



Press Factum

Most Canadians (79%) Can Tell You We're A Maple Syrup Power House, Only a Quarter (27%) Know We're A UFO Destination

Majority (62%) Fail True-or-False Quiz, Average Canadian Gave 13 Correct Answers out of 30

Toronto, ON, June 27, 2018 — The majority (62%) of Canadians polled have failed a thirty-question true-or-false quiz administered by Ipsos and Historica Canada. The questions delved into quirky Canadian facts across several categories, and the average Canadian only gave 13 correct answers out of 30, showing significant room for improvement on Canadians' knowledge of their own country. For each question, Canadians were asked to indicate if the answer was true, false, or admit that they did not know either way.

Those in Saskatchewan and Manitoba performed the best, with barely half (53%) failing the quiz. Women (67%) were considerably more likely to fail than men (56%), while those aged 35-54 (66%) were more likely to fail than those aged 55+ (60%) or 18-34 (59%).

Overall, 62% of Canadians failed the quiz (0-15 correct answers), 9% got a "D" (16-17 correct), 14% got a "C" (18-20 correct), 8% got a "B" (21-23 correct), and 8% got an "A" (24-30 correct), passing with flying colours. Even among those with a university degree, 54% failed while 46% passed, with an average score of 14 out of 30.

The quiz contained six questions on each of these five topics: arts and culture, geography, sports, history and general knowledge. The chart below shows how Canadians fared in each subject area, including the percentage who passed, failed, and the average number of questions that were answered correctly in each category.

Category	% Pass	% fail	Avg # of correct answers out of 30
Arts and culture	33%	67%	2.6/6
Geography	35%	65%	2.7/6
Sports	25%	75%	2.1/6
History	25%	75%	2.4/6
General knowledge	50%	50%	3.3/6
TOTAL	38%	62%	13/30

Canadians performed much better on the general knowledge questions than any of the more specific subject matter, most notably sports and history, where only 25% of Canadians managed a passing grade. Eight in ten Canadians (79%) knew that Canada does in fact produce approximately 80% of the world's maple syrup and that in winter the Rideau Canal in Ottawa becomes the world's largest skating rink – the most correctly answered questions on the quiz.

The specific questions which were asked are listed below, with the percentage of Canadians who answered correctly

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Statements about arts and culture	Correct Answer	% correct
X-Men's Wolverine has Canadian origins - according to his back story he was born in what is now Alberta	True	48%
Children's author Robert Munsch is Canadian - and considered the country's best selling-author	True	50%
Film actress Mary Pickford, known as "America's Sweetheart," was actually Canadian	True	47%
Action hero Superman was co-created by Canadian Joe Shuster	True	44%
Actor Kiefer Sutherland is the grandson of Tommy Douglas, the "Father of universal healthcare"	True	36%
The Beatles performed their first North American show at Crescentwood Community Club in Winnipeg	False	33%

Statements about geography	Correct Answer	% correct
Churchill, Manitoba is known as the "Polar Bear capital of the world"	True	59%
Place names in Canada include Joe Batt's Arm, Saint-Louis-du-Ha! Ha! and Vulcan	True	49%
Wood Buffalo National Park, which straddles the Alberta/Northwest Territories border, is larger than Switzerland	True	49%
St. Paul, Alberta, is home to the world's first UFO landing pad	True	27%
Canada's own version of the Loch Ness Monster, Ogopogo, lives in Lake Okanagan	True	61%
The Yukon is home to the world's highest unclimbed mountain, King Peak	False	21%

Statements about sports	Correct Answer	% correct
The first NBA game was played in Toronto in 1946 between the New York Knickerbockers and the Toronto Huskies	True	33%
Babe Ruth hit his first professional homerun in Toronto, while playing for the Providence Grays	True	32%
Montreal Canadiens players once lost the Stanley Cup after leaving it on the side of the road while changing a tire (and thankfully found it later)	True	45%
Montreal Expos mascot Youppi was the first mascot ever to be ejected from a Major League Baseball game	True	39%
Hockey player Paul Henderson, hero of the 1972 Summit Series, was born in a sleigh on Lake Huron	True	24%
Zamboni racing was included in the 1988 Winter Olympic Games in Calgary, as a demonstration sport	False	38%

Statements about history	Correct Answer	% correct
Every year the Netherlands sends tulips to Canada as a thank you for hosting the royal family during the Second World War	True	61%
The first electric lightbulb was invented by Canadians Mathew Evans and Henry Woodward, who later sold the patent to Thomas Edison	True	33%

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Despite the name, Hawaiian pizza was invented in Canada	True	62%
While vacationing in Barbados in 1965, future Prime Minister John Turner saw former Prime Minister John Diefenbaker struggling in the ocean and pulled him safely to shore	True	19%
There are 60 distinct Indigenous languages spoken across Canada	True	53%
After her coronation, Queen Elizabeth's first international visit was to Canada, to attend the inaugural performance at the now world-renowned Stratford Festival	False	10%

Statements about general knowledge	Correct Answer	% correct
Canada produces roughly 80% of the world's maple syrup	True	79%
The coldest recorded temperature in Canada was -62.8 degrees Celsius in Snag, Yukon	True	58%
The Wonderbra and the jockstrap are Canadian inventions	True	47%
In the winter the Rideau Canal in Ottawa becomes the world's largest skating rink	True	79%
Just 10 of the more than 125 species of maple trees found worldwide are native to Canada	True	47%
Moncton, N.B., has been named the world's snowiest city	False	19%

About the Study

These are some of the findings of an Ipsos poll conducted between June 13 and 15, 2018, on behalf of Historica Canada. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed online via the Ipsos I-Say panel and non-panel sources. Quota sampling and weighting were 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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