

Please tell me whether you agree or disagree with each of the following statements.

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
Base: All respondents Weighted	1000	150	100	100	300	251	99	493	507	288	412	280
	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Americans do a better job of celebrating their accomplishments than Canadians.												
Strongly agree	476	75	38	32	212	95	25	252	224	136	187	140
	48%	57%	42%	46%	56%	38%	30%	51%	44%	40%	50%	52%
Somewhat agree	263	40	20	20	87	69	28	130	133	100	91	70
	26%	31%	22%	29%	23%	28%	34%	27%	26%	30%	25%	26%
Somewhat disagree	136	6	17	9	39	49	15	51	84	58	48	27
	14%	5%	19%	13%	10%	20%	18%	10%	17%	17%	13%	10%
Strongly disagree	110	8	15	7	34	35	11	49	60	41	37	28
	11%	6%	17%	11%	9%	14%	13%	10%	12%	12%	10%	10%
(DK/NS)	16	2	1	1	6	3	3	7	9	3	6	7
	2%	2%	1%	1%	2%	1%	4%	1%	2%	1%	2%	3%
Summary												
Top2Box [Strongly/Somewhat agree]	739	115	58	53	298	164	52	382	357	237	278	210
	74%	88%	64%	75%	79%	65%	64%	78%	70%	70%	75%	77%
Low2Box [Somewhat/Strongly disagree]	245	14	32	17	73	84	26	101	145	98	86	55
	25%	11%	35%	24%	19%	33%	32%	21%	28%	29%	23%	20%

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
Base: All respondents Weighted	1000	150	100	100	300	251	99	493	507	288	412	280
	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Canadians are too modest about their accomplishments.												
Strongly agree	412	55	38	24	177	92	27	199	212	119	147	139
	41%	42%	42%	34%	47%	37%	33%	41%	42%	35%	40%	51%
Somewhat agree	341	43	25	28	116	91	38	174	167	108	139	85
	34%	33%	28%	40%	31%	36%	47%	36%	33%	32%	38%	31%
Somewhat disagree	175	27	20	13	54	47	13	80	95	86	60	29
	17%	21%	22%	19%	14%	19%	17%	16%	19%	25%	16%	11%
Strongly disagree	57	2	6	5	26	16	2	27	30	19	21	15
	6%	1%	7%	7%	7%	6%	3%	6%	6%	6%	6%	5%
(DK/NS)	15	4	1	0	5	5	1	9	6	6	3	4
	2%	3%	1%	-	1%	2%	1%	2%	1%	2%	1%	1%
Summary												
Top2Box [Strongly/Somewhat agree]	753	98	63	52	292	183	64	374	379	227	286	224
	75%	75%	70%	74%	78%	73%	79%	76%	74%	67%	77%	82%
Low2Box [Somewhat/Strongly disagree]	232	29	26	18	80	63	16	107	125	104	80	44
	23%	22%	29%	26%	21%	25%	19%	22%	25%	31%	22%	16%

As a country, do you think we do... when it comes to recognizing the accomplishments of great Canadians?

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	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
Base: All respondents	1000	150	100	100	300	251	99	493	507	288	412	280
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Too little	528	77	47	41	235	84	44	263	265	172	198	145
	53%	59%	52%	59%	62%	34%	54%	54%	52%	51%	54%	53%
About the right amount	405	47	40	23	117	143	35	188	217	143	145	111
	40%	36%	44%	33%	31%	57%	43%	38%	43%	43%	39%	41%
Too much	47	4	3	4	19	16	1	28	19	15	20	11
	5%	3%	4%	6%	5%	6%	1%	6%	4%	4%	5%	4%
(DK/NS)	20	3	0	2	6	8	2	11	9	7	6	5
	2%	2%	-	3%	2%	3%	2%	2%	2%	2%	2%	2%

Please tell me whether you agree or disagree with each of the following statements.

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
Base: All respondents	1000	150	100	100	300	251	99	493	507	288	412	280
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Americans have more important people and accomplishments to celebrate than Canadians.												
Strongly agree	116	17	8	5	48	32	6	64	51	31	45	37
	12%	13%	9%	7%	13%	13%	7%	13%	10%	9%	12%	14%
Somewhat agree	168	20	8	13	73	44	10	92	76	62	52	52
	17%	15%	9%	19%	19%	18%	12%	19%	15%	18%	14%	19%
Somewhat disagree	220	23	20	17	71	66	24	105	116	65	85	67
	22%	18%	22%	24%	19%	26%	30%	21%	23%	19%	23%	25%
Strongly disagree	487	68	54	35	183	107	41	226	262	177	184	113
	49%	52%	60%	50%	48%	43%	51%	46%	51%	52%	50%	42%
(DK/NS)	8	2	0	1	2	3	0	3	5	2	3	3
	1%	2%	-	1%	1%	1%	-	1%	1%	1%	1%	1%
Summary												
Top2Box [Strongly/Somewhat agree]	284	37	16	18	121	76	16	157	127	93	97	89
	28%	28%	18%	26%	32%	30%	19%	32%	25%	27%	26%	33%
Low2Box [Somewhat/Strongly disagree]	708	91	74	51	254	172	65	331	377	242	270	181
	71%	70%	82%	73%	67%	69%	81%	67%	74%	72%	73%	66%

Is it more important to YOU to ...?

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	150	100	100	300	251	99	493	507	288	412	280
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Take private satisfaction in your accomplishments	813	108	72	54	308	207	64	394	419	261	311	230
	81%	83%	80%	77%	82%	83%	79%	80%	82%	77%	84%	84%
Receive public recognition for your accomplishments	175	22	16	15	68	39	15	91	84	71	55	39
	18%	17%	17%	21%	18%	16%	19%	19%	17%	21%	15%	14%
(DK/NS)	12	1	2	1	1	5	2	5	7	5	4	3
	1%	1%	3%	2%	0	2%	2%	1%	1%	2%	1%	1%

There are many things that might make someone a great Canadian. Some of the people who become great Canadians are Olympic athletes, famous artists, scientists or political figures. Please tell me which of the following is MOST important in determining whether someone is a great Canadian. - TOTAL MENTIONS

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
Base: All respondents Weighted	1000	150	100	100	300	251	99	493	507	288	412	280
	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Contributing to the advancement of human knowledge	819	114	78	49	299	211	68	396	422	275	315	210
	82%	87%	87%	70%	79%	84%	84%	81%	83%	82%	85%	77%
Making a contribution to the local community	768	98	71	56	287	192	63	377	391	272	285	197
	77%	75%	79%	80%	76%	76%	78%	77%	77%	81%	77%	72%
Strengthening our national identity	708	92	67	54	279	156	61	339	368	234	265	195
	71%	70%	74%	77%	74%	62%	75%	69%	72%	69%	72%	72%
Making Canada known on an international stage	624	73	51	42	226	182	50	320	304	220	221	174
	62%	56%	56%	61%	60%	73%	61%	65%	60%	65%	60%	64%
(DK/NS)	17	4	1	3	8	1	0	7	10	3	5	8
	2%	3%	1%	4%	2%	0	-	1%	2%	1%	1%	3%

Which is a greater accomplishment...?

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
Base: All respondents Weighted	1000	150	100	100	300	251	99	493	507	288	412	280
	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Winning a Nobel Prize	783	103	66	53	306	196	60	397	386	254	300	210
	78%	79%	73%	75%	81%	78%	74%	81%	76%	75%	81%	77%
Winning a gold medal at the Olympics	202	26	22	16	63	53	21	90	112	80	66	55
	20%	20%	24%	23%	17%	21%	26%	18%	22%	24%	18%	20%
(DK/NS)	15	1	2	1	9	2	0	4	11	3	4	7
	2%	0	3%	2%	2%	1%	-	1%	2%	1%	1%	2%

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
Base: All respondents Weighted	1000	150	100	100	300	251	99	493	507	288	412	280
	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Having a hit record	256	34	22	18	88	73	20	140	115	117	92	43
	26%	26%	25%	26%	23%	29%	25%	29%	23%	35%	25%	16%
Having a best-selling novel	720	95	64	49	279	171	61	342	378	216	271	215
	72%	73%	71%	70%	74%	68%	75%	70%	74%	64%	73%	79%
(DK/NS)	25	2	4	3	10	7	0	8	16	4	6	14
	2%	1%	4%	4%	3%	3%	-	2%	3%	1%	2%	5%

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
Base: All respondents Weighted	1000	150	100	100	300	251	99	493	507	288	412	280
	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Becoming the Prime Minister of Canada	588	87	53	45	252	101	50	300	288	212	214	148
	59%	67%	59%	64%	67%	40%	62%	61%	56%	63%	58%	54%
Becoming a professional athlete	379	41	34	21	110	144	29	179	200	121	144	110
	38%	32%	37%	30%	29%	57%	36%	37%	39%	36%	39%	40%
(DK/NS)	32	2	3	4	15	6	2	10	22	4	11	14
	3%	1%	4%	6%	4%	3%	2%	2%	4%	1%	3%	5%

Which is a greater accomplishment...?

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
Base: All respondents	1000	150	100	100	300	251	99	493	507	288	412	280
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Becoming the CEO of a big business	465	50	44	31	158	151	32	245	221	176	169	117
	47%	38%	49%	44%	42%	60%	39%	50%	43%	52%	46%	43%
Becoming a famous artist	514	80	43	36	208	96	49	236	277	157	197	145
	51%	62%	48%	52%	55%	38%	61%	48%	54%	47%	53%	53%
(DK/NS)	21	1	2	3	12	4	0	9	12	4	4	11
	2%	0	3%	4%	3%	2%	-	2%	2%	1%	1%	4%

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
Base: All respondents	1000	150	100	100	300	251	99	493	507	288	412	280
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Being in the newspaper	361	46	34	21	148	75	36	185	175	117	131	107
	36%	35%	38%	30%	39%	30%	45%	38%	34%	35%	35%	39%
Being on TV	585	81	51	45	202	163	42	279	306	217	217	141
	58%	62%	57%	64%	54%	65%	52%	57%	60%	64%	59%	52%
(DK/NS)	54	4	5	5	27	13	2	26	28	4	22	25
	5%	3%	5%	6%	7%	5%	3%	5%	6%	1%	6%	9%