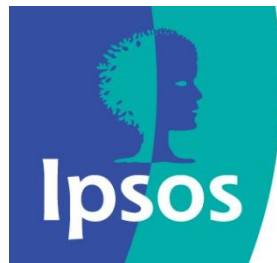


Three in Ten (28%) Canadians Can't Confirm Canada's Confederation Year

*Most Plan on Attending a Canada 150 Event as Many See it as One of
Canada's Defining Moments*

Public Release Date: January 8th, 2015, 9:00 AM EST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John*

Three in Ten (28%) Canadians Can't Confirm Canada's Confederation Year

Most Plan on Attending a Canada 150 Event as Many See it as One of Canada's Defining Moments

Toronto, ON – A new survey conducted by Ipsos Reid on behalf of Historica Canada reveals that a sizeable portion of Canadians do not know some major historical facts about the country they call home.

- One in four (28%) could not correctly identify that 1867 was the year of Canada's Confederation, with one in five (18%) not venturing a guess. Only Albertans (90%) and Ontarians (75%) are more likely than the national average to know Canada's Confederation year.
- A similar proportion (26%) could not correctly answer that Sir John A. Macdonald was Canada's first Prime Minister, with one in ten (11%) having no guess at all.
- When asked what important events will occur in 2017, barely half (56%) correctly say that Canada's 150th birthday occurs in 2017, while handfuls say it is either Centennial of the First World War (9%, actually in 2014), the Pan-Am Games (4%, happening in 2015), the 50th anniversary of the Charter of Rights and Freedoms (4%, happening in 2032) and the PyeongChang Olympics (2%, happening in 2018). One in four (26%) couldn't venture a guess

Canada 150: A Defining Moment for Most to Attend...

Interestingly, while slightly more than half are aware of Canada's 150th anniversary happening in 2017, when informed of the significance of 2017, most (71%) 'agree' (24% strongly/47% somewhat) that they plan to attend a Canada 150 activity or commemoration three years from now, while three in ten (29%) 'disagree' (9% strongly/20% somewhat) that they will.

Albertans (85%) and seniors (78%, ages 55+) are most likely to attend one of these events, followed by residents of the Prairies (76%), Ontario (76%), British Columbia (75%), Atlantic Canada (74%), younger Canadians (69%, ages 18-34), middle-aged Canadians (67%), and Quebecers (53%).

A majority even 'agrees' that this anniversary will be or should be a more defining moment than...

- The Vancouver 2010 Olympics – 74%
- Canada's Centennial in 1967 – 68%
- The Canada/Russia Summit Series of 1972 – 67%
- The Patriation of the Constitution in 1982 – 64%
- The creation of the Charter of Rights and Freedoms in 1982 – 62%
- Confederation in 1867 – 59%
- The Battle of Vimy Ridge – 57%



These are some of the findings of an Ipsos Reid poll conducted between June 17th to 19th, 2014 on behalf of Historica Canada. For this survey, a sample of 1,001 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 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.

-30-

For more information on this news release, please contact:

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

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>