Vimy Ridge 2007 Survey

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Commissioned by the Dominion Institute

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Methodology
## Methodology

### Survey

- Telephone survey of approximately 1,000 adults, 18 years and older conducted March 20-28, 2007
- Margin of error approximately ±3.1

<table>
<thead>
<tr>
<th>Region</th>
<th>Interviews</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Canada</td>
<td>77</td>
<td>±11.2</td>
</tr>
<tr>
<td>Quebec</td>
<td>247</td>
<td>±6.2</td>
</tr>
<tr>
<td>Ontario</td>
<td>377</td>
<td>±5.1</td>
</tr>
<tr>
<td>Manitoba/Saskatchewan</td>
<td>68</td>
<td>±11.9</td>
</tr>
<tr>
<td>Alberta</td>
<td>98</td>
<td>±9.9</td>
</tr>
<tr>
<td>British Columbia</td>
<td>133</td>
<td>±8.5</td>
</tr>
<tr>
<td><strong>Total Canada</strong></td>
<td><strong>1,000</strong></td>
<td><strong>±3.1</strong></td>
</tr>
</tbody>
</table>

- Note: *Graphs may not always total 100% due to rounding values rather than any error in data.*
- *Sums are added before rounding numbers.*
Knowledge Questions
Only Two-Fifths Aware of Vimy Ridge

Canada’s most famous single victory in the First World War consisted of the capture of a key ridge on the Western Front. What was this battle called?

Note: ‘Not Aware’ includes incorrect answers (6%) and ‘Don’t Know/Refused’ (53%)
Response increases, 18-34 more aware now than in 1998

Canada’s most famous single victory in the First World War consisted of the capture of a key ridge on the Western Front. What was this battle called?

![Graph showing awareness of Vimy Ridge (Vimy Ridge) and Vimy Ridge 18-34 years old.](image-url)
Vimy knowledge increases over time, especially in Ontario and Alberta since 1998.

Canada’s most famous single victory in the First World War consisted of the capture of a key ridge on the Western Front. What was this battle called?

**Percentage of those who answered ‘Vimy Ridge’**

<table>
<thead>
<tr>
<th>Region</th>
<th>Nov '98</th>
<th>Mar '07</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>52%</td>
<td>49%</td>
</tr>
<tr>
<td>Alberta</td>
<td>42%</td>
<td>52%</td>
</tr>
<tr>
<td>Prairies</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Ontario</td>
<td>46%</td>
<td>53%</td>
</tr>
<tr>
<td>Quebec</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>41%</td>
<td>47%</td>
</tr>
<tr>
<td>National</td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td>Outside of Quebec</td>
<td>46%</td>
<td>51%</td>
</tr>
</tbody>
</table>

*Note: Without Quebec, Ontario represents 50% of the sample outside of Quebec. Results will reflect this.*
Just Over Four-in-Ten Canadians Remember McCrae wrote ‘In Flanders Field’

Q

Captain John McCrae served as a medical officer in the World War One and wrote what is considered to be Canada’s most famous poem. What is the name of this poem?

Note: ‘Not Aware’ includes incorrect answers (3%) and ‘Don’t know’ (52%)
Awareness of Canada’s most famous poem down five points since 1998, steady in youth

Captain John McCrae served as a medical officer in the World War One and wrote what is considered to be Canada’s most famous poem. What is the name of this poem?

Note: 18-34 ‘Not Aware’ includes incorrect answers (3%) and ‘Don’t know’ (53%)
Decline in knowledge over time across regions

Captain John McCrae served as a medical officer in the World War One and wrote what is considered to be Canada’s most famous poem. What is the name of this poem?

**Percentage of those who answered ‘In Flanders Field’**

<table>
<thead>
<tr>
<th>Region</th>
<th>Nov ’98</th>
<th>Mar ’07</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>66%</td>
<td>59%</td>
</tr>
<tr>
<td>Alberta</td>
<td>63%</td>
<td>54%</td>
</tr>
<tr>
<td>Prairies</td>
<td>64%</td>
<td>54%</td>
</tr>
<tr>
<td>Ontario</td>
<td>64%</td>
<td>61%</td>
</tr>
<tr>
<td>Quebec</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>68%</td>
<td>57%</td>
</tr>
<tr>
<td><strong>National</strong></td>
<td><strong>50%</strong></td>
<td><strong>45%</strong></td>
</tr>
<tr>
<td><strong>Outside of Quebec</strong></td>
<td><strong>65%</strong></td>
<td><strong>59%</strong></td>
</tr>
</tbody>
</table>

**Note:** Without Quebec, Ontario represents 50% of the sample outside of Quebec. Results will reflect this.
Canada has produced a number of outstanding military heroes. Could you please identify the two famous Canadians from the following list:

- Air Marshal “Billy” Bishop;
- Sir Arthur Currie;
- General Douglas MacArthur;
- General Ulysses Grant.

**November 1998**

- Both Correct Responses: 39%
- General Ulysses Grant (INCORRECT): 15%
- General Douglas MacArthur (INCORRECT): 24%
- Sir Arthur Currie (CORRECT): 48%
- Air Marshal “Billy” Bishop (CORRECT): 57%

**March 2007**

- Both Correct Responses: 32%
- General Ulysses Grant (INCORRECT): 9%
- General Douglas MacArthur (INCORRECT): 24%
- Sir Arthur Currie (CORRECT): 40%
- Air Marshal “Billy” Bishop (CORRECT): 52%
Knowledge of military heroes declining over time

Canada has produced a number of outstanding military heroes. Could you please identify the two famous Canadians from the following list:

- Air Marshal “Billy” Bishop;
- Sir Arthur Currie;
- General Douglas MacArthur;
- General Ulysses Grant.

Percentage of those who answered both correctly (Air Marshal “Billy” Bishop and Sir Arthur Currie)

<table>
<thead>
<tr>
<th>Region</th>
<th>Nov ’98</th>
<th>Mar ’07</th>
</tr>
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<tbody>
<tr>
<td>BC</td>
<td>52%</td>
<td>39%</td>
</tr>
<tr>
<td>Alberta</td>
<td>47%</td>
<td>50%</td>
</tr>
<tr>
<td>Prairies</td>
<td>50%</td>
<td>44%</td>
</tr>
<tr>
<td>Ontario</td>
<td>47%</td>
<td>44%</td>
</tr>
<tr>
<td>Quebec</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>National</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>Outside of Quebec</td>
<td>48%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Note: Without Quebec, Ontario represents 50% of the sample outside of Quebec. Results will reflect this.
Slight majority pass knowledge test

Out of four possible points in three questions, how many Canadians passed the knowledge test by achieving at least two out of four points?

- 51% Passed
- 21% All correct
- 16% Three correct
- 14% Two correct
- 17% 1 correct
- 32% No correct answers
- 49% Failed
Importance of Vimy Ridge: Keeping Memories Alive
Seven-in-ten not likely at all to attend 100th anniversary

In ten years time, how likely are you to attend, at your own expense, the ceremony in Vimy, France commemorating the Battle’s 100th anniversary?

- Very likely: 2%
- Somewhat likely: 9%
- Not very likely: 17%
- Not likely at all: 68%

Note: ‘Don’t know/Refused’ (4%) not shown
Over six-in-ten agree that Vimy Ridge was a milestone in our evolution for independence

I would now like to read you a list of statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: *Vimy Ridge is important to remember as the battle marked a milestone in our evolution from a British colony to independent nation.*

- **Strongly agree**: 31%
- **Somewhat agree**: 32%
- **Neither agree nor disagree**: 4%
- **Somewhat disagree**: 13%
- **Strongly disagree**: 7%
- **Don't know**: 11%

*Note: 'Refused' (1%) not shown*
Majority disagree, nearly four-in-ten strongly disagree that Vimy not important to remember

I would now like to read you a list of statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: Vimy Ridge is not especially important to remember, as the battle did little to stop a war that ended up killing more than 60,000 Canadians.

Note: 'Refused' (2%) not shown
Nearly six-in-ten agree with Smith over Jones

Which of the following views comes closest to your own when it comes to Canadian identity.

Smith says:
The key part of Canada’s history that helped us to form our national identity was the development of social programmes and institutions such as Medicare, equalization payments and social security.

Jones says:
The key part of Canada’s history that helped us to form our national identity is Canada’s participation in two World Wars of the 20th century and other elements of our military history like the invention of Peacekeeping.

56% Agree with Smith

29% Agree with Jones

Don’t know/Refused: 4%

Note: Both (8%) and Neither (2%) not shown
No significant change in the last two years on national identity question

Which of the following views comes closest to your own when it comes to Canadian identity: *the key part of Canada’s history that helped us to form our national identity is…*

- The development of social programmes and institutions such as Medicare, equalization payments and social security: 55% (Mar '05), 56% (Mar '07)
- Canada’s participation in two World Wars of the 20th century and other elements of our military history like the invention of Peacekeeping: 33% (Mar '05), 29% (Mar '07)

*Note:* Both (7% vs. 8%) and Neither (2% vs. 2%) not shown
Canadians divided on whether Afghanistan helps re-establish Canada as prominent in world affairs

I would now like to read you a list of statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: Canada’s significant military contribution in Afghanistan is helping to reestablish Canada as a prominent voice in world affairs.

- **47% Agree**
  - Strongly agree: 20%
  - Somewhat agree: 27%
  - Neither agree nor disagree: 3%

- **46% Disagree**
  - Somewhat disagree: 20%
  - Strongly disagree: 26%

*Note: ‘Don’t know’ (3%) and ‘Refused’ (2%) not shown*
More than six-in-ten feel Afghanistan will be a minor event or footnote in history 90 years from now.

Many historians consider the First World War a defining event in Canadian history. How important do you think the War in Afghanistan will be to Canada and Canadians 90 years from now? Will it be considered…

32% Defining or Important Event

62% Minor event or Footnote

27%

39%

23%

Defining event

Important Event

Minor Event

Footnote

Note: ‘Don’t know’ (4%) and ‘Refused’ (2%) not shown
Survey Attribution

The first instance of survey should attributed survey as a "Dominion Institute survey conducted by the Innovative Research Group". All subsequent attributions can use the shorter convention of: "Dominion Institute survey".