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CANADIANS IMPROVE THEIR

MILITARY HISTORY KNOWLEDGE

*Ten-year benchmark study Demonstrates that Canadians Aged 18
to 24 Improve Their Knowledge of Military History
Over Past 10 Years*

COMMISSIONED BY



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FOR COMMENT AND ANALYSIS PLEASE CONTACT:

**Rudyard Griffiths
Co-Founder
Dominion Institute
(416) 737-9626**

**John Wright
Senior Vice President
Ipsos Reid -- Public Affairs
(416) 324-2002**

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TEN-YEAR BENCHMARK STUDY SHOWS CANADIAN YOUTH INCREASE MILITARY HISTORY KNOWLEDGE

*Increased Knowledge Likely a result of Key Battle Anniversaries
and the Work of Veterans Organizations*

November 10, Toronto, Ontario- In a major ten-year benchmark study of Canadians aged 18 to 24, a new Ipsos Reid / Dominion Institute poll reveals that young Canadians have increased their knowledge of key military history facts, improving on their scores of ten years ago on questions dealing with the two World Wars and other armed conflicts in Canadian history. While on the full thirty-question test, Canadians evidenced a decline in knowledge on social and political history questions, Canadians' knowledge of military history has generally increased over the past ten years.

The increase in knowledge is likely a result of major anniversaries of important battles such as Vimy Ridge, as well as other key dates in history like D-Day and VE-Day, coupled with the ongoing activities of veterans to tell their stories to young people across the country.

More specifically, the military history questions where Canadians improved their score are as follows:

- In 1997, 31% of Canadians knew that the Battle of Vimy Ridge was an important victory for the Allies in WWI. In 2007, 37% of Canadians know this fact.

- In 1997, just 11% of Canadians could identify two of the countries against which Canada fought in WWI (Germany, Austria/Hungary, Turkey). In 2007, 17% of Canadians know this fact.
- In 1997, 33% of Canadians knew that the date on which Remembrance Day is observed, November 11, marked the last date of WWI. In 2007, 37% of Canadians know this fact.
- In 1997, 26% of Canadians could identify one of the wars in which Canada was invaded by the United States (War of 1812, War of Independence). In 2007, though, 29% of Canadians know this fact.
- In 1997, 35% of Canadians knew that on D-Day, Allied forces landed in Normandy. In 2007, 37% of Canadians know this fact.

However, despite the general increase in knowledge on matters relating to military history, there were a few questions where Canadians didn't perform as well this year as they did ten years ago:

- While in 1997, 63% of Canadians knew that Great Britain was the country that took control of Quebec away from France by winning the Battle on the Plains of Abraham, in 2007 62% of Canadians know this fact.
- While in 1997, 30% of Canadians knew that the American Civil War helped to convince Canadians and their leaders to unite and form a federation, in 2007, just 22% of Canadians know this fact.
- While in 1997, 14% of Canadians knew that Lester B Pearson was awarded the Nobel Peace Prize for peacefully resolving the Suez Crisis, in 2007 12% of Canadians know this fact.



For more information on this news release, please contact:

Rudyard Griffiths
Co-Founder
Dominion Institute
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Ipsos Reid Public Affairs
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Study Methodology...

These are the findings of an Ipsos Reid poll conducted on behalf of the Dominion Institute from Sep 6 to Oct 25, 2007. For the survey, a randomly selected sample of 1,004 adult Canadians aged 18 to 24 was interviewed by telephone. With a sample of this size, the aggregate results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had this entire population been polled. The margin of error will be larger within each sub-grouping of the survey population. The study methodology was precisely the same as it was 10 years ago so as to ensure consistency across time, and to provide accurate comparisons across the data.

Table 1

OVERALL RESULTS OF THE TEST									
	REGION							Male	Female
	National	BC	AB	MB/SK	ON	QC	Atlantic		
(Weighted Bases)	1004	130	120	71	389	226	67	506	498
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
16+answers correct	18	15	22	29	21	9	13	24	12
Failed exams	82	85	78	71	79	91	87	76	88

Table 2

Question	Right answer	National 2007	Change from National 1997	BC	AB	SK	MB	ON	QC	NB	NS	PE	NF	Immigrant	Male	Female
Name the two Canadians contained in the following list of writers and painters...	** Emily Carr **	64	-4	88	58	50	59	72	39	66	88	100	45	56	61	67
	** Robert Service **	22	-5	21	24	22	40	18	29	21	16	-	7	22	23	22
Which country took control of Quebec, away from France, by winning the battle of the Plains of Abraham?	** Britain ** ** England ** ** United Kingdom/UK	62	-1	58	65	53	68	56	78	30	56	-	55	57	67	56
Who was Canada's first francophone Prime Minister?	** Wilfred Laurier **	56	-11	46	45	69	68	60	60	33	43	-	38	40	61	51
What term is used to describe the severe economic hardships of the 1930's?	** Depression/Great Depression **	55	-9	65	58	44	59	70	17	64	84	50	46	51	58	52
In the 19th century, some inhabitants of what is now Quebec rebelled against the colonial government of the time. Who was the leader of that rebellion?	** Louis-Joseph Papineau **	52	-13	49	32	41	41	48	72	47	65	50	54	44	56	48
What was the name of the route to Canada taken by blacks escaping slavery in the US	** Underground Railway **	47	-4	49	45	63	67	64	6	60	70	50	70	28	48	46
Who was Canada's first Prime Minister?	** John A. Macdonald **	46	-8	46	50	50	67	60	19	37	47	50	38	40	51	42



Name one group of Canadians who were evacuated from the West Coast during WWII because of their ethnic origin?	** Japanese/Japanese Canadians **	42	-1	51	56	31	51	48	20	21	41	50	38	41	49	34
What Canadian city was severely damaged by a massive explosion in its harbour in 1917?	** Halifax **	41	+3	41	37	56	46	51	13	66	92	50	62	24	47	35
Which province was the last one to join Canada?	** Newfoundland **	38	-13	27	30	44	43	41	34	53	64	-	70	21	44	31
In 1944, Canadians joined in an event called D Day. What happened on that day?	** Invasion of Europe/Invasion of France/Invasion of Normandy **	37	+2	37	47	35	37	36	34	11	47	-	30	26	53	21
Remembrance Day in Canada falls on November 11. November 11 was the last day of which war?	** World War 1/WW1 **	37	+4	41	48	31	49	39	25	43	36	-	40	22	44	31
The battle of Vimy Ridge was an important victory for allied forces in what war?	** World War 1/WW1 **	37	+6	38	45	59	46	42	20	40	30	-	61	25	43	31
In what year were all Canadian women eligible to vote in federal elections?	** 1921 **	36	-6	42	39	34	51	39	22	40	43	-	16	34	38	33
Many of the early settlers of what is now New Brunswick and Nova Scotia spoke French and were resettled by the British government. What are those people and their descendants called?	** Acadians **	35	+3	22	29	28	35	26	55	79	72	50	38	20	37	34



The members of which ethnic group were once forced to pay a head tax to immigrate to Canada?	** Chinese Canadians **	32	+15	51	33	37	41	39	11	4	28	-	8	33	36	28
Name one of the wars in which Canada was invaded by the United States	** War of 1812 ** ** Revolutionary/War of Independence **	29	+3	25	33	34	40	38	12	7	27	-	23	17	37	20
What is the name of the Metis leader who was hanged by the federal government in 1885?	** Louis Riel **	27	-13	31	34	75	70	21	20	-	20	-	24	14	30	24
What year did Confederation occur?	** 1867 **	26	-10	20	24	28	48	31	18	7	31	50	14	16	29	22
What economic issue between the US and Canada dominated the Canadian Federal elections of 1891, 1911 and 1988?	** Free Trade ** ** FTA ** ** Trade ** ** Reciprocity **	22	-38	24	21	25	24	27	16	7	15	50	7	16	27	18
What American war helped convince Canadians and their leaders to unite and form a federation in the north?	** Civil War/American Civil War **	22	-8	23	23	19	27	24	15	18	24	-	15	21	25	18
What name is commonly used to refer to the British subjects who fled to Canada during and after the American Revolution	** Loyalists ** ** United Empire ** ** Loyalists **	20	-3	15	21	22	27	19	24	26	28	-	-	11	23	17
Name two countries Canada fought against during World War 1?	** Germany ** ** Austria/Austro-Hungarian** **Turkey**	17	+6	17	20	28	19	18	13	7	7	0	7	12	23	11
What term is commonly used to refer to early French fur traders in Canada?	** Voyageurs ** ** Coureurs des bois **	15	-2	10	13	12	43	8	30	-	5	-	-	7	19	12



Name the Canadian who received the Noble Prize for Peace in 1957 for his efforts to peacefully resolve the Suez Crisis and then went on to become Prime Minister.	** Lester B. Pearson **	12	-2	8	13	6	22	17	7	-	12	-	-	12	15	9
What is the name commonly given to the political and social movement that swept Quebec in the beginning of the 1960's?	** Quiet Revolution **	10	No change	4	7	6	8	6	26	-	-	-	-	5	12	8
Who was the first Canadian in space?	** Marc Garneau **	9	-7	5	4	6	13	8	17	-	4	-	-	7	12	6
What year was Canada's constitution patriated from Great Britain?	** 1982 **	9	-6	6	12	19	11	10	8	-	8	-	7	10	11	8
Name a Canadian who received the Noble Prize for the discovery of insulin?	** Banting ** ** MacCloud ** ** Collip **	6	-5	4	7	-	8	10	2	-	5	-	7	4	6	6
What is the name of the native people of Newfoundland who were hunted to extinction by Europeans?	** Beothuks **	3	-3	0	4	6	5	2	1	0	5	0	48	2	3	2
% Correct Answer																