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FOR IMMEDIATE RELEASE

Forum Celebrates Canada 150 With a Convincingly Canadian Poll

Toronto, June 30th – In celebration of Canada’s 150th birthday, Forum Research, using its well-known Forum Poll, conducted a survey amongst 1620 Canadian voters; respondents were asked about their thoughts on the most Canadian food and animal, as well as questions testing their knowledge of Canada’s government and territory, amongst many others.

Confusion amongst Canadians on the country’s head of state

Fewer than one-third (28%) can correctly identify Canada’s head of state as Her Majesty the Queen. Fewer than one third, though statistically tied with the Queen, (31%) identifies the Canadian head of government, the Prime Minister, instead.

2 in 10 (21%) said the Governor General is Canada’s official head of state, while fewer than 1 in 10 identified the Lieutenant Governor (9%) as the head of state. (12%) said they do not know.

Respondents most likely to correctly identify The Queen as the official Canadian head of state include those aged 34 and younger (30%), 35-44 (31%), or 45-54 (29%), earning \$60,000-\$80,000 (31%), \$80,000-\$100,000 (34%), or the most wealthy (33%), living in Ontario (33%), Manitoba/Saskatchewan (32%), or BC (35%), supporting the NDP (36%) or Green Party (37%), and with a college or university (31%) or post-graduate degree (34%).

A third think Northwest Territory is largest in Canada

But only (14%) can correctly identify that it’s actually Nunavut that is the largest province or territory in the country.

A third (32%) said Northwest Territory, fewer than 2 in 10 identified each of Québec (19%) or Ontario (18%) as the largest, but few thought either BC (3%) or Yukon (3%) was the biggest.

Respondents most likely to correctly identify Nunavut as Canada’s largest province or territory include those 34 and younger (22%), the most wealthy (21%), living in the Atlantic provinces (20%), with a university/college (17%) or post-graduate degree (17%).

MEDIA INQUIRIES:

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“Canada is an amazing country, with startling natural beauty and a diverse and incredible population,” said Dr. Lorne Bozinoff, President of Forum Research. “We are so fortunate to live in this great country and here at Forum we’re happy to contribute in our small way to the celebration of Canada’s 150th birthday with this celebratory poll.”



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Three quarters know MP stands for Member of Parliament

(73%) were able to correctly identify that MP stands for member of parliament. Just over 1 in 10 thought (11%) it stood for Minister of Parliament, few thought it stood for member of politics (3%), and almost no-one (0%) thought it stood for master of parades.

Respondents most likely to correctly identify member of parliament include those aged 55-64 (77%) and 65+ (76%), males (76%), earning \$80,000-\$100,000 (90%), living in Alberta (89%), supporting the Conservatives (76%) or Liberals (77%), and with a post-graduate degree (83%).

Canadians apologize. A lot.

Canadians were asked how often they say sorry. The plurality, almost 4 in 10, (38%) respond they say sorry at least daily, with just under 2 in 10 (17%) responding they say sorry hourly.

Just under a quarter (22%) say they apologize 3-5 per week, while (18%) say they apologize a times per month.

A stubborn (5%) respond that they never say sorry.

People living in Canada, mostly identify themselves as Canadian first

Almost two-thirds (62%) identify themselves first by their country, for example "I am Canadian." Fewer than a quarter (21%) identify themselves first by their province, for example, "I am an Ontarian." Just over 1 in 10 (14%) identify themselves first by their city, for example "I am a Winnepeger." (3%) identify themselves first another way.

Respondents most likely to identify as Canadians first include those aged 55-64 (66%) or 65+ (68%), the most wealthy (72%), living in Ontario (74%) or BC (73%), supporting the Conservative Party (69%), and with a post-graduate degree (68%).

Respondents most likely to identify first with their province include those aged 35-44 (24%) or 45-54 (22%), earning \$20,000-\$40,000 (26%) or \$40,000-\$60,000 (24%), living in Québec (42%), and supporting the BQ (66%).

Respondents most likely to identify first with their city include the least wealthy (16%), earning \$40,000-\$60,000 (17%) or \$80,000-\$100,000 (17%), living in the Atlantic Provinces (17%) or Québec (15%), and supporting the Liberals (15%) or NDP (17%).



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Maple Syrup described as the most Canadian food

Just under two-thirds (62%) say maple syrup is the most Canadian food. Poutine is a distant second with just over 1 in 10 (14%). It's followed by bacon (8%), beer (5%), other (5%), donuts (4%), and rounded out by ketchup chips (2%).

Canadians not homebodies, most have visited at least one other province or territory

In a very broad base, more than 9 in 10 (92%) said they have visited at least one other Canadian Province or Territory. Only (8%) have traveled through their own province only.

	% total*
Your own province only	8
1 other	15
2 others	12
3 others	11
4 others	12
5 others	13
6-7 others	10
8-9 others	10
10-12 others	8

*may not add up to 100 due to rounding

Just under a third say William Shatner most famous living actor

(29%) said that William Shatner, iconic for his portrayal of Captain James T. Kirk in Star Trek, is Canada's most famous living actor. Just under a quarter (21%) said it was Jim Carrey.

Academy Award winner Christopher Plummer received (15%). Ryan Reynolds (12%) and Ryan Gosling (11%) round out the top five.



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Also submitted for consideration by Canadians were Keanu Reeves (7%), Rachel McAdams (3%), and Sarah Polley (2%).

Canadian hearts still go on for Celine

More than 4 in 10 (41%) say Celine Dion is Canada's most famous living musician. Justin Bieber (14%) is a distant second, followed by Neil Young (12%), and Bryan Adams (11%).

Clustered in a statistical tie are Drake (8%), Shania Twain (7%), and Anne Murray (7%). The Weeknd (2%) rounds out the list.

Trudeau Sr. seen as greatest PM, followed by Sir John A. MacDonald

A third (32%) of Canadians say Pierre Elliot Trudeau is Canada's greatest Prime Minister. Father of confederation, Sir John A. MacDonald, was seen as the greatest PM by 2 in 10 (20%).

Lester Pearson (13%) is third, with a cluster of Prime Ministers statistically tied just behind him.

Jean Chretien (10%), Wilfrid Laurier (9%), and Brian Mulroney (8%) are knotted together within the margin of error. Mackenzie King sees only (5%) support, and Louis St. Laurent sees only (2%).

The proud and noble beaver seen as the most Canadian animal

Almost two-thirds (59%) say that the beaver is the most Canadian animal. The moose is well back, with just over 2 in 10 (21%) saying the gentle Canadian giant is the most Canadian.

The caribou (8%), the grizzly bear (5%), the plains bison (3%), and the bighorn sheep (1%) did not receive much support from Canadians, though other did receive (4%) of responses.

"Canada is an amazing country, with startling natural beauty and a diverse and incredible population," said Dr. Lorne Bozinoff, President of Forum Research. "We are so fortunate to live in this great country and here at Forum we're happy to contribute in our small way to the celebration of Canada's 150th birthday with this celebratory poll."

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1620 randomly selected Canadian Voters. The poll was conducted June 26-27, 2017.

Results based on the total sample are considered accurate +/- 2.5%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp



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Canada's official head of state

Who is Canada's official head of state?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1620	228	202	283	391	516	677	920
Prime Minister	31	31	33	33	31	26	30	31
Governor General	21	17	17	19	23	27	25	18
Queen	28	30	31	29	23	28	30	26
Lieutenant Governor	9	5	7	8	13	10	7	10
Don't know	12	16	12	11	10	9	8	15

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1620	183	291	235	203	134	217
Prime Minister	31	35	35	40	31	25	24
Governor General	21	15	19	15	24	24	28
Queen	28	25	26	26	31	34	33
Lieutenant Governor	9	7	6	10	6	9	7
Don't know	12	18	13	10	7	8	8

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1620	130	419	564	133	157	217
Prime Minister	31	21	54	25	29	20	21
Governor General	21	25	12	23	23	32	21
Queen	28	26	18	33	32	26	34
Lieutenant Governor	9	17	7	8	5	8	11
Don't know	12	11	9	12	11	14	14



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1620	311	486	556	267
Prime Minister	31	36	31	33	19
Governor General	21	16	21	18	33
Queen	28	20	27	31	34
Lieutenant Governor	9	9	8	9	9
Don't know	12	19	14	9	6

Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	Other
Sample	1620	454	622	209	101	65	42
Prime Minister	31	26	32	27	35	53	36
Governor General	21	24	24	16	13	7	16
Queen	28	27	26	36	37	27	22
Lieutenant Governor	9	10	8	8	4	4	9
Don't know	12	12	9	13	10	9	16



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Largest province or territory

Which province or territory is Canada's largest by area?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1620	228	202	283	391	516	677	920
Yukon	3	3	2	5	3	3	3	3
Quebec	19	15	20	21	20	23	21	19
Nunavut	14	22	13	12	12	10	14	14
Northwest Territory	32	33	38	34	29	25	34	30
Ontario	18	16	16	19	20	22	18	18
British Columbia	3	3	3	3	3	4	2	4
Don't know	9	8	9	7	14	13	8	11

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1620	183	291	235	203	134	217
Yukon	3	2	7	2	4	0	2
Quebec	19	18	21	19	17	19	17
Nunavut	14	10	12	12	13	17	21
Northwest Territory	32	32	26	37	37	36	34
Ontario	18	23	23	17	15	19	16
British Columbia	3	6	3	4	3	1	2
Don't know	9	10	9	10	11	7	7



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1620	311	486	556	267
Yukon	3	5	4	2	2
Quebec	19	20	18	20	20
Nunavut	14	9	13	17	17
Northwest Territory	32	29	32	34	32
Ontario	18	20	20	17	15
British Columbia	3	7	3	2	2
Don't know	9	12	9	8	12

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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1620	130	419	564	133	157	217
Yukon	3	3	5	3	3	1	3
Quebec	19	17	30	18	14	10	16
Nunavut	14	20	10	16	10	15	16
Northwest Territory	32	21	33	30	35	37	38
Ontario	18	19	11	22	23	22	14
British Columbia	3	6	4	3	1	2	4
Don't know	9	14	7	9	15	13	8

Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	Other
Sample	1620	454	622	209	101	65	42
Yukon	3	2	3	3	4	6	6
Quebec	19	16	20	26	13	32	18
Nunavut	14	15	14	16	16	14	13
Northwest Territory	32	37	28	30	32	38	37
Ontario	18	19	21	15	15	2	18
British Columbia	3	3	3	3	5	3	1
Don't know	9	8	10	6	16	4	7



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MP

What does MP stand for?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1620	228	202	283	391	516	677	920
Member of Parliament	73	70	73	74	77	76	76	71
Minister of Parliament	11	15	11	8	9	9	11	11
Member of Politics	3	2	1	5	2	4	2	3
Master of Parades	0	0	0	1	0	1	1	0
Don't know	12	12	14	11	13	10	10	14

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1620	183	291	235	203	134	217
Member of Parliament	73	62	66	71	74	90	81
Minister of Parliament	11	17	12	9	9	6	12
Member of Politics	3	5	2	3	3	1	0
Master of Parades	0	2	0	0	0	1	0
Don't know	12	15	19	18	14	3	8



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1620	311	486	556	267
Member of Parliament	73	60	74	75	83
Minister of Parliament	11	18	11	10	5
Member of Politics	3	7	2	2	2
Master of Parades	0	0	0	0	1
Don't know	12	15	12	12	9

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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1620	130	419	564	133	157	217
Member of Parliament	73	78	37	86	86	89	83
Minister of Parliament	11	17	12	11	10	5	11
Member of Politics	3	5	6	2	2	1	2
Master of Parades	0	0	1	0	0	0	0
Don't know	12	1	43	1	3	4	3

Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	Other
Sample	1620	454	622	209	101	65	42
Member of Parliament	73	76	77	72	75	33	72
Minister of Parliament	11	13	9	13	13	11	6
Member of Politics	3	3	2	3	4	1	11
Master of Parades	0	1	0	0	1	2	4
Don't know	12	8	12	11	8	53	7



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Apologies

How often do you say sorry?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1620	228	202	283	391	516	677	920
Hourly	17	29	16	13	9	7	17	15
Daily	38	45	41	39	36	27	35	42
3-5 per week	22	16	24	26	23	25	21	24
A few times per month	18	6	16	18	26	30	20	16
Never	5	4	3	3	6	10	7	3

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1620	183	291	235	203	134	217
Hourly	17	20	9	13	13	22	22
Daily	38	32	34	36	44	31	50
3-5 per week	22	16	26	28	22	24	19
A few times per month	18	22	25	18	18	15	8
Never	5	11	6	4	4	8	1



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1620	311	486	556	267
Hourly	17	15	17	17	17
Daily	38	36	36	42	37
3-5 per week	22	21	23	23	20
A few times per month	18	21	19	13	22
Never	5	7	6	5	4

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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1620	130	419	564	133	157	217
Hourly	17	18	7	21	15	20	20
Daily	38	43	25	43	40	46	42
3-5 per week	22	22	24	21	24	15	27
A few times per month	18	12	31	13	16	16	11
Never	5	5	13	2	5	4	1

Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	Other
Sample	1620	454	622	209	101	65	42
Hourly	17	18	18	18	18	2	16
Daily	38	40	36	38	45	24	47
3-5 per week	22	21	23	24	24	21	18
A few times per month	18	16	18	16	10	35	15
Never	5	5	5	4	4	18	5



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Personal identity

Do you identify yourself first by your country, for example I am a Canadian, by your province I am an Ontarian, or by your city, I am a Winnepeger?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1620	228	202	283	391	516	677	920
Country	62	61	58	60	66	68	65	61
Province	21	21	24	22	19	20	21	22
City	14	16	15	15	12	8	12	15
Other	3	2	3	3	2	3	2	3

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1620	183	291	235	203	134	217
Country	62	58	57	56	64	65	72
Province	21	23	26	24	23	17	14
City	14	16	14	17	10	17	12
Other	3	3	4	4	2	0	1

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1620	311	486	556	267
Country	62	59	65	59	68
Province	21	24	19	23	18
City	14	13	13	15	11
Other	3	3	2	3	3

Region

%	Total	ATL	QC	REGON	MB/SK	AB	BC
Sample	1620	130	419	564	133	157	217
Country	62	46	39	74	70	67	73
Province	21	35	42	10	16	19	14
City	14	17	15	14	9	14	10
Other	3	2	3	2	5	1	3



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Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	Other
Sample	1620	454	622	209	101	65	42
Country	62	69	66	55	58	20	51
Province	21	18	17	25	24	66	31
City	14	12	15	17	12	11	9
Other	3	1	2	4	6	2	9



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Canadians visiting Canada

Other than your own, how many Canadian provinces or territories have you visited?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1620	228	202	283	391	516	677	920
Your own province only	8	12	7	9	6	5	9	8
1 other	15	22	19	13	11	8	14	17
2 others	12	13	15	13	9	10	11	13
3 others	11	10	14	9	11	10	11	11
4 others	12	11	12	14	12	12	12	12
5 others	13	15	11	13	10	12	14	12
6-7 others	10	9	8	9	13	12	10	11
8-9 others	10	5	9	11	16	16	11	10
10-12 others	8	3	5	8	12	15	9	6

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1620	183	291	235	203	134	217
Your own province only	8	21	12	10	5	6	3
1 other	15	18	25	19	12	6	11
2 others	12	11	16	16	16	13	6
3 others	11	12	14	8	10	11	9
4 others	12	11	8	12	12	13	20
5 others	13	12	7	14	9	13	16
6-7 others	10	6	4	6	18	17	8
8-9 others	10	5	6	9	11	13	15
10-12 others	8	4	8	6	7	9	10



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1620	311	486	556	267
Your own province only	8	19	6	7	5
1 other	15	18	19	14	8
2 others	12	15	14	11	8
3 others	11	15	11	9	11
4 others	12	12	11	14	10
5 others	13	7	13	15	13
6-7 others	10	4	8	14	11
8-9 others	10	5	9	9	21
10-12 others	8	5	7	7	12

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1620	130	419	564	133	157	217
Your own province only	8	1	15	11	4	0	3
1 other	15	4	25	16	5	10	12
2 others	12	10	15	11	10	13	13
3 others	11	10	14	9	8	10	12
4 others	12	16	12	11	15	17	9
5 others	13	14	8	11	24	14	18
6-7 others	10	20	5	9	11	13	15
8-9 others	10	16	5	12	13	12	9
10-12 others	8	9	2	9	11	10	9



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Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	Other
Sample	1620	454	622	209	101	65	42
Your own province only	8	6	8	9	7	14	17
1 other	15	11	14	19	17	29	22
2 others	12	12	14	13	10	10	9
3 others	11	9	11	10	21	9	8
4 others	12	14	10	18	7	15	13
5 others	13	14	13	11	15	9	15
6-7 others	10	13	10	9	5	8	6
8-9 others	10	12	12	8	10	4	1
10-12 others	8	9	8	5	7	1	7



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Famous living Canadian actor

In your opinion, of the members of the following list, which is the most famous living Canadian actor?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1620	228	202	283	391	516	677	920
Christopher Plummer	15	2	9	12	21	38	12	17
Jim Carrey	21	31	25	18	15	11	21	22
William Shatner	29	15	22	39	46	32	36	22
Rachel McAdams	3	5	3	2	2	2	2	3
Ryan Reynolds	12	19	15	12	6	4	12	13
Keanu Reeves	7	6	14	8	4	4	7	8
Sarah Polley	2	1	1	2	2	4	2	1
Ryan Gosling	11	20	11	8	5	5	8	13

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1620	183	291	235	203	134	217
Christopher Plummer	15	12	15	12	14	16	12
Jim Carrey	21	22	25	27	22	18	16
William Shatner	29	24	26	28	24	34	35
Rachel McAdams	3	5	3	1	6	4	1
Ryan Reynolds	12	12	6	13	13	18	17
Keanu Reeves	7	10	10	7	9	5	4
Sarah Polley	2	3	3	3	3	0	1
Ryan Gosling	11	11	13	9	10	7	13



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1620	311	486	556	267
Christopher Plummer	15	12	14	14	19
Jim Carrey	21	22	21	23	17
William Shatner	29	31	29	28	28
Rachel McAdams	3	4	3	2	4
Ryan Reynolds	12	12	15	11	10
Keanu Reeves	7	7	5	10	6
Sarah Polley	2	3	2	1	1
Ryan Gosling	11	9	10	10	14

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1620	130	419	564	133	157	217
Christopher Plummer	15	12	10	18	22	10	15
Jim Carrey	21	23	34	16	13	20	17
William Shatner	29	28	19	33	30	29	35
Rachel McAdams	3	3	2	4	1	3	2
Ryan Reynolds	12	12	6	13	12	20	15
Keanu Reeves	7	8	13	5	10	4	5
Sarah Polley	2	2	4	1	2	1	0
Ryan Gosling	11	13	12	10	10	13	10



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Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	Other
Sample	1620	454	622	209	101	65	42
Christopher Plummer	15	14	18	12	13	7	12
Jim Carrey	21	21	20	18	25	44	30
William Shatner	29	34	27	26	28	11	29
Rachel McAdams	3	2	3	3	2	2	0
Ryan Reynolds	12	14	13	12	8	5	4
Keanu Reeves	7	3	7	11	11	11	16
Sarah Polley	2	1	2	1	1	2	7
Ryan Gosling	11	10	10	15	12	17	2



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Famous living Canadian musician

In your opinion, of the members of the following list, which is the most famous living Canadian musician?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1620	228	202	283	391	516	677	920
Drake	8	12	10	8	5	2	9	6
Justin Bieber	14	23	13	11	8	6	15	12
Shania Twain	7	6	4	8	9	7	7	6
Bryan Adams	11	8	12	16	8	9	12	10
Celine Dion	41	37	44	35	44	46	34	46
Neil Young	12	10	11	14	17	10	14	10
The Weeknd	2	2	2	4	1	1	3	2
Anne Murray	7	2	3	3	8	19	6	7

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1620	183	291	235	203	134	217
Drake	8	10	5	5	4	10	12
Justin Bieber	14	14	14	13	15	14	18
Shania Twain	7	7	7	8	7	4	7
Bryan Adams	11	15	9	10	12	9	12
Celine Dion	41	33	41	48	46	44	32
Neil Young	12	12	11	9	10	13	15
The Weeknd	2	2	1	3	2	0	2
Anne Murray	7	8	11	4	5	6	3



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1620	311	486	556	267
Drake	8	8	8	8	8
Justin Bieber	14	11	14	14	14
Shania Twain	7	10	6	6	5
Bryan Adams	11	10	11	11	11
Celine Dion	41	34	42	42	43
Neil Young	12	12	10	12	15
The Weeknd	2	4	1	2	2
Anne Murray	7	11	7	6	2

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1620	130	419	564	133	157	217
Drake	8	7	3	10	7	10	8
Justin Bieber	14	16	12	13	15	14	15
Shania Twain	7	12	3	7	7	10	6
Bryan Adams	11	6	9	7	11	18	18
Celine Dion	41	33	63	34	32	30	34
Neil Young	12	18	4	17	15	9	11
The Weeknd	2	1	2	3	0	3	1
Anne Murray	7	8	3	8	13	5	7



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Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	Other
Sample	1620	454	622	209	101	65	42
Drake	8	5	9	12	11	2	8
Justin Bieber	14	14	14	15	12	11	8
Shania Twain	7	10	4	7	8	4	2
Bryan Adams	11	13	9	11	5	12	4
Celine Dion	41	37	44	35	38	68	52
Neil Young	12	11	11	13	22	1	19
The Weeknd	2	3	1	2	1	2	3
Anne Murray	7	7	7	6	3	0	5



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Canada's greatest Prime Minister

In your opinion, which of the following is Canada's Greatest Prime Minister?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1620	228	202	283	391	516	677	920
MacKenzie King	5	7	6	4	4	6	6	5
Jean Chretien	10	16	13	8	5	6	9	11
John A. MacDonald	20	15	24	19	24	21	22	18
Wilfrid Laurier	9	9	8	12	7	8	10	9
Pierre Elliot Trudeau	32	33	26	36	37	28	30	35
Louis St. Laurent	2	2	3	2	2	2	2	2
Lester Pearson	13	10	10	11	16	21	13	13
Mulroney	8	8	10	8	6	7	9	7

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1620	183	291	235	203	134	217
MacKenzie King	5	6	8	4	4	2	6
Jean Chretien	10	12	12	10	10	8	7
John A. MacDonald	20	16	13	21	14	19	25
Wilfrid Laurier	9	9	8	12	13	6	10
Pierre Elliot Trudeau	32	30	31	33	38	39	32
Louis St. Laurent	2	7	3	1	2	1	1
Lester Pearson	13	14	13	12	11	17	14
Mulroney	8	6	12	7	8	9	5



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1620	311	486	556	267
MacKenzie King	5	7	3	6	6
Jean Chretien	10	12	10	9	11
John A. MacDonald	20	19	21	22	13
Wilfrid Laurier	9	6	7	11	13
Pierre Elliot Trudeau	32	31	33	32	32
Louis St. Laurent	2	2	2	2	2
Lester Pearson	13	15	12	12	16
Mulroney	8	8	10	7	5

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1620	130	419	564	133	157	217
MacKenzie King	5	1	6	5	9	4	7
Jean Chretien	10	11	12	12	4	5	9
John A. MacDonald	20	19	4	24	27	30	26
Wilfrid Laurier	9	4	16	9	5	10	2
Pierre Elliot Trudeau	32	45	36	29	28	25	34
Louis St. Laurent	2	2	5	1	2	1	2
Lester Pearson	13	10	8	14	15	19	15
Mulroney	8	8	13	6	10	8	4



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Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	Other
Sample	1620	454	622	209	101	65	42
MacKenzie King	5	5	5	8	3	9	8
Jean Chretien	10	7	12	13	12	8	18
John A. MacDonald	20	32	14	12	20	2	29
Wilfrid Laurier	9	12	5	8	16	20	9
Pierre Elliot Trudeau	32	12	48	38	28	23	21
Louis St. Laurent	2	2	2	2	2	11	0
Lester Pearson	13	16	11	16	15	3	12
Mulroney	8	15	4	4	5	24	3



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Most Canadian animal

Which of the following animals would you describe as the most Canadian?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1620	228	202	283	391	516	677	920
Beaver	59	56	59	56	62	65	60	58
Plains Bison	3	2	2	3	3	4	3	3
Moose	21	23	19	26	20	14	24	18
Grizzly Bear	5	4	5	5	4	4	3	6
Bighorn Sheep	1	1	1	0	1	2	1	1
Caribou	8	8	13	8	7	6	6	10
Other	4	5	1	2	4	5	3	4

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1620	183	291	235	203	134	217
Beaver	59	56	57	57	56	55	68
Plains Bison	3	2	6	2	4	2	2
Moose	21	14	19	21	21	33	23
Grizzly Bear	5	8	3	6	6	4	2
Bighorn Sheep	1	1	1	3	0	0	0
Caribou	8	11	11	8	10	5	3
Other	4	8	3	3	3	1	1



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1620	311	486	556	267
Beaver	59	58	61	58	59
Plains Bison	3	3	3	2	4
Moose	21	19	20	24	18
Grizzly Bear	5	6	5	4	3
Bighorn Sheep	1	2	1	0	0
Caribou	8	8	7	9	10
Other	4	4	3	4	5

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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1620	130	419	564	133	157	217
Beaver	59	54	57	64	61	48	59
Plains Bison	3	0	3	2	5	6	2
Moose	21	38	8	23	19	27	23
Grizzly Bear	5	0	5	4	3	6	8
Bighorn Sheep	1	1	2	0	1	2	0
Caribou	8	2	22	4	6	4	4
Other	4	4	3	3	5	7	3

Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	Other
Sample	1620	454	622	209	101	65	42
Beaver	59	60	61	55	57	53	64
Plains Bison	3	2	4	3	1	3	2
Moose	21	24	22	18	19	10	12
Grizzly Bear	5	4	3	7	8	5	8
Bighorn Sheep	1	1	1	0	0	3	4
Caribou	8	6	7	12	12	15	1
Other	4	3	2	5	3	10	9



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