

More Canadians This Year (30%) Than in 2010 (22%) Intend to Attend an Official Remembrance Day Service on November 11th

*Most (85%) Canadians Agree Remembrance Day Should be a
Statutory Holiday Across Canada,
Majority (58%) Believes It Would Give the Day Added Significance*

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Most (85%) Canadians Agree Remembrance Day Should be a Statutory Holiday Across Canada, Majority (58%) Believes It Would Give the Day Added Significance

Toronto, ON – Three in ten (30%) Canadians say that they will attend an official Remembrance Day service on November 11th this year, while 24% say they attended one last year, according to a new Ipsos Reid poll conducted on behalf of the Historica Dominion Institute. Moreover, the proportion of Canadians who will attend an official Remembrance ceremony is up a significant 8 points from an identical poll conducted in 2010. Eight in ten (82%) will wear a poppy in the lead up to Remembrance Day.

Eight in ten (80%) Canadians say they will observe two minutes of silence at 11 o'clock on November 11th this year, up 5 points from two years ago. It's likely that Remembrance Day being on a Sunday this year, compared to on a Thursday in 2010, is allowing more Canadians to take time to attend a ceremony and commemorate the event. It is also plausible that with Canadians having been involved in Afghanistan for nearly a decade, there is an increased sense of the importance of honouring our veterans. In fact, three in ten (27%) Canadians say they personally know someone who served in Afghanistan.

Most (85%) Canadians 'agree' (57% strongly/27% somewhat) that 'Remembrance Day should be a statutory holiday across Canada', while just 15% 'disagree' (4% strongly/12% somewhat). Thinking about the impact that this would have, six in ten (58%) Canadians

believe that 'it would give the day an added significance because Canadians would have more time to go to a ceremony and to reflect'. While three in ten (26%) say 'it wouldn't really change the significance of Remembrance Day either way', two in ten (16%) think 'it would make the day less significant because people would just take the extra time to shop, socialize, run errands, or take vacation'.

Six in ten (63%) Canadians 'agree' (24% strongly/39% somewhat) that 'Canada does not do enough to honour its veterans', while four in ten (37%) 'disagree' (7% strongly/30% somewhat) that it doesn't do enough. Moreover, a majority (55%) 'agrees' (18% strongly/37% somewhat) that 'other countries do more to honour their veterans than Canada does', while a minority (45%) 'disagrees' (6% strongly/39% somewhat) with this claim.

Remembrance Day has typically honoured the sacrifices of Canadian men and women who have served in World War I, World War II, Korea, and, now, Afghanistan, but Canadians believe it shouldn't stop there. Three quarters (72%) 'agree' (22% strongly/49% somewhat) that 'the War of 1812 should be commemorated on Remembrance Day', while just three in ten (28%) 'disagree' (8% strongly/20% somewhat) that it should be.

Canadians also believe that commemoration needn't be limited to Remembrance Day. A Seven in ten (72%) Canadians 'agree' (21% strongly/50% somewhat) that 'the Government of Canada should plan 60th anniversary commemorative activities to honour the Korean War', while three in ten (28%) 'disagree' (6% strongly/22% somewhat).

Further, three quarters (76%) 'agree' (32% strongly/44% somewhat) that 'Canada should build a memorial like the Vietnam Wall in Washington that lists the names of all military personnel who have died in combat in modern times (conflicts post-Korean War including



Afghanistan). Just one quarter (24%) of Canadians 'disagrees' (5% strongly/19% somewhat) with this idea.

These are some of the findings of an Ipsos Reid poll conducted between October 30th to November 2nd, 2012, on behalf of the Historica Dominion Institute. For this survey, a sample of 1,039 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is determined by using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points of the Canadian population. 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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For more information on this news release, please contact:

***John Wright
Senior Vice President
Ipsos Reid
Public Affairs
(416) 324-2002***

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