

**Marking 10<sup>th</sup> Anniversary of 9/11,  
Majority (57%) of Canadians Agree Terrorist Attacks are  
Defining Socio-Political Event of Their Lifetime  
*Most (89%) Agree The World Has Changed As a Result of 9/11;  
Four in Ten (37%) Agree Their Own Life Has Changed As a Result***

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**Toronto, ON** - As the United States, Canada and the world begin to mark the 10<sup>th</sup> anniversary of the September 11<sup>th</sup> terrorist attacks of 2011, a new Ipsos Reid poll conducted exclusively for Postmedia News and Global Television has revealed that, with ten years hindsight, a majority (57%) of Canadians 'agree' (16% strongly/41% somewhat) that 'the terrorist attacks of 9/11 are the defining socio-political event' of their lifetime. Interestingly, Canadians of all ages are equally as likely to say so. Conversely, four in ten (43%) 'disagree' (12% strongly/31% somewhat) that the attacks are the defining socio-political event of their lifetime.

The 9/11 attacks have had a wide-ranging impact on many aspects of life, from the way countries interact with each other, to the way individuals travel and interact with their own government. Perhaps as a result, nine in ten (89%) 'agree' (49% strongly/41% somewhat) that 'the world has changed as a result of 9/11', while just one in ten (11%) 'disagree' (2% strongly/8% somewhat). Moreover, four in ten (37%) Canadians 'agree' (8% strongly/29% somewhat) that their own 'life has changed as a result of 9/11', while six in ten (63%) 'disagree' (19% strongly/44% somewhat) that it has.

Ten years after the attacks, just two in ten (17%) 'agree' (2% strongly/15% somewhat) that 'the world is better since 9/11'. Most (83%), in fact, 'disagree' (34% strongly/49% somewhat) that the world is better, ten years later.

Over the last ten years, many countries across the world have been preoccupied by the war on terror, but most Canadians are not sure that much can be accomplished through this war. Six in ten (60%) 'disagree' (20% strongly/40% somewhat) that 'the war on terror is one that we can win'. In contrast, only four in ten (40%) 'agree' (8% strongly/32% somewhat) that it is winnable.

Canada has been involved in the war on terror, particularly in Afghanistan. Canadian Forces have recently ended their roughly decade-long combat mission, and billions of dollars have been spent rooting out terrorists, providing aid and training Afghan forces. In a financial sense, just one quarter (25%) 'agree' (5% strongly/20% somewhat) that 'the war in Afghanistan has been worth the cost'. Three quarters (75%) 'disagree' (37% strongly/37% somewhat) that it has been worth the cost in financial terms.

Likely a result of their wide-reaching implications, the terrorist attacks have already made their way into art and entertainment in the form of movies and other exhibitions. Canadians are fairly evenly split on whether this is appropriate or not. Nearly one half (45%) 'agrees' (13% strongly/31% somewhat) that it is 'disrespectful for the arts and entertainment industry to use 9/11 as a subject for their work'. Conversely, a slim majority (55%) 'disagrees' (15% strongly/40% somewhat) with this premise.

*These are some of the findings of an Ipsos Reid poll conducted by Ipsos Reid on behalf of Postmedia News and Global Television between August 26 and 30, 2011. For this survey, a national sample of 1,012 adults from Ipsos' Canadian online panel was interviewed online. A survey with an unweighted*

*probability sample of this size and a 100 per cent response rate would have an estimated margin of error of  $\pm 3.1$  percentage points 19 times out of 20 of what the results would have been had the entire population of Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to, coverage error and measurement error.*

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