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## **The 2005 Annual Canada Day History Quiz**

**Most Canadians Fail Canada Day History Quiz (40%)**

**Only 1 of 1,000 Respondents Got all 20 Questions Right**

**However, 94% of Canadians Believe Learning History is**

**Important and 84% Personally Want to Learn More**

Toronto – June 30, 2005 – The average Canadian could correctly answer only 8 of the 20 questions (or 40%) contained in a Quiz on the country's economic history.

The Quiz – conducted in the form of a telephone survey of 1,000 randomly selected Canadians nationwide – was commissioned by the Dominion Institute and TD Bank Financial Group, and conducted by the Innovative Research Group.

The survey gauged Canadians' knowledge of key facts and events related to the country's economic history. While the survey finds that Canadians' knowledge of their history is poor, respondents overwhelmingly agree that knowing our nation's history, especially key economic events, is important, and they want to learn more.

British Columbia and Ontario residents scored best (40%); Quebec residents performed the most poorly (33%). No region answered more than 9 questions correctly on average, and Canadians generally did much worse on history not of their region.

Significantly, only one respondent of the 1,000 persons who took the telephone Quiz correctly answered all twenty questions. This individual was from British Columbia.

Almost all Canadians (94%) agree that it is at least somewhat important for their fellow citizens to know their country's history, and more than 8 in 10 (84%) indicated that they are personally interested in learning more about Canadian history. However, 11% of Canadians believe that, while it is generally important to know the country's history, they themselves are not interested in learning more.

Don Drummond, Senior Vice President and Chief Economist at TD Bank Financial Group remarks: "The standard rationale for studying history is to avoid repeating the errors of the past. In fact, there's much more to it than that. For the economy, in particular, knowing more about how it has responded to various circumstances in the past - good and bad - enables us to make better policy choices for the future."

Rudyard Griffiths, Director of the Dominion Institute comments: "Over the last seven years of polling Canadians on their knowledge of different aspects of our country's past, this year's survey on economic history produced the highest failure rates we've ever seen." Griffiths continues: "If there is a silver lining, it is that Canadians indicated that they have a keen interest in learning more about key economic events in our history."

The phone survey of 1,000 randomly selected Canadians was conducted between June 13<sup>th</sup> and June 17<sup>th</sup>, 2005, and has a margin of error of +/- 3.1%, 19 times out of 20.

### About this survey

The survey was co-commissioned by The Dominion Institute ([www.dominion.ca](http://www.dominion.ca)) and TD Bank Financial Group ([www.td.com](http://www.td.com)). The Dominion Institute is a national charity dedicated to the promotion of Canadian history and shared citizenship. TD Bank economists helped the Institute in drafting the Quiz questions and in commissioning the survey. In 2005, TD is commemorating its 150th anniversary ([www.td.com/150/](http://www.td.com/150/)).

The survey was conducted by Innovative Research Group, Inc. ([www.innovativeresearch.ca](http://www.innovativeresearch.ca)), a Toronto-based research and polling firm.

### Survey Attribution

The results of this poll are being provided exclusively to The Globe and Mail and the Canadian Broadcasting Company for their Canada Day 2005 coverage

The first instance of survey should attributed survey as a "Dominion Institute / TD Bank Financial Group survey conducted by the Innovative Research Group". All subsequent attributions can use the shorter convention of: "Dominion Institute / TD Bank survey".

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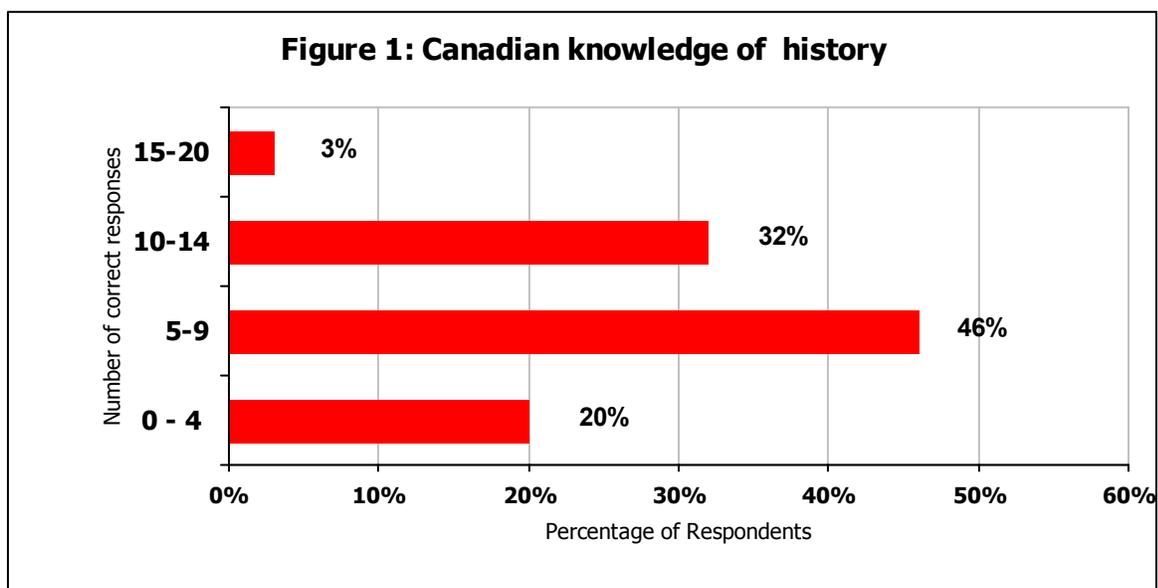
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## Canada Day Quiz Results

### Two out of three Canadians fail the Canada Day Quiz

On average, Canadians answered 8 of the 20 Canada Day quiz questions correctly. Only three Canadians in one hundred answered 15 or more questions correctly. 32 per cent answered between 10 and 14 questions correctly, while most Canadians (46%) answered between one-quarter and one-half of all the questions correctly. One in five Canadians (20%) knew the answers to four questions or less. ***Just one Canadian in one thousand was able to answer all 20 questions correctly.***



42 per cent of respondents correctly identified TD Bank Financial Group as the Toronto-based financial institution celebrating its 150<sup>th</sup> anniversary.

Canadians scored highest (78%) in identifying World War II as the major world event that brought more than 1,000,000 Canadian women into the workforce. Three out of



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four Canadians (74%) knew that Eaton's was the Canadian company that launched a catalogue business based on its founder's hope that "This catalogue is destined to go wherever the maple leaf grows." Two-thirds of Canadians (67%) also knew that the Hudson's Bay Company got its start from the fur trade.

Six of ten Canadians (64%) could identify NAFTA as the trade agreement signed in 1994 between Canada, the United States and Mexico. More than half (54%) could identify the Canadian Pacific Railway as the engineering feat that was completed in 1885 with the hammering of the Last Spike. The same percentage knew that Joseph Armand Bombardier created the first commercially viable snowmobile.

Only one Canadian in twenty could name the Pacific Scandal as the event that brought down the government of John A. MacDonald in 1873. Canadians also struggled to identify the National Energy Program as the "major Canadian economic policy of Pierre Trudeau's government (that) sparked the creation of a bumper sticker proclaiming 'Let the Eastern bastards freeze in the dark!'" Just 8 per cent could name this program. Just one Canadian in ten knew that Wilfrid Laurier's support for reciprocity, or free trade with the United States, cost the Liberals the 1911 federal election. Only one Canadian in five could identify pemmican as the combination of dried meat and berries the Métis people produced to feed the fur traders. A similar number (21%) were able to identify Caisse Populaire Desjardins as the cooperative financial institution that got its start in Lévis, Québec in 1900.

While regional differences in overall performance were small, success rates on specific questions varied greatly by region:



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- 61 per cent of Quebecers identified Caisse Populaire Desjardins as the cooperative financial institution started in Lévis, Québec in 1900, as compared with only 8 per cent of non-Quebecers.
- 83 per cent of Quebecers know Joseph Armand Bombardier as the inventor of the first practical and commercially successful snowmobile. Less than half of Canadians outside of Quebec (48%) could identify him.
- 44 per cent of Atlantic Canadians recognized Bricklin as the New Brunswick-based failed luxury carmaker, versus only 21 per cent of Canadians in other regions. Indeed, outside of Atlantic Canada, the most popular answer was Delorean, of 'Back to the Future' fame.
- 21 per cent of Albertans could identify the National Energy Program as the policy that inspired the bumper sticker slogan "Let the Eastern bastards freeze in the dark!", compared with just 7 per cent of respondents outside of Alberta.

Middle-aged Canadians (45-64) performed best on the test. Their average score of 8.7 correct answers out of twenty is statistically higher than the average of Canadians aged 65 and older (8.0), Canadians aged 35-44 (7.4) and Canadians aged 18-34 (7.5).

University graduates achieved the highest average score (9.5), while respondents with a high school education or less performed the most poorly, scoring an average of 6.9. Results also differed by gender, with men scoring 8.7 on average, and women 7.3. This difference is stable even after adjusting for differences in education and age.



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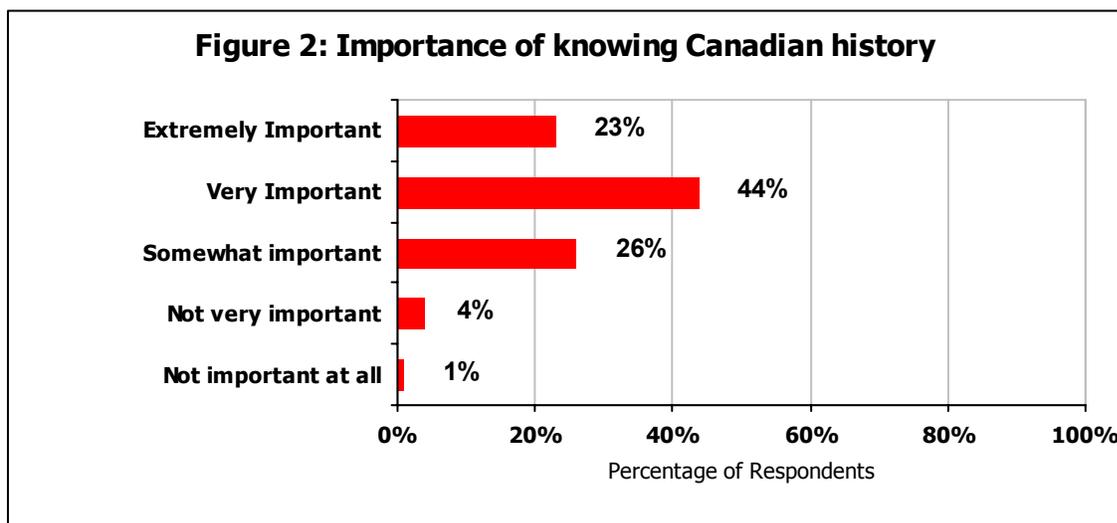


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## Interest in learning more Canadian history

Canadians value knowing their country's history; most want to learn more.



Canadians want to learn more about their country's history, especially its economic history. When asked "How important do you think it is for Canadians to know the history of their country?", twenty-three per cent of respondents say it is extremely important, 44 per cent believe it is very important, and 26 per cent state it is somewhat important. Only 4 per cent say it is not very important, while only one Canadian in one hundred says it is not important at all (Figure 2).

When asked "How interested are you in learning more about the history of Canada?", 84 per cent of Canadians responded in the affirmative (Figure 3). Among this group, curiosity varies by topic. The subject that rated the highest (79%) was key economic events. And, while Early European settlement attracted the least interest, 67 per cent of Canadians still expressed a desire to learn more about this subject. Canadians also



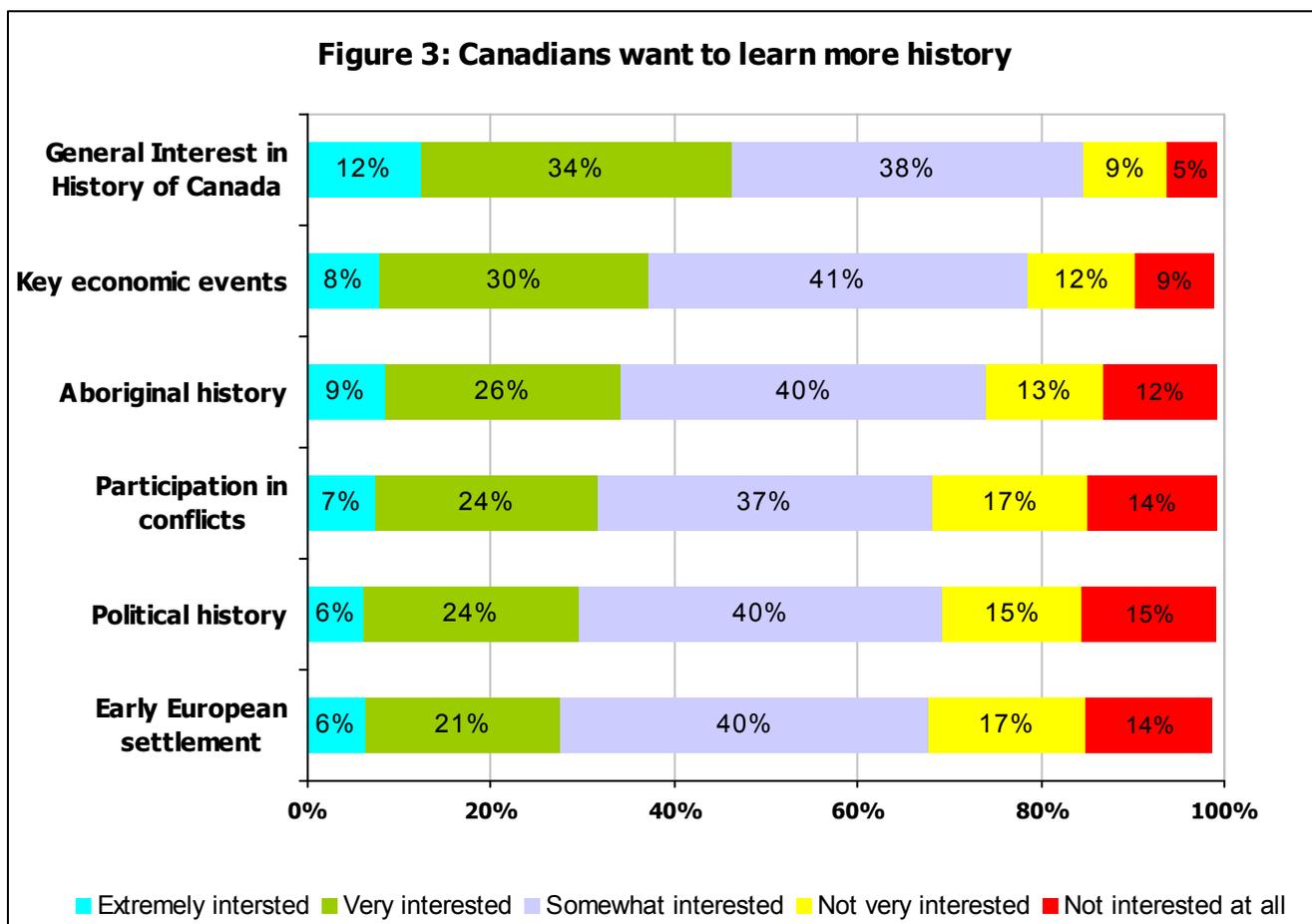
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showed an interest in learning more about Aboriginal history (75%), political history (70%), and our participation in major conflicts (68%).



Interest in learning more does not vary by age. Men and women are equally interested in expanding their knowledge of Canadian history – whether general or specific – though men have a keener interest in learning more about Canada’s participation in major military conflicts.

Despite this generally widespread desire to learn more, Canadians who expressed the greatest interest in becoming better informed about their country’s history are also those who already seem to know the most. Among those who answered half or more of the questions in the quiz correctly, 58 per cent were very or extremely interested in



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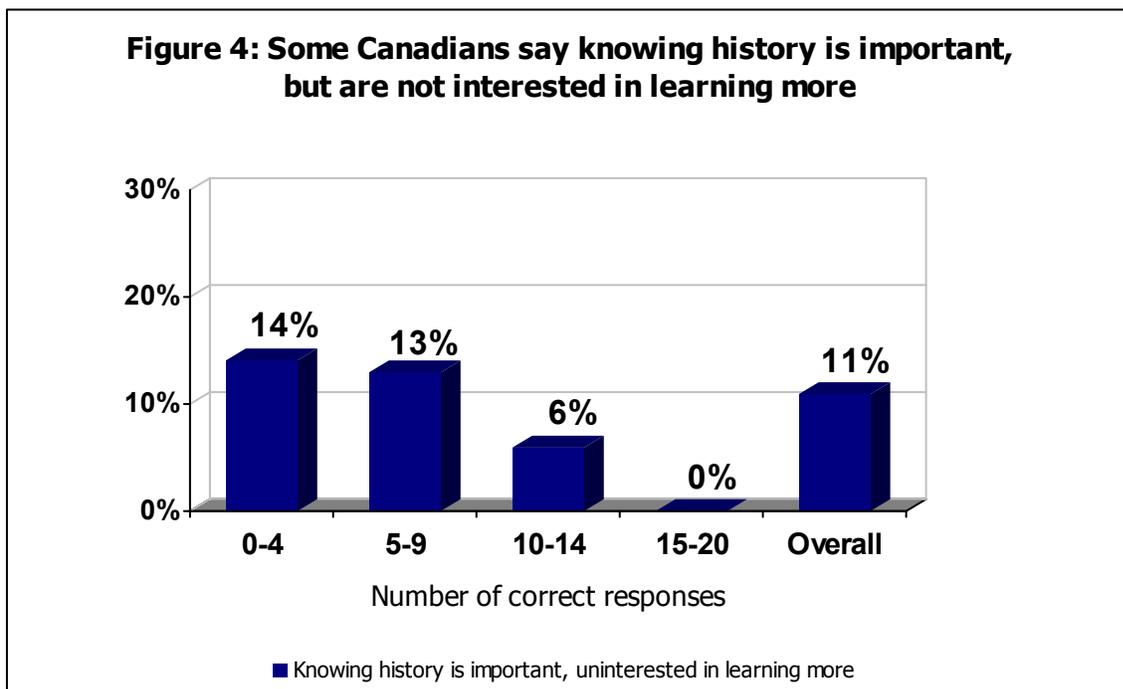


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learning more about Canadian history. Only 40 per cent of those who correctly answered less than half of the questions were equally interested.

Furthermore, a small group of Canadians is not interested in learning more about Canadian history, despite saying that it is important. Eleven per cent of Canadians state that it is somewhat, very, or extremely important to know our country’s history, but are not very interested or not at all interested themselves in learning about it. This group consists mainly of people who were unable to answer most of the questions in the survey (Figure 4). More than one in ten (14%) of the respondents who performed most poorly (0-4 correct responses) said that it was important to know Canadian history, but that they were not interested in learning more. 13 per cent of those who correctly answered 5-9 questions held the same position. 13 per cent of those who correctly answered 5-9 questions held the same position. In sum, not only do many Canadians have a limited knowledge of their country’s history, but, more alarmingly, those who need to learn it the most are the least inclined to do so.



For more information on question by question responses please refer to the Power Point presentation "CanadaDayQuizSUMMARY.ppt". For detailed demographic information please refer to "Canada Day Survey Demographic Tables". Both documents will be available at [www.innovativeresearch.ca](http://www.innovativeresearch.ca) on July 1st.

Question by Question correct response percent continues on the next page.



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## Results by question

Question	Correct Answer	%
The Canadian north was transformed in the late 1890s when some 100,000 prospectors poured into the Yukon hoping to "strike it rich". What name was given to this colourful period?	Klondike Gold Rush	47%
What automobile company attempted to establish a luxury car production plant in New Brunswick in the 1970s only to abandon the project in bankruptcy with less than 3000 cars ever produced?  <ul style="list-style-type: none"> <li>• Ford</li> <li>• DeLorean</li> <li>• Massey Ferguson</li> <li>• Bricklin</li> </ul>	Bricklin	23%
What Toronto-based financial institution is celebrating its 150 <sup>th</sup> anniversary in 2005?  <ul style="list-style-type: none"> <li>• Citibank</li> <li>• Canadian Tire</li> <li>• TD Bank Financial Group</li> <li>• Manulife Financial</li> </ul>	TD Bank Financial Group	41%
What event happened in Winnipeg in 1919?  <ul style="list-style-type: none"> <li>• General Strike</li> <li>• The Riel Rebellion</li> <li>• A great flood</li> <li>• First NHL game</li> </ul>	General Strike	26%
Today, 85% of Canada's exports go to the United States. What share of Canada's exports went to the United States in 1900?  <ul style="list-style-type: none"> <li>• 10%</li> <li>• 33%</li> <li>• 57%</li> <li>• 85%</li> </ul>	33%	27%
The Hudson's Bay Company is the world's oldest chartered trading company, having been in business for 335 years. What product gave this company its start?	Fur/Fur trade	67%



After the 1929 stock market crash Canada experienced record levels of unemployment and a near collapse of exports. What is the name given to this dark chapter in our economic history?	Great Depression	51%
What is the name of the trade agreement linking Canada, the United States, and Mexico that went into effect on January 1, 1994?	NAFTA/North American Free Trade Agreement	64%
Due to a shortage of coins in New France in the 17 <sup>th</sup> century, settlers used which non-traditional form of currency? <ul style="list-style-type: none"> <li>• Birch Bark</li> <li>• Playing Cards</li> <li>• Croissants</li> <li>• Muskets</li> </ul>	Playing Cards	23%
Canada has experienced political scandals throughout its history. In 1873, John A. Macdonald's government was brought down when it was discovered he awarded lucrative railway contracts in exchange for campaign funding. What was this scandal called?	Pacific Scandal	5%
When was the last time that \$1 Canadian was equal to \$1 American? <ul style="list-style-type: none"> <li>• 1937</li> <li>• 1957</li> <li>• 1977</li> <li>• 1997</li> </ul>	1977	50%
What famous Canadian company launched a catalogue business based on its founder's hope that, "This catalogue is destined to go wherever the maple leaf grows"? <ul style="list-style-type: none"> <li>• Consumer's Distributing</li> <li>• Eaton's</li> <li>• Victoria's Secret</li> <li>• Walmart</li> </ul>	Eaton's	74%
When did Canada eliminate the one dollar bill and replace it with the Loonie coin? <ul style="list-style-type: none"> <li>• 1975</li> <li>• 1987</li> <li>• 1994</li> <li>• 2000</li> </ul>	1987	47%
What major Canadian economic policy of Pierre Trudeau's government sparked the creation of a bumper sticker proclaiming	National Energy Program	8%



"Let the Eastern bastards freeze in the dark!"?	Program	
In 1911, Wilfrid Laurier's Liberals lost the federal election because of their support for what agreement with the United States?	Reciprocity/Free Trade	10%
After more than a decade of construction and a string of political scandals, what great Canadian engineering feat was completed in 1885 with the hammering of the Last Spike?	Canadian Pacific Railway/CPR/Railway	57%
Which Canadian inventor created the first practical and commercially successful snowmobile?	Joseph Armand Bombardier	57%
What major historical event brought over 1,000,000 women into the Canadian workforce?  <ul style="list-style-type: none"> <li>• Prohibition</li> <li>• EXPO 67</li> <li>• The Second World War</li> <li>• Auto Pact</li> </ul>	The Second World War	78%
What was the name of the combination of dried meat and berries the Métis people produced to feed the fur traders during their long voyages into and out of the Canadian interior?	Pemmican	20%
Name the cooperative financial institution that started with one office in the small town of Lévis, Québec in 1900 and today has more than five million members in four provinces.	Caisse Populaire Desjardins	21%

Detailed analysis of the survey results will be posted on the Innovative Research Group Website ([www.innovativeresearch.ca](http://www.innovativeresearch.ca)) as of July 1, 2005

For an advance copy of the "Power Point Presentation Deck" please contact Greg Lyle at IRG. [GLyle@innovativeresearch.ca](mailto:GLyle@innovativeresearch.ca), or 416 642 6429

