

IPSOS REID / DOMINION INSTITUTE POLL REVEALS ORDER OF CANADA RECIPIENTS HAVE A DIFFERENT IDEA OF WHAT DEFINES CANADA

While the General Public, Immigrants, and Educators all Rank the Maple Leaf as the Most Defining Symbol, Place, Person, Accomplishment or Event in Canada, Members of the Order of Canada give the Title to Frederick Banting and the Discovery of Insulin

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SATURDAY JUNE 28 - 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 found that while the general public, immigrants and educators alike label the Maple Leaf as Canada’s most defining entity, members of the Order of Canada say that title belongs to Frederick Banting and the discovery of insulin.

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 the top twenty-five items (5 from each category: people, places events, innovations, symbols) they had mentioned in the previous five open-ended questions, and were asked to select the ten most-important items from this list in ranked order.



Focusing on the responses of **immigrants**, they remained consistent with the views of the general public, in some instances, by placing hockey as the second-most defining entity in Canada. However, they place a higher position for Canada's Peacekeeping efforts, Pierre Trudeau, and Niagara Falls (third, fourth and fifth place respectively) than does the general public (seventh, eighth and tenth respectively).

Educators list Canada's Peacekeeping forces as the second-most defining factor, five ranks ahead of its place in the general public's rankings. In third place is the universal health care system, followed by Pierre Elliott Trudeau (six ranks ahead and four ranks ahead, respectively). Hockey rounds out the top five, three ranks below its ranking in the general public.

Members of the Order of Canada, meanwhile, have a different perspective on things by ranking Frederick Banting/Discovery of insulin as the number one most defining Canadian entity (fourteen ranks ahead of the general public), and their second-place item, Quebec City, also ranks well ahead of where the general population placed this famed city (sixteen ranks ahead). In third place is the Maple Leaf, and fourth place belongs to the Canadian flag (two ranks below and one rank below, respectively). In fifth place is Ottawa, nine ranks ahead of its place according to the general public.

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 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. With a sample of this size, the aggregate results are considered accurate to within ± 1.8 percentage points, 19 times out of 20, of what they would have been had this entire



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population been polled. The margin of error will be larger within each sub-grouping of the survey population.

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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 Elliot Trudeau	+4	Pierre Elliot 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 Elliot 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 Elliot 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

To arrive at the ranked list of items in order of importance attributed to them by respondents, a points system was used, whereby items ranked as number 1 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.