

1. [Rebased] Where in Canada would your story take place? It could be as specific as a city or a particular place you're fond of, or something more general.

		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: Valid respondents	876	433	443	185	388	303	79	267	433	97
Weighted	873	417	456	242	342	289	94*	325	293	160*
City (NET)	335	160	174	109	133	92	33	124	103	75
	38%	38%	38%	45%	39%	32%	35%	38%	35%	47%
				E						H
Montréal	54	24	30	11	21	22	11	22	13	8
	6%	6%	7%	5%	6%	8%	11%	7%	4%	5%
							H			
Toronto	49	28	20	19	24	6	1	13	14	21
	6%	7%	4%	8%	7%	2%	1%	4%	5%	13%
				E	E					FGH
Ottawa/ Sussex	38	18	20	19	14	6	3	13	10	13
	4%	4%	4%	8%	4%	2%	3%	4%	3%	8%
				E						
Vancouver	37	16	21	13	12	12	2	13	15	7
	4%	4%	5%	5%	4%	4%	3%	4%	5%	4%
Niagara Falls	22	8	14	10	7	5	2	10	8	2
	3%	2%	3%	4%	2%	2%	2%	3%	3%	1%
Québec City	21	10	11	6	8	7	4	5	6	6
	2%	2%	2%	2%	2%	2%	4%	2%	2%	4%
Victoria	13	5	8	2	6	5	0	8	4	1
	1%	1%	2%	1%	2%	2%	-	2%	1%	1%
Winnipeg	11	8	4	3	4	5	0	7	3	2
	1%	2%	1%	1%	1%	2%	-	2%	1%	1%
Halifax	9	4	5	2	3	3	1	4	4	0
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
Banff National Park	8	5	3	3	2	2	0	1	3	3
	1%	1%	1%	1%	1%	1%	-	0	1%	2%
Calgary	7	4	4	0	5	2	1	4	3	0
	1%	1%	1%	-	2%	1%	1%	1%	1%	-
Hamilton	7	4	4	4	3	1	1	3	1	2
	1%	1%	1%	1%	1%	0	1%	1%	0	1%

1. [Rebased] Where in Canada would your story take place? It could be as specific as a city or a particular place you're fond of, or something more general.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Muskoka	6	4	2	4	1	1	0	1	1	4
	1%	1%	0	2%	0	0	-	0	0	2%
Gaspé	5	3	2	0	3	2	0	4	1	0
	1%	1%	0	-	1%	1%	-	1%	0	-
Okanagan Valley	5	3	2	1	2	2	1	2	1	0
	1%	1%	0	0	1%	1%	1%	1%	0	-
Burnaby	5	0	5	2	1	1	0	3	0	2
	1%	-	1%	1%	0	0	-	1%	-	1%
Cape Breton Island	4	2	1	0	1	3	0	2	1	1
	0	1%	0	-	0	1%	-	1%	0	1%
St. John's	3	1	3	3	0	0	0	1	2	0
	0	0	1%	1%	-	-	-	0	1%	-
Kelowna	3	2	1	0	3	0	1	1	1	0
	0	0	0	-	1%	-	1%	0	0	-
Regina	3	2	1	2	1	0	0	2	0	1
	0	0	0	1%	0	-	-	0	-	1%
Kingston	3	0	3	1	1	1	0	1	2	0
	0	-	1%	0	0	0	-	0	1%	-
Edmonton	3	3	0	0	0	3	1	2	0	0
	0	1%	-	-	-	1%	1%	1%	-	-
Brandtford	3	0	3	0	2	1	1	0	1	0
	0	-	1%	-	1%	0	1%	-	0	-
Bowmanville	2	0	2	2	0	1	2	0	1	0
	0	-	1%	1%	-	0	2%	-	0	-
							G			
Mont Tremblant	2	0	2	1	0	1	0	1	1	0
	0	-	0	0	-	0	-	0	0	-
	2	1	1	1	1	0	0	0	1	1

1. [Rebased] Where in Canada would your story take place? It could be as specific as a city or a particular place you're fond of, or something more general.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Whitehorse	0	0	0	1%	0	-	-	-	0	1%
Kamloops	2	2	0	1	0	1	0	1	1	0
	0	1%	-	0	-	0	-	0	0	-
Windsor	2	1	1	1	1	0	0	1	1	0
	0	0	0	0	0	-	-	0	0	-
Saskatoon	2	1	1	0	1	1	0	0	2	0
	0	0	0	-	0	0	-	-	1%	-
Killarney	2	0	2	0	1	1	0	1	1	0
	0	-	0	-	0	0	-	0	0	-
Miramichi	2	2	0	0	0	2	1	1	0	0
	0	0	-	-	-	1%	1%	0	-	-
Kingston	2	1	1	0	2	0	0	1	1	0
	0	0	0	-	1%	-	-	0	0	-
Prince George	2	1	1	1	1	0	0	0	2	0
	0	0	0	0	0	-	-	-	1%	-
Chicoutimi	1	1	1	0	1	1	0	0	1	0
	0	0	0	-	0	0	-	-	0	-
Wawa	1	1	1	0	1	0	0	0	1	0
	0	0	0	-	0	-	-	-	0	-
Province and Territories (NET)	157	79	78	42	58	57	16	57	64	19
	18%	19%	17%	17%	17%	20%	16%	18%	22%	12%
									1	
Québec	51	24	27	19	15	17	4	20	18	9
	6%	6%	6%	8%	4%	6%	5%	6%	6%	5%
Ontario	26	14	12	6	13	7	2	8	12	3
	3%	3%	3%	2%	4%	2%	3%	2%	4%	2%
British Columbia	22	12	10	7	7	9	0	8	11	3
	2%	3%	2%	3%	2%	3%	-	2%	4%	2%

1. [Rebased] Where in Canada would your story take place? It could be as specific as a city or a particular place you're fond of, or something more general.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Newfoundland/ NL	13	10	3	3	3	7	3	5	5	0
	2%	2%	1%	1%	1%	2%	3%	1%	2%	-
		B								
Prince Edward Island	12	5	7	2	6	4	2	3	5	2
	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%
Saskatchewan	10	6	5	2	2	7	1	6	3	0
	1%	1%	1%	1%	0	2%	1%	2%	1%	-
Nova Scotia	10	3	7	3	3	4	1	3	4	1
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Alberta	5	2	3	1	3	1	0	3	2	0
	1%	0	1%	0	1%	0	-	1%	1%	-
New Brunswick	4	3	1	0	3	2	1	2	1	0
	0	1%	0	-	1%	1%	1%	1%	0	-
Manitoba	4	1	3	1	3	0	0	1	1	1
	0	0	1%	0	1%	-	-	0	0	1%
Yukon	3	1	2	0	3	0	0	0	1	1
	0	0	0	-	1%	-	-	-	0	1%
Location (NET)	105	43	62	31	42	32	8	39	33	25
	12%	10%	14%	13%	12%	11%	8%	12%	11%	16%
A/my village	20	3	17	8	9	3	0	7	8	5
	2%	1%	4%	3%	3%	1%	-	2%	3%	3%
			A							
Forest/ national park (unspecified)	13	5	8	6	4	4	2	5	4	2
	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%
By a river	9	3	6	3	4	2	1	4	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
By a lake	8	2	6	2	6	1	0	4	4	0
	1%	1%	1%	1%	2%	0	-	1%	1%	-
Cottage	8	3	5	5	1	1	0	0	3	5
	1%	1%	1%	2%	0	0	-	-	1%	3%

1. [Rebased] Where in Canada would your story take place? It could be as specific as a city or a particular place you're fond of, or something more general.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
										G
Beach	8	2	6	3	4	1	0	5	2	0
	1%	0	1%	1%	1%	0	-	2%	1%	-
St. Laurent River	7	2	5	0	5	3	0	5	1	1
	1%	1%	1%	-	1%	1%	-	2%	0	1%
Parliament Hill	6	5	1	3	3	1	0	0	2	5
	1%	1%	0	1%	1%	0	-	-	1%	3%
Acadie	6	2	4	1	3	2	0	1	1	4
	1%	1%	1%	0	1%	1%	-	0	0	2%
Home/ back yard	6	1	5	2	2	2	0	1	5	0
	1%	0	1%	1%	1%	1%	-	0	2%	-
Park	5	2	3	3	0	2	1	3	1	0
	1%	0	1%	1%	-	1%	1%	1%	0	-
Outdoors	5	4	1	1	0	3	1	2	1	0
	1%	1%	0	0	-	1%	1%	1%	0	-
Plains of Abraham	4	3	1	0	1	3	1	2	1	0
	0	1%	0	-	0	1%	1%	1%	0	-
By the ocean	3	3	1	0	1	2	1	0	1	1
	0	1%	0	-	0	1%	1%	-	0	1%
Algonquin Provincial Park	3	1	2	0	2	1	0	1	2	0
	0	0	0	-	1%	0	-	0	1%	-
Trois- Rivieres	3	0	3	0	1	2	0	1	0	2
	0	-	1%	-	0	1%	-	0	-	1%
CN Tower	2	2	0	0	2	0	0	0	1	2
	0	1%	-	-	1%	-	-	-	0	1%
By the mountains	2	0	2	0	0	1	0	0	2	0
	0	-	0	-	0	0	-	-	1%	-
	49	25	24	16	21	12	5	15	20	9

1. [Rebased] Where in Canada would your story take place? It could be as specific as a city or a particular place you're fond of, or something more general.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Region (NET)	6%	6%	5%	7%	6%	4%	5%	5%	7%	5%
The mountains/ Rocky mountains	29	14	15	13	10	6	3	8	10	7
	3%	3%	3%	5%	3%	2%	4%	3%	3%	4%
East Coast	8	3	5	4	2	2	1	1	4	2
	1%	1%	1%	2%	1%	1%	1%	0	1%	1%
West Coast	6	5	1	0	4	2	0	2	4	0
	1%	1%	0	-	1%	1%	-	1%	1%	-
North/ northern Canada/ Arctic	4	3	1	0	2	2	0	2	2	0
	1%	1%	0	-	1%	1%	-	1%	1%	-
Prairies	2	1	2	0	2	0	0	1	1	0
	0	0	0	-	1%	-	-	0	0	-
Country (NET)	16	7	9	4	9	4	4	5	4	3
	2%	2%	2%	1%	3%	1%	4%	2%	1%	2%
Canada	12	5	7	2	7	4	4	5	3	0
	1%	1%	2%	1%	2%	1%	4%	2%	1%	-
Overseas	4	3	2	2	2	0	0	0	1	3
	0	1%	0	1%	1%	-	-	-	0	2%
Other	264	122	142	62	97	105	33	96	89	46
	30%	29%	31%	25%	28%	36%	35%	29%	30%	29%
						CD				

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

2. [Rebased: Total Mention] Who would be the main characters in your story?

		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: Valid respondents	821	409	412	168	363	290	80	245	406	90
Weighted	815	391	424	219	320	276	95*	297	274	148*
Others (NET)	337	159	177	95	137	105	45	125	115	52
	41%	41%	42%	44%	43%	38%	47%	42%	42%	35%
Myself	139	62	77	52	51	37	19	58	40	22
	17%	16%	18%	24%	16%	13%	20%	20%	14%	15%
				E						
Friends	41	20	21	13	21	7	1	16	18	5
	5%	5%	5%	6%	6%	3%	1%	5%	7%	4%
					E					
Native americans/ First Nations	30	10	19	5	14	10	3	5	14	8
	4%	3%	5%	2%	4%	4%	3%	2%	5%	5%
									G	
Average civilian/ population	27	11	15	6	10	10	11	4	6	5
	3%	3%	4%	3%	3%	4%	11%	1%	2%	4%
							GHI			
Girl/ boy/ young person	14	6	8	4	6	4	1	5	5	3
	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
Unknown/ fictional character	14	11	3	5	5	4	1	6	5	1
	2%	3%	1%	2%	2%	1%	1%	2%	2%	1%
		B								
Canadian	14	9	5	6	5	3	1	4	4	5
	2%	2%	1%	3%	1%	1%	1%	1%	1%	4%
Soldier	12	8	3	2	6	4	1	6	3	1
	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%
Teacher	11	5	6	7	3	1	1	1	3	5
	1%	1%	1%	3%	1%	0	1%	0	1%	4%
				E						G
Immigrants	11	4	7	6	2	3	1	4	2	4
	1%	1%	2%	3%	1%	1%	1%	1%	1%	3%
People I knew/ know	11	9	2	2	2	6	2	4	5	0
	1%	2%	0	1%	1%	2%	2%	1%	2%	-
		B								
Doctor	9	4	4	1	4	4	3	2	3	0
	1%	1%	1%	0	1%	2%	4%	1%	1%	-

2. [Rebased: Total Mention] Who would be the main characters in your story?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Politician (unspecified)	8	5	3	2	2	4	2	1	1	3
	1%	1%	1%	1%	1%	1%	2%	0	0	2%
Female/ lady/ woman	8	1	6	2	4	2	0	4	2	1
	1%	0	2%	1%	1%	1%	-	1%	1%	1%
Tourists	7	3	4	2	5	1	0	1	3	3
	1%	1%	1%	1%	1%	0	-	0	1%	2%
Farmer	7	5	2	0	4	3	1	1	3	1
	1%	1%	0	-	1%	1%	1%	0	1%	1%
Boyfriend/ girlfriend	6	2	4	4	2	0	0	1	2	3
	1%	1%	1%	2%	1%	-	-	0	1%	2%
				E						
Police/ mountie/ RCMP	6	3	3	1	5	0	0	2	2	1
	1%	1%	1%	1%	2%	-	-	1%	1%	1%
					E					
Ancestors (unspecified)	6	1	5	0	1	5	0	4	2	0
	1%	0	1%	-	0	2%	-	1%	1%	-
						D				
Neighbors	6	1	4	0	3	2	0	3	1	1
	1%	0	1%	-	1%	1%	-	1%	0	1%
Government	5	2	3	2	3	0	1	2	1	1
	1%	1%	1%	1%	1%	0	1%	1%	0	1%
Older women/ male/ character	5	1	4	2	3	1	0	2	3	0
	1%	0	1%	1%	1%	0	-	1%	1%	-
Fisherman	5	4	1	0	3	2	2	1	1	0
	1%	1%	0	-	1%	1%	3%	0	0	-
Miner	5	5	0	0	2	2	0	3	1	0
	1%	1%	-	-	1%	1%	-	1%	0	-
		B								
Merchant	4	2	2	1	2	2	0	1	4	0
	1%	1%	1%	0	1%	1%	-	0	1%	-
	4	2	3	0	4	0	0	2	2	0



2. [Rebased: Total Mention] Who would be the main characters in your story?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Male/ man	1%	0	1%	-	1%	-	-	1%	1%	-
Railway workers	4	1	3	2	0	2	1	1	2	0
	0	0	1%	1%	-	1%	1%	0	1%	-
Employer/ employee/ colleagues	3	1	3	1	1	1	0	1	2	0
	0	0	1%	0	0	0	-	0	1%	-
Logger	3	2	1	0	1	2	1	0	1	0
	0	0	0	-	0	1%	1%	-	0	-
Family (NET)	232	80	151	60	86	85	26	96	81	29
	28%	21%	36%	27%	27%	31%	27%	32%	29%	20%
			A					I		
Family	61	21	41	18	25	19	3	23	30	6
	8%	5%	10%	8%	8%	7%	3%	8%	11%	4%
			A						FI	
Spouse/ wife/ husband	54	25	29	17	18	20	9	24	17	5
	7%	6%	7%	8%	6%	7%	10%	8%	6%	3%
Children/ son/ daughter	54	11	42	14	18	22	11	22	14	6
	7%	3%	10%	7%	5%	8%	11%	7%	5%	4%
			A							
Mother	36	9	26	8	14	14	4	17	12	3
	4%	2%	6%	3%	4%	5%	4%	6%	4%	2%
			A							
Father	34	12	22	6	15	13	2	16	11	4
	4%	3%	5%	3%	5%	5%	3%	5%	4%	3%
Sibling/ brother/ sister	30	15	15	6	13	11	1	15	9	5
	4%	4%	4%	3%	4%	4%	1%	5%	3%	3%
Grandparents/ grandmother/ grandfather	22	4	18	6	5	12	1	6	9	7
	3%	1%	4%	3%	1%	4%	1%	2%	3%	5%
			A			D				
Parents	16	3	13	0	6	10	0	11	2	3
	2%	1%	3%	-	2%	4%	-	4%	1%	2%
			A			C		H		
Grandchildren/ grandson/ granddaughter	12	1	11	0	2	10	1	9	2	0
	1%	0	3%	-	0	4%	1%	3%	1%	-
			A			CD		H		

2. [Rebased: Total Mention] Who would be the main characters in your story?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Aunt/ uncle	6	1	5	0	4	2	1	1	3	0
	1%	0	1%	-	1%	1%	1%	0	1%	-
Nephew/ niece	5	2	2	0	2	2	1	3	0	0
	1%	1%	0	-	1%	1%	1%	1%	-	-
Daughter/ son in law	3	1	2	0	0	3	0	2	1	0
	0	0	0	-	-	1%	-	1%	0	-
Great grandparents	2	0	2	0	1	1	0	0	2	0
	0	-	0	-	0	0	-	-	1%	-
Famous personalities	156	92	64	37	67	52	21	56	48	31
	19%	24%	15%	17%	21%	19%	22%	19%	17%	21%
		B								
First colonizers/ settlers/ explorers (unspecified)	31	14	17	7	13	11	1	14	9	6
	4%	4%	4%	3%	4%	4%	1%	5%	3%	4%
Jacques Cartier	24	14	10	5	12	6	4	12	3	5
	3%	4%	2%	2%	4%	2%	4%	4%	1%	3%
							H	H		
Pierre Trudeau	24	15	9	6	11	7	2	10	8	3
	3%	4%	2%	3%	4%	2%	3%	3%	3%	2%
Rene Levesque	18	16	2	3	9	7	3	11	4	0
	2%	4%	0	1%	3%	3%	3%	4%	2%	-
		B								
John A. Macdonald	17	10	7	4	6	7	0	6	5	6
	2%	3%	2%	2%	2%	2%	-	2%	2%	4%
Samuel de Champlain	15	8	7	3	4	8	7	1	5	2
	2%	2%	2%	1%	1%	3%	7%	0	2%	1%
							GHI			
Stephen Harper	7	3	4	0	5	2	1	3	1	3
	1%	1%	1%	-	2%	1%	1%	1%	0	2%
Famous/ recognized character of Canada (unspecified)	7	4	3	2	4	1	2	0	4	1
	1%	1%	1%	1%	1%	0	2%	-	1%	1%
							G		G	

2. [Rebased: Total Mention] Who would be the main characters in your story?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Louis Riel	7	6	1	2	4	1	0	3	4	0
	1%	2%	0	1%	1%	0	-	1%	1%	-
Prime Minister	7	6	1	3	1	3	1	0	4	2
	1%	1%	0	1%	0	1%	1%	-	1%	1%
									G	
Wayne Gretzky	6	4	3	4	1	1	0	1	0	5
	1%	1%	1%	2%	0	0	-	0	0	3%
										GH
The Queen	5	4	1	2	3	1	0	1	2	2
	1%	1%	0	1%	1%	0	-	0	1%	1%
Louis- Joseph Papineau	5	2	3	1	2	2	0	0	2	3
	1%	1%	1%	0	1%	1%	-	-	1%	2%
										G
Jean Chretien	3	3	1	1	1	1	0	0	3	0
	0	1%	0	0	0	1%	-	-	1%	-
									G	
Christopher Colombus	3	0	3	2	1	0	1	0	2	0
	0	-	1%	1%	0	-	1%	-	1%	-
Jacques Parizeau	3	1	2	1	1	1	0	1	2	0
	0	0	0	0	0	0	-	0	1%	-
Celine Dion	2	1	2	1	1	1	0	0	2	0
	0	0	0	0	0	0	-	-	1%	-
Robert Bourassa	2	2	1	1	1	0	0	0	2	0
	0	0	0	0	0	-	-	-	1%	-
Animals (NET)	22	8	14	7	8	7	1	10	8	3
	3%	2%	3%	3%	3%	2%	1%	3%	3%	2%
Cat/ dot/ pet	12	3	9	3	5	3	0	7	3	2
	1%	1%	2%	1%	2%	1%	-	3%	1%	1%
Animals	6	2	4	3	2	1	0	1	3	2
	1%	0	1%	1%	1%	0	-	0	1%	1%
Wolf	4	4	1	1	1	2	1	1	2	0
	1%	1%	0	0	0	1%	1%	0	1%	-

2. [Rebased: Total Mention] Who would be the main characters in your story?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Other	406	204	202	131	149	126	42	132	134	98
	50%	52%	48%	60%	46%	46%	44%	44%	49%	66%
				DE						FGH

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

3\_1. [Start] In what time period would your story take place?

		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	1009	506	503	214	451	344	97	316	486	110
Weighted	1009	488	521	282	401	327	116*	382	329	183
Start										
0	44	21	23	6	21	16	9	24	9	1
	4%	4%	4%	2%	5%	5%	8%	6%	3%	1%
							HI	HI		
Pre-1900 (Net)	265	142	124	69	105	91	24	97	91	54
	26%	29%	24%	25%	26%	28%	20%	25%	28%	30%
Pre-Confederation	215	110	105	61	85	68	20	77	74	45
	21%	23%	20%	22%	21%	21%	17%	20%	22%	24%
1867-1899	50	31	19	8	19	23	4	19	17	9
	5%	6%	4%	3%	5%	7%	3%	5%	5%	5%
						C				
1900-1913	75	28	47	17	32	26	7	26	28	13
	7%	6%	9%	6%	8%	8%	6%	7%	9%	7%
1914-1918	3	0	3	2	1	1	0	2	1	0
	0	-	1%	1%	0	0	-	0	0	-
1919-1938	26	14	11	9	11	6	4	7	10	5
	3%	3%	2%	3%	3%	2%	3%	2%	3%	3%
1939-1944	20	12	7	5	6	9	5	8	6	1
	2%	3%	1%	2%	2%	3%	4%	2%	2%	1%
1945-1949	13	4	9	4	3	6	0	5	6	2
	1%	1%	2%	1%	1%	2%	-	1%	2%	1%
1950's	47	23	24	5	16	26	9	22	13	3
	5%	5%	5%	2%	4%	8%	7%	6%	4%	2%
						CD	I			
1960's	66	35	31	0	35	31	10	28	22	5
	7%	7%	6%	-	9%	10%	9%	7%	7%	3%
					C	C				
1970's	51	36	15	6	23	22	7	16	21	7
	5%	7%	3%	2%	6%	7%	6%	4%	6%	4%
		B				C				
	51	24	27	17	22	11	3	24	15	8

3\_1. [Start] In what time period would your story take place?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1980's	5%	5%	5%	6%	6%	3%	3%	6%	5%	5%
1990's	47	20	27	12	14	21	8	15	14	10
	5%	4%	5%	4%	3%	6%	7%	4%	4%	5%
2000-2011	302	129	173	129	111	62	30	107	93	72
	30%	27%	33%	46%	28%	19%	26%	28%	28%	39%
			A	DE	E					FGH

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

3\_2. [End] In what time period would your story take place?

		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	1009	506	503	214	451	344	97	316	486	110
Weighted	1009	488	521	282	401	327	116*	382	329	183
End										
0	39	15	24	9	14	16	8	22	10	0
	4%	3%	5%	3%	4%	5%	7%	6%	3%	-
							I	I	I	
Pre-1900 (Net)	167	98	70	44	71	53	11	67	51	39
	17%	20%	13%	16%	18%	16%	9%	17%	16%	21%
		B								F
Pre-Confederation	139	79	60	42	57	40	9	58	40	32
	14%	16%	12%	15%	14%	12%	8%	15%	12%	17%
		B								
1867-1899	29	19	10	2	14	13	1	9	12	7
	3%	4%	2%	1%	4%	4%	1%	2%	3%	4%
					C	C				
1900-1913	42	18	24	11	22	10	5	15	13	8
	4%	4%	5%	4%	5%	3%	4%	4%	4%	5%
1919-1938	19	12	6	3	9	6	4	9	4	2
	2%	3%	1%	1%	2%	2%	3%	2%	1%	1%
1939-1944	7	3	3	2	1	3	0	4	3	0
	1%	1%	1%	1%	0	1%	-	1%	1%	-
1945-1949	10	6	4	1	3	7	1	3	6	0
	1%	1%	1%	0	1%	2%	1%	1%	2%	-
1950's	33	11	22	6	11	16	3	15	12	4
	3%	2%	4%	2%	3%	5%	3%	4%	4%	2%
1960's	21	14	6	1	8	11	4	5	10	1
	2%	3%	1%	0	2%	4%	4%	1%	3%	1%
						C				
1970's	38	23	16	4	17	17	8	13	12	6
	4%	5%	3%	1%	4%	5%	7%	3%	4%	3%
						C				
1980's	40	26	14	8	19	13	5	18	13	3
	4%	5%	3%	3%	5%	4%	5%	5%	4%	2%
		B								
	40	22	18	6	12	21	3	15	13	8

3\_2. [End] In what time period would your story take place?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1990's	4%	4%	3%	2%	3%	7%	3%	4%	4%	4%
						CD				
2000-2011	553	241	312	187	213	153	63	197	181	112
	55%	49%	60%	66%	53%	47%	54%	52%	55%	62%
		A	DE							

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



4. [Rebased] What kind of story would this be? It could be historic, adventure, war, political, comedy, nature/landscape, mystery, travel, or anything you want it to be. What would your story be about?

		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: Valid respondents	864	426	438	177	385	302	84	267	424	89
Weighted	856	407	449	230	339	288	100*	323	286	146*
History	198	98	100	42	85	70	13	73	74	38
	23%	24%	22%	18%	25%	24%	13%	22%	26%	26%
									F	F
Adventure	158	74	84	63	64	32	14	60	56	28
	18%	18%	19%	27%	19%	11%	14%	19%	19%	19%
				DE	E					
Life/ real life	106	45	60	26	38	41	18	32	43	12
	12%	11%	13%	11%	11%	14%	18%	10%	15%	8%
									G	
Comedy	88	37	51	28	43	18	10	32	30	16
	10%	9%	11%	12%	13%	6%	10%	10%	11%	11%
				E	E					
Nature/ landscape	86	32	54	33	28	24	5	31	29	21
	10%	8%	12%	14%	8%	8%	5%	9%	10%	15%
			A	D						F
Travel	67	29	38	26	18	23	6	25	24	12
	8%	7%	9%	11%	5%	8%	6%	8%	8%	9%
				D						
Political	54	39	15	16	18	20	5	14	20	15
	6%	10%	3%	7%	5%	7%	5%	4%	7%	10%
		B								G
Family/ friends/ relationships	45	16	29	11	17	17	7	20	14	3
	5%	4%	7%	5%	5%	6%	7%	6%	5%	2%
Mystery	41	21	20	16	15	9	2	12	14	11
	5%	5%	4%	7%	4%	3%	2%	4%	5%	8%
(Formation of) Canada/ Canadian history/ life	39	18	21	1	13	25	4	18	15	3
	5%	5%	5%	0	4%	9%	4%	6%	5%	2%
					C	CD				
Romance	39	6	32	13	13	13	6	14	15	4
	5%	2%	7%	5%	4%	5%	6%	4%	5%	2%
			A							
War	34	21	13	15	10	9	2	15	5	11
	4%	5%	3%	7%	3%	3%	2%	5%	2%	7%
										H
	22	10	12	9	10	3	0	3	9	10

4. [Rebased] What kind of story would this be? It could be historic, adventure, war, political, comedy, nature/landscape, mystery, travel, or anything you want it to be. What would your story be about?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Fiction	3%	2%	3%	4%	3%	1%	-	1%	3%	7%
				E						FG
Biography	19	9	11	2	12	5	2	7	7	3
	2%	2%	2%	1%	4%	2%	2%	2%	2%	2%
Drama	18	9	9	9	5	4	3	7	8	0
	2%	2%	2%	4%	1%	1%	3%	2%	3%	-
Documentary	11	6	5	4	7	1	2	6	4	0
	1%	1%	1%	2%	2%	0	2%	2%	1%	-
Quebec/ independence/ history					E					
	11	10	1	0	7	4	4	5	1	2
Immigrants/ coming to a new country	1%	2%	0	-	2%	1%	4%	2%	0	1%
		B					H			
Sports	10	1	9	2	6	3	1	4	3	1
	1%	0	2%	1%	2%	1%	1%	1%	1%	1%
Spiritual/ religious			A							
	9	9	0	5	3	2	2	3	3	1
Health	1%	2%	-	2%	1%	1%	2%	1%	1%	1%
		B								
Diversity	8	6	1	4	2	2	1	5	1	0
	1%	2%	0	2%	0	1%	1%	2%	0	-
Educational/ based on facts										
	7	1	5	2	2	3	1	3	3	0
Other	1%	0	1%	1%	1%	1%	1%	1%	1%	-
Everything/ all of the above/ anything	4	2	2	0	0	4	0	0	1	3
	0	0	1%	-	-	1%	-	-	0	2%
						D				G
	3	3	0	0	1	2	0	2	1	0
	0	1%	-	-	0	1%	-	1%	0	-
	207	94	113	48	80	78	29	68	67	42
	24%	23%	25%	21%	24%	27%	29%	21%	23%	29%
	8	4	4	4	1	2	1	1	3	3
	1%	1%	1%	2%	0	1%	1%	0	1%	2%

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

5. [Rebased: Total Mention] What impression would you want to leave on the reader at the end of your book? Would they be entertained or educated, happy or sad, satisfied or wanting more? How would the reader describe your book?

		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: Valid respondents	864	428	436	178	385	301	86	259	428	91
Weighted	855	410	446	230	340	285	103*	315	290	149*
Educated/ informative/ knowledgeable/ enlightened	266	143	123	55	104	106	32	82	95	57
	31%	35%	28%	24%	31%	37%	31%	26%	33%	38%
Happy		B				C				G
	192	80	111	65	66	61	25	78	54	34
	22%	20%	25%	28%	19%	21%	25%	25%	18%	23%
Entertained				D						
	187	95	92	54	87	47	11	64	71	41
	22%	23%	21%	23%	25%	16%	10%	20%	24%	28%
Wanting more					E			F	F	F
	83	35	48	27	32	23	6	36	24	17
	10%	8%	11%	12%	9%	8%	6%	11%	8%	12%
Sad										
	56	31	25	11	18	27	8	29	11	9
	7%	7%	6%	5%	5%	9%	8%	9%	4%	6%
History/historical								H		
	52	21	31	14	22	16	5	18	13	15
	6%	5%	7%	6%	7%	5%	5%	6%	5%	10%
Satisfied										
	49	21	28	19	14	16	4	23	15	7
	6%	5%	6%	8%	4%	6%	4%	7%	5%	5%
Fun/ funny/ comical										
	47	20	28	9	28	11	8	19	13	7
	6%	5%	6%	4%	8%	4%	8%	6%	5%	5%
Distraction					E					
	40	14	25	10	20	10	8	12	13	7
	5%	4%	6%	5%	6%	3%	8%	4%	4%	5%
(Canada/province/country is) beautiful/a great place/the best										
	29	15	14	9	7	12	3	9	10	7
	3%	4%	3%	4%	2%	4%	3%	3%	3%	5%
Good/well written book or story(line)										
	26	8	18	4	16	5	1	8	13	4
	3%	2%	4%	2%	5%	2%	1%	2%	4%	3%
Life/lifestyle/life story										
	25	11	14	3	10	13	1	12	9	3
	3%	3%	3%	1%	3%	4%	1%	4%	3%	2%
						C				

5. [Rebased: Total Mention] What impression would you want to leave on the reader at the end of your book? Would they be entertained or educated, happy or sad, satisfied or wanting more? How would the reader describe your book?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Interesting	21	9	12	3	9	9	4	5	9	3
	2%	2%	3%	1%	3%	3%	4%	1%	3%	2%
Motivated (to visit/travel and learn more)	18	10	8	6	8	4	1	6	9	2
	2%	3%	2%	3%	2%	2%	1%	2%	3%	1%
Hope/ never give up/ optimistic	18	4	14	1	10	7	1	8	7	1
	2%	1%	3%	0	3%	2%	1%	3%	2%	1%
			A							
Humanity/ values/ importance of love	17	3	14	5	7	5	4	4	6	4
	2%	1%	3%	2%	2%	2%	4%	1%	2%	2%
			A							
Exciting/captivating	16	6	10	5	6	5	0	7	7	2
	2%	1%	2%	2%	2%	2%	-	2%	2%	1%
Conscious of/respect/protect the environment (planet/animals)	16	7	9	5	7	5	0	8	5	3
	2%	2%	2%	2%	2%	2%	-	3%	2%	2%
Thought provoking/stimulating	16	6	10	5	6	4	0	6	6	3
	2%	1%	2%	2%	2%	2%	-	2%	2%	2%
Inspired	13	5	8	5	5	3	0	2	9	2
	2%	1%	2%	2%	2%	1%	-	1%	3%	1%
									G	
Facts/reality/truth	13	4	8	2	8	3	1	6	3	3
	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%
Proud	12	9	4	4	3	5	1	4	3	3
	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%
Understanding/wanting to know more	12	5	7	1	7	4	5	3	5	0
	1%	1%	2%	0	2%	1%	4%	1%	2%	-
							GI			
Reflect	12	4	7	7	3	1	0	3	5	3
	1%	1%	2%	3%	1%	0	-	1%	2%	2%
				E						
Curious/intrigued	10	6	4	4	4	2	0	4	5	1
	1%	2%	1%	2%	1%	1%	-	1%	2%	1%

5. [Rebased: Total Mention] What impression would you want to leave on the reader at the end of your book? Would they be entertained or educated, happy or sad, satisfied or wanting more? How would the reader describe your book?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Adventure/adventurous	10	5	5	2	3	5	0	3	5	2
	1%	1%	1%	1%	1%	2%	-	1%	2%	1%
Equality/diversity/(different) classes	9	3	7	3	3	3	3	2	5	0
	1%	1%	1%	1%	1%	1%	2%	1%	2%	-
Religion/religious/mystical	9	6	3	2	4	4	3	4	3	0
	1%	2%	1%	1%	1%	1%	2%	1%	1%	-
Life is short (or long)/enjoy life	9	7	2	2	6	1	2	5	2	0
	1%	2%	0	1%	2%	0	2%	1%	1%	-
Fiction/fantasy	8	5	3	1	3	3	1	1	2	3
	1%	1%	1%	1%	1%	1%	1%	0	1%	2%
Heart warming/ feel good	8	2	6	0	7	1	0	3	5	0
	1%	1%	1%	-	2%	0	-	1%	2%	-
Moved/touched	8	0	7	5	2	1	1	2	3	2
	1%	0	2%	2%	1%	0	1%	1%	1%	1%
Patriotic	7	6	1	1	4	2	0	5	1	1
	1%	2%	0	1%	1%	1%	-	2%	0	1%
Surprised/shocked	7	3	4	3	3	1	0	3	5	0
	1%	1%	1%	2%	1%	0	-	1%	2%	-
Mystery/suspense	6	4	2	1	6	0	0	1	2	3
	1%	1%	0	0	2%	-	-	0	1%	2%
Relatable	6	1	5	1	2	2	0	2	1	3
	1%	0	1%	1%	1%	1%	-	1%	0	2%
Boring/dull/lousy	6	4	2	1	1	4	0	1	5	0
	1%	1%	0	0	0	1%	-	0	2%	-
Love/romance	5	1	4	2	3	1	2	2	1	0
	1%	0	1%	1%	1%	0	2%	1%	0	-
Nostalgic	5	1	4	0	3	2	1	2	1	0
	1%	0	1%	-	1%	1%	1%	1%	0	-

5. [Rebased: Total Mention] What impression would you want to leave on the reader at the end of your book? Would they be entertained or educated, happy or sad, satisfied or wanting more? How would the reader describe your book?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Food/health/exercise	5	1	4	2	2	1	0	3	2	0
	1%	0	1%	1%	1%	0	-	1%	1%	-
Immigrants (policies)	4	1	4	1	2	1	0	1	3	0
	0	0	1%	0	1%	0	-	0	1%	-
Nature/landscape	4	0	4	1	1	2	0	1	1	2
	0	-	1%	1%	0	1%	-	0	0	1%
Dreaming/dreamer	4	0	4	3	0	1	0	3	1	0
	0	-	1%	1%	-	0	-	1%	0	-
Appreciation	3	1	2	0	1	2	0	0	3	0
	0	0	0	-	0	1%	-	-	1%	-
Support/teamwork (to succeed/overcome a problem)	3	2	1	0	1	2	0	0	2	1
	0	1%	0	-	0	1%	-	-	1%	1%
Impress	3	0	3	1	1	1	1	0	2	0
	0	-	1%	0	0	0	1%	-	1%	-
Essential/useful	3	0	3	2	0	1	0	0	1	2
	0	-	1%	1%	-	0	-	-	0	1%
All of the above	2	0	2	0	1	1	1	0	1	0
	0	0	0	-	0	0	1%	-	0	-
Scared/fearful/uncertain	2	2	0	0	2	0	0	1	1	0
	0	1%	-	-	1%	0	-	0	0	-
Other	210	100	110	57	73	80	33	73	63	41
	25%	25%	25%	25%	22%	28%	32%	23%	22%	28%
Nothing	1	1	0	0	1	0	H	0	0	0
	0	0	-	-	0	-	1%	-	-	-

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

6. [Rebased] Where would you want to read your new book for the very first time once it had been printed and bound in a final copy?

		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: Valid respondents	848	416	432	176	377	295	82	256	420	90
Weighted	840	398	442	227	333	280	98*	310	285	147*
Home	369	170	199	99	143	127	50	142	121	56
	44%	43%	45%	44%	43%	45%	51%	46%	43%	38%
Outdoors	67	20	47	21	26	20	6	24	27	11
	8%	5%	11%	9%	8%	7%	6%	8%	9%	7%
			A							
By the water (lake, river, waterfall, etc.)	47	17	30	10	21	16	6	16	17	8
	6%	4%	7%	4%	6%	6%	6%	5%	6%	6%
Library	41	17	24	12	16	13	6	12	14	10
	5%	4%	6%	5%	5%	5%	6%	4%	5%	7%
On a beach	31	14	17	11	13	7	7	8	13	3
	4%	4%	4%	5%	4%	2%	7%	3%	4%	2%
In the park	29	17	12	8	12	8	1	11	8	8
	3%	4%	3%	4%	4%	3%	1%	4%	3%	6%
School	23	12	11	2	12	9	5	7	6	6
	3%	3%	3%	1%	3%	3%	5%	2%	2%	4%
Book store	20	9	11	8	8	5	0	5	13	3
	2%	2%	3%	3%	2%	2%	-	2%	4%	2%
									FG	
Cabin/ cottage	16	7	8	4	8	3	1	5	6	3
	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%
Anywhere/ everywhere	14	9	4	3	4	6	2	6	5	0
	2%	2%	1%	2%	1%	2%	2%	2%	2%	-
Online/ internet	13	8	5	1	7	5	0	7	3	3
	2%	2%	1%	0	2%	2%	-	2%	1%	2%
Coffee shop/ cafe	11	8	4	9	1	1	0	3	4	4
	1%	2%	1%	4%	0	0	-	1%	2%	3%
				DE						
	6	6	0	0	3	3	3	1	1	2

6. [Rebased] Where would you want to read your new book for the very first time once it had been printed and bound in a final copy?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Montréal	1%	2%	-	-	1%	1%	3%	0	0	1%
		B					H			
Newspaper	5	1	4	0	3	2	0	2	3	0
	1%	0	1%	-	1%	1%	-	1%	1%	-
Other	202	101	101	47	81	74	21	76	70	36
	24%	25%	23%	21%	24%	26%	21%	24%	24%	24%

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



7\_1. [It is important that students read Canadian literature in school] To what extent do you agree or disagree with the following statements:

		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	1009	506	503	214	451	344	97	316	486	110
Weighted	1009	488	521	282	401	327	116*	382	329	183
It is important that students read Canadian literature in school										
Strongly agree	551	249	302	134	210	206	63	209	193	86
	55%	51%	58%	48%	53%	63%	55%	55%	59%	47%
Somewhat agree			A			CD			I	
	406	206	200	127	168	111	50	154	117	86
	40%	42%	38%	45%	42%	34%	43%	40%	35%	47%
Somewhat disagree				E	E					H
	38	23	15	13	17	8	3	16	14	5
	4%	5%	3%	4%	4%	2%	2%	4%	4%	3%
Strongly disagree										
	15	11	4	8	5	2	0	4	5	6
	1%	2%	1%	3%	1%	1%	-	1%	2%	3%
Summary										
Top2Box (Agree)	956	455	502	261	378	317	113	362	310	171
	95%	93%	96%	93%	94%	97%	98%	95%	94%	94%
			A			C				
Low2Box (Disagree)	53	34	19	20	22	10	3	19	19	11
	5%	7%	4%	7%	6%	3%	2%	5%	6%	6%
		B		E						

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

7\_2. [Canadian literature is among the best in the world] To what extent do you agree or disagree with the following statements:

		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	1009	506	503	214	451	344	97	316	486	110
Weighted	1009	488	521	282	401	327	116*	382	329	183
Canadian literature is among the best in the world										
Strongly agree	227	101	126	57	85	86	29	94	75	29
	23%	21%	24%	20%	21%	26%	25%	25%	23%	16%
Somewhat agree	541	273	268	135	222	184	68	197	181	95
	54%	56%	52%	48%	55%	56%	59%	52%	55%	52%
Somewhat disagree	209	93	116	79	79	51	18	82	61	48
	21%	19%	22%	28%	20%	16%	15%	21%	19%	26%
Strongly disagree	32	22	10	11	15	6	1	9	12	10
	3%	4%	2%	4%	4%	2%	1%	2%	4%	6%
		B								
Summary										
Top2Box (Agree)	768	374	395	192	307	270	97	291	255	125
	76%	77%	76%	68%	77%	82%	84%	76%	78%	68%
Low2Box (Disagree)	241	115	126	90	94	57	19	90	74	58
	24%	23%	24%	32%	23%	18%	16%	24%	22%	32%
				DE						FH

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

7\_3. [I read Canadian literature on a regular basis] To what extent do you agree or disagree with the following statements:

		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	1009	506	503	214	451	344	97	316	486	110
Weighted	1009	488	521	282	401	327	116*	382	329	183
<b>I read Canadian literature on a regular basis</b>										
Strongly agree	124	54	70	33	46	45	10	40	45	28
	12%	11%	13%	12%	12%	14%	9%	11%	14%	15%
Somewhat agree	403	191	212	95	151	158	54	148	133	68
	40%	39%	41%	34%	38%	48%	47%	39%	41%	37%
						CD				
Somewhat disagree	346	174	171	99	150	97	36	139	112	59
	34%	36%	33%	35%	38%	30%	31%	36%	34%	32%
					E					
Strongly disagree	136	69	67	55	53	27	15	55	39	28
	13%	14%	13%	20%	13%	8%	13%	14%	12%	15%
				DE	E					
<b>Summary</b>										
Top2Box (Agree)	527	246	282	128	197	203	64	188	179	96
	52%	50%	54%	45%	49%	62%	56%	49%	54%	53%
						CD				
Low2Box (Disagree)	482	243	239	154	203	124	52	193	150	87
	48%	50%	46%	55%	51%	38%	44%	51%	46%	47%
				E	E					

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

7\_4. [Canadian literature should be mandatory in all high school curricula across Canada] To what extent do you agree or disagree with the following statements:

		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	1009	506	503	214	451	344	97	316	486	110
Weighted	1009	488	521	282	401	327	116*	382	329	183
Canadian literature should be mandatory in all high school curricula across Canada										
Strongly agree	488	221	267	115	194	180	51	181	174	82
	48%	45%	51%	41%	48%	55%	44%	47%	53%	45%
						C				
Somewhat agree	413	203	210	129	164	120	52	162	117	82
	41%	42%	40%	46%	41%	37%	45%	42%	36%	45%
				E						
Somewhat disagree	77	43	34	26	30	20	10	30	25	12
	8%	9%	7%	9%	8%	6%	9%	8%	8%	6%
Strongly disagree	30	22	9	11	12	7	2	9	13	7
	3%	4%	2%	4%	3%	2%	2%	2%	4%	4%
		B								
Summary										
Top2Box (Agree)	902	424	477	244	358	300	104	343	291	164
	89%	87%	92%	87%	89%	92%	90%	90%	89%	90%
			A							
Low2Box (Disagree)	107	64	43	38	43	27	12	39	38	19
	11%	13%	8%	13%	11%	8%	10%	10%	11%	10%
		B								

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

7. [Top2Box (Agree) Summary] To what extent do you agree or disagree with the following statements:

		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	1009	506	503	214	451	344	97	316	486	110
Weighted	1009	488	521	282	401	327	116*	382	329	183
<b>Top2Box (Agree) Summary</b>										
It is important that students read Canadian literature in school	956	455	502	261	378	317	113	362	310	171
	95%	93%	96%	93%	94%	97%	98%	95%	94%	94%
			A			C				
Canadian literature should be mandatory in all high school curricula across Canada	902	424	477	244	358	300	104	343	291	164
	89%	87%	92%	87%	89%	92%	90%	90%	89%	90%
			A							
Canadian literature is among the best in the world	768	374	395	192	307	270	97	291	255	125
	76%	77%	76%	68%	77%	82%	84%	76%	78%	68%
					C	C	I		I	
I read Canadian literature on a regular basis	527	246	282	128	197	203	64	188	179	96
	52%	50%	54%	45%	49%	62%	56%	49%	54%	53%
						CD				

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

7. [Low2Box (Disagree) Summary] To what extent do you agree or disagree with the following statements:

		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	1009	506	503	214	451	344	97	316	486	110
Weighted	1009	488	521	282	401	327	116*	382	329	183
<b>Low2Box (Disagree) Summary</b>										
I read Canadian literature on a regular basis	482	243	239	154	203	124	52	193	150	87
	48%	50%	46%	55%	51%	38%	44%	51%	46%	47%
				E	E					
Canadian literature is among the best in the world	241	115	126	90	94	57	19	90	74	58
	24%	23%	24%	32%	23%	18%	16%	24%	22%	32%
				DE						FH
Canadian literature should be mandatory in all high school curricula across Canada	107	64	43	38	43	27	12	39	38	19
	11%	13%	8%	13%	11%	8%	10%	10%	11%	10%
		B								
It is important that students read Canadian literature in school	53	34	19	20	22	10	3	19	19	11
	5%	7%	4%	7%	6%	3%	2%	5%	6%	6%
		B		E						

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

8. If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		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	1009	506	503	214	451	344	97	316	486	110
Weighted	1009	488	521	282	401	327	116*	382	329	183
Pierre Burton	65	39	26	2	21	42	8	29	24	5
	6%	8%	5%	1%	5%	13%	7%	8%	7%	3%
					C	CD				
Farley Mowat	62	39	22	9	35	18	8	25	22	6
	6%	8%	4%	3%	9%	5%	7%	7%	7%	3%
		B			C					
Margaret Atwood	55	23	32	13	29	14	5	15	21	15
	5%	5%	6%	5%	7%	4%	4%	4%	6%	8%
Michel Tremblay	24	15	9	0	9	14	6	10	7	0
	2%	3%	2%	-	2%	4%	6%	3%	2%	-
					C	C	I			
Robert Munsch	19	8	11	12	6	2	2	6	6	5
	2%	2%	2%	4%	1%	1%	1%	2%	2%	3%
				DE						
Marie Laberge	17	3	14	2	11	4	3	5	7	2
	2%	1%	3%	1%	3%	1%	2%	1%	2%	1%
			A							
Yann Martel	9	6	3	4	2	3	0	0	1	8
	1%	1%	1%	1%	0	1%	-	-	0	5%
										GH
Mordecai Rickler	8	5	3	0	5	3	0	0	4	4
	1%	1%	1%	-	1%	1%	-	-	1%	2%
									G	G
David Suzuki	8	1	7	2	4	2	0	4	2	1
	1%	0	1%	1%	1%	1%	-	1%	1%	1%
Lucy Maude Montgomery	8	0	8	2	5	1	0	4	3	0
	1%	-	1%	1%	1%	0	-	1%	1%	-
			A							
Pierre Trudeau	6	4	2	1	2	3	1	2	3	0
	1%	1%	0	0	0	1%	1%	1%	1%	-
Anne Robillard	5	3	2	3	2	0	4	0	1	0
	1%	1%	0	1%	0	-	4%	-	0	-
							GHI			
Leonard Cohen	5	1	4	2	1	2	0	3	2	0
	0	0	1%	1%	0	1%	-	1%	1%	-

8. If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Christine Brouillette	5	0	5	3	1	1	0	2	3	0
	0	-	1%	1%	0	0	-	0	1%	-
			A							
Fred Pellerin	5	0	5	3	2	0	0	3	2	0
	0	-	1%	1%	0	-	-	1%	1%	-
Gabrielle Roy	4	4	1	0	3	2	1	1	1	1
	0	1%	0	-	1%	1%	1%	0	0	1%
Elvis Gratton	4	3	2	4	1	0	0	2	1	2
	0	1%	0	1%	0	-	-	0	0	1%
William Shatner	4	3	2	2	2	1	0	2	2	0
	0	1%	0	1%	0	0	-	1%	1%	-
Margaret Lawrence	4	1	3	3	1	0	0	0	1	3
	0	0	1%	1%	0	-	-	-	0	2%
										G
Patrick Senecal	4	1	3	3	1	0	1	2	1	0
	0	0	1%	1%	0	-	1%	0	0	-
Stuart McLean	4	1	3	0	1	3	0	3	1	0
	0	0	0	-	0	1%	-	1%	0	-
Timothy Findley	4	2	2	4	0	0	0	0	0	4
	0	0	0	1%	-	-	-	-	-	2%
				D						GH
Michael Ondaatje	4	1	3	1	3	1	1	0	3	0
	0	0	1%	0	1%	0	1%	-	1%	-
W.O. Mitchell	3	1	3	1	0	2	1	1	1	0
	0	0	0	0	-	1%	1%	0	0	-
Anne Robillard	3	1	2	1	3	0	0	3	1	0
	0	0	0	0	1%	-	-	1%	0	-
Malcolm Gladwell	3	1	3	2	0	1	0	0	1	2
	0	0	1%	1%	-	0	-	-	0	1%
	3	3	0	2	1	1	0	3	1	0



8. If you could invite one Canadian author to a Canada Day BBQ, who would it be?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Robert Sawyer	0	1%	-	1%	0	0	-	1%	0	-
Alice Munro	3	1	2	1	1	2	0	1	2	0
	0	0	0	0	0	0	-	0	1%	-
Gilles Vigneault	3	0	3	0	1	1	1	1	0	0
	0	-	1%	-	0	0	1%	0	-	-
Denis Monette	3	0	3	0	1	1	3	0	0	0
	0	-	1%	-	0	0	2%	-	-	-
Michel David	2	2	0	0	1	1	1	1	0	0
	0	1%	-	-	0	0	1%	0	-	-
Timothy Findlay	2	2	1	1	1	1	1	0	2	0
	0	0	0	0	0	0	1%	-	0	-
Pierre Falardeau	2	2	0	0	2	0	0	2	0	0
	0	0	-	-	1%	-	-	1%	-	-
Arlette Cousture	2	1	2	1	1	1	0	0	2	0
	0	0	0	0	0	0	-	-	1%	-
Raphaelle Germain	2	1	1	1	1	0	0	1	1	0
	0	0	0	0	0	-	-	0	0	-
Don Cherry	2	2	0	0	1	1	0	1	1	0
	0	0	-	-	0	0	-	0	0	-
Janette Bertrand	2	0	2	0	1	1	1	0	1	0
	0	-	0	-	0	0	1%	-	0	-
Stephen Leacock	2	2	0	0	0	2	0	1	1	0
	0	0	-	-	-	1%	-	0	0	-
Louise Penny	1	0	1	0	1	1	0	0	1	0
	0	-	0	-	0	0	-	-	0	-
Bugs Bunny	1	1	0	0	0	1	0	0	1	0
	0	0	-	-	-	0	-	-	0	-

8. If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Other	254	123	132	66	96	92	31	75	86	63
	25%	25%	25%	24%	24%	28%	27%	20%	26%	34%
									G	G
Any/ can't pick just one/ too many to choose	10	4	7	3	3	4	3	2	6	0
	1%	1%	1%	1%	1%	1%	2%	1%	2%	-
None	31	17	14	9	10	12	3	17	9	2
	3%	3%	3%	3%	2%	4%	3%	4%	3%	1%
Don't know	339	162	177	122	131	87	30	155	95	59
	34%	33%	34%	43%	33%	27%	26%	41%	29%	32%
				DE				FH		

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

8. [Rebased] If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		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: Valid respondents	639	324	315	112	290	237	66	173	325	75
Weighted	629	306	323	147*	257	225	80*	208	219	122*
Pierre Burton	65	39	26	2	21	42	8	29	24	5
	10%	13%	8%	1%	8%	18%	10%	14%	11%	4%
					C	CD		I		
Farley Mowat	62	39	22	9	35	18	8	25	22	6
	10%	13%	7%	6%	14%	8%	11%	12%	10%	5%
		B			CE					
Margaret Atwood	55	23	32	13	29	14	5	15	21	15
	9%	8%	10%	9%	11%	6%	6%	7%	9%	12%
Michel Tremblay	24	15	9	0	9	14	6	10	7	0
	4%	5%	3%	-	4%	6%	8%	5%	3%	-
					C	C	I	I		
Robert Munsch	19	8	11	12	6	2	2	6	6	5
	3%	2%	3%	8%	2%	1%	2%	3%	3%	4%
				DE						
Marie Laberge	17	3	14	2	11	4	3	5	7	2
	3%	1%	4%	1%	4%	2%	3%	3%	3%	1%
			A							
Yann Martel	9	6	3	4	2	3	0	0	1	8
	1%	2%	1%	3%	1%	2%	-	-	0	7%
										FGH
Mordecai Rickler	8	5	3	0	5	3	0	0	4	4
	1%	2%	1%	-	2%	1%	-	-	2%	3%
									G	G
David Suzuki	8	1	7	2	4	2	0	4	2	1
	1%	0	2%	1%	2%	1%	-	2%	1%	1%
Lucy Maude Montgomery	8	0	8	2	5	1	0	4	3	0
	1%	-	2%	1%	2%	0	-	2%	2%	-
			A							
Pierre Trudeau	6	4	2	1	2	3	1	2	3	0
	1%	1%	1%	1%	1%	1%	2%	1%	1%	-
Anne Robillard	5	3	2	3	2	0	4	0	1	0
	1%	1%	1%	2%	1%	-	6%	-	0	-
							GHI			
Leonard Cohen	5	1	4	2	1	2	0	3	2	0
	1%	0	1%	2%	0	1%	-	1%	1%	-

8. [Rebased] If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Christine Brouillette	5	0	5	3	1	1	0	2	3	0
	1%	-	1%	2%	1%	0	-	1%	1%	-
			A							
Fred Pellerin	5	0	5	3	2	0	0	3	2	0
	1%	-	1%	2%	1%	-	-	1%	1%	-
			A							
Gabrielle Roy	4	4	1	0	3	2	1	1	1	1
	1%	1%	0	-	1%	1%	1%	1%	0	1%
Elvis Gratton	4	3	2	4	1	0	0	2	1	2
	1%	1%	1%	3%	0	-	-	1%	0	2%
				E						
William Shatner	4	3	2	2	2	1	0	2	2	0
	1%	1%	0	1%	1%	0	-	1%	1%	-
Margaret Lawrence	4	1	3	3	1	0	0	0	1	3
	1%	0	1%	2%	1%	-	-	-	0	3%
Patrick Senecal	4	1	3	3	1	0	1	2	1	0
	1%	0	1%	2%	1%	-	2%	1%	0	-
Stuart McLean	4	1	3	0	1	3	0	3	1	0
	1%	0	1%	-	0	1%	-	1%	1%	-
Timothy Findley	4	2	2	4	0	0	0	0	0	4
	1%	1%	1%	3%	-	-	-	-	-	3%
				DE						GH
Michael Ondaatje	4	1	3	1	3	1	1	0	3	0
	1%	0	1%	0	1%	0	2%	-	1%	-
W.O. Mitchell	3	1	3	1	0	2	1	1	1	0
	1%	0	1%	1%	-	1%	1%	1%	1%	-
Anne Robillard	3	1	2	1	3	0	0	3	1	0
	1%	0	1%	1%	1%	-	-	1%	0	-
Malcolm Gladwell	3	1	3	2	0	1	0	0	1	2
	1%	0	1%	1%	-	1%	-	-	1%	2%
	3	3	0	2	1	1	0	3	1	0

8. [Rebased] If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Robert Sawyer	1%	1%	-	1%	0	1%	-	1%	0	-
	3	1	2	1	1	2	0	1	2	0
Alice Munro	0	0	1%	0	0	1%	-	0	1%	-
	3	0	3	0	1	1	1	1	0	0
Gilles Vigneault	0	-	1%	-	1%	1%	2%	1%	-	-
	3	0	3	0	1	1	3	0	0	0
Denis Monette	0	-	1%	-	1%	1%	3%	-	-	-
							GH			
	2	2	0	0	1	1	1	1	0	0
Michel David	0	1%	-	-	0	1%	2%	1%	-	-
	2	2	1	1	1	1	1	0	2	0
Timothy Findlay	0	1%	0	1%	0	0	1%	-	1%	-
	2	2	0	0	2	0	0	2	0	0
Pierre Falardeau	0	1%	-	-	1%	-	-	1%	-	-
	2	1	2	1	1	1	0	0	2	0
Arlette Cousture	0	0	0	1%	0	0	-	-	1%	-
	2	1	1	1	1	0	0	1	1	0
Raphaelle Germain	0	0	0	1%	0	-	-	1%	0	-
	2	2	0	0	1	1	0	1	1	0
Don Cherry	0	1%	-	-	0	0	-	0	1%	-
	2	0	2	0	1	1	1	0	1	0
Janette Bertrand	0	-	1%	-	0	1%	2%	-	0	-
	2	2	0	0	0	2	0	1	1	0
Stephen Leacock	0	1%	-	-	-	1%	-	1%	0	-
	1	0	1	0	1	1	0	0	1	0
Louise Penny	0	-	0	-	0	0	-	-	1%	-
	1	1	0	0	0	1	0	0	1	0
Bugs Bunny	0	0	-	-	-	1%	-	-	1%	-

8. [Rebased] If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Other	254	123	132	66	96	92	31	75	86	63
	40%	40%	41%	45%	37%	41%	39%	36%	39%	52%
										G

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