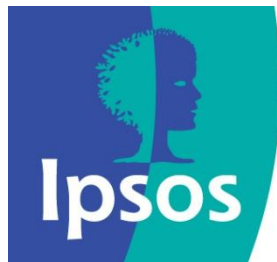


**Canadians Split on Test of Canada's Vimy Ridge Battle in 1917:  
49% Pass while 51% Fail as One Quarter (26%) Score Perfect**  
*Quebecers (72%), Young Canadians (55%) Most Likely to Have Failed*

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**Ipsos Reid**

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## **Canadians Split on Test of Canada's Vimy Ridge Battle in 1917:**

### **49% Pass while 51% Fail as One Quarter (26%) Score Perfect**

*Quebecers (72%), Young Canadians (55%) Most Likely to Have Failed*

**Toronto, ON** – A new Ipsos Reid poll, conducted on behalf of the Vimy Foundation indicates that, encouragingly, Canadians split on their success when presented with six multiple-choice questions about the history of the Battle of Vimy Ridge.

The poll is being released on the eve of the Annual Vimy Gala at the Royal York Hotel, Toronto, on May 5, 2014. Founded in 2006, the mission of the Vimy Foundation is to preserve and promote Canada's First World War legacy as symbolized with the victory of the Battle of Vimy Ridge in April 1917, a milestone when Canada came of age and was then recognized on the world stage. Visit [www.vimyfoundation.ca](http://www.vimyfoundation.ca)

The data show that one half (49%) of Canadians passed the quiz, answering four or more questions correctly out of the six-question test, while the other half failed (51%). One quarter (26%) of Canadians scored perfectly (6 out of 6), 13% answered five questions correctly, 12% had four correct responses, 13% had three correct responses, 16% had two correct responses, and 14% had only one correct response. One in twenty Canadians (5%) did not get any of the answers right.

Over the next four years, as Canada and the world mark the centenary of the Great War, Canadians will have the opportunity to reflect and remember the sacrifice of Canadian

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soldiers and their participation in some of the most famous battles in Canadian history – including Vimy Ridge, where Canadians suffered over 10,000 casualties.

The survey reveals that some groups of Canadians are more knowledgeable about the Battle of Vimy Ridge than others:

- Respondents in Ontario (61% passed the quiz), Alberta (61%) and Saskatchewan and Manitoba (60%) were most likely to pass the quiz, followed by those living in BC (52%), Atlantic Canada (51%) and Quebec (28%). Quebecers were most likely to fail (72%), followed by those in Atlantic Canada (49%), BC (48%), Saskatchewan and Manitoba (40%), Alberta (39%) and Ontario (39%).
- More men (57%) than women (46%) passed the quiz, while more women (54%) than men (43%) failed.
- Most (63%) adults aged 55 and over passed the test, while 37% failed. More Canadians under the age of 55 failed (55%) than passed (45%).
- Most Canadians with a university degree passed (71% pass vs. 29% fail), and a slim majority of Canadians with some post-secondary education also passed (53% pass vs. 47% fail). However, most of those with only a high school diploma (46% pass vs. 54% fail) or no high school diploma (25% pass vs. 75% fail) didn't perform well.

The responses for each of the questions asked are seen below:

*Q1: Vimy Ridge is...*

A Canadian Mountain Range	7%
<b>A battle where Canadian soldiers fought</b>	<b>82%</b>
A famous Canadian racehorse	3%
A ski slope where Canadians practiced for the 2014 Sochi Olympics	9%

Q2: Vimy Ridge was a battle in what conflict?

<b>First World War</b>	<b>47%</b>
Second World War	37%
Korean War	4%
The Northwest Rebellion in Canada	8%
The Afghanistan War	2%
The Boer War in South Africa	2%

Q3: At the Battle of Vimy Ridge...

Canadian soldiers suffered major losses in the Second World War on the beaches of Normandy	30%
Canadian soldiers captured a hill in the Korean War that was a turning point for UN Forces	8%
<b>Canadian soldiers won a significant battle in the First World War against the German Army in France</b>	<b>52%</b>
Canadian soldiers repelled an attack at a South African town in the Boer War	3%
Canadian soldiers fought and captured Louis Riel in the Northwest Rebellion	7%

Q4: The Canadian military actions at Vimy Ridge helped...

<b>Allies in the First World War achieve their first significant victory</b>	<b>60%</b>
Lead to the surrender of Japanese forces in the Pacific in the Second World War	12%
Put down the Northwest Rebellion and created a new Province in Canada	10%
Ensure the liberation of the prisoners in Nazi Death Camps in the Second World War	18%

Q5: As a result of Vimy Ridge...

<b>Canadians felt greater confidence in themselves as a united fighting force and as a nation</b>	<b>66%</b>
Canada decided to join the United Nations	18%
Canada built the Parliament Buildings in Ottawa	6%
O' Canada, Canada's national anthem, was penned to commemorate the great battle	11%

Q6: The most important outcome of the Battle of Vimy Ridge on April 9-12, 1917 was that...

Canada was able to liberate Holland from Nazi Germany	10%
<b>Canadian historians say the country came of age and found its voice</b>	<b>49%</b>
Canada was able to liberate Paris from Nazi Germany	13%
Canada became world renowned known for international peacekeeping	25%
Prime Minister Pierre Trudeau invoked the War Measures Act	4%

## Who Will Attend Vimy Ridge in France in 2017?

In 2017, The Battle of Vimy Ridge will have its centennial celebration observances and an unveiling of a new Vimy Education Centre. Some (3%) Canadians state that they or a member of their family plan to travel to France in 2017 to commemorate the event.

- Men (4%) are more likely than women (1%) to say someone in their family plans on heading to Vimy Ridge in 2017

*These are some of the findings of an Ipsos Reid poll conducted between March 14<sup>th</sup> to 18<sup>th</sup>, 2014 on behalf of The Vimy Foundation. For this survey, a sample of 1,015 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure*

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*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 measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points had all Canadians adults 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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*For full tabular results, please visit our website at [www.ipsos-na.com](http://www.ipsos-na.com). News Releases are available at: <http://www.ipsos-na.com/news-polls/>*