



# 2020 Canada Day Satisfaction Survey

## Canadian Heritage

October 2020

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Canadian Heritage

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## **2020 Canada Day Satisfaction Survey**

### **Executive Summary**

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#### **à l'égard de la fête du Canada 2020**

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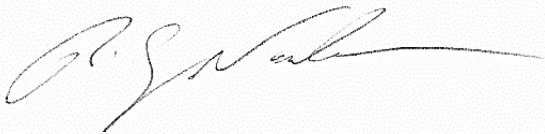


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Signed:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is centered on a white rectangular background with a fine grid pattern.

Rick Nadeau, President  
Quorus Consulting Group Inc.

## Research Purpose and Objectives

The Department of Canadian Heritage's Major Events, Commemorations and Capital Experience Branch, plays a vital role in ensuring yearly Canadian celebrations build trust, pride and a sense of national purpose. In response to the COVID-19 pandemic, the Department wanted to conduct public opinion research to gauge Canadians' satisfaction with all Canada Day programming, limited exclusively to broadcast, online and social media channels.

In 2020, it is expected that many Canadians experienced a shift in how they chose to celebrate Canada Day given the restrictions on large gatherings. Ultimately, this research sought to learn what Canadians did to celebrate and gauge the satisfaction of any respondents who had watched Canada Day programming. With the goal of improving future Canada Day engagement, it is important to continue conducting surveys evaluating Canadian attitudes towards Canada Day programming. This research will compliment additional projects conducted by the Department, including website visitation and social media analysis.

The key objectives of the research included:

- Exploring unique opportunity to gain insights into Canadian celebrations, taking place outside of large, organized events;
- Understanding Canadians' attitudes surrounding their preferred means of celebrating Canada Day;
- Gauging the effectiveness and satisfaction of Canadian Heritage's or partners' Canada Day programming;
- Continuing to survey the public to assist in the development of future Canada Day programming.

## Summary of Findings

### *Celebrating Canada Day*

Overall, 40% of Canadians indicated they celebrated Canada Day this year in one way or another. Among those who did not celebrate, the main barrier appears to have been concerns related to COVID-19 (as noted by 18% of those who did not celebrate Canada Day). Among other common reasons, 14% indicated they do not typically celebrate Canada Day and 10% indicated that activities and events, like fireworks, had been cancelled.

While 40% celebrated Canada Day, roughly half this proportion (22%) indicated they had looked for information related to how and where they could celebrate Canada Day this year. The most common resource used was the Internet: 40% said they used certain websites, 39% resorted to Google searches, and 20% said they specifically looked for information on the Government of Canada website. Among all the remaining sources used, the top ones would include Facebook (at 33%) and television, as noted by roughly 1 in four (26%) Canadians.

## *Government of Canada Virtual Canada Day Celebrations*

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 media platforms. Over the course of the few weeks preceding July 1, 54% of Canadians recalled having seen, read or heard Government of Canada advertising about the 2020 virtual Canada Day celebrations. Those who did recall seeing advertising were most likely to mention having seen something on television (55%), while 29% recalled something on Facebook and 21% mentioned hearing something on the radio.

Participation or viewership of the various types of virtual programming was measured. Overall, 25% of Canadians indicated taking in at least one of the Government of Canada virtual programming offerings. More specifically:

- 10% of respondents took in the **Canada Day virtual fireworks**. Among these respondents, 48% would say that their level of pride in Canada increased (with 16% saying it increased a lot and 15% saying it increase moderately). Among these same respondents, 68% were satisfied with this programming (with 32% indicating they were very satisfied).
- 8% of respondents viewed the **National Day Time Virtual Show** on a CBC platform and 5% viewed this programming through social media, a total of over one in ten (13%). Among these respondents, 58% would say that their level of pride in Canada increased (with 15% saying it increased a lot and 23% saying it increase moderately). Among these same respondents, 71% were satisfied with this programming (with 28% indicating they were very satisfied).
- 7% of respondents viewed the **National Evening Virtual Show** on a CBC platform and 3% viewed this programming through social media, a total of one in ten (10%). Among these respondents, 49% would say that their level of pride in Canada increased (with 14% saying it increased a lot and 18% saying it increase moderately). Among these same respondents, 67% were satisfied with this programming (with 27% indicating they were very satisfied).
- 3% of respondents viewed or participated in one of the **special Canada Day web videos** (e.g. Let’s Cook Together!). Among these respondents, 66% would say that their level of pride in Canada increased (with 20% saying it increased a lot and 22% saying it increase moderately). Among these same respondents, 72% were satisfied with this programming (with 35% indicating they were very satisfied).

When prompted to indicate how else the Canada Day programming made them feel, respondents were most likely to select (among a list of sentiments presented in the survey) “entertained” (41%), “proud” (35%), “joyful” (26%), and “satisfied” (25%).

Among the two free online Canada Day tools offered, 4% of all respondents used the Canada Day playlists and 3% used the Canada Day online celebration kit. Roughly 4 out of 5 playlist users were satisfied with this tool (among whom 38% were very satisfied). Satisfaction was higher among

the online celebration kit users, among whom 88% expressed satisfaction with that tool specifically (with 55% indicating they were very satisfied).

Among respondents at least aware of the Canada Day programming presented by the Government of Canada, 10% indicated unprompted the name of a sponsor. The most common one mentioned was Tim Hortons (3%) while other notable mentions (each at about 1% notoriety) included Bell, Canadian Tire, CBC, the Government of Canada, and Rogers.

Looking to the future, very few respondents proposed new ways to help them enjoy Canada Day at home. For the most part (65%), participants did not propose anything while 5% felt everything was “good as is.” Among those who did mention something, ideas included better or more advertising or promotion of what is offered (9%), more “live” events and activities (such as fireworks, musical acts, etc.), try to appeal to different age groups, improving the sound and/ or video quality, having more or better representation across Canadian cultures, making the programming longer or available at more times during the day, integrating viewer reactions such as live feedback, Q&A, messaging, etc., and having more virtual activities or making the event more interactive.

Beyond taking in any virtual Government of Canada programming, Canadians celebrated Canada Day in a variety of other ways. When specifically prompted about other virtual programming, 9% indicated they had watched or participated in virtual Canada Day programs offered by other organizations such as municipalities, provincial governments, museums and other private organizations.

- Among a host of other activities Canadians mentioned in an unprompted fashion, we find 6% who had a BBQ with friends and/or family, 6% held their own fireworks, 5% put up decorations or wore “Canadian” colours or attire, 5% celebrated at home or had a family dinner, and another 5% celebrated with friends and/or family in the backyard.

### *Canadian Pride*

A majority of respondents would say they are “very proud” to be Canadian (51%), another 25% would say they are “proud” and 14% would say they are “somewhat proud.” Among these respondents, the greatest sources of pride are derived from:

- Our “freedoms”, a sense that Canada is “strong and free”, or that it is a free country (18%);
- That Canada is a large and/or beautiful country (12%);
- Diversity (11%);
- The healthcare system – that it is “free”, universal, etc. (10%);
- This is where they were born, that this is “their country” and that they love their country (9%), and,
- That Canada and Canadians are caring, kind and helpful (9%).

## Social Media

Most Canadians (93%) use at least one of the social media channels listed in the study at least once a month. Among the ones listed, the most likely to be used at least once a month were Facebook (78%), YouTube (64%), Instagram (45%) and Twitter (26%). Among social media users, 12% shared their Canada Day experience on social media. Among this narrower group of respondents, 31% used the hashtag #CanadaDay or #FêteduCanada.

## Methodology

Report findings are based on a non-probability sample, as respondents had volunteered to participate in Government of Canada online surveys using an online panel. The data have been weighted to reflect the demographic composition of the Canadian general population. As the sample is based on those who initially self-selected for participation in the online panel, no estimates of sampling error can be calculated.

All research work was conducted in accordance with the professional standards established by the Government of Canada Public Opinion Research Standards.

The survey consisted of a national online survey with Canadians, 16 years of age and older. Respondents were invited to participate through an online panel of Canadians.

Quorus collaborated with the client team to design the survey instrument in English and translated the client-approved English version of the survey into French. The approved final questionnaires were programmed for online data collection.

Respondents had the choice to complete the interview in English or French and were informed of their rights under the *Privacy and Access to Information Acts*.

The survey took on average 10 minutes to complete and consisted of mostly closed-ended questions. Data collection occurred between July 2 and July 16, 2020, including a pretest of the questionnaire.

A total of 5,173 surveys were completed using a stratified random sampling approach within the online panel of Canadian households. For this study, quotas by province were established to generate sufficient data regionally for robust analysis. Data was monitored to aim for a 50/50 gender split in each province, and that no specific age cohort was under-represented. The equivalent margin of error for a probability study would be +/- 1.36%.

Data was weighted by region, gender, and age to ensure that the final distributions within the final sample mirror those of the Canadian population according to the latest Census data.

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