

# Two Thirds (66%) Want Canadian Flag over Parliament Building Flown at Half Staff Every Time a Canadian Soldier is Killed

Six in ten (60%) Oppose Committee's Recommendation to Lower  
Flag Less Often

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**Ipsos Reid**

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## **Two Thirds (66%) Want Canadian Flag over Parliament Building Flown at Half Staff Every Time a Canadian Soldier is Killed**

**Six in ten (60%) Oppose Committee's Recommendation to Lower Flag  
Less Often**

**Toronto, ON** – In the midst of a national debate on how often and when it is appropriate to lower the flag which flies atop the Peace Tower on Parliament Hill, a new Ipsos Reid poll conducted exclusively on behalf of CanWest News Service and Global National finds that most Canadians have sided against the government's current position.

Two thirds (66%) of Canadians believe that 'lowering the flag every time a Canadian is killed to honour them individually' should be done in order to recognize that soldier's personal sacrifice, as well as flying the flag at half staff 'on Remembrance Day to honour all of our fallen soldiers collectively'.

However, just one third (34%) of Canadians are closer to the opinion that we should 'only be lowering the flag on Remembrance Day to collectively honour all of our fallen soldiers'.

- Canadians across the country are quite uniform in their preference that the flag be lowered every time a soldier is killed in action, with Atlantic Canadians (69%), Quebecers (68%), and Ontarians (68%) being only slightly more likely than residents of Saskatchewan and Manitoba (64%), Alberta (62%) and British Columbia (60%) to say that this should be the case.

- Interestingly, women (72%) are significantly more likely than men (60%) to think that the flag should be lowered every time a soldier is killed. Conversely, men (40%) are much more likely than women (28%) to agree that the flag should be flown at half staff only on Remembrance Day.
- Younger Canadians (71%) are more inclined than middle-aged (69%) or older Canadians (59%) to believe that the flag should be lowered every time a soldier is killed in the line of duty.

Thinking about the advisory committee's recommendation to only lower the flag over Parliament on Remembrance Day and at the discretion of the Prime Minister, and not on other days such as Vimy Ridge Day, the Police and Peace Officers National Memorial Day, Workers Mourning Day and the National Day of Remembrance and Action on Violence Against Women, only four in ten (40%) 'support' (16% strongly/24% somewhat) these recommendations. In fact, six in ten 'oppose' (34% strongly/25% somewhat) these recommendations, effectively disagreeing with the notion that lowering the flag less often adds greater significance to the times when the flag is indeed lowered.

- A majority in every province opposes the recommendations of the committee, with Ontario leading the way (64%), followed by those in British Columbia (63%), Atlantic Canada (61%), Alberta (60%), Saskatchewan and Manitoba (59%) and Quebec (51%).
- Women are more likely to oppose (66%) the committee's recommendation than are men (53%).
- Middle-aged Canadians (63%) are most likely to oppose the recommendation that the flag be lowered less often, followed by younger (61%) or older (55%) Canadians.



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*These are the findings of an Ipsos Reid poll conducted on behalf of CanWest News Service and Global Television from 04/04 to 04/7, 2008. This online survey of 1,021 adult Canadians was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20.*

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