

Rise in Nationalism/Nationhood

Importance re: guiding principles or values

- ➔ Rise in patriotism a natural off-shoot of any military engagement.
- Olympic success likely to fuel this patriotism in the short-term.

% SAYING IMPORTANT (8,9,10/10)	% of Adult Canadians		
	Feb. 2001	Jan. 2002	% Point Change
Not letting your family down	85	89	+4
Respect for law and order	76	86	+10
Maintaining high ethical conduct in job/life	80	85	+5
Not letting your employer down	69	68	-1
Preservation of Canadian heritage	60	68	+8
Patriotism, commitment to your country	57	65	+8
The usefulness to society of the work you do	56	59	+3
Giving back to society by volunteering your time	47	57	+10
The need to redistribute wealth in our society	47	54	+7