



Canada Day Survey

Research for:
Toronto Dominion Bank Financial Group
Dominion Institute of Canada
June 2005

Outline

- **Methodology**
- **Overall performance**
- **Question by question performance**
- **Interest in learning more**



Canada Day Survey

Methodology

Methodology

- Poll conducted among 1000 adults 18 years-of-age and older, drawn from a proportionate random sample from across Canada from June 13 to June 17, 2005.
- Margin of error +/- 3.1% 19 times out of 20.
- **Note:** Graphs may not always total 100% due to rounding values rather than any error in data.
- Sums are added before rounding numbers.

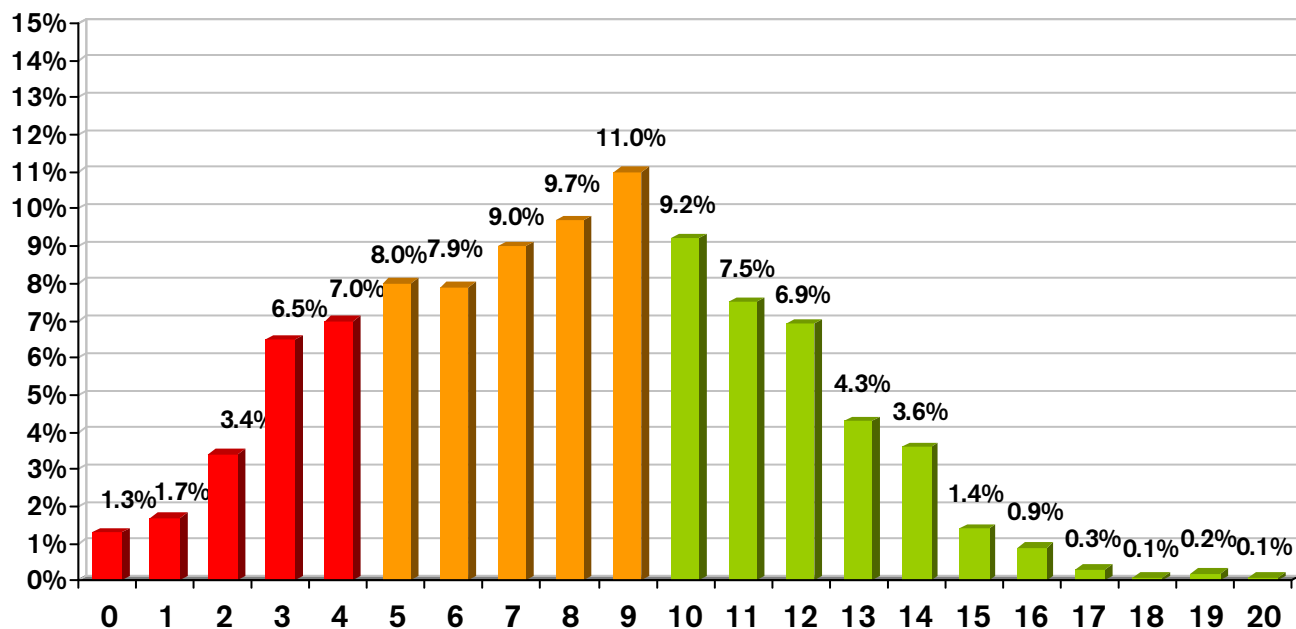


Canada Day Survey

Overall performance

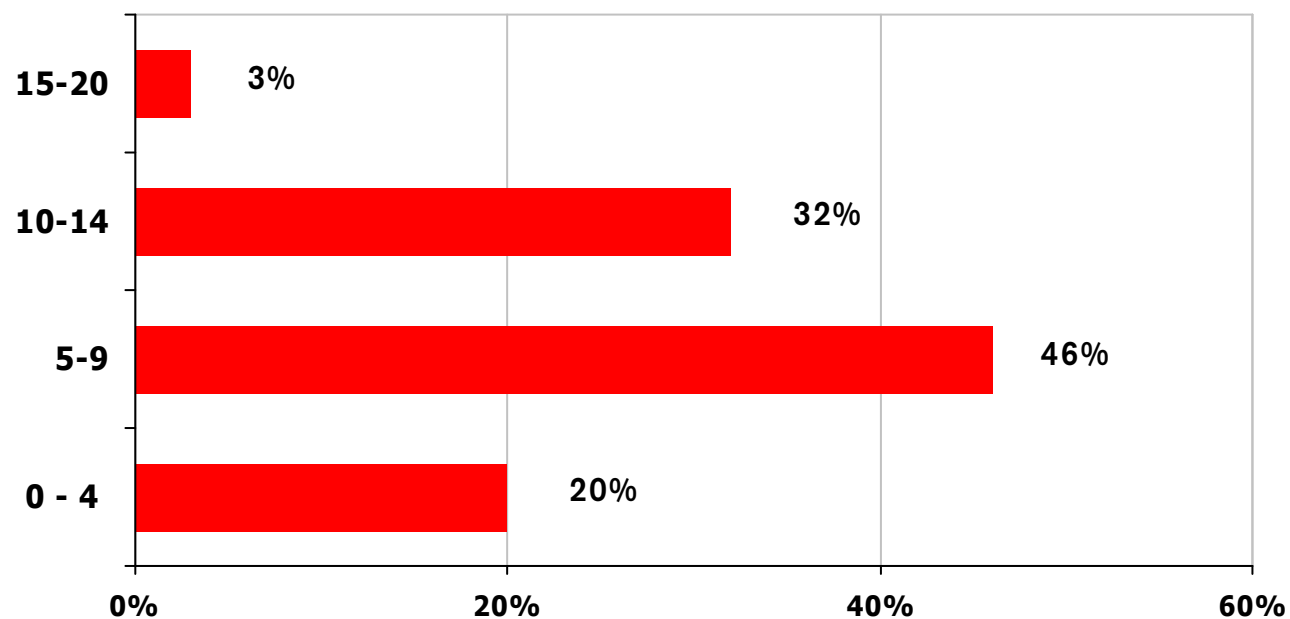
Most Canadians know 8 of 20 answers

On average, Canadians answer 8 of 20 answers correctly.



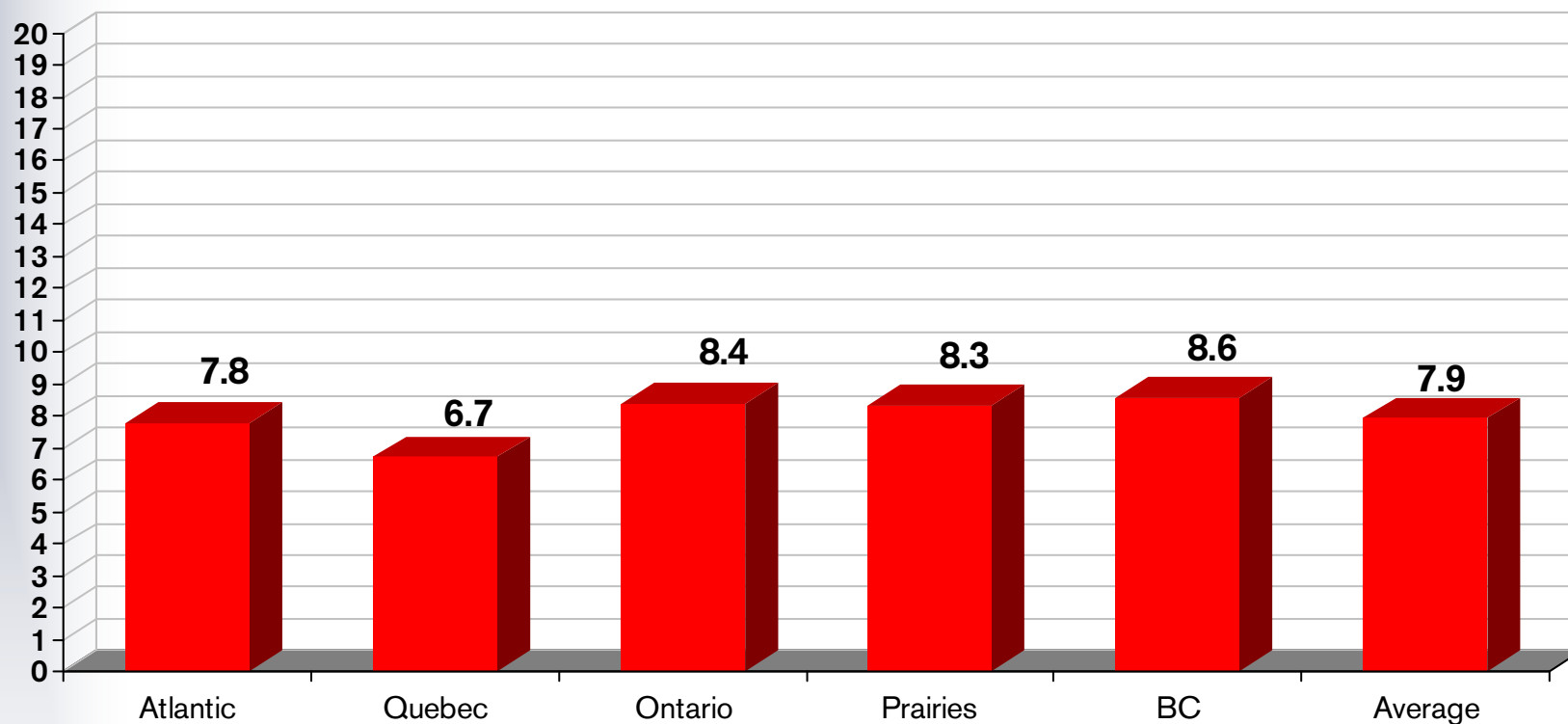
Few Canadians get top scores

One in five Canadians answered 4 questions or less correct. Only 3 per cent of Canadians answered 15 or more questions correct.



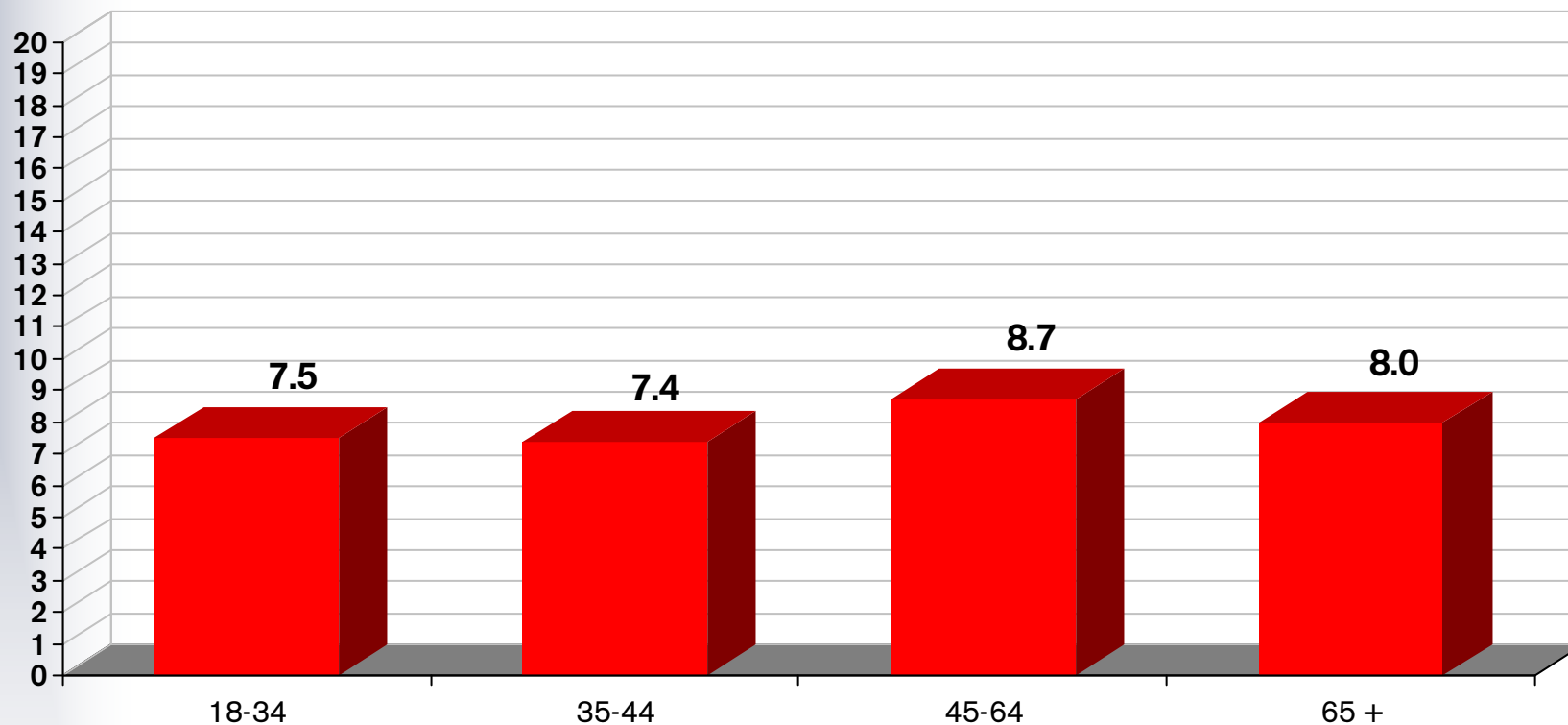
Levels of knowledge vary by region

Average scores vary by region.



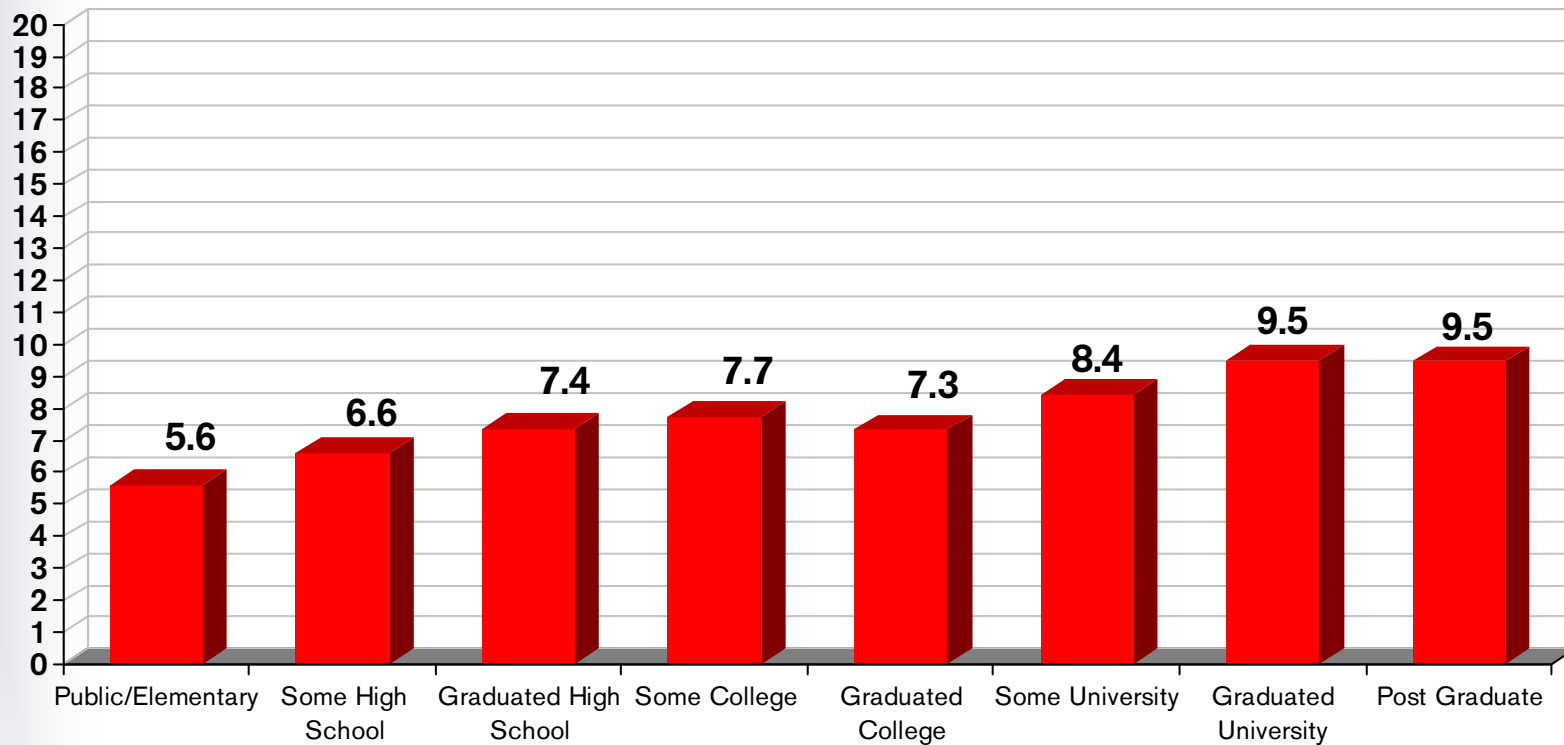
Levels of knowledge vary by age

Average scores vary by age.



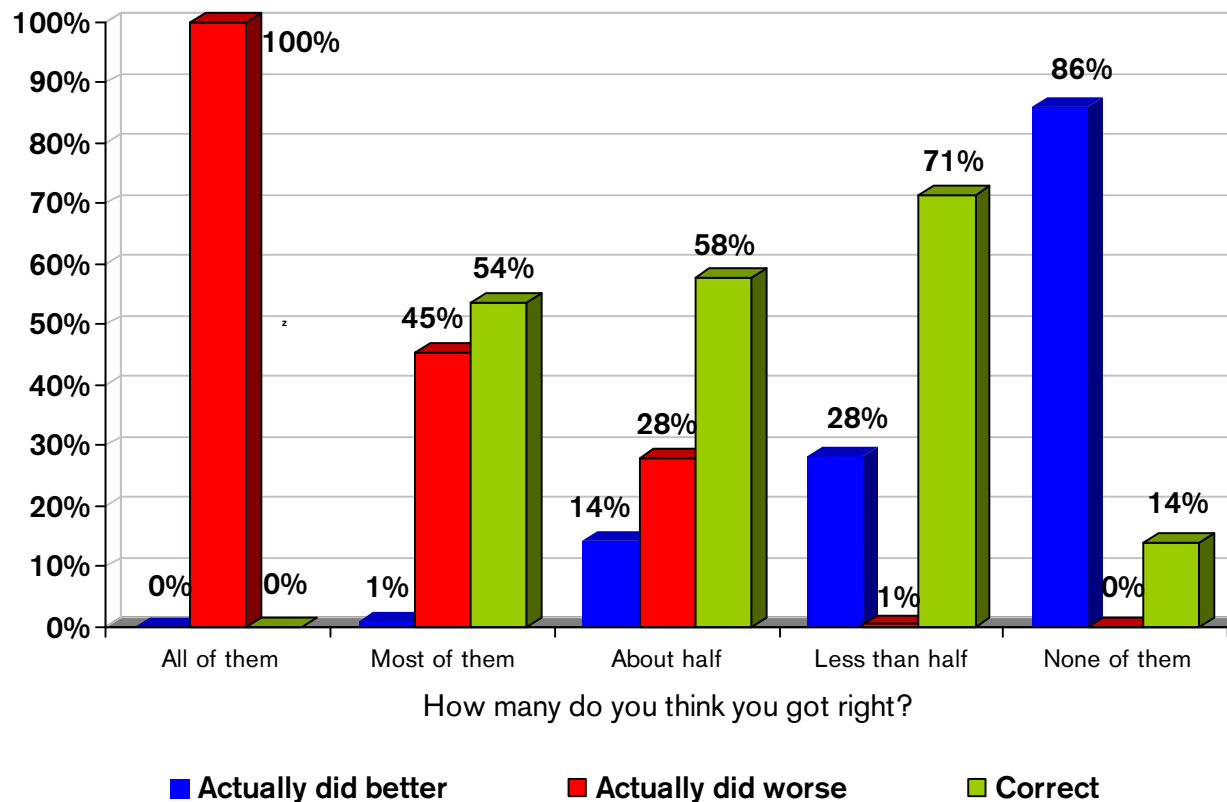
Levels of knowledge vary by education

Average scores vary by level of education.



Most Canadians closer to the average than they expected

We just asked you 20 questions about Canadian history. How many do you think you got right?



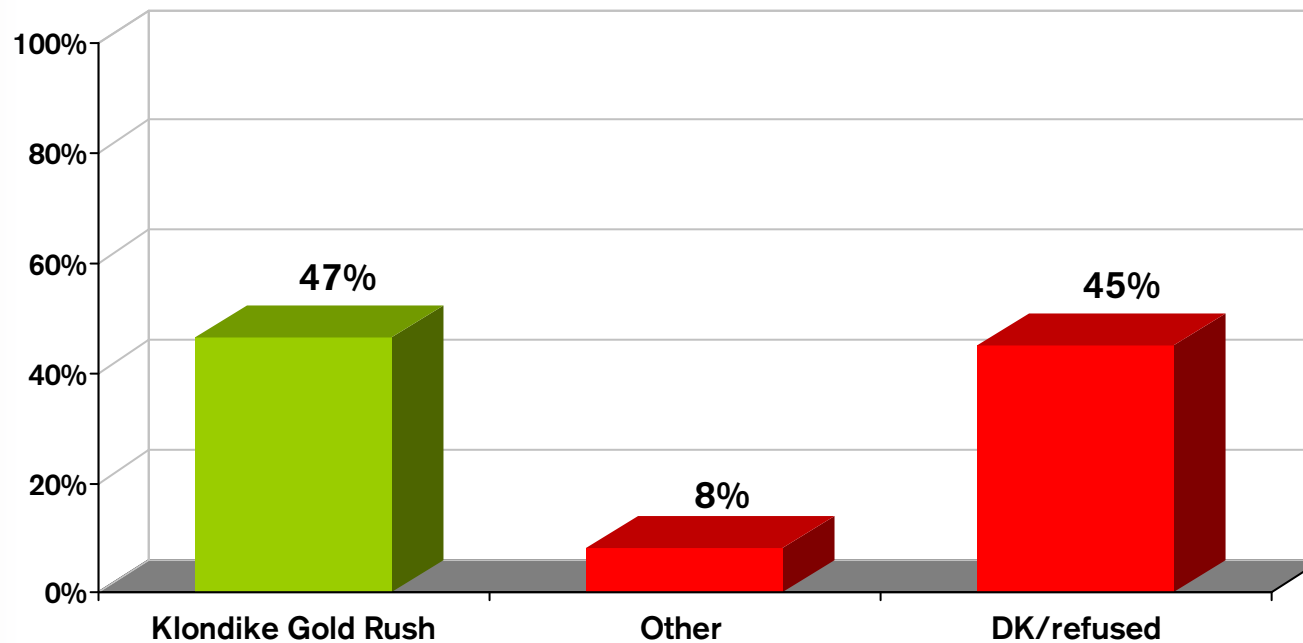


Canada Day Survey

Question by question performance

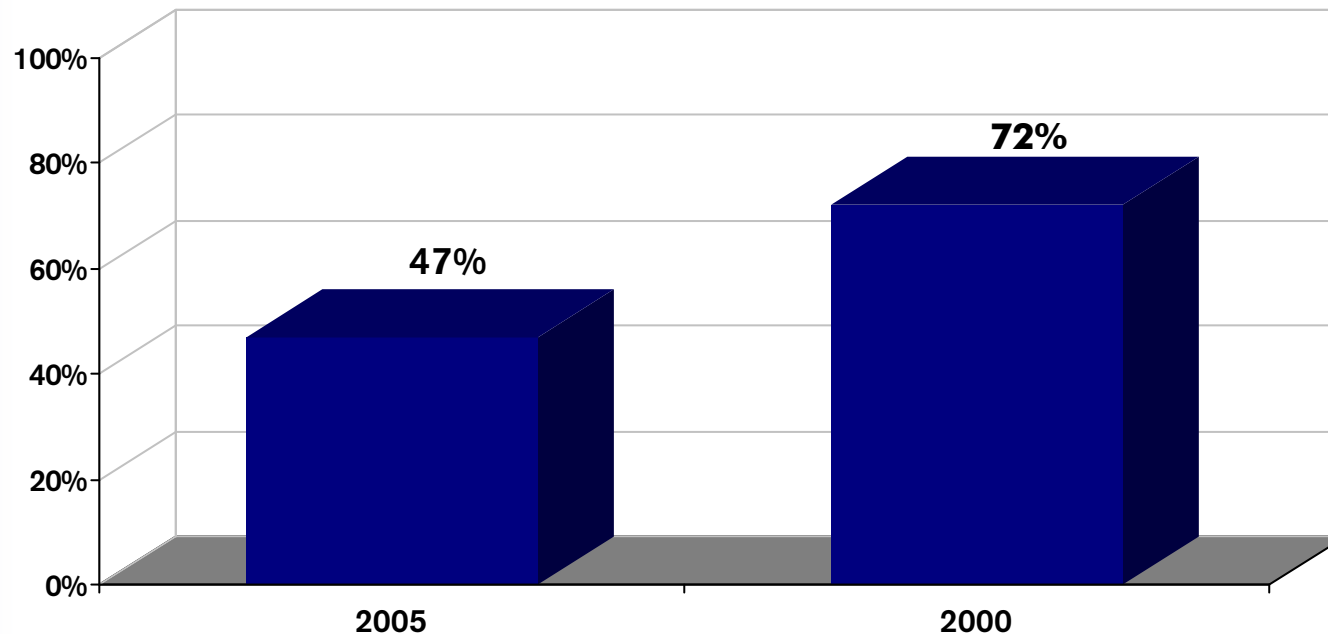
Canadians strike it rich?

The Canadian north was transformed in the late 1890s when some 100,000 prospectors poured into the Yukon hoping to "strike it rich". What name was given to this colourful period?



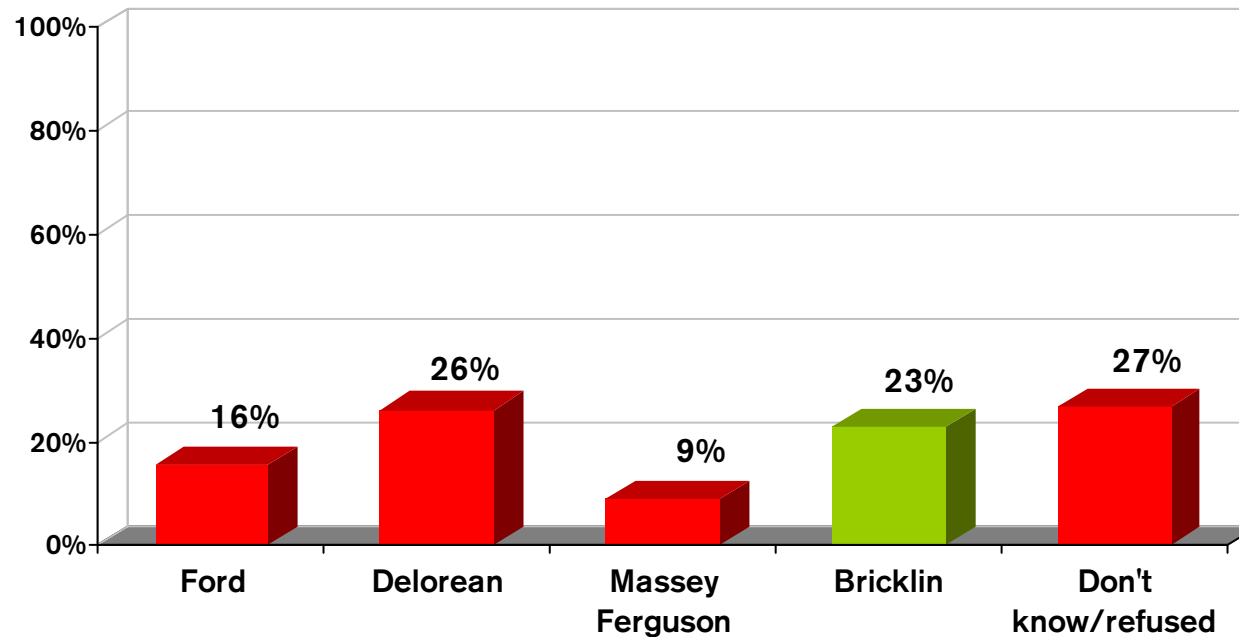
Recall of Klondike drops 25 points since 2000

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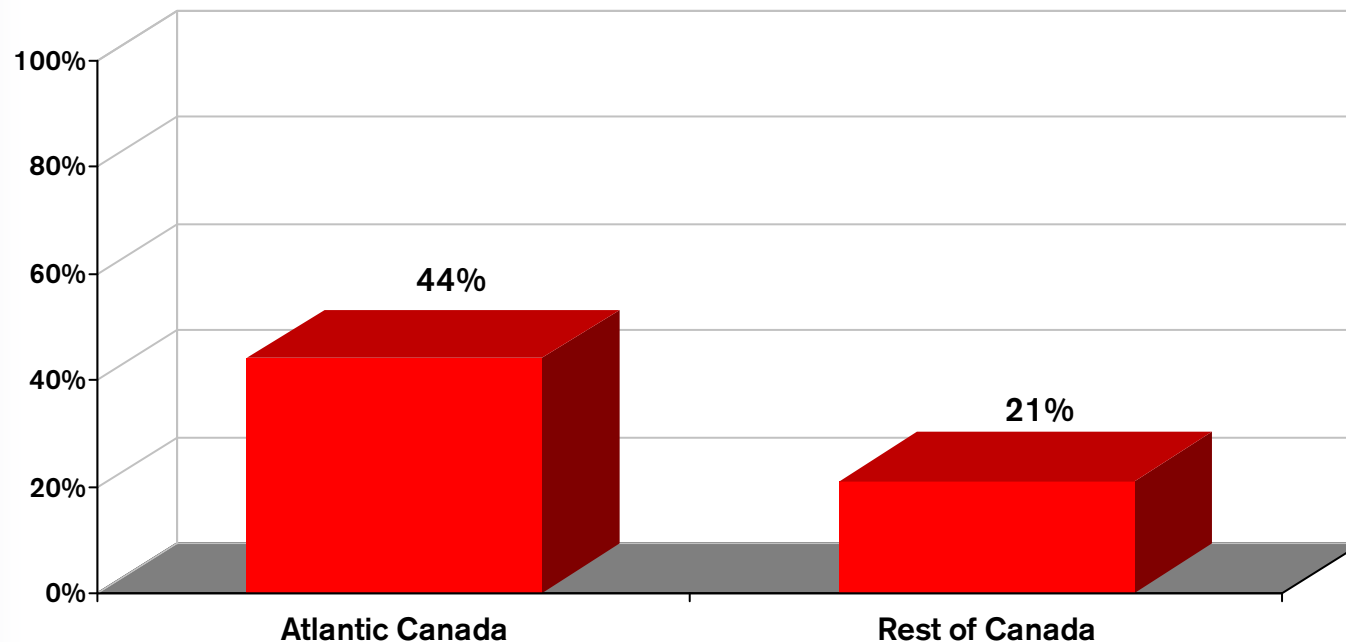
Back to the future

What automobile company attempted to establish a luxury car production plant in New Brunswick in the 1970s only to abandon the project in bankruptcy with less than 3000 cars ever produced?



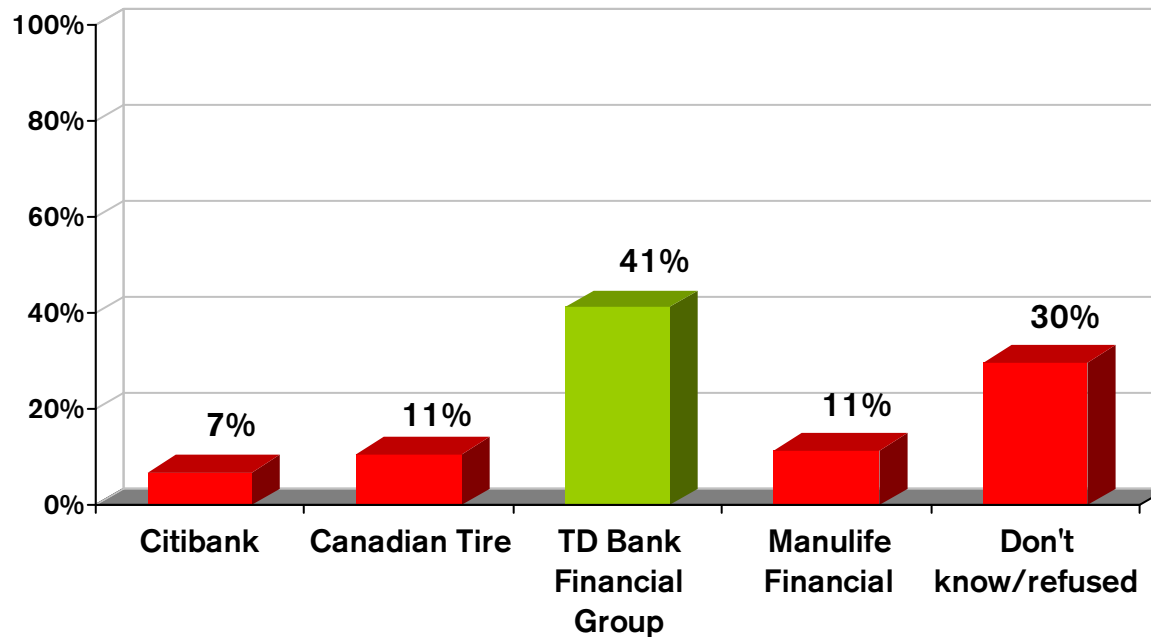
Back to the future (Regional)

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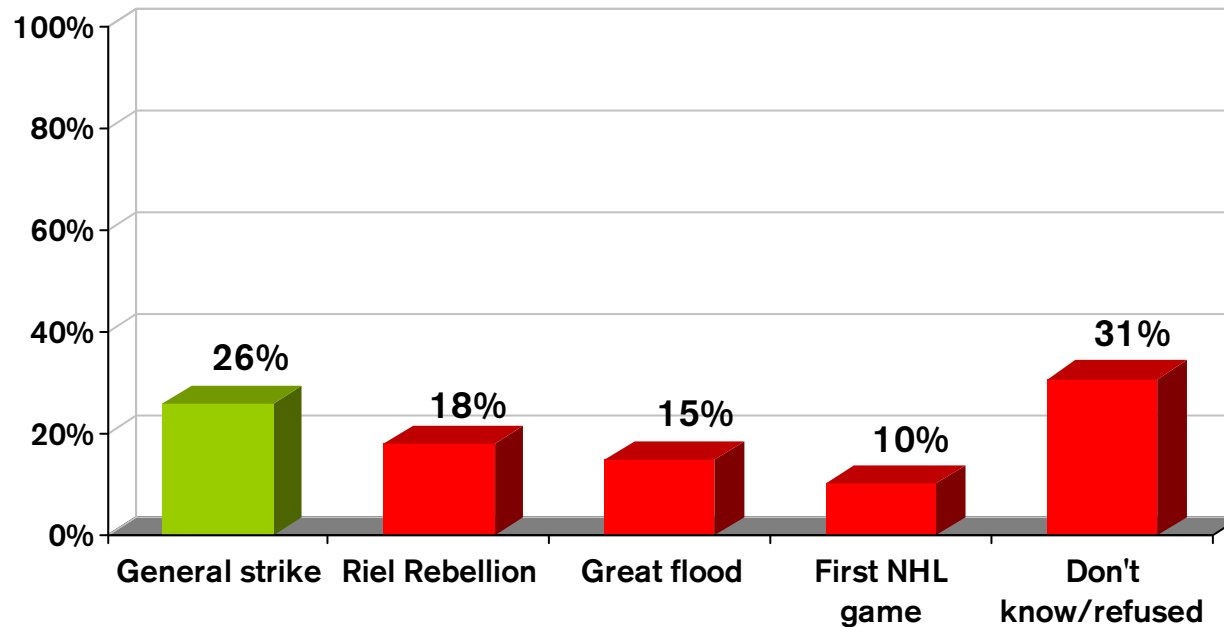
Take it to the bank

What Toronto-based financial institution is celebrating its 150th anniversary in 2005?



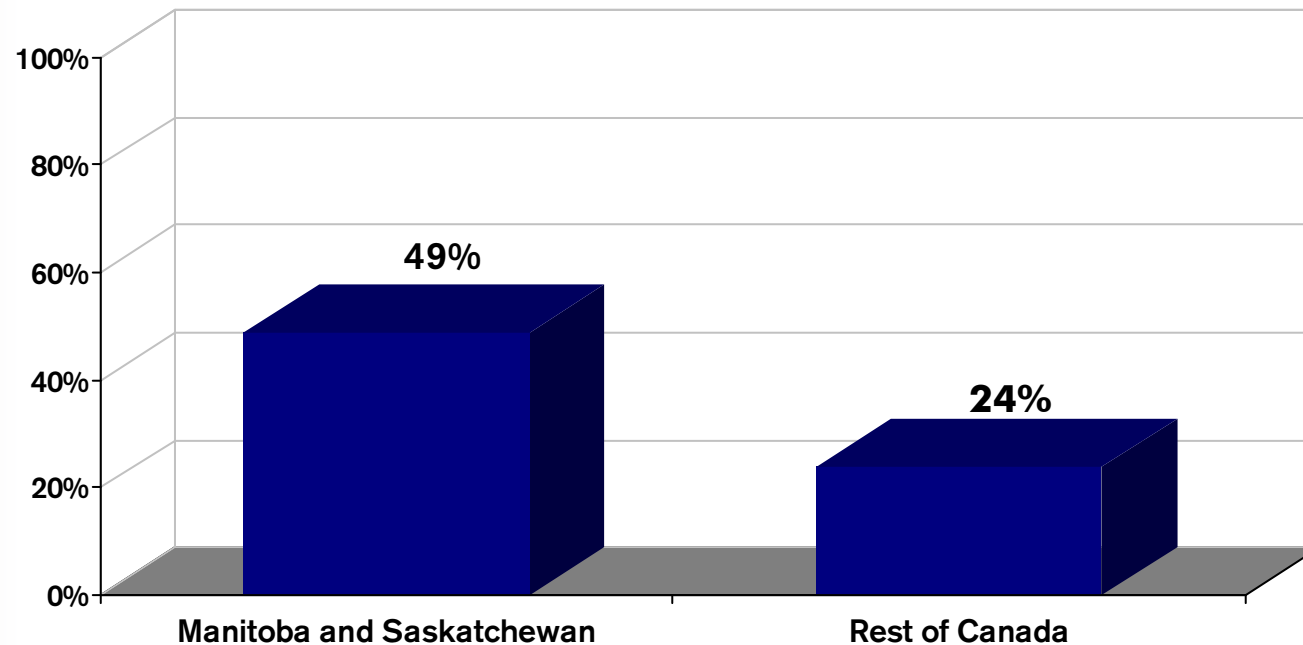
Striking out in Winnipeg

What event happened in Winnipeg in 1919?



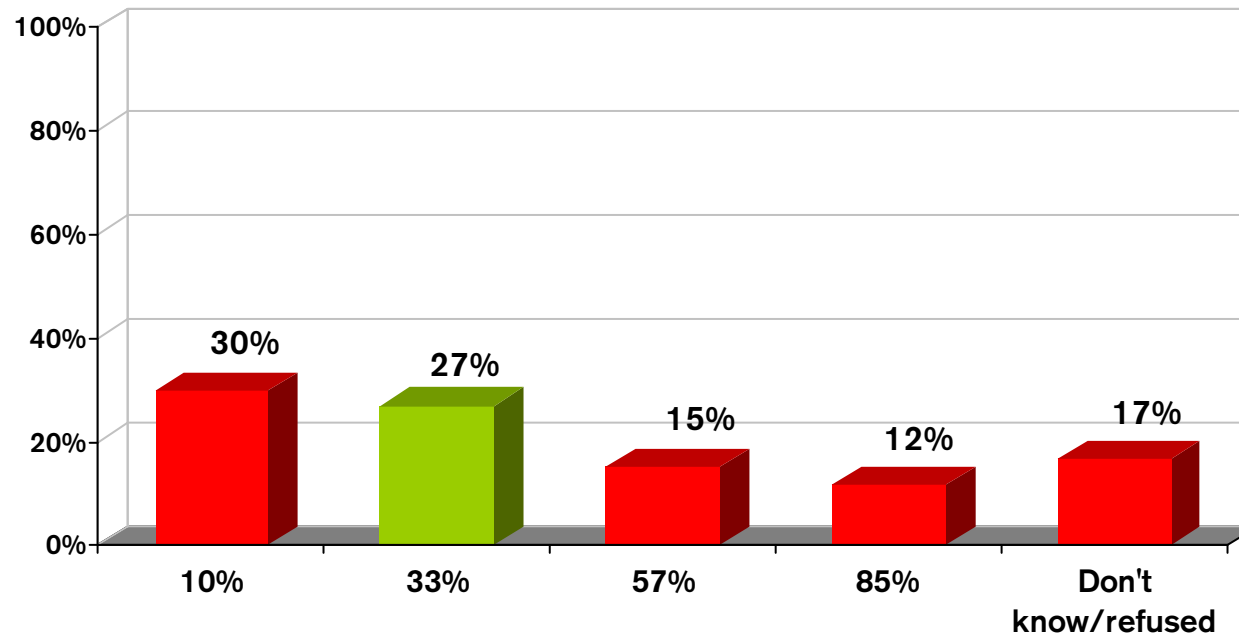
Striking out in Winnipeg (Regional)

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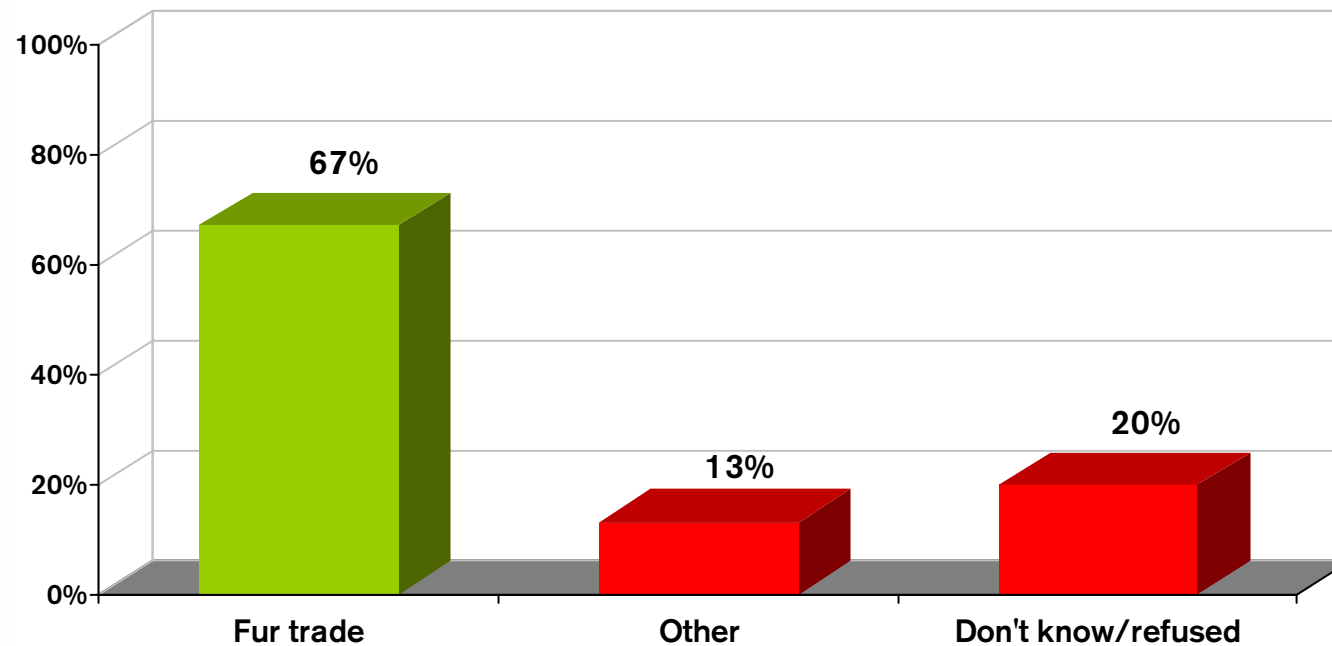
Exporting history

Today, 85% of Canada's exports go to the United States. What share of Canada's exports went to the United States in 1900?



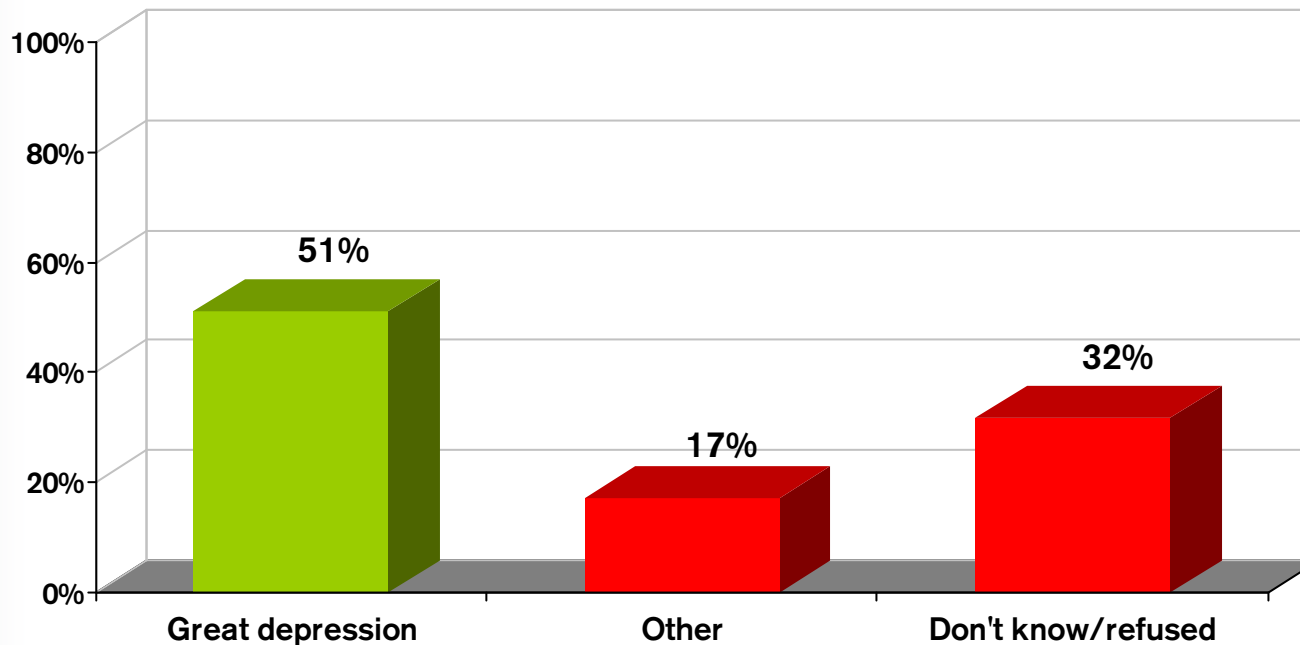
Trading Fur Knowledge

The Hudson's Bay Company is the world's oldest chartered trading company, having been in business for 335 years. What product gave this company its start?



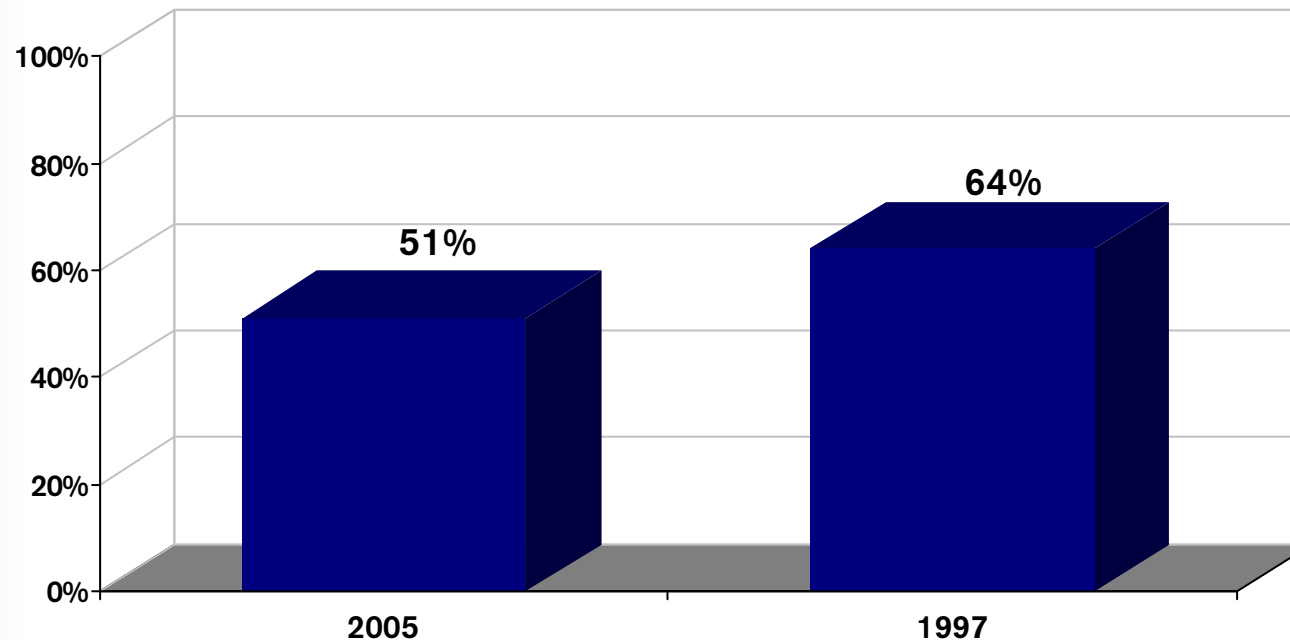
Depressing memories

After the 1929 stock market crash Canada experienced record levels of unemployment and a near collapse of exports. What is the name given to this dark chapter in our economic history?



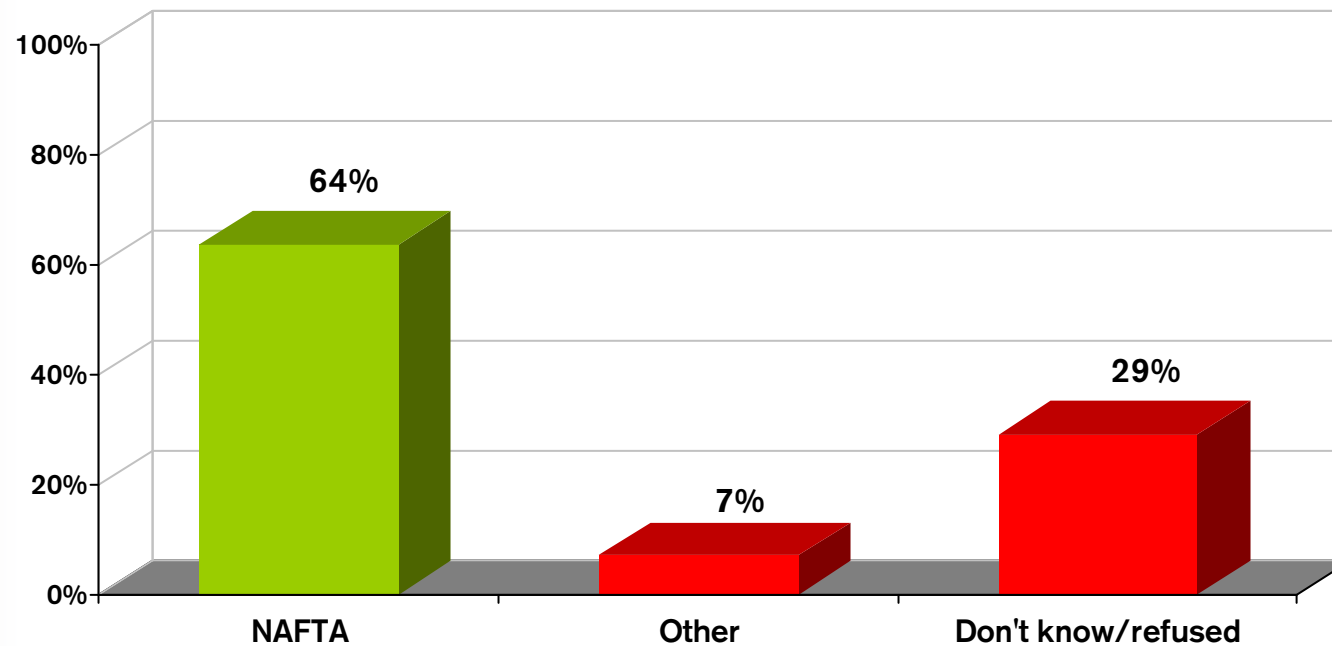
Recall of Depression drops 13 points since 1997

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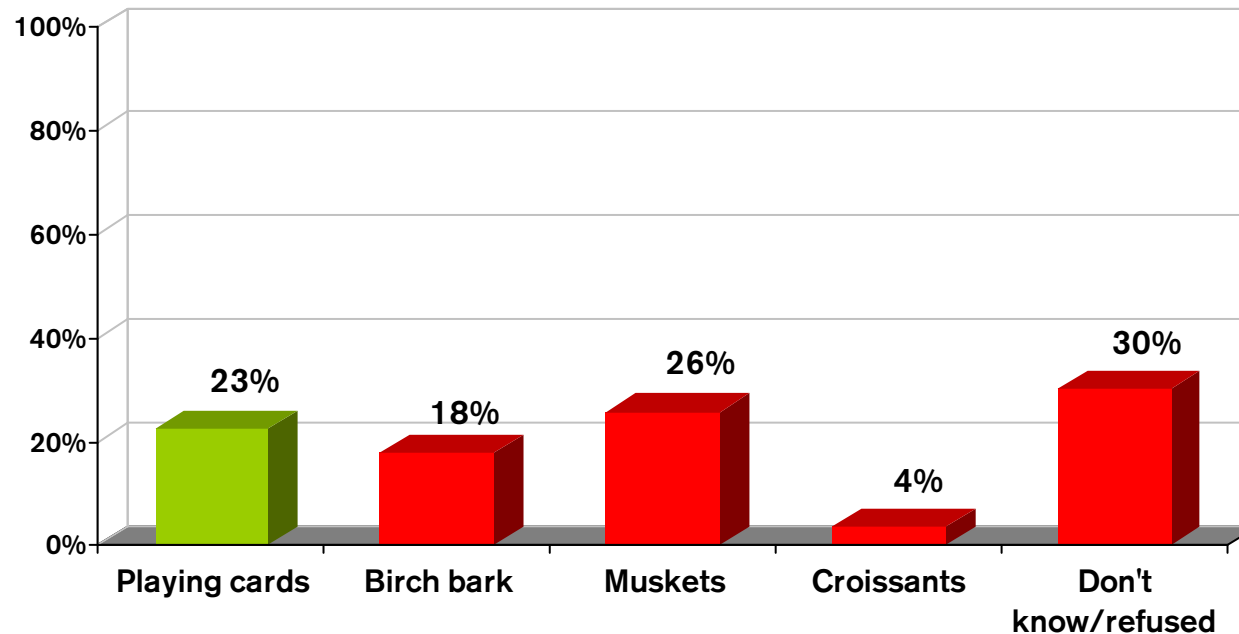
Free trade knowledge

What is the name of the trade agreement linking Canada, the United States, and Mexico that went into effect on January 1, 1994?



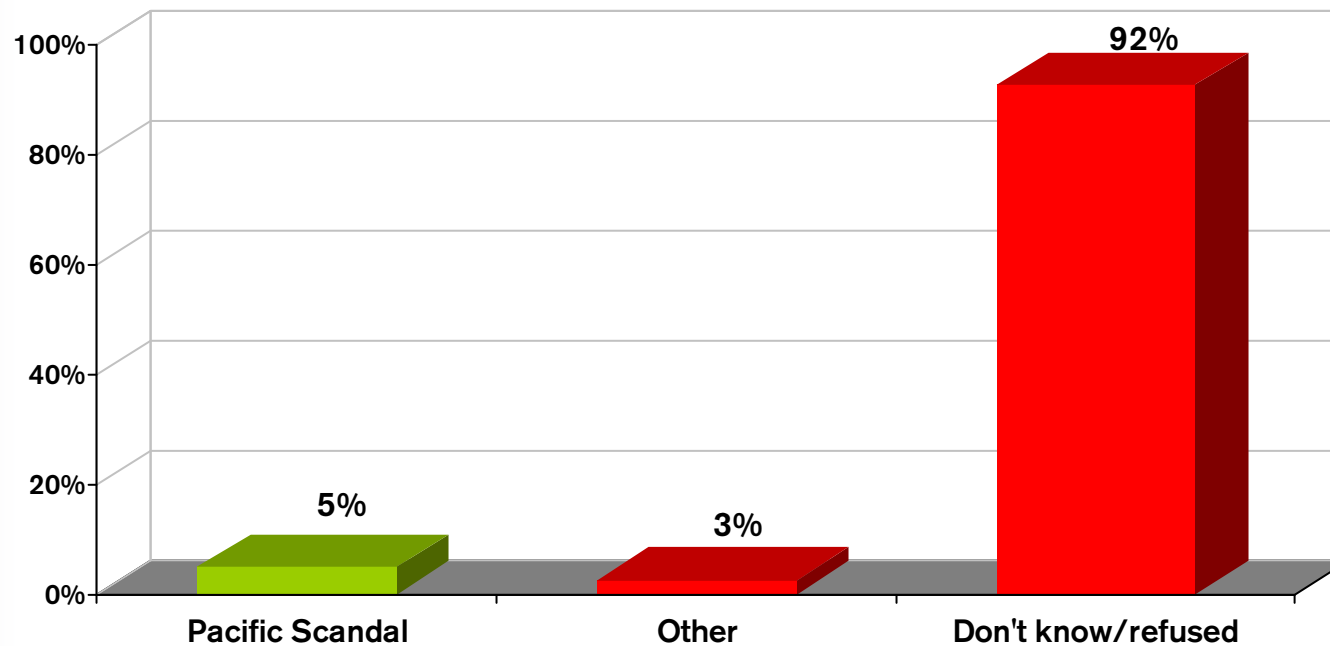
Playing cards for old money

Due to a shortage of coins in New France in the 17th century, settlers used which non-traditional form of currency?



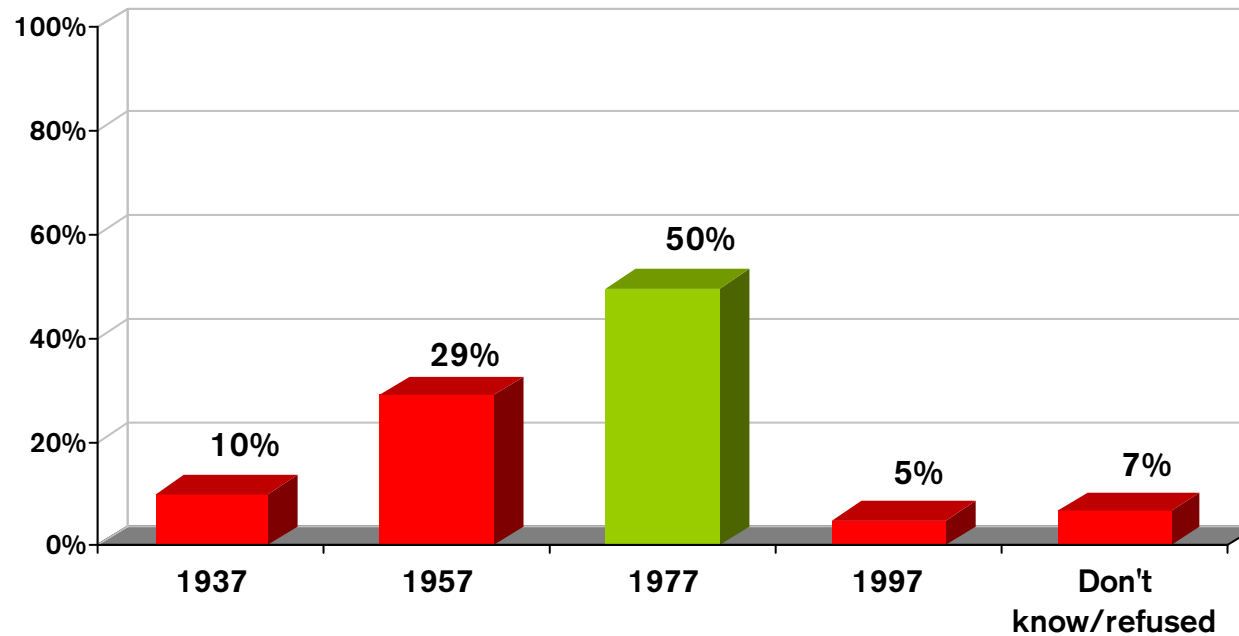
Name that scandal

Canada has experienced political scandals throughout its history. In 1873, John A. Macdonald's government was brought down when it was discovered he awarded lucrative railway contracts in exchange for campaign funding. What was this scandal called?



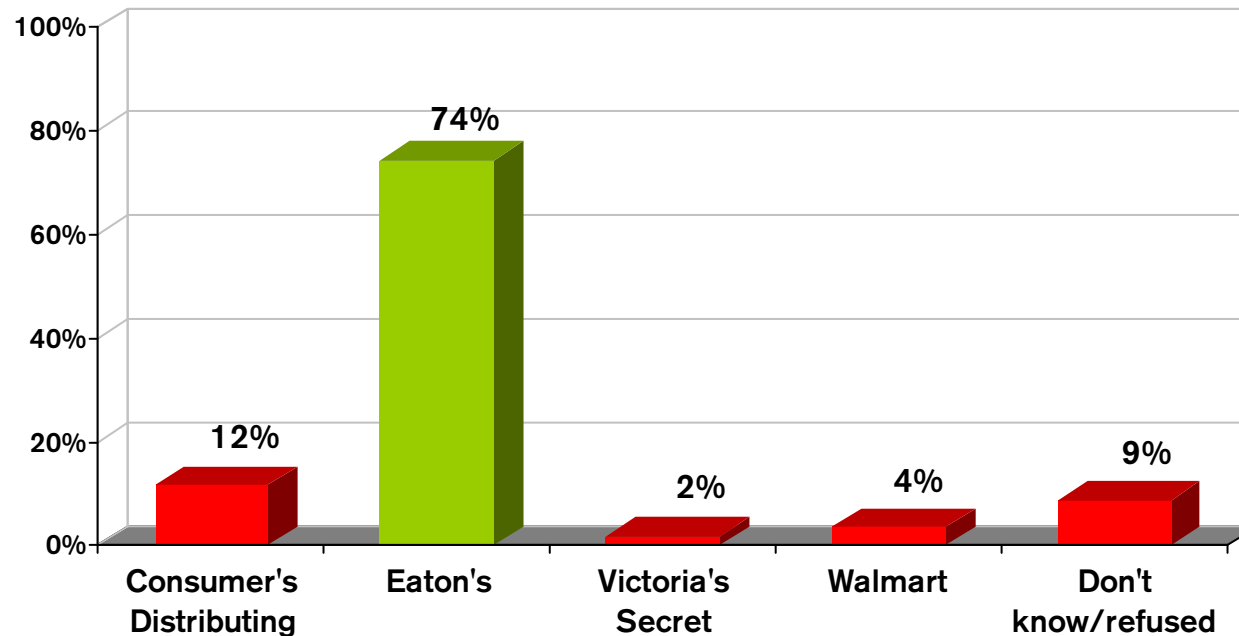
When a dollar was a dollar

When was the last time that \$1 Canadian was equal to \$1 American?



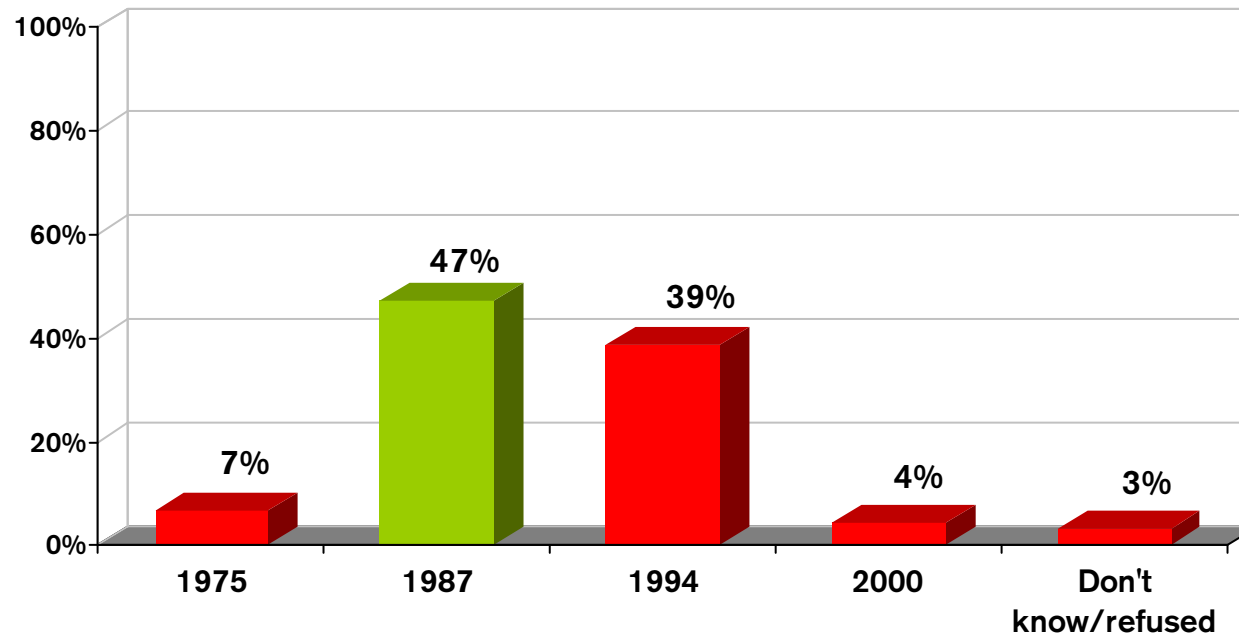
Remembering Eaton's

What famous Canadian company launched a catalogue business based on its founder's hope that, "This catalogue is destined to go wherever the maple leaf grows"?



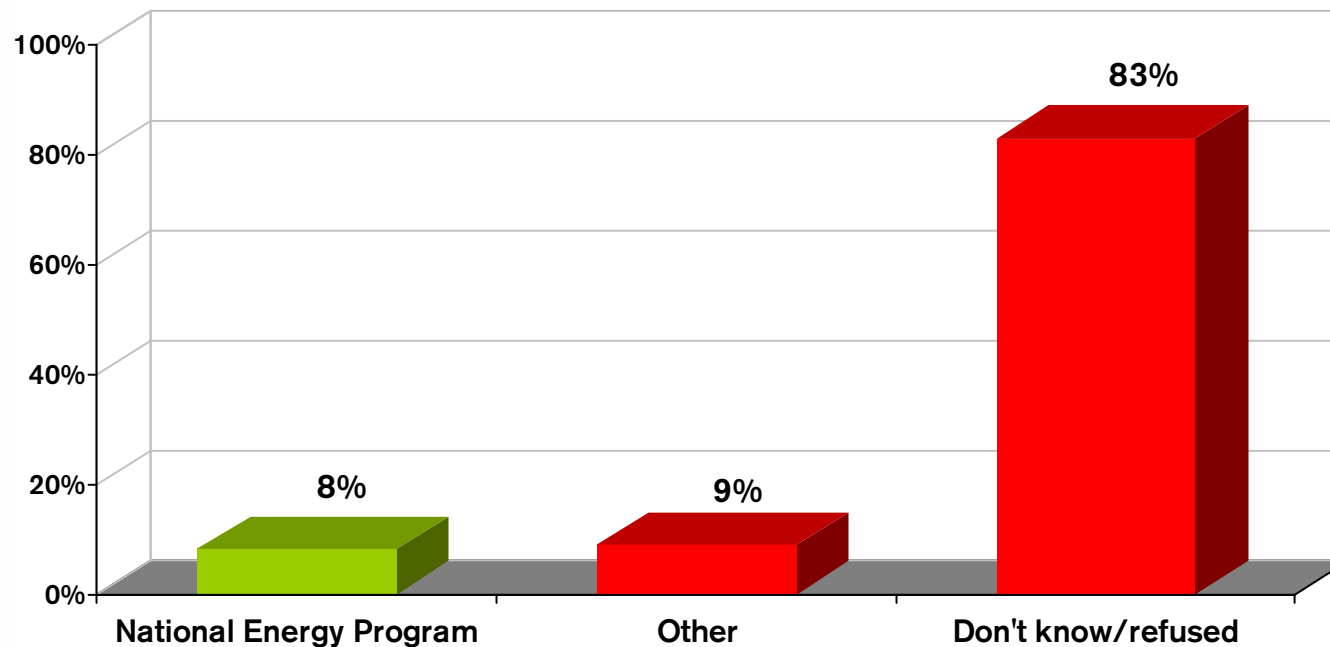
Out with the old, in with the loon

When did Canada eliminate the one dollar bill and replace it with the Loonie coin?



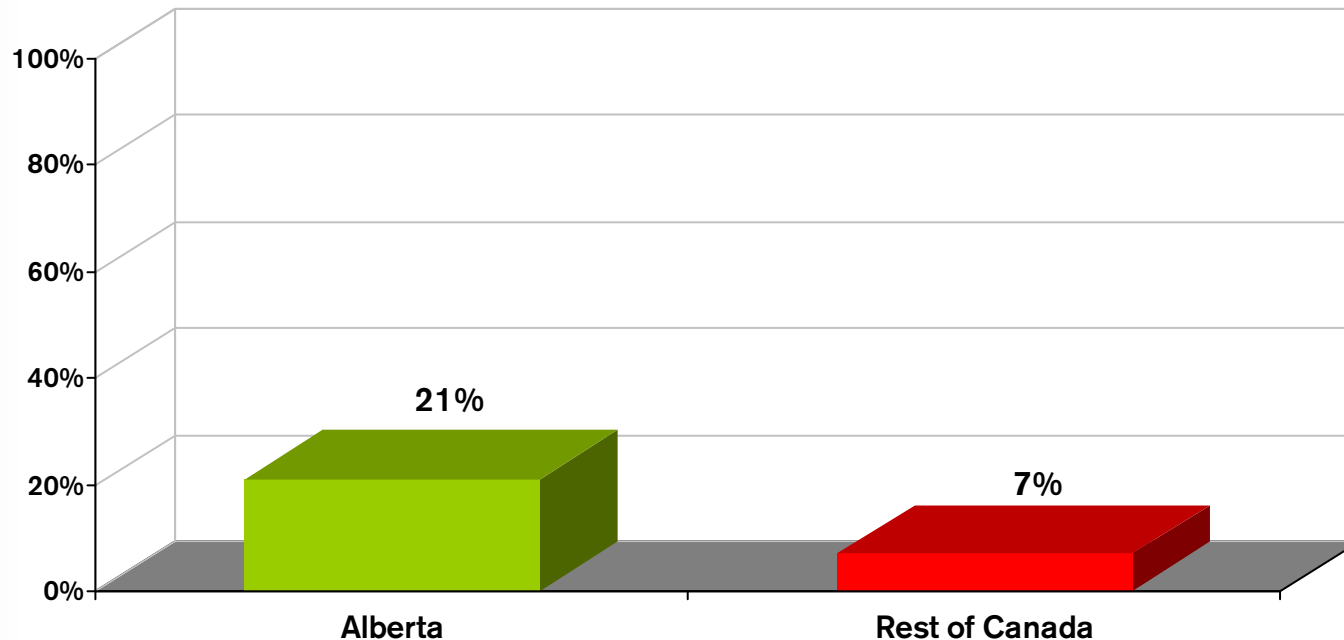
A program to remember?

What major Canadian economic policy of Pierre Trudeau's government sparked the creation of a bumper sticker proclaiming "Let the Eastern bastards freeze in the dark?"



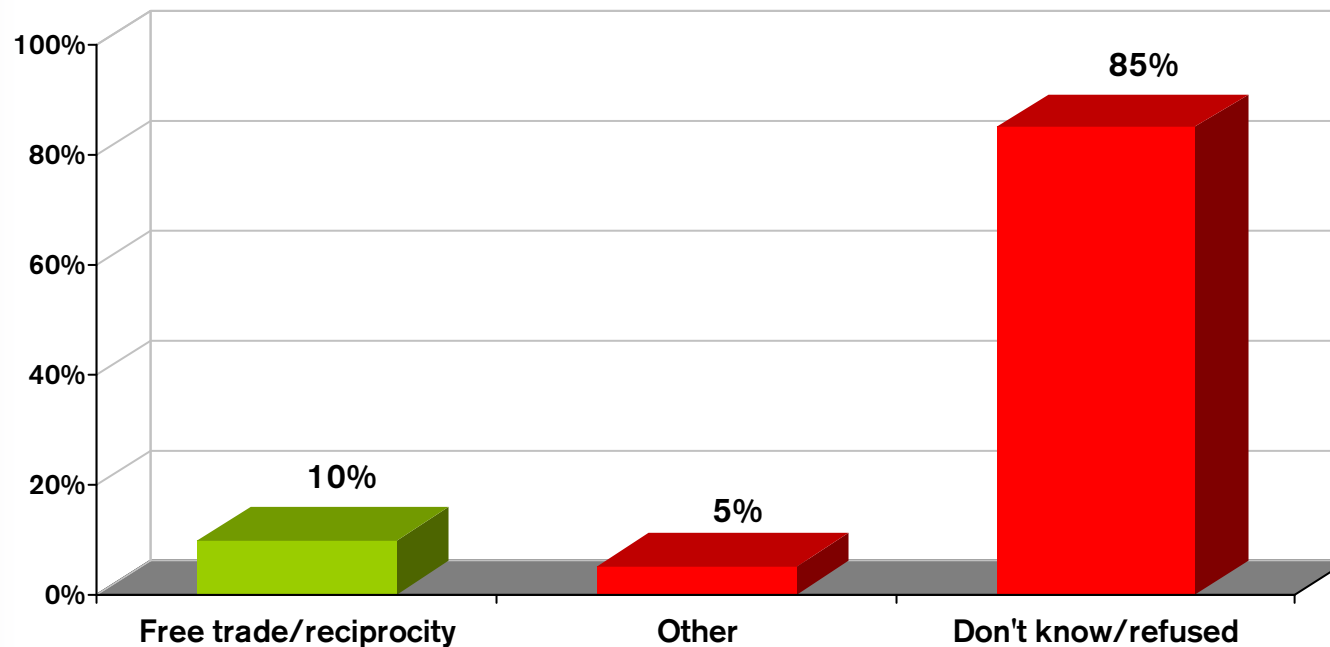
A program to remember? (Regional)

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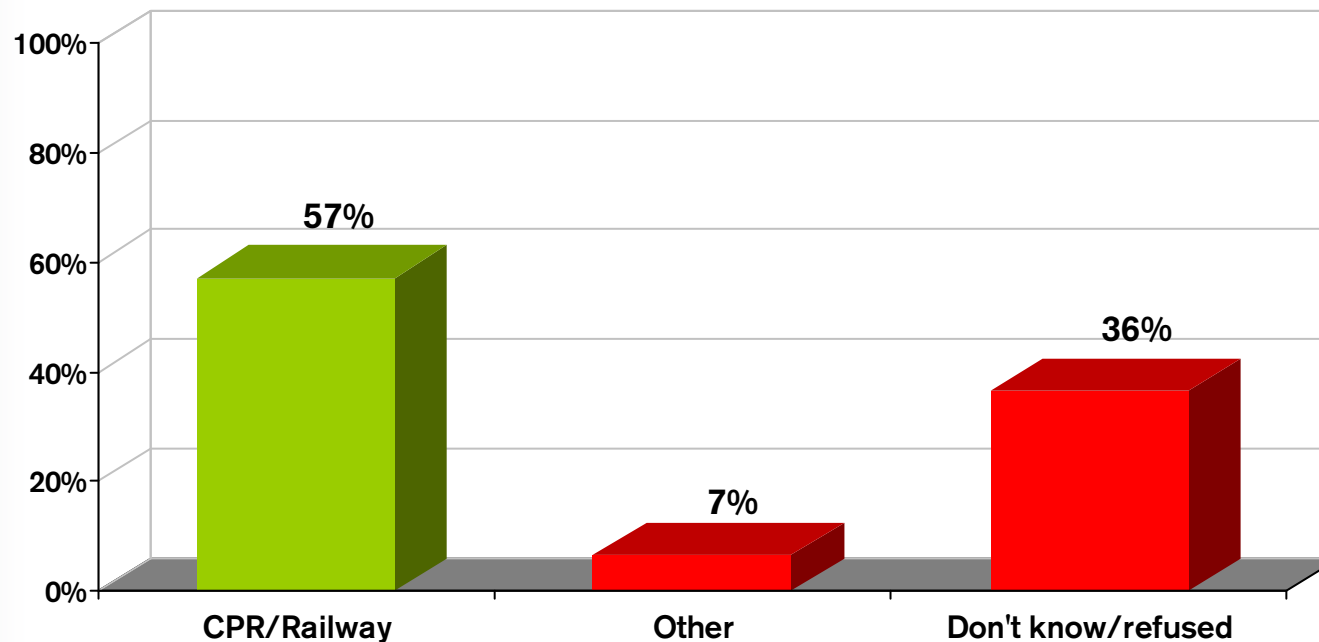
Name that policy

In 1911, Wilfrid Laurier's Liberals lost the federal election because of their support for what agreement with the United States?



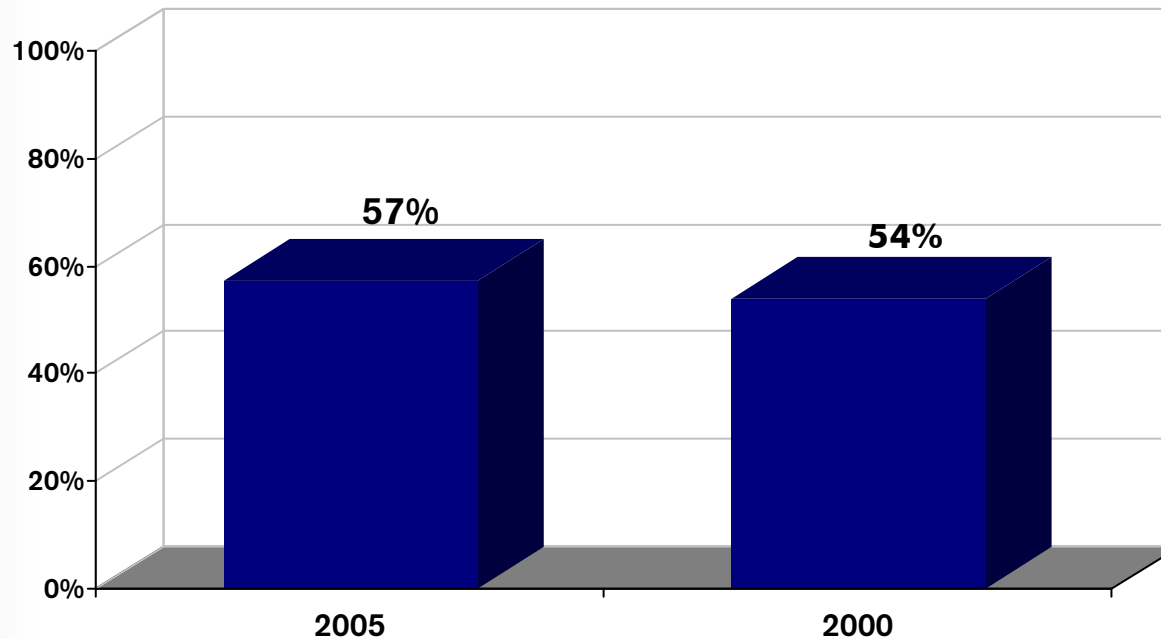
The Last Spike

After more than a decade of construction and a string of political scandals, what great Canadian engineering feat was completed in 1885 with the hammering of the Last Spike?



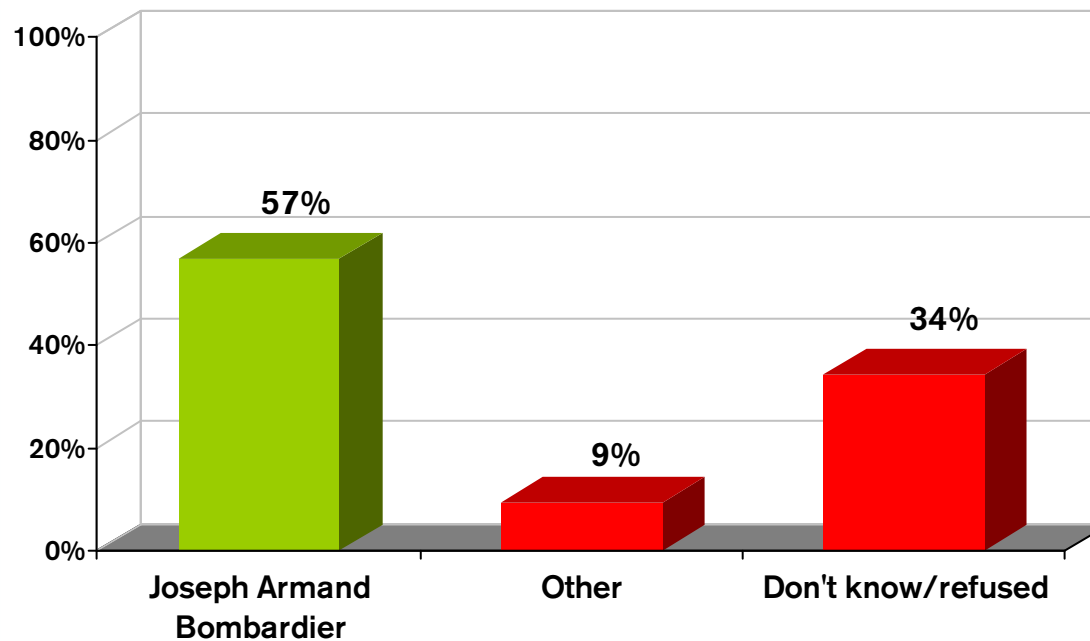
Recall of The Last Spike grows marginally since 2000

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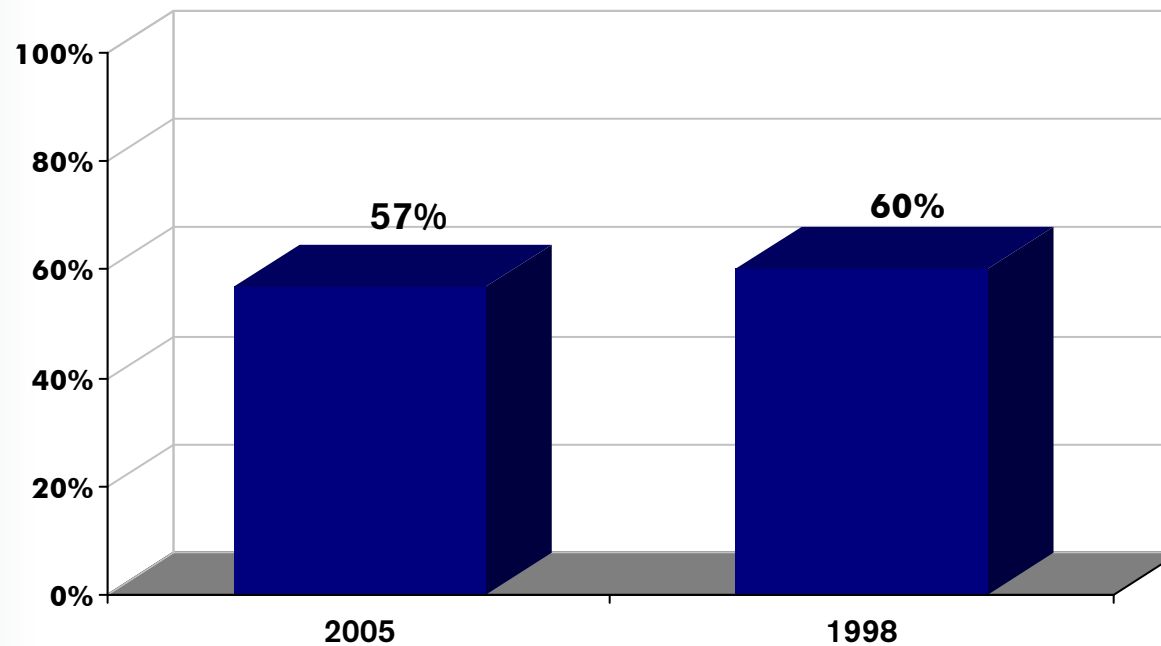
Ski-Doo you remember?

Which Canadian inventor created the first practical and commercially successful snowmobile?



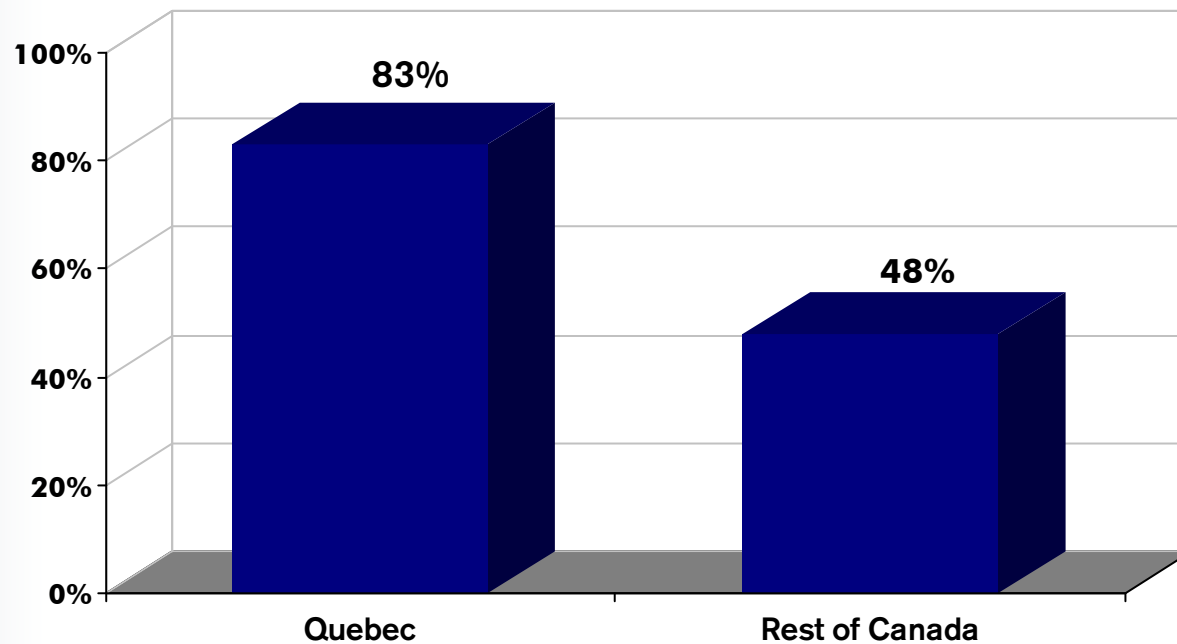
Recall of Bombardier as Ski-Doo inventor declines marginally

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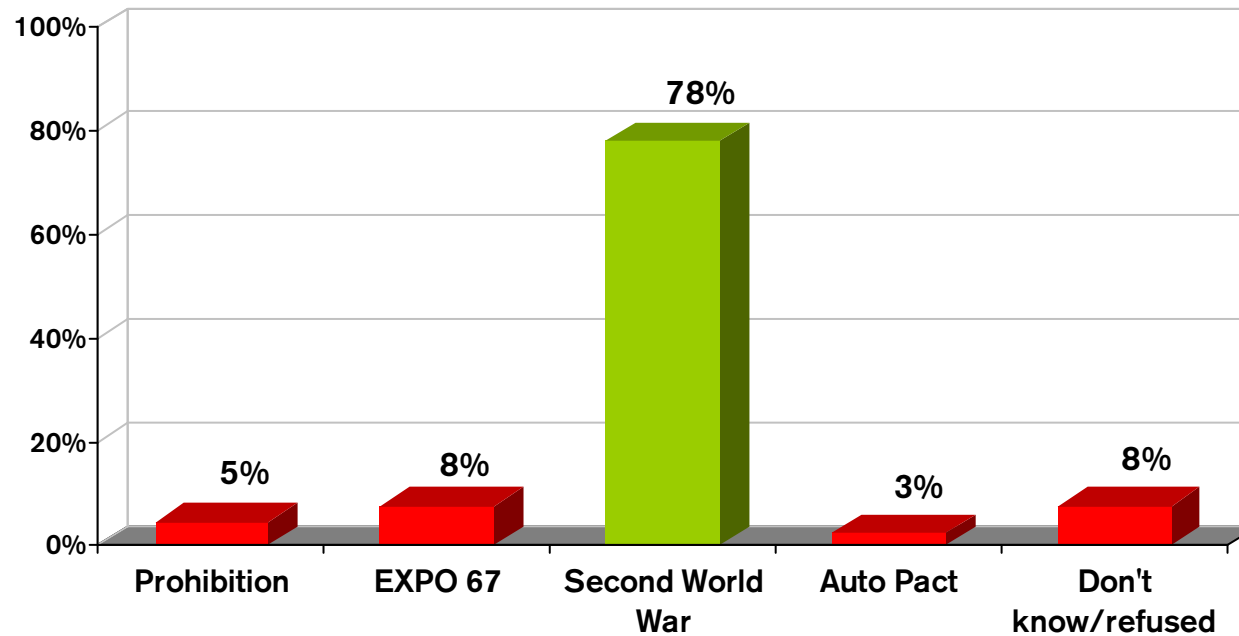
Ski-Doo you remember? (Regional)

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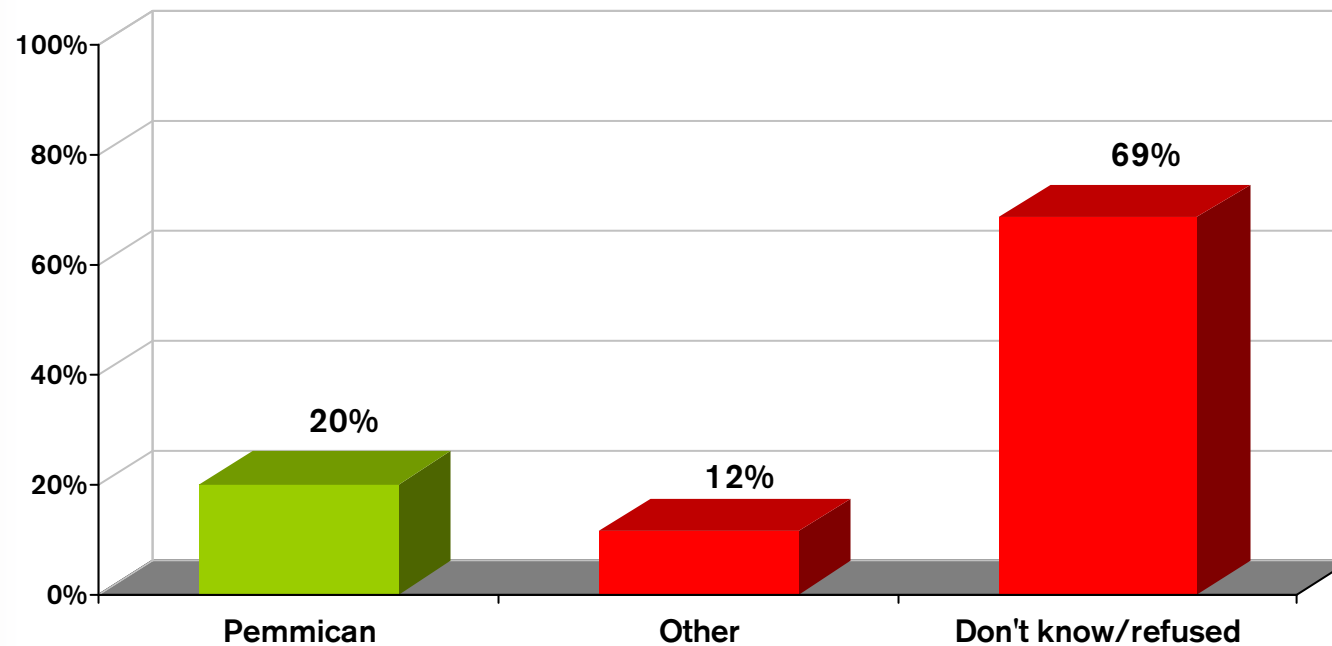
Women, work, and the war

What major historical event brought over 1,000,000 women into the Canadian workforce?



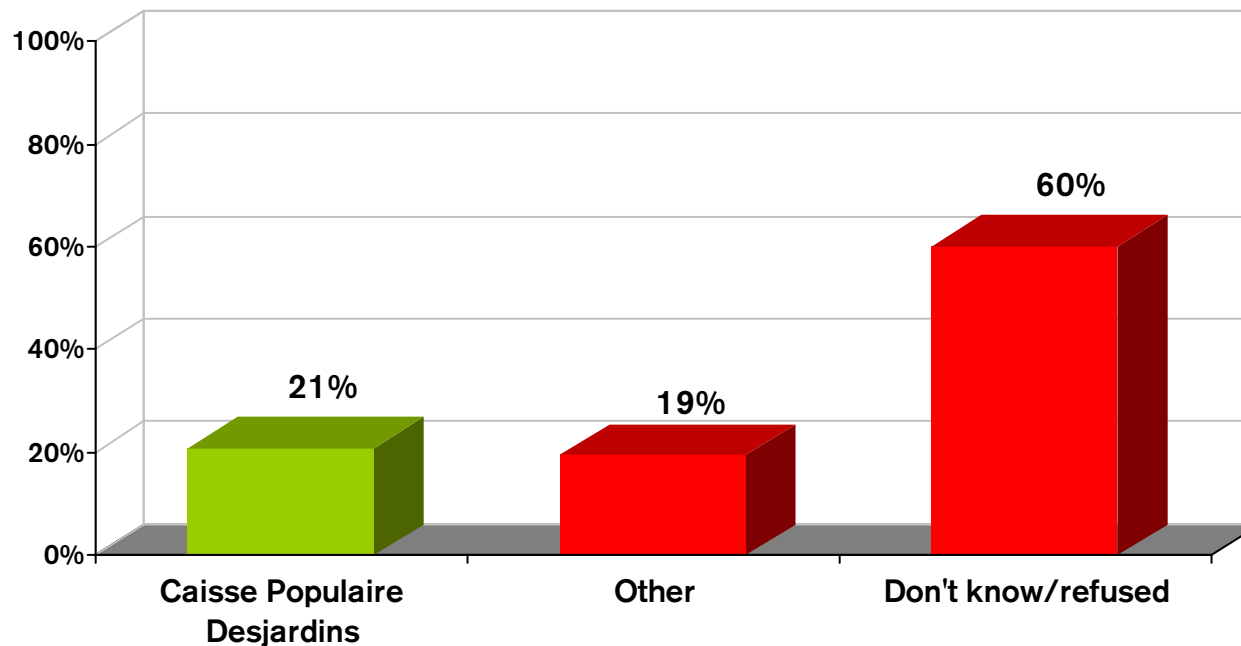
Cuisine de bois

What was the name of the combination of dried meat and berries the Métis people produced to feed the fur traders during their long voyages into and out of the Canadian interior?



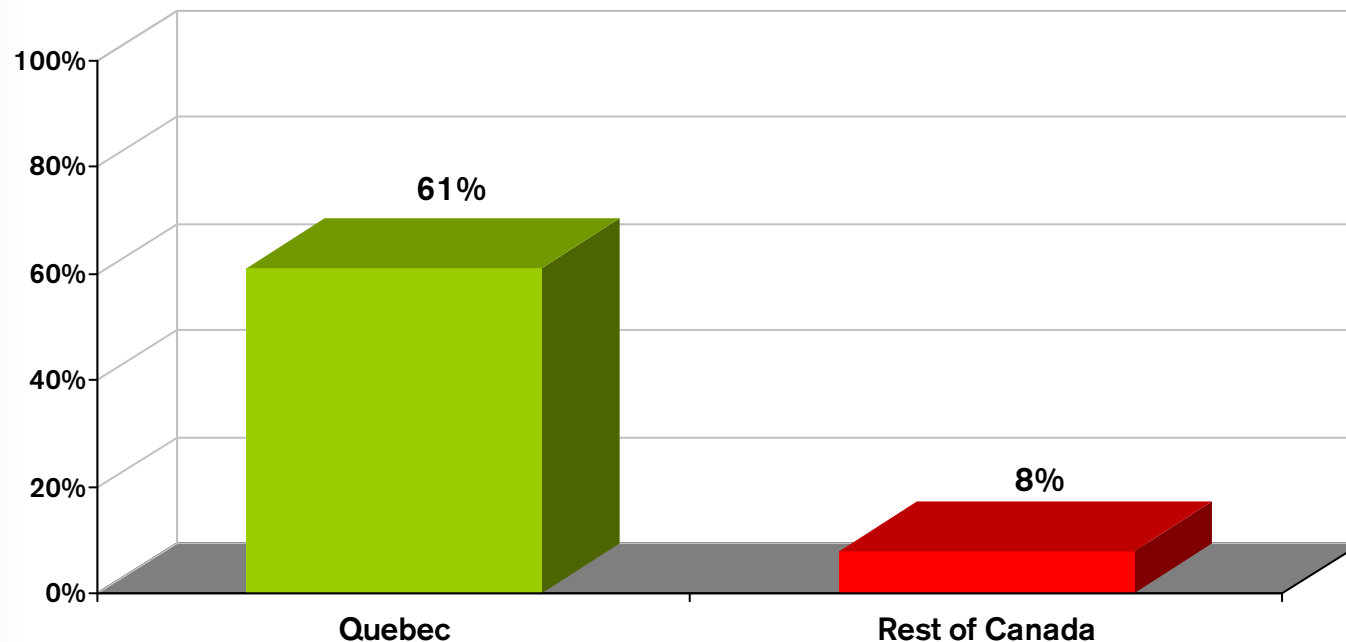
Just how populaire?

Name the cooperative financial institution that started with one office in the small town of Lévis, Québec in 1900 and today has more than five million members in four provinces.



Just how populaire? (Regional)

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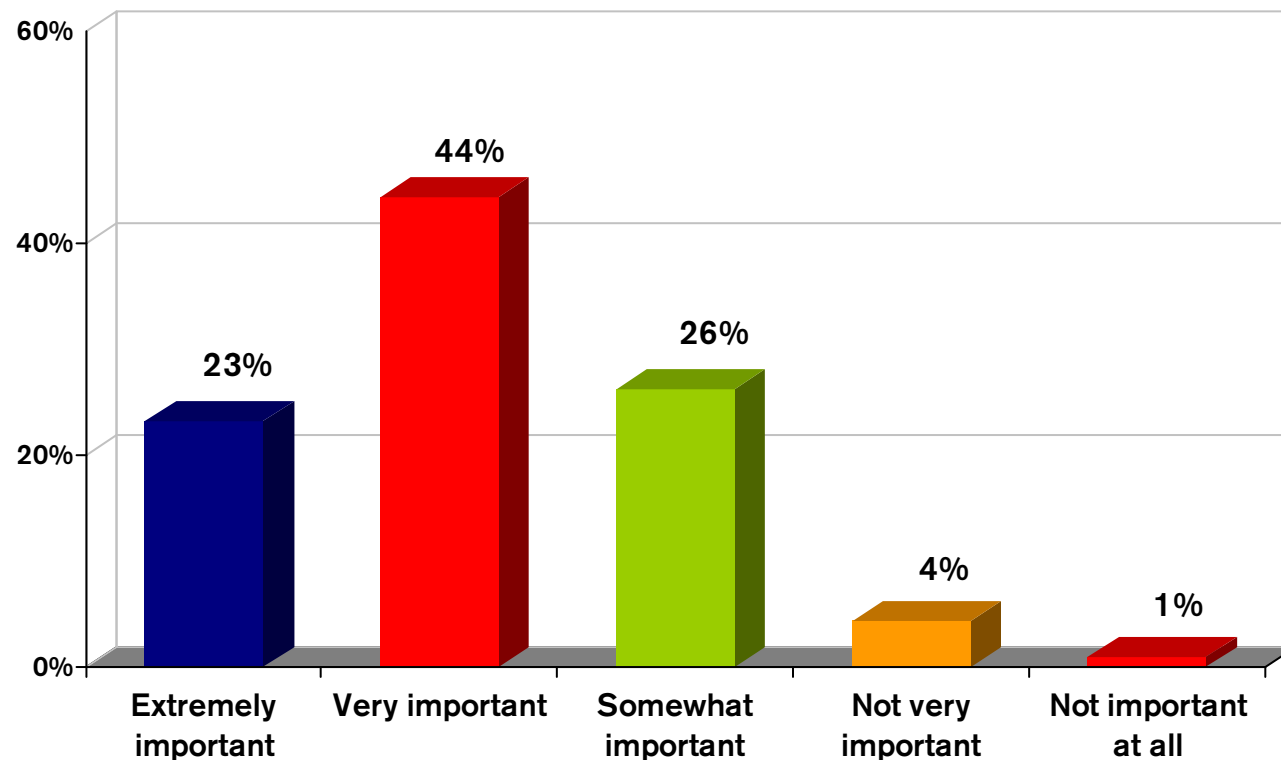


Canada Day Survey

Interest in learning more

Canadians value knowing history

How important do you think it is for Canadians to know the history of their country?

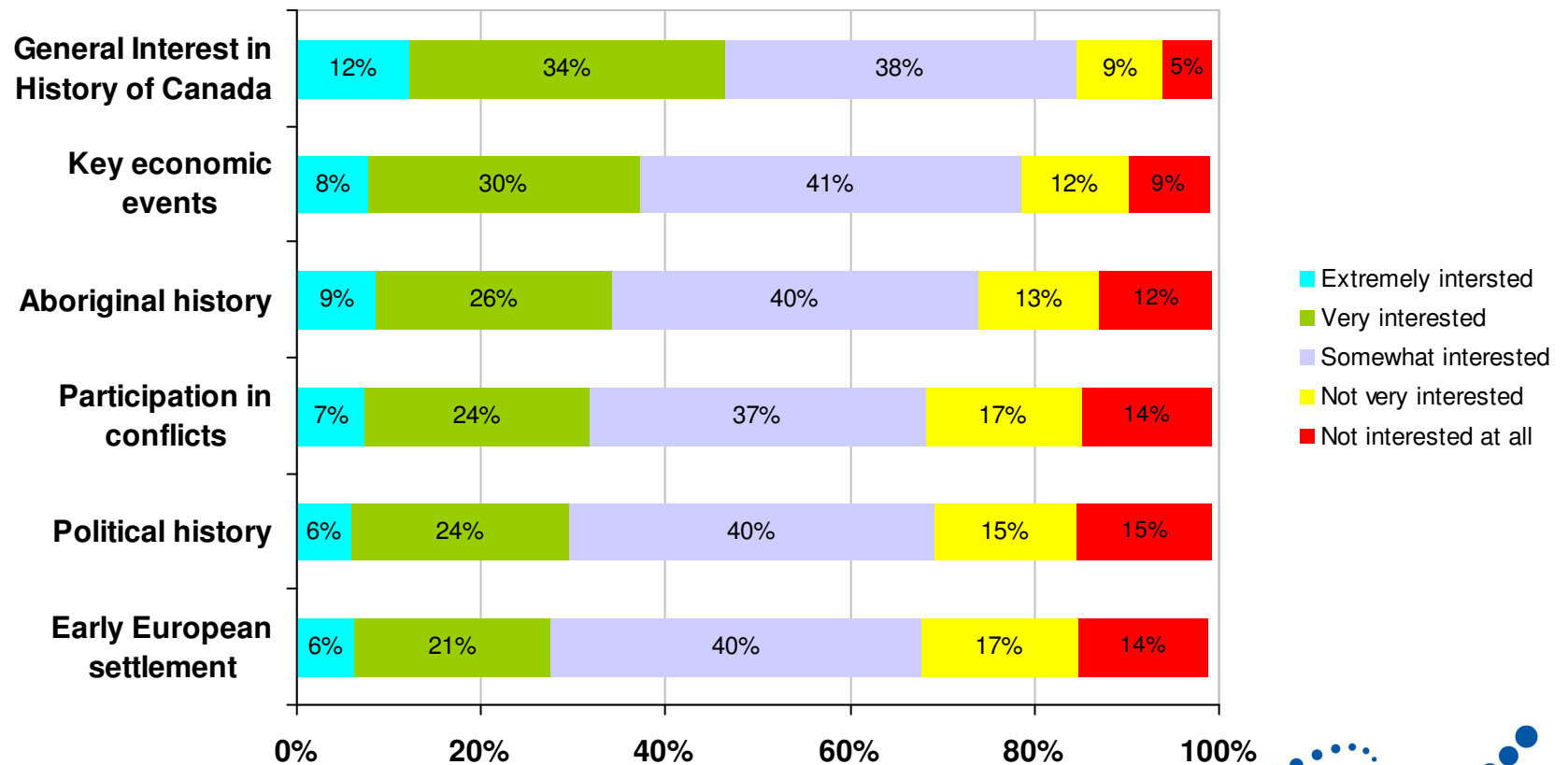


Note: Don't know/Refused (1%) not shown

Canadians want to know more history

How interested are you in learning more about the history of Canada?

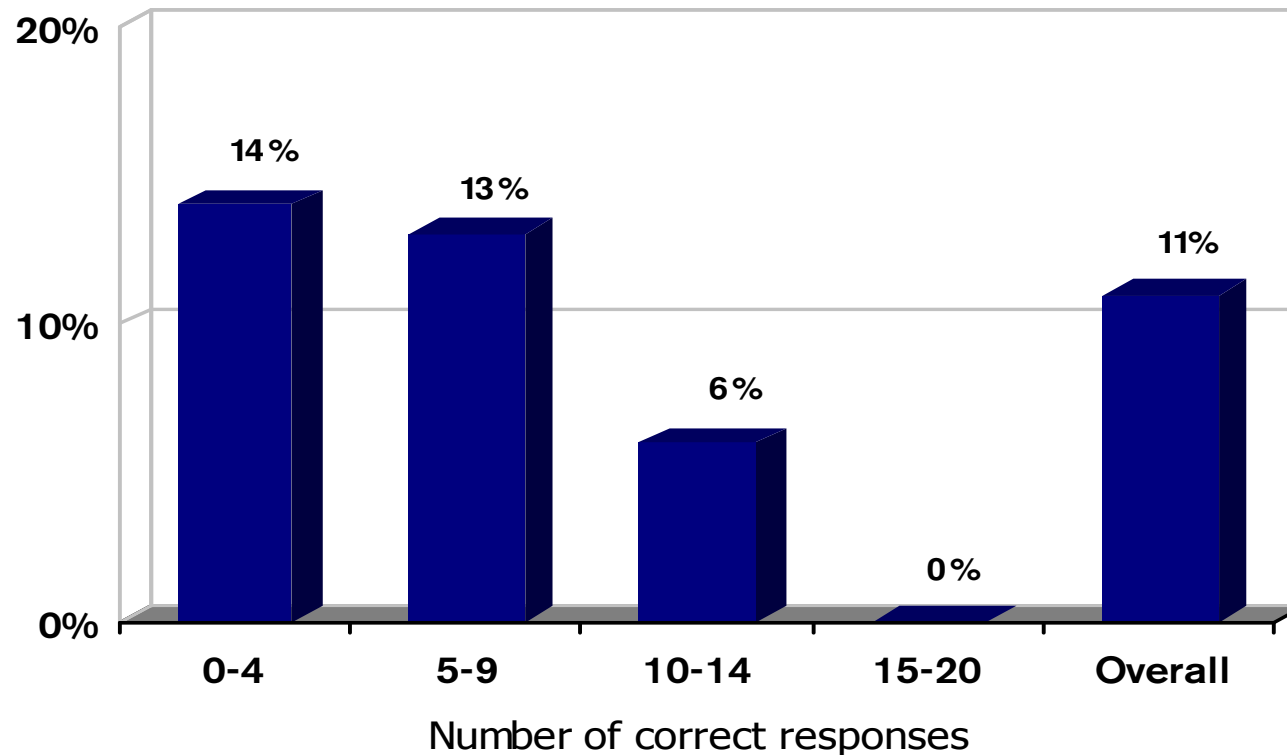
How interested would you be in learning about each of the following: Aboriginal history? Early European settlement? Canada's participation in major military conflicts? Key events in the development of Canada's economy? Canada's political history?



Note: Don't know/Refused not shown

Canadians who know the least most likely to value history for others

Some Canadians believe it is somewhat, very, or extremely important to know their countries history, but are not very interested or not interested at all in learning it.



■ History important but personally uninterested in learning more

Note: Don't know/Refused not shown