

# DEFINING CANADA: A NATION CHOOSES THE 101 THINGS THAT BEST DEFINE THEIR COUNTRY

*Unprecedented, Definitive National Survey Identifies Top People, Places,  
Events, Accomplishments and Symbols that Define Canada As Chosen  
By Canadians, Immigrants, Educators, Order of Canada Recipients*

Public Release Date: MONDAY, JUNE 30 – 6:00 AM, PART THREE OF THE STUDY



Ipsos Reid



THE DOMINION  
INSTITUTE  
L'INSTITUT DU  
DOMINION

---

© Ipsos Reid

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco  
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



# DEFINING CANADA: A NATION CHOOSES THE 101 THINGS THAT BEST DEFINE THEIR COUNTRY

*Unprecedented, Definitive National Survey Identifies Top People, Places,  
Events, Accomplishments and Symbols that Define Canada  
As Chosen By Canadians*

**MONDAY, JUNE 30 – 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 Canada, has revealed what Canadians believe are the most defining features of Canada overall.

The votes have been tallied and Canadians have said that among all the people, places, events, accomplishments and symbols that are a part of defining Canada, the Maple Leaf is the number-one item that defines Canada.

Following in second place on the overall list was hockey, while the Canadian flag was in third place. From a scoring perspective, the Maple Leaf received 14,523 points in the study, putting it well ahead of both hockey (5,612 points) and the Canadian flag (5,417 points).

The survey is of unparalleled comprehensiveness, being comprised of an unprecedented unique sample of respondents. A randomly-selected sample of 3,114 adult Canadians, including 721 immigrants; 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 was interviewed online.

---

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).

Rounding out the top ten were the beaver (5,040 points), the Canadarm (4,689 points), Canada Day (4,576 points), Peacekeeping/Peacekeeping by Canadian Forces (4,169 points), Pierre Trudeau (4,091 points), Universal Health Care (3,518 points), and Niagara Falls (3,372 points).

### ***By Region...***

The following are the top five items voted on by Canadians in various regions across the country:

- In British Columbia, the Maple Leaf took first prize, while hockey, Canada Day, universal health care and peacekeeping rounded out the top five.
  - In Alberta, the Maple Leaf and Hockey were first and second place, respectively, but peacekeeping, the flag, and the mighty beaver completed their top five defining items.
  - Residents of Saskatchewan and Manitoba agreed that the Maple Leaf should be atop the list, but had a different ranking for the flag, universal health care, the beaver and hockey, placing them in spots two through five, respectively.
  - Ontarians votes matched those of the general population from spot one through four, placing the Maple Leaf, hockey, the flag and the beaver in those positions.
-



However, Pierre Trudeau held on to the fifth-place position in this most-populous province.

- In Quebec, interestingly, symbols of Canadian unity seemed to do well on the list, considering that the maple leaf reigned supreme yet again, followed by the Canadarm, the beaver, parliament hill and finally Canada Day.
- In Atlantic Canada, the Maple Leaf, the flag, hockey, Canada Day, and peacekeeping comprised the top-five overall items that define Canada for them.

### ***Detailed Methodology...***

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.

For more information on this news release, please contact:

**John Wright**  
**Senior Vice President**  
**Ipsos Reid Public Affairs**  
**(416) 324-2002**

**or**

**Rudyard Griffiths**  
**Co-Founder**  
**Dominion Institute**  
**(416) 737-9626**

---



## Top 101 Things

1	Maple Leaf (14523)	21	Alexander Graham Bell/Discovery of the telephone	41	Moose/ caribou (764)	61	Snow (349)	81	Good/Friendly/Polite country (249)
2	Hockey (5612)	22	Diversity/ multi-culturalism (1605)	42	Wild life (703)	62	Canada goose (347)	82	Victoria Day (249)
3	Canadian Flag (5417)	23	World War 1 and 2 (1538)	43	Stephen Harper (689)	63	Medical/Scientific/Technical inventions/advancements (341)	83	The Prairies (249)
4	Beaver (5040)	24	Canadian constitution/ Charter of rights/Bill of human rights (1531)	44	Lester Pearson (644)	64	Rene Levesque (336)	84	Discovery of Polio vaccine/Salk vaccine (245)
5	Canadarm (4689)	25	Stanley Cup (1419)	45	Grey Cup (620)	65	Great Lakes (315)	85	Winter (243)
6	Canada Day (4576)	26	Calgary Stampede (1370)	46	Olympics (602)	66	Chateau Frontenac (313)	86	Halifax (243)
7	Peacekeeping/ Peacekeeping by the Canadian Forces (4169)	27	Celine Dion (1239)	47	Expo 67 (596)	67	Immigration/Immigration Policy (306)	87	Queen Elizabeth (242)
8	Pierre Trudeau (4091)	28	Canadian national railway/railroad (1226)	48	Bilingualism in Canada (568)	68	Environmental conservation/concerns (304)	88	Hudson Bay (241)
9	Universal Health Care (3518)	29	Toronto (1178)	49	Vancouver (531)	69	Blue Nose (302)	89	Anne Murray (241)
10	Niagara Falls (3372)	30	Vimy Ridge (1156)	50	Avro Arrow Project (506)	70	Oil (298)	90	Canadian Beer (233)
11	The Rockies/ Rocky Mountains (3005)	31	Plains of Abraham (1154)	51	Democratic nation (499)	71	1972 summit series (295)	91	Pierre Berton (227)
12	Wayne Gretzky (2900)	32	John A MacDonald (1043)	52	Quebec Winter Carnival (490)	72	National Anthem (285)	92	Victoria (227)
13	Parliament Hill (2864)	33	David Suzuki (1040)	53	Banff national park (482)	73	Bombardier/Bombardier products (284)	93	Quebec referenda (225)
14	Ottawa (2716)	34	Montreal (906)	54	Hydroelectricity (468)	74	Montreal Jazz Festival (280)	94	Fleur de lys (221)
15	Frederick Banting/Discovery of insulin (2554)	35	Wilderness (incl. scenery) (895)	55	St Lawrence seaway (450)	75	Jean Chretien (279)	95	National parks (217)
16	RCMP/ Mounties (2511)	36	Tommy Douglas (894)	56	Curling (403)	76	Don Cherry (276)	96	Olympic Stadium (216)
17	CN Tower (2280)	37	Loonie (841)	57	Remembrance Day activities (399)	77	War of 1812 (274)	97	Juno awards (212)
18	Quebec City/Old Quebec City (1965)	38	Freedom (786)	58	Tim Horton's (395)	78	2010 Vancouver winter Olympics (267)	98	Rideau Canal/Skating on Rideau Canal (204)
19	Terry Fox (1901)	39	Quebec (778)	59	Maurice Richard (365)	79	Charlottetown (252)	99	Aid/Help to other countries (203)
20	Confederation (1870)	40	Maple syrup (767)	60	Trans-Canada Highway (350)	80	Repatriation Of Constitution (250)	100	Space explorations/technologies (202)
								101	Canadian election (201)

To arrive at the ranked list, each item 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.

© Ipsos Reid



## General Public vs. Western Canada (1-20)

	General Public	BC	Change	AB	Change	SK/MB	Change
1	Maple Leaf	Maple Leaf	0	Maple Leaf	0	Maple Leaf	0
2	Hockey	Hockey	0	Hockey	0	Canadian Flag	+1
3	Canadian Flag	Canada Day	+3	Peacekeeping/ Peacekeeping by the Canadian Forces	+4	Universal Health Care	+6
4	Beaver	Universal Health Care	+5	Canadian Flag	-1	Beaver	0
5	Canadarm	Peacekeeping/ Peacekeeping by the Canadian Forces	+2	Beaver	-1	Hockey	-3
6	Canada Day	Beaver	-2	Canadarm	-1	Pierre Trudeau	+2
7	Peacekeeping/ Peacekeeping by the Canadian Forces	Canadian Flag	-4	Canada Day	-1	Canada Day	-1
8	Pierre Trudeau	Pierre Trudeau	0	Wayne Gretzky	+4	Peacekeeping/ Peacekeeping by the Canadian Forces	-1
9	Universal Health Care	Canadarm	-4	The Rockies/ Rocky Mountains	+2	Canadarm	-4
10	Niagara Falls	RCMP/ Mounties	+6	Calgary Stampede	+16	Wayne Gretzky	+2
11	The Rockies/ Rocky Mountains	Terry Fox	+8	Universal Health Care	-2	Frederick Banting/Discovery of insulin	+4
12	Wayne Gretzky	The Rockies/ Rocky Mountains	-1	RCMP/ Mounties	+4	The Rockies/ Rocky Mountains	-1
13	Parliament Hill	Wayne Gretzky	-1	Frederick Banting/Discovery of insulin	+2	RCMP/ Mounties	+3
14	Ottawa	Frederick Banting/Discovery of insulin	+1	Pierre Trudeau	-6	Ottawa	0
15	Frederick Banting/Discovery of insulin	Diversity/ multi-culturalism	+7	Diversity/ multi-culturalism	+7	Parliament Hill	-2
16	RCMP/ Mounties	Ottawa	-2	Parliament Hill	-3	Grey Cup	+29
17	CN Tower	Confederation	+3	World War 1 and 2	+6	Tommy Douglas	+19
18	Quebec City/Old Quebec City	Canadian constitution/Charter of rights/Bill of human rights	+6	Ottawa	-4	World War 1 and 2	+5
19	Terry Fox	Stanley Cup	+6	Confederation	+1	Niagara Falls	-9
20	Confederation	Tommy Douglas	+16	Niagara Falls	-10	Canadian constitution/Charter of rights/Bill of human rights	+4

20

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.

© Ipsos Reid

- 2 -

Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco  
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal

## General Public vs. Eastern Canada (1-20)

	General Public	ON	Change	QC	Change	ATL	Change
1	Maple Leaf	Maple Leaf	0	Maple Leaf	0	Maple Leaf	0
2	Hockey	Hockey	0	Canadarm	+3	Canadian Flag	+1
3	Canadian Flag	Canadian Flag	0	Beaver	+1	Hockey	-1
4	Beaver	Beaver	0	Parliament Hill	+9	Canada Day	+2
5	Canadarm	Pierre Trudeau	+3	Canada Day	+1	Peacekeeping/ Peacekeeping by the Canadian Forces	+2
6	Canada Day	Canadarm	-1	Canadian Flag	-3	Pierre Trudeau	+2
7	Peacekeeping/ Peacekeeping by the Canadian Forces	Niagara Falls	+3	Niagara Falls	+3	Universal Health Care	+2
8	Pierre Trudeau	Peacekeeping/ Peacekeeping by the Canadian Forces	-1	The Rockies/ Rocky Mountains	+3	Canadarm	-3
9	Universal Health Care	Canada Day	-3	Celine Dion	+18	Beaver	-5
10	Niagara Falls	Universal Health Care	-1	Hockey	-8	Wayne Gretzky	+2
11	The Rockies/ Rocky Mountains	CN Tower	+6	Quebec City/Old Quebec City	+7	Frederick Banting/Discovery of insulin	+4
12	Wayne Gretzky	Ottawa	+2	Plains of Abraham	+19	Parliament Hill	+1
13	Parliament Hill	Wayne Gretzky	-1	Quebec	+26	The Rockies/ Rocky Mountains	-2
14	Ottawa	Frederick Banting/Discovery of insulin	+1	CN Tower	+3	Terry Fox	+5
15	Frederick Banting/Discovery of insulin	Parliament Hill	-2	Pierre Trudeau	-7	Niagara Falls	-5
16	RCMP/ Mounties	Alexander Graham Bell/ Discovery of the telephone	+5	Peacekeeping/ Peacekeeping by the Canadian Forces	-9	Ottawa	-2
17	CN Tower	RCMP/ Mounties	-1	Ottawa	-3	RCMP/ Mounties	-1
18	Quebec City/Old Quebec City	The Rockies/ Rocky Mountains	-7	Montreal	+16	Confederation	+2
19	Terry Fox	Terry Fox	0	Hydroelectricity	+35	Alexander Graham Bell/ Discovery of the telephone	+2
20	Confederation	Toronto	+9	Confederation	0	World War 1 and 2	+3

To arrive at the final ranking, the scores for each item were multiplied by the number of respondents who ranked that item as most important (1-10). For example, if item 1 (Maple Leaf) was ranked 1 by 10 respondents, it would receive 10 points. If item 2 (Hockey) was ranked 2 by 10 respondents, it would receive 20 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.

© Ipsos Reid



## General Public vs. Immigrants, Educators and Order of Canada Recipients (1-20)

	General Public	Immigrants	Change	Educators	Change	Order of Canada	Change
1	Maple Leaf	Maple Leaf	0	Maple Leaf	0	Frederick Banting/Discovery of insulin	+14
2	Hockey	Hockey	0	Peacekeeping/ Peacekeeping by the Canadian Forces	+5	Quebec City/Old Quebec City	+16
3	Canadian Flag	Peacekeeping/ Peacekeeping by the Canadian Forces	+4	Universal Health Care	+6	Maple Leaf	-2
4	Beaver	Pierre Trudeau	+4	Pierre Trudeau	+4	Canadian Flag	-1
5	Canadarm	Niagara Falls	+5	Hockey	-3	Ottawa	+9
6	Canada Day	Canadian Flag	-3	Canadian Flag	-3	The Rockies/ Rocky Mountains	+5
7	Peacekeeping/ Peacekeeping by the Canadian Forces	Beaver	-3	Confederation	+13	Beaver	-3
8	Pierre Trudeau	Canadarm	-3	Terry Fox	+11	Universal Health Care	+1
9	Universal Health Care	Canada Day	-3	Canadarm	-4	Parliament Hill	+4
10	Niagara Falls	Universal Health Care	-1	Beaver	-6	Pierre Trudeau	-2
11	The Rockies/ Rocky Mountains	The Rockies/ Rocky Mountains	0	Canadian constitution/Charter of rights/Bill of human rights	+13	Plains of Abraham	+20
12	Wayne Gretzky	CN Tower	+5	Canada Day	-6	Peacekeeping/ Peacekeeping by the Canadian Forces	-5
13	Parliament Hill	RCMP/ Mounties	+3	Parliament Hill	0	Niagara Falls	-3
14	Ottawa	Frederick Banting/Discovery of insulin	+1	RCMP/ Mounties	+2	Wayne Gretzky	-2
15	Frederick Banting/Discovery of insulin	Wayne Gretzky	-3	Diversity/ multi-culturalism	+7	Canadian constitution/Charter of rights/Bill of human rights	+9
16	RCMP/ Mounties	Ottawa	-2	Frederick Banting/Discovery of insulin	-1	Diversity/ multi-culturalism	+6
17	CN Tower	Parliament Hill	-4	Wayne Gretzky	-5	Canadarm	-12
18	Quebec City/Old Quebec City	Quebec City/Old Quebec City	0	The Rockies/ Rocky Mountains	-7	Charlottetown	+61
19	Terry Fox	Diversity/ multi-culturalism	+3	Vimy Ridge	+11	Confederation	+1
20	Confederation	Confederation	0	Ottawa	-6	Hockey	-18

14

To en 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.

© Ipsos Reid

- 4 -

Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco  
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal