



THE DOMINION
INSTITUTE



Annual Remembrance Day Survey

Is our World War One Heritage and Remembrance Day fading away?

EMBARGOED TO 6:00 AM, FRIDAY NOVEMBER 10

Only four-in-ten Canadians (41%) plan to attend a formal Remembrance Day service this year, down nine percentage points from 2001

Overwhelming support (87%) for making Remembrance Day a national, statutory holiday across Canada

Just 36% remember Vimy Ridge and less than half familiar with John McCrae's iconic World War One Poem, *In Flanders Fields*

Forgetting our military heroes: three-in-ten Canadians think U.S. General Douglas MacArthur was a Canadian World War One hero

Toronto – Nov 10, 2006

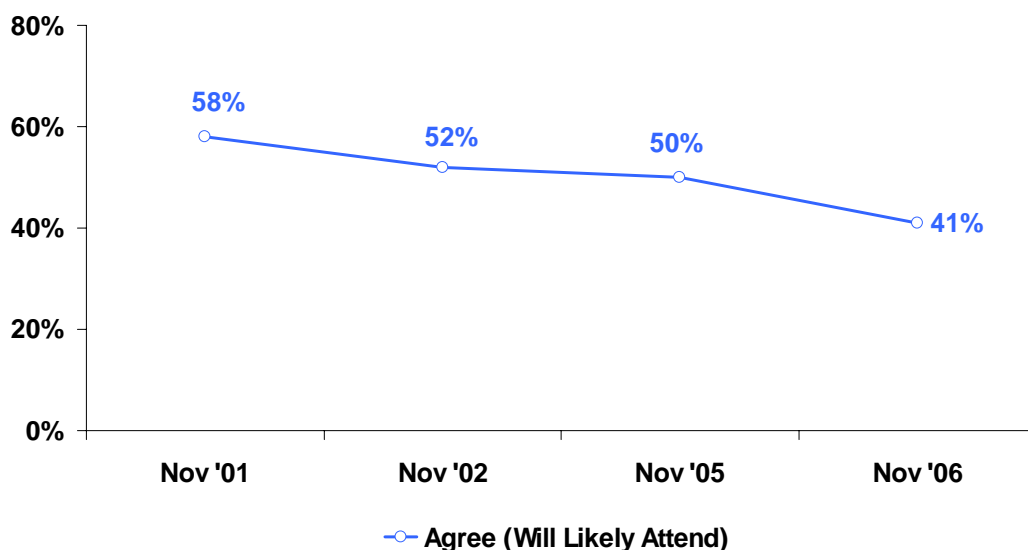
Main Findings

A. Only four-in-ten Canadians plan to attend a November 11 ceremony

Most Canadians (53%) are not likely to attend a formal Remembrance Day service this year, with only four-in-ten (41%) likely to attend. Fully one quarter of Canadians (27%) strongly disagree with the statement ‘I will attend a formal Remembrance Day service this year’, and only 2% of Canadians neither agreeing nor disagreeing.

Intended attendance has steadily dropped since the Dominion Institute first asked this question in November 2001. Planned attendance was at its highest in 2001 at nearly six-and-ten (58%). One year later, planned attendance dropped 6 points (52%) and a further two points (50%) in November 2005.

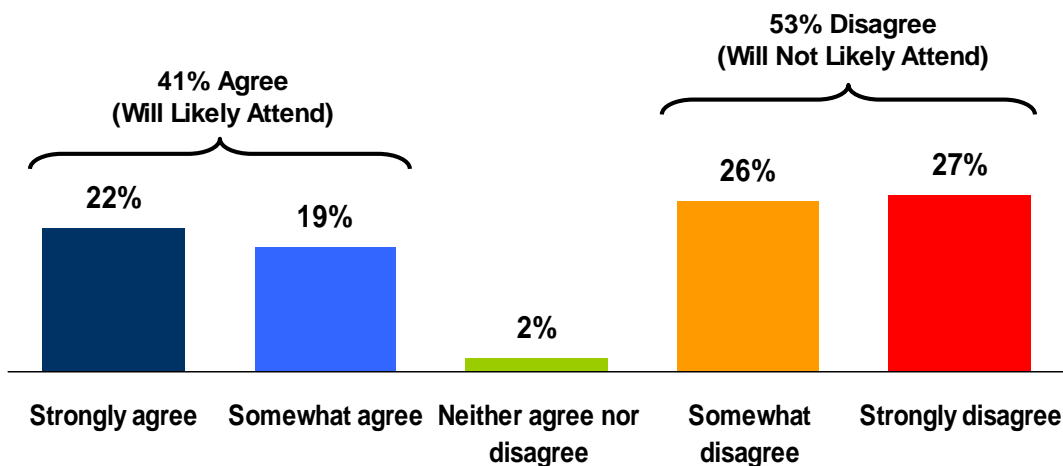
Q Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I will attend a formal Remembrance Day service this year.



Regionally, close to six-in-ten (57%) residents of Atlantic Canada say they will be attending a formal service on November 11th, an 11 point (68%) drop from November 2005. Quebeckers are the least likely with only two-in-ten (21%), a drop of 13 points (34%) from last year’s Remembrance Day survey. In Alberta (51%) and BC (50%) a slight majority plan to attend, Ontario (44%) is the only region other than Quebec where less than half plans to attend a Remembrance Day event.

Only two-out-of-five (38%) young adults, aged 18 to 34, say they plan to attend a formal Remembrance Day service. Likely attendance increases with age, as four-in-ten (39%) of 35-54 year olds and half (47%) of those 55 or older.

Q Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I will attend a formal Remembrance Day service this year.



Note: 'Don't know' (2%) and 'Refused' (1%) not shown

B. Overwhelming support for making November 11 a national holiday

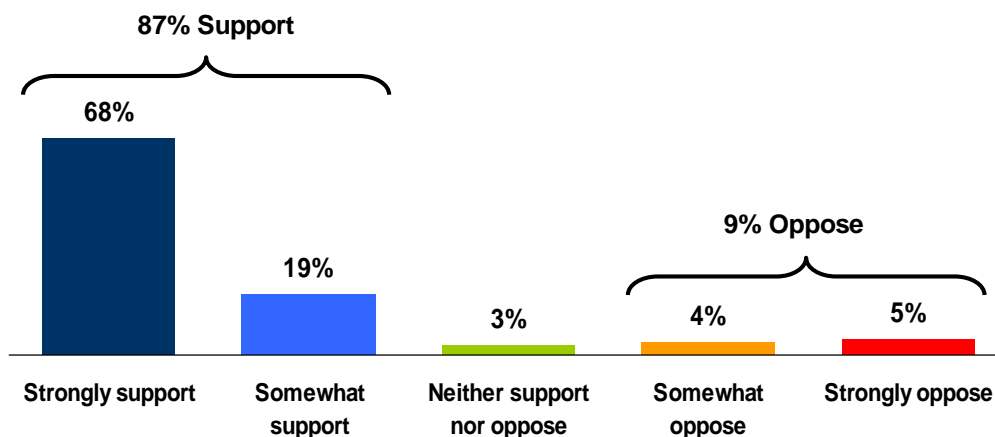
Despite declining planned attendance, almost nine-in-ten (87%) Canadians support legislation to make Remembrance Day a national, statutory holiday across Canada. 68

percent of Canadians strongly support a national, statutory holiday and only 3% neither support nor oppose, indicating feelings are strong on this issue.

Regionally, support is highest among Western Canada, nearly all of B.C. (96%) and Alberta (94%) support a national, statutory holiday. Support is lower in Ontario (85%) and especially Quebec (79%), although still a strong majority. Accordingly, French-speakers (78%) are less likely than English-speakers (89%) to support making Remembrance Day a national, statutory holiday.

Support is lowest among those 55 and older (81%) to make Remembrance Day a national, statutory holiday. Not surprisingly, Canadian youth (90%), aged 18-34, although least likely to attend a formal Remembrance Day service, are much more likely to want a holiday on Remembrance Day.

Q Currently, Remembrance Day is a statutory holiday in some provinces and not in others. Would you support or oppose the federal governing passing a law to make Remembrance Day a national, statutory holiday across Canada?



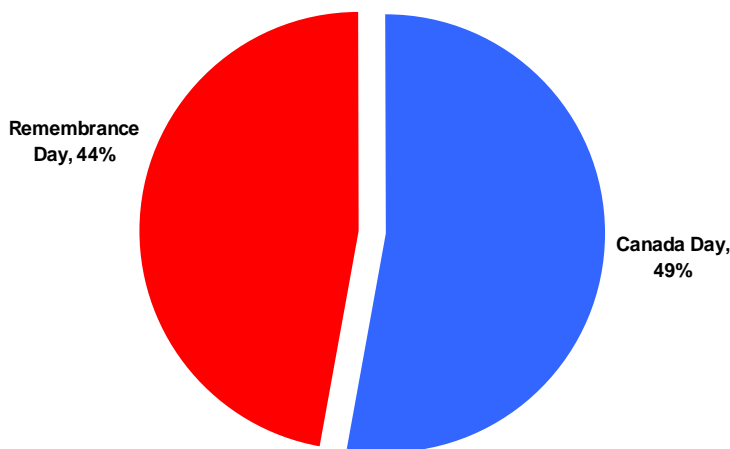
Note: 'Don't know' (1%) not shown

C. Canadians feel that Remembrance Day is almost as important personally and to country as a whole as Canada Day

Canadians indicated that Remembrance Day is almost as important to them personally and to the country as a whole as Canada Day: 49% listed Canada Day as more important while 44% chose Remembrance Day.

A closer look at regional breakdown shows wide differences. A majority of Atlantic Canada (63%) and the Prairies (54%) believe Remembrance Day is more important, with Alberta (50%) evenly divided. Conversely, B.C. (42%), Quebec (40%), and a surprisingly low Ontario (39%) all show minorities on the 'Remembrance Day' choice.

Q Which of the following two holidays is more important to you personally and the country as a whole: Canada Day or Remembrance Day?



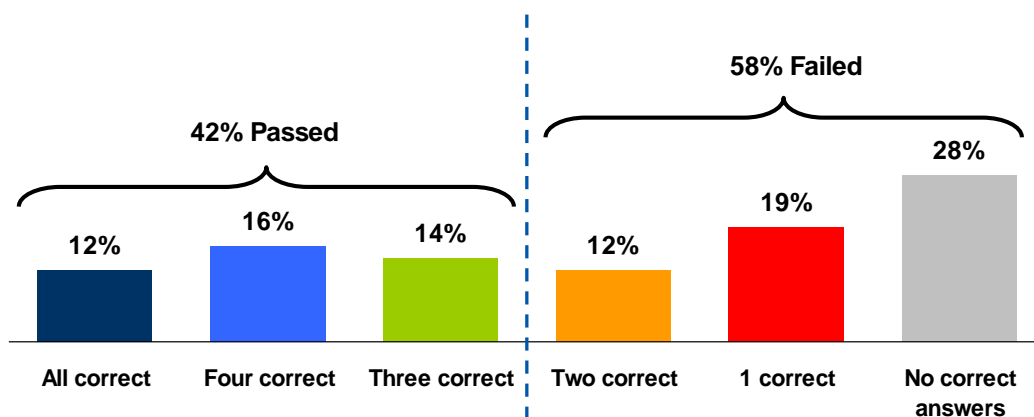
Note: 'Don't Know' (5%) and 'Refused' (2%) not shown

D. Six-in-ten Canadians fail Canadian knowledge test on World War One

Canadians need to brush up on their Canadian military heritage: **six-in-ten (58%) failed the Dominion Institute’s knowledge test on World War One, with a pass rate of just 42 percent.** On average, Canadians scored only two out of five possible points on a test of general World War One knowledge. Three-in-ten (28%) Canadians did not know any of the answers, one-in-five (19%) only scored one point and one-in-ten (12%) answered two correctly. 14 percent of Canadians barely passed with three correct answers and 16 percent scored four points. Only 12 percent of Canadians scored all five points by answering all four questions correctly.

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

MEAN SCORE = 2.07 out of 5



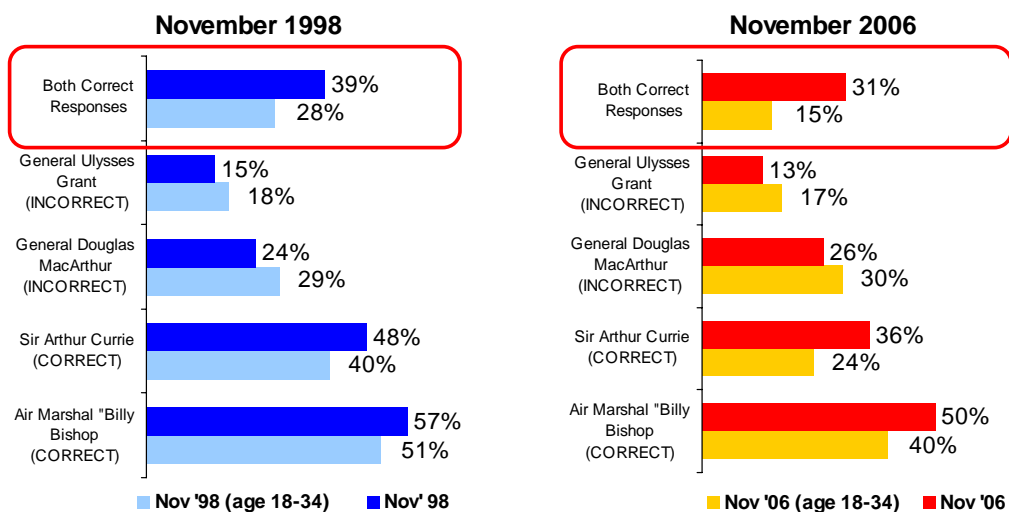
Youth (18-34) performed exceptionally low on knowledge questions compared to the national average: **seven-in-ten (68%) youth failed, scoring less than three points out of five.** In comparison, middle-aged (35-54) Canadians perform similar to national levels, with a 43% pass rate. Half of those 55 and older (47%) passed the knowledge test, exceeding the national average by seven points.



E. Canadians mix up their military heroes, especially among youth

Canadians were asked to identify two famous World War one military heroes from a list of four. Only three-in-ten (31%) Canadians answered correctly by listing both 'Sir Arthur Currie' and Air Marshall "Billy" Bishop, down eight points from November 1998 (39%). Slightly more than one-in-ten (13%) listed the incorrect answer 'General Ulysses Grant', down two points (15%) from 1998. A quarter (26%) picked General Douglas MacArthur as an incorrect Canadian hero, up two points (24%) from 1998. More than a third (36%) chose Sir Arthur Currie and half (50%) chose Air Marshall "Billy Bishop", down twelve (48%) and seven points (57%) respectively from 1998.

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; Sir Arthur Currie;
 •General Douglas MacArthur; General Ulysses Grant.



Youth knowledge of Canadian military heroes is low, and down significantly from November 1998. **Only 15 percent of Canadians aged 18-34 answered both correctly, a dramatic thirteen point drop (28%) from November 1998.** Nearly two-in-ten (17%) youths answered 'General Ulysses Grant' in both 2006 (17%) and 1998 (18%). Similarly, three-in-ten answered 'General Douglas MacArthur' in 2006

(30%) and 1998 (29%). Only a quarter (26%) of those aged 18-34 answered 'Sir Arthur Currie' in 2006, a sixteen point drop (40%) from November 1998. Finally, young Canadians lost eleven points on awareness of 'Air Marshal "Billy" Bishop', dropping from half (51%) in 1998 to four-in-ten (40%) in 2006.

Regionally, Ontario (65%) and B.C. (64%) performed very well on answering 'Air Marshal "Billy" Bishop'. Quebec scored lowest with only two-in-ten (19%) answering 'Air Marshal "Billy" Bishop'. The rest of the provinces fell between 52 and 55 percent.

Nearly four-in-ten (37%) Prairie (Manitoba/Saskatchewan) residents think 'General Douglas MacArthur' is a famous Canadian military hero. Three-in-ten (32%) from Atlantic Canada, B.C. (29%) and Quebec (29%) believe the same, while only two-in-ten from Ontario (23%) and Alberta (19%) chose this response.

The highest response rates of 'General Ulysses Grant' were in the Prairies (17%), Atlantic Canada (15%), Ontario (14%) and B.C. (14%) with lows in Quebec (10%) and Alberta (9%).

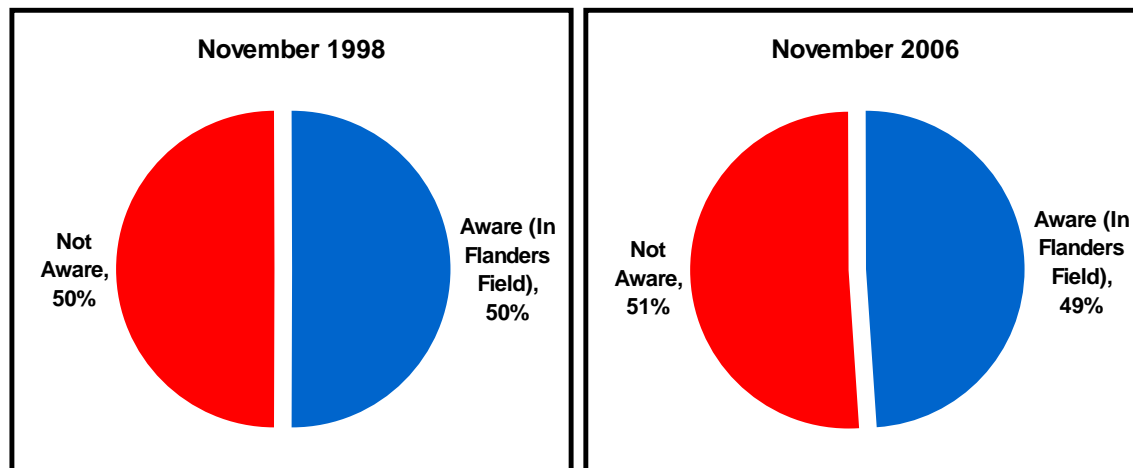
F. Half of Canadians remember John McCrae wrote 'In Flanders Field'

When asked the name the famous poem written by John McCrae, a World War One officer, half of Canadians (49%) could name the correct poem, 'In Flanders Field'.

The Dominion Institute has tracked knowledge of this question since November 1998 and the results are that Canadians are holding their own on this knowledge question. Half (50%) of Canadians in November 1998 answered 'In Flanders Field'; awareness in 2006 is statistically the same, dropping only one point.



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 wrong answers (4%) and 'Don't Know/Refused' (48%)

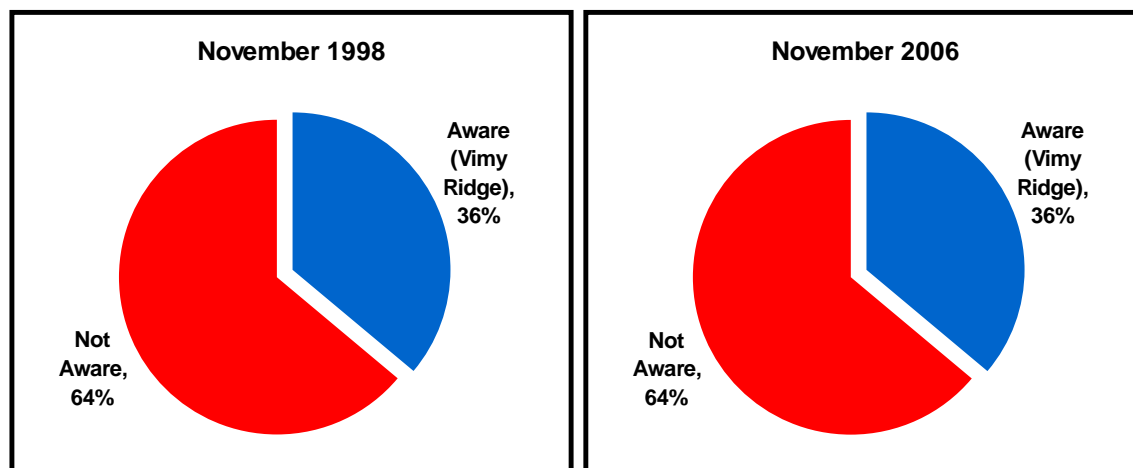
The story here is in the striking regional differences on this question. Knowledge is strong across the board in areas like Ontario (63%), Atlantic Canada (63%) and Alberta (62%), yet very few in Quebec (8%) recall Canada’s most famous poem. This is reflected in language as well; six-in-ten (61%) English-speakers answered correctly, while less than one-in-ten (7%) French-speakers knew the answer.

G. Only 36% of Canadians and one-in-four youth aware of Vimy Ridge

The Dominion Institute also asked respondents, “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?” Only 36 percent of Canadians answered correctly, stating ‘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 wrong answers (9%) and 'Don't Know/Refused' (55%)

Knowledge of Vimy Ridge has remained steady over the past eight years, in both the general populace and younger Canadians. General knowledge matches levels from November 1998 (36%). Similarly, knowledge of Vimy Ridge in Canadians aged 18-34 remained statistically the same since November 1998 (23%), moving upward two points (25%). Nevertheless, there is currently an eleven point knowledge gap between the general populace (36%) and youth (25%) on Vimy Ridge.

Whereas half (50%) of respondents from the Prairies (Manitoba and Saskatchewan) answered 'Vimy Ridge', other provinces ranged from low to mid-40s in percentage correct. Correct response rate in Quebec was much lower.

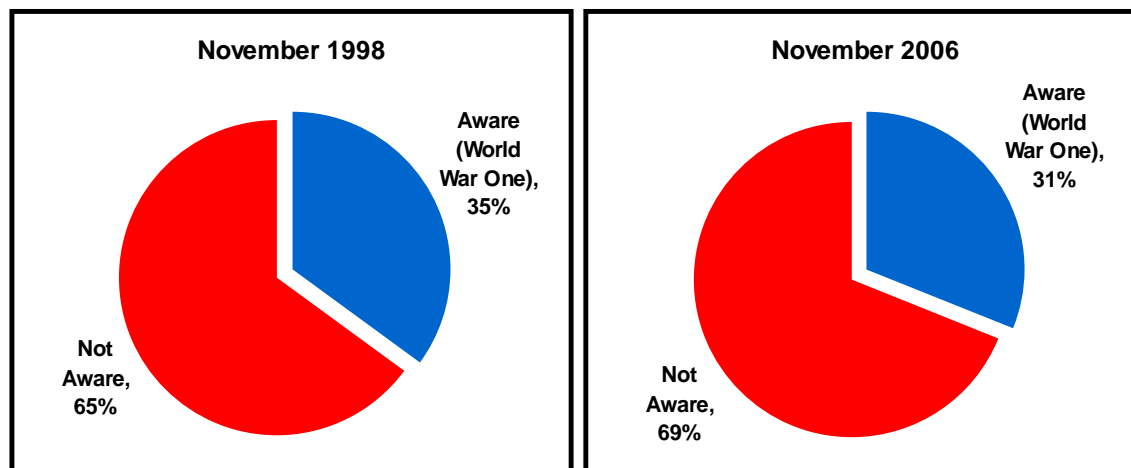
H. Only three-in-ten aware of when women achieved the right to vote

When asked "which war prompted the Canadian government to give most women the right to vote in federal elections", only three-in-ten (31%) Canadians answered correctly

(World War One). This is a four point drop from November 1998, when more than a third (35%) of Canadians answered 'World War One'.



In the last century, women took on new roles in the workforce to support Canada's war efforts. Which war prompted the Canadian government to give most women the right to vote in federal elections?



Note: 'Not Aware' includes wrong answers (40%) and 'Don't Know/Refused' (29%)

Regionally, Ontario (37%) and B.C. (36%) scored the highest on the women's rights question, five points above average. Quebec scored the lowest, with only two-in-ten (22%) answering 'World War One'. The rest of Canada scored between 26 and 32 percent correct, around the national average.

About This Survey

Innovative Research Group, Inc. (www.innovativeresearch.ca), a national research firm, was commissioned to survey 1,013 randomly selected Canadians. The survey was conducted between Wednesday, October 26th and Tuesday, October 31st, 2006 and has a margin of error of ±3.1%, 19 times out of 20.

The Dominion Institute (www.dominion.ca) is a charitable organization whose purpose is to promote greater knowledge and interest in Canadian history.



Survey Attribution

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