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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	161	103	72	416	179	82	206	350	457	177	836
Weighted	1013	134	103*	66*	388	247	75*	210	353	450	205	808
Correct name (Net)	416 41%	67 50% E	57 55% CE	23 36% E	189 49% E	45 18%	34 45% E	61 29%	150 42% G	206 46% G	64 31%	352 44% J
John A Macdonald	130 13%	23 17% E	15 15%	7 10%	50 13%	22 9%	13 17%	20 9%	42 12%	69 15%	18 9%	112 14%
Correct name (incorrect spelling)	286 28%	44 33% E	42 41% E	17 25% E	139 36% E	24 10%	21 27% E	41 20%	107 30% G	138 31% G	46 23%	240 30%
Incorrect name	250 25%	34 25%	29 28%	13 20%	90 23%	64 26%	20 27%	61 29%	92 26%	97 22%	42 21%	208 26%
Don't know	346 34%	33 24%	17 17%	29 44% ABD	109 28% B	137 56% ABDF	21 28%	87 42% HI	112 32%	147 33%	98 48% K	248 31%

Dominion Institute

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 - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K -<$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	161	103	72	416	179	82	206	350	457	177	836
Weighted	1013	134	103*	66*	388	247	75*	210	353	450	205	808
Correct name (Net)	742 73%	96 72%	75 73%	47 71%	290 75%	185 75%	49 65%	136 65%	265 75% G	340 75% G	129 63%	613 76% J
Pierre Trudeau	379 37%	65 48% EF	46 44% E	27 42% E	178 46% EF	39 16%	24 32% E	73 35%	123 35%	184 41%	55 27%	323 40% J
Correct name (incorrect spelling)	363 36%	31 23%	29 28%	19 29%	113 29%	146 59% ABCDF	25 33%	64 30%	143 40% G	156 35%	74 36%	289 36%
Incorrect name	162 16%	26 19%	21 21%	10 15%	50 13%	37 15%	18 24% D	44 21%	52 15%	66 15%	32 15%	130 16%
Don't know	109 11%	12 9%	7 7%	9 14%	48 12%	25 10%	8 11%	29 14%	35 10%	45 10%	44 22% K	65 8%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	161	103	72	416	179	82	206	350	457	177	836
Weighted	1013	134	103*	66*	388	247	75*	210	353	450	205	808
Correct name (Net)	471 46%	48 36%	33 32%	21 31%	123 32%	216 87% ABCDF	30 40%	79 38%	165 47%	227 50% G	97 47%	374 46%
Rene Levesque	355 35%	36 27%	18 18%	12 18%	81 21%	188 76% ABCDF	21 27%	55 26%	117 33%	184 41% GH	76 37%	279 35%
Correct name (incorrect spelling)	116 11%	13 9%	15 15%	9 13%	42 11%	28 11%	10 13%	24 11%	48 14%	44 10%	21 10%	95 12%
Incorrect name	252 25%	38 29% E	32 31% E	26 40% E	111 29% E	23 9%	22 29% E	69 33% I	90 25%	93 21%	41 20%	211 26%
Don't know	290 29%	47 35% E	38 37% E	19 29% E	155 40% E	9 4%	23 31% E	62 30%	98 28%	130 29%	67 33%	223 28%

Dominion Institute

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 - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	161	103	72	416	179	82	206	350	457	177	836
Weighted	1013	134	103*	66*	388	247	75*	210	353	450	205	808
Correct name (Net)	193	42	21	21	77	18	14	25	62	106	21	172
	19%	31%	21%	32%	20%	7%	19%	12%	18%	23%	10%	21%
		DE	E	DE	E		E			G		J
Tommy Douglas	188	42	21	19	76	17	13	24	60	103	21	167
	19%	31%	20%	29%	20%	7%	18%	12%	17%	23%	10%	21%
		DEF	E	E	E		E			G		J
Correct name (incorrect spelling)	6	0	0	2	1	2	1	1	2	3	0	6
	1%	-	0	3%	0	1%	1%	1%	0	1%	-	1%
				D								
Incorrect name	160	20	21	10	52	47	11	34	54	72	21	140
	16%	15%	20%	15%	13%	19%	15%	16%	15%	16%	10%	17%
												J
Don't know	660	73	61	35	259	181	50	150	237	272	163	497
	65%	54%	59%	54%	67%	73%	67%	72%	67%	60%	80%	61%
					A	ABC		I			K	

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	161	103	72	416	179	82	206	350	457	177	836
Weighted	1013	134	103*	66*	388	247	75*	210	353	450	205	808
Correct name (Net)	897 89%	121 91% E	101 98% AE	64 97% E	360 93% E	177 72%	73 98% E	175 84%	312 88%	409 91% G	183 89%	714 88%
Terry Fox	861 85%	120 90% E	101 98% ADE	63 96% E	350 90% E	153 62%	73 98% ADE	166 79%	302 86%	393 87% G	169 83%	692 86%
Correct name (incorrect spelling)	36 4%	1 1%	0 -	1 1%	10 3%	24 10% ABCDF	0 -	10 5%	10 3%	16 4%	13 7% K	23 3%
Incorrect name	63 6%	9 7% F	2 2%	2 3%	17 4%	32 13% BCDF	1 1%	16 8%	24 7%	22 5%	8 4%	54 7%
Don't know	54 5%	3 2%	0 0	0 -	11 3%	38 15% ABCDF	1 1%	18 8% I	17 5%	19 4%	14 7%	40 5%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	161	103	72	416	179	82	206	350	457	177	836
Weighted	1013	134	103*	66*	388	247	75*	210	353	450	205	808
Correct name (Net)	275 27%	46 35% DE	45 43% DEF	38 57% ADEF	90 23%	39 16%	17 22%	44 21%	97 27%	134 30% G	36 17%	239 30% J
Louis Riel	204 20%	31 23%	31 30% DEF	27 41% ADEF	65 17%	38 15%	11 15%	29 14%	70 20%	105 23% G	29 14%	174 22% J
Correct name (incorrect spelling)	71 7%	15 11% E	13 13% DE	11 16% DE	25 7%	2 1%	5 7% E	16 7%	27 8%	29 6%	6 3%	65 8% J
Incorrect name	219 22%	36 27% C	20 20%	9 14%	76 20%	56 23%	22 30% C	51 24%	71 20%	97 22%	31 15%	188 23% J
Don't know	519 51%	51 38%	38 37%	19 29%	222 57% ABC	152 61% ABC	36 48% C	114 54%	185 53%	219 49%	138 67% K	381 47%

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 - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	161	103	72	416	179	82	206	350	457	177	836
Weighted	1013	134	103*	66*	388	247	75*	210	353	450	205	808
Correct name (Net)	779	112	95	58	327	129	59	144	264	371	149	630
	77%	84%	92%	88%	84%	52%	78%	69%	75%	82%	73%	78%
		E	EF	E	E		E			GH		
Wayne Gretzky	404	68	65	40	167	40	25	72	131	202	83	321
	40%	51%	62%	60%	43%	16%	33%	34%	37%	45%	41%	40%
		EF	DEF	DEF	E		E			GH		
Correct name (incorrect spelling)	375	44	30	18	160	88	34	72	134	169	66	309
	37%	33%	29%	28%	41%	36%	45%	35%	38%	38%	32%	38%
					B		BC					
Incorrect name	119	12	5	2	30	58	12	30	47	42	25	95
	12%	9%	4%	4%	8%	23%	16%	14%	13%	9%	12%	12%
						ABCD	BCD					
Don't know	114	9	4	5	31	61	4	36	41	37	31	84
	11%	7%	4%	8%	8%	25%	6%	17%	12%	8%	15%	10%
						ABCDF		I				

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 - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	161	103	72	416	179	82	206	350	457	177	836
Weighted	1013	134	103*	66*	388	247	75*	210	353	450	205	808
Correct name (Net)	889 88%	115 86%	93 90% F	61 93% F	325 84%	237 96% ADF	58 77%	171 82%	303 86%	415 92% GH	184 90%	705 87%
Céline Dion	761 75%	92 69% F	76 74% F	55 83% ADF	268 69% F	229 93% ABCDF	41 55%	139 66%	257 73%	366 81% GH	164 80%	597 74%
Correct name (incorrect spelling)	128 13%	22 17% E	17 17% E	6 10%	57 15% E	9 3%	17 22% E	32 15%	46 13%	50 11%	19 10%	108 13%
Incorrect name	84 8%	11 8%	9 9%	4 6%	36 9% E	10 4%	14 18% ADE	23 11% I	39 11% I	22 5%	13 6%	71 9%
Don't know	40 4%	8 6% BE	1 1%	1 1%	27 7% BE	0 -	4 5% E	15 7% I	12 3%	13 3%	8 4%	32 4%

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 - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	161	103	72	416	179	82	206	350	457	177	836
Weighted	1013	134	103*	66*	388	247	75*	210	353	450	205	808
Correct name (Net)	80	9	12	4	42	6	6	9	25	46	16	64
	8%	7%	12%	6%	11%	2%	8%	4%	7%	10%	8%	8%
			E		E					G		
Frederick Banting	63	6	10	4	32	5	6	8	17	38	13	51
	6%	5%	10%	6%	8%	2%	8%	4%	5%	8%	6%	6%
			E		E		E					
Correct name (incorrect spelling)	17	3	2	0	10	2	0	1	8	8	3	14
	2%	2%	2%	-	3%	1%	-	0	2%	2%	1%	2%
Incorrect name	286	50	34	11	114	53	23	52	101	133	37	249
	28%	38%	33%	17%	29%	21%	31%	25%	29%	30%	18%	31%
		CE	CE									J
Don't know	647	74	57	51	232	188	46	149	227	271	152	495
	64%	55%	55%	77%	60%	76%	61%	71%	64%	60%	74%	61%
				ABD		ABDF		I			K	

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 - J/K
Overlap formulae used.   * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	161	103	72	416	179	82	206	350	457	177	836
Weighted	1013	134	103*	66*	388	247	75*	210	353	450	205	808
Correct name (Net)	498 49%	57 42%	54 52%	29 44%	166 43%	162 66% ABCDF	31 41%	81 39%	151 43%	267 59% GH	107 52%	392 48%
Michaëlle Jean	206 20%	17 13%	20 19%	9 13%	63 16%	82 33% ABCD	16 21%	27 13%	60 17%	119 26% GH	52 25%	155 19%
Correct name (incorrect spelling)	292 29%	39 30%	34 33%	21 31%	102 26%	80 32%	15 20%	54 26%	90 26%	148 33% H	55 27%	237 29%
Incorrect name	303 30%	51 38% E	28 27%	15 23%	121 31%	60 24%	27 36%	67 32%	119 34% I	116 26%	43 21%	260 32% J
Don't know	212 21%	27 20% E	21 21% E	21 32% E	101 26% E	25 10%	17 22% E	62 29% I	83 24% I	67 15%	55 27% K	157 19%