



Canada is viewed positively by a vast majority of Canadians amid
these challenging times

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INTRODUCTION: NINE IN TEN CANADIANS HAVE A POSITIVE VIEW OF CANADA

The recent tragic discoveries of unmarked burial sites of Indigenous persons, and a growing number of revelations about historic injustices severely affecting indigenous lives, resulted in what many regarded as a somber Canada Day. As evidence of this, the PM and other leaders asked us to use the time to reflect on the country's challenged legacy. Some called for the outright 'cancellation' of Canada Day. But despite the call to cancel and the mixed feelings about this year's anniversary, opinion about Canada remains quite positive according to a June 18-20 survey conducted by Leger Marketing for the Association for Canadian Studies. The survey reveals that some nine in ten Canadians have a positive view of the country with some one in two saying their view of Canada is very positive. And the positive view is shared across regions, by persons born in the country or not and by Canada's visible minorities.

Canada - Do you have a very positive, somewhat positive, somewhat negative or very negative of the following

Column %	Total	18-24	25-34	35-44	45-54	55-64	65+
TOTAL POSITIVE	90%	86%	90%	88%	91%	92%	93%
Very positive	50%	34%	43%	44%	49%	56%	62%
Somewhat positive	41%	51%	48%	43%	42%	35%	31%
TOTAL NEGATIVE	10%	14%	10%	12%	9%	8%	7%
Somewhat negative	8%	12%	7%	8%	8%	7%	5%
Very negative	2%	2%	3%	4%	1%	1%	2%

NEARLY NINE IN TEN QUEBECERS SAY THEY HAVE A POSITIVE VIEW OF CANADA, WHILE ONE IN THREE SAY IT IS VERY POSITIVE

Canada - Do you have a very positive, somewhat positive, somewhat negative or very negative of the following ...

Column %	British Columbia (BC)	Alberta (AB)	Prairies (PR)	Ontario (ON)	Quebec (QC)	Maritimes (AT)
TOTAL POSITIVE	90%	84%	91%	92%	89%	95%
Very positive	53%	49%	42%	58%	34%	59%
Somewhat positive	37%	34%	49%	34%	55%	35%
TOTAL NEGATIVE	10%	16%	9%	8%	11%	5%
Somewhat negative	8%	13%	9%	6%	9%	3%
Very negative	1%	3%	0%	2%	2%	2%

CANADA IS VIEWED VERY POSITIVELY BY A MAJORITY OF ITS VISIBLE MINORITIES

Canada - Do you have a very positive, somewhat positive, somewhat negative or very negative of the following ... ?	Visible Minority	Not a Visible Minority
Very positive	54.8%	48.2%
Somewhat positive	36.5%	41.9%
Somewhat negative	6.8%	8.2%
Very negative	1.9%	1.7%
Total	100.0%	100.0%

IMMIGRANTS ARE MORE LIKELY THAN NON-IMMIGRANTS TO VIEW CANADA POSITIVELY

Canada - Do you have a very positive, somewhat positive, somewhat negative or very negative of the following ... ?	Born in Canada	Born outside of Canada
Very positive	47.4%	58.3%
Somewhat positive	42.2%	34.4%
Somewhat negative	8.7%	5.4%
Very negative	1.7%	1.8%
Total	100.0%	100.0%

METHODOLOGY

Web survey using computer-assisted Web interviewing (CAWI) technology.

From, June 18-20, 2021 some 1542 Canadians were surveyed via web panel

Using data from the 2016 Census, results were weighted according to gender, age, mother tongue, region, education level and presence of children in the household in order to ensure a representative sample of the population.

No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1542 respondents would have a margin of error of $\pm 2.52\%$, 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.