



Press Release

One-Year Removed from Vimy Centenary, Recognition of Vimy Monument Falls to just 16%

Recognition Lowest among Millennials (13%)

Toronto, Ontario, April 9, 2018 — One-year removed from the Centenary of the Battle of Vimy Ridge, recognition of the famous monument has fallen by 3 points to just 16%, according to a new Ipsos poll conducted on behalf of the Vimy Foundation.

The monument at Vimy Ridge is featured on both the \$20 bill and the \$2 coin, and yet 70% of those polled were unwilling to even hazard a guess, saying that they 'didn't know' the distinctive shape of the Vimy Memorial, one of Canada's great examples of public art. Others thought that the monument represented the Twin Towers / World Trade Centre (3%), the Washington Monument (1%), or unspecified mentions of memorials to the First World War (>0%), Second World War (1%), or war memorials in general (3%).

Those in Ontario (23%) are most likely to correctly identify the monument, followed by those in Saskatchewan and Manitoba (19%), Alberta (17%), Atlantic Canada (16%), British Columbia (15%) and, finally, Quebec (5%).

Men (19%) are more likely than women (13%) to accurately identify the monument. Concerning for the future remembrance of Vimy and those who made the ultimate sacrifice in times of war, Millennials are least likely (13%) to recognize the monument, while Gen Xer's (15%) and Boomers are slightly more likely (20%) to do so.

About the Study

These are some of the findings of an Ipsos poll conducted between April 3 and 5, 2018, on behalf of the Vimy Foundation. 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 ± 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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