

Canadians see Remembrance Day observance as important way to support troops in Afghanistan, VoxPop survey finds

Nine-in-ten believe educators should do more to teach Canada's military history in schools.

Canadian immigrants recognize the importance of observing Remembrance Day as strongly as those born in Canada.

Toronto, November 9, 2009 – Eight-in-ten Canadians (81%) believe that observing Remembrance Day is an important way to show support for Canada's troops in Afghanistan, according to a national *VoxPop* survey to mark Remembrance Day. *VoxPop* is a campaign by the Marketing Research and Intelligence Association (MRIA) to give voice to Canadians on issues they care about. The MRIA governs and represents Canada's survey research industry.

A strong majority of Canadians (72%) also believe that the "Highway of Heroes" is an important symbol of recognition for Canada's war dead.

The survey found that 86 per cent of respondents believe that Canada owes its freedom and democracy to the sacrifices made by veterans and current members of the country's armed forces, and 94 per cent view the observation of Remembrance Day as important. The belief that observing Remembrance Day is important among Canadian immigrants surveyed was 93%, compared to 95 per cent for native born Canadians.

Canadians from all walks of life actively engage in Remembrance Day observance:

- 78 per cent reported that they wear a poppy.
- 67 per cent of respondents said they regularly observe a minute of silence on Remembrance Day.
- 47 per cent make an effort each year to personally attend a Remembrance Day ceremony.

"The results of this *VoxPop* Remembrance Day survey underscore the high regard Canadians hold for veterans and current members of Canada's armed forces," says Brendan Wycks, Executive Director of MRIA. "Not only do Canadians greatly respect the sacrifices made by veterans, 87 per cent believe that the actions of our veterans and current members of our armed forces have advanced the cause of peace and freedom in many parts of the world."

A strong majority of Canadians (87%) also believe that all elementary and high schools should be mandated to hold Remembrance Day ceremonies each year, a view that is particularly strong among survey respondents not born in Canada (91%).

A solid majority (86%) believes that educators should make a point to give young people opportunities to interact with veterans outside of Remembrance Day itself, to build understanding of the relationship between veterans' sacrifices and the democratic freedoms Canadians enjoy today.

"A striking finding is that Canadians strongly believe that young people and immigrants to Canada should be educated about Canada's military history and our veterans' defence of democracy as a

key preserver of our freedom,” says Wycks. “Almost nine-in-ten Canadians (87%) believe that educators should do more to teach Canada’s military history in schools. And 84 per cent of respondents, including 83 per cent not born in Canada, think our military history should be taught in the course given to immigrants seeking citizenship.”

Findings by region

- **Belief that observing Remembrance Day is important** is highest in Atlantic Canada and Ontario (99%) followed by Alberta (96%), Manitoba/Saskatchewan (95%), British Columbia (94%) and Quebec (84%).
- **Belief that Canada owes its democratic freedoms to veterans and current members of the armed forces** is highest in Atlantic Canada (93%) and Manitoba/Saskatchewan (93%) followed by Alberta (91%), Ontario (88%), British Columbia (86%) and Quebec (77%).
- **Belief that the actions of veterans and current members of Canada’s armed forces have advanced peace and freedom in many parts of the world** is highest in Atlantic Canada (95%) followed by Manitoba/Saskatchewan (92%), Alberta (89%), Ontario (88%), British Columbia (87%) and Quebec (80%).
- **Belief that Remembrance Day ceremonies should be mandatory in schools** is highest in Atlantic Canada (97%) followed by Ontario (96%), Alberta (93%), Manitoba/Saskatchewan (92%), British Columbia (91%) and Quebec (64%).
- **Belief that educators should do more to teach Canada’s military history in schools** is highest in Atlantic Canada (95%) followed by Manitoba/Saskatchewan (93%), British Columbia (91%), Ontario and Alberta (90%) and Quebec (76%).
- **Belief that young people should have more opportunities to interact with veterans** is highest in Alberta followed by British Columbia and Manitoba/Saskatchewan (91%), Atlantic Canada (89%), Ontario (86%) and Quebec (80%).
- **Belief that information about Canada’s military history and our veterans’ defence of Canada’s freedom and democracy should be included in the course for those seeking citizenship** is highest in Atlantic Canada (93%) followed by Alberta (88%), Ontario, Manitoba/Saskatchewan and British Columbia (86%) and Quebec (75%).
- **Belief that observance of Remembrance Day is an important way to support Canada’s troops in Afghanistan** is highest in Atlantic Canada (89%) followed by Ontario (86%), Manitoba/Saskatchewan (85%), Alberta (83%), British Columbia (80%) and Quebec (71%).

The *VoxPop* Remembrance Day survey was conducted by Research House Inc., a division of Environics Research Group Limited. The poll was conducted via telephone between October 29 and November 1, 2009, with a national random sample of 1,002 adult Canadian men and women aged 18 and older and is considered accurate within ± 3.10 percent, 19 times out of 20.

This survey is part of a series from *VoxPop*, a campaign to give voice to Canadians and encourage participation in opinion research. ***VoxPop: You speak. We listen. Things improve.***