



Summary of Factums – Vimy Ridge Survey

Prepared by Innovative Research Group
Prepared for Dominion Institute of Canada
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SURVEY EXCLUSIVE – GLOBAL NATIONAL **Military an important value of Canada's past and future**

Toronto – April 7, 2005 – Canadians strongly value both the contribution of Canada's veterans in the first World War and the role of the military in Canada's future.

A strong majority of 85% of Canadians believe we should not allow the remaining veterans of World War One to pass away without doing something to keep the memory of their sacrifices alive. Most Canadians understand that fewer and fewer of these veterans remain with us today. More than half volunteer that less than 100 are alive today. One in 6 (17%) correctly identified that less than ten of these men are with us to celebrate the 78th anniversary of Vimy Ridge, Canada's greatest victory in World War One.

The military is not just an anachronism for most Canadians. Seven out of ten Canadians agree that "Canada needs to rebuild its military if we want to be taken seriously in international affairs." Virtually as many (69%) disagree with the statement that "Canada's military may have played an important role in the past, but we don't need a strong military today."

About This Survey

The **Innovative Research Group**, Inc. (www.innovativeresearch.ca), a Toronto-based research firm, was commissioned to survey 1,000 randomly selected Canadians. The survey was conducted between Tuesday, March 29th and Sunday, April 3rd and has a margin of error of +/- 3.1%, 19 times out of 20. The full results will be posted on the IRG website Monday, April 11th, 2005.

The CDFAI (www.cdfai.org) is a non-partisan, charitable research institute dedicated to stimulating awareness and debate amongst Canadians about their nation's defence and foreign policies. The Dominion Institute (www.dominion.ca) is a charitable organization whose purpose is to promote greater knowledge and interest in Canada's past as a way of informing present-day policy dialogue.

The results of this poll are exclusive to the Global National news for their April 7th broadcast.

Spokespersons

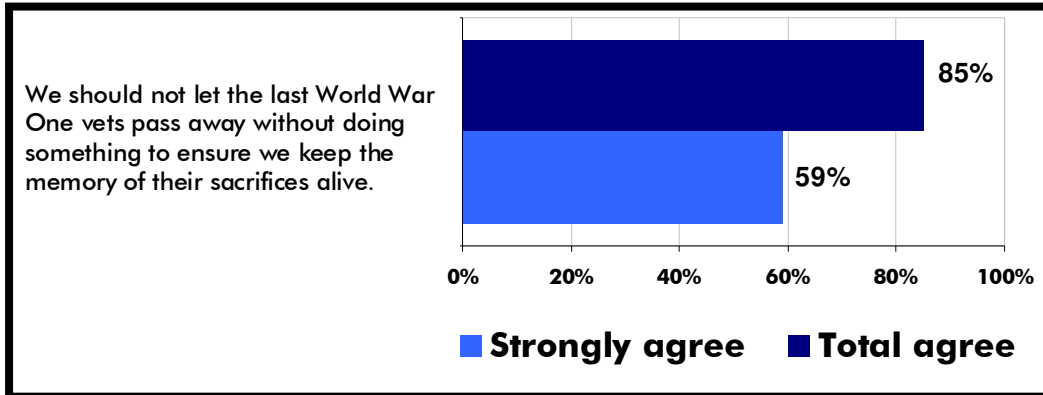
Rudyard Griffiths
Dominion Institute of Canada
Rudyard@dominion.ca
Cell: 416-737-9626

Greg Lyle
Innovative Research Group Inc.
glyle@innovativeresearch.ca
Office Direct 416-642-6429

Main Findings

A. Remembering World War One veterans

Canadians strongly believe (85% agree) that we should not let the last World War One veterans pass away without doing something to keep the memory of their sacrifices alive. Almost six in ten Canadians strongly agree with that sentiment.



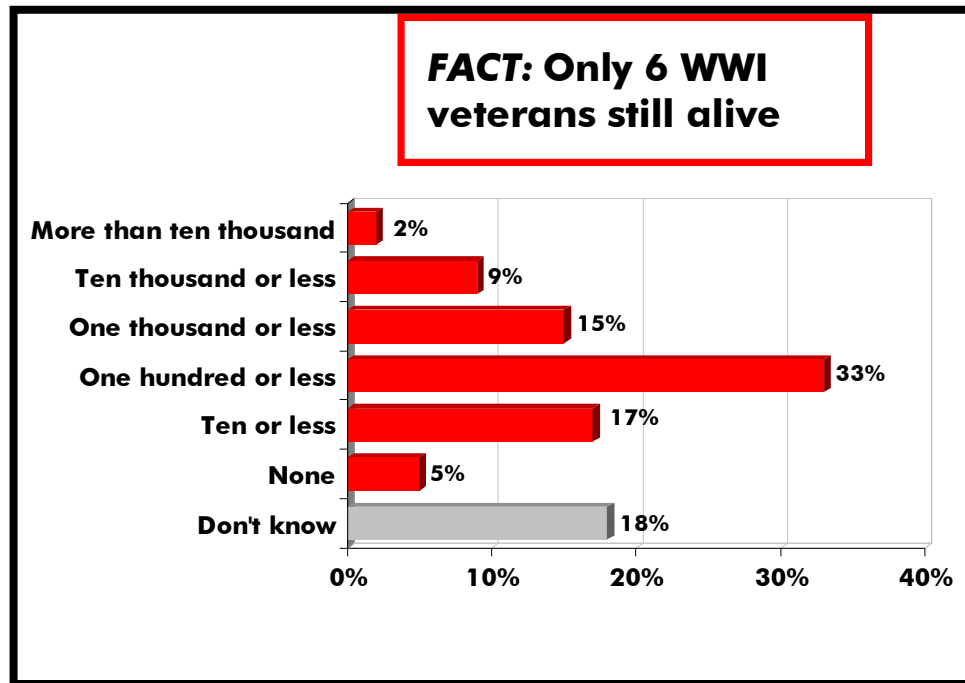
This commitment to remembrance is a feeling that crosses most of the normal regional and demographic divides. No less than 72% of any demographic or regional group agrees we should take some action to remember the World War One veterans.

The strongest supporters include Canadians from the Atlantic provinces (95%), residents of smaller cities (93%), those over 55 years old (89%) and working women (89%).

The most likely to disagree include residents from Quebec (23%), those under 35 (15%), working men (14%) and residents of large cities (13%).

B. How many World War One veterans are alive today

Only six World War One veterans are alive today. While relatively few Canadians (17%) were able to tell us less than 10 were alive today, 55% offered a number between zero and one hundred when asked how many veterans are still with us. Only a little over one in ten (11%) say over one thousand still survive.



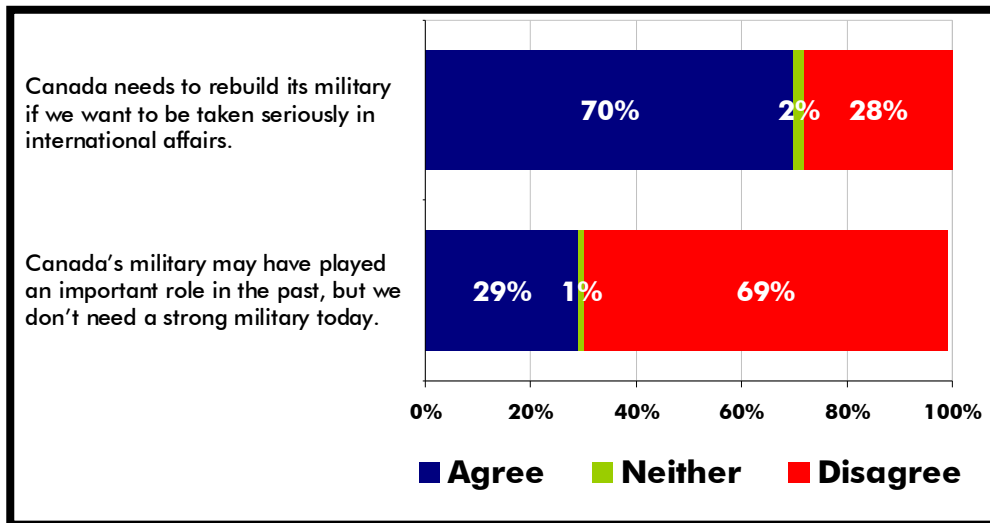
Again, there are not wide differences among Canadians. Those over 55 (25%) are more likely to say that 10 or less are alive today. British Columbians are both more likely to get their facts right (24% say 10 or less survivors) or get them wildly wrong (18% say more than 1,000 survivors). Women are more likely to say they are unsure (22%) as are rural Canadians (23%) and those from low income households (22%).

C. Views about the military in Canada's future

This survey asked Canadians to agree or disagree with two opposing view points on the role of the military in Canada's future.

- B6 Canada's military may have played an important role in the past, but we don't need a strong military today.
- B7 Canada needs to rebuild its military if we want to be taken seriously in international affairs.

Canadians believe a strong military is still a very important vehicle for international influence. Almost seven in ten disagree with the idea that the military may have been important in the past, but we don't need a strong military today. Similarly, 70% agree that Canada needs to rebuild its military if it wants to be taken seriously.



Canadians from Quebec (43%), those under 35 (38%) and residents from big cities (36%) are most likely to agree that we don't need a strong military today.

The same profile holds true for those who disagree with the idea that Canada needs to rebuild its military to be taken seriously. Disagreement peaks among Canadians from Quebec (42%), those under 35 (37%) and residents from big cities (32%).

Full Question Text

- A) 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?
1. Canada's military may have played an important role in the past, but we don't need a strong military today.
 2. Canada needs to rebuild its military if we want to be taken seriously in international affairs.
 3. We should not let the last World War One vets pass away without doing something to ensure we keep the memory of their sacrifices alive.
- B) How many Canadian veterans from WWI do you think are still alive today?
1. None
 2. Ten or less
 3. One hundred or less
 4. One thousand or less
 5. Ten thousand or less
 6. More than ten thousand



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SURVEY EXCLUSIVE – CAN WEST PAPERS

Are our old soldiers' sacrifices just fading away ?

Toronto – April 8, 2005 – While Canadians may claim to value the contribution of Canada's veterans in the first World War, tracking research conducted for the Dominion Institute shows conflicting evidence as to whether we are protecting those memories or whether they are just fading away.

Canadians do appear to be maintaining their awareness of the battle of Vimy Ridge. Despite the inevitable passing of the generational torch from older Canadians who generally have higher awareness to younger Canadians who at least start with lower awareness, just as many Canadians can recall Vimy Ridge today as did when the Dominion Institute first asked the question in 1998.

However, when it comes to recalling the famous World War One poem, In Flanders' Field, the story is decidedly different. After a seven-point gain in awareness between the Dominion Institute's poll in 1998 and 2002, awareness plummeted fourteen percentage points over the past 3 years.

Canadians tell us they believe remembering the sacrifices of Canadian veterans, but failing memories may be betraying those noble aspirations.

About This Survey

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The results of this poll are exclusive to the CanWest Newspapers for their April 8th editions.

Spokespersons

Rudyard Griffiths
Dominion Institute of Canada
Rudyard@dominion.ca
Cell: 416-737-9626

Greg Lyle
Innovative Research Group Inc.
glyle@innovativeresearch.ca
Office Direct 416-642-6429

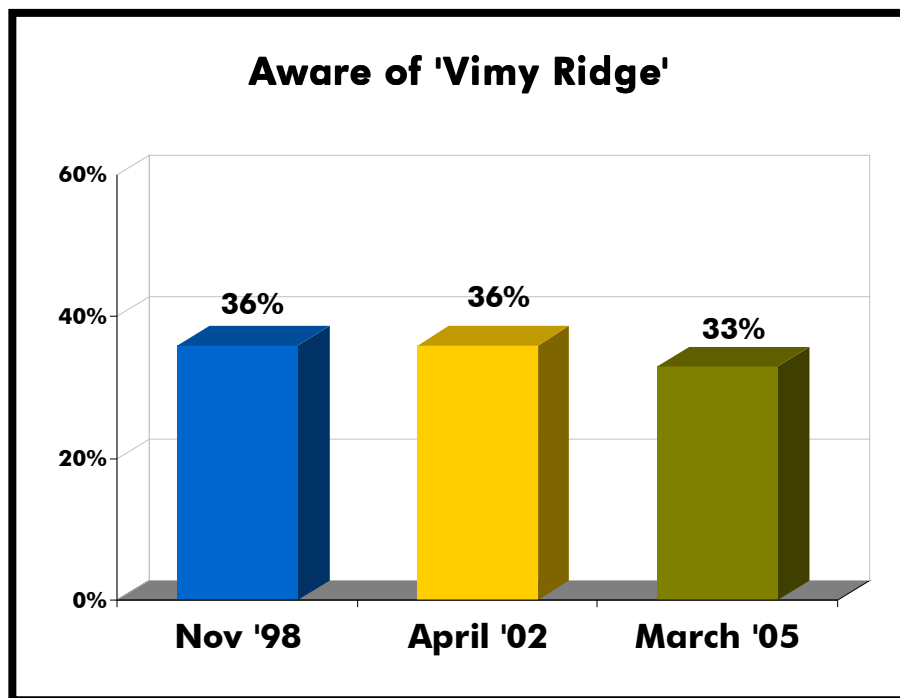
Main Findings

A. Tracking our remembrance

The Dominion Institute has been tracking Canadian's awareness of key facts of our history since it was founded in 1997.

Vimy Ridge

The anniversary of the battle of Vimy Ridge is a natural opportunity to ask again if Canadians can recall Canada's most famous victory of World War One.



Canadians are basically holding their own when it comes to their ability to recall Vimy. Thirty-five (33%) volunteered Vimy as the answer to this question – almost an identical response to the first time the Dominion Institute asked the question in November 1998.

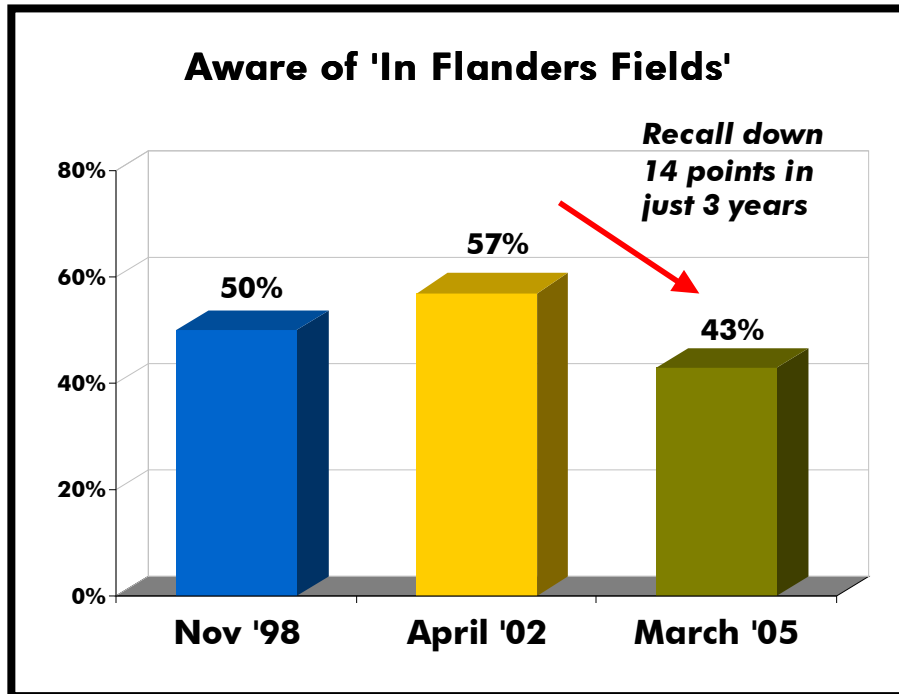
Holding our own on this question over seven years is actually not a bad performance given the demographic skew in the results. Currently 42% of those over 55 remember the battle compared to 32% of those between 35 and 55 and just 26% of those under 35. Given that clear relationship between age and knowledge, overall awareness should go down as older Canadians are replaced by time with younger Canadians. Yet that didn't happen, suggesting that younger Canadians are actually continuing to learn about Canadian history as they grow older. This speaks highly both of Canadian's willingness to learn AND the efforts of groups like the Dominion Institute to teach them.

There are also strong regional variations. Canadians across the West share very high awareness of Vimy at 49% while there are few in Quebec who recall the battle (6%). Men, particularly working men (42%) are more aware of the battle than women, while higher income households (43%) have far higher awareness than lower income families (23%).

In Flanders Field

The Dominion Institute has also asked if Canadians can name the poem written by the military doctor John McCrae in World War One. Again, the first time was in 1998.

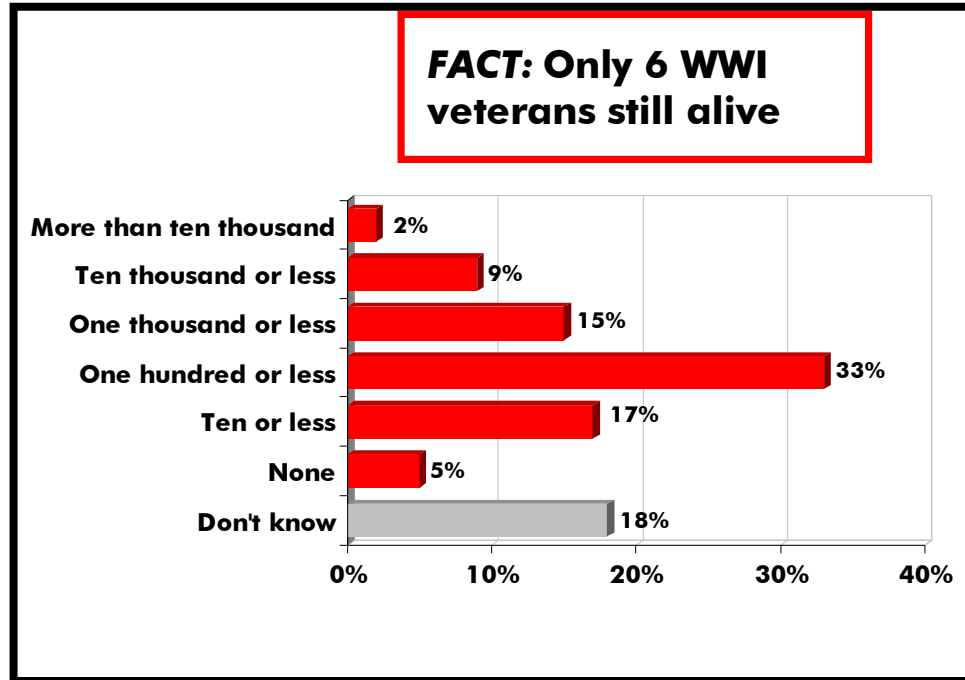
The results here are not so clear. Awareness grew from 50% in November 1998 to 57% in April 2002, only to drop to 43% in this poll. This again is not exactly the pattern we expect due to generational change. We expect to see a gradual decline, not sharp peaks and valleys.



As expected, Canadians over 55 show higher levels of awareness (50%) as do residents of small cities (53%) and towns (52%). Most regions have similar levels of awareness, except for Quebec, where just 5% can recall this English language poem. Upper (49%) and middle income (47%) Canadians have better awareness than lower income (34%) families.

B. How many World War One veterans are alive today

Only six World War One veterans are alive today. While relatively few Canadians (17%) were able to tell us less than 10 were alive today, 55% offered a number between zero and one hundred when asked how many veterans are still with us. Only a little over one in ten (11%) say over one thousand still survive.



Again, there are not wide differences among Canadians. Those over 55 (25%) are more likely to say that 10 or less are alive today. British Columbians are both more likely to get their facts right (24% say 10 or less survivors) or get them wildly wrong (18% say more than 1,000 survivors). Women are more likely to say they are unsure (22%) as are rural Canadians (23%) and those from low income households (22%).

Full Question Text

Canadians' knowledge of military history (tracking questions)....

- A) 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?
1. In Flanders Fields
 2. Other
- B) 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?
1. Vimy Ridge
 2. Dieppe
 3. The Somme
 4. D-Day
 5. Other
- C) How many Canadian veterans from WWI do you think are still alive today?
1. None
 2. Ten or less
 3. One hundred or less
 4. One thousand or less
 5. Ten thousand or less
 6. More than ten thousand



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SURVEY EXCLUSIVE – NATIONAL POST

Canadians are committed to honouring our veterans

Toronto – April 9, 2005 – Today, on the 78th anniversary of Vimy Ridge, more than nine in ten Canadians say it is important to remember the contributions Canadians veterans made in World War One. Almost two thirds (65%) feel it is very important.

While Canadians are more likely to say we have been defined by our social programs (55%) than our participation in the key military events of the past century, Canadians strongly reject the idea that our involvement in World War One isn't all that relevant any more, as well as the suggestion that Remembrance Day is wrong because it glorifies war.

Canadians generally support any proposal to honour the contribution of World War One veterans. They are particularly strong supporters of making it a graduation requirement for high school students to take a course covering all the major events of the 20th century, include Canada's military experiences, as well as observing an official moment of silence on April 9th, the anniversary of Vimy Ridge.

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The results of this poll are exclusive to the National Post and CanWest Newspapers for their April 9th editions.

Spokespersons

Rudyard Griffiths
Dominion Institute of Canada
Rudyard@dominion.ca

David Bercuson
CDFAI
DBercuson@cdfai.org

Greg Lyle
Innovative Research Group Inc.
glyle@innovativeresearch.ca

Cell: 416-737-9626

Cell: 403-969-3632

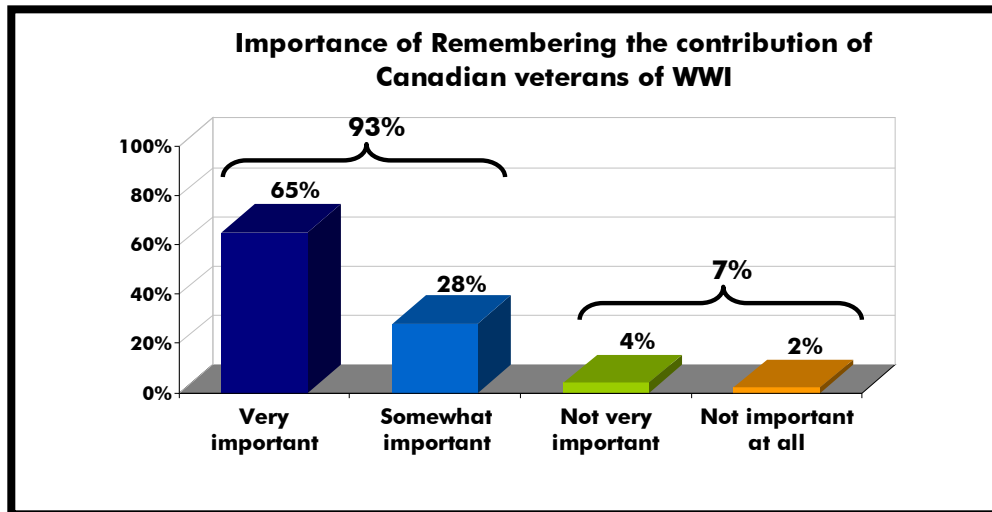
Office Direct 416-642-6429

Main Findings

A. Remembering Canada's Military Past

Importance

More than nine out of ten Ontarians say that remembering the contribution Canadian veterans made in World War One is important. Almost two thirds (65%) say remembrance of World War One is very important.

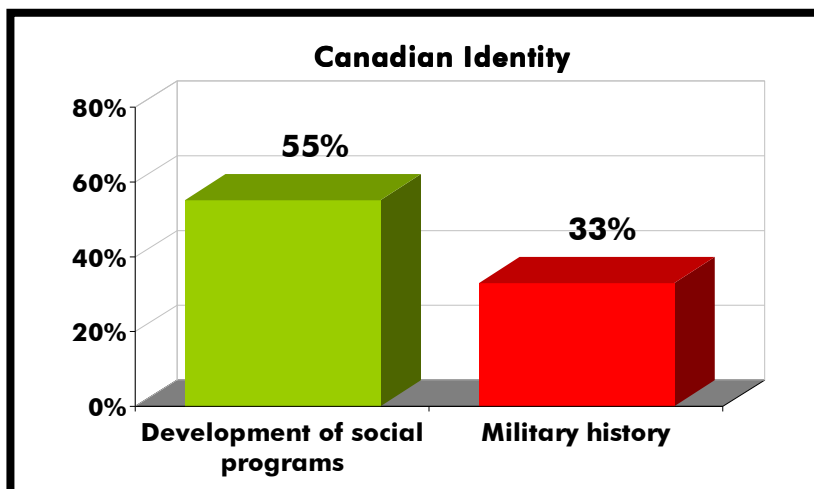


Age is an important predictor of importance. Three quarters (74%) of Canadians over 55 say it is very important to remember versus 69% of those between 35 and 55 and just 52% of those under 35.

Region also matters. While 85% of Quebecers say remembering is important, they say this with much less intensity as only 37% of residents of that province say it is very important.

Canadian Identity

Canadians were asked to choose which factor was more important in establishing our national identity – Canada's social programs or its military past. Just over half (55%) chose social programs as more important, a third (33%) say Canada military experiences such as participating in the two world wars and peace keeping.

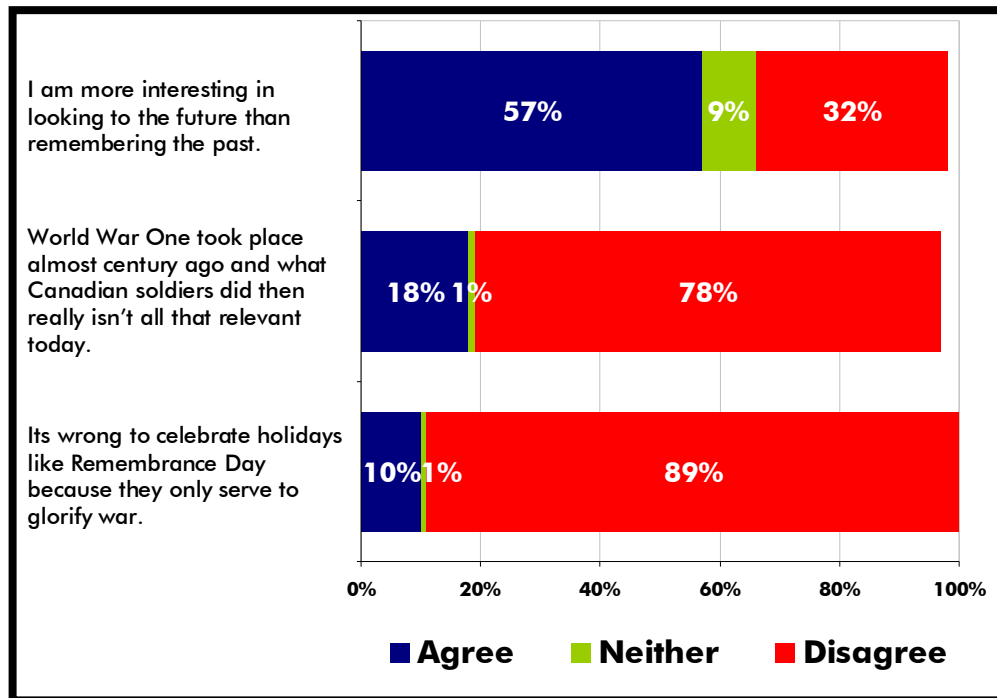


This is one of the few questions where we see a major gender difference. Ten per cent more women (59%) than men say that Canada’s social programs are more important. There is also a strong regional divide at the border between Ontario and Quebec. Two thirds of people from Quebec and Atlantic Canada chose social programs as our defining characteristic. From Ontario west the number is no higher than 53% and generally is under 50%. Finally, residents of small cities (49%) and rural communities (36%) are more likely to say our military past defines us than residents of smaller towns (32%) or large cities (28%).

Attitudes towards Remembrance

Today’s release includes three more attitudes regarding remembrance:

1. I am more interesting in looking to the future than remembering the past.
2. World War One took place almost a century ago and what Canadian soldiers did then really isn’t all that relevant today.
3. It’s wrong to celebrate holidays like Remembrance Day because they only serve to glorify war.



One clear challenge to those who are promoting greater awareness of the past is Canadians’ inclination to look to the future. A majority of 57% say they prefer to look to the future than remembering the past; just 32% say they disagree. It goes a long way toward explaining many of the other responses seen in this study to note that Canadians under 35 (63%) and those from Quebec (74%) are among the groups more likely to agree they prefer to look to the future.

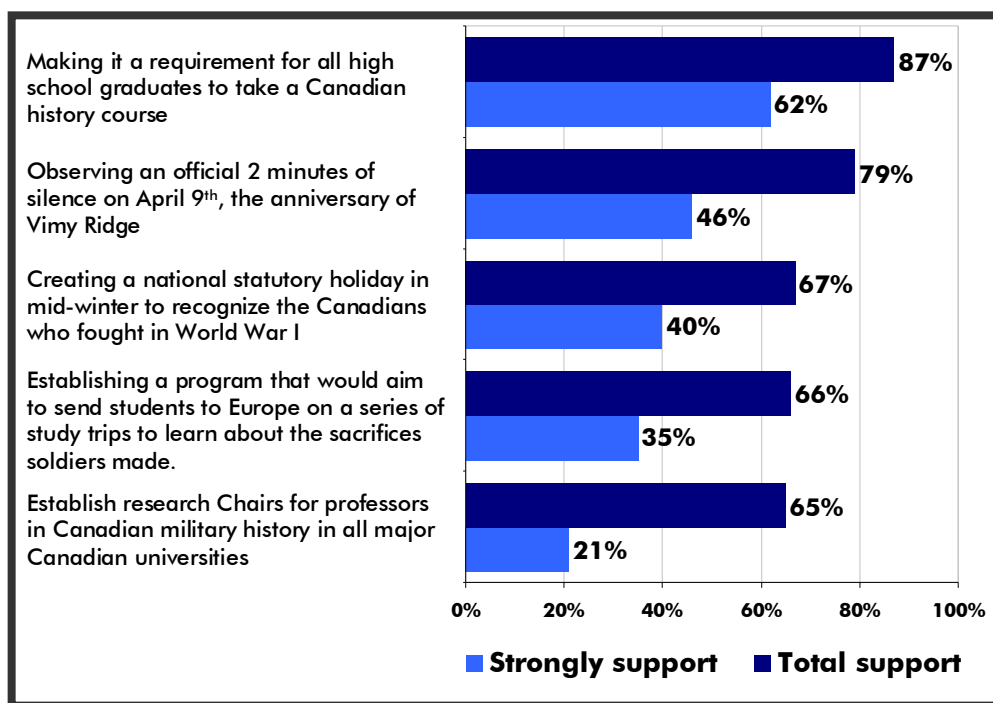
Despite Canadians’ orientation towards the future, they reject the idea that what Canadian soldiers did in World War One is not relevant today. Only 18% agree with that sentiment while 78% disagree, and 57% strongly disagree. Quebecers (32%), men (23%) – especially non-working men (28%), Canadians under 35 (23%) and people with lower incomes (23%) are all more likely to agree with that statement.

Canadians even more firmly reject the idea that holidays like Remembrance Day are wrong because they glorify war. People across Canada are united in this rejection with no demographic group falling below 77% disagreement. Quebecers are the most likely to agree with this statement, but even there only 21% agree.

B. Options for honouring World War One veterans

IRG tested five options for honouring World War One veterans on behalf of the Canadian Defence and Foreign Affairs Institute and the Dominion Institute. The five options include:

1. Creating a national statutory holiday in mid-winter to recognize the Canadians who fought in World War One.
2. Sixty thousand Canadians were killed during WWI. Some people have proposed establishing a program that would aim to send 6,000 students to Europe over 10 years on a series of study trips to see the battlefields, visit the graveyards and learn about the sacrifices these soldiers made for Canada.
3. Making it a requirement for graduation for all high school students to take a Canadian history course that covers the major events of the 20th century including Canada's involvement in the two World Wars and Korea.
4. Establishing research Chairs for professors in Canadian military history in all major Canadian universities
5. Observing an official 2 minutes of silence on April 9th, the anniversary of Vimy.



While there is majority support for all the options tested, some of the options enjoy much more intense support than others.

The big winner is requiring all high school graduates to take a Canadian history course that covers the major events of the last century, including Canada's military achievements. Not only do 87% support that idea, 62% strongly support that idea.

There is a consensus across Canada's regions and demographic groups on this question. Even in the region with the lowest support – Quebec – 80% agree with this idea, 50% strongly.

Almost as popular is the idea of an official moment of silence on April 9th in honour of Vimy Ridge. Almost four out of five (79%) support that idea with 46% strongly supporting the idea. Again, this idea receives wide support across Canada. The lowest support levels are 72% among Quebecers and, surprisingly, 73% among seniors. However, both these levels of support are still very high in any comparable context.

The next two initiatives have support of a relatively subdued two thirds of Canadians – again a very high level of support in any other context. Creating a national mid-winter statutory holiday in honour of World War One vets enjoys 67% overall support and 40% strong support. Sending students to see Canada’s European battlefields also enjoys 66% overall support with 35% strong support

Again, most Canadians share similar degrees of support. However, insofar as there are demographics, they appear to be almost identical for both ideas. Both of these ideas find the greatest support among those under 35 (73% holiday, 75% study trips) and small cities (84% holiday, 75% study trips). Both these ideas find the least support among Quebecers (58% holiday, 54% study trips) and residents of Manitoba and Saskatchewan (59% holiday, 56% study trips)

The one major demographic difference between holiday supporters and study vacation supporters is that working women are more supportive than average of the holiday proposal (72%) but are just average in their support of the study trips.

The final concept, funding research Chairs in Canadian military, still received the majority support of Canadians, just less support than the others. Almost two-thirds of Canadians support the idea of establishing research Chairs in military history with only 21% strongly supporting the idea.

Again, there are a few major differences between Canadians. Atlantic Canadians (80%) and Ontario residents (68%) are most supportive while Quebecers (62%), British Columbians (57%) and Albertans (58%) are least supportive.

Full Question Text

Is Canada's military heritage important to Canadians?

A) Canada's history is comprised of many elements from the Fur Trade to the Great Depression. How important to you is it for Canadian's to remember the contribution Canadian veterans made in World War One?

1. Very important
2. Somewhat important
3. Not very important
4. Not important at all

B) Some/other people say that 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.

Other/some people say that the key part of Canada's history that helped us to form our national identity is Canada's experience of in two World Wars of the 20th century and other elements of our military history like the invention of Peacekeeping.

1. Which view is closer to your own?

C) 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?

1. I am more interesting in looking to the future than remembering the past.
2. World War One took place almost century ago and what Canadian soldiers did then really isn't all that relevant today.
3. Its wrong to celebrate holidays like Remembrance Day because they only serve to glorify war.

Views on how we can continue to honour WWI veterans....

- A) A number of ideas have been suggested to help ensure we continue to recognize the Canadians who fought in World War One. I am going to read several ideas to you and ask for each of them if you support or oppose that idea. Would you support or oppose that idea?
1. Creating a national statutory holiday in mid-winter to recognize the Canadians who fought in World War One?
 2. Sixty thousand Canadians were killed during WWI. Some people have proposed establishing a program that would aim to send 6,000 students to Europe over 10 years on a series of study trips to see the battlefields, visit the graveyards and learn about the sacrifices these soldiers made for Canada.
 3. Making it a requirement for graduation for all high school students to take a Canadian history course that covers the major events of the 20th century including Canada's involvement in the two World Wars and Korea.
 4. Establishing research Chairs for professors in Canadian military history in all major Canadian universities
 5. Observing an official 2 minutes of silence on April 9th, the anniversary of Vimy.