

1. Can you identify the monument pictured below?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
Veterans/ fallen soldiers memorial	13	-	6	-	5	2	-	5	3	-	1	6	6
	1%	-	5%	-	1%	1%	-	1%	2%	-	*	3%	1%
		*	ADE*	*			*					L	
Vimy Ridge	186	34	22	18	93	7	13	65	29	37	37	26	160
	19%	25%	20%	27%	24%	3%	18%	20%	14%	17%	25%	11%	21%
		E*	E*	E*	E		E*				H		K
Canadian War Memorial	2	1	1	-	-	-	-	-	1	-	1	-	2
	*	1%	1%	-	-	-	-	-	*	-	1%	-	*
		*	*	*			*						
War Memorial in France	7	-	2	-	4	-	1	2	2	1	2	-	7
	1%	-	2%	-	1%	-	1%	1%	1%	*	2%	-	1%
		*	E*	*			*						
Other European region mentions	7	1	-	-	4	2	1	2	2	1	1	1	6
	1%	1%	-	-	1%	1%	1%	1%	1%	1%	*	*	1%
		*	*	*			*						
World War I memorial	5	2	2	-	1	1	*	1	1	2	2	-	5
	1%	1%	1%	-	*	*	*	*	1%	1%	1%	-	1%
		*	*	*			*						
World War II memorial	8	1	-	*	4	2	-	3	1	-	3	1	7
	1%	1%	-	1%	1%	1%	-	1%	1%	-	2%	*	1%
		*	*	*			*				I		
Washington Monument/ in Washington DC	9	2	3	-	2	-	2	-	2	2	4	2	7
	1%	1%	3%	-	*	-	3%	-	1%	1%	3%	1%	1%
		*	E*	*			E*				G		
Twin Towers/ World Trade Center	16	3	2	1	5	2	4	2	5	3	*	4	12
	2%	2%	1%	2%	1%	1%	5%	1%	3%	1%	*	2%	2%
		*	*	*			E*						
Dieppe	*	-	-	-	-	*	-	-	-	*	-	-	*
	*	-	-	-	-	*	-	-	-	*	-	-	*
		*	*	*			*						
War memorial (unspecified)	21	4	1	4	11	1	1	5	6	8	1	8	13
	2%	3%	1%	6%	3%	*	2%	1%	3%	4%	*	3%	2%
		*	*	E*			*						
Other	49	2	3	8	16	20	1	19	18	6	4	16	33
	5%	1%	3%	12%	4%	8%	1%	6%	9%	3%	3%	7%	4%
		*	*	ABDF*		A	*		IJ				
Don't know/nothing	684	87	65	34	241	206	50	219	131	155	94	171	513
	68%	65%	61%	53%	62%	85%	70%	68%	66%	72%	63%	72%	67%
		*	*	*		ABCDF	*						
Sigma	1008	136	107	65	386	242	72	323	201	214	150	236	772
	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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2. 2017 marks the centenary (100th anniversary) of what event?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
Canada's confederation	122	7	11	8	36	53	6	37	25	26	16	34	88
	12%	6%	10%	13%	9%	22%	9%	11%	13%	12%	10%	14%	11%
		*	*	*		ABDF	*						
The Battle of Vimy Ridge	371	59	51	27	178	26	29	116	71	72	73	67	304
	37%	44%	48%	41%	46%	11%	41%	36%	35%	33%	49%	28%	39%
		E*	E*	E*	E		E*				GHI		K
The end of the First World War	121	19	13	5	43	33	8	32	25	27	25	18	102
	12%	14%	12%	8%	11%	13%	11%	10%	12%	13%	17%	8%	13%
		*	*	*			*						
The Battle of Dieppe	16	4	1	*	-	9	2	4	4	*	3	1	14
	2%	3%	1%	1%	-	4%	3%	1%	2%	*	2%	1%	2%
		D*	*	*		D	D*						
Normandy Landings	46	1	1	5	20	16	3	13	13	11	7	20	26
	5%	1%	1%	8%	5%	6%	4%	4%	6%	5%	5%	8%	3%
		*	*	A*		A	*					L	
I don't know	332	45	30	19	109	106	23	122	62	78	26	96	236
	33%	33%	28%	30%	28%	44%	32%	38%	31%	36%	17%	41%	31%
		*	*	*		BD	*	J	J	J		L	
Sigma	1006	135	107	65	386	242	72	323	199	214	150	236	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_1. How important are the following anniversaries or commemorations? - The 100th anniversary of the battle of Vimy Ridge

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
Top 2 Box (Net)	751	112	94	59	323	99	63	237	145	158	120	175	576
	75%	83%	88%	91%	84%	41%	89%	73%	73%	74%	80%	74%	75%
		E*	E*	E*	E		E*						
Very important	359	54	50	28	157	33	37	104	65	86	61	73	287
	36%	40%	47%	43%	41%	14%	52%	32%	33%	40%	41%	31%	37%
		E*	E*	E*	E		E*						
Somewhat important	392	58	44	32	166	66	26	133	80	72	59	103	290
	39%	43%	41%	48%	43%	27%	37%	41%	40%	34%	39%	44%	38%
		E*	E*	E*	E		*						
Bottom 2 Box (Net)	255	23	13	6	62	143	8	86	54	56	30	61	194
	25%	17%	12%	9%	16%	59%	11%	27%	27%	26%	20%	26%	25%
		*	*	*		ABCDF	*						
Not very important	160	16	9	4	38	87	5	52	34	39	20	37	123
	16%	12%	8%	7%	10%	36%	8%	16%	17%	18%	13%	16%	16%
		*	*	*		ABCDF	*						
Not at all important	94	6	4	2	24	56	3	34	20	17	10	23	71
	9%	5%	4%	2%	6%	23%	4%	11%	10%	8%	7%	10%	9%
		*	*	*		ABCDF	*						
Sigma	1006	135	107	65	386	242	72	323	199	214	150	236	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_2. How important are the following anniversaries or commemorations? - The 150th anniversary of the Confederation of Canada

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
Top 2 Box (Net)	878	130	101	62	358	158	69	283	170	182	137	204	674
	87%	97%	95%	94%	93%	65%	96%	88%	85%	85%	91%	87%	87%
		E*	E*	E*	E		E*						
Very important	535	93	67	34	245	51	46	180	94	111	99	124	412
	53%	69%	63%	52%	64%	21%	64%	56%	47%	52%	66%	53%	53%
		E*	E*	E*	E		E*				HI		
Somewhat important	342	37	34	27	113	108	23	103	76	71	38	80	262
	34%	28%	32%	42%	29%	45%	33%	32%	38%	33%	25%	34%	34%
		*	*	*		AD	*		J				
Bottom 2 Box (Net)	128	5	6	4	28	84	3	40	29	32	13	32	97
	13%	3%	5%	6%	7%	35%	4%	12%	15%	15%	9%	13%	13%
		*	*	*		ABCDF	*						
Not very important	75	1	3	4	14	53	1	19	19	21	8	18	57
	7%	*	3%	5%	4%	22%	1%	6%	9%	10%	6%	8%	7%
		*	*	*		ABCDF	*						
Not at all important	53	4	2	*	14	31	2	21	10	11	5	13	40
	5%	3%	2%	1%	4%	13%	3%	6%	5%	5%	3%	6%	5%
		*	*	*		ABCDF	*						
Sigma	1006	135	107	65	386	242	72	323	199	214	150	236	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_3. How important are the following anniversaries or commemorations? - The 200th anniversary of the War of 1812

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
Top 2 Box (Net)	603	83	76	44	261	87	51	204	112	126	95	158	445
	60%	62%	71%	68%	68%	36%	72%	63%	56%	59%	63%	67%	58%
		E*	E*	E*	E		E*					L	
Very important	218	28	29	14	96	29	21	80	39	51	26	56	161
	22%	20%	27%	22%	25%	12%	29%	25%	20%	24%	17%	24%	21%
		*	E*	*	E		E*						
Somewhat important	385	56	47	30	165	57	30	124	73	75	69	102	283
	38%	41%	44%	46%	43%	24%	42%	38%	36%	35%	46%	43%	37%
		E*	E*	E*	E		E*						
Bottom 2 Box (Net)	403	52	31	21	124	155	20	119	88	88	56	78	326
	40%	38%	29%	32%	32%	64%	28%	37%	44%	41%	37%	33%	42%
		*	*	*		ABCDF	*						K
Not very important	285	39	23	17	91	100	16	75	60	66	45	56	229
	28%	29%	21%	27%	24%	41%	22%	23%	30%	31%	30%	24%	30%
		*	*	*		ABDF	*						
Not at all important	118	13	8	4	33	55	5	44	28	22	11	21	97
	12%	10%	8%	6%	9%	23%	6%	14%	14%	10%	7%	9%	13%
		*	*	*		ABCDF	*						
Sigma	1006	135	107	65	386	242	72	323	199	214	150	236	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_4. How important are the following anniversaries or commemorations? - The 50th anniversary of the Canadian Flag

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
Top 2 Box (Net)	739	106	87	50	300	135	62	252	139	151	108	182	557
	73%	78%	81%	77%	78%	56%	87%	78%	70%	71%	72%	77%	72%
		E*	E*	E*	E		E*						
Very important	309	39	46	24	130	38	32	119	51	65	42	70	239
	31%	29%	43%	37%	34%	16%	45%	37%	25%	30%	28%	30%	31%
		E*	AE*	E*	E		AE*	H					
Somewhat important	430	67	40	26	170	97	30	133	89	86	66	112	318
	43%	50%	38%	40%	44%	40%	42%	41%	45%	40%	44%	47%	41%
		*	*	*			*						
Bottom 2 Box (Net)	267	29	20	15	86	107	9	71	60	63	42	54	213
	27%	22%	19%	23%	22%	44%	13%	22%	30%	29%	28%	23%	28%
		*	*	*		ABCDF	*						
Not very important	183	22	17	15	59	64	6	42	39	50	34	36	147
	18%	16%	16%	22%	15%	26%	8%	13%	20%	23%	23%	15%	19%
		*	*	*		DF	*			G	G		
Not at all important	84	7	3	1	27	43	3	29	21	14	8	17	66
	8%	5%	3%	1%	7%	18%	5%	9%	10%	6%	5%	7%	9%
		*	*	*		ABCDF	*						
Sigma	1006	135	107	65	386	242	72	323	199	214	150	236	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_5. How important are the following anniversaries or commemorations? - The 100th anniversary of the end of the First World War

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
Top 2 Box (Net)	819	119	96	60	330	148	66	261	159	177	129	195	624
	81%	88%	90%	92%	86%	61%	93%	81%	80%	83%	86%	83%	81%
		E*	E*	E*	E		E*						
Very important	431	58	54	30	184	64	41	138	81	96	65	98	333
	43%	43%	51%	46%	48%	26%	57%	43%	41%	45%	44%	41%	43%
		E*	E*	E*	E		E*						
Somewhat important	389	61	42	30	147	84	26	123	78	81	64	98	291
	39%	45%	39%	46%	38%	35%	36%	38%	39%	38%	42%	41%	38%
		*	*	*			*						
Bottom 2 Box (Net)	187	16	11	6	55	94	5	63	40	37	21	40	147
	19%	12%	10%	8%	14%	39%	7%	19%	20%	17%	14%	17%	19%
		*	*	*		ABCDF	*						
Not very important	126	11	9	5	36	63	3	36	29	25	18	28	98
	13%	8%	9%	7%	9%	26%	4%	11%	14%	12%	12%	12%	13%
		*	*	*		ABCDF	*						
Not at all important	61	5	1	1	20	31	2	26	11	12	3	12	48
	6%	4%	1%	1%	5%	13%	3%	8%	6%	6%	2%	5%	6%
		*	*	*		ABCDF	*	J					
Sigma	1006	135	107	65	386	242	72	323	199	214	150	236	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_6. How important are the following anniversaries or commemorations? - The 35th anniversary of the Canadian Charter of Rights and Freedoms

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
Top 2 Box (Net)	793	116	97	55	305	158	62	263	148	164	121	196	597
	79%	86%	91%	83%	79%	66%	87%	81%	74%	76%	81%	83%	78%
		E*	DE*	E*	E		E*						
Very important	382	52	52	29	154	61	35	140	71	76	53	84	299
	38%	38%	48%	44%	40%	25%	49%	43%	35%	35%	35%	36%	39%
		E*	E*	E*	E		E*						
Somewhat important	411	65	45	26	151	97	27	122	77	88	68	112	298
	41%	48%	43%	39%	39%	40%	37%	38%	39%	41%	45%	48%	39%
		*	*	*			*					L	
Bottom 2 Box (Net)	213	18	10	11	81	83	9	61	51	51	29	40	173
	21%	14%	9%	17%	21%	34%	13%	19%	26%	24%	19%	17%	22%
		*	*	*	B	ABCDF	*						
Not very important	148	11	7	11	58	54	8	34	39	38	23	26	122
	15%	8%	6%	17%	15%	22%	11%	11%	20%	18%	15%	11%	16%
		*	*	*		AB	*		G	G			
Not at all important	65	7	3	-	23	30	2	27	12	13	6	14	51
	6%	5%	3%	-	6%	12%	3%	8%	6%	6%	4%	6%	7%
		*	*	*		BCDF	*						
Sigma	1006	135	107	65	386	242	72	323	199	214	150	236	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3. How important are the following anniversaries or commemorations? - Top 2 Box Summary

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
The 150th anniversary of the Confederation of Canada	878	130	101	62	358	158	69	283	170	182	137	204	674
	87%	97%	95%	94%	93%	65%	96%	88%	85%	85%	91%	87%	87%
		E*	E*	E*	E		E*						
The 100th anniversary of the end of the First World War	819	119	96	60	330	148	66	261	159	177	129	195	624
	81%	88%	90%	92%	86%	61%	93%	81%	80%	83%	86%	83%	81%
		E*	E*	E*	E		E*						
The 35th anniversary of the Canadian Charter of Rights and Freedoms	793	116	97	55	305	158	62	263	148	164	121	196	597
	79%	86%	91%	83%	79%	66%	87%	81%	74%	76%	81%	83%	78%
		E*	DE*	E*	E		E*						
The 100th anniversary of the battle of Vimy Ridge	751	112	94	59	323	99	63	237	145	158	120	175	576
	75%	83%	88%	91%	84%	41%	89%	73%	73%	74%	80%	74%	75%
		E*	E*	E*	E		E*						
The 50th anniversary of the Canadian Flag	739	106	87	50	300	135	62	252	139	151	108	182	557
	73%	78%	81%	77%	78%	56%	87%	78%	70%	71%	72%	77%	72%
		E*	E*	E*	E		E*						
The 200th anniversary of the War of 1812	603	83	76	44	261	87	51	204	112	126	95	158	445
	60%	62%	71%	68%	68%	36%	72%	63%	56%	59%	63%	67%	58%
		E*	E*	E*	E		E*					L	

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3. How important are the following anniversaries or commemorations? - Bottom 2 Box Summary

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
The 200th anniversary of the War of 1812	403	52	31	21	124	155	20	119	88	88	56	78	326
	40%	38%	29%	32%	32%	64%	28%	37%	44%	41%	37%	33%	42%
		*	*	*		ABCDF	*						K
The 50th anniversary of the Canadian Flag	267	29	20	15	86	107	9	71	60	63	42	54	213
	27%	22%	19%	23%	22%	44%	13%	22%	30%	29%	28%	23%	28%
		*	*	*		ABCDF	*						
The 100th anniversary of the battle of Vimy Ridge	255	23	13	6	62	143	8	86	54	56	30	61	194
	25%	17%	12%	9%	16%	59%	11%	27%	27%	26%	20%	26%	25%
		*	*	*		ABCDF	*						
The 35th anniversary of the Canadian Charter of Rights and Freedoms	213	18	10	11	81	83	9	61	51	51	29	40	173
	21%	14%	9%	17%	21%	34%	13%	19%	26%	24%	19%	17%	22%
		*	*	*	B	ABCDF	*						
The 100th anniversary of the end of the First World War	187	16	11	6	55	94	5	63	40	37	21	40	147
	19%	12%	10%	8%	14%	39%	7%	19%	20%	17%	14%	17%	19%
		*	*	*		ABCDF	*						
The 150th anniversary of the Confederation of Canada	128	5	6	4	28	84	3	40	29	32	13	32	97
	13%	3%	5%	6%	7%	35%	4%	12%	15%	15%	9%	13%	13%
		*	*	*		ABCDF	*						

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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4. Which of the following do you consider to be the most formative or foundational moment for Canada:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
The Battle of Vimy Ridge	101	16	15	11	50	6	3	22	28	22	22	22	80
	10%	12%	14%	17%	13%	2%	4%	7%	14%	10%	15%	9%	10%
		E*	E*	EF*	E		*		G		G		
The Last Spike of the Canadian Pacific Railway	36	2	5	5	13	7	2	10	5	7	9	5	31
	4%	2%	5%	8%	3%	3%	3%	3%	2%	3%	6%	2%	4%
		*	*	*			*						
The repatriation of the Canadian Constitution	63	5	13	4	18	21	2	16	15	19	5	17	46
	6%	4%	13%	6%	5%	9%	3%	5%	7%	9%	4%	7%	6%
		*	ADF*	*			*						
The creation of the Charter of Rights and Freedoms	332	46	31	16	104	113	23	136	50	72	41	78	254
	33%	34%	29%	24%	27%	47%	32%	42%	25%	33%	27%	33%	33%
		*	*	*		ABCD	*	HJ					
Terry Fox's cross-Canada marathon	93	15	10	6	45	3	14	36	14	21	9	28	66
	9%	11%	9%	9%	12%	1%	20%	11%	7%	10%	6%	12%	9%
		E*	E*	E*	E		E*						
Confederation	380	51	32	23	156	91	27	103	88	74	64	86	294
	38%	38%	30%	36%	40%	38%	38%	32%	44%	35%	42%	37%	38%
		*	*	*			*		G		G		
Sigma	1006	135	107	65	386	242	72	323	199	214	150	236	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5. On April 9th, Canada will commemorate the 100th anniversary of the Battle of Vimy Ridge, which took place in France during the First World War. Which of the following will you do to commemorate the occasion?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
Visit the Vimy Ridge memorial in France sometime this year	29 3%	7 5%	3 3%	3 5%	4 1%	9 4%	3 4%	12 4%	3 2%	6 3%	4 3%	9 4%	20 3%
		D*	*	*			*						
Attend a local Vimy event in my community on April 9th	72 7%	21 15%	14 13%	2 4%	21 5%	9 4%	5 7%	28 9%	13 7%	15 7%	14 9%	21 9%	51 7%
		CDE*	DE*	*			*						
Visit a cenotaph on April 9th	61 6%	15 11%	8 7%	6 8%	19 5%	7 3%	6 8%	31 9%	10 5%	9 4%	9 6%	10 4%	51 7%
		DE*	*	*			*	I					
Wear a Vimy pin leading up to April 9th	96 10%	25 19%	9 8%	2 3%	38 10%	16 6%	6 8%	36 11%	23 11%	19 9%	12 8%	25 11%	71 9%
		BCDE*	*	*			*						
Observe 2 minutes of silence on April 9th	357 36%	48 36%	54 50%	27 42%	151 39%	46 19%	31 43%	107 33%	76 38%	71 33%	68 45%	82 35%	275 36%
		E*	E*	E*	E		E*				GI		
Watch the Vimy Ridge ceremony broadcast on TV	277 28%	41 30%	35 33%	20 30%	112 29%	49 20%	21 29%	91 28%	55 28%	53 25%	48 32%	45 19%	232 30%
		*	E*	*	E		*						K
Read more about the Battle of Vimy Ridge and its significance	246 24%	42 31%	34 31%	14 22%	96 25%	44 18%	16 22%	66 20%	52 26%	55 26%	48 32%	55 23%	191 25%
		E*	E*	*			*				G		
Talk with family or friends about the Battle of Vimy Ridge	142 14%	24 18%	21 19%	15 23%	65 17%	9 4%	8 11%	51 16%	20 10%	29 14%	28 19%	40 17%	102 13%
		E*	E*	E*	E		E*				H		
None of the above	355 35%	43 32%	28 26%	19 29%	113 29%	132 55%	20 28%	123 38%	65 33%	75 35%	34 23%	87 37%	268 35%
		*	*	*		ABCDF	*	J		J			
Sigma	1636 163%	267 198%	205 192%	109 167%	620 161%	321 133%	114 160%	544 168%	317 159%	334 156%	266 177%	374 159%	1262 164%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

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6. It has been argued by historians that the Battle of Vimy Ridge was the birthplace of a nation, since it was the first battle in which all four Canadian military divisions fought together, and was considered Canada's first military victory. Others have said that it's no more important than other battles or campaigns that Canadians have fought in over the years, such as Passchendaele, Dieppe, Juno Beach or Afghanistan. Which of the following is closest to your point of view:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
The Battle of Vimy Ridge is singularly important to Canada's history and identity	492	65	56	36	203	89	43	155	105	102	82	117	375
	49%	48%	52%	55%	53%	37%	60%	48%	53%	48%	55%	49%	49%
		*	E*	E*	E		E*						
The Battle of Vimy Ridge is important to Canada, but no more than other significant battle	514	70	51	30	183	152	29	168	94	112	68	119	395
	51%	52%	48%	45%	47%	63%	40%	52%	47%	52%	45%	51%	51%
		*	*	*		BCDF	*						
Sigma	1006	135	107	65	386	242	72	323	199	214	150	236	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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7. How do you think we'll remember the Vimy Ridge in the future, as we get further away from the year of the Battle:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	128	108	65	374	249	82	261	196	242	188	245	761
Base: All Respondents (wtd)	1006	135	107	65	386	242	72	323	199	214	150	236	770
It will become even more important to remember Vimy, as more time passes	517	68	67	28	210	100	44	165	96	112	86	126	391
	51%	50%	63%	42%	55%	41%	62%	51%	48%	52%	57%	53%	51%
		*	CE*	*	E		E*						
It won't be as important to remember, as more time passes	489	67	39	38	175	141	27	158	103	102	65	110	379
	49%	50%	37%	58%	45%	59%	38%	49%	52%	48%	43%	47%	49%
		*	*	B*		BDF	*						
Sigma	1006	135	107	65	386	242	72	323	199	214	150	236	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

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