

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Canada Day 2018

Toronto, June 29th, 2018 – Once again Forum Research is pleased to provide a fun look at Canada in celebration of Canada Day 2018, on Canadiana, trivia, and the most Canadian symbol. Enjoy.

Taken in a random sampling of public opinion taken by The Forum Poll™ among 1547 Canadian voters.

Canadian Trivia: Head of Government

Two-thirds (67%) of Canadians were able to name the Prime Minister as Canada's head of government, a far better result than last year when we asked who Canada's head of state is. (June 30, 2017: only 28% identified Her Majesty The Queen). One-sixth (14%) said Head of Government is The Queen, while 1 in 10 (10%) said it was the Governor General. Few (3%) said it was the Lieutenant Government or did not know (6%).

Canadian Trivia: Charter of Rights and Freedoms

Only about one-third (29%) were able to identify 1982 as the year the constitution was amended to include the Charter. The plurality (39%) didn't even hazard a guess on the year, just saying do not know.

The same proportion, 1 in 10, said 1974 (11%), 1970 (10%), and 1986 (11%) respectively.

Canadian Trivia: The telephone

More than half (55%) were able to identify that the telephone was invented in Canada, when presented with a list of innovations. One-sixth (16%) said it was the telegraph, 1 in 10 (8%) thought it was the microchip, while few (4%) thought it was the automobile. About one-fifth (18%) did not guess, saying do not know.

Canadian Trivia: Officially bilingual

Just slightly more than a third (37%) were able to correctly identify New Brunswick as Canada's only officially bilingual province. The plurality said it was Québec (42%). 1 in 10 (11%) thought it was Ontario. Few thought it was either BC (3%), Nunavut (3%), or chose not to offer an answer (Don't know: 4%).

MEDIA INQUIRIES:

Lorne Bozinoff, President

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"Canada Day is an exciting reminder that we live in the best country in the world," said Dr. Lorne Bozinoff, President of Forum Research. "So grab a maple leaf, eat a chocolate glaze, and apologize to someone you love for no particular reason, but one thing's for sure...we never have to apologize for being Canadian."



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The Maple Leaf seen as the most Canadian symbol

Two-thirds (66%) say that the Maple Leaf is the most Canadian symbol, with 1 in 10 (12%) saying it is the Beaver and (10%) the Royal Canadian Mounted Police, respectively. Few said it was the Canada Goose (3%), Maple Syrup (4%), a Hockey Stick (3%), or something else (1%).

Atwood seen as most famous author, chosen amongst titans

Margaret Atwood is seen as Canada's most famous author by a third (36%) of Canadians. Robert Munsch (18%) and Lucy Maud Montgomery (17%) were each chosen by about one-fifth.

Pierre Berton (10%) and Mordecai Richler (7%) were each chosen by about 1 in 10.

Margaret Laurence (5%), Alice Munro (5%), and Michael Ondaatje (3%) were each selected by few respondents.

Amongst Timbits, chocolate-glazed reigns

Almost 9 in 10 (86%) Canadians have eaten a Timbit, and amongst those, chocolate glazed is the favourite flavour of one-quarter (24%). Honey dip (18%) and sour-cream glazed (17%) are the favourite of about one-fifth each.

1 in 10 (13%) say that old fashioned plain is the best, while a similar proportion (10%) prefers jelly filled.

Fewer than one in ten say coconut (6%), dutchie (6%), or birthday cake (5%) are the best flavour.

Canadians still apologize. A lot.

When asked how often they say sorry, 4 in 10 Canadians (39%) do so at least daily, unchanged from last year (June 30, 2017: 38%). One-fifth (18%) say they apologize hourly, similar to last year (June 30, 2017: 17%). Another fifth (19%) say they apologize 3-5 times per week, (June 30, 2017: 22%). About one-sixth (17%) say they apologize a few times per month (June 30, 2017: 17%), with a stubborn few (6%) saying they never apologize (June 30, 2017: 5%).

We even apologize when it's not our fault.

When asked how often they apologize when someone else bumps into them on the street, one-third (the plurality) (30%) said they apologize often, while one-quarter (23%) said they always apologize. Another quarter (26%) said they apologize to someone else sometimes.

About 1 in 10 (9%) said they apologize for this rarely, while 1 in 10 (11%) say they never apologize to someone who bumps into them.

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Half think the United States is Canada's closest ally

Despite the negative attention paid to the relationship of late, half (49%) of Canadians still see the United States as Canada's closest ally, while just over a third (37%) see the United Kingdom as our closest ally. Few (6%) see France as Canada's closest ally, but almost no one sees Italy (1%), Japan (1%), Germany (1%), the Netherlands (2%), or China (2%) as our closest ally.

Almost half excited for Canada to host 10 World Cup Games in 2026

One quarter (23%) says they are very excited for Canada to host World Cup games, while another quarter (23%) says they are somewhat excited.

One-fifth (21%) say they are not very excited, and a third (30%) says they are not at all excited.

Only one-quarter will try for tickets in 2026

Only about one-sixth (14%) say they are very likely to try and get tickets for a World Cup game hosted in Canada. 1 in 10 (12%) say they are somewhat likely.

The majority, almost two-thirds (61%), say they are not at all likely to try for tickets. 1 in 10 (9%) say they are not very likely.

"Canada Day is an exciting reminder that we live in the best country in the world," said Dr. Lorne Bozinoff, President of Forum Research. "So grab a maple leaf, eat a chocolate glaze, and apologize to someone you love for no particular reason, but one thing's for sure...we never have to apologize for being Canadian."

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 1547 randomly selected Canadian voters. The poll was conducted June 27-28, 2018.

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

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. Actual results depend on the parties' ability to get their voters out. 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



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Head of Canadian Government

Who is Canada's head of government?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
Prime Minister	67	71	67	69	59	62	66	68
Governor General	10	4	16	10	11	11	11	9
Queen	14	16	14	11	14	14	14	13
Lieutenant Governor	3	3	2	5	4	4	4	3
Don't know	6	6	1	5	12	9	5	7

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
Prime Minister	67	64	59	72	70	68	69
Governor General	10	5	11	10	11	8	11
Queen	14	12	19	10	10	19	14
Lieutenant Governor	3	6	3	3	3	2	5
Don't know	6	13	8	5	6	3	2



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
Prime Minister	67	66	70	66	63
Governor General	10	6	8	12	11
Queen	14	10	13	15	17
Lieutenant Governor	3	4	2	3	4
Don't know	6	13	6	4	4

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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
Prime Minister	67	65	71	64	60	66	69
Governor General	10	8	7	13	8	11	9
Queen	14	16	13	14	11	15	15
Lieutenant Governor	3	2	3	3	8	6	2
Don't know	6	9	6	6	14	3	5



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Charter of Rights and Freedoms

In what year was the Constitution of Canada changed to include the Canadian Charter of Rights and Freedoms?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
1982	29	27	33	38	29	19	35	24
1974	11	11	13	8	11	11	11	10
1970	10	11	9	8	9	11	10	9
1986	11	12	12	10	11	9	10	12
Don't know	39	39	33	36	40	50	34	45

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
1982	29	23	23	25	35	29	44
1974	11	12	7	13	13	13	11
1970	10	12	8	9	5	14	5
1986	11	14	11	11	7	13	10
Don't know	39	39	50	41	39	31	30

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
1982	29	18	21	32	49
1974	11	10	10	11	11
1970	10	12	8	9	11
1986	11	12	15	9	8
Don't know	39	47	47	40	20

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
1982	29	25	28	32	30	26	28
1974	11	11	12	12	9	14	4
1970	10	8	12	8	5	9	14
1986	11	15	13	11	8	14	3
Don't know	39	41	34	37	48	37	51



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Canadian Invention

Which of the following was invented in Canada?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
Telephone	55	47	63	55	58	57	59	52
Automobile	4	3	4	1	6	5	2	4
Telegraph	16	15	16	19	13	16	14	18
Microchip	8	11	6	8	6	7	8	8
Don't know	18	24	11	17	17	16	16	19

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
Telephone	55	35	53	55	59	64	67
Automobile	4	10	4	3	0	3	1
Telegraph	16	14	15	22	15	13	16
Microchip	8	13	9	4	11	7	5
Don't know	18	29	19	16	14	13	12

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
Telephone	55	45	49	62	62
Automobile	4	4	4	2	5
Telegraph	16	17	17	16	14
Microchip	8	10	9	6	7
Don't know	18	24	21	14	12

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
Telephone	55	60	49	64	55	44	47
Automobile	4	2	6	4	1	4	1
Telegraph	16	17	18	11	12	27	19
Microchip	8	5	8	8	8	8	9
Don't know	18	16	20	14	23	17	24



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Bilingual Province or Territory

Which of the following is the only officially bilingual province or territory?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
Quebec	42	42	38	46	45	43	39	47
British Columbia	3	4	2	0	2	5	3	2
Nunavut	3	3	3	3	2	3	4	1
New Brunswick	37	35	44	38	36	31	41	32
Ontario	11	13	11	11	10	11	10	13
Don't know	4	3	3	3	6	8	3	5

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
Quebec	42	51	46	41	46	50	33
British Columbia	3	5	5	5	0	0	1
Nunavut	3	3	2	5	1	1	2
New Brunswick	37	20	33	42	40	36	50
Ontario	11	15	11	5	9	9	10
Don't know	4	6	3	3	2	4	4

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
Quebec	42	50	48	42	27
British Columbia	3	4	3	2	2
Nunavut	3	4	3	3	1
New Brunswick	37	19	31	41	56
Ontario	11	17	12	10	9
Don't know	4	6	3	3	5



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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
Quebec	42	24	35	42	52	52	57
British Columbia	3	3	3	3	1	1	3
Nunavut	3	4	2	3	1	4	4
New Brunswick	37	63	46	34	28	31	18
Ontario	11	4	10	16	9	8	10
Don't know	4	3	3	2	9	5	8



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Canadian Symbol

In your opinion, which of the following is the most Canadian symbol?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
Canada Goose	3	4	2	4	4	3	3	3
Maple leaf	66	66	68	70	61	63	64	70
Beaver	12	12	13	7	16	15	15	9
Maple syrup	4	6	4	4	4	2	3	5
Hockey Stick	3	4	4	2	1	2	3	2
Royal Canadian Mounted Police	10	6	9	13	12	12	10	10
Something else	1	2	1	0	2	3	1	1

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
Canada Goose	3	5	4	5	4	3	1
Maple leaf	66	50	59	67	70	69	77
Beaver	12	21	13	11	10	9	10
Maple syrup	4	8	6	3	3	6	2
Hockey Stick	3	3	4	4	5	1	1
Royal Canadian Mounted Police	10	7	13	9	8	13	8
Something else	1	5	2	0	0	0	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
Canada Goose	3	3	4	3	2
Maple leaf	66	60	63	69	72
Beaver	12	15	12	11	12
Maple syrup	4	7	3	3	4
Hockey Stick	3	2	5	2	2
Royal Canadian Mounted Police	10	10	12	11	5
Something else	1	3	1	0	3



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Region

	%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample		1547	301	364	460	129	180	113
Canada Goose		3	3	5	2	2	3	3
Maple leaf		66	64	61	72	63	60	67
Beaver		12	12	14	9	11	15	17
Maple syrup		4	3	7	4	4	3	3
Hockey Stick		3	4	4	2	3	2	1
Royal Canadian Mounted Police		10	9	8	10	15	17	8
Something else		1	4	1	1	3	1	1



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Canadian Author

In your opinion, of the members of the following list, which is the most famous Canadian author?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
Mordecai Richler	7	5	9	7	9	7	10	4
Margaret Laurence	5	5	7	7	3	4	6	5
Robert Munsch	18	34	19	14	8	4	17	18
Margaret Atwood	36	34	34	42	35	34	33	38
Lucy Maud Montgomery	17	8	19	13	24	26	13	21
Alice Munro	5	7	3	4	4	4	6	3
Michael Ondaatje	3	4	3	3	3	1	3	3
Pierre Berton	10	3	6	11	14	20	13	7

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
Mordecai Richler	7	8	6	8	9	8	6
Margaret Laurence	5	6	7	5	8	3	3
Robert Munsch	18	19	11	16	19	18	18
Margaret Atwood	36	27	39	32	29	44	41
Lucy Maud Montgomery	17	13	17	21	20	18	15
Alice Munro	5	7	5	4	5	3	4
Michael Ondaatje	3	4	4	5	4	0	2
Pierre Berton	10	15	10	9	6	6	10



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
Mordecai Richler	7	7	7	7	8
Margaret Laurence	5	6	7	4	5
Robert Munsch	18	24	17	21	6
Margaret Atwood	36	26	33	36	49
Lucy Maud Montgomery	17	13	16	19	18
Alice Munro	5	6	5	4	4
Michael Ondaatje	3	4	2	2	3
Pierre Berton	10	15	13	6	7

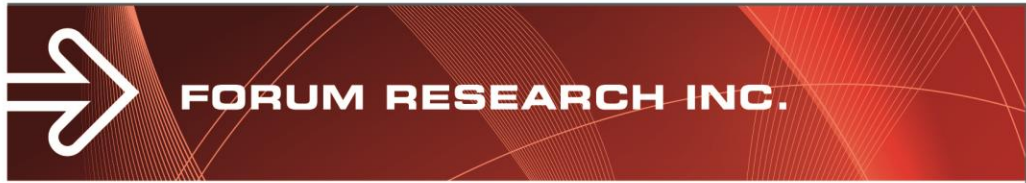
Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
Mordecai Richler	7	4	15	5	8	4	4
Margaret Laurence	5	4	6	5	4	6	6
Robert Munsch	18	23	9	18	24	31	18
Margaret Atwood	36	34	31	44	24	32	30
Lucy Maud Montgomery	17	23	20	11	24	13	22
Alice Munro	5	4	5	4	0	4	6
Michael Ondaatje	3	2	5	3	2	1	1
Pierre Berton	10	6	10	10	13	9	12



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Timbit

Have you ever eaten a Timbit?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
Yes	86	94	91	88	86	68	86	89
No	14	6	9	12	14	32	14	11

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
Yes	86	79	77	85	89	93	94
No	14	21	23	15	11	7	6

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
Yes	86	83	85	91	83
No	14	17	15	9	17

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
Yes	86	91	82	89	84	91	83
No	14	9	18	11	16	9	17



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Best Timbit Flavor

Which of the following is the best Timbit flavor?

[Base = Has eaten a Timbit]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1291	268	190	193	309	331	620	642
Chocolate-Glazed	24	27	25	23	19	21	22	25
Honey dip	18	15	17	14	27	22	18	18
Jelly filled	10	11	10	12	9	10	11	10
Dutchie	6	2	4	11	8	11	8	5
Birthday cake	5	10	5	4	2	2	4	6
Sour Cream glazed	17	19	23	18	15	8	17	18
Old fashioned plain	13	11	8	13	15	21	12	14
Coconut	6	6	7	5	5	5	8	4

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1291	144	191	165	149	119	216
Chocolate-Glazed	24	26	23	22	23	19	24
Honey dip	18	15	17	20	16	24	19
Jelly filled	10	12	11	7	10	11	9
Dutchie	6	8	7	7	7	4	6
Birthday cake	5	8	5	3	8	6	5
Sour Cream glazed	17	9	18	17	15	20	28
Old fashioned plain	13	13	16	17	12	11	6
Coconut	6	10	5	7	9	6	4



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1291	279	336	458	218
Chocolate-Glazed	24	25	19	26	24
Honey dip	18	19	20	14	21
Jelly filled	10	11	12	10	9
Dutchie	6	5	8	6	5
Birthday cake	5	8	6	5	3
Sour Cream glazed	17	12	17	20	18
Old fashioned plain	13	15	12	13	13
Coconut	6	5	6	6	6

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1291	276	275	397	101	157	85
Chocolate-Glazed	24	27	25	21	24	21	32
Honey dip	18	13	19	19	18	21	13
Jelly filled	10	11	11	8	14	11	13
Dutchie	6	4	2	11	5	3	5
Birthday cake	5	7	7	5	11	6	0
Sour Cream glazed	17	21	15	19	10	21	13
Old fashioned plain	13	8	15	12	14	10	17
Coconut	6	8	6	5	3	6	7



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Saying Sorry

How often do you say sorry?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
Hourly	18	33	18	14	11	7	18	18
Daily	39	45	44	41	39	25	35	44
3-5 per week	19	9	20	20	20	31	18	20
A few times per month	17	9	13	21	22	26	19	16
Never	6	5	5	4	8	12	9	3

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
Hourly	18	25	19	13	11	13	15
Daily	39	31	31	43	47	40	49
3-5 per week	19	12	24	17	22	24	22
A few times per month	17	17	17	21	18	19	10
Never	6	14	8	6	2	4	3

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
Hourly	18	20	21	17	16
Daily	39	31	36	45	41
3-5 per week	19	18	20	18	20
A few times per month	17	20	18	15	16
Never	6	11	5	4	7

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
Hourly	18	22	13	22	15	19	17
Daily	39	45	31	43	50	44	32
3-5 per week	19	15	20	18	15	18	25
A few times per month	17	11	25	13	16	16	20
Never	6	7	11	5	5	4	5



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Apologizing in Public Spaces

How often, if at all, do *you* apologize when someone else bumps into you on the street?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
Never	11	11	13	11	7	13	14	8
Rarely	9	7	7	9	12	12	11	7
Sometimes	26	18	25	27	33	31	25	27
Often	30	32	27	32	29	27	30	30
Always	23	31	27	18	17	15	20	25
Don't know	2	1	2	2	2	1	1	2

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
Never	11	18	10	10	7	14	9
Rarely	9	9	9	13	11	4	7
Sometimes	26	22	25	28	31	29	28
Often	30	25	25	26	30	32	35
Always	23	22	29	22	19	21	20
Don't know	2	5	2	0	2	0	1

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
Never	11	15	10	8	15
Rarely	9	11	8	9	7
Sometimes	26	21	30	26	26
Often	30	26	31	32	28
Always	23	24	20	23	23
Don't know	2	3	1	1	1

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
Never	11	11	14	10	10	12	11
Rarely	9	7	12	7	5	6	14
Sometimes	26	24	18	30	25	30	27
Often	30	31	26	30	39	30	29
Always	23	26	24	22	20	21	20
Don't know	2	1	5	1	0	0	0



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Canada's Closest Ally

In your opinion, which of the following nations is Canada's closest ally?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
The United States	49	41	51	57	49	51	58	42
The United Kingdom	37	45	35	33	35	35	31	44
France	6	7	9	3	6	6	6	7
Italy	1	1	1	0	1	1	1	1
Japan	1	1	1	2	0	0	0	1
Germany	1	2	1	2	1	1	1	2
Netherlands	2	2	1	1	3	3	2	2
China	2	2	2	2	3	2	2	2

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
The United States	49	51	47	49	58	52	45
The United Kingdom	37	29	39	35	32	35	45
France	6	6	5	10	3	10	5
Italy	1	3	1	1	2	0	0
Japan	1	1	1	1	1	0	0
Germany	1	4	1	0	0	1	1
Netherlands	2	1	4	3	2	2	1
China	2	4	3	1	2	0	2

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
The United States	49	54	50	48	43
The United Kingdom	37	31	38	41	37
France	6	5	5	6	11
Italy	1	2	1	1	1
Japan	1	0	1	1	1
Germany	1	2	2	0	2
Netherlands	2	3	1	2	2
China	2	3	2	1	3

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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
The United States	49	39	60	48	49	44	41
The United Kingdom	37	49	18	43	39	42	46
France	6	4	14	3	6	4	4
Italy	1	1	2	1	1	0	1
Japan	1	1	2	0	0	1	0
Germany	1	1	2	1	0	3	3
Netherlands	2	3	1	2	2	1	3
China	2	2	2	1	3	5	2



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Tickets to 2016 World Cup If Canada Hosts

How likely are you to try and get tickets to a 2026 World Cup game that Canada is hosting?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
Not at all likely	61	55	53	52	70	81	58	64
Not very likely	9	11	8	10	10	6	10	9
Somewhat likely	12	13	16	16	9	6	14	12
Very likely	14	17	20	20	7	3	15	13
Don't know	4	4	3	3	4	4	4	2

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
Not at all likely	61	63	68	63	58	52	49
Not very likely	9	7	8	8	14	10	11
Somewhat likely	12	10	9	10	17	15	17
Very likely	14	12	12	11	9	21	24
Don't know	4	9	3	7	2	2	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
Not at all likely	61	64	68	61	48
Not very likely	9	9	9	9	9
Somewhat likely	12	12	9	13	16
Very likely	14	9	11	14	25
Don't know	4	6	3	3	2



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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
Not at all likely	61	66	62	56	66	64	67
Not very likely	9	9	7	10	9	9	10
Somewhat likely	12	8	10	14	10	14	14
Very likely	14	14	15	17	8	12	8
Don't know	4	4	6	3	6	2	1



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Level of Excitement about Canada Hosting World Cup Games

How excited are you, if at all, about Canada hosting 10 World Cup soccer games in 2026?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1547	288	207	218	357	477	758	742
Very excited	23	28	30	25	15	12	25	21
Somewhat excited	23	20	19	27	27	22	22	24
Not very excited	21	22	20	19	21	26	20	23
Not at all excited	30	26	28	27	33	38	30	29
Don't know	3	4	3	2	4	2	2	3

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1547	193	256	200	172	131	233
Very excited	23	27	22	22	21	26	28
Somewhat excited	23	17	19	22	24	27	29
Not very excited	21	15	24	26	24	16	18
Not at all excited	30	33	32	27	29	32	24
Don't know	3	8	4	2	2	0	1

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1547	358	404	513	272
Very excited	23	20	23	20	32
Somewhat excited	23	21	25	24	20
Not very excited	21	22	21	22	20
Not at all excited	30	30	29	32	26
Don't know	3	7	3	1	2



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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1547	301	364	460	129	180	113
Very excited	23	22	24	27	18	23	11
Somewhat excited	23	24	17	26	21	20	25
Not very excited	21	24	19	21	24	22	26
Not at all excited	30	26	34	24	30	33	36
Don't know	3	4	5	2	7	1	1

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