Dominion Institute

1_1. (John A Macdonald) Please identify the following Canadian from the picture below by writing his/her first and last name in the box below. Please spell the name as accurately as you can.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	474	539	214	372	427	57	288	543	125
Weighted	1013	490	523	283	402	328	84*	416	330	183
Correct name (Net)	416	268	148	119	142	155	20	148	143	106
	41%	55%	28%	42%	35%	47%	24%	36%	43%	58%
		B				D			FG	FGH
John A Macdonald	130	93	37	36	54	40	9	50	36	35
	13%	19%	7%	13%	13%	12%	10%	12%	11%	19%
		B								H
Correct name (incorrect spelling)	286	175	111	83	88	115	11	98	107	71
	28%	36%	21%	29%	22%	35%	13%	24%	32%	38%
		B				D			FG	FG
Incorrect name	250	133	117	55	99	96	20	104	89	37
	25%	27%	22%	20%	25%	29%	24%	25%	27%	20%
						C				
Don't know	346	89	258	109	161	77	44	164	98	40
	34%	18%	49%	38%	40%	23%	52%	40%	30%	22%
			A	E	E		HI	HI		

1_2. (Pierre Trudeau) Please identify the following Canadian from the picture below by writing his/her first and last name in the box below. Please spell the name as accurately as you can.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	474	539	214	372	427	57	288	543	125
Weighted	1013	490	523	283	402	328	84*	416	330	183
Correct name (Net)	742	358	384	157	309	276	47	308	250	137
	73%	73%	73%	56%	77%	84%	56%	74%	76%	75%
					C	CD		F	F	F
Pierre Trudeau	379	202	177	99	133	147	21	144	133	81
	37%	41%	34%	35%	33%	45%	25%	35%	40%	44%
		B				CD			F	F
Correct name (incorrect spelling)	363	155	207	58	175	129	26	164	117	56
	36%	32%	40%	21%	44%	39%	31%	39%	36%	31%
			A		C	C				
Incorrect name	162	98	64	43	67	52	20	64	51	26
	16%	20%	12%	15%	17%	16%	24%	15%	16%	14%
		B								
Don't know	109	35	75	83	26	0	17	44	29	20
	11%	7%	14%	29%	7%	-	20%	11%	9%	11%
			A	DE	E		H			

Dominion Institute

1_3. (Rene Levesque) Please identify the following Canadian from the picture below by writing his/her first and last name in the box below. Please spell the name as accurately as you can.

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	474	539	214	372	427	57	288	543	125
Weighted	1013	490	523	283	402	328	84*	416	330	183
Correct name (Net)	471	221	250	74	191	206	28	197	170	76
	46%	45%	48%	26%	47%	63%	34%	47%	51%	41%
					C	CD			F	
Rene Levesque	355	151	204	58	146	151	20	138	130	67
	35%	31%	39%	21%	36%	46%	24%	33%	39%	36%
			A		C	CD			F	
Correct name (incorrect spelling)	116	70	45	16	45	55	8	58	40	9
	11%	14%	9%	6%	11%	17%	10%	14%	12%	5%
		B			C	CD		I	I	
Incorrect name	252	139	113	71	100	80	24	100	87	41
	25%	28%	22%	25%	25%	24%	29%	24%	26%	22%
		B								
Don't know	290	131	160	137	111	42	31	119	74	67
	29%	27%	31%	49%	28%	13%	37%	29%	22%	36%
				DE	E		H			H

1_4. (Tommy Douglas) Please identify the following Canadian from the picture below by writing his/her first and last name in the box below. Please spell the name as accurately as you can.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	474	539	214	372	427	57	288	543	125
Weighted	1013	490	523	283	402	328	84*	416	330	183
Correct name (Net)	193	127	66	22	39	132	6	62	89	37
	19%	26%	13%	8%	10%	40%	7%	15%	27%	20%
		B				CD			FG	F
Tommy Douglas	188	123	64	22	39	126	6	60	86	36
	19%	25%	12%	8%	10%	39%	7%	15%	26%	19%
		B				CD			FG	F
Correct name (incorrect spelling)	6	4	2	0	0	6	0	1	3	2
	1%	1%	0	-	-	2%	-	0	1%	1%
						D				
Incorrect name	160	95	65	41	50	68	14	55	57	34
	16%	19%	12%	15%	13%	21%	17%	13%	17%	19%
		B				D				
Don't know	660	268	392	219	313	128	64	299	185	112
	65%	55%	75%	78%	78%	39%	76%	72%	56%	61%
			A	E	E		H	HI		

1_5. (Terry Fox) Please identify the following Canadian from the picture below by writing his/her first and last name in the box below. Please spell the name as accurately as you can.

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	474	539	214	372	427	57	288	543	125
Weighted	1013	490	523	283	402	328	84*	416	330	183
Correct name (Net)	897	443	454	249	365	282	66	373	293	165
	89%	90%	87%	88%	91%	86%	78%	90%	89%	90%
								F	F	F
Terry Fox	861	429	432	238	347	276	62	352	285	162
	85%	88%	83%	84%	86%	84%	74%	85%	86%	88%
		B							F	F
Correct name (incorrect spelling)	36	14	22	11	18	6	4	21	8	4
	4%	3%	4%	4%	5%	2%	4%	5%	2%	2%
					E					
Incorrect name	63	34	29	15	22	26	8	22	19	13
	6%	7%	6%	5%	5%	8%	10%	5%	6%	7%
Don't know	54	13	40	18	15	20	10	21	18	5
	5%	3%	8%	7%	4%	6%	11%	5%	5%	3%
			A				I			

1_6. (Louis Riel) Please identify the following Canadian from the picture below by writing his/her first and last name in the box below. Please spell the name as accurately as you can.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	474	539	214	372	427	57	288	543	125
Weighted	1013	490	523	283	402	328	84*	416	330	183
Correct name (Net)	275	188	87	54	87	135	10	87	105	74
	27%	38%	17%	19%	22%	41%	12%	21%	32%	40%
		B				CD			FG	FG
Louis Riel	204	135	69	46	61	97	6	60	70	67
	20%	27%	13%	16%	15%	29%	7%	14%	21%	37%
		B				CD			FG	FGH
Correct name (incorrect spelling)	71	54	18	8	26	38	4	27	35	6
	7%	11%	3%	3%	6%	12%	5%	6%	10%	3%
		B				CD			I	
Incorrect name	219	112	107	70	81	68	16	92	70	41
	22%	23%	20%	25%	20%	21%	20%	22%	21%	22%
Don't know	519	190	329	159	234	125	57	237	155	69
	51%	39%	63%	56%	58%	38%	68%	57%	47%	38%
			A	E	E		HI	HI		

1_7. (Wayne Gretzky) Please identify the following Canadian from the picture below by writing his/her first and last name in the box below. Please spell the name as accurately as you can.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	474	539	214	372	427	57	288	543	125
Weighted	1013	490	523	283	402	328	84*	416	330	183
Correct name (Net)	779	401	379	218	314	248	52	315	267	146
	77%	82%	72%	77%	78%	76%	62%	76%	81%	80%
		B						F	F	F
Wayne Gretzky	404	213	191	158	140	106	26	153	132	93
	40%	43%	37%	56%	35%	32%	31%	37%	40%	51%
		B		DE						FGH
Correct name (incorrect spelling)	375	188	187	60	173	142	26	161	135	52
	37%	38%	36%	21%	43%	43%	31%	39%	41%	29%
					C	C			I	
Incorrect name	119	56	64	22	54	43	18	51	31	19
	12%	11%	12%	8%	13%	13%	22%	12%	9%	10%
					C		HI			
Don't know	114	34	81	43	34	37	13	50	32	19
	11%	7%	15%	15%	9%	11%	16%	12%	10%	10%
			A	D						

1_8. (Céline Dion) Please identify the following Canadian from the picture below by writing his/her first and last name in the box below. Please spell the name as accurately as you can.

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	474	539	214	372	427	57	288	543	125
Weighted	1013	490	523	283	402	328	84*	416	330	183
Correct name (Net)	889	396	493	255	352	282	67	363	295	164
	88%	81%	94%	90%	88%	86%	80%	87%	89%	89%
			A							
Céline Dion	761	311	450	237	294	230	52	310	249	151
	75%	64%	86%	84%	73%	70%	62%	75%	75%	82%
			A	DE					F	F
Correct name (incorrect spelling)	128	85	43	18	58	52	15	53	47	13
	13%	17%	8%	6%	15%	16%	18%	13%	14%	7%
		B			C	C	I		I	
Incorrect name	84	66	18	12	37	35	8	37	24	16
	8%	14%	3%	4%	9%	11%	10%	9%	7%	9%
		B			C	C				
Don't know	40	28	12	16	13	11	8	16	12	4
	4%	6%	2%	6%	3%	3%	10%	4%	4%	2%
		B					HI			

1_9. (Frederick Banting) Please identify the following Canadian from the picture below by writing his/her first and last name in the box below. Please spell the name as accurately as you can.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	474	539	214	372	427	57	288	543	125
Weighted	1013	490	523	283	402	328	84*	416	330	183
Correct name (Net)	80	44	36	27	22	31	2	20	31	26
	8%	9%	7%	9%	6%	9%	3%	5%	10%	14%
									G	FG
Frederick Banting	63	35	28	22	19	22	1	17	24	21
	6%	7%	5%	8%	5%	7%	1%	4%	7%	12%
										FG
Correct name (incorrect spelling)	17	8	8	5	4	8	1	3	7	5
	2%	2%	2%	2%	1%	3%	1%	1%	2%	3%
Incorrect name	286	174	112	72	94	121	20	102	100	64
	28%	36%	21%	25%	23%	37%	24%	24%	30%	35%
		B				CD				G
Don't know	647	272	375	184	286	177	61	294	199	93
	64%	55%	72%	65%	71%	54%	73%	71%	60%	51%
			A	E	E		I	HI		

1_10. (Michaëlle Jean) Please identify the following Canadian from the picture below by writing his/her first and last name in the box below. Please spell the name as accurately as you can.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	474	539	214	372	427	57	288	543	125
Weighted	1013	490	523	283	402	328	84*	416	330	183
Correct name (Net)	498	245	254	135	174	189	26	188	170	114
	49%	50%	49%	48%	43%	57%	31%	45%	51%	62%
						CD			F	FGH
Michaëlle Jean	206	92	114	63	77	67	11	61	78	57
	20%	19%	22%	22%	19%	20%	13%	15%	24%	31%
									G	FG
Correct name (incorrect spelling)	292	152	140	73	98	122	15	127	92	58
	29%	31%	27%	26%	24%	37%	19%	31%	28%	31%
						CD				
Incorrect name	303	164	139	66	123	113	23	112	115	52
	30%	33%	27%	23%	31%	35%	28%	27%	35%	29%
		B				C			G	
Don't know	212	82	130	81	105	26	34	115	46	17
	21%	17%	25%	29%	26%	8%	41%	28%	14%	9%
			A	E	E		HI	HI		