



Factum



Majority (55%) of Canadians – Both Women (59%) and Men (52%) – Fail True-or-False Quiz about Canadian Women’s History

Celine Dion Tops the List of Canadian Women that Canadians Most Want to Dine With

Toronto, ON, October XX, 2018 — A majority (55%) of Canadians have failed a true-or-false quiz about Canadian women’s history, according to a new Ipsos poll conducted on behalf of Historica Canada. Only 45% of Canadians scored at least 6 correct responses out of 12 to pass the quiz, which covered questions relating to political history, arts and culture, and military history. More specifically, just 3% of Canadians got an “A”, answering 10 or more questions correctly. Another 5% got a “B” (9 questions correct), 9% a “C” (8 questions correct), and 27% a D.

In fact, a majority of both women (59%) and men (52%) failed the quiz. The fail rate was highest in Alberta (62%), followed by those living in British Columbia (57%), Ontario (56%), Quebec (56%), Saskatchewan and Manitoba (45%) and Atlantic Canada (45%). In Saskatchewan and Manitoba and Atlantic Canada, a majority (55%) passed the twelve-question quiz. Six in ten individuals aged 18-34 (59%) and 35-54 (61%) failed, while only 48% of Boomers aged 55+ failed.

The following chart displays the statements that were posed to Canadians, along with the percentage who believed them to be true, false, or simply didn’t know and didn’t venture a guess. The correct answer is bolded, and results are displayed from the most accurate to the least accurate. While Canadians did a reasonably good job of identifying the truth in correct statements, they did not perform very well at identifying which statements were actually false.

Statement	% true	% false	% don’t know
Margaret Atwood, Alice Munro, and Lucy Maud Montgomery are among Canada's best-known authors.	65%	5%	30%
During the Second World War, more than 20,000 women served in the newly formed Canadian Women's Army Corps.	64%	7%	30%
In 1918 the right to vote in Canadian federal elections was extended to most women, however, Indigenous women and women from ethnic minority backgrounds were excluded for many more years.	58%	11%	31%
For more than a century, until 1985, the Indian Act revoked Status from Indian women, including land and treaty rights, if they married a non-Status man.	55%	7%	38%
In 1929 Alberta's "Famous Five" succeeded in their fight to have women considered "persons" under the law.	52%	5%	43%
Therese Casgrain led the campaign for women's suffrage in Quebec, where women won the right to vote provincially in 1940.	44%	6%	50%
In the 1600s, the French king sponsored unmarried women nicknamed "Filles du Roi" to immigrate to New France, in an attempt to correct the gender imbalance in the colonies.	44%	8%	49%

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Canada has never elected a party with a female leader to form the federal government.	39%	46%	16%
The Korean War marked the first time that all combat roles in the Canadian Armed Forces were open to women.	26%	22%	52%
The Canadian Government exempt Japanese-Canadian women with children under the age of five from internment, the process where over 22,000 Japanese-Canadians were forcefully removed from their homes and placed into camps during the Second World War.	32%	19%	49%
Agnes Macphail was the first Canadian woman to practice as a licensed medical doctor in Canada.	40%	12%	48%
Saskatchewan women were the first to get the vote in Canada, after a heated protest at the Legislative Assembly where Nellie McClung famously demanded, "Give us our due!"	46%	11%	42%

The poll also asked Canadians which famous Canadian woman – living or dead – they would most like to have a meal with. The question was open with no provided answers. Celine Dion came back as the choice of 10% of Canadians – including 12% of women and 15% of Quebecers – making her the Canadian requiring the largest dinner table. Next on the list were Shania Twain (6%), Margaret Atwood (4%), Margaret Trudeau (2%), and Emily Carr (2%). Others receiving at least 2% of the vote are Julie Payette (2%), Anne Murray (2%), Rachel McAdams (2%), Roberta Bondar (2%), Avril Lavigne (2%) and, of course, one’s own mother (2%). Nearly two in ten (17%) Canadians, however, didn’t offer any name.

A few interesting choices:

- Men (3%) were more likely than women (1%) to name **Avril Lavigne**, as were Millennials (4%) more than Gen Xers (2%) and Boomers (0%).
- Women (2%) were more likely than men (0%) to pick **Lucy Maud Montgomery**.
- Women (2%) were more likely than men (0%) to mention **Jan Arden**.
- Boomers (3%) were more likely than Gen Xers (1%) and Millennials (0%) to say **Roberta Bondar**.
- Boomers (5%) were more likely than Gen Xers (1%) and Millennials (0%) to choose **Anne Murray**. She was also chosen by more BC (5%) and Atlantic Canadian (4%) residents.
- Boomers (3%) were more likely than Gen Xers (1%) and Millennials (0%) to pick **Margaret Trudeau**.
- Gen Xers (5%) and Boomers (4%) were more likely than Millennials (1%) to name **Margaret Atwood**, as were Ontarians (6%).
- **Shania Twain** was picked by twice as many males (8%) as females (4%). She was also more popular in Saskatchewan and Manitoba (12%), BC (9%) and Ontario (8%) than elsewhere.
- **Celine Dion** was picked by more women (12%) than men (7%), along with more Quebecers (15%) than elsewhere.
- British Columbians (7%) were more likely than anybody else to choose **Emily Carr**.
- **Julie Payette** was mentioned by 5% of Quebecers.
- **Rachel McAdams** was chosen by 4% of Albertans.
- **Viola Desmond** was chosen by 7% of Atlantic Canadians.

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About the Study

These are some of the findings of an Ipsos poll conducted between September 27 to October 1, 2018, on behalf of Historica Canada. For this survey, a sample of 1,003 Canadians aged 18+ was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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