

## THE DOMINION INSTITUTE / THE COUNCIL FOR CANADIAN UNITY

# ANNUAL CANADA DAY HISTORY QUIZ

—Only one in four Canadians age 18 to 34 familiar with the Paul Henderson goal—

—Yet, the D-Day invasion is common knowledge to 79% of Canadians—

*1 July 2000*

This year's **Dominion Institute** and **Council for Canadian Unity** Canada Day quiz explores Canadians' knowledge of fifteen defining moments in the country's past. Conducted by the **Angus Reid Group**, this challenging telephone survey once again demonstrated great disparities in knowledge based on region and age. Only 23% of those surveyed were able to pass the test, with Canadians 55 and older out-performing those aged 18 to 34 by a ratio of three to one. Overall, Canadians demonstrated poor knowledge of 18<sup>th</sup> and early 19<sup>th</sup> century history, but did better on questions dealing with more recent events such as the Gold Rush, Vimy Ridge, the Halifax Explosion and D-Day.

The Canada Day quiz is a joint project of the Institute and Council. The purpose of the annual quiz is to promote greater knowledge and appreciation of Canadian history.

The Council for Canadian Unity's President and CEO, **Jocelyn Beaudoin** comments, "We believe dialogue and discussion about formative events in our past will lead to greater understanding of our evolution as a nation." **Rudyard Griffiths**, the Dominion Institute's Executive Director remarked, "We are a dynamic nation blessed with an equally dynamic history. It is time we stop defining ourselves in opposition to the U.S. and embrace a national identity grounded in the defining moments of the Canadian story."

Today's release marks the launch of a ten week campaign by the Dominion Institute to discover which events in Canadian history continue to shape our identity and values today.

Over the Summer of 2000, major **Southam** metro papers will carry weekly interviews where prominent Canadians discuss the significance of key events in the country's past. Participants in the series include such luminaries as **Glen Sather**, **Pierre Burton** and **Shirley Douglas**. Parallel to the short story series **The Saturday Globe and Mail** and **La Presse** will feature short stories by leading authors on great events in Canadian history.

The campaign will culminate September 8 with the release of a mass Internet poll of Canadians' choice for the most important event in the country's past. The poll can be accessed through the websites of the Globe, Southam papers or **[www.dominion.ca](http://www.dominion.ca)**.

For more information on this release contact:

Rudyard Griffiths for the Dominion Institute, (416) 368-9627  
John Wright for the Angus Reid Group, (416) 324-2900

## **ANGUS REID GROUP**

# **ANALYSIS OF SURVEY FINDINGS**

### ***Overview***

The 2000 Canada Day quiz was conducted as part of the National Angus Reid Poll between May 18<sup>th</sup> and May 25<sup>th</sup>, 2000. A total of 1516 adult Canadians were surveyed, yielding results which are accurate to within  $\pm 2.5\%$  (19 times out of 20) of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger for regions and other sub samples of the population. The data have been statistically weighted to ensure that the regional, age and gender composition of the sample reflects that of the adult Canadian population according to the 1996 Census data.

Overall, approximately a quarter (23%) of respondents passed (i.e. correctly answered 8 of 15 questions) the quiz. The following are some of the highlights.

### ***Age***

Generally speaking, older Canadians performed much better than younger Canadians. Over one-third of respondents aged 55+ (35%) passed the quiz, compared with 25% of those aged 35-54 and 11% of those aged 18-34. Older Canadians did especially well on questions concerning Vimy Ridge (49% among those aged 55+ versus 25% among those aged 18-34), the 1917-8 Influenza Epidemic (43% among those aged 55+ versus 13% among those aged 18-34) and the Discovery of Insulin (49% among those aged 55+ versus 20% among those aged 18-34). The 18-34 age group did best on questions dealing with the Invasion of Normandy (69% correct) and the Klondike Gold Rush (65% correct).

### ***Region***

Regionally, residents of Ontario were most likely to pass the quiz (28%) while Quebec respondents were least likely to pass (16%). Nonetheless, there were a number of questions on which Quebecers significantly outperformed the rest of the country.

A majority of Quebec respondents could identify the Battle of the Plains of Abraham (61%) as the 1759 battle that decided the fate of New France (compared with 36% in the next highest province – Ontario). Quebec (58%) led the other regions on identifying Jacques Cartier as the explorer who claimed the St. Lawrence River region for France (compared with 39% for the next highest region – Atlantic provinces). Similarly, Quebecers (35%) outpaced the rest of the country on correctly identifying the 1917-8 Influenza Epidemic, as the country's worst epidemic (compared with 27% for the next highest province - B.C.).

Those in the Atlantic provinces (73%) were more likely to correctly identify the Halifax Explosion as the worst accident in Canadian history. Those on the Prairie Provinces (30%) were more likely to correctly identify the Red River Settlement as the first permanent

European colony in the Canadian West. The questions dealing with the Klondike Gold Rush and the Invasion of Normandy generated the greatest uniformity of response across the country with 50% or more in each region providing correct answers.

### ***Gender***

Men did better than women with approximately 3 in 10 males (29%) passing the quiz versus approximately 1 in 5 females (18%). The largest difference on any question between males and females was naming Paul Henderson as the player who scored the winning goal in the 1972 Canada-Soviet Union hockey series. While only one half of males (49%) answered this question correctly, barely 1 in 5 (19%) females provided the correct response. Women and men though were equally likely to correctly answer the questions dealing with the 1917-18 Influenza Epidemic (25% correct for men versus 26% for women) and the Discovery of Insulin (36% correct for men versus 35% for women)

### ***Education and Income***

Those with a University education (41%) were most likely to pass the quiz. Followed by those with other post secondary education (19%), and those with a high school education (14%). Those with less than a high school (9%) were the least likely to pass the quiz.

Similarly, higher income Canadians were more likely to pass the quiz than lower income Canadians. Three in ten (31%) respondents in the highest income bracket passed the quiz. Compared with approximately 1 in 4 (23%) of those in the middle bracket and just over 1 in 10 (12%) of those in the lower income bracket.

### ***Highest Correct Response***

The question that resulted in the highest correct response rate was identifying D-Day as the Invasion of Normandy. Overall almost 8 in 10 (79%) correctly answered this question. This trend is consistent across demographic variables such as age; income; education; region and gender. The second highest overall correct response was generated by the question on the Klondike Gold Rush (72%).

### ***Other Surveys on Canadian History***

Results of other surveys on similar subjects conducted by the Angus Reid Group on behalf of the Dominion Institute and the Council for Canadian Unity include:

- [The 1997 Canada Day Youth History Survey](#)
- [The 1998 Canada Day Quiz](#)
- [The 1998 Remembrance Day Survey](#)
- [The 1999 Canada Day Heroes Survey](#)

To access the full results of the 2000 Canada Day quiz and surveys listed above, please visit the Angus Reid media centre at **[www.angusreid.com](http://www.angusreid.com)**.

# THE DOMINION INSTITUTE / THE COUNCIL FOR CANADIAN UNITY

## ANNUAL CANADA DAY HISTORY QUIZ

### ANGUS REID DATA TABLES

**Table 1**

OVERALL RESULTS OF THE TEST												
	REGION							AGE			GENDER	
	Natl.	B.C.	Alta.	Sask/Man	Ont.	Que.	Atl.	18 – 34	35 – 54	55+	Men	Women
(Weighted Bases)	1516	198	137	106	572	381	123	511	585	413	743	773
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Passed (50% or more)	23	23	24	21	28	16	21	11	25	35	29	18

**Table 2**

QUESTION BY QUESTION BREAKDOWN										
QUESTION	Natl.	B.C.	Alta	Sask Man	Ont.	Que.	Atl.	18- 34	35- 54	55+
In 1535, which famous European explorer charted the St. Lawrence River, with assistance from native peoples, and claimed the region for France ? <i>Jacques Cartier</i>	40%	32	26	31	35	58	39	34	43	43
Many of the original French colonists of Nova Scotia, New Brunswick and Prince Edward Island were forcibly resettled by the British government. What name is used to refer to this dark chapter in Canadian history ? <i>Acadian Expulsion</i>	23%	17	14	8	18	37	30	14	22	35
In 1759, British troops commanded by General Wolfe met and defeated the French army and Canadian troops under the Marquis de Montcalm outside Quebec City. What was the name of this epic battle ? <i>Battle of the Plains of Abraham</i>	39%	32	26	26	36	61	29	25	40	56
Founded in 1812 by the Earl of Selkirk, what agricultural community was the first permanent European colony in the Canadian West and a gateway to the fur trade of the interior ? <i>Red River Settlement</i>	9%	10	15	30	8	0	7	3	11	12
Economic hard times, social upheaval and domineering colonial elites once plunged present-day Ontario and Quebec into armed insurrection. What is the name of the populist uprisings that shook Canada in the 1830s ? <i>1837 Rebellions / Rebellions Upper &amp; Lower Cnd.</i>	7%	3	3	4	9	9	5	6	6	9
In 1864, colonial representatives first met in Prince Edward Island to discuss the idea of a federal union of all the British North American provinces. What was the name of this famous meeting ? <i>Charlottetown Conference</i>	12%	14	9	7	15	9	9	7	12	18

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 ? <i>Canadian Pacific Railway/CPR/Railway</i>	54%	73	70	72	58	25	52	48	55	59
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 in Canadian history ? <i>Klondike Gold Rush</i>	72%	81	88	80	77	52	70	65	76	74
QUESTION	Natl.	B.C.	Alta	Sask Man	Ont.	Que.	Atl.	18- 34	35- 54	55+
In 1917, Canadian troops captured a key ridge on the Western Front that the German army had held since the outset of World War One. What was this famous battle – which was heralded by historians as Canada's coming of age called ? <i>Vimy Ridge</i>	38%	49	49	43	50	8	36	25	41	49
The worst accident in Canadian history occurred at the height of the First World War when some 1,600 people were killed and another 9,000 injured. What happened in Halifax on December 6, 1917 ? <i>Halifax Explosion</i>	44%	47	46	48	49	24	73	34	45	54
The country's worst epidemic, spread by troops returning from service overseas during the Great War, killed 50,000 Canadians. What disease was responsible for the greatest health crisis in Canadian history ? <i>Influenza/Flu</i>	25%	27	19	20	23	35	11	13	24	43
In 1923, Dr. Frederick Banting and a team of researchers at the University of Toronto won Canada's first Nobel Prize. What medical breakthrough is Frederick Banting most commonly associated with ? <i>Discovery of Insulin</i>	36%	36	42	36	48	14	37	20	39	49
In 1929, the Judicial Committee of the Privy Council overturned the Supreme Court of Canada and determined that women could hold office as senators. What was the name of this landmark decision ? <i>The Persons Case/Edwards v. Attorney General of Canada</i>	2%	2	9	-	3	-	-	2	2	3
In 1944, Canadians participated in a major military operation called «D-Day». Which of the following best describes «D-Day» ? <i>The invasion of Normandy</i>	79%	82	76	77	81	79	69	69	82	87
The final game of the 1972 Canada-Soviet Union hockey series ranks as one of the great moments in Canadian sporting history. What was the name of the player who scored the winning goal for Canada ? <i>Paul Henderson</i>	34%	32	41	26	41	20	38	24	41	35

**THE DOMINION INSTITUTE / THE COUNCIL FOR CANADIAN UNITY  
ANGUS REID GROUP**

**CONTACTS FOR COMMENTARY AND ANALYSIS**

Rudyard Griffiths  
Executive Director  
The Dominion Institute

(416) 368-9627  
(416) 737-9626 cell

dominion1@sprint.ca

Kathleen Freeman  
Regional Director  
Council for Canadian Unity

(416) 975-1889  
(416) 975-4859 fax

www.ccu-cuc.ca

John Wright  
Senior Vice President  
Angus Reid Group

(416) 324-2900  
(416) 324-2900 fax

john.wright@angusreid.com

**Vote for your great Canadian event online at [WWW.DOMINION.CA](http://WWW.DOMINION.CA)**