Stayed at home / Stayed safe	574	31	151	219	31	141	1	428	108	10	99	474	405	160	41
	18%	16%	15%	23%	17%	19%	10%	18%	23%	14%	23%	18%	20%	15%	21%

Don't normally celebrate Canada Day / Just another day	431	22	262	73	19	56	0	371	35	3	60	371	167	265	16
	14%	11%	26%	8%	10%	7%	4%	15%	7%	4%	14%	14%	8%	24%	8%
Cancelled/No events/fireworks	298	27	70	82	31	87	1	245	34	8	40	258	222	73	10
	10%	14%	7%	9%	17%	12%	12%	10%	7%	12%	9%	10%	11%	7%	5%
Lack of interest / Didn't want to / Didn't feel like it	233	8	124	60	7	33	0	196	26	6	26	207	104	128	10
	7%	4%	12%	6%	4%	4%	3%	8%	5%	10%	6%	8%	5%	12%	5%
I/Spouse were working	223	15	59	62	12	74	1	166	40	6	15	208	148	73	16
	7%	7%	6%	7%	7%	10%	10%	7%	8%	8%	3%	8%	7%	7%	8%
Covid-19 restrictions / Social restrictions / Social distancing / No crowds	172	14	34	65	13	46	0	132	30	1	25	147	121	40	16
	6%	7%	3%	7%	7%	6%	5%	5%	6%	2%	6%	5%	6%	4%	8%
Busy doing something else (gardening, yard work, renovations, moving, etc.)	131	8	52	31	6	33	1	117	10	1	18	113	76	52	5
	4%	4%	5%	3%	3%	4%	9%	5%	2%	1%	4%	4%	4%	5%	3%
Issue with celebrating Canada (indigenous issues, inequities, poverty, racism, colonialism, etc.)	130	6	18	45	10	50	0	87	21	14	27	103	95	31	17
	4%	3%	2%	5%	6%	7%	5%	4%	4%	22%	6%	4%	5%	3%	8%
Not interested in virtual celebrations / not the same as being there	85	6	21	31	4	22	0	53	24	0	5	80	59	22	11
	3%	3%	2%	3%	2%	3%	6%	2%	5%	0%	1%	3%	3%	2%	6%
Poor weather (too hot, rainy)	50	1	5	16	2	26	0	45	4	0	9	40	43	8	-
	2%	0%	1%	2%	1%	3%	2%	2%	1%	0%	2%	2%	2%	1%	-
Alone / friends/family away	47	4	7	16	3	18	0	39	5	-	11	35	39	7	2
	1%	2%	1%	2%	1%	2%	1%	2%	1%	-	3%	1%	2%	1%	1%
Health issues / Not feeling well	40	5	10	13	3	10	0	31	4	4	16	24	29	9	2
	1%	3%	1%	1%	1%	1%	5%	1%	1%	5%	4%	1%	1%	1%	1%
Spent time with family	32	2	9	12	1	7	-	23	7	-	0	32	23	9	1
	1%	1%	1%	1%	1%	1%	-	1%	1%	-	0%	1%	1%	1%	1%
Mid week	30	1	4	15	4	7	-	23	6	-	2	28	26	4	0
	1%	0%	0%	2%	2%	1%	-	1%	1%	-	0%	1%	1%	0%	0%
Away camping / cottage / travelling	29	3	6	7	3	10	0	28	1	-	1	28	21	9	-
	1%	2%	1%	1%	2%	1%	3%	1%	0%	-	0%	1%	1%	1%	-
Just wanted to relax	21	2	8	5	1	5	-	21	-	-	2	19	14	7	-
	1%	1%	1%	1%	1%	1%	-	1%	-	-	0%	1%	1%	1%	-
Other	59	4	14	18	4	19	0	42	11	1	10	48	45	14	4
	2%	2%	1%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	2%
None / Nothing / No reason / Forgot / Nothing to celebrate	88	8	19	28	5	28	1	71	11	1	13	75	58	24	15
	3%	4%	2%	3%	3%	4%	8%	3%	2%	1%	3%	3%	3%	2%	8%
Don't know / Refused	444	31	146	159	24	82	1	307	98	13	59	385	287	154	32
	14%	16%	14%	17%	13%	11%	12%	13%	21%	19%	13%	14%	14%	14%	16%

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4ar1

Q4ar1: Please indicate if you watched/participated in any of the following Government of Canada special programming:

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
National Day Time Virtual Show on CBC platforms	387	25	106	147	20	89	1	244	113	3	74	313	261	128	31
	7%	7%	9%	7%	6%	7%	7%	6%	12%	2%	10%	7%	7%	10%	8%
			E					J	HJ						N
National Day Time Virtual Show through social media (e.g. YouTube, Facebook, Instagram)	236	14	28	108	13	72	1	98	113	6	56	180	191	35	44
	5%	4%	2%	5%	4%	6%	5%	3%	12%	5%	7%	4%	5%	3%	11%
				C	C	C			HJ		L		M		NM
National Evening Virtual Show on CBC platforms	378	24	90	166	20	77	1	279	79	5	71	307	266	116	20
	7%	7%	7%	8%	6%	6%	6%	7%	8%	4%	9%	7%	7%	9%	5%
				E											
National Evening Virtual Show through social media (e.g. YouTube, Facebook, Instagram)	167	10	27	62	9	60	0	69	84	5	30	137	123	32	34
	3%	3%	2%	3%	3%	5%	3%	2%	9%	5%	4%	3%	3%	2%	9%
						BCE			H						NM
Special Canada Day Web Videos (Let's Cook Together!; Let's Get Active Together!; Let's Innovate Together!)	149	7	18	76	11	36	0	76	60	6	35	114	117	28	23
	3%	2%	1%	4%	3%	3%	3%	2%	6%	5%	5%	3%	3%	2%	6%
				BC	C	C			H		L		M		M
Canada Day virtual fireworks	517	39	50	266	34	127	1	303	164	9	75	441	429	71	61
	10%	11%	4%	13%	10%	10%	7%	8%	17%	8%	10%	10%	11%	5%	16%
		C		CEFG	C	C			HJ				M		M
None of the above	3900	267	962	1405	264	989	12	3019	596	89	552	3348	2798	1033	253
	75%	76%	80%	71%	78%	77%	80%	79%	62%	79%	71%	76%	75%	77%	65%
		D	BD		D	D	D	I		I		K	P	P	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4br1

Q4br1: National Day Time Virtual Show (on CBC television or online) - For each specific Canada Day programming that you watched or in which you participated, how did your level of pride in Canada change? Base: Respondents who watched or participated in the National Day Time Virtual Show on CBC TV or online

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	563	36	127	227	29	142	2	320	192	8	113	450	397	155	70
Unweighted Total	519	101	107	111	83	102	15	328	150	10	96	423	370	141	57
Increased a lot	84	5	18	34	5	22	1	32	39	2	24	60	59	18	11
	15%	13%	14%	15%	16%	15%	37%	10%	20%	21%	21%	13%	15%	12%	15%
									H						
Increased moderately	127	7	12	68	8	32	-	66	56	-	35	92	110	13	16
	23%	20%	9%	30%	28%	22%		21%	29%		31%	20%	28%	8%	23%
		C		C	C	C							M		M
Increased a little	114	8	24	36	7	39	0	50	48	1	17	98	81	31	14
	20%	21%	19%	16%	25%	28%	24%	16%	25%	16%	15%	22%	20%	20%	21%
						D									
No change/Did not make me feel more or less proud	195	13	63	67	8	44	1	145	36	3	25	170	116	80	21
	35%	37%	49%	29%	26%	31%	39%	45%	19%	34%	22%	38%	29%	52%	30%
			DEF					I				K		NP	
Decreased a little	15	1	6	3	1	3	-	8	6	1	5	10	9	6	-
	3%	4%	4%	1%	3%	2%		2%	3%	9%	4%	2%	2%	4%	
Decreased moderately	16	0	3	12	-	1	-	12	2	-	6	11	12	5	2
	3%	1%	2%	5%		0%		4%	1%		5%	2%	3%	3%	3%

				F											
Decreased a lot	5	-	2	1	0	1	-	4	-	1	-	5	4	1	2
	1%		2%	1%	2%	1%		1%		13%		1%	1%	1%	3%
Don't know	8	1	1	5	0	-	-	3	4	1	3	5	7	1	4
	1%	3%	1%	2%	1%			1%	2%	7%	2%	1%	2%	1%	5%
TOP-THREE SCORE	325	20	53	138	20	93	1	149	143	3	75	249	250	62	41
	58%	55%	42%	61%	68%	65%	61%	46%	75%	37%	67%	55%	63%	40%	58%
				C	C	C			HJ				M	M	
BOTTOM-THREE SCORE	36	2	11	17	1	5	-	23	8	2	10	26	24	12	4
	6%	5%	8%	8%	5%	4%		7%	4%	22%	9%	6%	6%	8%	6%

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4br2

Q4br2: National Evening Virtual Show (on CBC television or online) - For each specific Canada Day programming that you watched or in which you participated, how did your level of pride in Canada change?
 Base: Respondents who watched or participated in the National Evening Virtual Show on CBC TV or online

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	516	32	115	217	28	124	1	334	151	7	92	425	364	145	49
Unweighted Total	478	89	95	107	84	92	11	337	112	9	86	392	340	128	40
Increased a lot	71	8	9	35	5	15	0	38	29	3	20	50	55	10	13
	14%	24%	8%	16%	17%	12%	17%	11%	19%	44%	22%	12%	15%	7%	26%
		CF			C								M	M	
Increased moderately	93	6	10	40	6	31	0	49	41	1	19	74	77	10	10
	18%	20%	9%	18%	22%	25%	11%	15%	27%	8%	21%	17%	21%	7%	20%
		C		C	C	C			H				M		
Increased a little	86	4	10	32	5	35	0	47	30	-	7	80	69	18	8
	17%	13%	9%	15%	17%	29%	30%	14%	20%		7%	19%	19%	13%	17%
						BCD							K		
No change/Did not make me feel more or less proud	223	12	71	96	9	35	0	174	37	2	32	191	138	92	14
	43%	37%	62%	44%	32%	28%	42%	52%	24%	33%	35%	45%	38%	63%	29%
			BDEF		F			I						NP	
Decreased a little	19	1	6	8	2	2	-	9	8	-	8	11	7	10	2
	4%	2%	5%	4%	6%	2%		3%	5%		9%	3%	2%	7%	4%
Decreased moderately	10	1	5	3	-	1	-	9	0	-	-	10	6	4	-
	2%	2%	4%	1%		1%		3%	0%			2%	2%	3%	
Decreased a lot	5	-	1	2	0	2	-	2	2	1	2	3	4	-	1
	1%		1%	1%	2%	1%		1%	1%	15%	2%	1%	1%		2%
Don't know	9	1	3	2	1	3	-	5	4	-	3	7	7	2	1
	2%	2%	2%	1%	4%	3%		1%	3%		3%	2%	2%	1%	2%
TOP-THREE SCORE	250	18	29	106	16	81	1	135	100	4	47	204	202	38	31
	48%	57%	25%	49%	56%	65%	58%	40%	66%	52%	51%	48%	56%	26%	63%
		C		C	C	CD	C		H				M	M	
BOTTOM-THREE SCORE	33	1	12	13	2	5	-	21	10	1	10	24	17	14	3
	6%	4%	11%	6%	7%	4%		6%	6%	15%	11%	6%	5%	9%	6%

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4br3

Q4br3: Special Canada Day Web Videos (Let's Cook Together!;Let's Get Active Together!;Let's Innovate Together!;Let's Discover Together!; and Let's Celebrate Together!) - For each specific Canada Base: Respondents who watched or participated in the Special Canada Day Web Videos

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	149	7	18	76	11	36	0	76	60	6	35	114	117	28	23
Unweighted Total	126	21	11	38	28	24	4	69	45	5	31	95	104	16	20
Increased a lot	30	2	-	19	4	5	0	12	17	-	9	21	28	-	4
	20%	21%		25%	31%	15%	43%	17%	28%		26%	18%	24%		15%
Increased moderately	33	2	2	16	2	10	0	14	13	1	6	27	28	8	4
	22%	33%	11%	21%	19%	28%	36%	18%	22%	25%	16%	24%	23%	28%	15%
Increased a little	36	1	4	18	3	11	0	19	14	1	9	27	28	6	6
	24%	9%	21%	23%	25%	29%	21%	25%	23%	27%	25%	24%	24%	23%	25%
No change/Did not make me feel more or less proud	40	2	10	22	2	5	-	23	15	3	12	29	29	9	9
	27%	21%	57%	28%	17%	15%		30%	25%	49%	33%	25%	25%	33%	38%
			EF												
Decreased a little	3	0	-	-	0	3	-	3	-	-	-	3	1	3	-
	2%	4%			4%	7%		4%				3%	1%	9%	
Decreased moderately	4	-	-	1	0	2	-	3	1	-	-	4	4	-	1
	3%			2%	4%	6%		4%	2%			4%	3%		6%
Don't know	3	1	2	-	-	-	-	2	0	-	-	3	0	2	-
	2%	12%	11%					3%	1%			3%	0%	7%	
TOP-THREE SCORE	98	5	6	53	9	26	0	45	44	3	24	75	83	14	13
	66%	63%	32%	70%	75%	72%	100%	59%	73%	51%	67%	66%	71%	51%	56%
BOTTOM-THREE SCORE	7	0	-	1	1	5	-	6	1	-	-	7	5	3	1
	5%	4%		2%	9%	13%		8%	2%		7%	4%	9%	6%	

Comparison Groups: BCDEFG/HIJ/KL/NMP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table Q4br4

Q4br4: Canada Day virtual fireworks - For each specific Canada Day programming that you watched or in which you participated, how did your level of pride in Canada change, if at all?
Base: Respondents who watched or participated in the Canada Day virtual fireworks

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	517	39	50	266	34	127	1	303	164	9	75	441	429	71	61
Unweighted Total	483	109	40	133	94	94	13	306	128	18	78	405	405	66	51
Increased a lot	85	7	8	43	4	23	0	43	31	2	16	69	73	8	14
	16%	17%	16%	16%	13%	18%	5%	14%	19%	24%	21%	16%	17%	11%	24%
Increased moderately	75	7	6	43	5	13	0	41	29	0	9	66	66	10	4
	15%	19%	13%	16%	15%	10%	16%	14%	18%	5%	12%	15%	16%	14%	7%
Increased a little	86	6	4	42	7	27	0	47	32	-	11	75	65	9	16
	17%	15%	7%	16%	22%	22%	6%	16%	19%		14%	17%	15%	12%	27%
					C	C									
No change/Did not make me feel more or less proud	223	17	29	111	12	53	1	142	58	5	32	191	183	37	17
	43%	45%	58%	42%	36%	42%	64%	47%	35%	55%	43%	43%	43%	51%	29%
			E											P	
Decreased a little	29	1	-	18	3	7	0	20	7	0	3	26	27	6	4

	6%	3%		7%	9%	6%	9%	7%	4%	3%	4%	6%	6%	8%	6%
					B										
Decreased moderately	6	1	-	4	1	1	-	1	5	-	-	6	5	1	2
	1%	2%		2%	1%	1%		0%	3%			1%	1%	1%	4%
Decreased a lot	7	-	1	3	1	1	-	7	-	-	1	5	5	1	0
	1%		2%	1%	4%	1%		2%			2%	1%	1%	1%	1%
Don't know	5	-	2	1	-	1	-	1	1	1	3	2	4	1	1
	1%		4%	1%		1%		0%	1%	13%	3%	0%	1%	2%	2%
TOP-THREE SCORE	246	20	18	128	17	63	0	132	93	3	36	211	204	26	35
	48%	51%	36%	48%	50%	50%	27%	43%	56%	29%	47%	48%	48%	37%	58%
									H						M
BOTTOM-THREE SCORE	43	2	1	25	5	9	0	28	12	0	5	38	37	7	7
	8%	4%	2%	10%	15%	7%	9%	9%	7%	3%	6%	9%	9%	10%	11%
				C	BC										

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4cr1

Q4cr1: National Day Time Virtual Show (on CBC television or online) - Please indicate your level of satisfaction with the Government of Canada's Canada Day programming that you watched/partici
Base: Respondents who watched or participated in the National Day Time Virtual Show on CBC TV or online

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	563	36	127	227	29	142	2	320	192	8	113	450	397	155	70
Unweighted Total	519	101	107	111	83	102	15	328	150	10	96	423	370	141	57
Very satisfied	160	10	27	69	9	44	1	88	59	2	39	120	119	36	14
	28%	28%	21%	30%	30%	31%	32%	27%	31%	26%	35%	27%	30%	23%	20%
Somewhat satisfied	241	15	52	107	11	54	1	123	86	3	44	197	173	65	31
	43%	42%	41%	47%	38%	38%	50%	38%	45%	35%	39%	44%	44%	42%	45%
Neither satisfied, nor dissatisfied	96	7	22	34	5	28	0	58	34	0	15	81	66	27	20
	17%	20%	17%	15%	17%	20%	15%	18%	18%	3%	13%	18%	17%	18%	29%
Somewhat dissatisfied	43	3	16	15	2	8	-	34	8	1	13	31	26	18	2
	8%	9%	12%	7%	7%	5%		11%	4%	16%	11%	7%	7%	12%	2%
								I							P
Very dissatisfied	13	1	4	2	2	4	-	9	2	2	2	10	9	2	1
	2%	2%	3%	1%	6%	3%		3%	1%	20%	2%	2%	2%	2%	2%
Don't know	11	-	6	-	0	4	0	9	2	-	0	11	4	6	2
	2%		5%		2%	3%	3%	3%	1%		0%	2%	1%	4%	3%
TOP-TWO SCORE	400	25	80	176	20	98	1	211	145	5	83	317	292	101	45
	71%	69%	63%	78%	68%	69%	82%	66%	76%	61%	74%	70%	74%	65%	64%
				C											
BOTTOM-TWO SCORE	56	4	19	17	4	12	-	43	10	3	15	41	35	20	3
	10%	11%	15%	8%	13%	8%		13%	5%	36%	13%	9%	9%	13%	4%
								I							P

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4cr2

Q4cr2: National Evening Virtual Show (on CBC television or online) - Please indicate your level of satisfaction with the Government of Canada's Canada Day programming that you watched/participi

Base: Respondents who watched or participated in the National Evening Virtual Show on CBC TV or online

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	516	32	115	217	28	124	1	334	151	7	92	425	364	145	49
Unweighted Total	478	89	95	107	84	92	11	337	112	9	86	392	340	128	40
Very satisfied	138	13	18	62	10	35	1	94	40	1	23	115	110	26	16
	27%	41%	15%	28%	35%	28%	54%	28%	26%	14%	25%	27%	30%	18%	33%
		C		C	C	C	C						M		
Somewhat satisfied	206	10	43	84	9	60	0	118	73	4	38	168	146	53	22
	40%	32%	37%	39%	32%	49%	29%	35%	48%	60%	41%	40%	40%	37%	46%
						BE			H						
Neither satisfied, nor dissatisfied	106	7	27	46	6	20	0	75	27	1	15	91	74	36	4
	21%	22%	24%	21%	22%	16%	6%	22%	18%	12%	17%	21%	20%	25%	9%
													P	P	
Somewhat dissatisfied	47	1	21	19	1	6	-	34	8	-	11	36	21	24	1
	9%	2%	18%	9%	3%	5%		10%	5%		12%	8%	6%	17%	2%
			BEF	B										NP	
Very dissatisfied	13	1	5	5	1	1	0	12	0	1	4	9	8	4	1
	3%	2%	5%	2%	4%	1%	10%	4%	0%	15%	4%	2%	2%	3%	2%
								I							
Don't know	6	0	1	2	1	2	-	2	3	-	0	6	4	1	3
	1%	1%	1%	1%	4%	2%		1%	2%		0%	1%	1%	1%	7%
TOP-TWO SCORE	344	23	61	145	19	95	1	212	112	5	61	283	256	80	39
	67%	73%	53%	67%	67%	77%	84%	63%	75%	73%	66%	67%	71%	55%	79%
		C		C		C	C						M		M
BOTTOM-TWO SCORE	60	1	26	24	2	7	0	46	8	1	15	45	29	29	2
	12%	4%	23%	11%	7%	6%	10%	14%	5%	15%	17%	11%	8%	20%	4%
			BDEF					I						NP	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4cr3

Q4cr3: Special Canada Day Web Videos (Let's Cook Together! Let's Get Active Together! Let's Innovate Together! Let's Discover Together! and Let's Celebrate Together!) - Please indicate your level
 Base: Respondents who watched or participated in the Special Canada Day Web Videos

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	149	7	18	76	11	36	0	76	60	6	35	114	117	28	23
Unweighted Total	126	21	11	38	28	24	4	69	45	5	31	95	104	16	20
Very satisfied	52	1	7	27	4	11	0	27	22	3	15	37	42	9	10
	35%	19%	41%	36%	36%	31%	80%	35%	37%	51%	41%	33%	36%	31%	42%
Somewhat satisfied	55	3	5	30	6	11	0	26	23	0	14	41	43	12	8
	37%	41%	28%	40%	49%	31%	20%	34%	38%	6%	40%	36%	36%	43%	34%
Neither satisfied, nor dissatisfied	34	2	6	15	0	11	-	18	13	2	4	30	24	7	6
	23%	28%	31%	19%	4%	32%		23%	22%	43%	12%	26%	21%	26%	24%
		E		E		E									
Somewhat dissatisfied	3	0	-	2	0	-	-	1	2	-	0	2	3	-	-
	2%	5%		3%	2%			1%	3%		1%	2%	2%		
Very dissatisfied	5	-	-	2	1	2	-	5	-	-	2	3	5	-	-

	3%			3%	5%	6%		6%			6%	2%	4%		
Don't know	1	1	-	-	0	-	-	0	-	-	-	1	0	-	-
	1%	8%			4%			1%				1%	0%		
TOP-TWO SCORE	107	4	12	57	10	23	0	52	45	3	29	78	85	21	18
	72%	60%	69%	76%	86%	62%	100%	69%	75%	57%	81%	69%	73%	74%	76%
BOTTOM-TWO SCORE	7	0	-	4	1	2	-	5	2	-	2	5	7	-	-
	5%	5%		5%	6%	6%		7%	3%		6%	4%	6%		

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4cr4

Q4cr4: Canada Day virtual fireworks - Please indicate your level of satisfaction with the Government of Canada's Canada Day programming that you watched/participated in:

Base: Respondents who watched or participated in the Canada Day virtual fireworks

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	517	39	50	266	34	127	1	303	164	9	75	441	429	71	61
Unweighted Total	483	109	40	133	94	94	13	306	128	18	78	405	405	66	51
Very satisfied	166	15	16	84	9	42	0	104	49	1	16	150	138	20	20
	32%	40%	32%	31%	26%	33%	8%	34%	30%	14%	21%	34%	32%	29%	33%
		G	G	G		G									
Somewhat satisfied	187	13	20	87	16	51	1	112	59	2	22	165	154	27	26
	36%	34%	40%	32%	46%	40%	70%	37%	36%	23%	29%	37%	36%	37%	42%
					D		BDF								
Neither satisfied, nor dissatisfied	87	7	8	54	7	11	0	51	27	3	19	68	70	17	8
	17%	18%	16%	20%	22%	9%	8%	17%	16%	35%	26%	15%	16%	23%	13%
				F	F										
Somewhat dissatisfied	52	2	4	26	1	18	0	22	22	0	10	42	44	6	6
	10%	6%	8%	10%	4%	15%	14%	7%	13%	4%	13%	10%	10%	9%	10%
						E									
Very dissatisfied	13	1	1	8	0	3	-	8	4	1	3	10	12	-	1
	3%	2%	2%	3%	1%	2%		3%	3%	12%	4%	2%	3%		2%
Don't know	11	0	1	8	0	1	-	6	3	1	6	6	10	1	-
	2%	1%	2%	3%	1%	1%		2%	2%	13%	8%	1%	2%	2%	
											L				
TOP-TWO SCORE	353	29	36	170	25	93	1	216	108	3	37	315	292	47	46
	68%	74%	72%	64%	72%	73%	78%	71%	66%	37%	50%	71%	68%	66%	75%
												K			
BOTTOM-TWO SCORE	65	3	5	34	2	21	0	29	27	1	13	52	56	6	7
	13%	8%	10%	13%	5%	17%	14%	10%	16%	16%	17%	12%	13%	9%	11%
						E									

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4dr1

Q4dr1: How else did the Canada Day programming you watched make you feel? Please select at least one but no more than three answers from the list below:

Base: Respondents who watched or participated in Government of Canada special programming

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	1273	85	245	577	73	290	3	789	371	23	229	1044	942	309	137
Unweighted Total	1180	240	203	285	204	217	31	786	292	33	206	974	889	271	115
Entertained	518	35	107	244	31	99	2	343	134	10	90	427	380	136	61
	41%	41%	44%	42%	42%	34%	49%	43%	36%	42%	39%	41%	40%	44%	44%
Proud	448	36	61	212	29	110	1	289	130	4	88	360	357	89	45
	35%	42%	25%	37%	39%	38%	43%	37%	35%	16%	39%	35%	38%	29%	33%
		C		C	C	C		J	J				M		
Joyful	327	21	54	141	19	91	1	175	132	1	40	286	246	75	46
	26%	25%	22%	24%	26%	31%	34%	22%	36%	6%	18%	27%	26%	24%	33%
				C		C		J	HJ			K			
Satisfied	314	22	43	138	18	93	1	192	102	5	48	266	255	58	31
	25%	26%	17%	24%	25%	32%	35%	24%	27%	23%	21%	26%	27%	19%	23%
		C				C							M		
Inspired	213	16	17	106	15	58	1	112	88	6	50	163	181	26	31
	17%	19%	7%	18%	20%	20%	26%	14%	24%	27%	22%	16%	19%	8%	22%
		C		C	C	C	C		H				M		M
Represented	166	9	43	70	9	34	1	106	44	3	29	137	115	53	17
	13%	11%	17%	12%	13%	12%	19%	13%	12%	14%	13%	13%	12%	17%	13%
Indifferent	133	9	38	47	7	31	0	90	25	4	28	104	88	40	13
	10%	11%	16%	8%	10%	11%	5%	11%	7%	19%	12%	10%	9%	13%	10%
			D					I							
Bored	127	7	35	58	5	22	0	95	24	3	19	108	81	47	10
	10%	9%	14%	10%	7%	7%	7%	12%	7%	14%	8%	10%	9%	15%	7%
			EF					I						NP	
Dissatisfied	83	5	18	35	4	20	0	56	21	0	10	73	60	23	5
	7%	6%	7%	6%	6%	7%	4%	7%	6%	1%	5%	7%	6%	8%	4%
Ignored	37	2	9	14	2	9	-	19	9	4	15	22	22	11	1
	3%	2%	4%	3%	3%	3%		2%	2%	17%	7%	2%	2%	4%	1%
										HI	L				
Mad	22	3	3	13	1	2	-	18	3	1	13	9	18	4	-
	2%	3%	1%	2%	1%	1%		2%	1%	3%	6%	1%	2%	1%	
											L				
Ashamed	18	-	4	5	2	7	-	7	8	1	3	16	13	4	1
	1%		2%	1%	3%	3%		1%	2%	5%	1%	1%	1%	1%	1%
None of the above	50	2	12	26	3	8	0	35	9	0	10	40	33	13	10
	4%	3%	5%	4%	4%	3%	3%	4%	2%	2%	5%	4%	3%	4%	7%
Don't know	18	2	5	5	1	5	0	11	5	1	3	15	12	5	2
	1%	2%	2%	1%	1%	2%	6%	1%	1%	5%	1%	1%	1%	2%	1%

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q5ar1

Q5ar1: Please indicate if you used any of the free Canada Day tools offered by the Government of Canada listed below:

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Canada Day Online Celebration Kit	174	10	15	85	10	54	0	59	92	3	62	113	150	19	22

	3%	3%	1%	4%	3%	4%	3%	2%	10%	2%	8%	3%	4%	1%	6%
		C		C	C	C			HJ		L		M		M
Canada Day playlists	224	14	43	99	11	57	1	136	75	5	48	177	165	52	28
	4%	4%	4%	5%	3%	4%	3%	4%	8%	5%	6%	4%	4%	4%	7%
				E					H		L				M
Did not use any of these free tools	4802	330	1150	1815	317	1176	14	3627	811	104	681	4121	3452	1273	346
	93%	94%	95%	92%	94%	92%	94%	95%	84%	93%	87%	94%	92%	95%	89%
			DF		D			I		I		K		NP	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q5br1

Q5br1: Canada Day Online Celebration Kit - Please indicate your level of satisfaction with the free Canada Day tools that you used.

Base: Respondents who used the Canada Day Online Celebration Kit

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	174	10	15	85	10	54	0	59	92	3	62	113	150	19	22
Unweighted Total	130	22	9	42	21	31	5	49	66	5	47	83	114	15	17
Very satisfied	95	4	8	53	4	26	0	30	54	1	38	57	83	10	11
	54%	40%	53%	62%	40%	48%	70%	51%	58%	24%	62%	51%	55%	52%	49%
Somewhat satisfied	58	3	5	25	5	21	0	21	28	-	18	40	48	7	9
	33%	26%	34%	30%	47%	38%	30%	35%	31%		29%	36%	32%	40%	39%
Neither satisfied, nor dissatisfied	13	3	1	5	1	3	-	4	8	0	2	11	12	1	1
	7%	26%	5%	6%	13%	5%		7%	9%	15%	3%	10%	8%	7%	6%
Somewhat dissatisfied	3	1	-	-	-	2	-	0	2	1	-	3	3	-	-
	2%	8%				4%		0%	2%	22%		3%	2%		
Very dissatisfied	4	-	1	-	-	3	-	3	-	1	3	1	3	-	1
	2%		7%			5%		4%		39%	4%	1%	2%		5%
Don't know	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-
	1%			2%				3%			2%		1%		
TOP-TWO SCORE	153	7	13	78	8	47	0	51	82	1	56	97	131	17	19
	88%	66%	88%	92%	87%	86%	100%	86%	89%	24%	91%	86%	87%	93%	89%
				B				J	J						
BOTTOM-TWO SCORE	7	1	1	-	-	5	-	3	2	2	3	4	6	-	1
	4%	8%	7%			9%		5%	2%	61%	4%	4%	4%		5%
										HI					

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q5br2

Q5br2: Canada Day playlists - Please indicate your level of satisfaction with the free Canada Day tools that you used.

Base: Respondents who used the Canada Day playlists

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)

Weighted Total	224	14	43	99	11	57	1	136	75	5	48	177	165	52	28
Unweighted Total	181	34	33	49	24	37	4	117	52	6	37	144	131	43	19
Very satisfied	85	5	14	50	2	14	0	54	29	2	15	71	64	18	11
	38%	36%	32%	50%	21%	25%	42%	40%	38%	43%	31%	40%	39%	34%	39%
				EF											
Somewhat satisfied	97	6	17	36	6	31	0	61	27	2	25	71	73	23	13
	43%	41%	40%	37%	56%	54%	58%	45%	36%	33%	53%	40%	44%	44%	47%
Neither satisfied, nor dissatisfied	32	3	8	11	2	9	-	14	17	-	8	24	22	8	1
	14%	19%	18%	11%	19%	15%		11%	22%		16%	14%	14%	15%	5%
Somewhat dissatisfied	8	1	2	2	-	3	-	5	2	1	-	8	5	1	2
	4%	4%	5%	2%		6%		4%	3%	24%		5%	3%	2%	7%
Very dissatisfied	3	-	2	-	0	-	-	2	1	-	-	3	-	2	0
	1%		5%		4%			1%	1%			1%		4%	2%
TOP-TWO SCORE	182	10	31	86	8	45	1	115	56	4	40	142	137	41	24
	81%	77%	72%	87%	77%	79%	100%	85%	74%	76%	84%	80%	83%	79%	86%
BOTTOM-TWO SCORE	11	1	4	2	0	3	-	6	3	1	-	11	5	3	2
	5%	4%	10%	2%	4%	6%		5%	4%	24%		6%	3%	6%	8%

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q6M1

Q6: Many sponsors/partners contributed to help make this programming happen. Which sponsors do you recall seeing or hearing about during the Canada Day programming presented by the Gove Base: Respondents who saw, read or heard advertising; watched/participated in special programming; or used any of the free Canada Day tools

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	2985	208	640	1245	173	710	10	2110	632	62	514	2472	2206	735	235
Unweighted Total	2905	590	523	629	516	553	94	2171	489	87	483	2422	2227	647	189
Tim Hortons	73	6	10	31	2	23	0	43	26	0	6	67	61	10	7
	2%	3%	2%	3%	1%	3%	3%	2%	4%	0%	1%	3%	3%	1%	3%
						E						K	M		
Rogers	37	2	7	20	1	7	-	21	14	-	3	34	24	9	7
	1%	1%	1%	2%	1%	1%		1%	2%		1%	1%	1%	1%	3%
CBC	25	3	-	13	2	7	0	16	6	0	1	24	25	2	1
	1%	1%		1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	0%
													M		
Canadian Tire	21	1	3	12	0	4	-	13	8	-	-	21	17	3	1
	1%	1%	0%	1%	0%	1%		1%	1%			1%	1%	0%	1%
Bell	18	2	-	12	-	4	0	13	4	-	0	18	18	1	0
	1%	1%		1%		1%	2%	1%	1%		0%	1%	1%	0%	0%
												K	M		
Government of Canada	16	1	5	4	0	5	0	10	5	-	5	11	12	4	3
	1%	1%	1%	0%	0%	1%	1%	0%	1%		1%	0%	1%	1%	1%
Coca Cola	10	0	-	5	-	5	0	6	5	-	2	8	10	0	-
	0%	0%		0%		1%	1%	0%	1%		0%	0%	0%	0%	
													M		
TD Bank	10	1	-	6	1	3	-	5	4	-	-	10	10	0	-
	0%	0%		0%	0%	0%		0%	1%			0%	0%	0%	
RBC	7	0	-	2	0	5	0	5	3	-	4	3	6	-	1
	0%	0%		0%	0%	1%	2%	0%	0%		1%	0%	0%	0%	1%
BMO	6	-	2	3	-	1	-	4	2	-	-	6	4	2	-
	0%		0%	0%		0%		0%	0%			0%	0%	0%	
Scotiabank	6	1	-	2	-	3	0	6	-	-	0	6	6	-	-
	0%	1%		0%		0%	2%	0%			0%	0%	0%		

CTV	5	1	-	-	1	3	-	2	3	-	0	5	5	-	-
	0%	0%			0%	0%		0%	1%		0%	0%	0%		
GoodLife Fitness	4	0	-	4	0	-	-	2	2	-	-	4	2	-	2
	0%	0%		0%	0%			0%	0%			0%	0%		1%
Sobeys	2	1	-	-	0	1	-	0	2	0	0	2	2	-	-
	0%	0%			0%	0%		0%	0%	1%	0%	0%	0%		
Not interested / Did not watch	31	3	9	11	2	7	0	22	8	-	7	24	24	5	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%
Other	82	4	10	45	4	18	0	46	24	3	18	65	69	12	3
	3%	2%	2%	4%	3%	3%	2%	2%	4%	6%	3%	3%	3%	2%	1%
				C									M		
None / Nothing	106	6	21	40	5	34	0	82	14	0	32	74	79	25	6
	4%	3%	3%	3%	3%	5%	3%	4%	2%	0%	6%	3%	4%	3%	3%
								J			L				
Don't Know / Refused / Can't remember	2594	182	577	1079	156	593	8	1861	522	57	442	2153	1891	669	210
	87%	88%	90%	87%	90%	84%	87%	88%	83%	93%	86%	87%	86%	91%	89%
			F		F			I		I				N	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q7M1

Q7: This year, for the first time, the Government of Canada developed new ways to help you enjoy Canada Day at home. What could they do to improve virtual celebrations in the future?

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Better/More advertisement/promotion of event / Use all media platforms to inform	475	32	76	199	35	132	2	331	117	9	65	410	382	79	49
	9%	9%	6%	10%	10%	10%	11%	9%	12%	8%	8%	9%	10%	6%	13%
		C		C	C	C			H				M		M
Just don't do it virtual / Not interested in virtual celebrations / Not the same as in person	351	22	72	130	27	99	1	293	29	9	55	295	264	88	23
	7%	6%	6%	7%	8%	8%	4%	8%	3%	8%	7%	7%	7%	7%	6%
					G			I							
Waste of money / Waste of taxpayer money	89	4	26	30	6	23	0	71	9	2	13	76	62	26	3
	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%
								I							
More/Better Live Canadian music / artists	66	5	17	27	3	14	0	48	16	0	7	59	46	20	8
	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	2%
More activities / interactive (games, contests, video submissions, etc.)	59	4	7	24	4	19	0	33	23	1	6	53	44	12	9
	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%	1%	2%
									H						
Better internet connection for all / Better accessibility	53	3	10	24	2	14	0	40	13	-	10	44	40	14	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	0%
More/Better entertainment	51	2	13	17	1	18	-	27	21	-	8	42	39	10	6
	1%	1%	1%	1%	0%	1%		1%	2%		1%	1%	1%	1%	1%
					BE	C			H						
Fireworks / Live fireworks	50	2	2	29	2	16	-	30	11	5	7	43	49	4	7
	1%	0%	0%	1%	1%	1%		1%	1%	5%	1%	1%	1%	0%	2%
				BCE		C				H			M		M
Vaccine / Hoping next year is in person	46	6	8	16	3	15	-	33	10	-	8	38	42	7	2
	1%	2%	1%	1%	1%	1%		1%	1%		1%	1%	1%	1%	1%
		C											M		
More/Better presentations/entertainment of	41	2	14	16	2	8	0	30	10	0	7	35	27	14	5
	1%	0%	1%	1%	0%	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%

Mail giveaways to everyone (t-shirts, pins, flags, etc.)	29	3	4	12	3	7	0	15	11	2	2	27	20	9	6
	1%	1%	0%	1%	1%	1%	1%	0%	1%	2%	0%	1%	1%	1%	2%
Better technology (sound, editing, quality, etc.)	28	1	4	14	1	9	-	8	20	-	1	27	25	3	1
	1%	0%	0%	1%	0%	1%		0%	2%		0%	1%	1%	0%	0%
									H						
Appeal to different age groups	26	0	5	15	1	5	0	9	12	2	6	20	22	3	3
	1%	0%	0%	1%	0%	0%	1%	0%	1%	2%	1%	0%	1%	0%	1%
				B					H				M		
Make it longer / accessible at different times	25	1	2	15	1	5	0	14	9	-	5	20	22	3	-
	0%	0%	0%	1%	0%	0%	1%	0%	1%		1%	0%	1%	0%	
Integrate live feedback / questions / messages	24	2	3	13	2	4	-	9	11	3	8	16	20	6	3
	0%	1%	0%	1%	0%	0%		0%	1%	3%	1%	0%	1%	0%	1%
									H						
Show accomplishments / achievements / History	19	1	3	10	1	4	0	14	5	0	3	16	14	5	-
	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	
Show regional celebrations	14	2	7	-	1	5	0	11	2	0	4	10	7	7	-
	0%	0%	1%		0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	
Photos / Aerial shots of all provinces	12	1	3	5	1	3	0	7	3	-	3	9	8	3	1
	0%	0%	0%	0%	0%	0%	2%	0%	0%		0%	0%	0%	0%	0%
Negative comments (Canadian injustices, PM, etc.)	42	1	3	15	5	17	-	32	6	2	12	29	37	6	5
	1%	0%	0%	1%	1%	1%		1%	1%	2%	2%	1%	1%	0%	1%
					BC	BC								M	
Do not celebrate Canada Day	29	1	15	-	1	12	0	25	-	3	8	21	14	14	1
	1%	0%	1%		0%	1%	1%	1%		2%	1%	0%	0%	1%	0%
			BE			B									
Other	82	6	9	26	6	35	0	44	32	0	20	63	70	10	4
	2%	2%	1%	1%	2%	3%	1%	1%	3%	0%	3%	1%	2%	1%	1%
					C	CD			HJ				M		
None / Nothing / Good as is	237	21	55	95	11	56	1	176	40	5	31	206	172	64	24
	5%	6%	5%	5%	3%	4%	4%	5%	4%	5%	4%	5%	5%	5%	6%
		E													
Don't know / Refused / Didn't watch	3465	241	872	1322	227	793	10	2590	602	72	520	2946	2424	964	246
	67%	69%	72%	67%	67%	62%	65%	68%	62%	64%	67%	67%	65%	72%	63%
		F	DEF	F	F			I						NP	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q8

Q8: Did you watch or participate in any virtual Canada Day programs offered by other organizations such as municipalities, provincial governments, museums and other private organizations?

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Yes	487	37	65	213	29	139	3	261	168	9	113	373	398	80	48
	9%	11%	5%	11%	9%	11%	20%	7%	17%	8%	15%	8%	11%	6%	12%
		C		C	C	C	BCDEF		HJ		L		M		M
No	4686	315	1142	1770	309	1139	12	3548	799	103	668	4019	3342	1262	342
	91%	89%	95%	89%	91%	89%	80%	93%	83%	92%	85%	92%	89%	94%	88%
		G	BDEFG	G	G	G		I		I		K		NP	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q9M1

Q9: Did you celebrate Canada Day in any other ways? If so, please briefly describe what you did.
 Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Had a BBQ / Had a BBQ with family/friends	315	34	20	168	28	63	2	233	54	11	35	280	283	36	29
	6%	10%	2%	8%	8%	5%	11%	6%	6%	10%	5%	6%	8%	3%	7%
		CF		CF	CF	C	CF						M		M
Had/Watched fireworks	305	16	11	210	30	38	0	223	55	7	45	261	275	31	26
	6%	5%	1%	11%	9%	3%	1%	6%	6%	6%	6%	6%	7%	2%	7%
		CG		BCFG	BCFG	C							M		M
Put up decorations / Fly Canadian flag / Wore Canadian attire/colours / Gave thanks to be Canadian/live in	265	25	14	126	16	83	1	200	50	6	31	234	240	14	18
	5%	7%	1%	6%	5%	6%	6%	5%	5%	5%	4%	5%	6%	1%	5%
		CE		C	C	C	C						M		M
With family/friends / With family/friends in the yard/backyard (unspecified)	256	23	33	115	14	69	1	203	43	1	38	218	222	40	12
	5%	7%	3%	6%	4%	5%	6%	5%	4%	1%	5%	5%	6%	3%	3%
		CE		C		C		J					MP		
At home with family / family dinner	254	17	27	122	20	68	1	155	68	10	46	208	209	31	26
	5%	5%	2%	6%	6%	5%	4%	4%	7%	9%	6%	5%	6%	2%	7%
		C		C	C	C			H				M		M
Drank/Toasted Canada with beer/wine/champagne with friends/family	118	13	16	56	8	25	0	91	16	6	12	106	99	18	12
	2%	4%	1%	3%	2%	2%	1%	2%	2%	6%	1%	2%	3%	1%	3%
		CFG		CG									M		
Watched some television / movie(s) / Virtual presentations	105	5	13	54	9	23	0	66	31	5	17	88	85	15	18
	2%	1%	1%	3%	3%	2%	3%	2%	3%	4%	2%	2%	2%	1%	5%
				C	BC								M		M
Went camping / cottage	102	6	8	56	7	25	0	94	2	3	14	88	92	10	4
	2%	2%	1%	3%	2%	2%	2%	2%	0%	3%	2%	2%	2%	1%	1%
		C		C	C	C		I					MP		
Relaxed / Enjoyed day off	72	6	12	34	4	15	0	56	3	4	12	60	62	11	1
	1%	2%	1%	2%	1%	1%	1%	1%	0%	3%	2%	1%	2%	1%	0%
								I		I			MP		
Virtual get together with family/friends (Zoom, Facebook, Skype, phone, text, etc.)	69	3	10	36	2	17	1	48	16	1	9	60	59	10	3
	1%	1%	1%	2%	1%	1%	4%	1%	2%	1%	1%	1%	2%	1%	1%
				CE									M		
Went swimming / Pool party	68	4	7	52	4	1	-	60	2	3	14	54	58	11	2
	1%	1%	1%	3%	1%	0%		2%	0%	3%	2%	1%	2%	1%	1%
		F		BCEF	F			I					M		
Went out for dinner/supper / Ordered in	59	6	3	19	3	27	-	42	17	0	6	54	48	5	10
	1%	2%	0%	1%	1%	2%		1%	2%	0%	1%	1%	1%	0%	2%
		C				CDE							M		M
Outdoor activities (boating, golfing, fishing, horseshoe, soccer, etc.)	55	5	7	28	7	8	1	45	6	1	5	50	44	8	4
	1%	1%	1%	1%	2%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%
		C			CF		CF								
Had a bonfire / backyard fire / campfire	52	3	14	22	5	9	-	42	2	2	3	49	38	13	1
	1%	1%	1%	1%	1%	1%		1%	0%	1%	0%	1%	1%	1%	0%
								I				K	P		
Canada Day cake/dessert	49	5	4	26	3	11	0	34	10	0	11	38	41	4	4
	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	0%	1%
		C		C									M		
Went for a drive/ride	49	5	-	34	3	7	0	36	7	-	8	40	43	4	2
	1%	1%		2%	1%	1%	1%	1%	1%		1%	1%	1%	0%	0%
				F									M		

Went to the park / Provincial park	46	1	5	28	6	6	0	26	17	2	2	44	34	4	10
	1%	0%	0%	1%	2%	0%	1%	1%	2%	1%	0%	1%	1%	0%	3%
Listened to music / Canadian music	40	2	4	25	1	7	0	32	1	-	7	33	37	6	-
	1%	1%	0%	1%	0%	1%	2%	1%	0%		1%	1%	1%	0%	
Went for a walk / nature walk	38	4	3	19	1	11	0	26	9	-	4	34	33	3	4
	1%	1%	0%	1%	0%	1%	1%	1%	1%		1%	1%	1%	0%	1%
Party / House party / block party	37	3	4	13	4	14	-	22	13	-	8	29	32	4	5
	1%	1%	0%	1%	1%	1%		1%	1%		1%	1%	1%	0%	1%
Watched local parade	33	0	1	8	2	20	2	27	4	0	3	29	30	4	2
	1%	0%	0%	0%	1%	2%	10%	1%	0%	0%	0%	1%	1%	0%	1%
Sang the national anthem	32	1	2	16	1	12	-	18	11	-	9	23	29	2	4
	1%	0%	0%	1%	0%	1%		0%	1%		1%	1%	1%	0%	1%
Played games / board games	30	3	-	15	3	9	-	25	5	0	5	25	26	3	5
	1%	1%		1%	1%	1%		1%	1%	0%	1%	1%	1%	0%	1%
Had a picnic / Had a picnic with family/friends	27	2	2	13	3	7	0	19	7	0	4	23	23	2	6
	1%	1%	0%	1%	1%	1%	2%	0%	1%	0%	0%	1%	1%	0%	2%
Went for a hike / hiking	24	3	1	9	1	9	0	14	8	0	3	21	24	0	2
	0%	1%	0%	0%	0%	1%	2%	0%	1%	0%	0%	0%	1%	0%	1%
Dinner/Supper with friends	24	3	6	4	1	10	-	20	3	-	4	20	17	7	1
	0%	1%	1%	0%	0%	1%		1%	0%		1%	0%	0%	1%	0%
Went to the beach	22	4	3	12	2	-	0	16	6	-	-	22	20	3	1
	0%	1%	0%	1%	1%		1%	0%	1%			0%	1%	0%	0%
Was working / had to work	18	1	2	10	1	4	0	11	5	0	1	16	13	5	5
	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%
Took a moment to reflect on Canada	16	1	4	-	2	8	0	15	-	1	3	14	12	6	-
	0%	0%	0%		1%	1%	1%	0%		1%	0%	0%	0%	0%	
Did not celebrate this year	3026	192	963	959	185	722	7	2256	543	60	452	2575	1936	1031	200
	59%	54%	80%	48%	55%	56%	44%	59%	56%	53%	58%	59%	52%	77%	51%
Other	93	6	6	29	6	46	1	60	25	3	28	66	84	7	13
	2%	2%	0%	1%	2%	4%	7%	2%	3%	3%	4%	1%	2%	1%	3%
None / Nothing	111	3	40	32	5	30	0	88	15	1	23	87	63	45	6
	2%	1%	3%	2%	1%	2%	1%	2%	2%	1%	3%	2%	2%	3%	2%
Don't know / Refused	29	3	4	13	2	7	-	19	8	-	8	21	24	5	-
	1%	1%	0%	1%	1%	1%		1%	1%		1%	0%	1%	0%	

Comparison Groups: BCDEFG/HI/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q10

Q10: How proud are you to be Canadian?

Base: All respondents

TOTAL	REGION						ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Very proud	2627	218	364	1154	184	699	9	2008	441	42	426	2201	2151	442	166
	51%	62%	30%	58%	54%	55%	56%	53%	46%	38%	55%	50%	58%	33%	42%
		CEF		C	C	C	C	IJ					MP		M
Proud	1316	83	269	535	90	337	3	918	307	31	184	1132	995	301	117
	25%	24%	22%	27%	27%	26%	20%	24%	32%	28%	24%	26%	27%	22%	30%
				C	C	C			H				M		M
Somewhat proud	706	23	349	166	38	128	2	541	110	11	81	625	331	365	45
	14%	6%	29%	8%	11%	10%	15%	14%	11%	10%	10%	14%	9%	27%	12%
			BDEFG		BD	B	BD	I				K		NP	
Not very proud	201	11	92	39	7	52	0	156	26	15	34	167	100	98	22
	4%	3%	8%	2%	2%	4%	1%	4%	3%	13%	4%	4%	3%	7%	6%
			BDEFG			DEG					HI			N	N
Not proud at all	115	4	60	19	7	25	0	82	8	9	30	86	52	66	4
	2%	1%	5%	1%	2%	2%	1%	2%	1%	8%	4%	2%	1%	5%	1%
			BDEFG					I		HI	L			NP	
I am not a Canadian citizen	115	8	20	49	9	28	0	36	73	1	9	106	74	19	34
	2%	2%	2%	2%	3%	2%	3%	1%	8%	1%	1%	2%	2%	1%	9%
									HJ			K			NM
I don't know	93	5	52	21	4	11	1	67	3	3	17	75	38	50	2
	2%	1%	4%	1%	1%	1%	4%	2%	0%	3%	2%	2%	1%	4%	1%
			BDEF				F	I							NP
TOP-THREE SCORE	4649	324	983	1855	311	1163	14	3467	858	84	691	3958	3477	1109	327
	90%	92%	81%	94%	92%	91%	91%	91%	89%	75%	89%	90%	93%	83%	84%
		C		CF	C	C	C	J	J				MP		
BOTTOM-TWO SCORE	316	15	152	58	13	77	0	238	34	24	63	253	152	164	26
	6%	4%	13%	3%	4%	6%	2%	6%	3%	21%	8%	6%	4%	12%	7%
			BDEFG			DEG		I		HI				NP	

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q11M1

Q11: What makes you proud to be Canadian?

Base: Respondents at least "somewhat proud" to be Canadian

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	4649	324	983	1855	311	1163	14	3467	858	84	691	3958	3477	1109	327
Unweighted Total	4679	932	818	944	931	917	137	3664	653	131	713	3966	3646	992	262
Freedom(s) / Free country / Strong and free	852	72	143	351	70	213	3	630	148	16	143	709	656	178	48
	18%	22%	15%	19%	23%	18%	19%	18%	17%	19%	21%	18%	19%	16%	15%
		CF		C	CF	C									
Beautiful / Large country	569	31	186	200	35	115	1	483	54	9	94	475	377	192	28
	12%	10%	19%	11%	11%	10%	8%	14%	6%	10%	14%	12%	11%	17%	9%
			BDEFG					I						NP	
Diversity	486	25	59	241	28	130	2	318	139	8	64	422	398	79	49
	10%	8%	6%	13%	9%	11%	17%	9%	16%	10%	9%	11%	11%	7%	15%
			BCE	C	BC	BCE		H					M		M
Universal healthcare / Free healthcare	455	38	21	230	35	129	2	343	81	7	76	378	425	30	20
	10%	12%	2%	12%	11%	11%	14%	10%	9%	9%	11%	10%	12%	3%	6%
		C		C	C	C	C						MP		

Born here / Being Canadian / My country / Love my country	426	25	138	122	31	109	1	343	49	13	86	341	278	153	27
	9%	8%	14%	7%	10%	9%	11%	10%	6%	16%	12%	9%	8%	14%	8%
			BDEF		D	D		I		I	L			NP	
Caring / kind / Helpful	411	33	30	203	21	123	1	317	69	5	61	350	377	40	27
	9%	10%	3%	11%	7%	11%	7%	9%	8%	6%	9%	9%	11%	4%	8%
		CE		CE	C	CE							M		M
Best/Greatest country / Best/Greatest country in the world	385	28	56	173	25	103	1	292	74	5	54	330	323	58	24
	8%	9%	6%	9%	8%	9%	5%	8%	9%	6%	8%	8%	9%	5%	7%
		C		C		C							M		
Best/Greatest country to live in	340	28	53	159	19	80	1	273	52	7	62	279	280	60	13
	7%	9%	5%	9%	6%	7%	7%	8%	6%	8%	9%	7%	8%	5%	4%
		CE		C									MP		
Good heritage / Good culture / Good people	320	24	43	156	22	73	1	246	49	12	57	264	265	51	20
	7%	8%	4%	8%	7%	6%	8%	7%	6%	15%	8%	7%	8%	5%	6%
		C		C	C					I			M		
Reputation / world reputation / global image	309	17	82	114	22	73	1	248	47	6	37	273	226	83	14
	7%	5%	8%	6%	7%	6%	7%	7%	5%	7%	5%	7%	7%	8%	4%
			B											P	
Good government/political system / work together as a nation/ supportive of citizens	306	26	42	133	18	86	1	223	55	5	43	263	254	50	21
	7%	8%	4%	7%	6%	7%	5%	6%	6%	6%	6%	7%	7%	5%	6%
		C		C		C							M		
Welcoming	300	14	62	128	19	76	1	232	47	1	45	255	224	66	28
	6%	4%	6%	7%	6%	6%	9%	7%	5%	2%	6%	6%	6%	6%	9%
			B					J							
Polite / Respectful	262	18	62	111	11	60	1	204	45	3	28	234	195	71	16
	6%	6%	6%	6%	3%	5%	4%	6%	5%	3%	4%	6%	6%	6%	5%
		E	E	E											
Good values / Family values / Shared values	261	21	79	83	12	65	1	203	48	1	27	233	174	84	16
	6%	6%	8%	4%	4%	6%	8%	6%	6%	2%	4%	6%	5%	8%	5%
		E	DE					J						N	
Peace / Peaceful / Peace keepers	254	12	85	78	17	62	0	189	52	3	36	218	157	83	28
	5%	4%	9%	4%	5%	5%	3%	5%	6%	4%	5%	6%	5%	7%	8%
			BDEFG											N	N
Security / Safety	243	15	49	113	15	51	0	186	45	5	41	202	201	47	20
	5%	5%	5%	6%	5%	4%	1%	5%	5%	6%	6%	5%	6%	4%	6%
		G	G	G	G	G									
Friendly / Nice	213	21	9	100	18	65	0	147	52	7	39	175	197	15	14
	5%	6%	1%	5%	6%	6%	3%	4%	6%	8%	6%	4%	6%	1%	4%
		C		C	C	C							M		
Good quality of life / living standards	213	12	74	62	13	52	0	171	27	7	33	180	133	78	9
	5%	4%	8%	3%	4%	4%	3%	5%	3%	8%	5%	5%	4%	7%	3%
			BDEFG											NP	
Good response to Covid-19 pandemic (government and population)	188	20	16	91	11	50	1	141	33	4	26	162	162	22	8
	4%	6%	2%	5%	3%	4%	4%	4%	4%	4%	4%	4%	5%	2%	2%
		CE		C	C	C							M		
Equality / Human rights	178	12	59	58	10	39	1	129	28	4	22	156	118	61	5
	4%	4%	6%	3%	3%	3%	6%	4%	3%	5%	3%	4%	3%	6%	1%
			BDEF											NP	
Tolerant / Open minded / Honest	172	10	42	67	12	40	1	136	25	0	16	155	128	44	9
	4%	3%	4%	4%	4%	3%	4%	4%	3%	0%	2%	4%	4%	4%	3%
								J	J						
Democracy	170	10	43	70	9	37	1	133	27	2	31	139	115	56	11
	4%	3%	4%	4%	3%	3%	7%	4%	3%	2%	4%	4%	3%	5%	3%
														N	
Prosperity / opportunities to do well / economy	168	6	25	74	11	51	1	120	32	1	21	147	131	27	20
	4%	2%	3%	4%	4%	4%	5%	3%	4%	1%	3%	4%	4%	2%	6%
				B	B	BC							M		
Multicultural	162	8	21	72	8	53	1	98	52	2	22	140	133	27	25
	3%	2%	2%	4%	3%	5%	7%	3%	6%	3%	3%	4%	4%	2%	8%
				C		BCE			H				M		NM
Progressive (understand our faults and work to improve them)	156	9	24	61	15	45	1	128	14	6	26	130	130	31	11
	3%	3%	2%	3%	5%	4%	5%	4%	2%	7%	4%	3%	4%	3%	3%
					BC			I							
Inclusive	134	5	23	63	6	37	0	93	35	1	11	124	96	30	17

	3%	2%	2%	3%	2%	3%	2%	3%	4%	2%	2%	3%	3%	3%	5%
				B		B						K			
Good justice / laws / legal system (including military and police)	114	11	29	42	7	24	1	91	13	4	13	101	88	24	6
	2%	3%	3%	2%	2%	2%	4%	3%	2%	5%	2%	3%	3%	2%	2%
History / Accomplishments	106	7	12	49	11	27	1	70	18	10	19	87	91	13	11
	2%	2%	1%	3%	3%	2%	6%	2%	2%	11%	3%	2%	3%	1%	3%
				C	C	C				HI			M		
Everything / everything about Canada / all that Canada stands for	89	8	4	46	9	22	0	51	33	1	10	79	78	6	12
	2%	2%	0%	2%	3%	2%	3%	1%	4%	1%	2%	2%	2%	1%	4%
		C		C	C	C			H				M		M
Good social system/programs	89	8	18	32	6	24	1	79	5	0	11	77	68	18	3
	2%	3%	2%	2%	2%	2%	6%	2%	1%	0%	2%	2%	2%	2%	1%
								I							
Better than other countries	85	9	17	28	6	25	-	67	10	1	20	65	66	20	2
	2%	3%	2%	2%	2%	2%		2%	1%	1%	3%	2%	2%	2%	1%
													P		
Education	84	5	6	52	4	17	0	57	17	1	7	76	78	6	8
	2%	2%	1%	3%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%
				CEFG									M		M
Nature / Wilderness / Wildlife	82	5	7	33	6	31	0	71	2	2	23	59	70	18	8
	2%	2%	1%	2%	2%	3%	2%	2%	0%	2%	3%	1%	2%	2%	2%
				C	C	C			I			L			
Good environment (air and water)	75	5	14	30	4	22	0	51	21	2	9	66	56	17	8
	2%	1%	1%	2%	1%	2%	3%	1%	2%	3%	1%	2%	2%	2%	2%
Unity	64	6	4	35	4	15	0	43	19	1	5	59	59	6	6
	1%	2%	0%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%
		C		C		C							M		
Community / Sense of community	61	3	5	34	3	15	0	41	9	4	9	52	57	4	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	4%	1%	1%	2%	0%	1%
				C									M		
Generous / Giving	61	2	14	22	3	19	0	52	8	-	8	53	49	15	3
	1%	1%	1%	1%	1%	2%	1%	1%	1%		1%	1%	1%	1%	1%
Hockey / Sports teams / Tim Hortons / Maple/maple syrup / Poutine	53	5	6	23	3	17	0	39	10	0	2	51	45	10	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%
												K			
Natural resources	51	3	19	9	1	18	0	40	7	0	1	50	29	21	5
	1%	1%	2%	1%	0%	2%	1%	1%	1%	0%	0%	1%	1%	2%	2%
			DE			DE						K		N	
Happy / Happiness	48	4	4	19	4	17	-	38	5	0	15	33	41	9	3
	1%	1%	0%	1%	1%	1%		1%	1%	0%	2%	1%	1%	1%	1%
						C					L				
Other	173	7	52	58	13	42	1	135	22	4	26	147	123	55	12
	4%	2%	5%	3%	4%	4%	4%	4%	3%	5%	4%	4%	4%	5%	4%
			BD		B										
None / Nothing / No particular reason	65	4	21	18	6	16	0	51	9	-	11	54	42	20	2
	1%	1%	2%	1%	2%	1%	2%	1%	1%		2%	1%	1%	2%	1%
Don't know / Refused	102	7	22	30	7	36	0	72	22	4	15	87	76	23	4
	2%	2%	2%	2%	2%	3%	4%	2%	3%	5%	2%	2%	2%	2%	1%
						D									

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q12ar1

Q12a: Which of the following social media channels do you use at least once a month?

Base: All respondents

		REGION	ETHNICITY	DISABILITY STATUS	PRIMARY LANGUAGE
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	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Facebook	4017	293	1015	1501	251	946	12	3010	725	93	611	3406	2830	1128	288
	78%	83%	84%	76%	74%	74%	77%	79%	75%	83%	78%	78%	76%	84%	74%
		DEF	DEF					I						NP	
YouTube	3313	230	727	1313	211	821	10	2340	734	75	482	2831	2402	813	331
	64%	65%	60%	66%	62%	64%	67%	61%	76%	67%	62%	64%	64%	61%	85%
		C		C					H				M		NM
Instagram	2303	142	450	970	167	568	6	1560	576	53	295	2009	1740	521	218
	45%	40%	37%	49%	50%	44%	42%	41%	60%	48%	38%	46%	47%	39%	56%
				BCF	BCF	C			HJ			K	M		NM
Twitter	1334	112	183	610	89	337	4	892	332	36	244	1090	1100	212	116
	26%	32%	15%	31%	26%	26%	29%	23%	34%	32%	31%	25%	29%	16%	30%
		CEF		CEF	C	C	C		H		L		M		M
LinkedIn	1131	56	221	518	52	282	3	737	302	18	126	1004	842	247	117
	22%	16%	18%	26%	15%	22%	23%	19%	31%	16%	16%	23%	23%	18%	30%
				BCEF		BCE	E		HJ			K	M		NM
Snapchat	950	69	207	369	81	221	3	629	259	26	99	851	687	260	88
	18%	20%	17%	19%	24%	17%	17%	17%	27%	24%	13%	19%	18%	19%	23%
					BCDFG				H			K			
Tik Tok	630	42	152	240	41	153	2	377	193	27	79	551	447	164	90
	12%	12%	13%	12%	12%	12%	11%	10%	20%	24%	10%	13%	12%	12%	23%
									H	H					NM
Flickr	41	3	9	16	4	9	0	25	13	0	12	29	31	8	5
	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%	1%	1%
Other	103	6	16	44	9	28	0	57	35	6	31	73	75	14	21
	2%	2%	1%	2%	3%	2%	2%	1%	4%	5%	4%	2%	2%	1%	5%
									H	H	L		M		NM
Don't know / Refused	31	1	7	13	2	7	0	24	3	0	12	18	22	7	4
	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	2%	0%	1%	1%	1%
											L				
Do not use social media	364	18	72	133	28	112	2	299	28	4	57	307	289	74	7
	7%	5%	6%	7%	8%	9%	10%	8%	3%	4%	7%	7%	8%	6%	2%
					B	BC		IJ					MP		P

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q12b

Q12b: Did you share your Canada Day experience on social media?

Base: Respondents who use social media channels

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	4811	334	1135	1852	310	1166	14	3509	939	110	726	4085	3454	1267	383
Unweighted Total	4778	948	943	945	905	903	134	3670	722	149	750	4028	3598	1122	302
Yes	597	44	65	287	39	159	2	344	200	11	117	480	500	82	61
	12%	13%	6%	16%	13%	14%	16%	10%	21%	10%	16%	12%	14%	6%	16%
		C		C	C	C	C		HJ		L		M		M
No	4214	290	1070	1565	270	1007	12	3165	740	100	609	3605	2954	1185	322
	88%	87%	94%	84%	87%	86%	84%	90%	79%	90%	84%	88%	86%	94%	84%
			BDEFG					I		I		K		NP	

Comparison Groups: BCDEFG/HIJ/KL/NMP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table Q12c

Q12c: Did you use the hashtag #CanadaDay or #FêteDuCanada?

Base: Respondents who shared their Canada Day experience on social media, and are users of Facebook, Twitter, Instagram, LinkedIn or YouTube

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	593	44	65	286	39	157	2	344	195	11	117	476	497	82	59
Unweighted Total	541	121	48	142	99	108	23	345	146	19	114	427	467	65	48
Yes	184	8	31	83	11	51	0	76	85	3	64	120	151	39	20
	31%	18%	47%	29%	27%	33%	13%	22%	44%	26%	55%	25%	30%	47%	33%
			BDEG	BG		BG			H		L			N	
No	408	36	34	203	28	106	2	268	110	8	53	356	346	43	39
	69%	82%	53%	71%	73%	67%	87%	78%	56%	74%	45%	75%	70%	53%	67%
		CDF		C	C		CDF	I			K		M		

Comparison Groups: BCDEFG/HIJ/KL/NMP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table Q15

Q15: What language do you speak most often at home?

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
French	1342	48	1089	135	13	56	1	1168	104	16	136	1206	124	1342	36
	26%	14%	90%	7%	4%	4%	6%	31%	11%	14%	17%	27%	3%	100%	9%
		DEFG	BDEFG	EF				IJ				K			N
English	3741	306	133	1789	317	1181	14	2704	732	99	639	3102	3741	124	175
	72%	87%	11%	90%	94%	92%	93%	71%	76%	89%	82%	71%	100%	9%	45%
		C		BC	BCD	BC	BC		H	HI	L				M
An Indigenous language	21	-	1	9	2	8	1	0	10	9	4	17	13	2	21
	0%		0%	0%	1%	1%	5%	0%	1%	8%	1%	0%	0%	0%	5%
					C	CDEF			H	HI					NM
Other	369	6	43	182	22	115	1	53	280	2	46	323	163	34	369
	7%	2%	4%	9%	6%	9%	6%	1%	29%	2%	6%	7%	4%	3%	95%
			B	BCE	BC	BCE	B		HJ				M		NM
Prefer not to answer	17	1	3	11	1	1	0	1	0	-	2	15	-	-	-
	0%	0%	0%	1%	0%	0%	1%	0%	0%		0%	0%			

Comparison Groups: BCDEFG/HIJ/KL/NMP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Table Q16

Q16: Do you identify as a person with a disability? A person with a disability is a person who has a long-term or recurring impairment such as vision, hearing, mobility, flexibility, dexterity, pain, lea
Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Yes	781	64	108	348	57	201	2	582	103	43	781	-	639	136	50
	15%	18%	9%	18%	17%	16%	16%	15%	11%	39%	100%		17%	10%	13%
		C		C	C	C	C	I		HI			MP		
No	4392	288	1099	1635	280	1077	13	3227	865	69	-	4392	3102	1206	340
	85%	82%	91%	82%	83%	84%	84%	85%	89%	61%	100%		83%	90%	87%
			BDEFG					J	HJ					N	N

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q17

Q17: The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone
Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
White	3943	312	1076	1415	259	872	10	3808	57	60	618	3325	2815	1193	62
	76%	89%	89%	71%	77%	68%	67%	100%	6%	53%	79%	76%	75%	89%	16%
		DEFG	DEFG		DFG			IJ		I			P	NP	
Chinese	294	3	15	126	10	138	1	-	294	4	21	273	233	20	94
	6%	1%	1%	6%	3%	11%	5%		30%	3%	3%	6%	6%	2%	24%
				BCE	BC	BCDEG			J			K	M		NM
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	271	6	6	165	18	75	0	-	271	3	32	239	212	13	97
	5%	2%	1%	8%	5%	6%	3%		28%	3%	4%	5%	6%	1%	25%
		C		BCEFG	BC	BCG	C		J				M		NM
Black	129	8	35	49	10	25	1	-	129	11	16	113	95	33	10
	2%	2%	3%	2%	3%	2%	4%		13%	10%	2%	3%	3%	2%	3%
									J						
Indigenous	112	13	10	38	15	34	2	-	11	112	43	69	99	16	11
	2%	4%	1%	2%	5%	3%	13%		1%	100%	6%	2%	3%	1%	3%
		CD		C	CDF	C	BCDEF				L		M		
Latin American	75	2	8	31	3	31	-	-	75	3	12	63	43	8	33
	1%	1%	1%	2%	1%	2%			8%	3%	1%	1%	1%	1%	8%
						BCE			J						NM
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	71	1	10	28	4	29	0	-	71	3	7	64	58	13	12
	1%	0%	1%	1%	1%	2%	1%		7%	3%	1%	1%	2%	1%	3%
		B	B	B	B	BCE			J				M		M
Arab	63	1	20	28	1	12	0	-	63	3	12	51	43	15	18
	1%	0%	2%	1%	0%	1%	1%		7%	3%	2%	1%	1%	1%	5%
			BE	BE		B			J						NM

Filipino	61	1	-	21	11	27	1	-	61	3	9	52	56	2	17
	1%	0%		1%	3%	2%	4%		6%	3%	1%	1%	1%	0%	4%
Japanese	28	-	-	11	2	16	-	-	28	3	3	26	26	1	2
	1%			1%	0%	1%			3%	3%	0%	1%	1%	0%	1%
Korean	26	-	2	17	0	7	-	-	26	3	3	23	18	2	10
	0%		0%	1%	0%	1%			3%	3%	0%	1%	0%	0%	3%
West Asian (e.g., Iranian, Afghan)	24	0	1	17	1	5	-	-	24	3	6	18	19	-	9
	0%	0%	0%	1%	0%	0%			2%	3%	1%	0%	1%		2%
Other	191	8	30	88	14	50	1	-	12	10	37	153	149	34	31
	4%	2%	2%	4%	4%	4%	6%		1%	9%	5%	3%	4%	3%	8%
Prefer not to answer	124	5	20	59	9	31	0	-	-	-	27	98	83	22	7
	2%	1%	2%	3%	3%	2%	2%				3%	2%	2%	2%	2%

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q18r1

Q18r1: Please specify the number of children living at home with you in the following age categories: # of children age 12 or younger

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Children 12 or younger	871	52	199	329	55	233	3	561	243	24	103	768	610	234	94
	17%	15%	16%	17%	16%	18%	18%	15%	25%	21%	13%	17%	16%	17%	24%
No children 12 or younger	536	28	126	214	33	134	1	371	127	12	71	465	378	135	61
	10%	8%	10%	11%	10%	10%	6%	10%	13%	11%	9%	11%	10%	10%	16%
I do not have children under 18	3595	258	849	1350	238	890	11	2807	540	69	578	3017	2632	936	221
	69%	73%	70%	68%	70%	70%	73%	74%	56%	62%	74%	69%	70%	70%	57%
Prefer not to answer	171	14	34	89	12	23	1	69	57	7	29	143	121	37	14
	3%	4%	3%	4%	3%	2%	3%	2%	6%	6%	4%	3%	3%	3%	4%
MEAN OF CHILDREN 12 OR UNDER	1.55	1.48	1.71	1.39	1.51	1.68	1.57	1.59	1.48	1.73	1.51	1.56	1.52	1.68	1.41

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q18r2

Q18r2: Please specify the number of children living at home with you in the following age categories: # of children 13 to 17 years old

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Children 13 to 17 years old	682	32	170	282	44	152	1	445	184	16	91	591	471	186	74
	13%	9%	14%	14%	13%	12%	9%	12%	19%	14%	12%	13%	13%	14%	19%
			B	BG	B				H						N
No children 13 to 17 years old	724	48	154	261	44	214	2	487	186	20	82	642	517	183	81
	14%	14%	13%	13%	13%	17%	15%	13%	19%	18%	11%	15%	14%	14%	21%
						BCDE			H			K			NM
I do not have children under 18	3595	258	849	1350	238	890	11	2807	540	69	578	3017	2632	936	221
	69%	73%	70%	68%	70%	70%	73%	74%	56%	62%	74%	69%	70%	70%	57%
		D						IJ			L		P	P	
Prefer not to answer	171	14	34	89	12	23	1	69	57	7	29	143	121	37	14
	3%	4%	3%	4%	3%	2%	3%	2%	6%	6%	4%	3%	3%	3%	4%
		F		CF	F				H						
MEAN OF CHILDREN 13 TO 17	1.31	1.23	1.40	1.29	1.38	1.25	1.18	1.35	1.21	1.21	1.41	1.30	1.29	1.38	1.28
			BF					I							

Comparison Groups: BCDEFG/HIJ/KL/NMP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q19

Q19: Which of the following categories best describes your total household income in 2019? That is, the total of all persons in your household combined, before taxes?

Base: All respondents

	REGION							ETHNICITY			DISABILITY STATUS		PRIMARY LANGUAGE		
	TOTAL	Atlantic Canada	Quebec	Ontario	Prairies (MB/SK)	Alberta and BC	Territories	Non-racialized Canadians	Racialized Canadians	Indigenous Canadians	Living with a disability	Not living with a disability	English	French	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(N)	(M)	(P)
Weighted Total	5173	352	1207	1983	338	1278	15	3808	967	112	781	4392	3741	1342	390
Unweighted Total	5173	1004	1001	1009	1004	1005	150	4002	744	153	806	4367	3922	1188	312
Under \$20,000	305	29	80	116	24	56	0	216	58	15	119	186	208	88	28
	6%	8%	7%	6%	7%	4%	2%	6%	6%	13%	15%	4%	6%	7%	7%
		DFG	FG	G	FG					HI	L				
\$20,000 to \$39,999	657	60	159	235	49	154	1	469	128	23	153	504	469	168	62
	13%	17%	13%	12%	15%	12%	4%	12%	13%	21%	20%	11%	13%	13%	16%
		CDFG	G	G	G	G					L				
\$40,000 to \$59,999	800	57	211	281	46	204	1	611	145	15	148	652	548	240	61
	15%	16%	17%	14%	14%	16%	6%	16%	15%	14%	19%	15%	15%	18%	16%
		G	DEG	G	G	G					L			N	
\$60,000 to \$79,999	659	42	166	224	52	173	2	502	114	13	87	572	467	175	35
	13%	12%	14%	11%	16%	14%	11%	13%	12%	12%	11%	13%	12%	13%	9%
					BD										
\$80,000 to \$99,999	692	44	155	261	45	185	1	499	150	14	74	618	493	183	52
	13%	13%	13%	13%	13%	14%	8%	13%	15%	12%	9%	14%	13%	14%	13%
						G						K			
\$100,000 to \$149,999	888	58	184	364	50	229	3	699	135	14	81	807	679	207	48
	17%	16%	15%	18%	15%	18%	19%	18%	14%	12%	10%	18%	18%	15%	12%
								I				K	MP		
\$150,000 or more	488	24	99	212	26	121	5	360	90	6	25	463	373	117	37
	9%	7%	8%	11%	8%	9%	35%	9%	9%	6%	3%	11%	10%	9%	10%
				BE		B	BCDEF					K			
Prefer not to answer	685	38	153	291	44	156	2	452	149	12	94	590	503	164	68
	13%	11%	13%	15%	13%	12%	13%	12%	15%	11%	12%	13%	13%	12%	17%

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Atlantic Canada	352	334	18	52	32	258	154	198	324	15	8
	7%	7%	5%	6%	5%	7%	7%	6%	7%	5%	7%
Quebec	1207	1135	72	199	170	849	189	1018	983	152	20
	23%	24%	20%	23%	25%	24%	9%	33%	21%	48%	17%
								G		IK	
Ontario	1983	1850	133	329	282	1350	1027	956	1855	58	49
	38%	38%	36%	38%	41%	38%	50%	31%	40%	18%	43%
							H		J		J
Prairies	338	310	28	55	44	238	154	184	311	13	9
	7%	6%	8%	6%	6%	7%	7%	6%	7%	4%	8%
Alberta	580	533	47	131	77	376	244	336	532	36	9
	11%	11%	13%	15%	11%	10%	12%	11%	11%	11%	8%
				EF							
British Columbia	699	634	65	102	75	514	283	416	631	41	19
	14%	13%	18%	12%	11%	14%	14%	13%	14%	13%	16%
			B			E					
Northwest Territories	6	5	1	1	1	4	3	3	5	-	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Yukon	5	5	1	1	1	4	2	3	5	0	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	4	4	0	1	0	3	3	1	4	-	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table age

AGE: Please indicate in which of the following age categories you belong?

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Between 16 and 24	644	633	11	82	205	377	338	305	560	37	32
	12%	13%	3%	9%	30%	10%	16%	10%	12%	12%	28%
			C		DF		H				IJ
Between 25 and 34	876	858	18	229	38	573	414	462	769	44	41
	17%	18%	5%	26%	6%	16%	20%	15%	17%	14%	36%
			C	EF		E	H				IJ
Between 35 and 44	813	788	24	382	151	320	329	483	726	55	20
	16%	16%	7%	44%	22%	9%	16%	16%	16%	17%	17%
			C	EF	F						
Between 45 and 54	901	848	53	151	229	538	321	580	820	53	8
	17%	18%	14%	17%	34%	15%	16%	19%	18%	17%	7%
				DF				G	K	K	
Between 55 and 64	878	780	98	19	49	778	312	566	792	67	8
	17%	16%	27%	2%	7%	22%	15%	18%	17%	21%	7%
			B		D	DE		G	K	K	

Between 65 and 74	797	695	103	7	10	757	261	536	739	40	6
	15%	14%	28%	1%	1%	21%	13%	17%	16%	13%	5%
75 or older	264	206	59	-	0	252	83	181	244	20	-
	5%	4%	16%		0%	7%	4%	6%	5%	6%	

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table gender

Gender: What is your gender?

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Male gender	2485	2286	200	410	308	1759	1057	1428	2186	197	55
	48%	48%	55%	47%	45%	49%	51%	46%	47%	62%	48%
Female gender	2656	2494	163	459	371	1814	991	1665	2443	111	60
	51%	52%	45%	53%	54%	50%	48%	53%	53%	35%	52%
Gender diverse	25	25	-	2	-	19	10	15	17	7	-
	0%	1%		0%		1%	0%	0%	0%	2%	
Prefer not to answer	6	4	2	-	3	2	0	6	3	1	-
	0%	0%	1%		0%	0%	0%	0%	0%	0%	

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q1a

Q1a: This year, various Canada Day programming presented by the Government of Canada was "virtual" - in other words it was activities on the Web, televised and streamed online thr

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Yes	2788	2617	172	464	383	1949	1316	1472	2554	143	53
	54%	54%	47%	53%	56%	54%	64%	47%	55%	45%	46%
No	2385	2192	193	406	299	1646	742	1642	2095	173	62
	46%	46%	53%	47%	44%	46%	36%	53%	45%	55%	54%

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q1br1

Q1b: Where did you see, read or hear Government of Canada advertising about the 2020 virtual Canada Day celebration?

Base: Respondents aware of GoC virtual celebration advertising

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	2788	2616	172	464	383	1949	1316	1471	2554	143	53
Unweighted Total	2709	2534	175	437	345	1920	1238	1471	2502	127	46
Television	1532	1420	112	193	179	1160	631	902	1419	77	18
	55%	54%	65%	42%	47%	60%	48%	61%	56%	54%	34%
			B			DE		G	K	K	
Facebook	820	816	4	192	124	519	449	371	743	42	23
	29%	31%	2%	41%	32%	27%	34%	25%	29%	29%	44%
		C		EF			H				
Radio	591	554	37	102	84	403	312	279	551	28	7
	21%	21%	22%	22%	22%	21%	24%	19%	22%	19%	13%
							H				
Internet website	535	516	19	100	93	356	305	230	469	45	15
	19%	20%	11%	21%	24%	18%	23%	16%	18%	31%	29%
		C			F		H			I	
A daily newspaper	308	285	23	42	44	235	151	157	274	22	6
	11%	11%	13%	9%	11%	12%	11%	11%	11%	16%	12%
Instagram	285	282	3	75	64	160	203	82	263	8	12
	10%	11%	2%	16%	17%	8%	15%	6%	10%	6%	22%
		C		F	F		H		J		J
YouTube	277	274	3	76	68	163	205	73	249	20	5
	10%	10%	2%	16%	18%	8%	16%	5%	10%	14%	9%
		C		F	F		H				
A community or weekly newspaper	186	174	13	37	30	133	133	53	173	12	1
	7%	7%	7%	8%	8%	7%	10%	4%	7%	8%	1%
							H				
On the Government of Canada website specifically	177	175	2	45	36	108	129	48	166	5	5
	6%	7%	1%	10%	10%	6%	10%	3%	6%	4%	9%
		C		F	F		H				
Twitter	173	173	0	33	37	107	119	55	161	11	0
	6%	7%	0%	7%	10%	5%	9%	4%	6%	8%	1%
		C		F	F		H		K	K	
A general Google search	158	153	5	39	27	98	110	48	140	14	3
	6%	6%	3%	8%	7%	5%	8%	3%	5%	10%	6%
		C		F			H				
Outdoor billboards	70	68	2	17	16	40	51	19	59	6	4
	3%	3%	1%	4%	4%	2%	4%	1%	2%	5%	8%
							H				
Magazines	50	47	3	25	15	18	40	9	43	6	-
	2%	2%	2%	5%	4%	1%	3%	1%	2%	4%	
				F	F		H				
Word of mouth	26	26	-	7	2	17	17	10	22	2	2
	1%	1%		1%	0%	1%	1%	1%	1%	1%	4%
Other	14	14	-	0	3	8	4	11	13	1	-
	1%	1%		0%	1%	0%	0%	1%	1%	1%	
Can't remember	90	81	9	13	13	57	32	58	81	6	1
	3%	3%	5%	3%	3%	3%	2%	4%	3%	4%	2%
Don't know / Refuse to answer	7	6	1	2	-	5	4	3	6	-	-

	0%	0%	0%	0%	0%	0%	0%	0%	0%	
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Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q2a

Q2a: Did you look for any information related to how and where you could celebrate Canada Day this year?

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Yes	1115	1087	28	275	204	667	806	309	1033	35	35
	22%	23%	8%	32%	30%	19%	39%	10%	22%	11%	31%
		C		F	F		H		J		J
No	4058	3722	336	595	478	2928	1253	2805	3617	281	79
	78%	77%	92%	68%	70%	81%	61%	90%	78%	89%	69%
			B			DE		G		IK	

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q2br1

Q2b: When looking for information about Canada Day this year, what sources did you use?

Base: Respondents who searched for Canada Day virtual celebration information

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	1115	1087	28	275	204	667	806	309	1033	35	35
Unweighted Total	1082	1054	28	269	177	651	744	338	1001	34	35
Internet website	443	435	8	115	89	262	322	121	405	21	15
	40%	40%	29%	42%	44%	39%	40%	39%	39%	59%	43%
A general Google search	439	429	9	106	78	276	312	127	416	9	11
	39%	39%	33%	39%	38%	41%	39%	41%	40%	25%	31%
Facebook	369	369	0	91	51	227	271	98	340	16	9
	33%	34%	1%	33%	25%	34%	34%	32%	33%	46%	24%
		C		E							
Television	284	281	3	70	55	170	219	66	269	9	7
	25%	26%	10%	25%	27%	26%	27%	21%	26%	25%	20%
On the Government of Canada website specifically	218	213	5	51	48	129	169	49	207	4	5
	20%	20%	18%	19%	23%	19%	21%	16%	20%	10%	13%
Radio	172	167	5	55	43	92	138	34	163	6	3
	15%	15%	17%	20%	21%	14%	17%	11%	16%	18%	7%
							H				
Instagram	166	166	-	36	38	101	133	33	147	4	14
	15%	15%		13%	18%	15%	16%	11%	14%	13%	38%
							H				IJ
A daily newspaper	157	151	6	41	29	94	129	28	145	5	6

	14%	14%	22%	15%	14%	14%	16%	9%	14%	15%	17%
							H				
A community or weekly newspaper	147	134	13	42	28	86	121	26	136	8	3
	13%	12%	45%	15%	14%	13%	15%	8%	13%	23%	8%
			B				H				
YouTube	129	129	0	31	36	68	105	25	119	4	4
	12%	12%	1%	11%	17%	10%	13%	8%	12%	12%	10%
			C		DF		H				
Twitter	80	80	-	18	16	43	65	14	73	4	2
	7%	7%		7%	8%	7%	8%	5%	7%	13%	6%
Outdoor billboards	44	42	2	12	8	27	36	8	41	1	1
	4%	4%	9%	4%	4%	4%	4%	3%	4%	3%	2%
TikTok	40	40	-	15	16	14	34	5	36	2	-
	4%	4%		6%	8%	2%	4%	2%	3%	6%	
				F	F		H				
Magazines	35	35	-	22	20	4	33	2	30	5	-
	3%	3%		8%	10%	1%	4%	1%	3%	16%	
				F	F		H			I	
Word of mouth	3	3	-	0	1	1	2	1	3	-	-
	0%	0%		0%	1%	0%	0%	0%	0%		
Other	0	0	-	-	-	0	0	-	-	-	-
	0%	0%				0%	0%				
Can't remember	10	8	1	0	2	4	1	8	10	-	-
	1%	1%	4%	0%	1%	1%	0%	3%	1%		
								G			
Don't know / Refuse to answer	7	7	0	1	0	5	3	4	7	-	-
	1%	1%	1%	0%	0%	1%	0%	1%	1%		

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q3a

Q3a: Did you celebrate Canada Day this year in any way?

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	NO children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Yes	2059	1942	117	429	308	1333	2059	-	1967	46	37
	40%	40%	32%	49%	45%	37%	100%		42%	15%	32%
			C	F	F				J		J
No	3114	2866	248	441	374	2262	-	3114	2683	270	78
	60%	60%	68%	51%	55%	63%		100%	58%	85%	68%
			B			DE				IK	

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q3b

Q3b: What is the main reason you did not celebrate Canada Day this year?

Base: Respondents who did not celebrate Canada Day

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	Two children under 18	Celebrate Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	3114	2866	248	441	374	2262	-	3114	2683	270	78
Unweighted Total	3145	2875	270	435	377	2319	-	3145	2737	254	76
Covid-19 concerns / Stayed at home / Stayed safe	574	520	54	84	61	415	-	574	543	13	14
	18%	18%	22%	19%	16%	18%		18%	20%	5%	19%
									J		J
Don't normally celebrate Canada Day / Just another day	431	396	35	48	59	334	-	431	310	90	14
	14%	14%	14%	11%	16%	15%		14%	12%	33%	18%
				D	D					IK	
Cancelled/No events/fireworks	298	282	16	63	35	210	-	298	279	14	2
	10%	10%	7%	14%	9%	9%		10%	10%	5%	3%
				EF					JK		
Lack of interest / Didn't want to / Didn't feel like it	233	214	19	32	30	172	-	233	194	26	1
	7%	7%	8%	7%	8%	8%		7%	7%	10%	1%
									K	K	
I/Spouse were working	223	216	6	39	21	163	-	223	198	9	11
	7%	8%	3%	9%	6%	7%		7%	7%	3%	14%
		C							J		J
Covid-19 restrictions / Social restrictions / Social distancing / No crowds	172	155	16	21	18	130	-	172	159	3	8
	6%	5%	7%	5%	5%	6%		6%	6%	1%	10%
									J		J
Busy doing something else (gardening, yard work, renovations, moving, etc.)	131	118	13	25	16	87	-	131	126	2	2
	4%	4%	5%	6%	4%	4%		4%	5%	1%	3%
									J		
Issue with celebrating Canada (indigenous issues, inequities, poverty, racism, colonialism, etc.)	130	121	9	19	20	89	-	130	55	68	-
	4%	4%	3%	4%	5%	4%		4%	2%	25%	
										I	
Not interested in virtual celebrations / not the same as being there	85	79	6	15	11	62	-	85	81	1	0
	3%	3%	2%	3%	3%	3%		3%	3%	0%	1%
									J		
Poor weather (too hot, rainy)	50	45	4	7	5	31	-	50	48	-	1
	2%	2%	2%	2%	1%	1%		2%	2%		2%
Alone / friends/family away	47	43	4	3	2	41	-	47	46	1	-
	1%	1%	2%	1%	1%	2%		1%	2%	0%	
						D			J		
Health issues / Not feeling well	40	40	1	0	0	40	-	40	38	-	2
	1%	1%	0%	0%	0%	2%		1%	1%		2%
		C				DE					
Spent time with family	32	28	4	6	10	18	-	32	32	-	-
	1%	1%	1%	1%	3%	1%		1%	1%		
Mid week	30	29	1	1	1	26	-	30	28	-	1
	1%	1%	0%	0%	0%	1%		1%	1%		2%
Away camping / cottage / travelling	29	27	1	8	5	17	-	29	26	3	0
	1%	1%	1%	2%	1%	1%		1%	1%	1%	0%
Just wanted to relax	21	20	1	2	5	12	-	21	21	-	-
	1%	1%	0%	0%	1%	1%		1%	1%		
Other	59	52	7	8	3	49	-	59	53	2	4
	2%	2%	3%	2%	1%	2%		2%	2%	1%	5%
						E					
None / Nothing / No reason / Forgot / Nothing to celebrate	88	81	7	13	7	65	-	88	75	13	1
	3%	3%	3%	3%	2%	3%		3%	3%	5%	1%
Don't know / Refused	444	400	44	49	64	301	-	444	370	26	16
	14%	14%	18%	11%	17%	13%		14%	14%	10%	20%
				D							

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4ar1: Please indicate if you watched/participated in any of the following Government of Canada special programming:
 Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
National Day Time Virtual Show on CBC platforms	387	369	18	86	52	249	261	126	364	16	1
	7%	8%	5%	10%	8%	7%	13%	4%	8%	5%	1%
		C		F			H		JK		
National Day Time Virtual Show through social media (e.g. YouTube, Facebook, Instagram)	236	233	2	73	81	114	188	48	224	7	5
	5%	5%	1%	8%	12%	3%	9%	2%	5%	2%	4%
		C		F	DF		H		J		
National Evening Virtual Show on CBC platforms	378	359	19	68	49	277	239	139	356	13	6
	7%	7%	5%	8%	7%	8%	12%	4%	8%	4%	5%
							H		J		
National Evening Virtual Show through social media (e.g. YouTube, Facebook, Instagram)	167	165	2	42	39	99	138	29	154	7	5
	3%	3%	1%	5%	6%	3%	7%	1%	3%	2%	4%
		C		F	F		H				
Special Canada Day Web Videos (Let's Cook Together!; Let's Get Active Together!; Let's Innovate Together!)	149	146	3	49	39	71	132	17	142	5	1
	3%	3%	1%	6%	6%	2%	6%	1%	3%	1%	1%
		C		F	F		H		J		
Canada Day virtual fireworks	517	495	22	127	76	322	422	94	482	8	24
	10%	10%	6%	15%	11%	9%	21%	3%	10%	2%	21%
		C		EF			H		J		IJ
None of the above	3900	3588	312	601	481	2769	1159	2741	3462	279	81
	75%	75%	86%	69%	70%	77%	56%	88%	74%	88%	70%
			B			DE		G		IK	

Comparison Groups: BC/DEF/GH/IJK
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Table Q4br1

Q4br1: National Day Time Virtual Show (on CBC television or online) - For each specific Canada Day programming that you watched or in which you participated, how did your level of pride in Canada change?
 Base: Respondents who watched or participated in the National Day Time Virtual Show on CBC TV or online

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	563	543	20	140	118	333	399	165	528	22	6
Unweighted Total	519	505	14	118	90	321	352	167	484	22	7
Increased a lot	84	81	3	27	21	39	74	10	74	4	2
	15%	15%	16%	19%	18%	12%	19%	6%	14%	17%	32%
							H				
Increased moderately	127	123	4	40	30	67	111	16	126	1	1
	23%	23%	18%	28%	25%	20%	28%	10%	24%	4%	10%
							H		J		
Increased a little	114	108	6	30	31	59	87	27	110	4	-
	20%	20%	29%	21%	27%	18%	22%	16%	21%	20%	

No change/Did not make me feel more or less proud	195	187	8	35	26	140	109	86	179	11	3
	35%	34%	37%	25%	22%	42%	27%	52%	34%	48%	54%
						DE		G			
Decreased a little	15	15	-	1	4	10	6	9	14	-	0
	3%	3%	-	1%	4%	3%	2%	5%	3%	-	4%
Decreased moderately	16	16	-	6	4	8	9	7	16	-	-
	3%	3%	-	5%	4%	2%	2%	4%	3%	-	-
Decreased a lot	5	5	-	-	1	3	2	4	3	3	-
	1%	1%	-	-	1%	1%	0%	2%	0%	12%	-
Don't know	8	8	-	2	-	6	0	7	7	-	-
	1%	1%	-	1%	-	2%	0%	4%	1%	-	-
								G			
TOP-THREE SCORE	325	312	13	96	82	166	272	52	310	9	2
	58%	57%	63%	68%	70%	50%	68%	32%	59%	40%	42%
				F	F		H				
BOTTOM-THREE SCORE	36	36	-	8	10	21	17	19	33	3	0
	6%	7%	-	6%	9%	6%	4%	12%	6%	12%	4%
								G			

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4br2

Q4br2: National Evening Virtual Show (on CBC television or online) - For each specific Canada Day programming that you watched or in which you participated, how did your level of pride change?
 Base: Respondents who watched or participated in the National Evening Virtual Show on CBC TV or online

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	516	496	21	102	83	359	350	167	484	18	11
Unweighted Total	478	461	17	90	67	336	321	157	449	13	11
Increased a lot	71	71	-	22	16	41	64	7	68	3	-
	14%	14%	-	22%	19%	11%	18%	4%	14%	16%	-
							H				
Increased moderately	93	91	2	20	21	61	73	20	91	-	3
	18%	18%	8%	19%	25%	17%	21%	12%	19%	-	24%
							H				
Increased a little	86	83	3	18	19	57	68	18	82	3	1
	17%	17%	16%	18%	23%	16%	19%	11%	17%	17%	9%
							H				
No change/Did not make me feel more or less proud	223	208	16	36	25	168	122	102	209	6	7
	43%	42%	76%	35%	30%	47%	35%	61%	43%	36%	63%
			B			E		G			
Decreased a little	19	19	-	1	1	16	9	10	13	4	-
	4%	4%	-	1%	1%	4%	3%	6%	3%	24%	-
Decreased moderately	10	10	-	1	1	8	2	7	10	-	-
	2%	2%	-	1%	1%	2%	1%	4%	2%	-	-
								G			
Decreased a lot	5	5	-	2	-	1	5	-	4	1	-
	1%	1%	-	2%	-	0%	1%	-	1%	6%	-
Don't know	9	9	-	2	0	6	7	2	9	-	1
	2%	2%	-	2%	0%	2%	2%	1%	2%	-	5%
TOP-THREE SCORE	250	245	5	60	56	160	205	45	241	6	3
	48%	49%	24%	59%	67%	44%	59%	27%	50%	34%	33%
				F	F		H				

BOTTOM-THREE SCORE	33	33	-	4	2	25	16	17	26	5	-
	6%	7%		4%	2%	7%	5%	10%	5%	30%	

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4br3

Q4br3: Special Canada Day Web Videos (Let's Cook Together!;Let's Get Active Together!;Let's Innovate Together!;Let's Discover Together!; and Let's Celebrate Together!) - For each specific Canada Day Web Video

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	149	146	3	49	39	71	132	17	142	5	1
Unweighted Total	126	124	2	36	27	66	108	18	120	3	1
Increased a lot	30	30	-	12	7	11	26	4	29	-	-
	20%	21%		23%	19%	15%	20%	23%	21%		
Increased moderately	33	33	-	15	13	16	33	-	30	2	1
	22%	22%		30%	33%	22%	25%		21%	44%	100%
Increased a little	36	36	-	6	9	21	31	5	36	-	-
	24%	24%		13%	23%	29%	23%	29%	25%		
No change/Did not make me feel more or less proud	40	38	2	15	8	19	35	5	38	3	-
	27%	26%	80%	31%	20%	26%	27%	30%	27%	56%	
Decreased a little	3	3	-	-	-	3	3	0	3	-	-
	2%	2%				5%	2%	3%	2%		
Decreased moderately	4	4	-	1	-	2	4	-	4	-	-
	3%	3%		3%		3%	3%		3%		
Don't know	3	2	1	-	2	-	0	3	2	-	-
	2%	2%	20%		5%		0%	15%	2%		
TOP-THREE SCORE	98	98	-	33	29	47	90	9	94	2	1
	66%	67%		66%	75%	66%	68%	52%	67%	44%	100%
BOTTOM-THREE SCORE	7	7	-	1	-	6	7	0	7	-	-
	5%	5%		3%		8%	5%	3%	5%		

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4br4

Q4br4: Canada Day virtual fireworks - For each specific Canada Day programming that you watched or in which you participated, how did your level of pride in Canada change, if at all?

Base: Respondents who watched or participated in the Canada Day virtual fireworks

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	517	495	22	127	76	322	422	94	482	8	24
Unweighted Total	483	463	20	112	59	312	382	101	454	10	17
Increased a lot	85	84	1	18	16	49	72	13	82	-	3
	16%	17%	5%	14%	21%	15%	17%	14%	17%		11%

Increased moderately	75	72	3	19	11	47	66	9	71	0	3
	15%	15%	16%	15%	15%	15%	16%	10%	15%	4%	14%
Increased a little	86	83	3	19	17	53	76	10	79	0	7
	17%	17%	13%	15%	22%	16%	18%	11%	16%	4%	27%
No change/Did not make me feel more or less proud	223	209	14	62	24	140	176	47	205	4	12
	43%	42%	65%	49%	32%	44%	42%	49%	42%	55%	48%
Decreased a little	29	29	0	3	6	21	22	7	29	0	-
	6%	6%	0%	3%	9%	7%	5%	8%	6%	3%	-
Decreased moderately	6	6	0	2	-	4	2	4	6	-	-
	1%	1%	1%	2%	-	1%	1%	4%	1%	-	-
Decreased a lot	7	7	-	0	-	6	5	2	5	1	-
	1%	1%	-	0%	-	2%	1%	2%	1%	20%	-
Don't know	5	5	-	2	1	1	2	2	4	1	-
	1%	1%	-	2%	2%	0%	1%	2%	1%	14%	-
TOP-THREE SCORE	246	239	7	56	44	149	214	32	233	1	13
	48%	48%	33%	44%	58%	46%	51%	34%	48%	8%	52%
BOTTOM-THREE SCORE	43	42	0	6	6	32	30	13	41	2	-
	8%	9%	2%	4%	9%	10%	7%	14%	8%	23%	-

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4cr1

Q4cr1: National Day Time Virtual Show (on CBC television or online) - Please indicate your level of satisfaction with the Government of Canada's Canada Day programming that you watched or participated in the National Day Time Virtual Show on CBC TV or online

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	563	543	20	140	118	333	399	165	528	22	6
Unweighted Total	519	505	14	118	90	321	352	167	484	22	7
Very satisfied	160	149	11	49	38	87	142	17	148	6	2
	28%	27%	54%	35%	32%	26%	36%	11%	28%	26%	38%
Somewhat satisfied	241	232	8	57	54	141	177	64	238	2	0
	43%	43%	41%	40%	46%	42%	44%	39%	45%	8%	4%
Neither satisfied, nor dissatisfied	96	96	-	18	19	62	47	49	84	8	3
	17%	18%	-	13%	16%	19%	12%	30%	16%	37%	58%
Somewhat dissatisfied	43	42	1	14	4	25	23	20	41	2	-
	8%	8%	5%	10%	4%	7%	6%	12%	8%	9%	-
Very dissatisfied	13	13	-	3	3	8	7	6	7	4	-
	2%	2%	-	2%	2%	2%	2%	4%	1%	20%	-
Don't know	11	11	-	-	-	10	3	8	10	-	-
	2%	2%	-	-	-	3%	1%	5%	2%	-	-
TOP-TWO SCORE	400	381	19	106	92	228	319	81	385	8	2
	71%	70%	95%	75%	78%	68%	80%	49%	73%	34%	42%
BOTTOM-TWO SCORE	56	55	1	17	7	33	30	26	49	6	-

	10%	10%	5%	12%	6%	10%	7%	16%	9%	29%	
				E				G			

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4cr2

Q4cr2: National Evening Virtual Show (on CBC television or online) - Please indicate your level of satisfaction with the Government of Canada's Canada Day programming that you watch

Base: Respondents who watched or participated in the National Evening Virtual Show on CBC TV or online

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	516	496	21	102	83	359	350	167	484	18	11
Unweighted Total	478	461	17	90	67	336	321	157	449	13	11
Very satisfied	138	130	7	26	24	95	116	22	133	-	5
	27%	26%	34%	26%	29%	26%	33%	13%	27%		46%
							H				
Somewhat satisfied	206	200	6	38	37	142	140	66	197	7	2
	40%	40%	29%	38%	44%	40%	40%	40%	41%	40%	23%
Neither satisfied, nor dissatisfied	106	102	4	22	15	76	62	44	98	4	2
	21%	21%	19%	21%	18%	21%	18%	27%	20%	20%	22%
Somewhat dissatisfied	47	46	1	11	5	33	22	25	42	3	1
	9%	9%	5%	11%	6%	9%	6%	15%	9%	18%	9%
								G			
Very dissatisfied	13	10	3	3	2	10	7	7	10	4	-
	3%	2%	13%	3%	3%	3%	2%	4%	2%	20%	
Don't know	6	6	-	2	-	3	4	2	6	0	-
	1%	1%		2%		1%	1%	1%	1%	1%	
TOP-TWO SCORE	344	331	13	64	60	237	256	88	330	7	7
	67%	67%	63%	63%	73%	66%	73%	53%	68%	40%	69%
							H				
BOTTOM-TWO SCORE	60	57	4	14	7	43	28	32	51	7	1
	12%	11%	18%	14%	9%	12%	8%	19%	11%	38%	9%
								G			

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4cr3

Q4cr3: Special Canada Day Web Videos (Let's Cook Together! Let's Get Active Together! Let's Innovate Together! Let's Discover Together! and Let's Celebrate Together!) - Please indicate

Base: Respondents who watched or participated in the Special Canada Day Web Videos

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	149	146	3	49	39	71	132	17	142	5	1
Unweighted Total	126	124	2	36	27	66	108	18	120	3	1
Very satisfied	52	52	-	23	15	21	44	8	50	2	-
	35%	35%		47%	38%	29%	34%	44%	35%	44%	

Somewhat satisfied	55	55	-	15	16	30	50	5	53	-	1
	37%	38%		30%	41%	43%	38%	27%	37%		100%
Neither satisfied, nor dissatisfied	34	32	2	7	6	17	30	4	34	-	-
	23%	22%	80%	14%	16%	25%	22%	26%	24%		
Somewhat dissatisfied	3	3	-	2	0	0	3	-	3	-	-
	2%	2%		4%	1%	0%	2%		2%		
Very dissatisfied	5	5	-	3	2	2	5	-	2	3	-
	3%	3%		5%	5%	3%	4%		2%	56%	
Don't know	1	0	1	-	-	-	0	1	0	-	-
	1%	0%	20%				0%	3%	0%		
TOP-TWO SCORE	107	107	-	38	31	51	95	12	103	2	1
	72%	73%		76%	78%	72%	72%	71%	72%	44%	100%
BOTTOM-TWO SCORE	7	7	-	5	2	2	7	-	5	3	-
	5%	5%		9%	6%	3%	6%		3%	56%	

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4cr4

Q4cr4: Canada Day virtual fireworks - Please indicate your level of satisfaction with the Government of Canada's Canada Day programming that you watched/participated in:

Base: Respondents who watched or participated in the Canada Day virtual fireworks

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	517	495	22	127	76	322	422	94	482	8	24
Unweighted Total	483	463	20	112	59	312	382	101	454	10	17
Very satisfied	166	158	8	45	30	101	141	25	160	1	4
	32%	32%	35%	36%	39%	31%	33%	26%	33%	14%	17%
Somewhat satisfied	187	184	3	44	27	121	160	27	180	1	4
	36%	37%	14%	35%	35%	38%	38%	29%	37%	19%	16%
Neither satisfied, nor dissatisfied	87	81	6	22	10	51	70	17	78	1	8
	17%	16%	29%	17%	13%	16%	17%	18%	16%	16%	31%
Somewhat dissatisfied	52	47	5	10	5	34	38	14	47	0	5
	10%	10%	22%	8%	6%	10%	9%	15%	10%	4%	20%
Very dissatisfied	13	13	-	4	2	9	6	7	10	4	-
	3%	3%		3%	3%	3%	2%	7%	2%	46%	
Don't know	11	11	-	1	3	6	7	4	7	-	4
	2%	2%		1%	4%	2%	2%	4%	1%		17%
TOP-TWO SCORE	353	342	11	89	56	222	301	52	341	3	8
	68%	69%	49%	70%	74%	69%	71%	55%	71%	33%	32%
BOTTOM-TWO SCORE	65	60	5	14	7	43	44	21	56	4	5
	13%	12%	22%	11%	9%	13%	10%	22%	12%	51%	20%

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q4dr1

Q4dr1: How else did the Canada Day programming you watched make you feel? Please select at least one but no more than three answers from the list below:
 Base: Respondents who watched or participated in Government of Canada special programming

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	1273	1220	53	269	201	827	900	373	1188	37	34
Unweighted Total	1180	1138	42	243	161	777	815	365	1103	36	27
Entertained	518	496	22	91	86	357	389	128	493	11	13
	41%	41%	42%	34%	43%	43%	43%	34%	41%	30%	37%
					D	D	H				
Proud	448	426	22	83	69	301	365	83	437	3	7
	35%	35%	42%	31%	34%	36%	41%	22%	37%	8%	21%
							H		J		
Joyful	327	319	7	83	60	206	258	69	312	3	12
	26%	26%	14%	31%	30%	25%	29%	18%	26%	7%	37%
		C					H		J		J
Satisfied	314	310	4	83	64	185	232	82	299	6	9
	25%	25%	8%	31%	32%	22%	26%	22%	25%	17%	26%
		C		F	F						
Inspired	213	207	6	57	51	121	179	34	205	4	5
	17%	17%	11%	21%	25%	15%	20%	9%	17%	10%	14%
					F		H				
Represented	166	159	7	43	27	111	131	35	161	5	-
	13%	13%	14%	16%	13%	13%	15%	9%	14%	12%	
							H				
Indifferent	133	130	3	29	19	84	84	49	117	12	2
	10%	11%	5%	11%	10%	10%	9%	13%	10%	33%	5%
										IK	
Bored	127	123	4	25	9	97	65	62	114	9	4
	10%	10%	7%	9%	4%	12%	7%	17%	10%	24%	11%
				E		E		G			
Dissatisfied	83	80	3	21	5	54	47	36	75	6	2
	7%	7%	5%	8%	3%	7%	5%	10%	6%	16%	6%
				E		E		G			
Ignored	37	34	3	17	11	13	28	9	24	9	-
	3%	3%	5%	6%	5%	2%	3%	2%	2%	23%	
				F						I	
Mad	22	22	-	4	2	16	19	3	16	5	-
	2%	2%		1%	1%	2%	2%	1%	1%	14%	
Ashamed	18	18	-	5	1	11	14	4	15	3	-
	1%	1%		2%	1%	1%	2%	1%	1%	8%	
None of the above	50	46	5	11	8	27	24	26	45	2	-
	4%	4%	9%	4%	4%	3%	3%	7%	4%	7%	
								G			
Don't know	18	17	1	2	3	12	6	11	16	-	1
	1%	1%	1%	1%	1%	1%	1%	3%	1%		2%
								G			

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q5ar1

Q5ar1: Please indicate if you used any of the free Canada Day tools offered by the Government of Canada listed below:

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	Two children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Canada Day Online Celebration Kit	174	171	3	55	51	85	152	23	156	9	3
	3%	4%	1%	6%	7%	2%	7%	1%	3%	3%	2%
		C		F	F		H				
Canada Day playlists	224	221	4	69	46	123	190	35	213	6	5
	4%	5%	1%	8%	7%	3%	9%	1%	5%	2%	5%
		C		F	F		H		J		
Did not use any of these free tools	4802	4445	357	756	592	3402	1743	3059	4307	303	107
	93%	92%	98%	87%	87%	95%	85%	98%	93%	96%	93%
			B			DE		G		I	

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q5br1

Q5br1: Canada Day Online Celebration Kit - Please indicate your level of satisfaction with the free Canada Day tools that you used.

Base: Respondents who used the Canada Day Online Celebration Kit

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	Two children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	174	171	3	55	51	85	152	23	156	9	3
Unweighted Total	130	128	2	44	32	63	113	17	117	7	2
Very satisfied	95	92	3	30	22	50	82	13	86	2	3
	54%	54%	87%	54%	43%	58%	54%	56%	55%	24%	100%
											IJ
Somewhat satisfied	58	58	-	15	26	26	53	5	51	5	-
	33%	34%		28%	50%	31%	35%	23%	33%	58%	
					D						
Neither satisfied, nor dissatisfied	13	13	0	8	1	4	11	2	12	1	-
	7%	7%	13%	14%	2%	5%	7%	10%	8%	6%	
				E							
Somewhat dissatisfied	3	3	-	-	-	3	2	1	2	-	-
	2%	2%				3%	1%	3%	2%		
Very dissatisfied	4	4	-	3	3	1	4	-	3	1	-
	2%	2%		5%	5%	1%	2%		2%	12%	
Don't know	1	1	-	-	-	1	-	1	1	-	-
	1%	1%				2%		7%	1%		
TOP-TWO SCORE	153	151	3	45	47	76	135	18	137	8	3
	88%	88%	87%	81%	93%	89%	89%	79%	88%	82%	100%
					D						I
BOTTOM-TWO SCORE	7	7	-	3	3	4	6	1	5	1	-
	4%	4%		5%	5%	5%	4%	3%	3%	12%	

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q5br2

Q5br2: Canada Day playlists - Please indicate your level of satisfaction with the free Canada Day tools that you used.

Base: Respondents who used the Canada Day playlists

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	224	221	4	69	46	123	190	35	213	6	5
Unweighted Total	181	178	3	54	36	94	148	33	169	6	5
Very satisfied	85	83	3	27	26	40	77	9	80	4	1
	38%	37%	73%	40%	57%	33%	40%	25%	38%	70%	18%
					DF						
Somewhat satisfied	97	96	1	34	17	54	82	14	95	-	2
	43%	43%	27%	50%	36%	44%	43%	41%	45%		36%
Neither satisfied, nor dissatisfied	32	32	-	6	2	21	24	8	29	2	1
	14%	14%		9%	4%	17%	13%	22%	14%	30%	10%
						E					
Somewhat dissatisfied	8	8	-	-	-	7	5	3	6	-	2
	4%	4%				6%	3%	9%	3%		36%
Very dissatisfied	3	3	-	1	1	-	1	1	3	-	-
	1%	1%		1%	2%		1%	3%	1%		
TOP-TWO SCORE	182	178	4	61	43	94	159	23	175	4	3
	81%	81%	100%	89%	94%	77%	84%	66%	82%	70%	54%
			B		F						
BOTTOM-TWO SCORE	11	11	-	1	1	7	6	4	9	-	2
	5%	5%		1%	2%	6%	3%	12%	4%		36%

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q6M1

Q6: Many sponsors/partners contributed to help make this programming happen. Which sponsors do you recall seeing or hearing about during the Canada Day programming presented by the Government of Canada?

Base: Respondents who saw, read or heard advertising; watched/participated in special programming; or used any of the free Canada Day tools

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	2985	2799	186	500	403	2087	1439	1547	2726	151	68
Unweighted Total	2905	2719	186	476	364	2056	1362	1543	2680	133	55
Tim Hortons	73	73	-	25	15	42	57	16	71	0	1
	2%	3%		5%	4%	2%	4%	1%	3%	0%	1%
				F			H		J		
Rogers	37	37	-	14	15	20	29	8	35	0	-
	1%	1%		3%	4%	1%	2%	1%	1%	0%	
				F	F		H				
CBC	25	25	-	2	1	23	19	6	25	-	1
	1%	1%		0%	0%	1%	1%	0%	1%		1%
Canadian Tire	21	21	-	3	5	12	19	2	21	-	-
	1%	1%		1%	1%	1%	1%	0%	1%		
							H				
Bell	18	18	-	8	6	5	18	0	18	-	-
	1%	1%		2%	1%	0%	1%	0%	1%		

				F			H				
Government of Canada	16	16	0	1	1	14	8	8	16	-	-
	1%	1%	0%	0%	0%	1%	1%	0%	1%		
Coca Cola	10	10	-	3	2	3	10	0	10	-	-
	0%	0%		1%	0%	0%	1%	0%	0%		
							H				
TD Bank	10	10	-	4	1	5	10	-	10	-	-
	0%	0%		1%	0%	0%	1%		0%		
RBC	7	7	-	2	0	6	7	-	7	-	-
	0%	0%		0%	0%	0%	1%		0%		
BMO	6	6	-	1	4	1	6	-	6	-	-
	0%	0%		0%	1%	0%	0%		0%		
Scotiabank	6	6	-	4	-	2	3	3	6	-	-
	0%	0%		1%		0%	0%	0%	0%		
CTV	5	5	-	2	0	3	2	3	5	-	-
	0%	0%		0%	0%	0%	0%	0%	0%		
GoodLife Fitness	4	4	-	-	0	4	4	0	4	-	-
	0%	0%			0%	0%	0%	0%	0%		
Sobeys	2	2	-	1	1	1	1	1	2	-	-
	0%	0%		0%	0%	0%	0%	0%	0%		
Not interested / Did not watch	31	28	3	8	3	20	9	23	29	2	-
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	
Other	82	79	3	17	23	45	68	15	77	5	1
	3%	3%	2%	3%	6%	2%	5%	1%	3%	3%	2%
					F		H				
None / Nothing	106	93	13	20	22	71	42	64	96	10	-
	4%	3%	7%	4%	5%	3%	3%	4%	4%	6%	
Don't Know / Refused / Can't remember	2594	2428	167	406	325	1846	1190	1404	2358	134	66
	87%	87%	90%	81%	81%	88%	83%	91%	86%	89%	97%
						DE		G			I

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q7M1

Q7: This year, for the first time, the Government of Canada developed new ways to help you enjoy Canada Day at home. What could they do to improve virtual celebrations in the future
Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Better/More advertisement/promotion of event / Use all media platforms to inform	475	461	13	106	77	307	218	256	449	6	18
	9%	10%	4%	12%	11%	9%	11%	8%	10%	2%	16%
		C		F			H		J		J
Just don't do it virtual / Not interested in virtual celebrations / Not the same as in person	351	319	32	50	32	264	136	214	296	40	9
	7%	7%	9%	6%	5%	7%	7%	7%	6%	13%	8%
						E				I	
Waste of money / Waste of taxpayer money	89	78	11	13	4	65	26	63	62	27	-
	2%	2%	3%	2%	1%	2%	1%	2%	1%	8%	
						E				I	
More/Better Live Canadian music / artists	66	62	4	13	8	44	40	26	65	1	-
	1%	1%	1%	2%	1%	1%	2%	1%	1%	0%	
							H				
More activities / interactive (games, contests, video submissions, etc.)	59	59	-	9	7	44	35	24	57	2	1
	1%	1%		1%	1%	1%	2%	1%	1%	1%	0%

							H					
Better internet connection for all / Better accessibility	53	50	3	10	12	33	34	20	47	4	2	
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	
							H					
More/Better entertainment	51	49	1	5	7	35	28	23	45	3	2	
	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	
Fireworks / Live fireworks	50	50	-	8	6	39	43	7	48	0	2	
	1%	1%		1%	1%	1%	2%	0%	1%	0%	2%	
							H		J			
Vaccine / Hoping next year is in person	46	43	4	8	9	33	20	26	46	0	0	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	
									J			
More/Better presentations/entertainment of	41	41	1	4	6	29	17	24	37	4	-	
	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%		
Mail giveaways to everyone (t-shirts, pins, flags, etc.)	29	28	0	7	3	20	21	8	27	2	-	
	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%		
							H					
Better technology (sound, editing, quality, etc.)	28	28	-	12	6	16	22	7	26	-	2	
	1%	1%		1%	1%	0%	1%	0%	1%		2%	
				F			H					
Appeal to different age groups	26	22	4	3	8	13	16	10	26	-	-	
	1%	0%	1%	0%	1%	0%	1%	0%	1%			
					DF		H					
Make it longer / accessible at different times	25	24	1	7	1	16	18	7	22	1	0	
	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	
							H					
Integrate live feedback / questions / messages	24	22	2	1	4	17	18	6	24	-	-	
	0%	0%	1%	0%	1%	0%	1%	0%	1%			
							H					
Show accomplishments / achievements / History	19	19	-	1	1	18	10	9	17	1	1	
	0%	0%		0%	0%	0%	1%	0%	0%	0%	0%	
Show regional celebrations	14	14	-	3	1	11	6	8	13	1	-	
	0%	0%		0%	0%	0%	0%	0%	0%	0%		
Photos / Aerial shots of all provinces	12	12	-	0	1	10	6	6	11	1	-	
	0%	0%		0%	0%	0%	0%	0%	0%	0%		
Negative comments (Canadian injustices, PM, etc.)	42	39	2	2	3	34	5	36	21	20	-	
	1%	1%	1%	0%	0%	1%	0%	1%	0%	6%		
						D		G		I		
Do not celebrate Canada Day	29	22	7	3	3	21	2	27	16	12	-	
	1%	0%	2%	0%	0%	1%	0%	1%	0%	4%		
								G		I		
Other	82	80	2	16	9	53	48	35	74	7	1	
	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	
		C					H					
None / Nothing / Good as is	237	224	13	46	42	162	118	119	222	10	-	
	5%	5%	4%	5%	6%	5%	6%	4%	5%	3%		
							H					
Don't know / Refused / Didn't watch	3465	3198	268	553	452	2411	1253	2212	3128	184	78	
	67%	66%	73%	63%	66%	67%	61%	71%	67%	58%	69%	
			B				G		J			

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q8

Q8: Did you watch or participate in any virtual Canada Day programs offered by other organizations such as municipalities, provincial governments, museums and other private organizations?
Base: All respondents

	SOCIAL MEDIA USERS	CHILDREN LIVING AT HOME	CELEBRATION	CANADIAN PRIDE
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	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Yes	487	471	16	120	97	289	388	99	464	15	5
	9%	10%	4%	14%	14%	8%	19%	3%	10%	5%	5%
		C		F	F		H		J		
No	4686	4338	349	751	585	3306	1671	3015	4185	302	109
	91%	90%	96%	86%	86%	92%	81%	97%	90%	95%	95%
			B			DE		G		I	

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q9M1

Q9: Did you celebrate Canada Day in any other ways? If so, please briefly describe what you did.

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Had a BBQ / Had a BBQ with family/friends	315	306	10	75	37	207	279	36	310	3	2
	6%	6%	3%	9%	5%	6%	14%	1%	7%	1%	2%
		C		EF			H		JK		
Had/Watched fireworks	305	291	15	77	53	182	269	37	296	5	2
	6%	6%	4%	9%	8%	5%	13%	1%	6%	2%	2%
				F	F		H		JK		
Put up decorations / Fly Canadian flag / Wore Canadian attire/colours / Gave thanks to be Canadian/live in Canada	265	240	25	52	33	183	187	77	258	1	5
	5%	5%	7%	6%	5%	5%	9%	2%	6%	0%	4%
							H		J		
With family/friends / With family/friends in the yard/backyard (unspecified)	256	243	13	50	46	171	215	40	248	3	3
	5%	5%	3%	6%	7%	5%	10%	1%	5%	1%	3%
							H		J		
At home with family / family dinner	254	244	10	48	33	170	200	54	237	9	8
	5%	5%	3%	5%	5%	5%	10%	2%	5%	3%	7%
							H		J		
Drank/Toasted Canada with beer/wine/champagne with friends/family	118	103	14	17	6	88	91	27	105	8	5
	2%	2%	4%	2%	1%	2%	4%	1%	2%	2%	5%
						E	H				
Watched some television / movie(s) / Virtual presentations	105	102	3	23	10	75	74	31	100	-	5
	2%	2%	1%	3%	1%	2%	4%	1%	2%		5%
							H				
Went camping / cottage	102	94	8	30	17	57	86	16	98	3	-
	2%	2%	2%	3%	3%	2%	4%	1%	2%	1%	
				F			H				
Relaxed / Enjoyed day off	72	70	2	4	10	58	37	35	68	4	-
	1%	1%	0%	0%	2%	2%	2%	1%	1%	1%	
		C				D					
Virtual get together with family/friends (Zoom, Facebook, Skype, phone, text, etc.)	69	65	4	13	12	48	61	7	69	-	-
	1%	1%	1%	1%	2%	1%	3%	0%	1%		
							H				
Went swimming / Pool party	68	65	3	20	16	36	54	14	67	-	1
	1%	1%	1%	2%	2%	1%	3%	0%	1%		1%

				F	F		H					
Went out for dinner/supper / Ordered in	59	57	3	5	6	47	51	8	56	-	2	
	1%	1%	1%	1%	1%	1%	2%	0%	1%		2%	
							H					
Outdoor activities (boating, golfing, fishing, horseshoe, soccer, etc.)	55	51	5	8	12	33	39	17	49	6	-	
	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%		
							H					
Had a bonfire / backyard fire / campfire	52	52	-	11	7	30	46	7	49	3	-	
	1%	1%		1%	1%	1%	2%	0%	1%	1%		
							H					
Canada Day cake/dessert	49	45	4	11	11	30	38	10	47	0	-	
	1%	1%	1%	1%	2%	1%	2%	0%	1%	0%		
							H		J			
Went for a drive/ride	49	42	6	2	4	43	39	9	44	2	2	
	1%	1%	2%	0%	1%	1%	2%	0%	1%	1%	2%	
						D	H					
Went to the park / Provincial park	46	46	0	13	8	31	42	4	45	0	1	
	1%	1%	0%	2%	1%	1%	2%	0%	1%	0%	1%	
		C					H		J			
Listened to music / Canadian music	40	38	1	5	3	27	32	7	35	3	0	
	1%	1%	0%	1%	0%	1%	2%	0%	1%	1%	0%	
							H					
Went for a walk / nature walk	38	35	3	7	4	30	33	5	35	1	1	
	1%	1%	1%	1%	1%	1%	2%	0%	1%	0%	0%	
							H					
Party / House party / block party	37	36	1	9	11	23	33	4	34	2	0	
	1%	1%	0%	1%	2%	1%	2%	0%	1%	1%	0%	
							H					
Watched local parade	33	30	2	11	0	20	30	3	33	-	-	
	1%	1%	1%	1%	0%	1%	1%	0%	1%			
				E			H					
Sang the national anthem	32	32	-	7	5	21	19	13	29	3	-	
	1%	1%		1%	1%	1%	1%	0%	1%	1%		
Played games / board games	30	30	1	6	5	21	27	3	30	0	-	
	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%		
							H					
Had a picnic / Had a picnic with family/friends	27	23	4	4	4	18	24	3	26	0	1	
	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	
							H					
Went for a hike / hiking	24	24	0	6	4	15	17	7	22	1	-	
	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%		
							H					
Dinner/Supper with friends	24	22	1	4	9	12	22	2	24	-	-	
	0%	0%	0%	0%	1%	0%	1%	0%	1%			
					D		H					
Went to the beach	22	22	0	1	2	18	20	1	20	-	2	
	0%	0%	0%	0%	0%	1%	1%	0%	0%		2%	
							H					
Was working / had to work	18	18	-	1	6	11	3	14	16	1	0	
	0%	0%		0%	1%	0%	0%	0%	0%	0%	0%	
					D							
Took a moment to reflect on Canada	16	16	1	3	1	11	12	5	14	1	1	
	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	
Did not celebrate this year	3026	2779	247	442	356	2175	468	2558	2623	237	83	
	59%	58%	68%	51%	52%	60%	23%	82%	56%	75%	73%	
			B			DE		G		I	I	
Other	93	86	8	12	15	57	54	39	82	8	3	
	2%	2%	2%	1%	2%	2%	3%	1%	2%	3%	2%	
							H					
None / Nothing	111	105	6	16	20	76	18	93	93	17	0	
	2%	2%	2%	2%	3%	2%	1%	3%	2%	5%	0%	
								G		IK		
Don't know / Refused	29	28	1	8	5	18	22	7	20	9	-	
	1%	1%	0%	1%	1%	1%	1%	0%	0%	3%		

Weighted Total	4649	4334	316	786	622	3235	1967	2683	4649	-	-
Unweighted Total	4679	4330	349	776	608	3296	1942	2737	4679	-	-
Freedom(s) / Free country / Strong and free	852	791	62	117	95	628	359	493	852	-	-
	18%	18%	19%	15%	15%	19%	18%	18%	18%		
						DE					
Beautiful / Large country	569	531	38	99	84	385	225	344	569	-	-
	12%	12%	12%	13%	13%	12%	11%	13%	12%		
Diversity	486	471	15	97	66	326	251	235	486	-	-
	10%	11%	5%	12%	11%	10%	13%	9%	10%		
		C					H				
Universal healthcare / Free healthcare	455	429	26	75	59	329	220	235	455	-	-
	10%	10%	8%	10%	9%	10%	11%	9%	10%		
							H				
Born here / Being Canadian / My country / Love my country	426	382	44	61	48	322	131	296	426	-	-
	9%	9%	14%	8%	8%	10%	7%	11%	9%		
			B					G			
Caring / kind / Helpful	411	389	23	79	53	293	191	221	411	-	-
	9%	9%	7%	10%	9%	9%	10%	8%	9%		
Best/Greatest country / Best/Greatest country in the world	385	359	25	57	45	279	163	221	385	-	-
	8%	8%	8%	7%	7%	9%	8%	8%	8%		
Best/Greatest country to live in	340	314	27	45	46	249	140	200	340	-	-
	7%	7%	8%	6%	7%	8%	7%	7%	7%		
Good heritage / Good culture / Good people	320	291	29	50	44	226	166	155	320	-	-
	7%	7%	9%	6%	7%	7%	8%	6%	7%		
							H				
Reputation / world reputation / global image	309	294	15	42	41	230	131	179	309	-	-
	7%	7%	5%	5%	7%	7%	7%	7%	7%		
Good government/political system / work together as a nation/	306	292	14	51	33	220	140	165	306	-	-
	7%	7%	4%	6%	5%	7%	7%	6%	7%		
Welcoming	300	283	17	56	38	211	129	170	300	-	-
	6%	7%	5%	7%	6%	7%	7%	6%	6%		
Polite / Respectful	262	252	10	39	36	191	135	127	262	-	-
	6%	6%	3%	5%	6%	6%	7%	5%	6%		
		C					H				
Good values / Family values / Shared values	261	241	20	50	35	175	116	145	261	-	-
	6%	6%	6%	6%	6%	5%	6%	5%	6%		
Peace / Peaceful / Peace keepers	254	243	11	48	38	176	105	149	254	-	-
	5%	6%	3%	6%	6%	5%	5%	6%	5%		
Security / Safety	243	229	13	41	30	174	113	129	243	-	-
	5%	5%	4%	5%	5%	5%	6%	5%	5%		
Friendly / Nice	213	205	8	45	39	132	114	99	213	-	-
	5%	5%	3%	6%	6%	4%	6%	4%	5%		
		C					H				
Good quality of life / living standards	213	202	11	31	29	157	61	152	213	-	-
	5%	5%	3%	4%	5%	5%	3%	6%	5%		
								G			
Good response to Covid-19 pandemic (government and population)	188	176	12	33	25	128	103	85	188	-	-
	4%	4%	4%	4%	4%	4%	5%	3%	4%		
							H				
Equality / Human rights	178	162	16	39	21	119	68	110	178	-	-
	4%	4%	5%	5%	3%	4%	3%	4%	4%		
Tolerant / Open minded / Honest	172	165	7	27	19	129	71	101	172	-	-
	4%	4%	2%	3%	3%	4%	4%	4%	4%		
Democracy	170	153	16	21	17	127	66	104	170	-	-
	4%	4%	5%	3%	3%	4%	3%	4%	4%		
Prosperity / opportunities to do well / economy	168	158	10	27	28	117	87	80	168	-	-
	4%	4%	3%	3%	5%	4%	4%	3%	4%		
							H				
Multicultural	162	160	2	34	22	105	67	95	162	-	-
	3%	4%	1%	4%	4%	3%	3%	4%	3%		
		C									
Progressive (understand our faults and work to improve them)	156	151	6	20	16	119	65	91	156	-	-
	3%	3%	2%	3%	3%	4%	3%	3%	3%		

Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Facebook	4017	4017	-	725	522	2787	1571	2446	3622	232	92
	78%	84%		83%	77%	78%	76%	79%	78%	73%	81%
YouTube	3313	3313	-	603	477	2256	1407	1906	2981	190	94
	64%	69%		69%	70%	63%	68%	61%	64%	60%	82%
Instagram	2303	2303	-	465	405	1464	1059	1245	2088	107	73
	45%	48%		53%	59%	41%	51%	40%	45%	34%	64%
Twitter	1334	1334	-	259	216	873	636	698	1212	73	37
	26%	28%		30%	32%	24%	31%	22%	26%	23%	32%
LinkedIn	1131	1131	-	219	160	756	537	594	1023	49	48
	22%	24%		25%	23%	21%	26%	19%	22%	15%	42%
Snapchat	950	950	-	177	190	602	464	486	865	37	34
	18%	20%		20%	28%	17%	23%	16%	19%	12%	29%
Tik Tok	630	630	-	147	167	332	286	344	556	34	27
	12%	13%		17%	24%	9%	14%	11%	12%	11%	23%
Flickr	41	41	-	12	9	27	27	13	38	3	-
	1%	1%		1%	1%	1%	1%	0%	1%	1%	-
Other	103	103	-	13	20	77	43	61	85	17	1
	2%	2%		2%	3%	2%	2%	2%	2%	5%	0%
Don't know / Refused	31	31	-	1	5	25	10	21	25	2	2
	1%	1%		0%	1%	1%	0%	1%	1%	1%	2%
Do not use social media	364	-	364	16	22	289	117	248	316	32	4
	7%		100%	2%	3%	8%	6%	8%	7%	10%	3%

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q12b

Q12b: Did you share your Canada Day experience on social media?

Base: Respondents who use social media channels

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	Two children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	4811	4809	2	854	660	3306	1945	2866	4336	285	111
Unweighted Total	4778	4777	1	831	635	3320	1903	2875	4331	267	104
Yes	597	597	-	144	99	360	468	129	549	25	20
	12%	12%		17%	15%	11%	24%	4%	13%	9%	18%
No	4214	4211	2	710	561	2946	1476	2737	3787	260	91
	88%	88%	100%	83%	85%	89%	76%	96%	87%	91%	82%

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q12c

Q12c: Did you use the hashtag #CanadaDay or #FêteduCanada?

Base: Respondents who shared their Canada Day experience on social media, and are users of Facebook, Twitter, Instagram, LinkedIn or YouTube

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	593	593	-	144	99	357	468	125	547	22	20
Unweighted Total	541	541	-	135	81	323	422	119	502	18	18
Yes	184	184	-	63	45	85	166	18	173	8	2
	31%	31%	-	44%	45%	24%	36%	14%	32%	38%	12%
				F	F		H				
No	408	408	-	80	54	273	301	107	373	14	18
	69%	69%	-	56%	55%	76%	64%	86%	68%	62%	88%
						DE		G			

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q15

Q15: What language do you speak most often at home?

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
French	1342	1267	74	234	186	936	253	1089	1109	164	19
	26%	26%	20%	27%	27%	26%	12%	35%	24%	52%	17%
		C						G		IK	
English	3741	3452	289	610	471	2632	1759	1981	3477	152	74
	72%	72%	79%	70%	69%	73%	85%	64%	75%	48%	64%
			B				H		J		J
An Indigenous language	21	21	-	3	4	11	11	10	14	7	-
	0%	0%		0%	1%	0%	1%	0%	0%	2%	
										I	
Other	369	362	7	91	70	210	180	189	314	19	34
	7%	8%	2%	10%	10%	6%	9%	6%	7%	6%	30%
		C		F	F		H				IJ
Prefer not to answer	17	10	6	0	2	3	12	5	11	-	-
	0%	0%	2%	0%	0%	0%	1%	0%	0%		
			B				H				

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q16

Q16: Do you identify as a person with a disability? A person with a disability is a person who has a long-term or recurring impairment such as vision, hearing, mobility, flexibility
 Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Yes	781	724	57	103	91	578	342	439	691	63	9
	15%	15%	16%	12%	13%	16%	17%	14%	15%	20%	8%
						D	H		K	K	
No	4392	4085	307	768	591	3017	1717	2675	3958	253	106
	85%	85%	84%	88%	87%	84%	83%	86%	85%	80%	92%
				F				G			IJ

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q17

Q17: The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone
 Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
White	3943	3636	308	593	460	2896	1457	2486	3589	248	36
	76%	76%	84%	68%	68%	81%	71%	80%	77%	78%	31%
			B			DE		G	K	K	
Chinese	294	280	14	59	67	178	117	177	279	8	7
	6%	6%	4%	7%	10%	5%	6%	6%	6%	3%	6%
					DF				J		
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	271	263	8	70	48	155	162	108	228	15	27
	5%	5%	2%	8%	7%	4%	8%	3%	5%	5%	24%
		C		F	F		H				IJ
Black	129	126	3	33	17	69	59	70	108	9	10
	2%	3%	1%	4%	2%	2%	3%	2%	2%	3%	9%
		C		F							
Indigenous	112	108	4	24	16	69	46	66	84	24	1
	2%	2%	1%	3%	2%	2%	2%	2%	2%	7%	1%
										IK	
Latin American	75	73	2	28	6	36	40	35	58	1	16
	1%	2%	0%	3%	1%	1%	2%	1%	1%	0%	14%
		C		EF			H		J		IJ
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	71	71	-	12	13	42	39	32	61	3	7
	1%	1%		1%	2%	1%	2%	1%	1%	1%	6%
							H				IJ
Arab	63	63	0	26	19	24	33	30	58	1	2
	1%	1%	0%	3%	3%	1%	2%	1%	1%	0%	2%
		C		F	F				J		
Filipino	61	61	0	21	17	23	30	31	57	1	3
	1%	1%	0%	2%	2%	1%	1%	1%	1%	0%	3%
		C		F	F				J		

Japanese	28	28	-	4	6	16	14	14	25	3	-
	1%	1%		0%	1%	0%	1%	0%	1%	1%	
Korean	26	26	-	4	2	19	9	17	22	1	3
	0%	1%		0%	0%	1%	0%	1%	0%	0%	3%
West Asian (e.g., Iranian, Afghan)	24	23	1	5	8	12	18	6	21	1	2
	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	2%
Other	191	176	15	34	23	136	86	105	170	16	3
	4%	4%	4%	4%	3%	4%	4%	3%	4%	5%	2%
Prefer not to answer	124	105	19	11	18	66	69	55	95	9	3
	2%	2%	5%	1%	3%	2%	3%	2%	2%	3%	2%
			B		D		H				

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q18r1

Q18r1: Please specify the number of children living at home with you in the following age categories: # of children age 12 or younger

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Children 12 or younger	871	854	16	871	237	-	429	441	786	49	21
	17%	18%	5%	100%	35%		21%	14%	17%	16%	18%
		C					H				
No children 12 or younger	536	504	32	-	444	-	209	327	490	34	8
	10%	10%	9%		65%		10%	11%	11%	11%	7%
I do not have children under 18	3595	3306	289	-	-	3595	1333	2262	3235	219	84
	69%	69%	79%			100%	65%	73%	70%	69%	73%
			B					G			
Prefer not to answer	171	145	27	-	-	-	88	84	139	14	2
	3%	3%	7%				4%	3%	3%	4%	2%
			B				H				
MEAN OF CHILDREN 12 OR UNDER	1.55	1.55	1.82	1.55	1.37	-	1.57	1.54	1.55	1.74	1.42
				E							

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q18r2

Q18r2: Please specify the number of children living at home with you in the following age categories: # of children 13 to 17 years old

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106

Children 13 to 17 years old	682	660	22	237	682	-	308	374	622	41	12	
	13%	14%	6%	27%	100%		15%	12%	13%	13%	11%	
		C					H					
No children 13 to 17 years old	724	698	27	633	-	-	330	394	654	41	16	
	14%	15%	7%	73%			16%	13%	14%	13%	14%	
		C					H					
I do not have children under 18	3595	3306	289	-	-	-	3595	1333	2262	3235	219	84
	69%	69%	79%				100%	65%	73%	70%	69%	73%
			B						G			
Prefer not to answer	171	145	27	-	-	-	88	84	139	14	2	
	3%	3%	7%				4%	3%	3%	4%	2%	
			B				H					
MEAN OF CHILDREN 13 TO 17	1.31	1.31	1.29	1.26	1.31	-	1.34	1.29	1.30	1.39	1.59	

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Table Q19

Q19: Which of the following categories best describes your total household income in 2019? That is, the total of all persons in your household combined, before taxes?

Base: All respondents

	SOCIAL MEDIA USERS			CHILDREN LIVING AT HOME			CELEBRATION		CANADIAN PRIDE		
	TOTAL	Users	Non-users	Children age 12 or younger	Children 13 to 17 years old	No children under 18	Celebrated Canada Day	Did not celebrate Canada Day	Proud to be Canadian	Not proud	Not a Canadian citizen
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	5173	4809	364	871	682	3595	2059	3114	4649	316	115
Unweighted Total	5173	4777	396	854	659	3642	2028	3145	4679	299	106
Under \$20,000	305	285	20	22	26	248	107	198	258	20	17
	6%	6%	5%	3%	4%	7%	5%	6%	6%	6%	15%
						DE					I
\$20,000 to \$39,999	657	612	45	75	48	515	212	445	572	49	22
	13%	13%	12%	9%	7%	14%	10%	14%	12%	16%	19%
						DE		G			
\$40,000 to \$59,999	800	742	57	115	76	606	309	491	712	56	18
	15%	15%	16%	13%	11%	17%	15%	16%	15%	18%	16%
						DE					
\$60,000 to \$79,999	659	608	50	107	74	466	281	377	587	47	17
	13%	13%	14%	12%	11%	13%	14%	12%	13%	15%	15%
\$80,000 to \$99,999	692	649	43	169	121	435	301	391	639	34	7
	13%	13%	12%	19%	18%	12%	15%	13%	14%	11%	6%
				F	F				K		
\$100,000 to \$149,999	888	842	45	199	129	578	396	492	826	45	8
	17%	18%	12%	23%	19%	16%	19%	16%	18%	14%	7%
		C		F			H		K		
\$150,000 or more	488	458	30	115	109	289	197	291	458	22	5
	9%	10%	8%	13%	16%	8%	10%	9%	10%	7%	5%
				F	F						
Prefer not to answer	685	611	74	68	98	459	255	430	597	43	20
	13%	13%	20%	8%	14%	13%	12%	14%	13%	14%	17%
			B		D	D					

Comparison Groups: BC/DEF/GH/IJK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.