



Ipsos Public Affairs



THE VIMY FOUNDATION
LA FONDATION VIMY

The Vimy Foundation Remembrance Day Poll 2017

NOVEMBER, 2017

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Methodology

- These are findings of an Ipsos poll conducted on behalf of the Vimy Foundation.
- For this survey, a sample of 1,001 Canadians from the Ipsos I-Say panel was interviewed from October 18th to October 20th, 2017. Where applicable findings are compared to previous surveys conducted in:
 - March 2017 (n=1,006)
 - March 2016 (n=1,005)
 - March 2015 (n=1,004)
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.



Detailed Findings

UNAIDED IDENTIFICATION OF THE VIMY MONUMENT

Unaided identification of the Vimy monument has increased since 2016, but has plateaued throughout 2017. When presented with an image of the Vimy monument, 18% of Canadians correctly identify the structure on an unaided basis, similar to results in March 2017 (19%) and up from 12% in 2016. Fully 69% of Canadians admit that they're unsure of what the monument stands for, down from 74% in 2016 and similar to findings in March 2017 (68%).



UNAIDED IDENTIFICATION OF THE VIMY MONUMENT

Men are more likely to be able to correctly attribute the monument to the Battle of Vimy Ridge than are women, and Millennials and Gen X'rs are more likely to be *unaware* of the identity of the monument in comparison to Baby Boomers. Regionally, residents of Quebec are least likely to be able to recognize the monument as commemorating Vimy Ridge.

	Total	GENDER		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
Vimy Ridge	18%	23%	14%	16%	18%	21%	18%	21%	21%	21%	11%	22%
Don't know	69%	63%	75%	75%	71%	62%	69%	59%	64%	66%	80%	69%

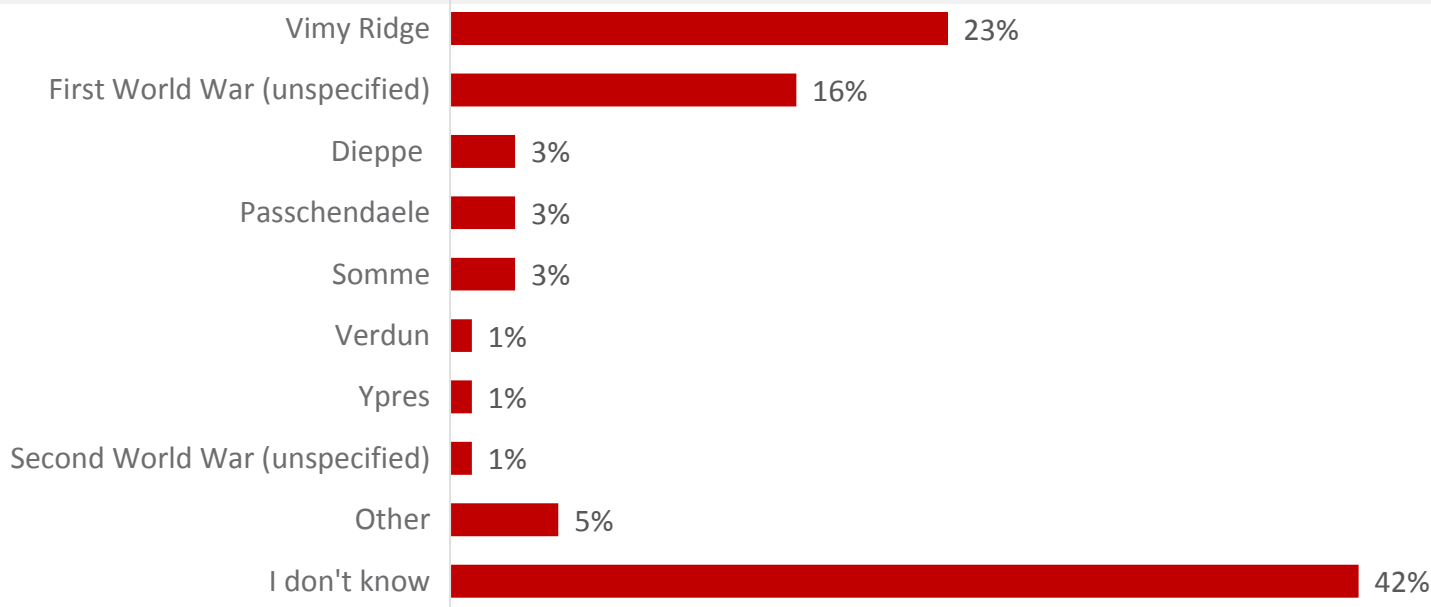
Significantly higher

Significantly lower



AWARENESS OF WWI BATTLE WITH HIGHEST NUMBER OF CASUALTIES

Unaided awareness of the battle of Passchendaele involving Canada's greatest number of casualties is minimal. When asked to name the First World War battle which involved 15,000 casualties, 16% of Canadians refer generically to the "First World War", and just 3% correctly identify the battle of Passchendaele on an unaided basis. In comparison, close to one-quarter of Canadians (23%) incorrectly identify the battle of Vimy Ridge as having the highest number of casualties, perhaps given the commemoration activities of this year. As well, 42% of Canadians admit that they do not know which First World War battle involved the greatest number of casualties and a small proportion of respondents name other battles incorrectly.



AWARENESS OF WWI BATTLE WITH HIGHEST NUMBER OF CASUALTIES

Age plays a role in impacting unaided awareness levels of the battle of Passchendaele with a higher proportion of Millennials *unable* to wager a guess of which First World War battle involved the greatest number of casualties. Further, residents of Quebec are notably more likely to be *unable* to identify any battle. Significant differences do not emerge for the correct identification of the battle of Passchendaele given the small sample of people who could identify the battle.

PASSCHENDAELE	Total	GENDER		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
% Aware (n=31*)	3%	4%	3%	3%	2%	4%	6%	4%	-	3%	2%	6%
% Unaware (n=422)	42%	39%	46%	54%	44%	34%	45%	41%	29%	42%	49%	28%

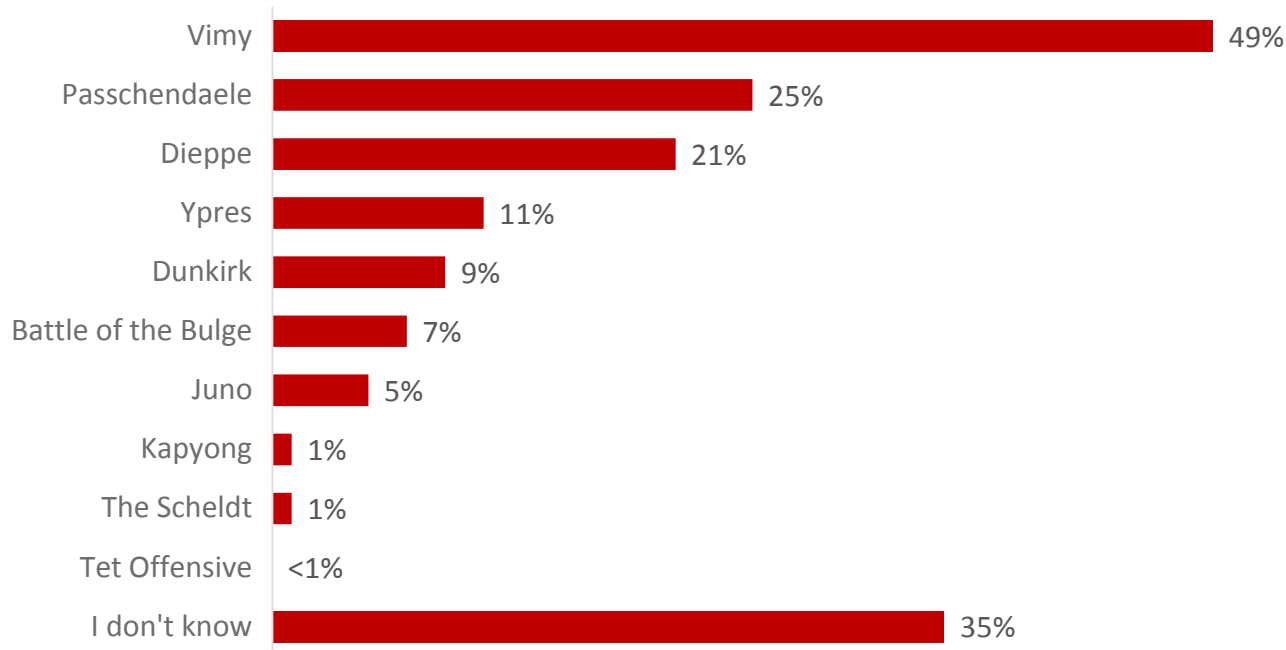
*Interpret results with caution due to small sample size

Significantly higher

Significantly lower

AWARENESS OF BATTLES FOUGHT IN 1917

One-half (49%) of Canadians are aware of the battle of Vimy Ridge as one of the most significant battles faced by Canadians in the First World War. In addition, one-quarter (25%) identify the battle of Passchendaele with another 11% referring to Ypres more generally. Some Canadians erroneously point to Dieppe (21%), which occurred in the Second World War (1942). Slightly more than one-third (35%) of Canadians are unaware of the significant battles which occurred one century ago.



AWARENESS OF BATTLES FOUGHT IN 1917

Males are more likely than are females to correctly choose Vimy Ridge as a significant battle of the First World War, and Baby Boomers are significantly more likely than are Millennials to include Vimy Ridge as a major battle of that era. Regionally, consistently lower awareness levels of the battles emerge in Quebec, and British Columbians express higher awareness levels of the battle of Passchendaele as one of the battles fought in 1917.

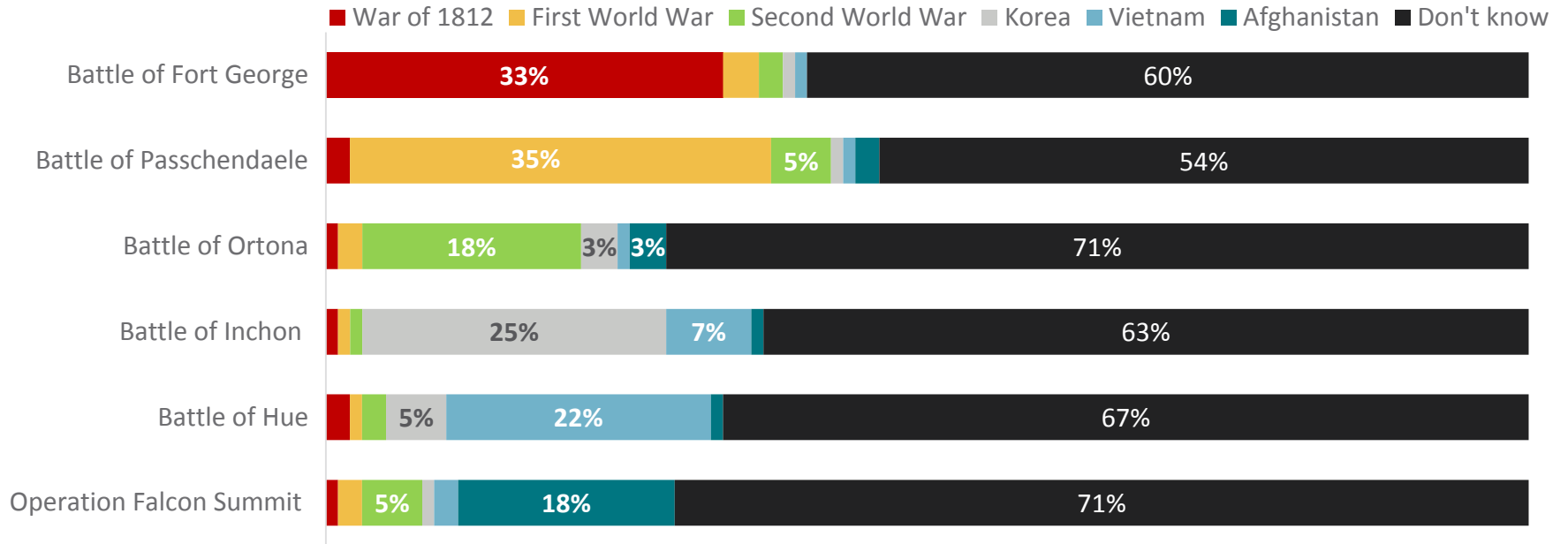
	Total	GENDER		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
Vimy Ridge	49%	56%	44%	36%	46%	60%	51%	50%	51%	55%	38%	53%
Passchendaele	25%	28%	22%	23%	22%	29%	40%	29%	24%	23%	16%	34%
Don't know	35%	27%	42%	53%	37%	22%	28%	36%	35%	32%	45%	29%

Significantly higher

Significantly lower

IDENTIFYING BATTLES

The majority of Canadians cannot properly match major battles with the wars in which Canadians fought. More specifically, Canadians' historical recollection of the Battle of Passchendaele garners the most 'correct' responses (35%), followed by the Battle of Fort George in the War of 1812 (33%). A full majority of Canadians admit they don't know when any of these battles were fought.



Data points of less than 3% are not labelled.

IDENTIFYING BATTLES: PASSCHENDAELE

Those most aware of the correct era of the Battle of Passchendaele tend to be males, Baby Boomers and residents of British Columbia and the Atlantic provinces.

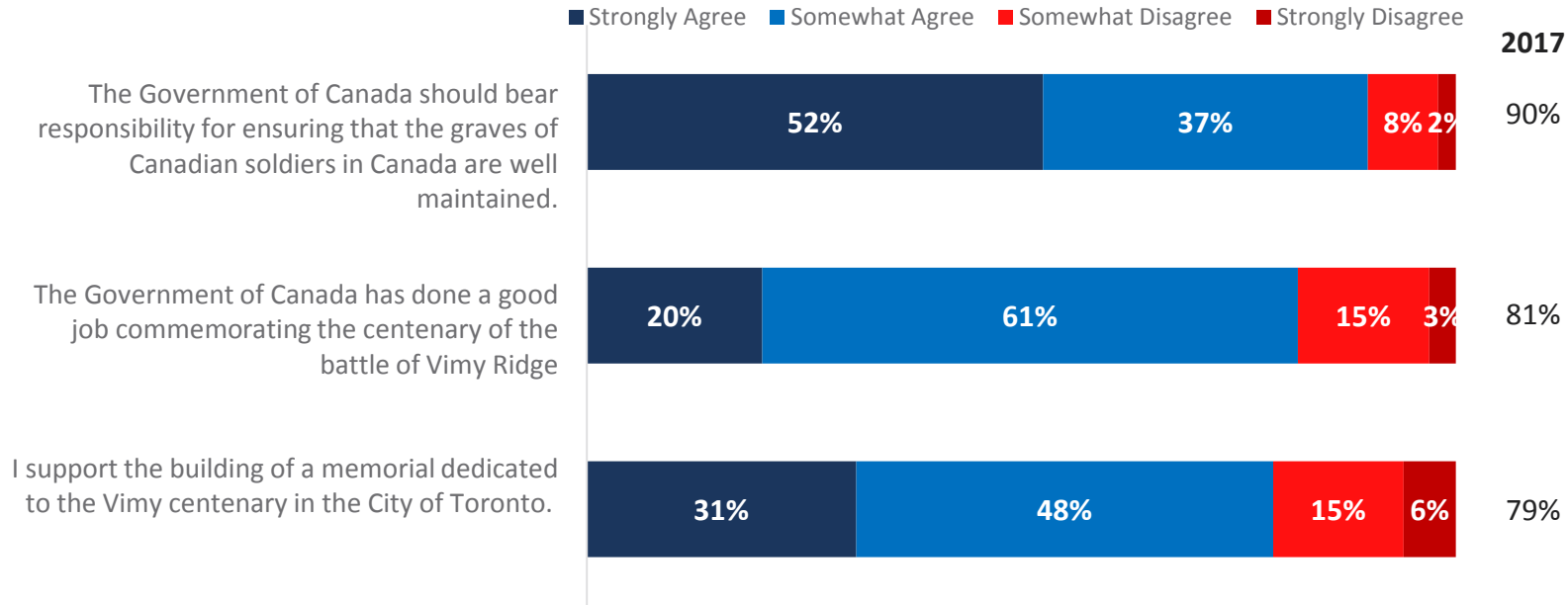
BATTLE OF PASSCHENDAELE	Total	GENDER		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
War of 1812	2%	2%	1%	3%	2%	1%	2%	-	4%	2%	1%	*
First World War	35%	40%	32%	27%	32%	44%	46%	39%	28%	36%	27%	44%
Second World War	5%	6%	4%	4%	5%	5%	2%	2%	10%	7%	4%	2%
Korea	1%	2%	1%	3%	2%	*	2%	-	1%	2%	2%	*
Vietnam	1%	1%	1%	-	1%	1%	*	2%	*	1%	-	-
Afghanistan	2%	3%	2%	1%	3%	2%	1%	1%	-	2%	4%	5%
I don't know	54%	47%	60%	62%	56%	47%	47%	57%	57%	50%	63%	48%

Significantly higher

Significantly lower

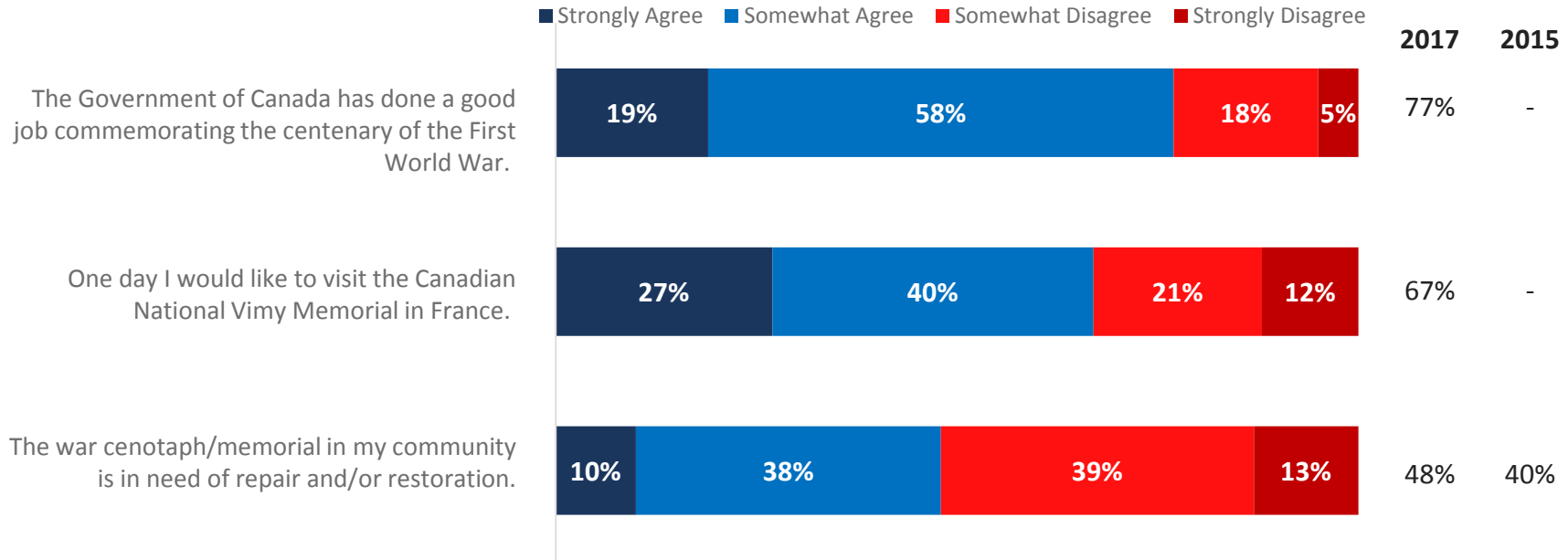
COMMEMORATING THE WAR

A strong majority (90%) of Canadians feels that the federal government should be responsible for ensuring that the graves of all Canadian soldiers are well maintained (including 52% who strongly agree). One hundred years after the battle of Vimy Ridge, eight-in-ten (81%) citizens feel that the federal government has commemorated the centenary of Vimy Ridge in a suitable manner. As well, 79% of Canadians would support building a Toronto-based memorial dedicated to the Vimy centenary.



COMMEMORATING THE WAR

Slightly more than three-quarters (77%) of Canadians feel that the federal government has done a good job of commemorating the First World War (77%), slightly lower than perceptions of the job the federal government has done to commemorate the centenary of Vimy Ridge (81%). In addition, two-thirds (67%) of Canadians would like to visit the Canadian National Vimy memorial in France one day. With respect to memorials in Canada, close to one-half (48%) feel that commemorative cenotaphs/memorials in their communities merit maintenance, increased from 40% two years ago.



COMMEMORATING THE WAR BY DEMOGRAPHICS

Baby Boomers and residents of Quebec are less likely to support the building of a Vimy memorial in Toronto.

AGREE	Total	GENDER		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
The Government of Canada should bear responsibility for ensuring that the graves of Canadian soldiers in Canada are well maintained.	90%	90%	90%	85%	90%	93%	93%	92%	93%	90%	85%	93%
The Government of Canada has done a good job commemorating the centenary of the Battle of Vimy Ridge.	81%	80%	82%	79%	83%	81%	84%	78%	89%	82%	76%	88%
I support the building of a memorial dedicated to the Vimy centenary in the City of Toronto.	79%	78%	80%	83%	83%	72%	78%	77%	76%	83%	73%	84%

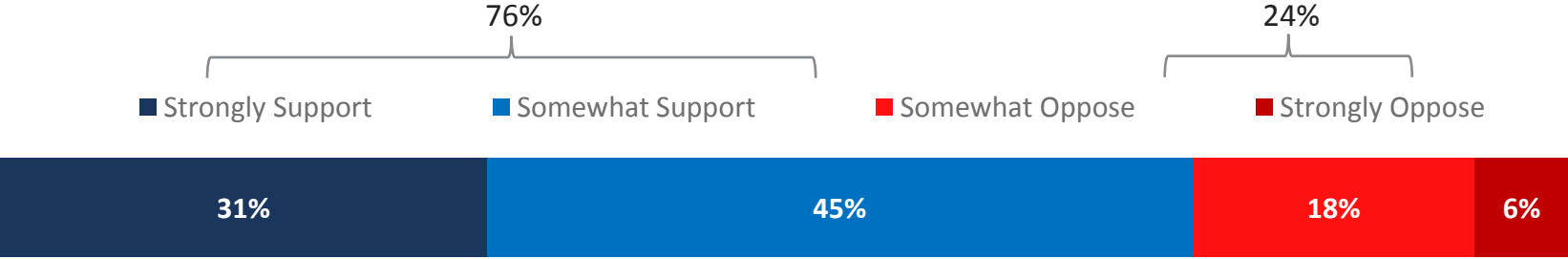
COMMEMORATING THE WAR BY DEMOGRAPHICS

Males are more likely than females to feel that the war cenotaph/memorial in their community is in need of repair. Regional differences show that Albertans are least likely to feel that the federal government has done a good job of commemorating the centenary of the First World War, and that Quebec residents are less likely to indicate that they will visit the Canadian National Vimy Memorial in France.

AGREE	Total	GENDER		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
The Government of Canada has done a good job commemorating the centenary of the First World War.	77%	77%	78%	72%	79%	79%	78%	68%	74%	80% _G	76%	81%
One day I would like to visit the Canadian National Vimy Memorial in France.	67%	71%	64%	66%	67%	68%	75% _J	73% _J	70%	68% _J	55%	81%
The war cenotaph/memorial in my community is in need of repair and/or restoration.	48%	52%	44%	46%	50%	47%	54%	41%	56%	43%	54%	49%

SUPPORT OF INCREASING BUDGET TO MAINTAIN GRAVES OF CANADIAN SOLDIERS

The majority (76%) of Canadians feel that the federal budget to maintain the graves of Canadian soldiers should be increased. Support is strong among 31% of Canadians and moderate among 45% of Canadians. Overall support for this initiative is driven by Baby Boomers and is lower in Quebec – although still a majority support the idea.



	Total	GENDER		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
% Support	76%	77%	75%	65%	75%	83%	81%	84%	77%	80%	59%	84%

Significantly higher

Significantly lower

5. Currently, the Government of Canada oversees the maintenance of roughly 207,000 graves of Canadian soldiers across Canada. Government auditors have found that more than 45,000 of these grave markers require maintenance. Prior to 2003, the federal government allocated \$5 million annually to the care of these grave markers. Since then, the budget has been reduced to \$1.2M, where it remains today. Do you support or oppose increasing the budget to better maintain these sites?
 Base: All Respondents n=1001 (Oct. 2017)

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