



CANADA 150
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P R B E
RESEARCH INC.

Manitobans and Canada Day
June, 2017

Key Findings

- More than three-in-five Manitobans now feel more patriotic than they did a decade ago.
- The new administration of United States President Donald Trump may be driving Canadian patriotism among Manitobans. Three-quarters of those surveyed said the contentious presidency south of the border has intensified their sense of Canadian pride. This sentiment is weakest among younger Manitobans - especially young men, and provincial Progressive Conservative supporters.
- More than one-half of Manitobans (59%) plan to do something special to mark Canada's sesquicentennial. Most likely to celebrate Canada's birthday are younger men and Manitobans with children at home.
- These increasingly warm feelings for Canada on its 150th birthday do not translate into a support for large expenditures on a national celebration. Only 39% agree the federal government ought to spend the \$500 million budgeted to mark the sesquicentennial while 57% oppose this spending. Women, especially young women, and Progressive Conservative supporters were most likely to oppose this spending.

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews taken between June 6 and June 18, 2017 among a random and representative sampling of 1,000 adults residing in Manitoba.

With a sample of 1,000, one can say with 95 percent certainty that the results are within ± 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

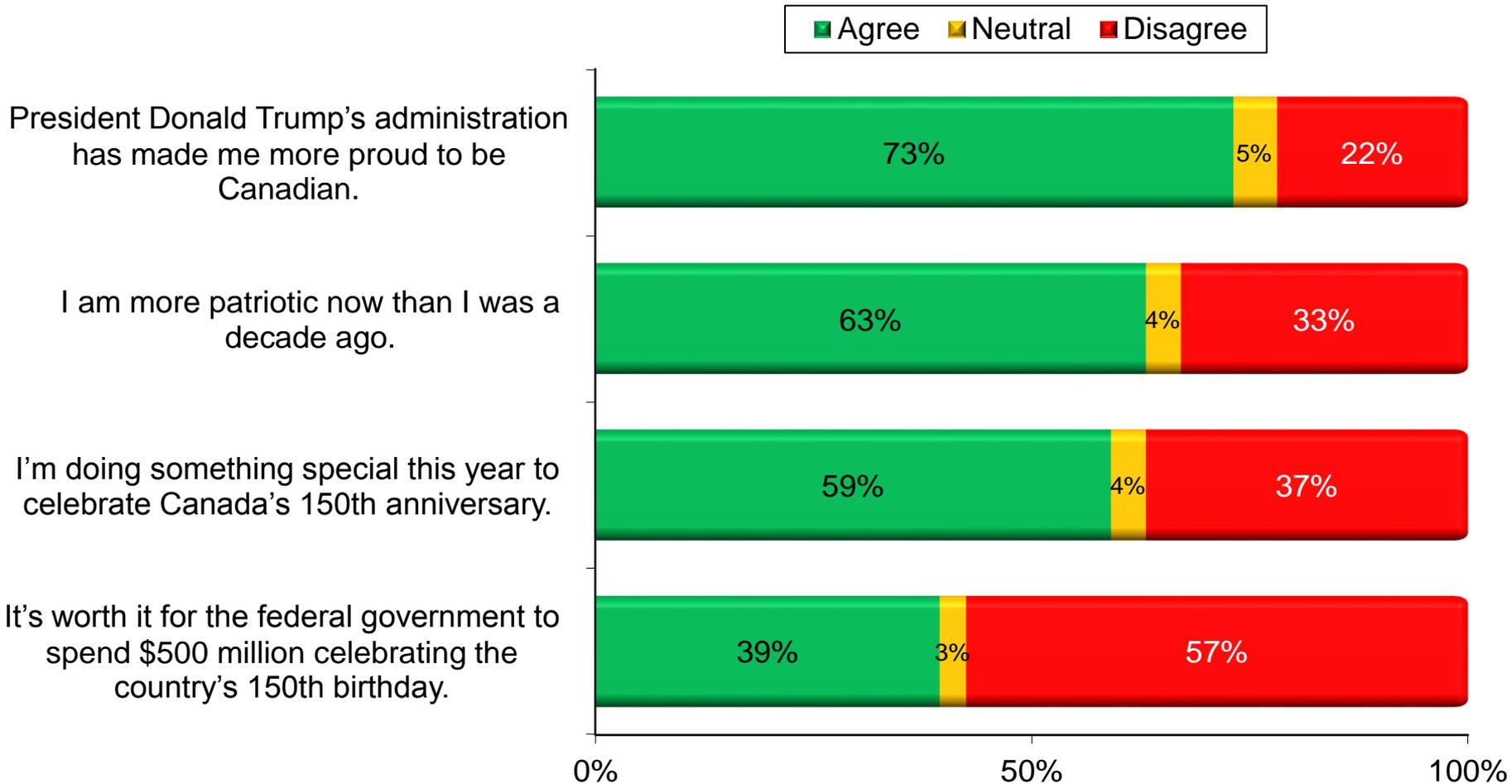
Modified random digit dialing covering both landline and wireless numbers was used to ensure that all Manitoba adults had an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

For more information on this research project, please contact:

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Views on Canadian Patriotism

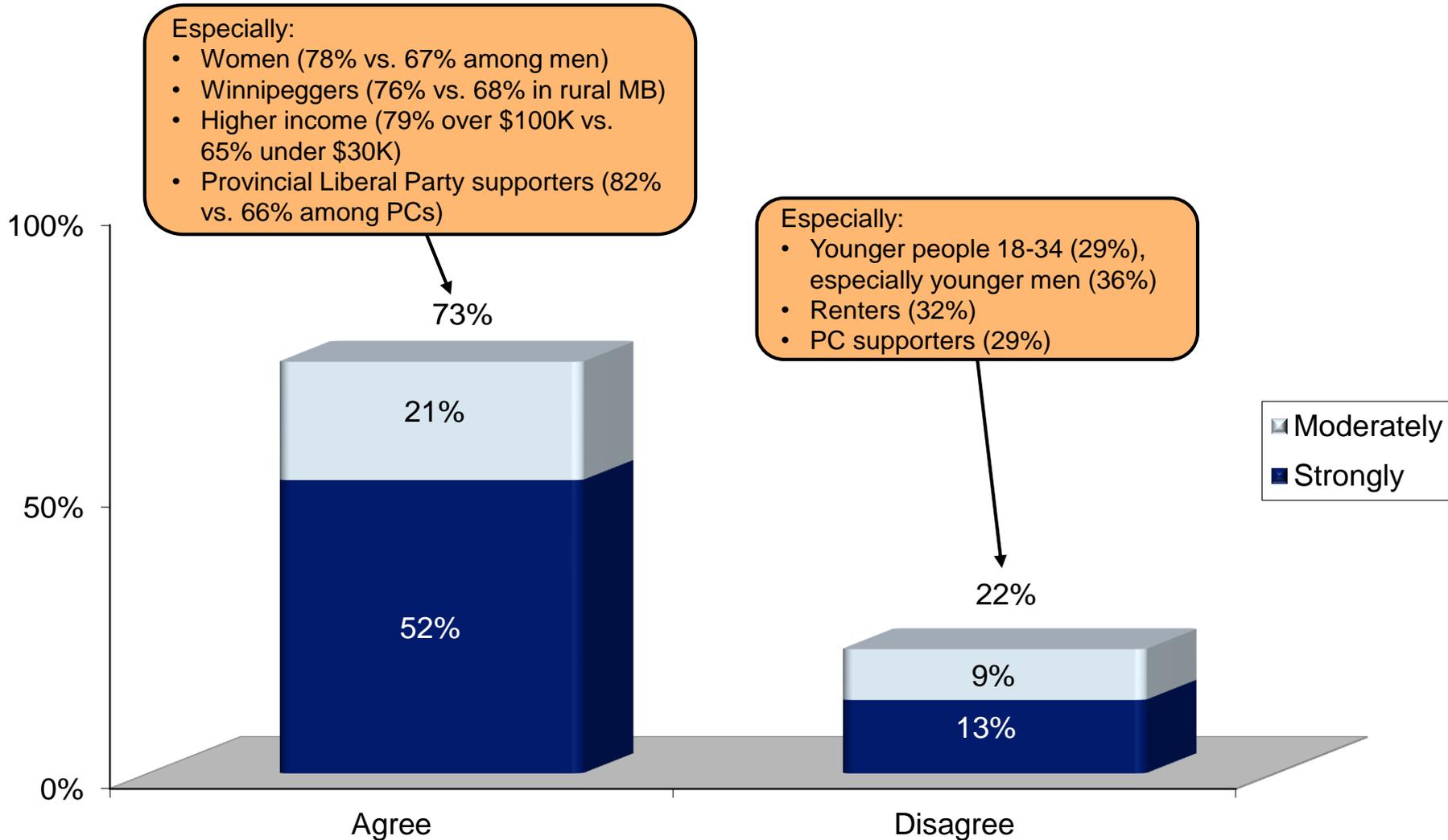
Q1a-d. “Canada is celebrating its 150th anniversary this year. I’m going to read you a series of statements and, for each one, please tell me whether you agree or disagree....” (RANDOMIZED) (n=1,000)



Base: Manitoba adults aged 18 years and over.

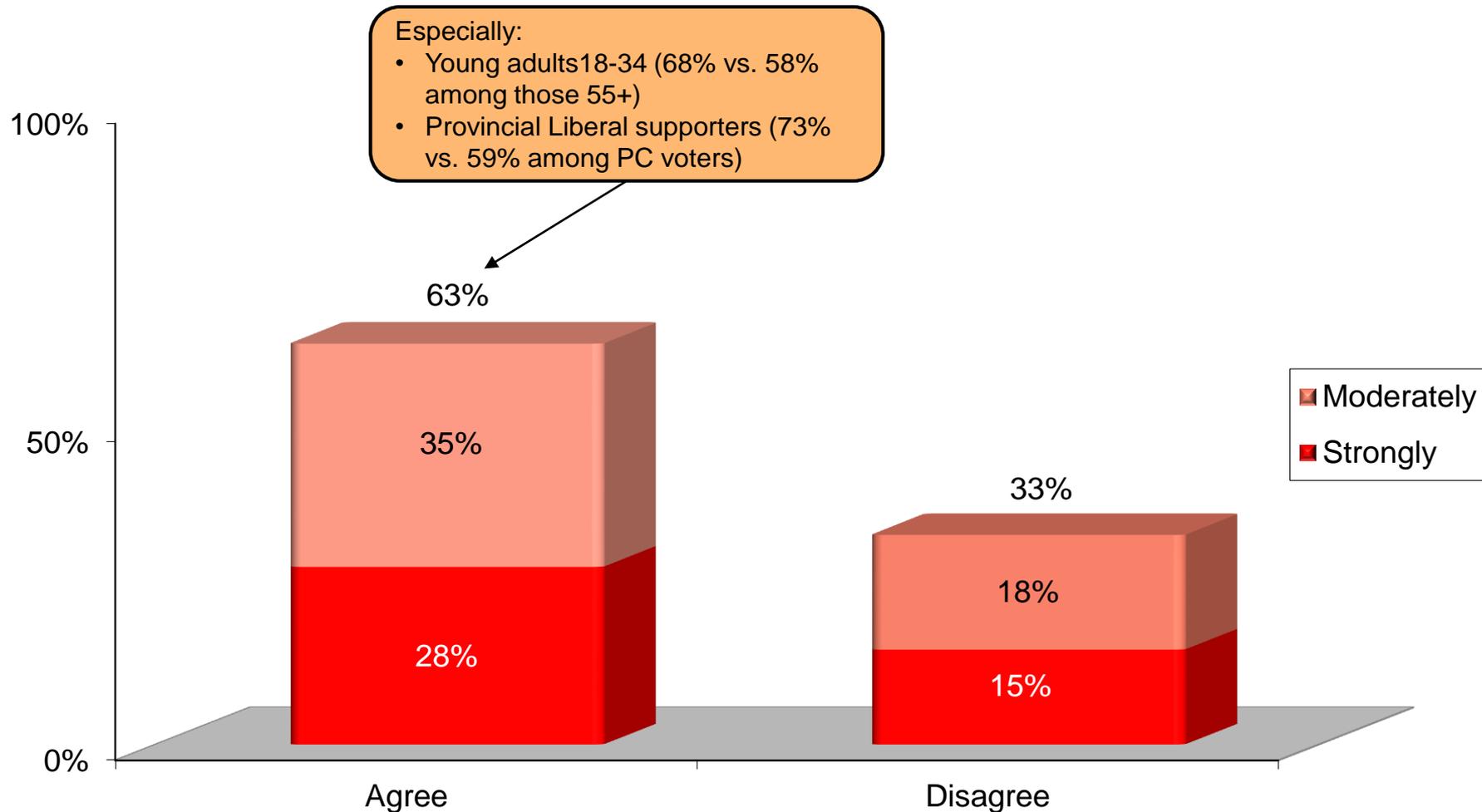
Effect of Trump Presidency on Patriotism

Q.1a "President Donald Trump's administration has made me more proud to be Canadian." (n=1,000)



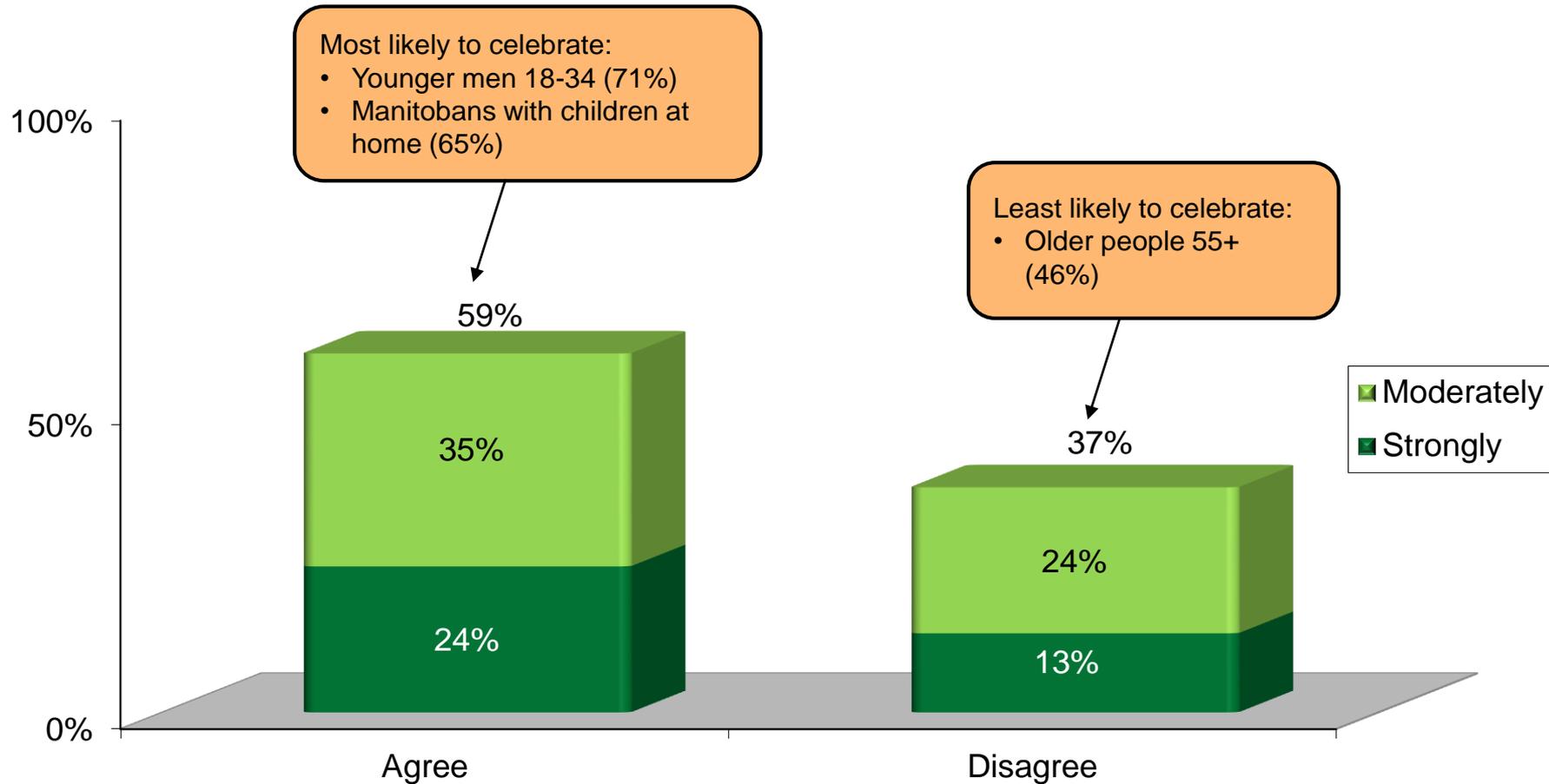
Views on Growth of Personal Patriotism

Q.1b "I am more patriotic now than I was a decade ago." (n=1,000)



Plans to Celebrate Canada 150

Q.1c "I'm doing something special this year to celebrate Canada's 150th anniversary." (n=1,000)



Views on Canada 150 Celebration Costs

Q.1d "It's worth it for the federal government to spend \$500 million celebrating the country's 150th birthday."
(n=1,000)

