

CANADIANS CHOOSE THE PEOPLE, PLACES, EVENTS, ACCOMPLISHMENTS AND SYMBOLS THAT DEFINE CANADA

*But Definitive National Survey Reveals the Various Regions and Provinces
Throughout Canada Often Have Differing Opinions on
What Defines this Country*

Public Release Date: FRIDAY JUNE 27 – 6:00 AM, PART ONE OF THE STUDY



Ipsos Reid



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*But Definitive National Survey Reveals the Various Regions and Provinces
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FRIDAY JUNE 27 - 6:00 AM, Toronto, Ontario - The definitive survey of the people, places, events, accomplishments and symbols that Canadians think define their country, conducted by Ipsos Reid on behalf of the Dominion Institute and the Department of Citizenship and Immigration, has found that Canadians have a different idea of what defines their country, depending on where they live. In short, placing at the top of the list in each of their respective categories are:

- People: Pierre Trudeau
- Place: Niagara Falls
- Event: Canada Day
- Accomplishment: Canadarm
- Symbol: Maple Leaf

The online survey of 3,114 adult Canadians includes 721 immigrants, with the broader study also capturing the opinions of 522 educators who deal with subject areas related to social sciences, history, geography, civics, music, art or culture, as well as 274 members of the Order of Canada. The portion of the survey reported on in this release is only that

pertaining to the general population data, including the sample of immigrants contained therein.

The questionnaire that formed the basis of the study began with five questions, asking Canadians to describe, on an open-ended basis, the five most important people, places, events, innovations, and symbols that define Canada. Respondents were then presented with a randomized list of all the things they mentioned in the previous five questions and were asked to select the 10 most important things from this list and to rank these 10 items in order of importance, from most important (numbered 1) to least important (numbered 10).

People...

In general, Canadians say Pierre Trudeau is the most defining person in Canadian history, followed by Wayne Gretzky and Terry Fox. Celine Dion is fourth, while Sir John A. MacDonald rounds out the top five. These first five are followed by David Suzuki, Tommy Douglas, Stephen Harper, Lester Pearson, and Maurice Richard.

Pierre Trudeau led the pack in every province or region of Canada except for Alberta (Wayne Gretzky) and Quebec (Celine Dion). Interestingly, in British Columbia, activist Rick Hansen placed seventh. Meanwhile, in Saskatchewan and Manitoba, Tommy Douglas made it into third place, and Queen Elizabeth II was in ninth place.

Places...

For the general public, Niagara Falls is the most defining location in Canada, while the Rocky Mountains place in a close second. Parliament Hill, Ottawa, and the CN Tower make up the rest of the top five. Following are Quebec City, Toronto, Montreal, Quebec, and Vancouver.

In Western Canada, the Rocky Mountains are the universal first-place choice, while Eastern Canada is split between Niagara Falls (Ontario) and Parliament Hill (Quebec and

Atlantic Canada). Interesting appearances on the list include Fort Garry (seventh place in Saskatchewan and Manitoba), Charlottetown (sixth place in Atlantic Canada) and Fort Louisburg (eighth place in Atlantic Canada).

Events...

Overall, Canada Day is the number-one most defining event in Canada, followed by Confederation and the two World Wars. The Calgary Stampede and the battle of Vimy Ridge are next in the rankings, filling out the top five. These are then followed in order by the battle at the Plains of Abraham, the Grey Cup, the Olympics, Expo '67 and the Quebec Winter Carnival.

Canada Day is the first choice across all provinces and regions, without any disagreement. After first place, however, regions appear to be biased toward events that happen in their own back yard. Examples of this include the Calgary Stampede (second-place in Alberta), and the battle at the Plains of Abraham (second-place in Quebec).

Accomplishments...

Interestingly, Canadians believe that the Canadarm is the most defining accomplishment in Canadian history, while Canada's Peacekeeping Forces are second on the list. Universal Healthcare, the discovery of insulin, and the invention of the telephone round out the top five. Filling out the top ten are diversity, the Canadian Constitution, the Canadian National Railway, Freedom, and the Avro Arrow Project.

The Canadarm is only the first-place item in Ontario and Quebec. It is supplanted in other provinces by Universal Healthcare (British Columbia and Saskatchewan and Manitoba) and Peacekeeping (Alberta and Atlantic Canada). Canadians living in Alberta are especially proud of Canada's oil industry (ninth place), while our country's bilingualism strikes a chord in Saskatchewan and Manitoba (tenth place) and Atlantic Canada (ninth place).

Symbols...

The first-place symbol of Canada as defined by the Canadian population coast to coast is the Maple Leaf. Following are hockey, the Canadian flag, the beaver, and the RCMP. Rounding out the top ten are the Stanley Cup, wilderness, the Loonie, maple syrup, and moose/caribou.

While the maple leaf is a unanimous choice for first place, the next four spots are shuffled considerably from province to province. There are also some interesting additions to the list near the bottom, as well. These include the Chateau Frontenac (sixth place in Quebec), the Bluenose (sixth place in Atlantic Canada), the Canada Goose and wheat (ninth and tenth place respectively in Saskatchewan and Manitoba).

Detailed Methodology...

The questionnaire that formed the basis of the study began with five questions, asking Canadians to describe, on an open-ended basis, the five most important people, places, events, innovations, and symbols that define Canada. Respondents were then presented with a randomized list of all the things they mentioned in the previous five questions and were asked to select the 10 most important things from this list and to rank these 10 items in order of importance, from most important (numbered 1) to least important (numbered 10).

To arrive at the ranked list of items in order of importance attributed to them by respondents, a points system was used, whereby items ranked as number 1 on the list received ten points, those ranked number 2 received nine points, and so on, with those ranked number 10 on the list receiving just one point. In the end, the points were tallied together, allowing them to be ranked authoritatively from most important to least important.



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The poll was conducted on behalf of the Dominion Institute and the Department of Citizenship and Immigration Canada from March 31 to April 22, 2008. For the survey, a sample of 3,114 adult Canadians, including 721 immigrants, was randomly selected from the Ipsos Household Internet Panel and interviewed online. In addition, interviews were conducted among 522 educators who deal with subject areas related to social sciences, history, geography, civics, music, art or culture, and 274 members of the Order of Canada. The portion of the survey reported on in this release is only that pertaining to the general population data, including the sample of immigrants contained therein.

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Top 10 Rankings

	People	Places	Events	Accomplishments	Symbols
1	Pierre Trudeau (4091)	Niagara Falls (3372)	Canada Day (4576)	Canadarm (4689)	Maple Leaf (14523)
2	Wayne Gretzky (2900)	The Rockies/ Rocky Mountains (3005)	Confederation (1870)	Peacekeeping/ Peacekeeping by the Canadian Forces (4169)	Hockey (5612)
3	Terry Fox (1901)	Parliament Hill (2864)	World War 1 and 2 (1538)	Universal Health Care (3518)	Canadian Flag (5417)
4	Celine Dion (1239)	Ottawa (2716)	Calgary Stampede (1370)	Frederick Banting/Discovery of insulin (2554)	Beaver (5040)
5	John A MacDonald (1043)	CN Tower (2280)	Vimy Ridge (1156)	Alexander Graham Bell/ Discovery of the telephone (1716)	RCMP/ Mounties (2511)
6	David Suzuki (1040)	Quebec City/Old Quebec City (1965)	Plains of Abraham (1154)	Diversity/ multi-culturalism (1605)	Stanley Cup (1419)
7	Tommy Douglas (894)	Toronto (1178)	Grey Cup (620)	Canadian constitution/Charter of rights/Bill of human rights (1531)	Wilderness (incl. scenery) (895)
8	Stephen Harper (689)	Montreal (906)	Olympics (602)	Canadian national railway/railroad (1226)	Loonie (841)
9	Lester Pearson (644)	Quebec (778)	Expo 67 (596)	Freedom (786)	Maple syrup (767)
10	Maurice Richard (365)	Vancouver (531)	Quebec Winter Carnival (490)	Avro Arrow Project (506)	Moose/ caribou (764)

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them to be ranked additionally from most important to least important.

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People – Western Canada

	General Public	British Columbia	Alberta	Saskatchewan/Manitoba
1	Pierre Trudeau	Pierre Trudeau	Wayne Gretzky	Pierre Trudeau
2	Wayne Gretzky	Terry Fox	Pierre Trudeau	Wayne Gretzky
3	Terry Fox	Wayne Gretzky	Terry Fox	Tommy Douglas
4	Celine Dion	Tommy Douglas	John A. MacDonald	Terry Fox
5	John A. MacDonald	David Suzuki	David Suzuki	John A. MacDonald
6	David Suzuki	John A. MacDonald	Tommy Douglas	Lester Pearson
7	Tommy Douglas	Rick Hansen	Lester Pearson	David Suzuki
8	Stephen Harper	Lester Pearson	Stephen Harper	Stephen Harper
9	Lester Pearson	Celine Dion	Celine Dion	Queen Elizabeth
10	Maurice Richard	Emily Carr	Jim Carrey	Celine Dion



People – Eastern Canada

	General Public	Ontario	Quebec	Atlantic Canada
1	Pierre Trudeau	Pierre Trudeau	Celine Dion	Pierre Trudeau
2	Wayne Gretzky	Wayne Gretzky	Pierre Trudeau	Wayne Gretzky
3	Terry Fox	Terry Fox	Stephen Harper	Terry Fox
4	Celine Dion	John A. MacDonald	Rene Levesque	John A. MacDonald
5	John A. MacDonald	David Suzuki	Maurice Richard	David Suzuki
6	David Suzuki	Tommy Douglas	Wayne Gretzky	Celine Dion
7	Tommy Douglas	Lester Pearson	Jean Chretien	Stephen Harper
8	Stephen Harper	Celine Dion	Terry Fox	Tommy Douglas
9	Lester Pearson	Stephen Harper	Guy Laliberté	Lester Pearson
10	Maurice Richard	Pierre Berton	Julie Payette	Anne Murray

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Places – Western Canada

	General Public	British Columbia	Alberta	Saskatchewan/Manitoba
1	Niagara Falls	The Rockies/Rocky Mountains	The Rockies/Rocky Mountains	The Rockies/Rocky Mountains
2	The Rockies/Rocky Mountains	Ottawa	Parliament Hill	Ottawa
3	Parliament Hill	Niagara Falls	Ottawa	Parliament Hill
4	Ottawa	Parliament Hill	Niagara Falls	Niagara Falls
5	CN Tower	Quebec City/Old Quebec City	Quebec City/Old Quebec City	CN Tower
6	Quebec City/Old Quebec City	Victoria	Banff National Park	Quebec City/Old Quebec City
7	Toronto	Vancouver	Toronto	Fort Garry
8	Montreal	Montreal	Vancouver	Toronto
9	Quebec	Banff National Park	Montreal	Hudson Bay
10	Vancouver	St. Lawrence Seaway	CN Tower	Banff National Park

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Places – Eastern Canada

	General Public	Ontario	Quebec	Atlantic Canada
1	Niagara Falls	Niagara Falls	Parliament Hill	Parliament Hill
2	The Rockies/Rocky Mountains	CN Tower	Niagara Falls	The Rockies/Rocky Mountains
3	Parliament Hill	Ottawa	The Rockies/Rocky Mountains	Niagara Falls
4	Ottawa	Parliament Hill	Quebec City/Old Quebec City	Ottawa
5	CN Tower	The Rockies/Rocky Mountains	Quebec	Quebec City/Old Quebec City
6	Quebec City/Old Quebec City	Toronto	CN Tower	Charlottetown
7	Toronto	Quebec City/Old Quebec City	Ottawa	CN Tower
8	Montreal	Montreal	Montreal	Fortress/Fort of Louisburg
9	Quebec	Vancouver	St. Lawrence Seaway	Halifax
10	Vancouver	St. Lawrence Seaway	Toronto	Acadia



Events – Western Canada

	General Public	British Columbia	Alberta	Saskatchewan/Manitoba
1	Canada Day	Canada Day	Canada Day	Canada Day
2	Confederation	Confederation	Calgary Stampede	Grey Cup
3	World War 1 and 2	World War 1 and 2	Confederation	World War 1 and 2
4	Calgary Stampede	Vimy Ridge	Vimy Ridge	Confederation
5	Vimy Ridge	Calgary Stampede	Grey Cup	Calgary Stampede
6	Plains of Abraham	Plains of Abraham	Olympics	Plains of Abraham
7	Grey Cup	Remembrance Day Activities	Plains of Abraham	Vimy Ridge
8	Olympics	Olympics	1972 Summit Series	Louis Riel and the 1885 Rebellion
9	Expo 67	2010 Vancouver Olympics	Calgary Winter Olympics	Olympics
10	Quebec Winter Carnival	Quebec Winter Carnival	Quebec Winter Carnival	Remembrance Day Activities



Events – Eastern Canada

	General Public	Ontario	Quebec	Atlantic Canada
1	Canada Day	Canada Day	Canada Day	Canada Day
2	Confederation	Confederation	Plains of Abraham	Confederation
3	World War 1 and 2	World War 1 and 2	Confederation	World War 1 and 2
4	Calgary Stampede	Vimy Ridge	Expo 67	Remembrance Day Activities
5	Vimy Ridge	Calgary Stampede	Montreal Jazz Festival	Vimy Ridge
6	Plains of Abraham	Plains of Abraham	Olympics	Calgary Stampede
7	Grey Cup	Quebec Winter Carnival	Grand Prix	Plains of Abraham
8	Olympics	War of 1812	Calgary Stampede	1972 Summit Series
9	Expo 67	Expo 67	St. Jean Baptiste Day	Olympics
10	Quebec Winter Carnival	Grey Cup	Quebec Winter Carnival	Juno Awards



Accomplishments – Western Canada

	General Public	British Columbia	Alberta	Saskatchewan/Manitoba
1	Canadarm	Universal Health Care	Peacekeeping/ Peacekeeping by the Canadian Forces	Universal Health Care
2	Peacekeeping/ Peacekeeping by the Canadian Forces	Peacekeeping/ Peacekeeping by the Canadian Forces	Canadarm	Peacekeeping/ Peacekeeping by the Canadian Forces
3	Universal Health Care	Canadarm	Universal Health Care	Canadarm
4	Frederick Banting/Discovery of insulin	Frederick Banting/Discovery of insulin	Frederick Banting/Discovery of insulin	Frederick Banting/Discovery of insulin
5	Alexander Graham Bell/ Discovery of the telephone	Diversity/ multi-culturalism	Diversity/ multi-culturalism	Canadian constitution/Charter of rights/Bill of human rights
6	Diversity/ multi-culturalism	Canadian constitution/Charter of rights/Bill of human rights	Alexander Graham Bell/ Discovery of the telephone	Diversity/ multi-culturalism
7	Canadian constitution/Charter of rights/Bill of human rights	Canadian national railway/railroad	Canadian constitution/Charter of rights/Bill of human rights	Canadian national railway/railroad
8	Canadian national railway/railroad	Alexander Graham Bell/ Discovery of the telephone	Bilingualism in Canada	Alexander Graham Bell/ Discovery of the telephone
9	Freedom	Freedom	Oil	Democratic Nation
10	Avro Arrow Project	Environmental Conservation/Concerns	Canadian national railway/railroad	Bilingualism in Canada



Accomplishments – Eastern Canada

	General Public	Ontario	Quebec	Atlantic Canada
1	Canadarm	Canadarm	Canadarm	Peacekeeping/ Peacekeeping by the Canadian Forces
2	Peacekeeping/ Peacekeeping by the Canadian Forces	Peacekeeping/ Peacekeeping by the Canadian Forces	Peacekeeping/ Peacekeeping by the Canadian Forces	Universal Health Care
3	Universal Health Care	Universal Health Care	Hydroelectricity	Canadarm
4	Frederick Banting/Discovery of insulin	Frederick Banting/Discovery of insulin	Universal Health Care	Frederick Banting/Discovery of insulin
5	Alexander Graham Bell/ Discovery of the telephone	Alexander Graham Bell/ Discovery of the telephone	Canadian constitution/Charter of rights/Bill of human rights	Alexander Graham Bell/ Discovery of the telephone
6	Diversity/ multi-culturalism	Diversity/ multi-culturalism	Canadian national railway/railroad	Canadian constitution/Charter of rights/Bill of human rights
7	Canadian constitution/Charter of rights/Bill of human rights	Canadian constitution/Charter of rights/Bill of human rights	Alexander Graham Bell/ Discovery of the telephone	Diversity/ multi-culturalism
8	Canadian national railway/railroad	Canadian national railway/railroad	Freedom	Freedom
9	Freedom	Freedom	Diversity/ multi-culturalism	Bilingualism in Canada
10	Avro Arrow Project	Avro Arrow Project	Trans-Canada Highway	Canadian national railway/railroad



Symbols – Western Canada

	General Public	British Columbia	Alberta	Saskatchewan/Manitoba
1	Maple Leaf	Maple Leaf	Maple Leaf	Maple Leaf
2	Hockey	Hockey	Hockey	Canadian Flag
3	Canadian Flag	Beaver	Canadian Flag	Beaver
4	Beaver	Canadian Flag	Beaver	Hockey
5	RCMP/ Mounties	RCMP/Mounties	RCMP/Mounties	RCMP/Mounties
6	Stanley Cup	Stanley Cup	Stanley Cup	Stanley Cup
7	Wilderness (incl. scenery)	Wilderness (incl. scenery)	Wilderness (incl. scenery)	Wildlife
8	Loonie	Wildlife	Loonie	Wilderness (incl. scenery)
9	Maple syrup	Loonie	Wildlife	Canada Goose
10	Moose/ caribou	Maple syrup	Maple syrup	Wheat

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Symbols – Eastern Canada

	General Public	Ontario	Quebec	Atlantic Canada
1	Maple Leaf	Maple Leaf	Maple Leaf	Maple Leaf
2	Hockey	Hockey	Beaver	Canadian Flag
3	Canadian Flag	Canadian Flag	Canadian Flag	Hockey
4	Beaver	Beaver	Hockey	Beaver
5	RCMP/ Mounties	RCMP/Mounties	RCMP/Mounties	RCMP/Mounties
6	Stanley Cup	Stanley Cup	Chateau Frontenac	Bluenose
7	Wilderness (incl. scenery)	Loonie	Maple syrup	Stanley Cup
8	Loonie	Wilderness (incl. scenery)	Olympic Stadium	Loonie
9	Maple syrup	Moose/ caribou	Moose/caribou	Wilderness (incl. scenery)
10	Moose/ caribou	Maple syrup	Stanley Cup	Wildlife