

9.1. [It is important to commemorate Canada's military history.] To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
It is important to commemorate Canada's military history.										
Strongly agree	605 59%	265 54%	340 64% A	142 50%	247 61% C	215 65% C	57 58%	241 64% I	201 60% I	106 49%
Somewhat agree	332 33%	174 35%	158 30%	100 35%	130 32%	102 31%	34 34%	104 28%	105 32%	89 41% G
Somewhat disagree	62 6%	39 8% B	23 4%	30 10% DE	20 5%	12 4%	5 5%	23 6%	18 5%	15 7%
Strongly disagree	23 2%	17 3% B	6 1%	13 4% E	9 2%	2 1%	2 2%	7 2%	8 3%	6 3%
Summary										
Top2Box (Agree)	937 92%	439 89%	498 94% A	243 85%	377 93% C	317 96% C	91 92%	345 92%	307 92%	195 90%
Low2Box (Disagree)	85 8%	56 11% B	29 6%	43 15% DE	29 7%	14 4%	7 8%	30 8%	27 8%	21 10%

9.2. [We should be doing more to educate our young people about our country's military history.] To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
We should be doing more to educate our young people about our country's military history.										
Strongly agree	541 53%	238 48%	303 58% A	120 42%	230 57% C	191 58% C	54 55%	218 58% H	164 49%	104 48%
Somewhat agree	378 37%	195 40%	183 35%	115 40%	138 34%	125 38%	36 37%	123 33%	137 41% G	82 38%
Somewhat disagree	83 8%	46 9%	37 7%	42 15% DE	29 7% E	12 4%	6 6%	25 7%	25 8%	27 12%
Strongly disagree	20 2%	15 3% B	4 1%	8 3%	9 2%	3 1%	1 1%	9 2%	7 2%	3 1%
Summary										
Top2Box (Agree)	919 90%	433 88%	486 92% A	235 83%	368 91% C	316 95% CD	91 92%	341 91%	301 90%	186 86%
Low2Box (Disagree)	103 10%	61 12% B	41 8%	50 17% DE	38 9% E	15 5%	7 8%	34 9%	32 10%	30 14%

9. 3. [American history is more exciting than Canadian history.] To what extent do you agree or disagree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
American history is more exciting than Canadian history.										
Strongly agree	32 3%	18 4%	14 3%	14 5% E	13 3%	5 2%	2 2%	13 4%	9 3%	8 4%
Somewhat agree	217 21%	111 22%	106 20%	76 27% D	70 17%	71 21%	20 20%	78 21%	68 20%	51 24%
Somewhat disagree	445 44%	215 44%	230 44%	107 38%	188 46%	150 45%	47 48%	163 43%	152 46%	84 39%
Strongly disagree	328 32%	151 30%	177 34%	88 31%	135 33%	105 32%	30 31%	121 32%	104 31%	73 34%
Summary										
Top2Box (Agree)	249 24%	129 26%	120 23%	90 32% DE	82 20%	76 23%	21 22%	91 24%	78 23%	59 27%
Low2Box (Disagree)	773 76%	366 74%	407 77%	195 68%	323 80% C	255 77% C	77 78%	284 76%	256 77%	157 73%

9.4. [Canadian history doesn't have very many exciting or memorable events that are worthy of being adapted to the Big Screen] To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
Canadian history doesn't have very many exciting or memorable events that are worthy of being adapted to the Big Screen										
Strongly agree	29 3%	15 3%	14 3%	11 4%	11 3%	7 2%	3 3%	13 3%	8 2%	4 2%
Somewhat agree	157 15%	75 15%	82 15%	55 19%	58 14%	43 13%	11 11%	65 17%	53 16%	27 12%
Somewhat disagree	412 40%	209 42%	203 39%	115 40%	164 40%	132 40%	43 44%	145 39%	129 39%	95 44%
Strongly disagree	425 42%	196 40%	228 43%	104 36%	172 42%	149 45%	41 42%	151 40%	142 43%	90 42%
Summary										
Top2Box (Agree)	185 18%	90 18%	96 18%	66 23% E	69 17%	50 15%	14 15%	78 21%	61 18%	31 14%
Low2Box (Disagree)	837 82%	405 82%	432 82%	219 77%	336 83%	281 85% C	84 85%	297 79%	272 82%	185 86%

9.5. [Watching movies and TV programs is an effective way for young people to learn about Canadian history.] To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
Watching movies and TV programs is an effective way for young people to learn about Canadian history.										
Strongly agree	340 33%	142 29%	198 38% A	97 34%	136 33%	107 32%	23 23%	129 34% F	109 33%	80 37% F
Somewhat agree	529 52%	280 57% B	248 47%	138 48%	214 53%	177 53%	61 62% G	184 49%	173 52%	111 52%
Somewhat disagree	128 13%	59 12%	69 13%	45 16%	45 11%	39 12%	10 10%	55 15%	42 12%	22 10%
Strongly disagree	25 2%	13 3%	12 2%	5 2%	11 3%	8 3%	4 4%	8 2%	10 3%	3 1%
Summary										
Top2Box (Agree)	869 85%	423 85%	446 85%	235 82%	350 86%	284 86%	84 85%	312 83%	282 85%	191 88%
Low2Box (Disagree)	153 15%	72 15%	81 15%	50 18%	56 14%	47 14%	14 15%	63 17%	51 15%	25 12%

## 9. 6. [I am concerned about the impact that American entertainment has on Canadian youth.] To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
 Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
I am concerned about the impact that American entertainment has on Canadian youth.										
Strongly agree	329 32%	135 27%	194 37% A	75 26%	130 32%	124 38% C	27 27%	105 28%	113 34%	85 39% G
Somewhat agree	447 44%	223 45%	225 43%	124 43%	186 46%	137 42%	46 47%	171 46%	148 45%	82 38%
Somewhat disagree	200 20%	111 22% B	89 17%	72 25% E	72 18%	56 17%	22 22%	85 23%	56 17%	37 17%
Strongly disagree	46 4%	26 5%	20 4%	15 5%	17 4%	14 4%	3 3%	15 4%	15 5%	12 6%
Summary										
Top2Box (Agree)	776 76%	358 72%	419 79% A	199 70%	316 78% C	262 79% C	73 74%	275 73%	262 78%	167 77%
Low2Box (Disagree)	246 24%	137 28% B	109 21%	86 30% DE	90 22%	69 21%	25 26%	100 27%	72 22%	49 23%

10\_1. [Movies] For each of the following sources of information, please indicate whether you have learned more about Canadian history or American history through each source?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
Movies										
American history	924 90%	444 90%	480 91%	256 90%	358 88%	310 94% D	84 85%	341 91%	304 91%	195 90%
Canadian history	98 10%	50 10%	47 9%	29 10%	48 12% E	21 6%	15 15%	34 9%	29 9%	21 10%

10\_2. [Television] For each of the following sources of information, please indicate whether you have learned more about Canadian history or American history through each source?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents Weighted										
	1022	432	590	204	436	382	89	339	477	117
	1022	495	527	285	406	331	98*	375	333	216
Television										
American history	765	371	394	205	301	259	59	292	256	158
	75%	75%	75%	72%	74%	78%	60%	78% F	77% F	73%
Canadian history	257	124	133	80	104	73	39	83	77	58
	25%	25%	25%	28%	26%	22%	40% GH	22%	23%	27%



**10\_3. [Books] For each of the following sources of information, please indicate whether you have learned more about Canadian history or American history through each source?**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
Books										
Canadian history	579 57%	296 60%	283 54%	164 58%	232 57%	183 55%	56 57%	206 55%	187 56%	130 60%
American history	443 43%	199 40%	244 46%	121 42%	174 43%	148 45%	42 43%	169 45%	146 44%	85 40%

**10\_4. [Newspapers and Magazines]** For each of the following sources of information, please indicate whether you have learned more about Canadian history or American history through each source?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
Newspapers and Magazines										
American history	522 51%	265 54%	257 49%	164 58% E	200 49%	158 48%	47 48%	186 50%	181 54%	108 50%
Canadian history	500 49%	230 46%	271 51%	121 42%	206 51%	173 52% C	51 52%	189 50%	152 46%	108 50%

10\_5. [Internet] For each of the following sources of information, please indicate whether you have learned more about Canadian history or American history through each source?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
Internet										
American history	544 53%	277 56%	266 51%	175 61% DE	198 49%	171 52%	51 52%	187 50%	189 57%	117 54%
Canadian history	478 47%	217 44%	261 49%	110 39%	208 51% C	160 48% C	47 48%	188 50%	145 43%	99 46%

10\_6. [School] For each of the following sources of information, please indicate whether you have learned more about Canadian history or American history through each source?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
School										
Canadian history	804 79%	410 83% B	394 75%	247 86% DE	304 75%	254 77%	77 79%	272 73%	269 81% G	186 86% G
American history	218 21%	85 17% A	133 25% A	39 14%	102 25% C	77 23% C	21 21%	103 27% HI	64 19%	30 14%

10\_7. [Family and Friends] For each of the following sources of information, please indicate whether you have learned more about Canadian history or American history through each source?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
Family and Friends										
Canadian history	884 86%	421 85%	462 88%	234 82%	350 86%	300 91% C	86 88%	321 86%	289 87%	187 87%
American history	138 14%	74 15%	65 12%	51 18% E	56 14%	31 9%	12 12%	54 14%	44 13%	28 13%

10\_8. [Visiting historical sites and museums] For each of the following sources of information, please indicate whether you have learned more about Canadian history or American history through each source?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1022	432	590	204	436	382	89	339	477	117
Weighted	1022	495	527	285	406	331	98*	375	333	216
Visiting historical sites and museums										
Canadian history	853 83%	417 84%	436 83%	237 83%	346 85%	270 81%	91 93% GH	298 80%	277 83%	186 86%
American history	169 17%	78 16%	91 17%	48 17%	60 15%	62 19%	7 7%	77 20% F	56 17% F	29 14%