



# Factum

## Most Canadians (68%) Know Winnie the Pooh was a Real Bear, Only One Fifth (19%) are Familiar with Canada’s National Horse

### Two-thirds (67%) of Canadians stumped by thirty-question quiz testing their knowledge on quirky Canadian facts

**Toronto, ON, June 27, 2019** — Just one-third (33%) of Canadians managed to pass a thirty-question knowledge-testing quiz administered by Ipsos on behalf of Historica Canada. The fact-testing quiz consisted of true-or-false questions ranging across five topics, including: science and innovation, culture, sports, geography, and animals. Canadians were presented with six questions in each section, where they were asked if the statement was true, or false, and were not able to venture a guess.

Canadians received the highest scores in the geography section of the quiz, where nearly half (48%) passed, meaning they answered at least 4 questions correctly. In fact, about one-third (28%) of Canadians answered 5 or more questions correctly in this section. Canadians performed poorest in the science and innovation section, with just 16% passing, and the vast majority (84%) receiving a failing score.

Overall, the largest proportion of Canadians (67%) received a failing score on their quiz – meaning they answered between 0 and 15 questions out of 30 correctly. One in ten received a “D” (16-17 correct) (12%) or a “C” (18-20 correct) (11%). Fewer than one in ten (7%) received a “B” on their quiz (21-23 correct), while just 3% were able to achieve an “A” (24-30 correct).

The chart below displays how Canadians performed in each subject area, showing the percentage who passed, failed, and the average number of questions that were answered correctly in each section.

Category	% Pass	% Fail	Avg # of correct answers out of 30
Science and innovation	16%	84%	1.9/6
Culture	27%	73%	2.5/6
Sports	28%	72%	2.5/6
Geography	48%	52%	3.2/6
Animal	19%	81%	2.2/6
<b>TOTAL</b>	<b>33%</b>	<b>67%</b>	<b>12.3/30</b>

Canadians living in Saskatchewan or Manitoba (37%), Ontario (36%) and Atlantic Canada (35%) were significantly more likely to pass their quiz. Conversely, those in British Columbia were significantly *less* likely to pass their quiz (22%).

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	Region					
	British Columbia	Alberta	Saskatchewan/ Manitoba	Ontario	Quebec	Atlantic Canada
<b>Avg # of correct answers out of 30</b>	10.4	13.4	12.7	12.8	12	12.7

Men (37%) were also significantly more likely than women (29%) to pass their quiz. Among age groups, there were no significant difference in terms of performance scores. The average scores for gender and age can be found in the table below.

	Gender		Age		
	Men	Women	18-34	35-54	55+
<b>Avg # of correct answers out of 30</b>	12.8	11.9	11.7	12.4	12.7

The specific questions that were asked are listed below and includes the percentages of Canadians who answered correctly.

Statements about <b>science and innovation</b>	Correct Answer	% correct
Governor General Julie Payette was the first Canadian to board the International Space Station.	True	39%
The first patent for artificial fur stemmed from Canadian efforts to develop better Arctic clothing for the military during the Second World War.	True	36%
The first internet search engine, Archie (Archive without the V), was created by a graduate student at McGill University.	True	30%
The “Jolly Jumper” baby exercise toy is a Canadian invention.	True	48%
In 2007 The Royal Canadian Mint produced the world’s first million-dollar coin.	True	22%
The first hot air balloon flight in North America was during the War of 1812, when British troops based near Kingston, Ontario used the balloons for observation.	False	17%

Statements about <b>culture</b>	Correct Answer	% correct
Shania Twain’s Come on Over is the best-selling Canadian album of all time.	True	45%
The Festival International de Jazz de Montréal is the largest jazz festival in the world according to Guinness World Records	True	47%
Anne of Green Gables has been translated into 20+ languages but is especially popular in Japan where it became part of the public school curriculum in 1952.	True	62%
The official phone number for Canada is 1-800-O-Canada.	True	39%

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North America’s first recorded instance of dressing in disguise on Halloween was in Vancouver, British Columbia, in 1898.	True	19%
Prime Minister Sir Wilfrid Laurier designed the Maple Leaf flag, which became the flag of Canada in 1900 to mark the new century	False	39%

Statements about <b>sports</b>	Correct Answer	% correct
Pitcher Fergie Jenkins is the only Canadian-born player to be elected to Baseball’s Hall of Fame.	True	24%
Dr. James Naismith, the Canadian inventor of basketball, presented the Canadian men’s team with their silver medal at the 1936 Olympics, the first Olympic Games to feature basketball.	True	40%
Lacrosse was originally an Indigenous game used to keep warriors in fighting shape.	True	61%
The first eight Women’s World Hockey Championship tournaments were won by Canada.	True	51%
Canadian Clara Hughes is the only athlete to win multiple medals at both the Summer and Winter Olympic Games.	True	51%
The Canadian men’s soccer team has never qualified for the FIFA World Cup	False	23%

Statements about <b>geography</b>	Correct Answer	% correct
More people live in Canada’s smallest province (PEI) than Canada’s largest territory (Nunavut)	True	66%
During the First World War, residents of Berlin, Ontario voted to change the city’s name to Kitchener – beating out 5 other choices including Adanac, or Canada backwards.	True	50%
At more than 82,000km <sup>2</sup> , Lake Superior is considered the largest freshwater lake in the world, roughly the size of Austria.	True	62%
Canada established the world’s first national parks service in 1911 (now Parks Canada).	True	55%
The highest tides in the world occur in the Bay of Fundy, between New Brunswick and Nova Scotia.	True	63%
Canada is one of only three countries where you can view the northern lights, along with Norway and Iceland.	False	25%

Statements about <b>animals</b>	Correct Answer	% correct
Moose can be found in every province or territory except for PEI.	True	52%
The world’s largest beaver dam, stretching 850m, is located in Alberta and can be seen from space.	True	29%
A “bunny hug”, another name for a hooded sweatshirt, is a term used in some parts of Canada.	True	36%
Winnie the Pooh was inspired by a real bear, named for Winnipeg, who travelled to England from Ontario with a Canadian soldier during the First World War.	True	68%
Canada has a national horse, appropriately called the Canadian horse	True	19%
The Newfoundland dog became an official symbol of Canada after the governor of Newfoundland gifted one to PM Louis St. Laurent to celebrate Newfoundland joining Canada.	False	18%

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### About the Study

These are some of the findings of an Ipsos poll conducted between June 11 and 14 2019 on behalf of Historica Canada. For this survey, a sample of 1,002 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  $\pm 3.5$  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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