



THE DOMINION
INSTITUTE



INNOVATIVE
RESEARCH GROUP

Remembrance Day National Survey

Number of Canadians Planning to Attend Remembrance Day Decline for Third Year in Row.

Majority Say That at Some Point They Have Personally Thanked a Canadian Veteran for Their Service.

Toronto – November 11, 2005 – Just half (50%) of Canadians say they will attend a Remembrance Day ceremony, according to a new Dominion Institute survey conducted by the Innovative Research Group. The proportion of Canadians who will participate in Remembrance Day events is lower than found in 2002 (52%) and 2001 (58%).

Among those who say they will not be attending services on November 11th, work (24%) and other responsibilities (24%) are the main reasons provided, followed by the view that it just isn't personally important to them (16%), that they look to the future, not the past (7%) and that Remembrance Day just glorifies the war (5%).

Rudyard Griffiths, Executive Director of the Dominion Institute comments: “Despite this being the Year of the Veteran, participation in Remembrance Day events seems set to decline for the third year in row. We should return Remembrance Day to its proper place as a statutory holiday day and reach out to the 50% of Canadians who indicated that ‘work and other responsibilities’ are preventing them from taking part in November 11 events. An Act of federal Parliament along these lines would be a fitting tribute, and lasting legacy, to the service and sacrifice of the final five living veterans of WWI”

In other findings, four-in-five (80%) Canadians agree that “high school students in their province should be required to take a course dedicated to the study of 20th century Canadian history in order to graduate from high school.” In fact, one-half (49%) strongly agree with this proposal. In total, just 16% disagree. Currently, just three provinces (Manitoba, Ontario and Quebec) require students to take a mandatory high school course dedicated to the study of Canadian history in order to graduate.

The Dominion Institute is also using the release of the results of this survey to call on the seven provinces that currently do not require high school students to take a course dedicated to Canadian history to graduate to introduce mandatory 20th century Canadian history classes.

Rudyard Griffiths comments: “We made the solemn pledge after WWI never to forget our veterans. Ensuring that every high school graduate has taken a least one course dedicated to the study of 20th century Canadian history should be an essential part of fulfilling this basic promise. The seven provinces that don't have mandatory Canadian history courses are letting our veterans down.”

Meanwhile, on a personal note, a majority (55%) of Canadians indicate that they have personally thanked a veteran for their service to Canada, while two-fifths (43%) say they have not.

About This Survey

This survey was conducted by **Innovative Research Group Inc.** (www.innovativeresearch.ca), a Toronto-based research firm, between Thursday, October 27th and Tuesday, November 1st, 2005. The survey results have a margin of error of $\pm 3.1\%$, 19 times out of 20.

The Dominion Institute (www.dominion.ca), was established in 1997 by a group of young professionals concerned about the erosion of a common memory in Canada. In the space of eight short years, the Institute has had a far-reaching impact on Canadians' knowledge and perceptions of their history and shared citizenship, through groundbreaking public opinion research, high-profile Internet, education and television programming, book publications, and meaningful curriculum reform. The Institute is a non-partisan organization and a federally registered charity (#873968176 RR0001).

This release contains the following additional information:

1. A summary of the detailed findings by Innovative Research (Pages 3 to 6)
2. The original text of the survey questionnaire (Page 7)
3. Results from past surveys testing Canadians' knowledge of military history (Page 8)
4. Summary of existing history in high school education by province (Page 9)

Attribution

In the first instance of mentioning the poll results the survey should be identified as a "Dominion Institute survey conducted by Innovative Research".

All subsequent mentions can use the convention "Dominion Institute poll conducted by Innovative".

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Detailed Findings

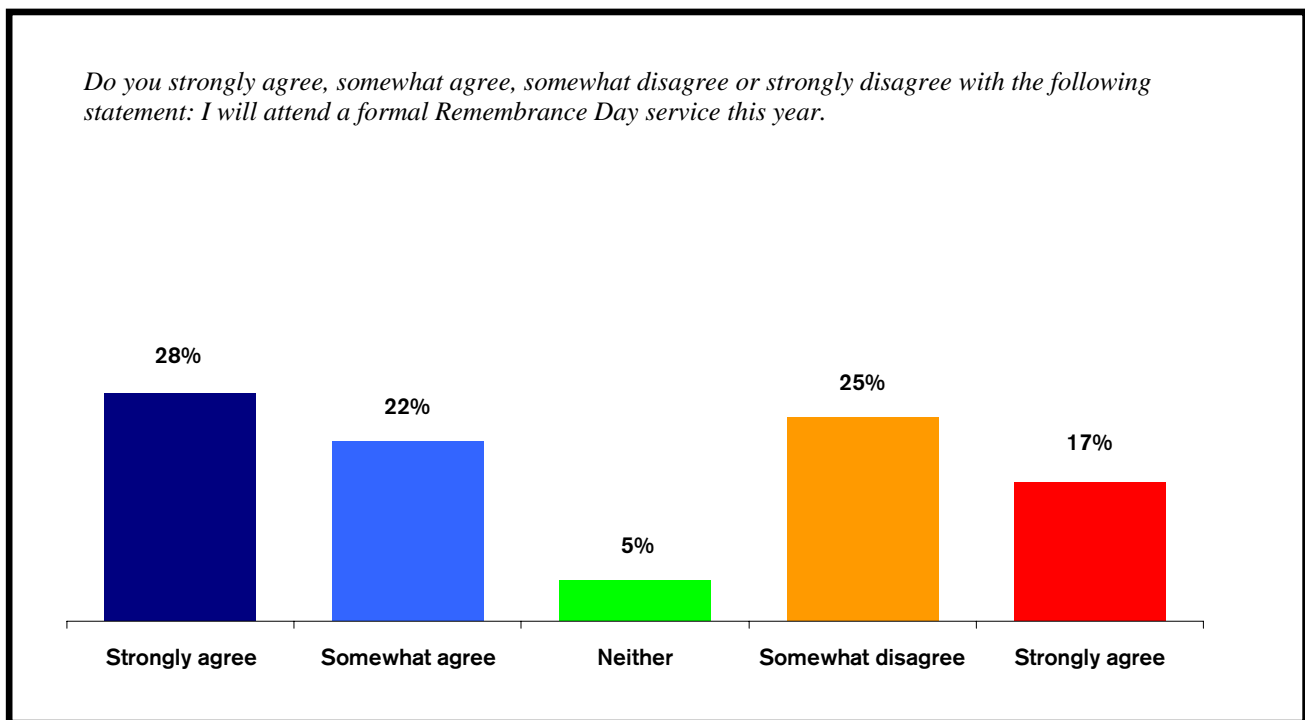
Just Half of Canadians Plan To a Attend Formal Remembrance Day Service This Year

Down from 2002 (52%) and 2001 (58%), a bare majority (50%) of Canadians indicate that they will attend a formal Remembrance Day service this November 11th. Slightly less (42%) say they will not be attending a Remembrance Day ceremony, while one-in-twenty (5%) neither agreed nor disagreed that they would be attending a ceremony on November 11th.

Regionally, close to seven-in-ten (68%) residents of Atlantic Canada say they will be attending a formal service on November 11th. This compares to just one-in-three (34%) Quebecers. In all other regions, a majority indicate they will be attending a formal Remembrance Day service.

Six-in-ten (61%) young adults, aged 18 to 24, say they plan on attending a formal ceremony, compared to just two-in-five (44%) of those aged 35 to 44 who say they will be attending a service on November 11th.

Canadians in smaller communities (those with less than 10,000 residents) (56%) are more likely than those in larger communities (46%) to say they will be attending a Remembrance Day service this year.



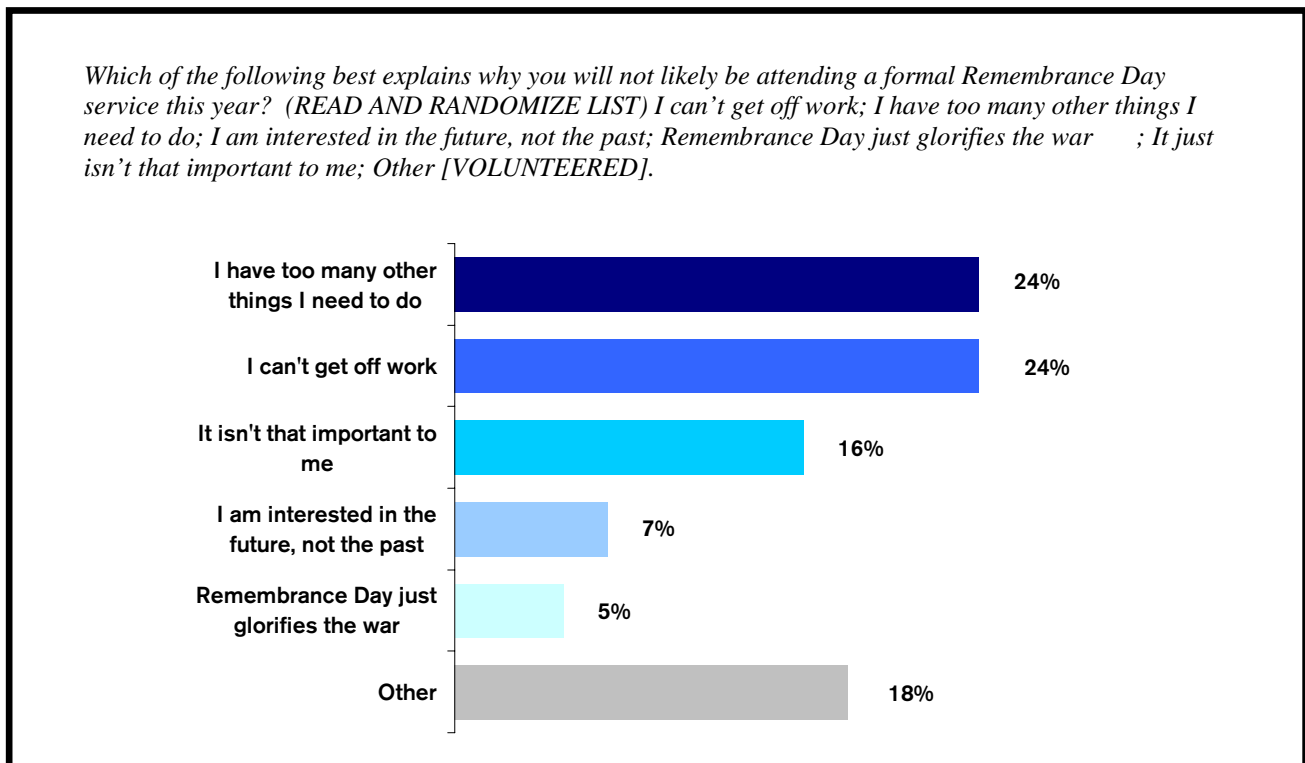
Work and Other Responsibilities Main Reasons Why Canadians Will Not Be Attending November 11th Ceremonies

Among those who will not be attending services on Remembrance Day, one-quarter (24%) say the reason is they can't get off work, while an equal proportion (24%) indicate they have too many other things they need to do. Approximately one-in-six (16%) feel that it is just isn't important to them, while roughly one-in-twenty (7%) say they are more interested in the future than in the past. The position that Remembrance Day just glorifies the war is cited by five percent (5%) as to why they will not be attending services on November 11th. Other separate reasons are mentioned by one-fifth (18%) of those who will not be attending a formal ceremony.

Regionally, Ontario (34%) residents are the most likely to say they will not be attending a Remembrance Day ceremony this year because of work. Quebec residents are the most likely to say that Remembrance Day is just not that important to them (29%), as well as the reason that they are interested in the future, not the past (15%).

Those under 45 years of age (31%) are more likely than those 45 and older (17%) to cite work as the reason they cannot attend a Remembrance Day ceremony. Meanwhile, the position that they have too many other things to do tends to decrease with age. That is, while one-in-three (35%) of Canadians 18 to 34 years of age cite other responsibilities, just 17% of those 45 and older say this is why they will not be attending a Remembrance Day service.

Not surprisingly, employed Canadians (37%) are the most likely to cite work as to why they can't attend a formal ceremony on November 11th, while students (51%) are the most likely to mention other responsibilities as their reason.

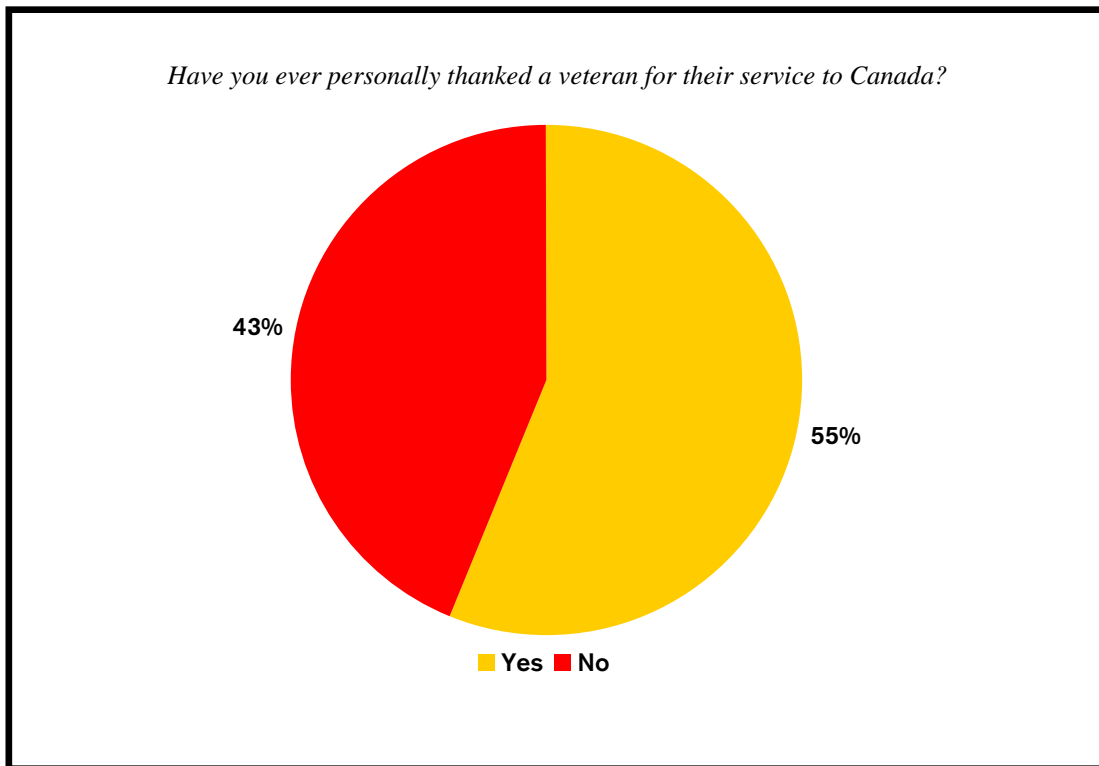


A Majority Say They Have Personally Thanked a Canadian Veteran for Their Service

On a personal level, just over half (55%) of Canadians say that they have personally thanked a Canadian veteran for their service to the country, while a two-fifths (43%) indicate they have not.

A majority in all regions, with the exception of Quebec, say they have at some point personally thanked a Canadian veteran for their service to the country. Approximately two-thirds of residents in Atlantic Canada (67%), Alberta (66%) and British Columbia (64%) say they have done this, while the proportion declines slightly in Ontario (60%) and Manitoba/Saskatchewan (53%). Just one-in-three (36%) Quebec residents indicate they have personally thanked a Canadian veteran, while approximately two-thirds (63%) say they have not.

There is a definite age gap on this issue, with Canadians over 44 years of age (62%) being more likely to say they have personally thanked a Canadian veteran than Canadians 44 years of age and younger (49%).



Four-in-Five Canadians Agree High School Course in 20th Century Canadian History Should Be Mandatory to Graduate

Currently only three provinces require students to pass a course dedicated to the study of 20th Canadian history in order to graduate high school. However, there is wide-spread support across the country for a compulsory high school course in modern Canadian history. In fact, four-in-five Canadians (80% - 49% strongly) agree with the proposition that “high school students in their province should be required to take a course dedicated to the study of 20th century Canadian history to graduate from high school”, while just 16% disagrees with this position.

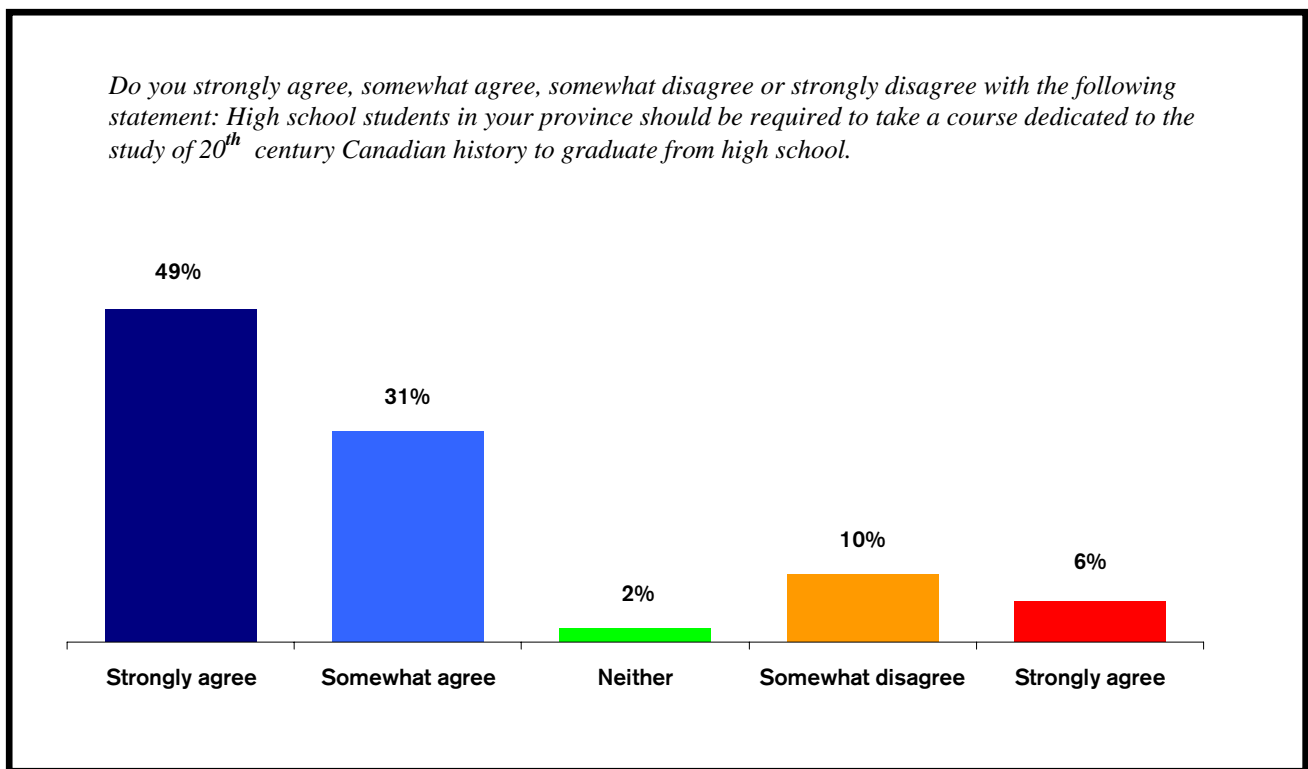
Regionally, at least three-quarters in each area express agreement with this idea.

Men (83%) are more likely to concur with this position than are women (76%). In fact, a majority (52%) of men strongly agree with this proposition.

Support for a mandatory modern Canadian history course is highest amongst those 45 years of age and older (82%), and amongst those aged 25 to 34 (81%), while it is lowest amongst young adults (69%). However, it should be noted that a strong majority of young adults also agree with the idea. Interestingly, the highest level of intensity is shared by those 25 to 34 years of age (56% strongly agree) and those 55 years of age and older (54% strongly agree).

Anglophone (80%) and Francophone (78%) Canadians are equally likely to agree with this proposition.

Canadians with a university degree (86%) are more likely than those with a high school (or less) education (75%) and current students (70%) to express agreement with this idea.



Full Question Text

1. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: High school students in your province should be required to take a course dedicated to the study of 20th century Canadian history to graduate from high school.

Strongly agree	1
Somewhat agree	2
Neither agree nor disagree	3 [VOLUNTEERED]
Somewhat disagree	4
Strongly disagree	5
Don't know	8 [VOLUNTEERED]
Refused	9 [VOLUNTEERED]

2. 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.

Strongly agree	1
Somewhat agree	2
Neither agree nor disagree	3 [VOLUNTEERED]
Somewhat disagree	4
Strongly disagree	5
Don't know	8 [VOLUNTEERED]
Refused	9 [VOLUNTEERED]

3. **(ASK IF Q2=4 or 5)** Which of the following best explains why you will not likely be attending a formal Remembrance Day service this year? **(READ AND RANDOMIZE LIST)**

I can't get off work	1
I have too many other things I need to do	2
I am interested in the future, not the past	3
Remembrance Day just glorifies the war	4
It just isn't that important to me	5
Other	7 [VOLUNTEERED]
Don't know	8 [VOLUNTEERED]
Refused	9 [VOLUNTEERED]

4. Have you ever personally thanked a veteran for their service to Canada?

Yes	1
No	2
Don't know	8 [VOLUNTEERED]
Refused	9 [VOLUNTEERED]

RESULTS FROM PAST SURVEYS

The following survey questions and results are drawn from the last five years of Dominion Institute survey's of Canadians' knowledge of key military events and personalities. For more information on the Institute's past surveys including full data tables visit: www.dominion.ca.

Question	Answer	Correct %	Year
What was the name given to the Allied invasion of Normandy	D-Day	35	1997
What was the last day of WWI	November 11	33	1997
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?	Vimy Ridge	36	1998
National referendums are nothing new in Canada. In 1942, a national plebiscite sparked a fierce debate over military service and national unity. What was this plebiscite about?	Conscription	28	1998
After World War One, Canada helped found the League of Nations. What similar body did Canadians help create in the aftermath of World War Two?	United Nations/UN	43	1998
In this 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?	World War I	35	1998
Captain John McCrae served as a medical officer in World War One and wrote what is considered to be Canada's most famous war poem. What is it called?	In Flanders Fields	50	1998
The trophy for the Canadian university football league is named after a famous war hero, diplomat and governor general. What is his name?	Georges Vanier	16	1998
In June 1944, Canadians participated in a major military operation called "D-Day". Which of the following best describes "D-Day"?	Invasion of France	64	1998
In 1942, almost 1,000 Canadians lost their lives in a tragic assault on a French seaside town. Please name that town.	Dieppe	27	1998
In the Second World War, Canada fought on the side of the Allied nations against the Axis Powers. Please name two Axis countries that Canada was at war with.	Japan/Germany/Italy	50	1998
The country's worst epidemic, spread by troops returning from service overseas during the Great War, killed 50,000 Canadians. What disease was responsible for the greatest health crisis in Canadian history ?	Influenza/flu	25	2000

HIGH SCHOOL HISTORY CURRICLUM

British Columbia

- There are no separate history courses in the B.C. curriculum. Up to grade 11 the Social Studies courses student must have taken a 20th century history component

Alberta

- Like B.C., there are no separate history courses in the Alberta high school curriculum though there are 20th century Canadian history components to some of the mandatory Social Studies courses

Saskatchewan

- In Grade 12 students must take one Canadian Studies type course but they can select between Canadian history, Native Studies or Social Studies

Manitoba

- In Grade 11 students must take a general survey course that includes a 20th century Canadian history component

Ontario

- Has a mandatory Grade 10 History course which focuses on Canadian history events and personalities that have shaped Canada since 1914

Quebec

- Has a mandatory Grade 11 History course were students are required to take a course on the History of Québec in Canada and write a province-wide exam

New Brunswick

- The one current compulsory history course in Grade 11 focuses on world history and the one high school course on Canadian history is optional

Newfoundland and Labrador

- No mandatory course is required. Students can chose to study world history or Canadian history at the high school level

Nova Scotia

- Has a mandatory history course but students can select from Canadian history, Acadian history, African Canadian Studies, Gaelic Studies, or Mi'kmaq Studies

Prince Edward Island

- Students must take at least one history course for graduation by choosing between three courses of which two have a 20th century history component