

**UR1. For this question we are interested in learning what Canadians would most like to touch if they had the chance. Given the opportunity, which of the following would you most love to touch?**

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

\* small base

	Total	GENDER	
		Male	Female
		A	B
Base: All respondents	1012	470	542
Weighted	1012	490	522
The very top of an Egyptian pyramid	459 45%	207 42%	253 48%
The Holy Grail	184 18%	97 20%	87 17%
The Stanley Cup	179 18%	119 24%	59 11%
The Hope Diamond	113 11%	B 37 8%	76 14%
An Academy Award (an Oscar)	45 4%	20 4%	A 25 5%
Dorothy's ruby slippers from the Wizard of Oz	32 3%	9 2%	23 4%
			A

## Touch

## Detailed tables

**UR1. For this question we are interested in learning what Canadians would most like to touch if they had the chance. Given the opportunity, which of the following would you most love to touch?**

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

\* small base

	Total	REGION						HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Kids	No Kids
		A	B	C	D	E	F	J	K
Base: All respondents	1012	151	90	68	357	258	88	263	749
Weighted	1012	134	103*	66*	388	247	75*	276	736
The very top of an Egyptian pyramid	459	62	48	21	190	116	22	135	324
	45%	46%	47%	32%	49%	47%	30%	49%	44%
The Holy Grail	184	25	24	11	68	31	24	47	137
	18%	19%	23%	17%	18%	13%	33%	17%	19%
The Stanley Cup	179	21	18	14	64	50	11	56	122
	18%	16%	18%	21%	16%	20%	15%	20%	17%
The Hope Diamond	113	16	9	5	42	31	10	23	90
	11%	12%	9%	8%	11%	13%	14%	8%	12%
An Academy Award (an Oscar)	45	4	1	6	15	16	3	9	36
	4%	3%	1%	10%	4%	6%	4%	3%	5%
Dorothy's ruby slippers from the Wizard of Oz	32	5	3	8	9	3	4	6	26
	3%	4%	3%	12%	2%	1%	6%	2%	4%
				ABDE			E		

## Touch

## Detailed tables

**UR2. Most of us would like to touch something that we are not supposed to. Given the chance, which of the following would you have the hardest time not touching?**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
 \* small base

	Total	GENDER	
		Male	Female
		A	B
Base: All respondents	1012	470	542
Weighted	1012	490	522
Freshly poured cement on a sidewalk	294	151	143
	29%	31%	27%
The gleaming finish on an Aston Martin	278	165	112
	27%	34%	22%
The hat of a guard at Buckingham Palace	180	67	113
	18%	14%	22%
A perfectly decorated wedding cake	147	42	105
	15%	9%	20%
A nude sculpture in a museum	114	64	50
	11%	13%	10%

## Touch

## Detailed tables

**UR2. Most of us would like to touch something that we are not supposed to. Given the chance, which of the following would you have the hardest time not touching?**

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

\* small base

	Total	REGION						HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	Kids	No Kids
		A	B	C	D	E	F	J	K
Base: All respondents	1012	151	90	68	357	258	88	263	749
Weighted	1012	134	103*	66*	388	247	75*	276	736
Freshly poured cement on a sidewalk	294	46	29	22	105	67	24	93	201
	29%	35%	28%	34%	27%	27%	33%	34%	27%
The gleaming finish on an Aston Martin	278	39	32	17	107	62	21	76	201
	27%	29%	31%	26%	28%	25%	28%	28%	27%
The hat of a guard at Buckingham Palace	180	22	21	9	73	40	15	36	144
	18%	16%	20%	14%	19%	16%	20%	13%	20%
A perfectly decorated wedding cake	147	13	12	8	64	41	10	41	106
	15%	10%	11%	13%	17%	16%	13%	15%	14%
A nude sculpture in a museum	114	15	10	9	38	38	5	30	84
	11%	11%	9%	13%	10%	15% DF	6%	11%	11%