



THE DOMINION
INSTITUTE



Annual Remembrance Day Survey

CANADIANS' ATTITUDES ABOUT REMEMBRANCE DAY

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**

**Remembrance Day (44%) almost as important as Canada
Day (49%) personally and for the country as a whole**

Toronto - November 10, 2006

Main Findings

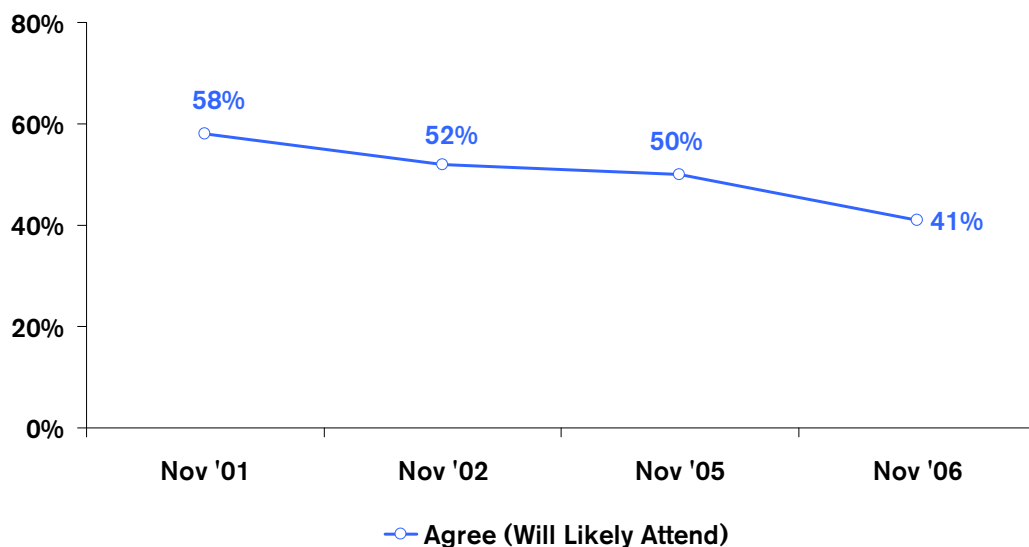
A. Only four-in-ten Canadians plan to attend a November 11 ceremony

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.



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.



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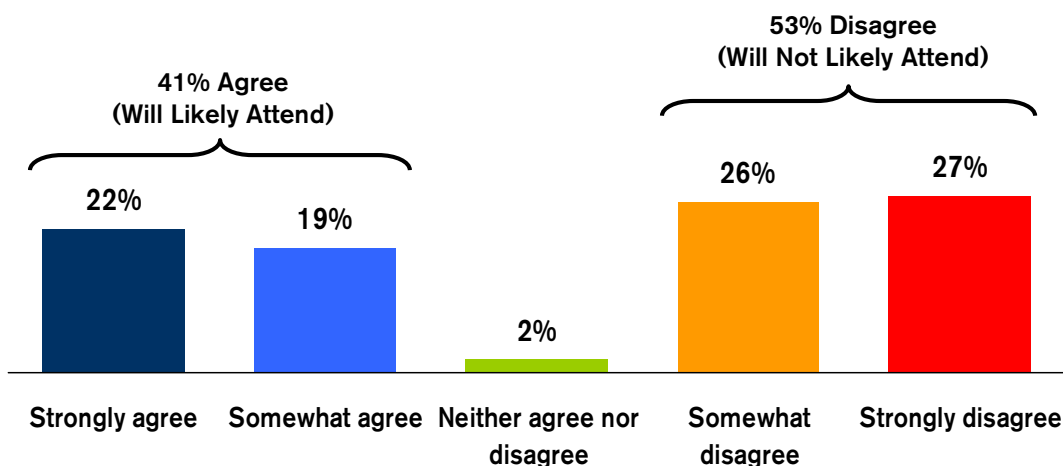


Regionally, close to six-in-ten (57%) residents of Atlantic Canada say they will be attending a formal service on November 11th, an 11 point (68%) drop from November 2005.

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

C. 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

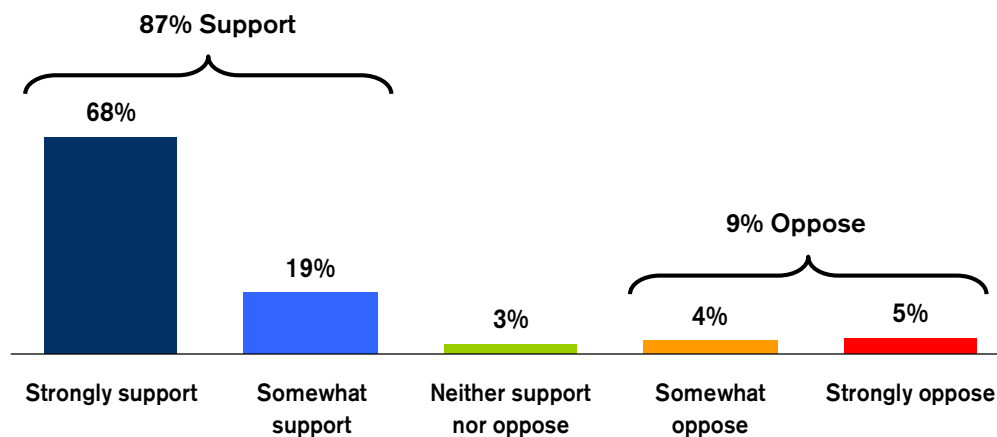


percent of Canadians strongly support a national, statutory holiday and only 3% neither support nor oppose, indicating feelings are strong on this issue.

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

D. 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

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 Thursday, October 26th and Tuesday, October 31st, 2006 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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