



## **Most Canadians Can Identify “In Flanders Fields” (76%) by John McCrae (61%) as Canadian Poem Written During First World War** *Three Quarters (74%) of Canadians support its designation as Canada’s National Poem*

**Toronto, ON – November 9, 2015** - Most (76%) Canadians can correctly identify *In Flanders Fields* as the Canadian poem written during the First World War 100 years ago, and John McCrae (61%) as the author of that iconic poem. However, according to a new Ipsos poll conducted on behalf of the Vimy Foundation, only three in ten (30%) Canadians can correctly identify the correct first verse of the poem from among four options given.

### *In Flanders Fields...*

When presented with a list of six candidates, three quarters (76%) of Canadians could correctly identify *In Flanders Fields* as the Canadian poem written during the First World War 100 years ago. But one quarter (24%) of Canadians could not identify it as such, instead believing that *The Wars* (9%), *All Quiet on the Western Front* (4%), *My Boy Jack* (4%), *Death of a Young Son Drowning* (3%) or *The Cenotaph* (3%) was the famous Canadian poem written during the Great War.

Interestingly, Canadians aged 18 to 34 were most likely (80%) to correctly identify *In Flanders Fields* as the poem, followed by those aged 55+ (79%) and finally those aged 35 to 54 (71%). Regionally, those in Saskatchewan and Manitoba (97%), Alberta (93%) and Atlantic Canada (92%) were most likely to identify it, followed by those in British Columbia (88%) and Ontario (88%). While the poem was originally written in English, a French translation does exist. However, only 34% of Quebecers could identify the answer to the question.

### *John McCrae, Author...*

Among a list of six authors, six in ten (61%) Canadians could identify John McCrae as having written *In Flanders Fields*, although four in ten (39%) did not. Timothy Findlay (15%) was the leading incorrect candidate, followed by Stephen Leacock (8%), Margaret Atwood (6%), Rudyard Kipling (6%) or Mordecai Richler (3%).

Once again, young adults paved the way with their superior knowledge, with 68% correctly answering the question, more than the 63% of those aged 55+ and 55% of those aged 35 to 54 who identified McCrae as the author. Regionally, Ontarians (74%), Atlantic Canadians (73%) and Albertans (73%) were most likely to answer correctly, while British Columbians (63%), residents of Saskatchewan and Manitoba (54%) and Quebecers (34%) were less likely.

### *Most (74%) Canadians Support In Flanders Fields Being Designated as Canada’s National Poem...*

Three quarters (74%) of Canadians ‘agree’ (33% strongly/41% somewhat) that ‘*In Flanders Fields* should be designated as Canada’s National Poem by an Act of Parliament’, while just one quarter (26%) ‘disagrees’ (10% strongly/16% somewhat) with this position. The idea has a majority of support in every region of the country, including Quebec (51%).

### *In Flanders Fields by memory...*

Interestingly, three in ten (30%) Canadians 'agree' (8% strongly/22% somewhat) that they 'can recite the poem *In Flanders Fields* by memory – matching the 30% of the population that could correctly identify the first verse. Admittedly, seven in ten (70%) Canadians 'disagree' (41% strongly/29% somewhat) that they can recite the poem by memory.

With support is so high, it's not surprising that eight in ten (82%) agree (47% strongly/35% somewhat) that hearing *In Flanders Fields* recited on Remembrance Day enhances their appreciation for Canada's veterans, and most (84%) agree (50% strongly/34% somewhat) that every Remembrance Day ceremony in Canada should include a reading of *In Flanders Fields*.

The poem has a preeminent position in Canadian culture, so much so that two in three (66%) Canadians 'agree' (41% strongly/24% somewhat) that they learned *In Flanders Fields* as a child, rising to 73% agreement among those aged 18 to 34.

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#### **For more information**

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