



NEWS RELEASE

On the 90th Anniversary of the end of the First World War, a National Survey Finds that Less Than Half of Canadians Know What Remembrance Day Marks

November 7, 2008 – Toronto - In the lead-up to the 90th anniversary of the end of the First World War, a recent Ipsos Reid poll conducted on behalf of the Dominion Institute reveals that Canadians- in particular young Canadians- lack of basic knowledge about The Great War and are forgetting this important chapter in our country's history.

"This year marks the 90th anniversary of the end of the First World War. It is troubling to see that our memory as a country has faded to the point that most Canadians do not even know what we are remembering," said Marc Chalifoux, Executive Director of the Dominion Institute.

Key findings of the poll include:

- Only 46% of Canadians knew that Remembrance Day marks the end of the First World War. Only 42% of Canadians aged 18-34 know what this date commemorates.
- Just 16% of respondents could identify both Germany and Austria from a list of five as countries against which we fought.
- One in five Canadians (22%) were unable to identify Germany as one of Canada's opponents.
- Less than half (46%) of respondents knew that there remains only one Canadian veteran of the First World War alive today.
- Nearly four in ten Canadians (37%) think that the United States entered the First World War ahead of Canada. This figure is even higher among young Canadians, aged 18-34 (45%).

The survey also found that nine in ten (92%) 'agree' (59% strongly/33% somewhat) that 'it is important to commemorate Canada's military history', and a similar proportion (90%) 'agrees' (53% strongly/37% somewhat) that we should 'be doing more to educate our young people about our military history'.

In order to promote a greater knowledge and appreciation of Canada's proud military history, The Dominion Institute created its flagship programme, *The Memory Project*. This speakers' bureau of over 1,350 veterans will visit over 700 classrooms and community groups this year to share their story of service with 175,000 young Canadians.

For detailed survey results, visit: <http://dominion.ca/polling.htm>.

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For more information:

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