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## WHAT IS THE GREATEST CANADIAN ACHIEVEMENT?

*PROGRESSIVE VOTERS SAY EQUALITY, CONSERVATIVES SAY PROSPERITY*

[Ottawa – February 26, 2013] – Offering a menu of four choices; equality, diversity, prosperity, and safety, we asked Canadians to choose our greatest achievement over the past twenty years. There was considerable division about what constituted the biggest Canadian success story. Not only was there considerable support for three of the four choices, the first place choice varied according to political party preference and other demographic factors.

### HIGHLIGHTS

- **Greatest Canadian achievement:**
  - ☒ **34% Equality**
  - ☒ **23% Diversity**
  - ☒ **23% Prosperity**
  - ☒ **13% Safety**
  - ☒ **8% DK/NR**

*Please note that the methodology is provided at the end of this document.*

Summing across all these divisions the clear winner overall was equality. This is quite interesting in light of the fact that there is mounting evidence that Canada has actually slid badly on some key indicators of equality over the reference period. This suggests that the question is not simply tapping knowledge of recent history but also value preferences. The breakdowns of support strengthen the interpretation that this question is more revealing about preferences than it is about historical accuracy.

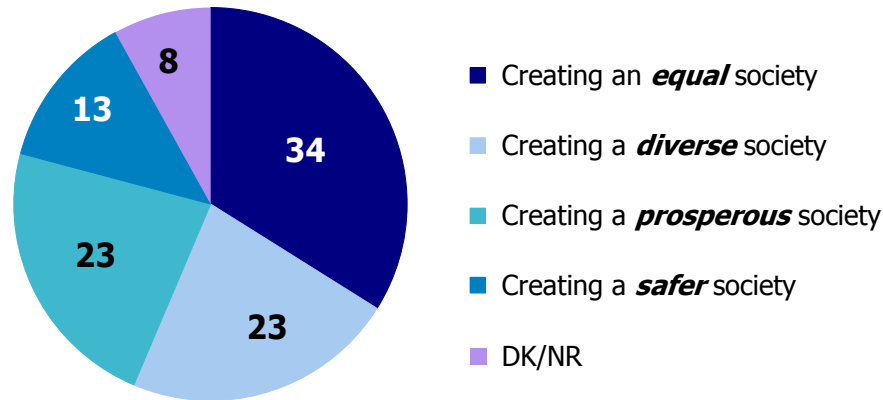
Progressive parties are far more likely to favour equality and diversity than supporters of the Conservative Party. Interestingly, equality was rated most highly by Bloc Québécois supporters where it eclipsed all other choices by a dramatic margin. For the university educated, diversity was actually (insignificantly) ahead of equality in top spot. Prosperity tied overall as second choice with diversity, but support for the former is much stronger among Conservative supporters and older Canadians. Despite the emphasis on safety and security in recent political messaging, it doesn't appear to be seen as a major achievement compared to the other choices.



## Top Line Results:

### Greatest Canadian achievement

Q. Which of the following do you believe is Canada's greatest achievement over the last twenty years?



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BASE: Canadians; February 1-10, 2013 (n=5,947)

### Greatest Canadian achievement by vote intention

Q. Which of the following do you believe is Canada's greatest achievement over the last twenty years?

#### Conservative Party of Canada



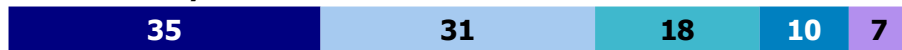
#### New Democratic Party of Canada



#### Liberal Party of Canada



#### Green Party of Canada



#### Bloc Québécois



■ Equality    ■ Diversity    ■ Prosperity    ■ Safety    ■ DK/NR

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## Detailed Tables:

<b>Greatest Canadian Achievement</b>							
<i>Q. Which of the following do you believe is Canada's greatest achievement over the last twenty years?</i>							
	Creating an equal society	Creating a diverse society	Creating a prosperous society	Creating a safer society	Other	Sample Size	Margin of Error (+/-)
<b>NATIONAL</b>	<b>34%</b>	<b>23%</b>	<b>23%</b>	<b>13%</b>	<b>8%</b>	<b>5947</b>	<b>1.3</b>
<b>REGION</b>							
British Columbia	34%	28%	18%	11%	8%	687	3.7
Alberta	28%	20%	32%	10%	10%	607	4.0
Saskatchewan	28%	22%	27%	11%	13%	219	6.6
Manitoba	33%	18%	21%	14%	13%	186	7.2
Ontario	32%	26%	22%	14%	6%	1797	2.3
Quebec	39%	17%	24%	12%	8%	1723	2.4
Atlantic Canada	35%	23%	15%	15%	12%	709	3.7
<b>GENDER</b>							
Male	33%	22%	28%	12%	5%	2769	1.9
Female	36%	24%	18%	14%	8%	3021	1.8
<b>AGE</b>							
<25	32%	29%	19%	15%	5%	301	5.7
25-44	33%	26%	21%	13%	6%	1473	2.6
45-64	34%	22%	24%	13%	7%	2360	2.0
65+	40%	16%	27%	12%	5%	1652	2.4
<b>EDUCATION</b>							
High school or less	40%	18%	21%	14%	6%	1919	2.2
College or CEGEP	34%	21%	22%	16%	7%	1832	2.3
University or higher	30%	30%	26%	10%	5%	2031	2.2
<b>COUNTRY OF BIRTH</b>							
Canada	34%	22%	24%	13%	7%	4812	1.4
Other	34%	27%	21%	14%	4%	1012	3.1
<b>FEDERAL VOTE INTENTION</b>							
Conservative Party	30%	14%	40%	13%	3%	1366	2.7
NDP	35%	33%	15%	12%	5%	1226	2.8
Liberal Party	33%	26%	21%	15%	5%	1205	2.8
Green Party	35%	31%	18%	10%	7%	366	5.1
Bloc Québécois	42%	16%	23%	14%	6%	397	4.9
Other	39%	19%	19%	19%	4%	130	8.6



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## Methodology:

This study was conducted using Interactive Voice Response (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with a landline and cell phone, as well as cell phone only households and landline only households. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional landline RDD sample or interviewer-administered surveys. This methodology is not to be confused with the increasing proliferation of non-probability opt-in online panels which have recently been incorrectly reported in major national media with inappropriate margin of error estimates.

The field dates for this survey are February 1-10, 2013. In total, a random sample of 5,947 Canadians aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.3 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as sex, age, education and region). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.