

Detailed Tables

Please name Canada's most monumental landmark. Please name two more of Canada's most monumental landmarks. TOTAL MENTIONS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base

	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	135	100	100	335	230	100	462	538	276	427	264
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	385	294
CN Tower	439 44%	53 40%	40 41%	20 30%	220 58%	73 29%	33 42%	257 53%	182 35%	150 51%	188 49%	94 32%
Niagara Falls	334 33%	46 35%	26 27%	17 25%	166 44%	61 25%	18 23%	159 33%	174 34%	85 29%	137 36%	104 35%
The Canadian Rockies	320 32%	56 42%	40 41%	31 46%	115 30%	55 22%	24 31%	155 32%	164 32%	85 29%	125 32%	100 34%
Parliament Buildings in Ottawa	256 26%	36 27%	30 31%	22 33%	111 29%	25 10%	32 41%	125 26%	131 25%	62 21%	117 30%	71 24%
Banff National Park	53 5%	8 6%	11 11%	5 7%	17 5%	11 4%	1 1%	35 7%	18 3%	6 2%	20 5%	25 8%
Great Lakes	34 3%	10 7%	4 5%	2 3%	13 3%	5 2%	1 1%	24 5%	10 2%	13 4%	15 4%	5 2%
Olympic Stadium	25 3%	0 -	0 -	0 -	1 0	23 9%	1 1%	19 4%	6 1%	11 4%	7 2%	7 2%
Perce Rock	24 2%	1 1%	0 -	1 1%	4 1%	17 7%	1 1%	15 3%	8 2%	2 1%	12 3%	9 3%
Skydome	21 2%	1 1%	2 2%	1 1%	16 4%	0 -	1 1%	8 2%	13 2%	10 4%	6 2%	4 1%
Bay of Fundy	19 2%	3 2%	2 2%	1 1%	11 3%	2 1%	2 2%	12 2%	8 2%	5 2%	6 2%	8 3%
Old Quebec	18 2%	3 2%	0 -	1 1%	4 1%	10 4%	0 -	6 1%	11 2%	4 1%	5 1%	9 3%
PEI's Confederation Bridge	17 2%	6 5%	2 2%	0 -	6 2%	1 0	3 4%	10 2%	7 1%	6 2%	8 2%	3 1%
St. Lawrence seaway	14 1%	2 2%	1 1%	4 5%	6 2%	2 1%	0 -	8 2%	6 1%	2 1%	3 1%	9 3%
LaRonde Park in Montreal	14 1%	0 -	0 -	0 -	0 -	14 6%	0 -	7 2%	7 1%	4 1%	4 1%	6 2%
Chateau Frontenac	14 1%	2 2%	1 1%	1 1%	4 1%	6 2%	0 -	9 2%	5 1%	4 1%	5 1%	5 2%

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Please name Canada's most monumental landmark. Please name two more of Canada's most monumental landmarks. TOTAL MENTIONS

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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
Peggy's Cove	13 1%	0 -	2 2%	4 6% ADE	3 1%	3 1%	1 2%	9 2%	4 1%	1 0	3 1%	9 3% IJ
West Edmonton Mall	12 1%	1 1%	4 4% DE	2 3% D	1 0	2 1%	1 2%	9 2%	3 1%	5 2%	6 2%	1 0
Big Nickel in Sudbury	11 1%	0 -	0 -	1 1%	11 3% E	0 -	0 -	7 1%	5 1%	4 1%	5 1%	3 1%
Calgary Tower	11 1%	0 -	9 9% ACDEF	1 2% D	0 -	1 0	0 -	6 1%	5 1%	2 1%	5 1%	2 1%
Signal Hill	7 1%	0 -	0 -	0 -	2 1%	0 -	5 6% ABCDE	4 1%	3 1%	4 1%	2 0	1 0
Parc de La Mauricie	2 0	0 -	0 -	0 -	0 -	2 1%	0 -	2 0	0 -	2 1%	0 -	0 -
Other	328 33%	36 27%	33 35%	19 28%	104 27%	117 47% ABCDEF	18 24%	178 37% H	150 29%	83 28%	139 36% I	101 34%
None	4 0	2 1%	0 -	0 -	1 0	2 1%	0 -	2 0	3 1%	1 0	1 0	2 1%
(DK/NS)	145 15%	20 15%	11 11%	11 16%	40 11%	49 20% D	14 18% D	47 10%	99 19% G	54 19% J	39 10%	42 14%

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Please name Canada's most monumental landmark. Please name two more of Canada's most monumental landmarks. TOTAL MENTIONS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1000	106	213	362	311	211	318	318
Weighted	1000	111*	207	357	317	217	306	322
CN Tower	439 44%	30 27%	91 44% A	164 46% A	149 47% A	80 37%	127 41%	178 55% EF
Niagara Falls	334 33%	24 22%	60 29%	121 34% A	125 40% AB	49 23%	94 31%	137 43% EF
The Canadian Rockies	320 32%	16 14%	55 27% A	126 35% AB	119 38% AB	47 22%	102 33% E	121 38% E
Parliament Buildings in Ottawa	256 26%	23 21%	40 19%	97 27% B	93 29% B	47 22%	81 26%	92 29%
Banff National Park	53 5%	5 5%	9 4%	18 5%	20 6%	7 3%	12 4%	23 7%
Great Lakes	34 3%	0 -	5 2%	11 3%	18 6% A	6 3%	10 3%	17 5%
Olympic Stadium	25 3%	0 -	8 4% A	9 3%	8 2%	7 3%	6 2%	12 4%
Perce Rock	24 2%	2 1%	2 1%	12 3%	8 3%	2 1%	8 3%	10 3%
Skydome	21 2%	0 -	5 2%	9 2%	7 2%	4 2%	6 2%	7 2%
Bay of Fundy	19 2%	1 1%	2 1%	7 2%	9 3%	3 1%	3 1%	12 4% F
Old Quebec	18 2%	3 3%	1 1%	5 1%	9 3%	4 2%	8 3% G	2 1%
PEI's Confederation Bridge	17 2%	1 1%	3 1%	10 3%	4 1%	6 3%	4 1%	7 2%
St. Lawrence seaway	14 1%	1 1%	4 2%	4 1%	5 2%	4 2%	3 1%	4 1%
LaRonde Park in Montreal	14 1%	4 4% D	2 1%	7 2%	2 1%	4 2%	3 1%	5 1%
Chateau Frontenac	14 1%	0 -	1 1%	4 1%	8 3%	2 1%	4 1%	8 2%
Peggy's Cove	13 1%	1 1%	1 1%	3 1%	8 2%	3 2%	5 2%	4 1%
West Edmonton Mall	12 1%	1 1%	3 1%	5 1%	3 1%	1 1%	3 1%	7 2%

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Please name Canada's most monumental landmark. Please name two more of Canada's most monumental landmarks. TOTAL MENTIONS

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Big Nickel in Sudbury	11 1%	0 -	2 1%	6 2%	3 1%	2 1%	5 2%	3 1%
Calgary Tower	11 1%	1 1%	1 1%	5 1%	3 1%	1 0	4 1%	3 1%
Signal Hill	7 1%	0 -	2 1%	4 1%	1 0	1 1%	2 1%	3 1%
Parc de La Mauricie	2 0	0 -	1 0	1 0	0 -	1 0	1 0	0 -
Other	328 33%	35 32%	64 31%	118 33%	109 34%	70 32%	111 36%	103 32%
None	4 0	1 1%	1 0	3 1%	0 -	0 -	2 1%	1 0
(DK/NS)	145 15%	39 35% BCD	44 21% CD	37 10%	26 8%	55 25% FG	43 14% G	17 5%

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Which of the following monumental landmarks most symbolizes Canada?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	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 Weighted	1000	135	100	100	335	230	100	462	538	276	427	264
	1000	132	97*	68*	379	247	77*	483	517	293	385	294
The Canadian Rockies	323 32%	77 58% CDEF	58 60% CDEF	24 36% D	64 17%	80 32% D	21 27% D	151 31%	173 33%	92 31%	134 35%	90 31%
Parliament Buildings in Ottawa	285 28%	31 23%	20 20%	22 32%	118 31% B	74 30%	22 28%	136 28%	148 29%	79 27%	117 30%	85 29%
Niagara Falls	263 26%	15 11%	16 16%	16 24% A	126 33% ABF	76 31% ABF	14 18%	130 27%	132 26%	80 27%	80 21%	91 31% J
CN Tower	92 9%	3 2%	4 4%	4 6%	52 14% ABCE	16 6%	15 19% ABCE	44 9%	49 9%	33 11% K	41 11% K	15 5%
Calgary Tower	7 1%	1 1%	0 -	2 3%	2 1%	2 1%	0 -	6 1% H	1 0	1 0	3 1%	1 0
(DK/NS)	30 3%	6 5% BCE	0 -	0 -	18 5% BCE	0 -	6 8% BCE	16 3%	14 3%	9 3%	9 2%	11 4%

Which of the following monumental landmarks most symbolizes Canada?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	EDUCATION				INCOME			
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	106	213	362	311	211	318	318
	1000	111*	207	357	317	217	306	322
The Canadian Rockies	323 32%	22 20%	57 28%	134 38% AB	107 34% A	60 28%	111 36% E	106 33%
Parliament Buildings in Ottawa	285 28%	25 22%	65 32%	90 25%	102 32%	65 30%	78 25%	94 29%
Niagara Falls	263 26%	46 42% CD	63 30% D	87 24%	66 21%	61 28%	83 27%	72 22%
CN Tower	92 9%	15 14%	16 7%	32 9%	28 9%	27 13%	24 8%	31 10%
Calgary Tower	7 1%	1 1%	1 1%	2 1%	2 1%	1 0	1 0	2 1%
(DK/NS)	30 3%	1 1%	5 2%	12 3%	12 4%	3 1%	8 3%	17 5% E

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Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	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: British Columbia respondents	135	135	0	0	0	0	0	61	74	34	43	54
Weighted	132	132	-.**	-.**	-.**	-.**	-.**	64*	68*	38*	51*	40*
The Rockies	5 4%	5 4%	0 -	0 -	0 -	0 -	0 -	2 3%	3 4%	0 -	4 9%	1 2%
Golden Boy in Winnipeg/ Manitoba Legislature	1 1%	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 2%
CN Tower in Toronto	1 1%	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 2%
Niagara Falls	1 1%	1 1%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 2%
Other	90 68%	90 68%	0 -	0 -	0 -	0 -	0 -	45 71%	45 66%	25 65%	38 74%	27 68%
None	1 1%	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 2%
(DK/NS)	34 26%	34 26%	0 -	0 -	0 -	0 -	0 -	16 25%	18 26%	13 35%	9 17%	9 22%

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

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	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: British Columbia respondents	135	10	31	54	37	27	45	46
Weighted	132	10**	28**	55*	36*	27**	43*	47*
The Rockies	5 4%	0 -	3 12%	2 3%	0 -	1 4%	2 5%	2 4%
Golden Boy in Winnipeg/ Manitoba Legislature	1 1%	0 -	1 3%	0 -	0 -	1 3%	0 -	0 -
CN Tower in Toronto	1 1%	0 -	0 -	0 -	1 2%	0 -	0 -	0 -
Niagara Falls	1 1%	1 7%	0 -	0 -	0 -	0 -	0 -	1 1%
Other	90 68%	6 62%	14 50%	46 84% D	23 63%	15 57%	36 85% G	31 65%
None	1 1%	1 8%	0 -	0 -	0 -	0 -	0 -	1 2%
(DK/NS)	34 26%	2 23%	10 35%	7 13%	13 35% C	10 37%	5 11%	13 28%

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Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	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: Alberta respondents	100	0	100	0	0	0	0	52	48	33	43	24
Weighted	97*	-.**	97*	-.**	-.**	-.**	-.**	48*	49*	32*	41*	24**
Calgary Tower	13 13%	0 -	13 13%	0 -	0 -	0 -	0 -	7 15%	6 11%	4 14%	5 13%	3 12%
The Rockies	11 11%	0 -	11 11%	0 -	0 -	0 -	0 -	4 8%	7 15%	1 4%	5 12%	5 19%
CN Tower in Toronto	2 3%	0 -	2 3%	0 -	0 -	0 -	0 -	2 5%	0 -	0 -	2 4%	1 3%
Pysanka Easter Egg - Vegreville, AB	2 2%	0 -	2 2%	0 -	0 -	0 -	0 -	0 -	2 5%	0 -	2 6%	0 -
Niagara Falls	1 1%	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 2%	0 -	1 3%	0 -
Giant Dinosaur - Drumheller, AB	1 1%	0 -	1 1%	0 -	0 -	0 -	0 -	1 2%	0 -	0 -	1 2%	0 -
Golden Boy in Winnipeg/ Manitoba Legislature	1 1%	0 -	1 1%	0 -	0 -	0 -	0 -	1 2%	0 -	0 -	1 2%	0 -
Other	42 44%	0 -	42 44%	0 -	0 -	0 -	0 -	23 48%	19 40%	16 51%	15 37%	11 45%
(DK/NS)	24 24%	0 -	24 24%	0 -	0 -	0 -	0 -	10 21%	13 27%	10 31%	9 21%	5 21%

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Alberta respondents	100	7	24	39	30	14	35	35
Weighted	97*	7**	25**	37*	28**	13**	34*	33*
Calgary Tower	13 13%	0 -	2 10%	5 14%	5 17%	2 13%	5 14%	6 18%
The Rockies	11 11%	1 12%	1 5%	5 15%	3 12%	5 35%	3 8%	2 7%
CN Tower in Toronto	2 3%	0 -	1 3%	2 4%	0 -	0 -	1 2%	2 5%
Pysanka Easter Egg - Vegreville, AB	2 2%	0 -	0 -	1 3%	1 4%	0 -	0 -	0 -
Niagara Falls	1 1%	0 -	0 -	1 3%	0 -	0 -	0 -	0 -
Giant Dinosaur - Drumheller, AB	1 1%	0 -	0 -	0 -	1 3%	0 -	0 -	1 2%
Golden Boy in Winnipeg/ Manitoba Legislature	1 1%	0 -	0 -	0 -	1 3%	0 -	0 -	1 2%
Other	42 44%	2 37%	13 52%	17 45%	10 36%	2 18%	18 53%	14 44%
(DK/NS)	24 24%	3 51%	8 30%	6 16%	7 24%	4 34%	8 23%	7 21%

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION						GENDER		AGE		
		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: Saskatchewan respondents Weighted	47	0	0	47	0	0	0	24	23	16	16	12
	33*	_*	_*	33*	_*	_*	_*	17**	16**	13**	9**	9**
Niagara Falls	1 2%	0 -	0 -	1 2%	0 -	0 -	0 -	0 -	1 5%	1 6%	0 -	0 -
CN Tower in Toronto	1 2%	0 -	0 -	1 2%	0 -	0 -	0 -	0 -	1 3%	0 -	1 6%	0 -
Other	21 65%	0 -	0 -	21 65%	0 -	0 -	0 -	13 76%	8 53%	7 52%	8 88%	6 67%
(DK/NS)	10 31%	0 -	0 -	10 31%	0 -	0 -	0 -	4 24%	6 39%	5 42%	1 7%	3 33%

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Saskatchewan respondents Weighted	47	7	15	20	5	13	19	8
	33*	5**	10**	15**	3**	9**	13**	6**
Niagara Falls	1 2%	1 15%	0 -	0 -	0 -	1 8%	0 -	0 -
CN Tower in Toronto	1 2%	0 -	0 -	1 4%	0 -	0 -	1 4%	0 -
Other	21 65%	3 58%	5 55%	11 74%	2 59%	6 59%	9 72%	4 64%
(DK/NS)	10 31%	1 27%	4 45%	3 22%	1 41%	3 32%	3 23%	2 36%

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	Total	REGION						GENDER		AGE		
		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: Manitoba respondents Weighted	53	0	0	53	0	0	0	24	29	9	25	16
	35*	_*	_*	35*	_*	_*	_*	16**	19**	7**	14**	12**
Golden Boy in Winnipeg/ Manitoba Legislature	9	0	0	9	0	0	0	4	5	2	4	3
	26%	-	-	26%	-	-	-	25%	27%	22%	28%	25%
Other	18	0	0	18	0	0	0	8	10	3	7	6
	51%	-	-	51%	-	-	-	49%	52%	45%	52%	51%
(DK/NS)	8	0	0	8	0	0	0	4	4	2	3	3
	23%	-	-	23%	-	-	-	26%	21%	33%	20%	24%

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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Manitoba respondents Weighted	53	11	9	11	22	12	18	11
	35*	8**	6**	7**	14**	9**	12**	7**
Golden Boy in Winnipeg/ Manitoba Legislature	9	2	3	1	4	2	4	3
	26%	27%	45%	7%	28%	18%	39%	38%
Other	18	3	1	6	8	6	4	3
	51%	37%	21%	77%	57%	65%	35%	44%
(DK/NS)	8	3	2	1	2	2	3	1
	23%	36%	33%	15%	15%	18%	27%	17%

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Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	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: Ontario respondents	335	0	0	0	335	0	0	151	184	88	150	82
Weighted	379	-.**	-.**	-.**	379	-.**	-.**	182	197	112*	142	110*
CN Tower in Toronto	49 13%	0 -	0 -	0 -	49 13%	0 -	0 -	25 14%	23 12%	15 14%	19 14%	12 11%
Niagara Falls	18 5%	0 -	0 -	0 -	18 5%	0 -	0 -	8 5%	10 5%	5 5%	7 5%	4 4%
Parliament Buildings in Ottawa	11 3%	0 -	0 -	0 -	11 3%	0 -	0 -	7 4%	4 2%	3 2%	5 4%	1 1%
The Big Nickel - Sudbury, ON	9 2%	0 -	0 -	0 -	9 2%	0 -	0 -	5 3%	4 2%	1 1%	5 4%	3 2%
Terry Fox Monument	7 2%	0 -	0 -	0 -	7 2%	0 -	0 -	0 -	7 4% G	3 2%	2 1%	3 2%
Signal Hill in St.John's	3 1%	0 -	0 -	0 -	3 1%	0 -	0 -	1 1%	1 1%	1 1%	0 -	0 -
Olympic Stadium	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 1%	0 -	1 1%	0 -	0 -
Calgary Tower	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 1%	0 -	0 -	1 1%	0 -
The Rockies	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 1%	0 -	0 -	1 1%	0 -
Other	163 43%	0 -	0 -	0 -	163 43%	0 -	0 -	90 49% H	73 37%	39 35%	59 41%	62 56% IJ
None	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 1%	0 -
(DK/NS)	115 30%	0 -	0 -	0 -	115 30%	0 -	0 -	42 23%	72 37% G	43 38% K	42 29%	26 23%

Detailed Tables

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Ontario respondents	335	29	68	114	120	58	79	132
Weighted	379	36**	75*	128	137	70*	89*	145
CN Tower in Toronto	49 13%	5 14%	10 14%	15 12%	18 13%	4 6%	15 17%	25 18% E
Niagara Falls	18 5%	0 -	5 6%	8 6%	6 4%	3 4%	4 4%	6 4%
Parliament Buildings in Ottawa	11 3%	0 -	2 3%	4 3%	3 3%	4 6%	1 1%	4 3%
The Big Nickel - Sudbury, ON	9 2%	0 -	3 4%	3 2%	4 3%	2 3%	4 4%	1 1%
Terry Fox Monument	7 2%	1 4%	2 3%	1 1%	2 2%	3 4%	3 3%	1 1%
Signal Hill in St.John's	3 1%	1 3%	0 -	0 -	1 1%	0 -	0 -	3 2%
Olympic Stadium	1 0	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%
Calgary Tower	1 0	0 -	0 -	0 -	1 1%	1 2%	0 -	0 -
The Rockies	1 0	0 -	0 -	1 1%	0 -	0 -	1 1%	0 -
Other	163 43%	18 50%	31 41%	47 37%	65 48%	32 46%	34 39%	63 44%
None	1 0	1 2%	0 -	0 -	0 -	1 1%	0 -	0 -
(DK/NS)	115 30%	10 27%	22 29%	48 38% D	34 25%	20 29%	27 30%	40 27%

Detailed Tables

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	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: Quebec respondents	230	0	0	0	0	230	0	105	125	68	110	47
Weighted	247	-.**	-.**	-.**	-.**	247	-.**	119	128	70*	98	75*
Parliament Buildings in Ottawa	20 8%	0 -	0 -	0 -	0 -	20 8%	0 -	9 8%	10 8%	6 9%	7 7%	6 9%
Olympic Stadium	15 6%	0 -	0 -	0 -	0 -	15 6%	0 -	9 8%	6 5%	4 6%	5 5%	6 9%
CN Tower in Toronto	6 2%	0 -	0 -	0 -	0 -	6 2%	0 -	4 3%	2 2%	4 6%	2 2%	0 -
Niagara Falls	3 1%	0 -	0 -	0 -	0 -	3 1%	0 -	1 1%	2 2%	0 -	2 2%	2 2%
Bonhomme Carnaval - Qu,bec City, QC	3 1%	0 -	0 -	0 -	0 -	3 1%	0 -	2 2%	1 1%	0 -	2 2%	0 -
The Rockies	2 1%	0 -	0 -	0 -	0 -	2 1%	0 -	2 1%	1 1%	0 -	1 1%	2 2%
Other	131 53%	0 -	0 -	0 -	0 -	131 53%	0 -	65 55%	66 52%	34 49%	56 57%	38 51%
None	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 1%	0 -	0 -	1 1%	0 -
(DK/NS)	65 26%	0 -	0 -	0 -	0 -	65 26%	0 -	25 21%	40 31%	21 31%	23 23%	21 28%

Detailed Tables

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Quebec respondents	230	30	43	84	72	58	79	65
Weighted	247	37**	46*	84*	80*	67*	82*	67*
Parliament Buildings in Ottawa	20 8%	4 10%	4 8%	6 7%	6 8%	9 14%	4 4%	6 8%
Olympic Stadium	15 6%	2 4%	3 7%	5 6%	6 8%	3 4%	3 4%	7 11%
CN Tower in Toronto	6 2%	0 -	0 -	4 5%	2 3%	0 -	4 5%	2 3%
Niagara Falls	3 1%	0 -	0 -	3 4%	0 -	2 2%	1 1%	1 1%
Bonhomme Carnaval - Qu,bec City, QC	3 1%	2 6%	1 2%	0 -	0 -	2 3%	0 -	0 -
The Rockies	2 1%	0 -	0 -	0 -	2 3%	0 -	1 1%	2 2%
Other	131 53%	20 55%	19 42%	44 53%	47 58%	28 42%	46 55%	37 54%
None	1 0	0 -	0 -	1 1%	0 -	0 -	0 -	1 2%
(DK/NS)	65 26%	9 25%	19 42% D	20 24%	17 21%	24 35% G	24 29%	12 19%

Detailed Tables

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	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: New Brunswick respondents Weighted	31	0	0	0	0	0	31	12	19	10	10	11
	24*	_*	_*	_*	_*	_*	24**	10**	14**	8**	8**	9**
CN Tower in Toronto	2 7%	0 -	0 -	0 -	0 -	0 -	2 7%	1 7%	1 6%	0 -	1 9%	1 10%
Signal Hill in St.John's	1 3%	0 -	0 -	0 -	0 -	0 -	1 3%	0 -	1 6%	0 -	1 10%	0 -
Terry Fox Monument	1 3%	0 -	0 -	0 -	0 -	0 -	1 3%	1 7%	0 -	0 -	1 9%	0 -
Other	14 59%	0 -	0 -	0 -	0 -	0 -	14 59%	6 60%	8 58%	5 62%	4 50%	6 64%
(DK/NS)	7 28%	0 -	0 -	0 -	0 -	0 -	7 28%	3 26%	4 30%	3 38%	2 21%	2 26%

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	EDUCATION					INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: New Brunswick respondents Weighted	31	3	7	13	8	8	13	7
	24*	2**	6**	10**	6**	6**	11**	5**
CN Tower in Toronto	2 7%	0 -	0 -	2 16%	0 -	1 15%	0 -	1 14%
Signal Hill in St.John's	1 3%	0 -	0 -	0 -	1 13%	0 -	0 -	1 15%
Terry Fox Monument	1 3%	0 -	0 -	1 7%	0 -	0 -	1 7%	0 -
Other	14 59%	1 61%	4 77%	5 44%	4 67%	3 50%	7 62%	3 60%
(DK/NS)	7 28%	1 39%	1 23%	3 33%	1 21%	2 35%	3 31%	1 11%

Detailed Tables

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION						GENDER		AGE		
		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: Nova Scotia respondents Weighted	39	0	0	0	0	0	39	18	21	6	18	13
	31*	_***	_***	_***	_***	_***	31*	14**	17**	5**	13**	11**
Other	24	0	0	0	0	0	24	10	14	4	10	9
	77%	-	-	-	-	-	77%	70%	83%	77%	73%	85%
(DK/NS)	7	0	0	0	0	0	7	4	3	1	4	2
	23%	-	-	-	-	-	23%	30%	17%	23%	27%	15%

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Nova Scotia respondents Weighted	39	4	9	18	8	14	16	6
	31*	3**	7**	14**	6**	10**	12**	5**
Other	24	3	6	10	5	8	10	3
	77%	100%	80%	71%	74%	76%	82%	56%
(DK/NS)	7	0	1	4	2	3	2	2
	23%	-	20%	29%	26%	24%	18%	44%

Detailed Tables

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	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: Prince Edward Island respondents Weighted	6	0	0	0	0	0	6	5	1	1	3	2
	5*	_*	_*	_*	_*	_*	5**	4**	1**	1**	2**	1**
Other	4	0	0	0	0	0	4	3	1	1	2	1
	86%	-	-	-	-	-	86%	83%	100%	100%	100%	50%
(DK/NS)	1	0	0	0	0	0	1	1	0	0	0	1
	14%	-	-	-	-	-	14%	17%	-	-	-	50%

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Prince Edward Island respondents Weighted	6	1	4	1	0	3	2	1
	5*	1**	3**	1**	_*	3**	1**	1**
Other	4	1	3	1	0	2	1	1
	86%	100%	79%	100%	-	74%	100%	100%
(DK/NS)	1	0	1	0	0	1	0	0
	14%	-	21%	-	-	26%	-	-

Detailed Tables

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	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: Newfoundland respondents Weighted	24	0	0	0	0	0	24	10	14	11	9	3
	17*	_*	_*	_*	_*	_*	17**	8**	9**	8**	7**	2**
Signal Hill in St.John's	7 43%	0 -	0 -	0 -	0 -	0 -	7 43%	4 50%	3 36%	3 39%	2 34%	2 100%
Other	6 34%	0 -	0 -	0 -	0 -	0 -	6 34%	3 41%	2 28%	3 39%	3 43%	0 -
(DK/NS)	4 23%	0 -	0 -	0 -	0 -	0 -	4 23%	1 9%	3 36%	2 22%	2 23%	0 -

Please name a local landmark or monument that you feel deserves recognition. Please include the name of the town or city where that landmark or monument is located.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Newfoundland respondents Weighted	24	4	3	8	9	4	12	7
	17*	3**	2**	6**	7**	2**	8**	6**
Signal Hill in St.John's	7 43%	0 -	1 29%	4 66%	3 42%	0 -	4 50%	4 62%
Other	6 34%	1 50%	0 -	1 12%	4 58%	1 47%	1 16%	2 38%
(DK/NS)	4 23%	1 50%	1 71%	1 22%	0 -	1 53%	3 34%	0 -

Detailed Tables

Can you please tell me where the following monumental landmarks are located in Canada? WORLD'S LARGEST INUKSHUK

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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 Weighted	1000	135	100	100	335	230	100	462	538	276	427	264
	1000	132	97*	68*	379	247	77*	483	517	293	385	294
Vancouver	11 1%	2 1%	1 1%	0 -	1 0	5 2%	2 3%	6 1%	6 1%	3 1%	6 1%	2 1%
British Columbia	20 2%	6 5%	0 -	1 1%	7 2%	4 1%	3 4%	7 1%	13 3%	8 3%	4 1%	6 2%
Other (do not specify)	518 52%	78 59%	51 53%	39 57%	214 56%	92 37%	45 58%	261 54%	257 50%	152 52%	233 60%	120 41%
(DK/NS)	451 45%	46 35%	44 46%	29 42%	158 42%	146 59%	28 36%	210 43%	241 47%	131 45%	142 37%	166 56%
ABCDEF												

Can you please tell me where the following monumental landmarks are located in Canada? WORLD'S LARGEST INUKSHUK

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	106	213	362	311	211	318	318
	1000	111*	207	357	317	217	306	322
Vancouver	11 1%	0 -	2 1%	6 2%	3 1%	2 1%	4 1%	3 1%
British Columbia	20 2%	1 1%	2 1%	7 2%	8 2%	5 2%	6 2%	6 2%
Other (do not specify)	518 52%	42 38%	104 50%	194 54%	174 55%	97 45%	161 53%	187 58%
(DK/NS)	451 45%	68 61%	99 48%	149 42%	132 42%	114 52%	135 44%	126 39%
BCD								

Detailed Tables

Can you please tell me where the following monumental landmarks are located in Canada? PYSANKA EASTER EGG

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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	135	100	100	335	230	100	462	538	276	427	264
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	385	294
Vegreville	83 8%	10 7% DE	44 46% ACDEF	18 26% ADEF	6 2%	2 1%	3 3%	42 9%	41 8%	14 5%	37 10% I	31 10% I
Alberta	57 6%	16 12% DE	12 13% DE	8 12% DEF	11 3%	7 3%	3 4%	26 5%	31 6%	22 8%	20 5%	12 4%
Other (do not specify)	308 31%	51 39% BE	16 17% B	22 33% B	127 33%	66 27%	26 33% B	148 31%	160 31%	90 31%	132 34% K	77 26%
(DK/NS)	552 55%	55 42% BC	24 25%	19 28%	235 62% ABC	173 70% ABC	46 59% ABC	267 55%	285 55%	167 57%	195 51%	174 59% J

Can you please tell me where the following monumental landmarks are located in Canada? PYSANKA EASTER EGG

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1000	106	213	362	311	211	318	318
Weighted	1000	111*	207	357	317	217	306	322
Vegreville	83 8%	5 4%	16 8%	36 10%	25 8%	8 4%	30 10% E	24 7%
Alberta	57 6%	2 1%	14 7%	22 6%	20 6%	13 6%	16 5%	20 6%
Other (do not specify)	308 31%	36 33%	47 23%	110 31% B	112 35% B	59 27%	101 33%	111 35%
(DK/NS)	552 55%	68 62%	131 63% CD	189 53%	160 50%	138 63% FG	159 52%	167 52%

Detailed Tables

Can you please tell me where the following monumental landmarks are located in Canada? WORLD'S LARGEST OIL CAN

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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	135	100	100	335	230	100	462	538	276	427	264
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	385	294
Rocanville	6 1%	1 1%	0 -	2 3% DE	1 0	0 -	1 2% E	5 1%	1 0	1 0	1 0	3 1%
Saskatchewan	19 2%	1 1%	1 1%	2 3%	10 3%	3 1%	3 3%	8 2%	12 2%	8 3%	6 1%	5 2%
Other (do not specify)	543 54%	90 68% DE	66 68% DE	45 67% E	214 56% E	83 34%	45 58% E	275 57%	268 52%	164 56% K	227 59% K	138 47%
(DK/NS)	432 43%	40 30%	30 31%	18 27%	154 41% AC	161 65% ABCDF	29 37%	196 41%	236 46%	120 41%	152 39%	148 51% IJ

Can you please tell me where the following monumental landmarks are located in Canada? WORLD'S LARGEST OIL CAN

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1000	106	213	362	311	211	318	318
Weighted	1000	111*	207	357	317	217	306	322
Rocanville	6 1%	0 -	1 0	3 1%	1 0	0 -	3 1%	1 0
Saskatchewan	19 2%	1 1%	1 1%	6 2%	9 3%	8 4%	5 2%	5 2%
Other (do not specify)	543 54%	47 43%	101 49%	208 58% AB	183 58% A	102 47%	164 54%	192 60% E
(DK/NS)	432 43%	62 56% CD	104 50% CD	140 39%	124 39%	107 50% G	134 44%	124 39%

Detailed Tables

Can you please tell me where the following monumental landmarks are located in Canada? WORLD'S LARGEST EASEL

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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 Weighted	1000	135	100	100	335	230	100	462	538	276	427	264
	1000	132	97*	68*	379	247	77*	483	517	293	385	294
Altona	2 0	0 -	0 -	2 2% ADE	0 -	0 -	1 1% D	1 0	1 0	0 -	2 0	0 -
Manitoba	15 2%	3 2%	1 1%	2 3%	5 1%	3 1%	2 2%	8 2%	8 2%	5 2%	6 2%	4 1%
Other (do not specify)	336 34%	58 44% DEF	36 37%	24 35%	121 32%	74 30%	23 30%	160 33%	177 34%	105 36% K	148 38% K	78 26%
(DK/NS)	646 65%	72 54%	59 61%	40 59%	253 67% A	170 69% A	51 66%	315 65%	331 64%	183 62%	229 59%	212 72% IJ

Can you please tell me where the following monumental landmarks are located in Canada? WORLD'S LARGEST EASEL

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	106	213	362	311	211	318	318
	1000	111*	207	357	317	217	306	322
Altona	2 0	0 -	0 -	1 0	2 1%	0 -	0 -	1 0
Manitoba	15 2%	1 1%	4 2%	4 1%	7 2%	4 2%	5 2%	3 1%
Other (do not specify)	336 34%	39 35%	51 25%	134 38% B	110 35% B	60 28%	113 37% E	123 38% E
(DK/NS)	646 65%	71 64%	153 74% CD	218 61%	198 62%	153 70% FG	188 61%	195 61%

Detailed Tables

Can you please tell me where the following monumental landmarks are located in Canada? THE BIG NICKEL

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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 Weighted	1000	135	100	100	335	230	100	462	538	276	427	264
	1000	132	97*	68*	379	247	77*	483	517	293	385	294
Sudbury	377	45	24	17	250	16	25	203	174	74	160	132
	38%	34%	24%	25%	66%	6%	32%	42%	34%	25%	42%	45%
Ontario	89	12	16	7	15	27	12	42	47	24	36	27
	9%	9%	16%	10%	4%	11%	16%	9%	9%	8%	9%	9%
Other (do not specify)	204	34	28	26	41	63	11	94	110	85	80	37
	20%	26%	29%	38%	11%	26%	15%	19%	21%	29%	21%	12%
(DK/NS)	331	41	30	18	73	141	29	145	186	111	108	98
	33%	31%	31%	26%	19%	57%	38%	30%	36%	38%	28%	33%

Can you please tell me where the following monumental landmarks are located in Canada? THE BIG NICKEL

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	106	213	362	311	211	318	318
	1000	111*	207	357	317	217	306	322
Sudbury	377	31	64	132	146	59	102	146
	38%	28%	31%	37%	46%	27%	33%	45%
Ontario	89	12	18	32	25	19	28	30
	9%	11%	9%	9%	8%	9%	9%	9%
Other (do not specify)	204	23	41	78	61	45	75	60
	20%	21%	20%	22%	19%	21%	25%	18%
(DK/NS)	331	45	84	115	84	94	101	86
	33%	41%	41%	32%	27%	43%	33%	27%

Detailed Tables

Can you please tell me where the following monumental landmarks are located in Canada? BONHOMME CARNAVAL

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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 Weighted	1000	135	100	100	335	230	100	462	538	276	427	264
	1000	132	97*	68*	379	247	77*	483	517	293	385	294
Qu,bec City	453	36	21	18	143	215	19	231	222	108	194	145
	45%	27%	22%	26%	38% ABCF	87% ABCDF	25%	48%	43%	37%	50% I	49% I
Quebec	250	38	25	19	107	23	37	101	149	72	99	73
	25%	29%	26%	28%	28%	9%	48%	21%	29%	24%	26%	25%
Other (do not specify)	96	20	22	11	37	2	5	44	52	46	36	12
	10%	15%	22%	16%	10%	1%	6%	9%	10%	16%	9%	4%
(DK/NS)	201	38	28	20	91	8	16	107	94	67	56	64
	20%	28%	29%	29%	24%	3%	21%	22%	18%	23%	15%	22% J

Can you please tell me where the following monumental landmarks are located in Canada? BONHOMME CARNAVAL

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	106	213	362	311	211	318	318
	1000	111*	207	357	317	217	306	322
Qu,bec City	453	44	72	147	188	83	134	167
	45%	40%	35%	41%	59% ABC	38%	44%	52% EF
Quebec	250	27	63	106	51	56	80	73
	25%	24%	30%	30%	16%	26%	26%	23%
Other (do not specify)	96	12	21	37	26	25	31	27
	10%	11%	10%	10%	8%	12%	10%	8%
(DK/NS)	201	27	52	66	52	53	61	55
	20%	25%	25% D	19%	17%	24%	20%	17%

Detailed Tables

Can you please tell me where the following monumental landmarks are located in Canada? GIANT SQUID

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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	135	100	100	335	230	100	462	538	276	427	264
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	385	294
Newfoundland	160	30	17	10	65	9	28	80	80	50	62	44
	16%	23%	17%	15%	17%	4%	37%	17%	16%	17%	16%	15%
Other (do not specify)		E	E	E	E		ABCDE					
	379	52	44	29	146	89	19	195	184	105	154	112
	38%	40%	45%	43%	39%	36%	25%	40%	36%	36%	40%	38%
(DK/NS)		F	F	F	F							
	461	50	36	28	168	149	30	209	252	139	168	138
	46%	38%	37%	41%	44%	60%	39%	43%	49%	47%	44%	47%
						ABCDF						

Can you please tell me where the following monumental landmarks are located in Canada? GIANT SQUID

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
	1000	106	213	362	311	211	318	318
Weighted	1000	111*	207	357	317	217	306	322
Newfoundland	160	12	43	52	53	33	47	57
	16%	11%	21%	15%	17%	15%	15%	18%
Other (do not specify)		A						
	379	44	56	146	129	71	119	128
	38%	40%	27%	41%	41%	33%	39%	40%
(DK/NS)		B		B	B			
	461	54	108	159	135	113	140	137
	46%	49%	52%	45%	43%	52%	46%	42%
			D			G		

Detailed Tables

Can you please tell me where the following monumental landmarks are located in Canada? WORLD'S LARGEST AXE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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 Weighted	1000	135	100	100	335	230	100	462	538	276	427	264
	1000	132	97*	68*	379	247	77*	483	517	293	385	294
Nackawic	1 0	0 -	0 -	1 1% D	0 -	0 -	1 1% D	1 0	0 -	0 -	0 -	1 0
New Brunswick	29 3%	4 3%	0 -	1 1%	12 3%	4 1%	9 11% ABCDE	17 4%	12 2%	6 2%	6 2%	15 5% J
Other (do not specify)	491 49%	82 62% DEF	53 55% E	35 52% E	196 52% E	91 37%	34 44%	243 50%	248 48%	148 51%	207 54% K	128 44%
(DK/NS)	479 48%	46 35%	43 45%	31 46%	172 45% A	152 62% ABCDF	34 44%	222 46%	257 50%	139 47%	172 45%	149 51%

Can you please tell me where the following monumental landmarks are located in Canada? WORLD'S LARGEST AXE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	106	213	362	311	211	318	318
	1000	111*	207	357	317	217	306	322
Nackawic	1 0	0 -	1 0	1 0	0 -	0 -	1 0	0 -
New Brunswick	29 3%	3 3%	3 2%	9 3%	13 4%	8 4%	10 3%	7 2%
Other (do not specify)	491 49%	51 46%	93 45%	187 52%	156 49%	94 43%	158 52%	173 54% E
(DK/NS)	479 48%	57 51%	110 53%	160 45%	148 47%	116 53% G	136 44%	142 44%

Detailed Tables

Can you please tell me where the following monumental landmarks are located in Canada? GIANT FIDDLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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 Weighted	1000	135	100	100	335	230	100	462	538	276	427	264
	1000	132	97*	68*	379	247	77*	483	517	293	385	294
PEI	35 4%	6 5% E	2 2%	1 1%	15 4% E	2 1%	9 11% BCDE	18 4%	17 3%	6 2%	18 5%	11 4%
Other (do not specify)	442 44%	77 58% DE	48 49% E	36 53% E	173 46% E	71 29%	37 48% E	223 46%	219 42%	126 43%	192 50% K	114 39%
(DK/NS)	522 52%	49 37%	47 49%	31 46%	191 50% A	173 70% ABCDF	31 40%	242 50%	281 54%	161 55% J	175 45%	169 58% J

Can you please tell me where the following monumental landmarks are located in Canada? GIANT FIDDLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	106	213	362	311	211	318	318
	1000	111*	207	357	317	217	306	322
PEI	35 4%	6 5%	6 3%	10 3%	13 4%	2 1%	9 3%	15 5% E
Other (do not specify)	442 44%	43 39%	72 35%	183 51% AB	142 45% B	77 36%	146 48% E	160 50% E
(DK/NS)	522 52%	62 56%	129 62% CD	164 46%	162 51%	137 63% FG	151 49%	147 46%

Detailed Tables

Can you please tell me where the following monumental landmarks are located in Canada? GIANT ANCHOR

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		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 Weighted	1000	135	100	100	335	230	100	462	538	276	427	264
	1000	132	97*	68*	379	247	77*	483	517	293	385	294
Halifax	78 8%	11 8%	7 7%	6 9%	36 9%	13 5%	6 8%	41 9%	37 7%	11 4%	40 10% I	26 9% I
Nova Scotia	117 12%	15 12%	9 9%	7 10%	49 13%	20 8%	17 21% ABCDE	62 13%	55 11%	42 14%	44 12%	29 10%
Other (do not specify)	348 35% DF	59 45% DF	41 43% DF	28 41% DF	113 30%	89 36% F	19 24%	162 34%	186 36%	108 37% K	148 39% K	82 28%
(DK/NS)	457 46%	46 35%	40 41%	27 40%	181 48% A	126 51% A	36 47%	218 45%	238 46%	133 45%	152 40%	156 53% J

Can you please tell me where the following monumental landmarks are located in Canada? GIANT ANCHOR

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	106	213	362	311	211	318	318
	1000	111*	207	357	317	217	306	322
Halifax	78 8%	4 4%	12 6%	26 7%	35 11% A	13 6%	22 7%	34 11%
Nova Scotia	117 12%	8 7%	19 9%	53 15%	37 12%	19 9%	34 11%	48 15% E
Other (do not specify)	348 35% BCD	52 47% BCD	62 30%	126 35%	104 33%	74 34%	107 35%	108 33%
(DK/NS)	457 46%	46 42%	113 55% ACD	151 42%	141 44%	111 51% G	143 47%	132 41%