



THE DOMINION  
INSTITUTE  
L'INSTITUT DU  
DOMINION

Innovative Research Group / Dominion Institute

## MEMORY PROJECT VETERANS SURVEY

***Nearly two-thirds (63%) of veterans feel that in-school programs are the most effective way to educate young Canadians about our military history.***

---

***Nine out of ten (87%) veterans feel that talking to schools about their military experiences is one of their more rewarding volunteer activities.***

---

***Nearly two-thirds (63%) of veterans fear that because they are getting older, they will not be able to visit with school children for very much longer.***

---

***Sixty percent (60%) of respondents agreed that the federal government is not doing enough to help commemorate the service and sacrifice of our Second World War veterans***

**EMBARDOED, 6:00 AM, THURSDAY, JUNE 19**

To provide context to the announcement that the Memory Project Speakers' Bureau will not receive financial support from its primary funder, Veterans Affairs Canada (VAC) for the 2008-2009 school year, Innovative Research Group and the Dominion Institute have released a scientific survey of 500 Canadian veterans about the teaching of military history in schools. The Memory Project is a national educational program that connects veterans with young people across the country.

When asked who should be primarily responsible for educating young Canadians about our country's military history, a majority of respondents polled (51%) said our school system. This was followed by Veteran Organizations (22%) and the Federal Government (18%). Of this sample, 53% of Second World War veterans and 48% post Second World War veterans responded 'school system'. Ontario ranked the highest (56%) for regions with this response while Manitoba/Sask ranked the lowest at 37%.

Nearly two-thirds (63%) of veterans feel that in-school programs are the most effective way to educate young Canadians about our military history, followed by Film and Television (11%), local Community Ceremonies (10%) and the Internet (7%). Overseas ceremonies were deemed the least effective with only 3%. Second World War veterans and veterans from conflicts after the Second World War were equally likely to say in school programs (63% and 62% respectively). Residents of Manitoba/Sask were most likely to answer in-school programs (72%) while Quebec was the least likely (47%).

Nine out of ten (87%) veterans feel that talking to schools about their military experiences is one of their more rewarding volunteer activities. Of those who agreed, 89% were veterans of the Second World War and 83% who served in post-Second World War conflicts. More than two-thirds of veterans (67%) who reside in the Manitoba/Sask 'agreed' with the statement while the fewest people who agreed resided in Atlantic Canada (46%)

Nearly two-thirds (63%) of veterans fear that because they are getting older, they will not be able to visit with school children for very much longer. More than two-thirds (68%) of Second World War veterans agreed with statement while 52% of post Second World War veterans agreed. Regional representation ranged from 71% in B.C. who agreed to 50% in Alberta.

Other findings included:

A majority (51%) of respondents felt that the school system should be primarily responsible for educating young Canadians about our country's military history. More

Ontarians (56%) agreed than any other province while Manitoba/Sask were least likely to agree (37%). Among Second World War veterans, 53% responding school system while 48% post Second World War veterans said the same.

A majority of veterans (62%) feel that schools are doing a better job of teaching about the Second World War than they did in the past. Of those who agreed, 65% were Second World War veterans and 54% were veterans from post Second World War conflicts. Ontarians were most likely to agree (65%) while Alberta was least likely (53%).

Veterans who participated in this survey are available for interviews. Please contact the Dominion Institute for veteran contact information by region and conflict.

### **Study Methodology**

This telephone survey was conducted among Dominion Institute's "Memory Project" veterans across Canada between April 24 and 27, 2008. The total study included 499 responses eligible for inclusion in our analysis. The aggregated results are considered accurate to within 3.32 percentage points, 19 times out of 20.

### **The Memory Project**

Created in 2001, The Memory Project is the Dominion Institute's flagship educational program, designed to connect veterans and students online and in classrooms across the country. The Memory Project Speakers' Bureau includes 1,500 veteran volunteers from across Canada visiting classrooms and community groups to share their stories with youth. The veterans in The Memory Project represent a wide range of conflicts, including the First and Second World War, Korean War, Peacekeeping Operations and Canadian Forces experiences. For more info visit: [www.thememoryproject.com](http://www.thememoryproject.com).

- 30 -

Contact:

Rudyard Griffiths  
Co-Founder, the Dominion Institute  
416.737.9626; [rudyard@dominion.ca](mailto:rudyard@dominion.ca)