

As Passchendaele opens in theatres across the country, the Dominion Institute and Ipsos Reid release a national poll gauging Canadians opinions on the importance of remembrance and the impact of American entertainment

Eight in ten (82%) think Canadian history has 'exciting and memorable events' worthy of the Big Screen, yet 90% learn more about American history than Canadian history from movies

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National poll gauges Canadians opinions on the importance of remembrance and the impact of American entertainment

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Toronto, ON – A new Ipsos Reid poll conducted on behalf of the Dominion Institute has revealed that, despite the prevalence of American culture, history and politics in Canadian society, three quarters (76%) of Canadians 'disagree' (32% strongly/44% somewhat) that 'American history is more exciting than Canadian history'.

Leading up to the anticipated debut of "Passchendaele", a Canadian-produced \$20-million film depicting the famous First World War battle fought by the Canadians in the fields of Ypres, Belgium, the results of the poll have found that most (82%) Canadians 'disagree' (42% strongly/40% somewhat) that 'Canadian history doesn't have very many exciting or memorable events that are worthy of being adapted to the Big Screen'.

In fact, nine in ten (92%) 'agree' (59% strongly/33% somewhat) that 'it is important to commemorate Canada's military history', and a similar proportion (90%) 'agrees' (53% strongly/37% somewhat) that we should 'be doing more to educate our young people about our military history'. 85% believe that watching movies and TV is an effective way for young people to learn about Canadian history.

Focusing more closely on the impact of American culture here in Canada, three quarters (76%) 'agree' (32% strongly/44% somewhat) that they're 'concerned about the impact that American entertainment has on Canadian youth'.

But when specifically asked about whether they learned more about Canadian or American history from various sources, this is what Canadians had to offer:

- Nine in ten (90%) say they they've learned more about American history from **movies**, compared to one in ten (10%) who say they've learned more about Canadian history from movies.
- Three quarters (75%) indicate they've learned more about American history from the **television**, compared to one quarter (25%) who says they've learned more Canadian history this way.
- A majority (57%) of Canadians suggest they've learned more about Canadian history through **books**, not American history (43%).
- A slim majority (51%) have learned more about American history through **newspapers and magazines**, while 49% say they've learned more about Canadian history through these media.
- A majority (53%) says they've learned more about American history through the **internet**, while nearly one half (47%) says they've learned more about Canadian history this way.
- Eight in ten (79%) say they've learned more about Canadian history from **school**, but two in ten (21%) say they have learned more about American history in school.

- Almost all (86%) Canadians say they've learned more about Canadian history through their **family and friends**, not American history (14%).
- A similar proportion (83%) says **visiting historical sites and monuments** has taught them more about Canadian history (83%), while two in ten (17%) say they learn more about American history from these sites.

"Passchendaele offers a unique opportunity to proudly tell one of our stories. The film is not just a great piece of entertainment; it is an indispensable educational resource," said Marc Chalifoux, Executive Director of the Dominion Institute. "We need more Canadian films like *Passchendaele*."

"I am convinced we can re-ignite interest and pride in Canada's distinguished military history and highlight the exceptional role our soldiers played in the War to End All Wars," said Passchendaele writer-director-star Paul Gross.

These are the findings of an Ipsos Reid poll conducted on behalf of the Dominion Institute between September 17 and September 22, 2008. This survey of 1022 Canadian adults was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. Weighting then was employed to balance demographics and ensure that the sample's composition reflects that of the Canadian adult population according to the latest Census data and to provide results intended to approximate the sample universe. Statistical margins of error are not applicable to online polls because they are based on samples drawn from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to, coverage error, and measurement error. However, 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, of what the results would have been had the entire adult population in Canada been polled.

Dominion Institute – Passchendaele in The Classroom.

This Fall, the Dominion Institute has launched *Passchendaele In The Classroom*, an educational campaign to encourage high school teachers to incorporate the film into their lesson plans on Canada's involvement in the First World War. The Institute has developed a bilingual Education Guide, which has been distributed to every high school in Canada and is currently being used by thousands of students.

The Institute also launched the *Great War Letters Contest*, which encourages young Canadians to write a letter as if it were penned from the Battlefield or the Home Front during the First World War. The submissions will be judged by an esteemed panel of well known Canadians including Paul Gross, Adrienne Clarkson and the only remaining Canadian veteran of the First World War, John Babcock. The grand prize winner will travel to Belgium for a tour of the Passchendaele battlefields.

To order a copy of the Education Guide or participate in the *Great War Letters Contest* visit www.dominion.ca or call 1.866.701.1867.

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