

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

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## **TORONTO**

**July 6<sup>th</sup>, 2016**

## **HIGHLIGHTS:**

- One half disapprove of the recent change to the lyrics of “O Canada” which saw “in all thy sons command” replaced by the phrase “in all of us command” (50%)
- Approval of the new lyric is characteristic of the very youngest (38%), the wealthiest (\$100K to \$250K - 44%)
- “It is apparent the gender -balanced approach to governance may have skipped a beat, when even a plurality of females (45%) prefers the old lyrics to the new (36%)”

## **FOR IMMEDIATE RELEASE**

### **One Half Disapprove of Anthem Change**

#### **Disapproval common across the board, among females too**

In a random sampling of public opinion taken by the Forum Poll™ among 1429 Canadian voters, one half disapprove of the recent change to the lyrics of “O Canada” which saw “in all thy sons command” replaced by the phrase “in all of us command” (50%), while just more than a third agree with the change (35%), and one sixth have no opinion (15%).

Approval of the new lyric is characteristic of the very youngest (38%), the wealthiest (\$100K to \$250K - 44%), in BC (41%), among Liberals (47%) and, to lesser extent, New Democrats (42%), but not among Conservatives (13%). The change is also popular among the best educated (post grad - 49%) and those who wish to abolish the monarchy in Canada (40%).

“It is apparent the gender -balanced approach to governance may have skipped a beat, when even a plurality of females (45%) prefers the old lyrics to the new (36%)” said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1429 randomly selected Canadian adults. The poll was conducted on July 5<sup>th</sup>, 2016.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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### ***"O Canada" Lyrics Change Approval***

*Parliament voted to change the words of "O Canada" from "in all thy sons command" to "in all of us command". Do you approve or disapprove of this change?*

*[All Respondents]*

#### **Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1429	253	196	251	341	388	722	679
Approve	35	38	38	28	35	34	33	36
Disapprove	50	45	50	54	52	51	55	45
Don't know	15	17	12	18	12	15	12	18

#### **Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1429	137	272	224	201	154	242
Approve	35	34	35	30	31	38	44
Disapprove	50	46	49	52	52	47	50
Don't know	15	20	16	18	17	15	6

#### **Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1429	105	320	554	100	144	206	1120	309
Approve	35	37	36	35	28	26	41	35	35
Disapprove	50	49	31	56	62	68	49	56	31
Don't know	15	14	34	9	9	6	10	9	35

#### **Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1429	377	655	162	75	58	41
Approve	35	13	47	42	37	44	19
Disapprove	50	81	37	44	46	27	63
Don't know	15	6	16	15	17	29	18

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## Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1429	305	411	501	212
Approve	35	24	32	37	49
Disapprove	50	59	49	51	38
Don't know	15	17	19	12	13

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**July 6<sup>th</sup>, 2016**

For more information:

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