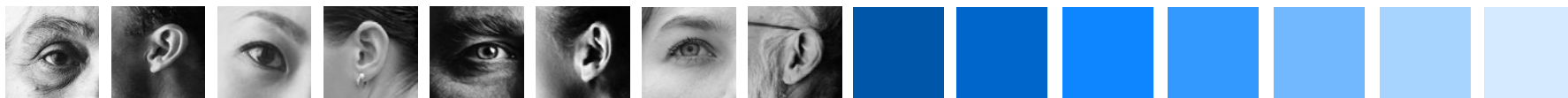




THE DOMINION
INSTITUTE



Vimy Ridge 2007 Survey



March 29, 2007

Commissioned by the Dominion Institute

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Table of Contents

	Methodology
	Knowledge Questions
	Importance of Vimy Ridge: Keeping Memories Alive
	Attribution

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

Region	Interviews	Margin of Error
Atlantic Canada	77	± 11.2
Quebec	247	± 6.2
Ontario	377	± 5.1
Manitoba/Saskatchewan	68	± 11.9
Alberta	98	± 9.9
British Columbia	133	± 8.5
Total Canada	1,000	± 3.1

- Note: *Graphs may not always total 100% due to rounding values rather than any error in data.*
- *Sums are added before rounding numbers.*

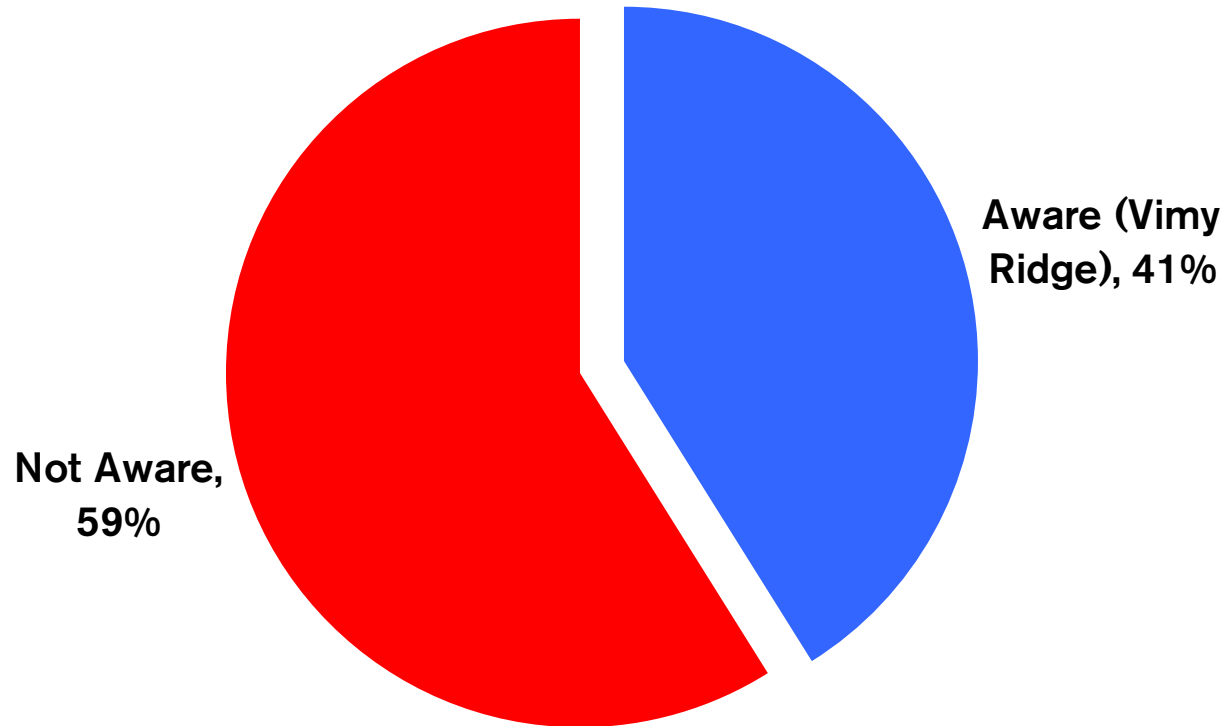
Knowledge Questions



Only Two-Fifths Aware of Vimy Ridge

Q

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?

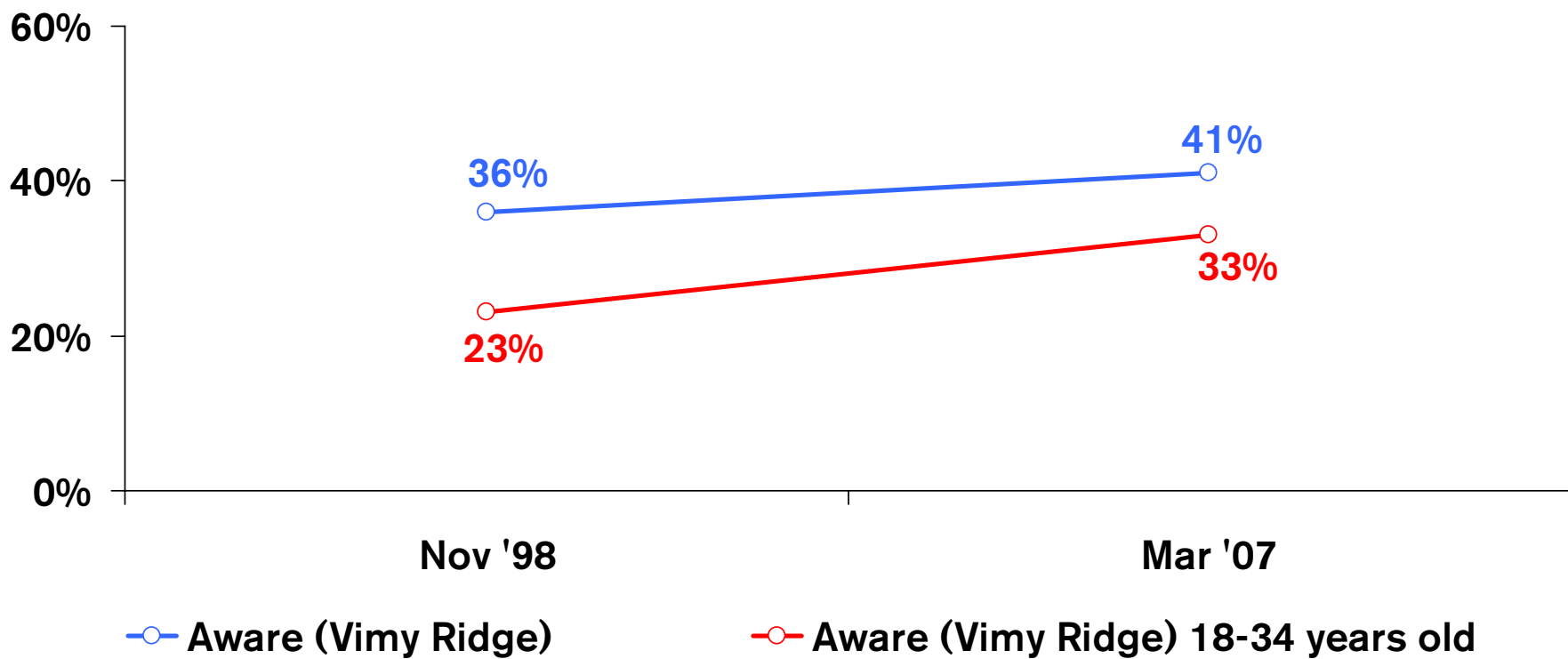


Note: 'Not Aware' includes incorrect answers (6%) and 'Don't Know/Refused' (53%)

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?



Vimy knowledge increases over time, especially in Ontario and Alberta since 1998

Q

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'

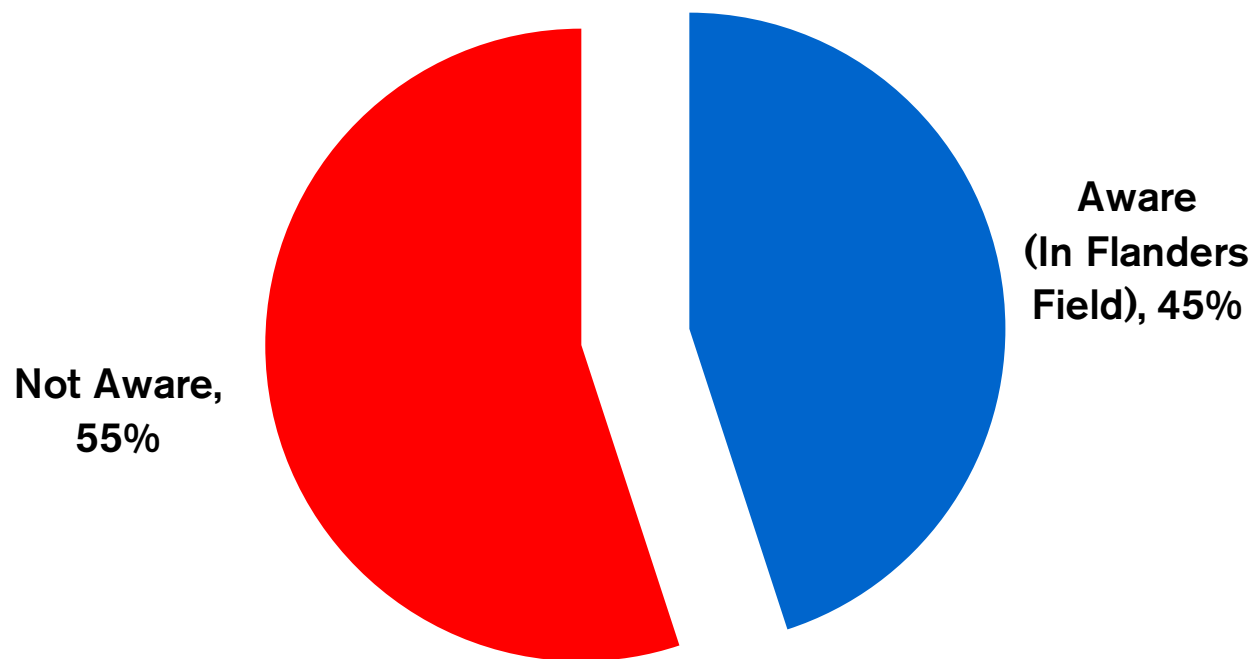
Region	Nov '98	Mar '07
BC	52%	49%
Alberta	42%	52%
Prairies	45%	47%
Ontario	46%	53%
Quebec	8%	10%
Atlantic	41%	47%
National	36%	41%
Outside of Quebec	46%	51%

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

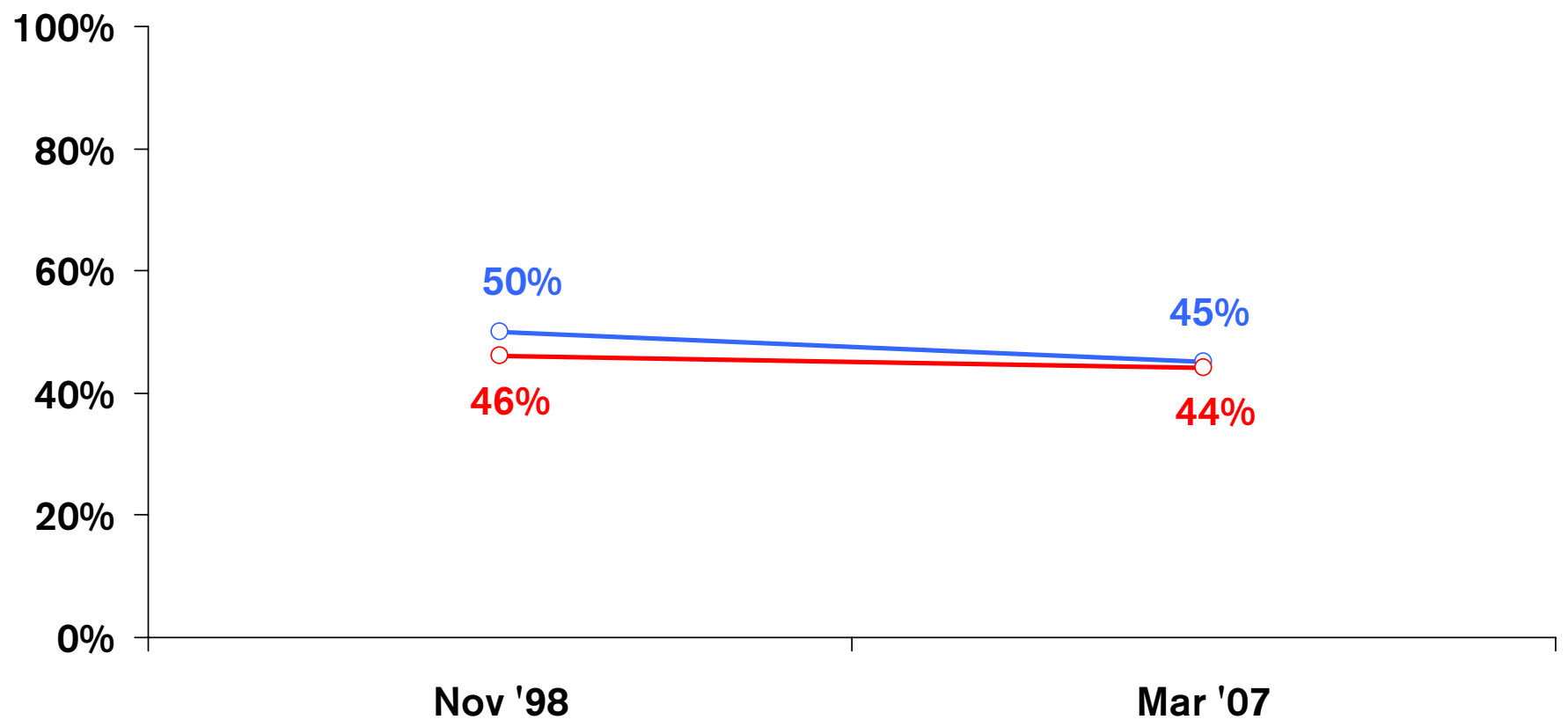
Captain John McCrae served as a medical officer in the World War One and wrote what is considered to be Canada's most famous poem. What is the name of this poem?



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

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?



—○— Aware (In Flanders Field) —○— Aware (In Flanders Field) 18-34 years old



Note: 18-34 'Not Aware' includes incorrect answers (3%) and 'Don't know' (53%)

Decline in knowledge over time across regions

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?

Percentage of those who answered 'In Flanders Field'

Region	Nov '98	Mar '07
BC	66%	59%
Alberta	63%	54%
Prairies	64%	54%
Ontario	64%	61%
Quebec	7%	6%
Atlantic	68%	57%
National	50%	45%
Outside of Quebec	65%	59%

Note: Without Quebec, Ontario represents 50% of the sample outside of Quebec. Results will reflect this.

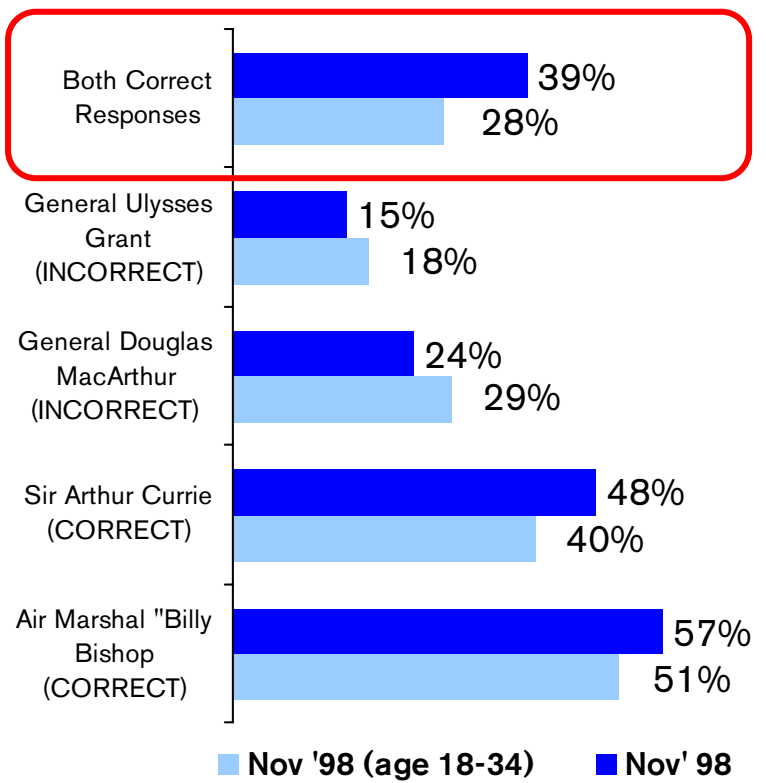
Knowledge of Canadian military heroes down since 1998



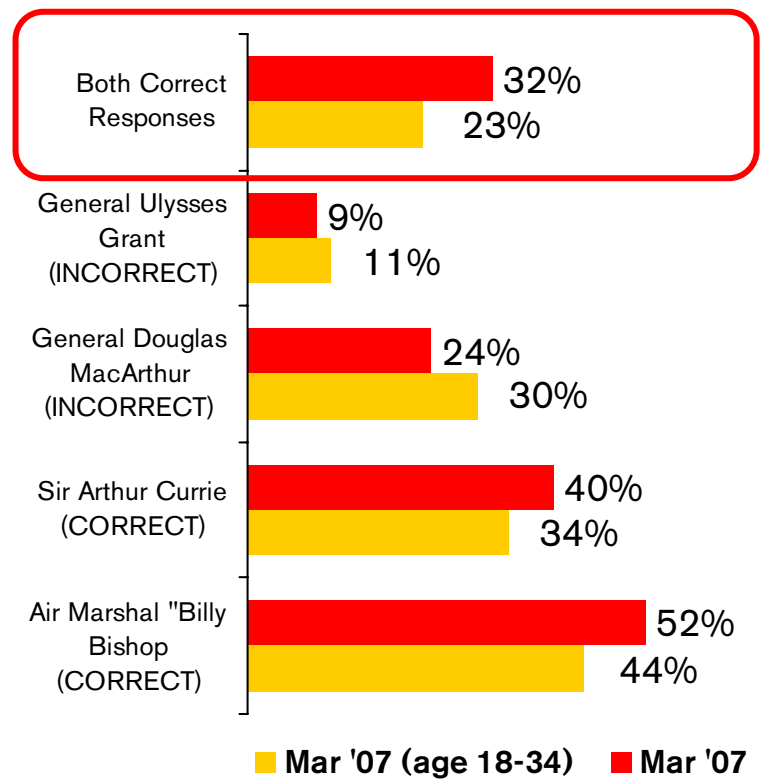
Canada has produced a number of outstanding military heroes. Could you please identify the two famous Canadians from the following list:

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

November 1998



March 2007



Knowledge of military heroes declining over time

Q

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;*
- *General Douglas MacArthur;*

Sir Arthur Currie;
General Ulysses Grant.

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

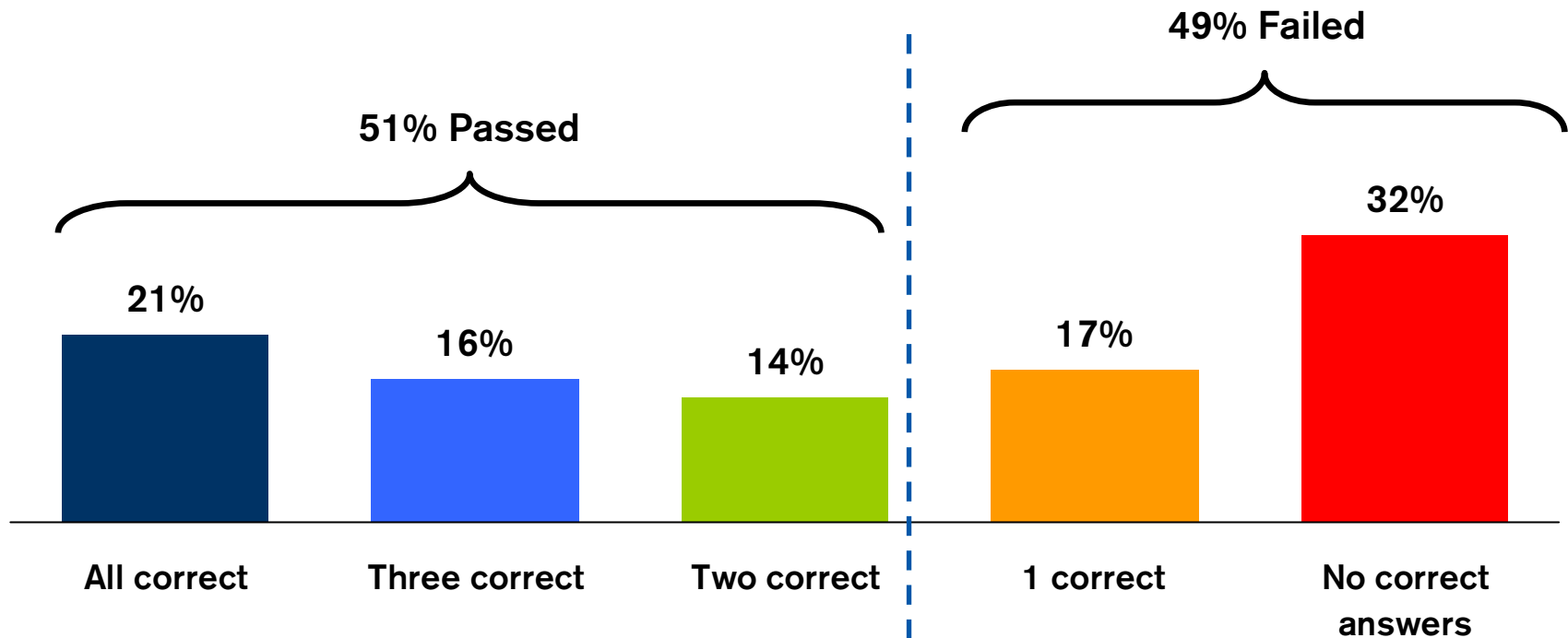
Region	Nov '98	Mar '07
BC	52%	39%
Alberta	47%	50%
Prairies	50%	44%
Ontario	47%	44%
Quebec	14%	7%
Atlantic	41%	38%
National	39%	34%
Outside of Quebec	48%	43%

Note: Without Quebec, Ontario represents 50% of the sample outside of Quebec. Results will reflect this.

Slight majority pass knowledge test

Q

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



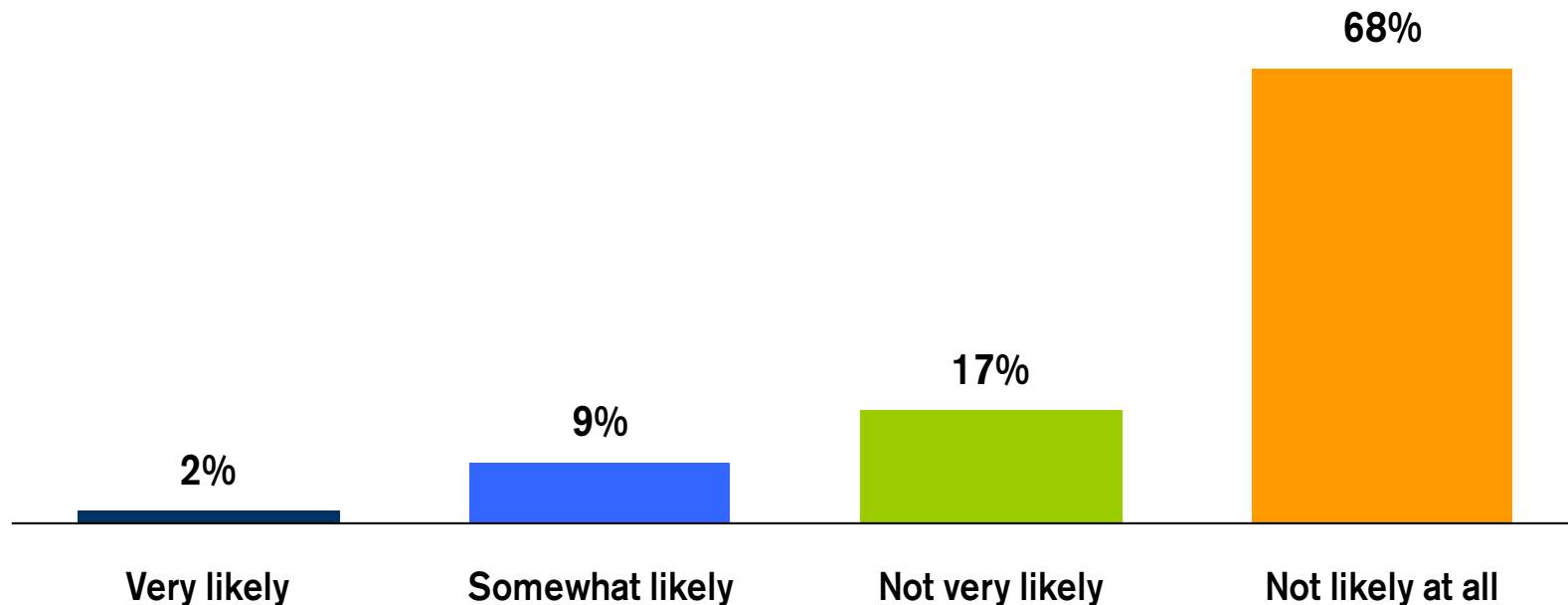
Importance of Vimy Ridge: Keeping Memories Alive



Seven-in-ten not likely at all to attend 100th anniversary

Q

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?

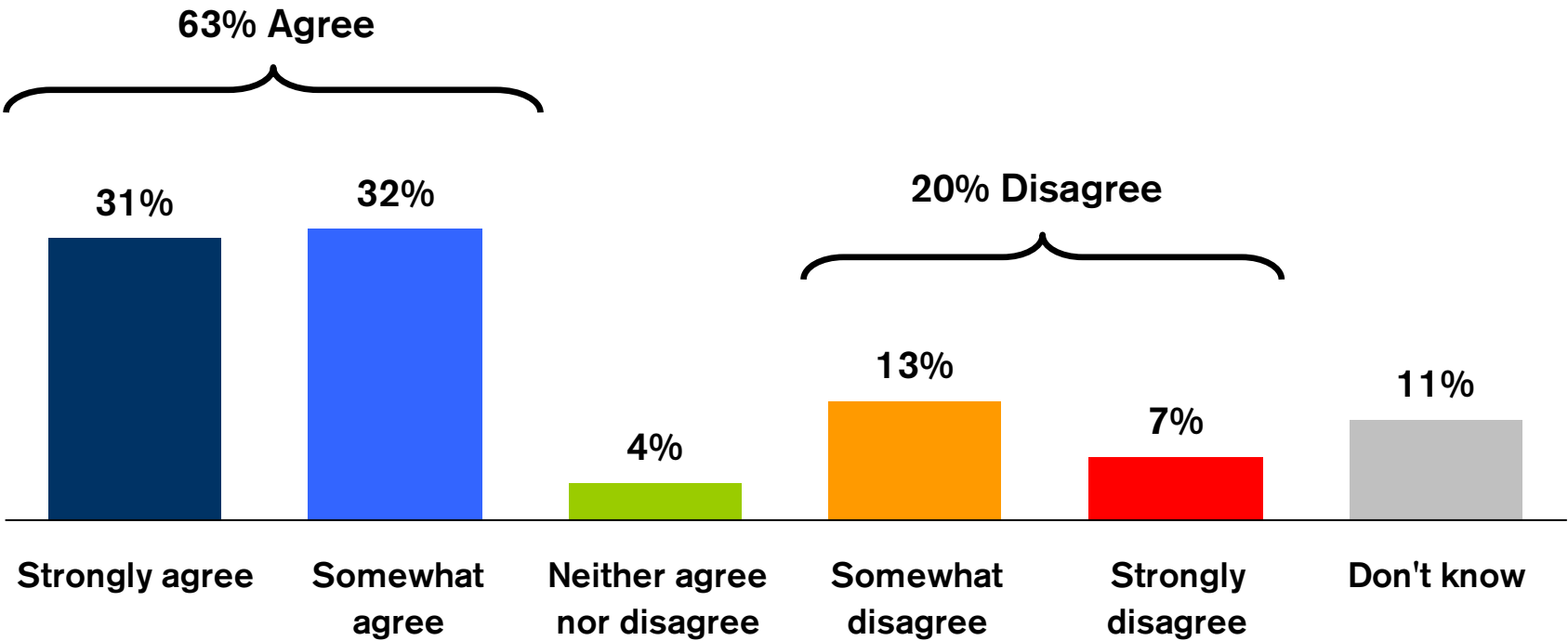


Note: 'Don't know/Refused' (4%)
not shown

Over six-in-ten agree that Vimy Ridge was a milestone in our evolution for independence ¹⁷



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.

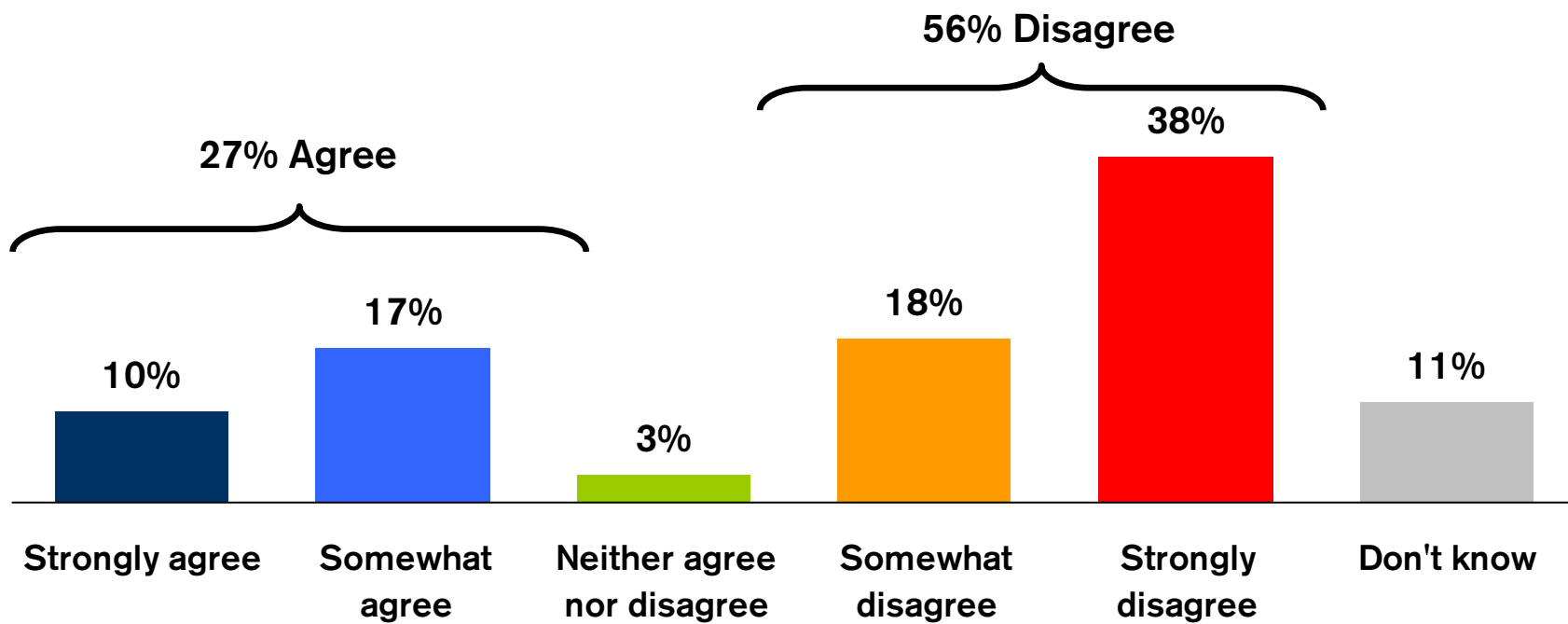


Note: 'Refused' (1%) not shown

Majority disagree, nearly four-in-ten strongly disagree that Vimy not important to remember

Q

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

Q

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

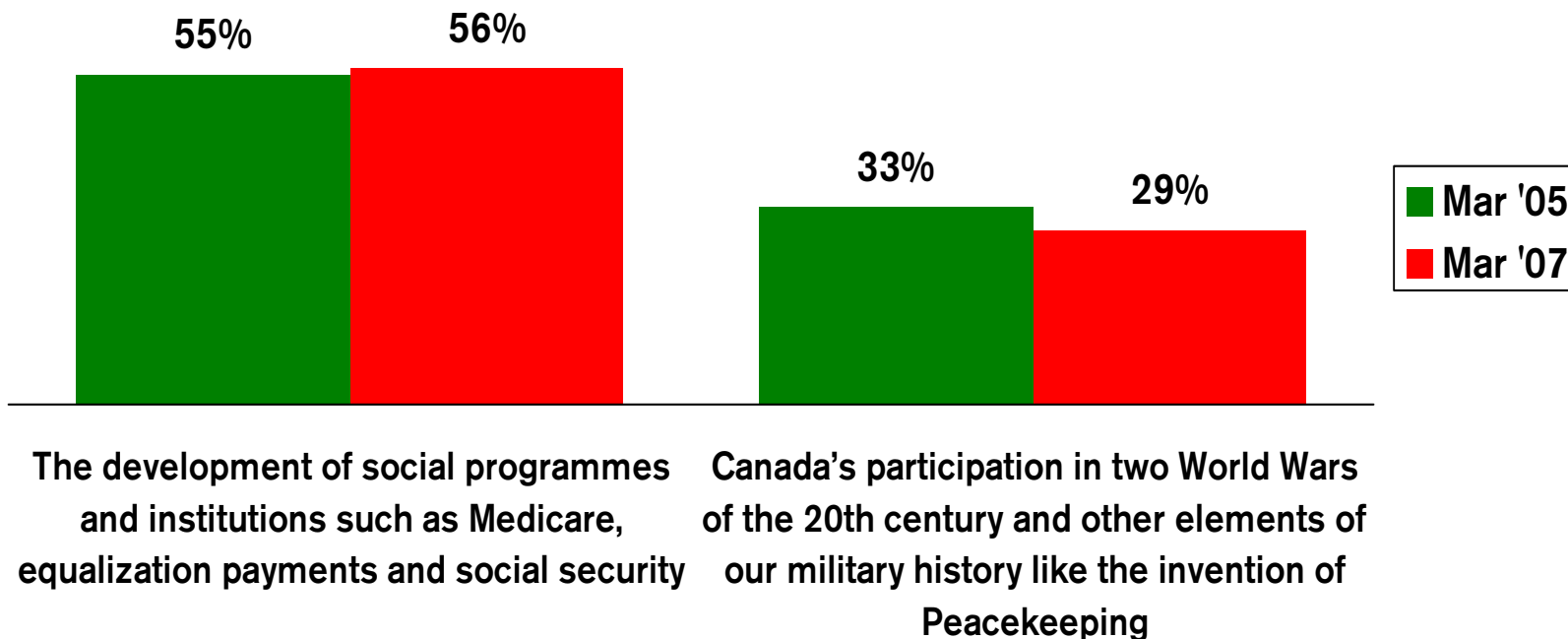
Don't know/Refused: 4%

Note: Both (8%) and Neither (2%) not shown

No significant change in the last two years on national identity question

Q

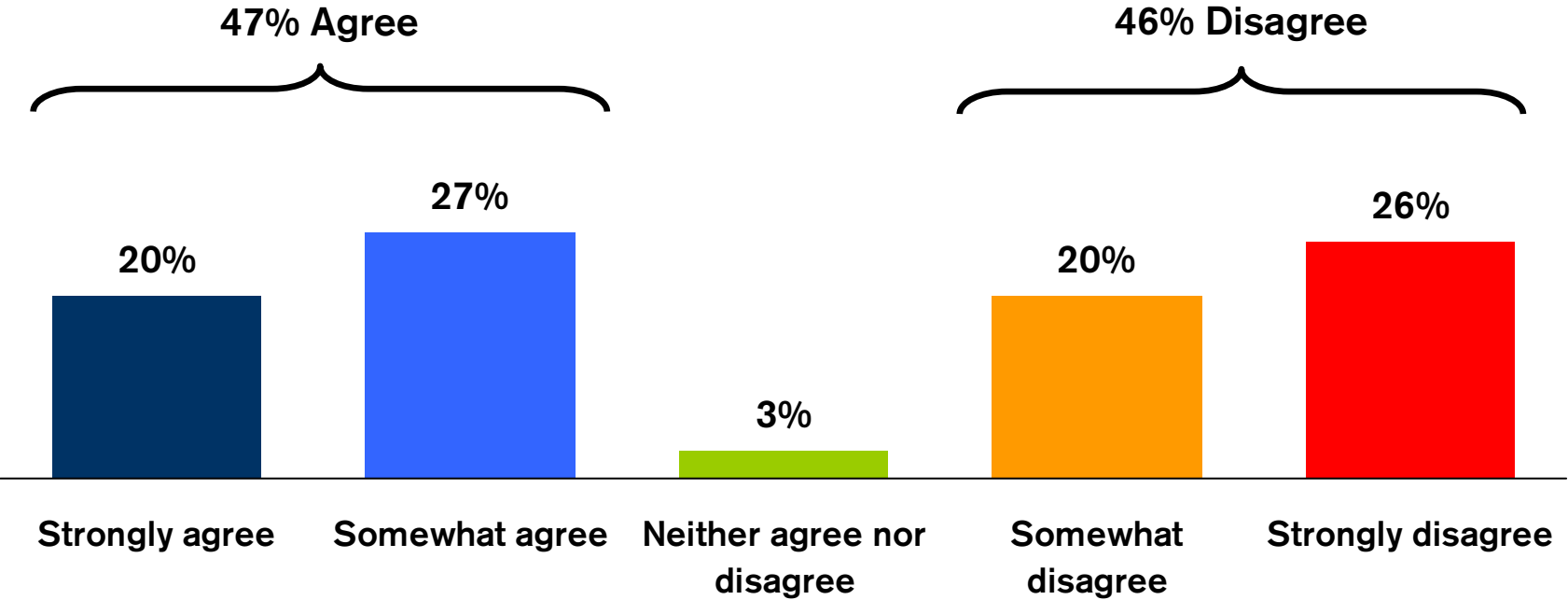
Which of the following views comes closest to your own when it comes to Canadian identity: *the key part of Canada's history that helped us to form our national identity is...*



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.

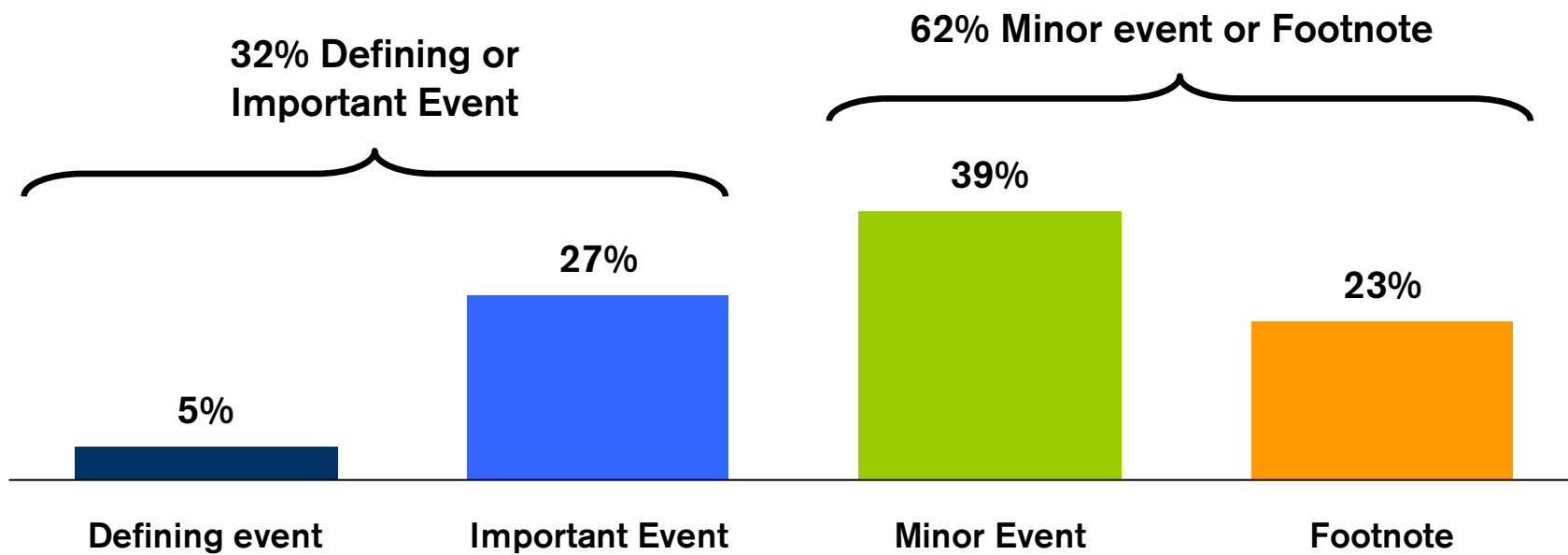


Note: 'Don't know' (3%) and 'Refused' (2%) not shown

More than six-in-ten feel Afghanistan will be a minor event or footnote in history 90 years from now

Q

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...



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".