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The Canadian Values Study: A joint project of Innovative Research Group, the Dominion Institute and the National Post

Day One Release

Canadians say diversity and freedom define Canada

Toronto – September 23, 2005 – Canadians believe diversity and freedom define Canada as a country according to *The Canadian Value Study*, a joint project of the National Post, the Dominion Institute and Innovative Research Group

Canadians were asked an open-ended question, “What do you think makes Canada unique as a country?” as the first question in the survey. Using an open-ended questions means respondents were able to say whatever came to mind, without any guidance from the poll.

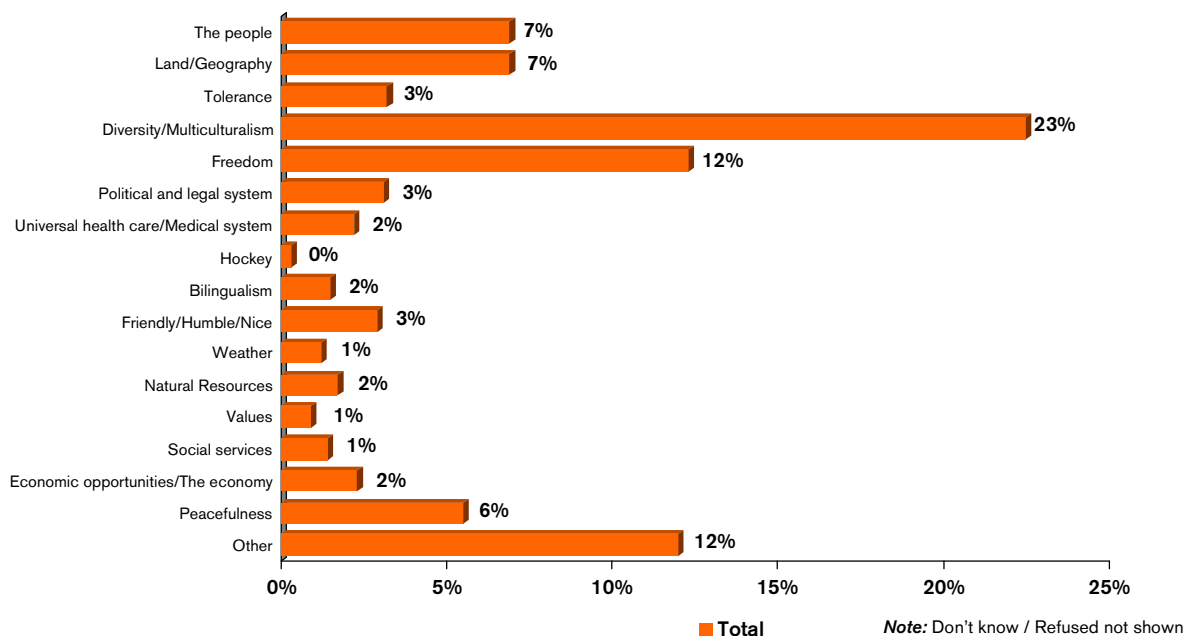
Looking at first mentions to this question, diversity topped the list of mentions at 23%. Freedom came a distinct second at 12%. Freedom actually leads the list in Quebec.

A second tier of three mentions included the land (7%), the people (7%) and peacefulness (6%).

Less frequent mentions included tolerance (3%), our political and legal system (3%), and friendly, humble and nice at (3%).

The health care system trailed with (2%) of all mentions.

What do you think makes Canada unique as a country?



Rudyard Griffith, Director of the Dominion Institute comments: The Canadian Value Study shows that Canadians recognize that one of the great strengths of our country is our diversity of culture, language and ethnicity.

“Looking at the results overall, it is clear that Canadians see civility as the defining characteristic of our country” said Greg Lyle, Managing Director of Innovative Research Group.

Lyle continued: “Another important take-away is that the most frequent mentions of characteristics that define have more to with identity than ideology. While some of these ideas may be more closely identified with one party over another, most of them have nothing to do with how we organize our economy, manage our public finances or run our health care system.”

The phone survey of 649 randomly selected Canadians was conducted between September 22nd and September 23rd, 2005, and has a margin of error of +/- 3.85 %, 19 times out of 20.



About this survey

The survey was co-commissioned by The Dominion Institute (www.dominion.ca) and the National Post (www.canada.com/national/nationalpost). The Dominion Institute is a national charity dedicated to the promotion of Canadian history and shared citizenship.

The survey was conducted by Innovative Research Group, Inc. (www.innovativeresearch.ca), a Toronto-based research and polling firm.

Survey Attribution

The results of this poll are being provided exclusively to the National Post.

The first instance of survey should attribute the survey as "The Canadian Value Study, a joint project of the National Post, the Dominion Institute and Innovative Research Group". All subsequent attributions can use the shorter convention of: "Dominion Institute / Innovative/National Post survey".

If space allows, all survey articles will include a project header labeled "*The Canadian Value Study is a joint project of the National Post, the Dominion Institute and Innovative Research Group.*" All survey articles will end with a tag at the end of the story as follows: "*The Canadian Value Study is a joint project of IRG, the Dominion Institute and National Post. Visit Innovativeresearch.ca for more information.*"

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