

**Innovative Research Group,
Inc.**

Vancouver :: Toronto :: Montreal
www.innovativeresearch.ca



Dominion Institute of Canada ▶▶

Memory Project Veteran Poll



Prepared for:

Dominion Institute of Canada

May 6, 2008



Methodology
Findings



Methodology

- This telephone survey was conducted among “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.



Findings

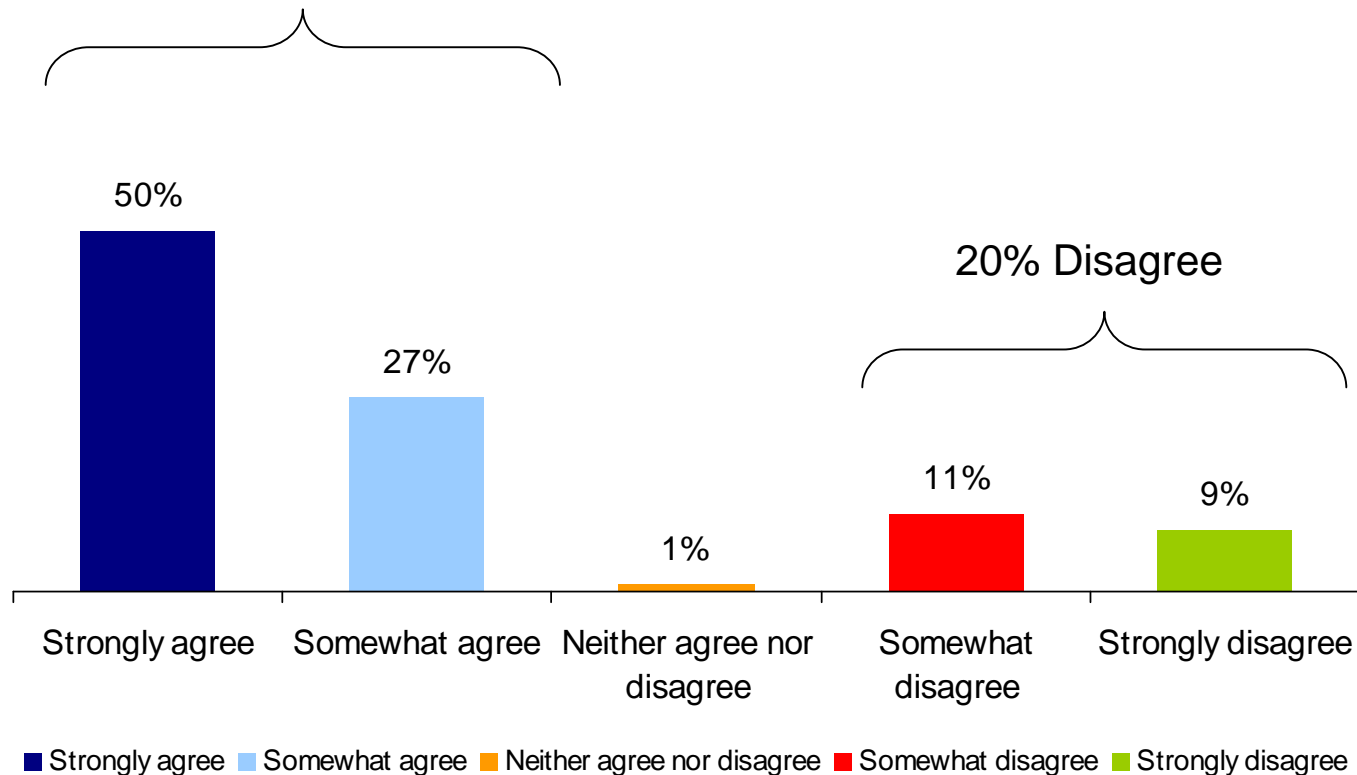


Three-quarters agree that Canadians are forgetting about WWII

Q

Canadians are fast forgetting the history of the Second World War

78% Agree



Those that respond 'Agree'

Conflict	%
WWII	76%
After WWII	83%

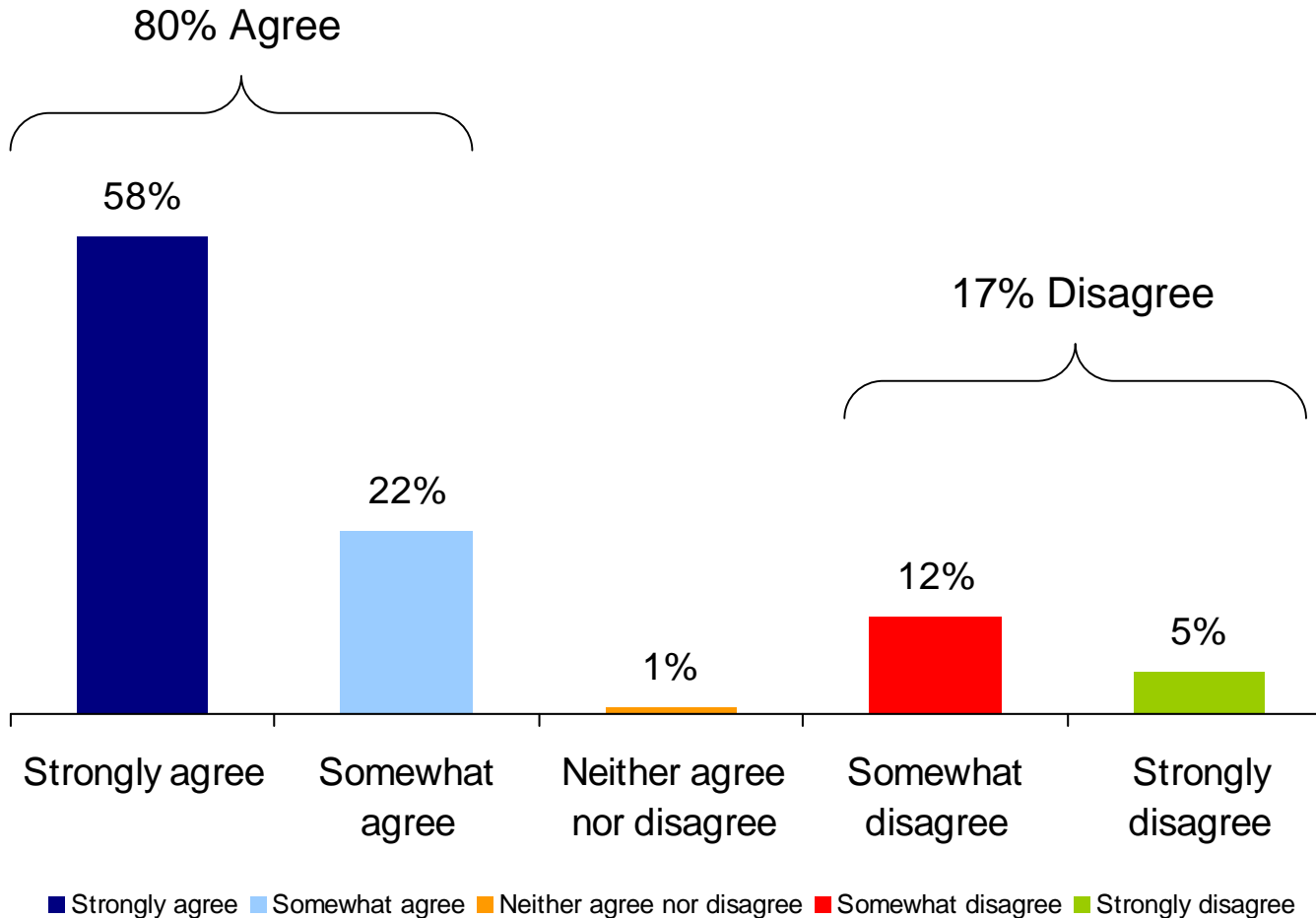
Region	%
BC	78%
Alberta	82%
Prairies	79%
Ontario	75%
Quebec	87%
Atlantic Canada	77%

Note: Don't know/refused (2%) not shown

Vast majority concerned about how Canadians will remember WWII after all veterans have passed away

Q

I am concerned about how Canadians will remember the Second World War when all the veterans have passed away



Those that respond 'Agree'

Conflict	%
WWII	79%
After WWII	83%

Region	%
BC	81%
Alberta	79%
Prairies	77%
Ontario	81%
Quebec	82%
Atlantic Canada	77%

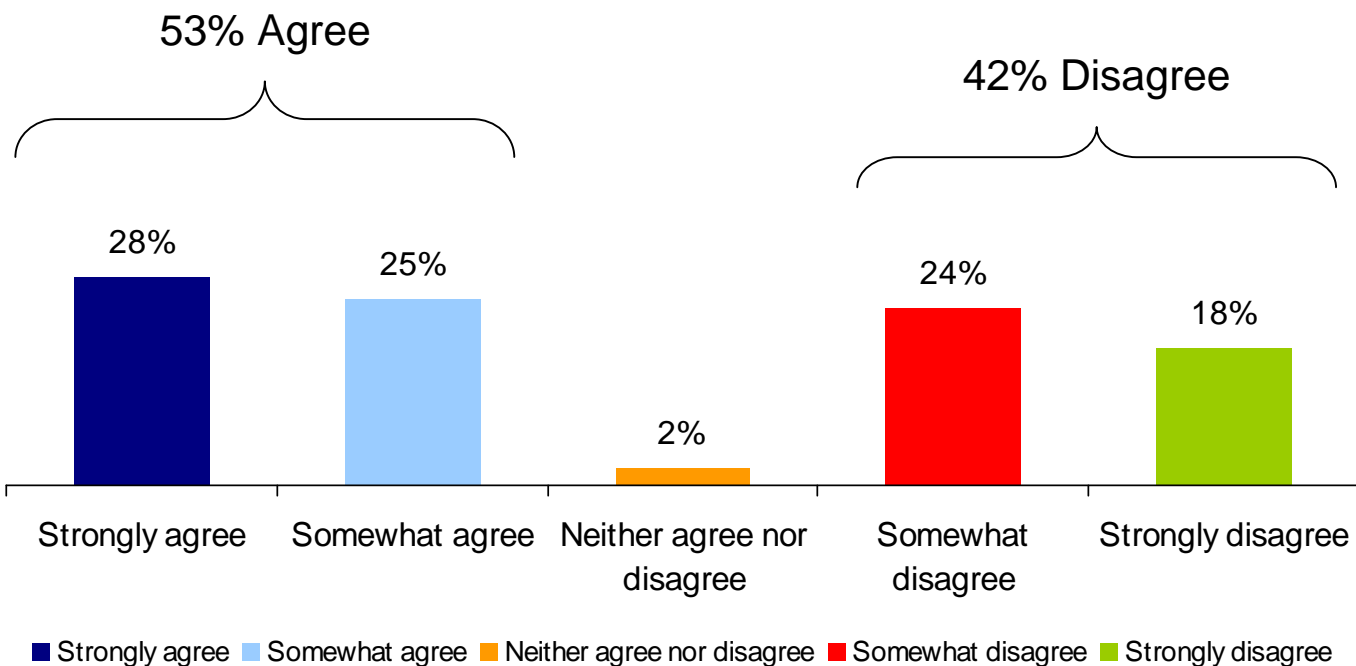


Note: Don't know/refused (2) not shown

Majority agree people ask about war experience more today than any point after retirement

Q

People ask me about my war experiences more today than any point since I retired from the military



Those that respond 'Agree'

Conflict	%
WWII	54%
After WWII	48%

Region	%
BC	51%
Alberta	50%
Prairies	67%
Ontario	52%
Quebec	51%
Atlantic Canada	46%

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

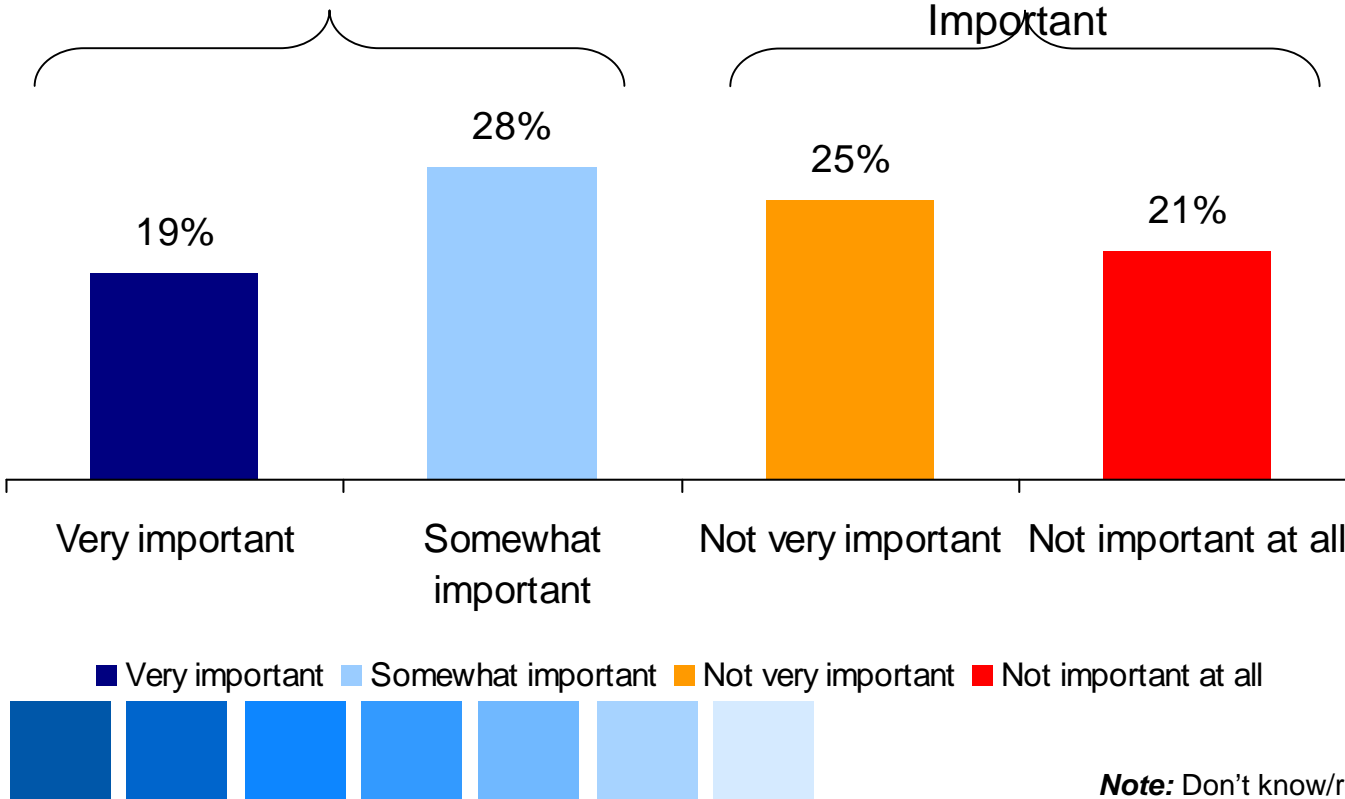
Veterans split on future importance of war in Afghanistan

Q

How important do you think the War in Afghanistan will be to Canada and Canadians 50 years from now?

47% Important

46% Not Important



Those that respond 'Important'

Conflict	%
WWII	46%
After WWII	50%

Region	%
BC	44%
Alberta	47%
Prairies	44%
Ontario	48%
Quebec	42%
Atlantic Canada	49%

Note: Don't know/refused (7%) not shown



Greg Lyle

Managing Director

Direct: 416.642.6429

Email: glyle@innovativeresearch.ca

Kelley Molyneux

Consultant

Direct: 416.642.4130

Email: kmolyneux@innovativeresearch.ca

Toronto

350 Bay Street, 3rd Floor
Toronto ON | M5H 2S6

Vancouver

1055 West Hastings, 3rd Floor
Vancouver BC | V6E 2E9

Montreal

1010 Sherbrooke Street West, Suite 1800
Montreal QC | H3A 2R7