



THE DOMINION
INSTITUTE



Vimy Ridge 2007 Survey

EMBARGOED TO 5:00 AM, 9 April 2007

Only 51% of Canadians pass simple World War One knowledge test; however younger Canadians' knowledge of the Battle of Vimy Ridge up almost 10% since 1998

Six-in-ten (63%) Canadians agree Vimy Ridge is important milestone; 2% or 600,000 Canadians say they plan to pay their own way to attend 100th anniversary of historic battle

Afghanistan mission not in same league as Vimy: 62% of Canadians feel the war in Afghanistan will be minor event or historical footnote 90 years from now

Toronto – April 2, 2007

Overview

A recent poll for Dominion Institute, conducted by Innovative Research Group, shows that the majority of Canadians are losing their grasp of World War One history.

Just under half (49%) of Canadians failed a basic knowledge test, with only 41% who could name Canada's most famous single victory in World War One as the Battle of Vimy Ridge. Just over four-in-ten (45%) could name John McCrae's iconic poem 'In Flanders Field'.

Youth knowledge has improved since 1998 in some areas, but large gaps in knowledge of military history remain among Canada's youth. Knowledge of Vimy Ridge among Canadians aged 18-34 has risen ten points since November 1998. Yet, when asked to identify two Canadian military heroes, three-in-ten (29%) Canadians aged 18-34 listed 'General Douglas MacArthur'. Regionally, Quebec remains the area with the least knowledge about Canadian military history.

Even though knowledge is low, six-in-ten (63%) Canadians agree that Vimy Ridge is an important milestone in Canada's evolution as a nation. Young Canadians (18-34: 70%; 35-44: 70%) feel particularly strongly about Vimy Ridge as a historical milestone.

Similarly, the majority (56%) of Canadians disagree with the statement "Vimy Ridge is not especially important to remember, as the battle did little to stop a war that ended up killing more than 60,000 Canadians". Only three-in-ten (27%) Canadians agree, with younger Canadians (18-34: 60%; 35-44: 66%) the most likely to disagree.

When Canadians were asked if they would attend a ceremony at their own expense in Vimy, France commemorating the 100th anniversary of Vimy Ridge, 2% or approximately 600,000 of the entire Canadian population stated they are very likely to attend at their own expense. Fully 11% said they were at least somewhat likely to pay their own way to France with younger Canadians (18-34: 14%; 35-44: 16%) more likely than older Canadians (45-64: 9%; 65+: 7%) to express interest in attending the 100th anniversary ceremonies in France in 2017.



Turning to current military affairs, most Canadians feel that the war in Afghanistan will not be remembered as a defining or important event in Canadian history. In fact, six-in-ten (62%) Canadians feel that Afghanistan will be a minor event or footnote to Canada and Canadians 90 years from now. Canadians are divided (47% agree versus 46% disagree) on whether or not Canada's military contribution in Afghanistan is helping to reestablish Canada as a prominent voice in world affairs.

About this Survey

Innovative Research Group, Inc. (www.innovativeresearch.ca), a national research firm, was commissioned to survey 1,000 randomly selected Canadians. The survey was conducted between Tuesday, March 20th and Tuesday, March 27th, 2007 and has a margin of error of $\pm 3.1\%$, 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

The first instance of survey should attributed survey as a "Dominion Institute survey conducted by the Innovative Research Group". All subsequent attributions can use the shorter convention of: "Dominion Institute survey".

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Main Findings

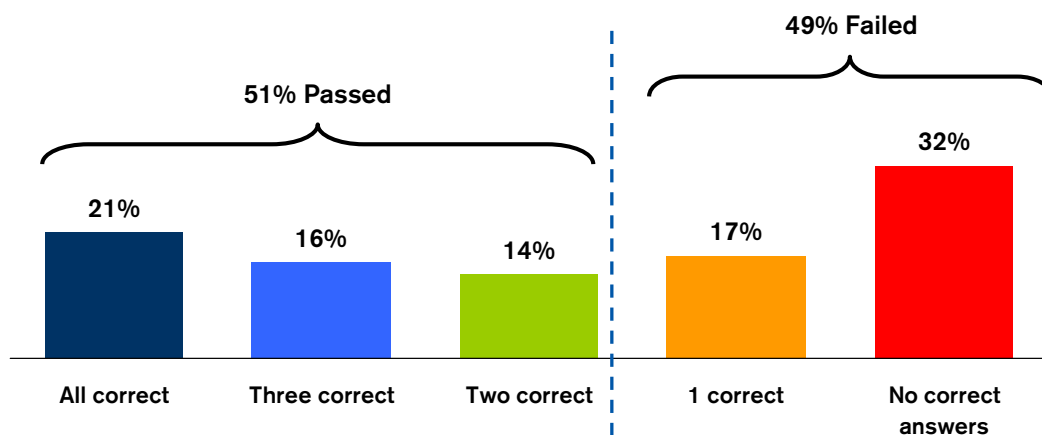
I. Knowledge Test

A. Almost half of Canadians fail national knowledge test on World War One

Canadians need a refresher course in Canadian military history: **almost half (49%) of Canadians failed a simple knowledge test on World War One**, according to a recent poll commissioned by the Dominion Institute. Nearly one-third (32%) did not answer any of the four questions correctly, and almost two-in-ten (17%) answered only one correctly. Slightly more than one-in-ten (14%) just barely passed, with half the correct answers, and 16 percent of Canadians got three out of four questions right. Only two-in-ten (21%) Canadians answered all four questions correctly.



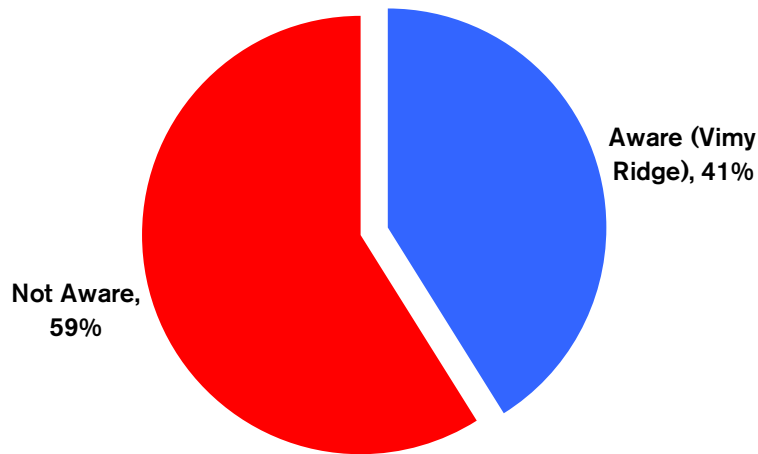
Out of four possible points in three questions, how many Canadians passed the knowledge test by achieving at least two out of four points?



B. Only 41% of Canadians aware of Vimy Ridge, Youth knowledge up 10 points

On the eve of the anniversary of Vimy Ridge, only 41% of Canadians could remember the name of Canada’s most famous single victory in the First World War that consisted of the capture of a key ridge on the Western Front.

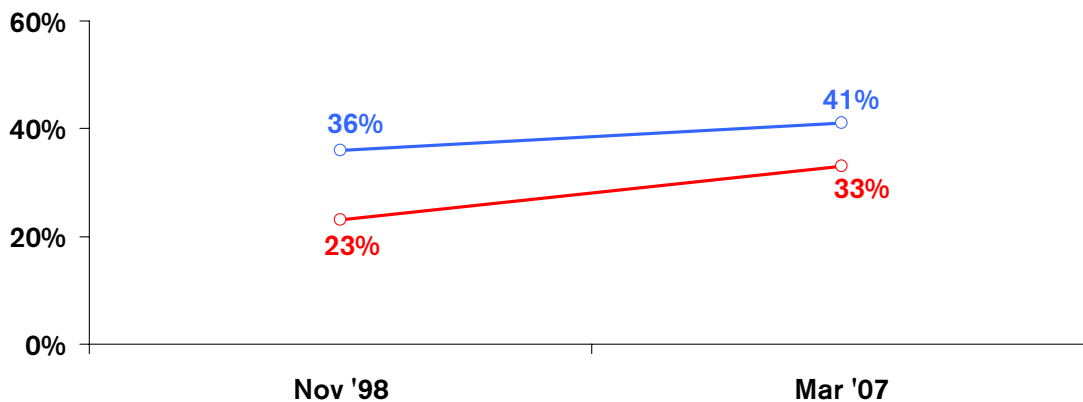
Q Canada's most famous single victory in the First World War consisted of the capture of a key ridge on the Western Front. What was this battle called?



Note: 'Not Aware' includes incorrect answers (6%) and 'Don't Know/Refused' (53%)

General knowledge of Vimy Ridge moves up slightly, compared to levels found in November 1998 (36%).

Q 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?



Youth awareness of Vimy Ridge has increased by 10 points since 1998, but remains below the knowledge of the general populace.

The level of knowledge increases slightly between 1998 (36%) and currently (41%). This increase is in large part due to a ten point rise in Alberta from 1998 (42%) to 2007 (52%) and a seven point jump in Ontario (46% to 53%, respectively). Outside of Quebec, knowledge has risen five points over this time period, from 46% in 1998 to 51% in 2007.

Percentage of those who answered 'Vimy Ridge'

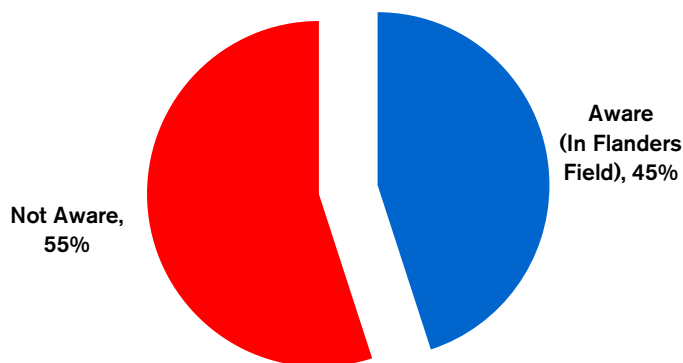
Region	Nov '98	Mar '07
BC	52%	49%
Alberta	42%	52%
Prairies	45%	47%
Ontario	46%	53%
Quebec	8%	10%
Atlantic	41%	47%
National	36%	41%
Outside of Quebec	46%	51%

- Only 10% of Quebecers answered 'Vimy Ridge', compared with a range of 47-53% in the other regions.
- Similarly, only 5% of Francophones answered correctly, compared with 51% of Anglophones.
- Men (43%) are slightly more likely than women (38%) to correctly remember 'Vimy Ridge'.
- Knowledge increases with household income: while only 32% of those in households earning less than \$40,000 answered 'Vimy Ridge', 41% of those with household incomes of between \$40,000-80,000 and 52% of those with household incomes of \$80,000 or more answered correctly.

C. Just over four-in-ten (45%) remember the name of iconic World War One poem

When the Dominion Institute asked Canadians to name the famous World War One poem by Captain John McCrae, only just over four-in-ten (45%) could remember the correct poem, 'In Flanders Field'.

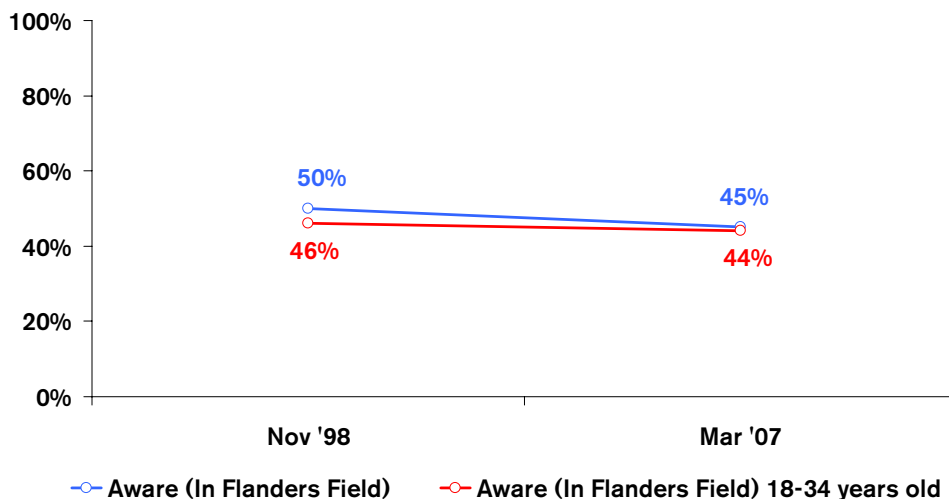
Q Captain John McCrae served as a medical officer in the World War One and wrote what is considered to be Canada's most famous poem. What is the name of this poem?



Note: 'Not Aware' includes incorrect answers (3%) and 'Don't know' (52%)

Knowledge of 'In Flanders Field' has dropped five points since 1998.

Q 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: 18-34 'Not Aware' includes incorrect answers (3%) and 'Don't know' (53%)

Canadians aged 18-34 (44%) are holding their own on this knowledge question though, remaining at statistically similar levels since November 1998 (46%) and 2006 (44%).

Regionally, knowledge has dropped across the country over the last nine years. Quebec remains at very low levels (7% and 6%, respectively in November 1998 and March 2007), while recall in the rest of the regions continues to drop. Outside of Quebec, knowledge has declined from 65% to 59% since November 1998.

Percentage of those who answered 'In Flanders Field'

Region	Nov '98	Mar '07
BC	66%	59%
Alberta	63%	54%
Prairies	64%	54%
Ontario	64%	61%
Quebec	7%	6%
Atlantic	68%	57%
National	50%	45%
Outside of Quebec	65%	59%

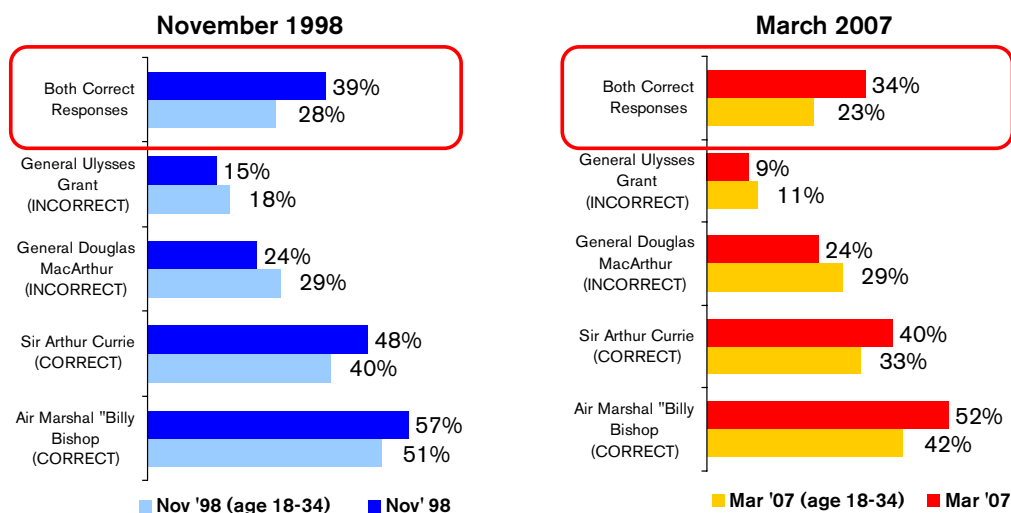
- 3% of Francophones answered correctly, compared with 58% of Anglophones.
- Men (45%) and women (46%) are equally likely to correctly remember the answer.
- Higher household income again relates to higher knowledge: only 38% of those in households earning less than \$40,000 answered correctly, compared with 50% of those with household incomes of between \$40,000-80,000 and 54% of those with household incomes of \$80,000 or more.

D. Canadians confuse their military heroes, although youth show some improvement

The Dominion Institute also asked Canadians to identify two famous World War One Canadian military heroes from a list of four men: General Ulysses Grant, General Douglas MacArthur, Sir Arthur Currie, and Air Marshall "Billy" Bishop. Those who did not pick either of the correct responses, 'Sir Arthur Currie' or Air Marshall "Billy Bishop", received no points. Those who answered one of the two heroes received one point; if they correctly chose both heroes, they received two out of two points.

Only one-in-three (34%) Canadians received full marks on this question; knowledge has dropped eight points since November 1998 (39%). One-in-ten (9%) chose General Ulysses Grant, down six points from 1998 levels (15%). A quarter of Canadians in November 1998 (24%) and in March 2007 (24%) think General Douglas MacArthur is an outstanding Canadian military hero. Two-in-five (40%) chose Sir Arthur Currie and more than half (52%) chose Air Marshall "Billy" Bishop, dropping slightly from November 1998 (48% and 57%, respectively).

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



Youth knowledge remains lower than that of the general population. Just one-in-four (23%) youth chose both answers correctly, down five points from 1998 (28%). One-in-ten (11%) youth incorrectly chose General Ulysses Grant, down seven points from November 1998 (18%). However, three-in-ten (29%) Canadians aged 18-34 still think MacArthur is a Canadian military hero (29% in 1998). A third (33%) of young Canadians answered

'Sir Arthur Currie' and 42% answered Air Marshal "Billy" Bishop, down seven points and nine points respectively from November 1998.

- Regionally, residents of Alberta (50%), the Prairies (44%) and Ontario (44%) did very well in answering both correct, whereas only one-in-twenty (7%) Quebeckers answered both Currie and Bishop.
- Only 4% of Francophones answered both correctly, compared with 43% of Anglophones.
- Men (41%) are more likely than women (28%) to answer both correctly.
- Those with higher household incomes are more likely to answer both correctly: only 24% of those in households earning less than \$40,000 answered both correctly, whereas 34% of those with household incomes of \$40,000-\$80,000 and 44% of those with household incomes of \$80,000 or more answered both Currie and Bishop.

II. Vimy Ridge: Keeping Memories Alive

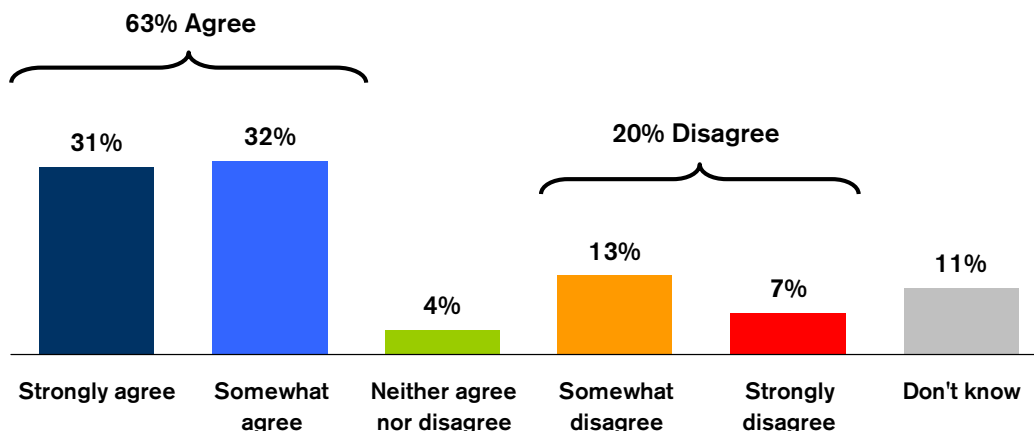
E. Vimy Ridge is an important milestone, and large number of Canadians could attend the 100th anniversary of the Battle

While more than six-in-ten (63%) Canadians agree Vimy Ridge is an important milestone, just over 1 in 10 (11%) indicated they would “likely” attend Vimy Ridge 100th anniversary in Vimy, France at their own expense.

Slightly more than six-in-ten (63%) Canadians agree with the statement, “Vimy Ridge is important to remember, as the battle marked a milestone in our evolution from a British dominion to an independent nation”. Three-in-ten (31%) Canadians strongly agree and an equal proportion (32%) somewhat agree with this statement. Only 13% somewhat disagree, while 7% strongly disagree that Vimy Ridge is an important milestone in our evolution. One-in-twenty (4%) neither agreed nor disagreed with the statement, and 11% did not know whether or not Vimy Ridge is an important milestone.



I would now like to read you a list of statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:
Vimy Ridge is important to remember as the battle marked a milestone in our evolution from a British colony to independent nation.



Note: 'Refused' (1%) not shown

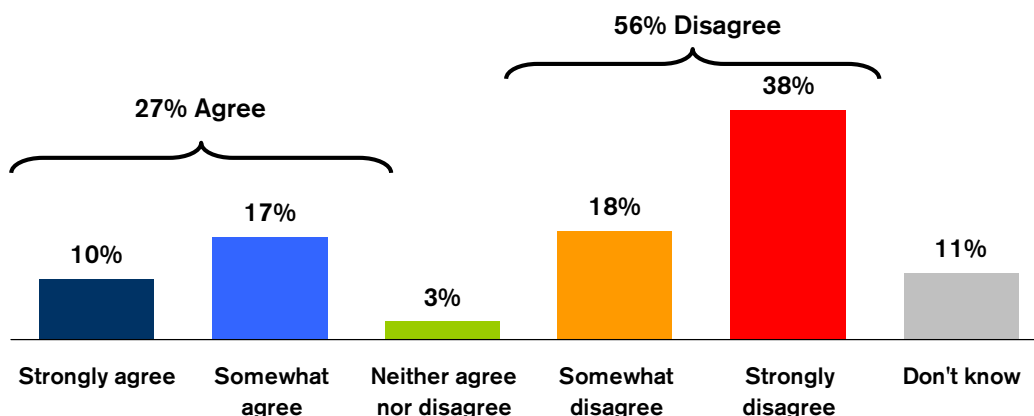
- With the exception of Quebec (40%), there is strong agreement across regions (between 66%-74%) that Vimy Ridge is an important milestone in our evolution from a British colony to independent nation.
- Younger Canadians (18-34: 70%; 35-44: 70%) are more likely to feel that Vimy Ridge is important to remember than older Canadians (45-64: 60%; 65+: 59%).

- Men (67%) are more likely than women (61%) to agree that Vimy Ridge is important to remember.
- While seven-in-ten (71%) Anglophones feel Vimy Ridge is important to remember, only 35% of Francophones feel the same.

Similarly, twice as many Canadians disagree (56%) rather than agree (27%) with the statement: "Vimy Ridge is not especially important to remember, as the battle did little to stop a war that ended up killing more than 60,000 Canadians".

Only one-in-ten (10%) Canadians strongly agree with the statement and nearly two-in-ten (17%) somewhat agree that Vimy Ridge is not especially important to remember. Two-in-ten (18%) Canadians somewhat disagree that Vimy Ridge is not especially important to remember, while 38% strongly disagree. Three percent neither agree nor disagree with the statement, and 11% do not know whether or not Vimy Ridge is especially important to remember.

Q I would now like to read you a list of statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: **Vimy Ridge is not especially important to remember, as the battle did little to stop a war that ended up killing more than 60,000 Canadians.**



Note: 'Refused' (2%) not shown

- Regionally, Albertans are the most likely to disagree (71%) that Vimy Ridge is not especially important to remember, whereas Quebeckers (43%) are the least likely to disagree.
- Younger Canadians (18-34: 60%; 35-44: 66%) are more likely than older Canadians (45-64: 54%; 65+: 47%) to disagree with the statement: "Vimy Ridge is not especially important to remember, as

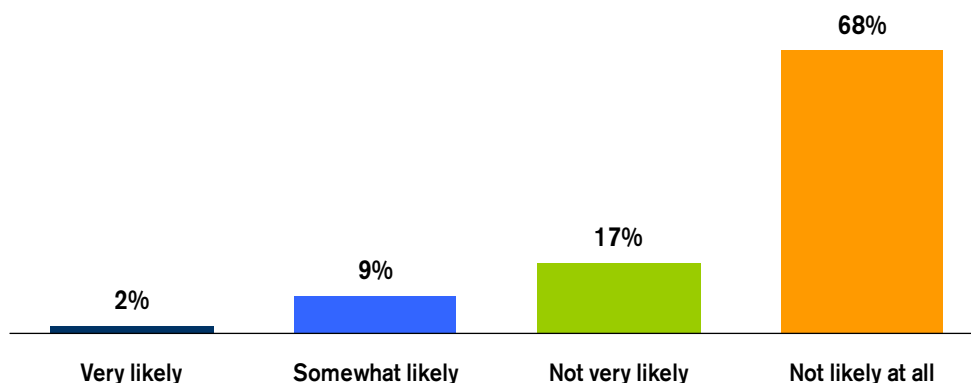
the battle did little to stop a war that ended up killing more than 60,000 Canadians”.

- Anglophones (60%) are more likely to disagree than Francophones (44%) that Vimy Ridge is not especially important to remember.

When asked, “in ten years time, how likely are you to attend, at your own expense, the ceremony in Vimy, France commemorating the Battle’s 100th anniversary”, one-in-fifty (2%) Canadians said they would be very likely to attend at their own expense. One-in-ten (9%) Canadians are somewhat likely to attend the ceremony in Vimy, France. Seventeen percent (17%) are not very likely to attend and seven-in-ten (68%) are not likely at all to attend.



In ten years time, how likely are you to attend, at your own expense, the ceremony in Vimy, France commemorating the Battle’s 100th anniversary?



Note: ‘Don’t know/Refused’ (4%) not shown

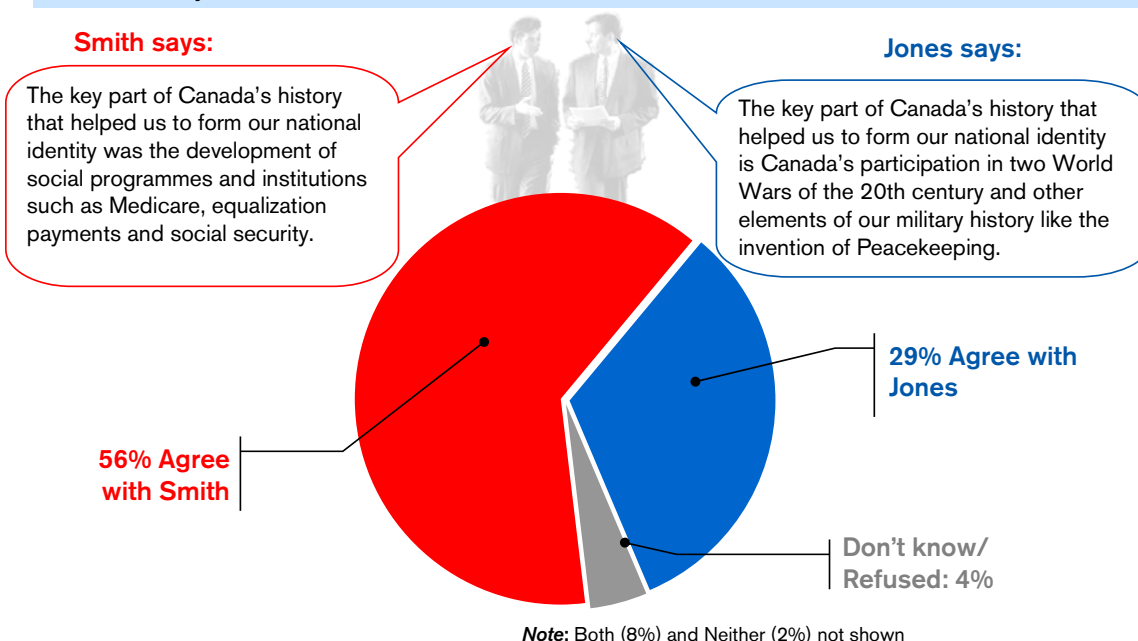
- Regionally, Ontarians (16%) and Albertans (14%) are most likely to say they will attend the 100th anniversary in Vimy, France, whereas Quebeckers (5%) are least likely to attend.
- Only 5% of Francophones are likely to attend, compared with 13% of Anglophones.
- Younger Canadians (18-34: 14%; 35-44: 16%) are more likely than older Canadians (45-64: 9%; 65+: 7%) to say they will attend the 100th anniversary ceremony in Vimy.

III. Canadians still feel social programmes and other institutions key part of national identity over military history

When asked to choose between two key parts of Canadian history that helped form Canadian identity, Canadians chose the development of social programmes and institutions over participation in the two World Wars and other elements of military history, such as peacekeeping.

More than half (56%) agree with 'Smith': "the key part of Canada's history that helped us to form our national identity was the development of social programmes and institutions such as Medicare, equalization payments and social security". Approximately half as many (29%) agree with 'Jones': "the key part of Canada's history that helped us to form our national identity is Canada's participation in two World Wars of the 20th century and other elements of our military history like the invention of Peacekeeping". Less than one-in-ten (8%) choose both, 2% choose neither, and 5% do not know which view is closest to their own or refused to answer.

Q Which of the following views comes closest to your own when it comes to Canadian identity.

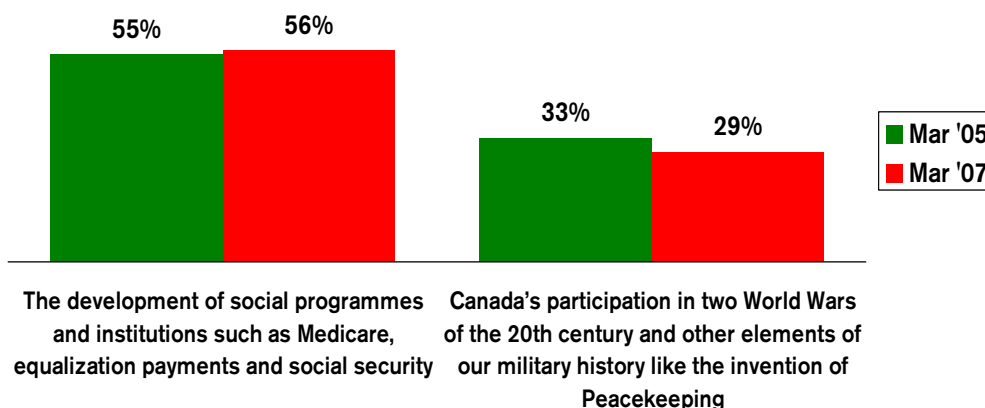


The Dominion Institute asked this question in March 2005 for a previous Vimy Ridge survey and received similar responses. In both years (2005 and 2007), more than half (55% and 56%, respectively) of Canadians chose the

development of social programmes as the key part of Canada’s history that helped form Canadian national identity.

A small gap emerges on the alternative view point: in March 2005, 33% chose ‘Canada’s participation in two World Wars of the 20th century and other elements of our military history, like the invention of peacekeeping”, whereas 29% opt for this view currently.

Q Which of the following views comes closest to your own when it comes to Canadian identity: *the key part of Canada's history that helped us to form our national identity is...*



Note: Both (7% vs. 8%) and Neither (2% vs. 2%) not shown

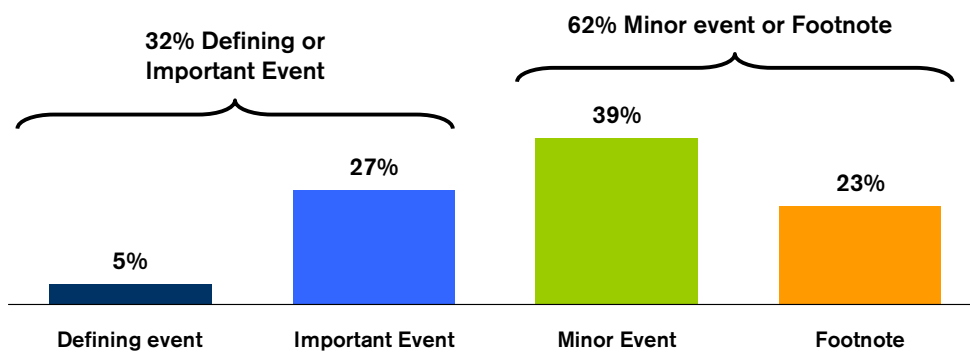
- Quebeckers (63%) are the most likely to say the development of social programs and institutions are the key part of Canada’s history that helped us form our identity, whereas in the rest of Canada between 51% and 55% share this view.
- Canadians age 18-34 (64%) are the most likely to choose the development of social programs and institutions over military history, whereas Canadians 65+ (44%) are the least likely to pick the development of social programs and institutions.
- Men (32%) are more likely than women (26%) to agree that participation in two World Wars and other elements of military history are the key part of Canada’s history that helped us form our national identity.
- Anglophones (31%) choose military history more often than Francophones (21%).

III. Canada and Afghanistan

E. Afghanistan will be a minor event or footnote in history, according to Canadians

When the Dominion Institute asked how important Canadians think the War in Afghanistan will be to Canada and Canadians 90 years from now, more than six-in-ten (62%) feel that it will be a minor event or a footnote in history. Only one-in-twenty (5%) Canadians think that the war in Afghanistan will be a defining event in Canadian history, whereas one-in-four (27%) feel it will be an important event. Four-in-ten (39%) feel that the war will be a minor event in Canadian history, and two-in-ten (23%) think it will become a footnote in history.

Q Many historians consider the First World War a defining event in Canadian history. How important do you think the War in Afghanistan will be to Canada and Canadians 90 years from now? Will it be considered...



Note: 'Don't know' (4%) and 'Refused' (2%) not shown

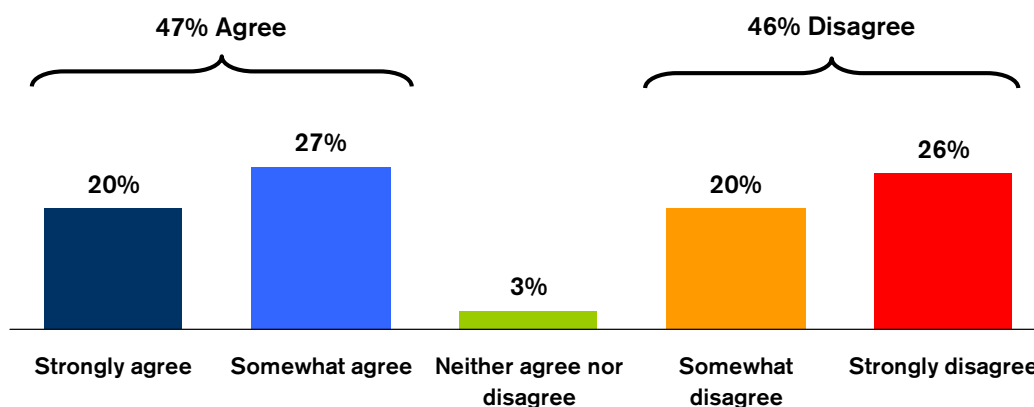
- Atlantic Canadians (46%) and Ontarians (35%) are the most likely to think that the War in Afghanistan will be remembered as a defining or important event, whereas those from the Prairies (23%) are least likely to feel the same.
- Older Canadians (45-64: 30%; 65+: 28%) are less likely to view the War in Afghanistan as a defining or important event than younger Canadians (18-34: 37%; 35-44: 34%).

- Women (36%) are more likely than men (27%) to think that the war in Afghanistan will be a defining or important event to Canada and Canadians 90 years from now.
- One-in-three (33%) Anglophones view the war in Afghanistan as a defining or important event, whereas only just over one-in-four (28%) Francophones view the war in the same light.

F. Canadians divided on whether or not Afghanistan is helping to re-establish Canada as prominent in world affairs

Less than half (47%) of Canadians agree with the statement, “Canada’s significant military contribution in Afghanistan is helping to reestablish Canada as a prominent voice in world affairs”. Two-in-ten (20%) strongly agree with the statement on Canada’s military contribution to Afghanistan, and one-in-four (27%) somewhat agree with the statement. Similarly, less than half (46%) disagree; two-in-ten (20%) somewhat disagree, whereas one-in-four (26%) strongly disagree with the statement. Three percent neither agree nor disagree that Canada’s significant military contribution in Afghanistan is helping to reestablish Canada as a prominent voice in world affairs.

Q I would now like to read you a list of statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:
Canada’s significant military contribution in Afghanistan is helping to reestablish Canada as a prominent voice in world affairs.



Note: ‘Don’t know’ (3%) and ‘Refused’ (2%) not shown

- Regionally, Albertans (62%) are the most likely to agree that the war in Afghanistan is helping to re-establish Canada as a prominent voice in world affairs, whereas Quebeckers (38%) are the least likely to agree.
- More men (51%) agree with this statement than women (43%).
- Francophones (39%) are less likely to agree than Anglophones (49%) that the war in Afghanistan is helping re-establish Canada as a prominent voice in world affairs.

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