



# The 100th Anniversary of the Battle of Vimy Ridge

MARCH 2017

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# Methodology

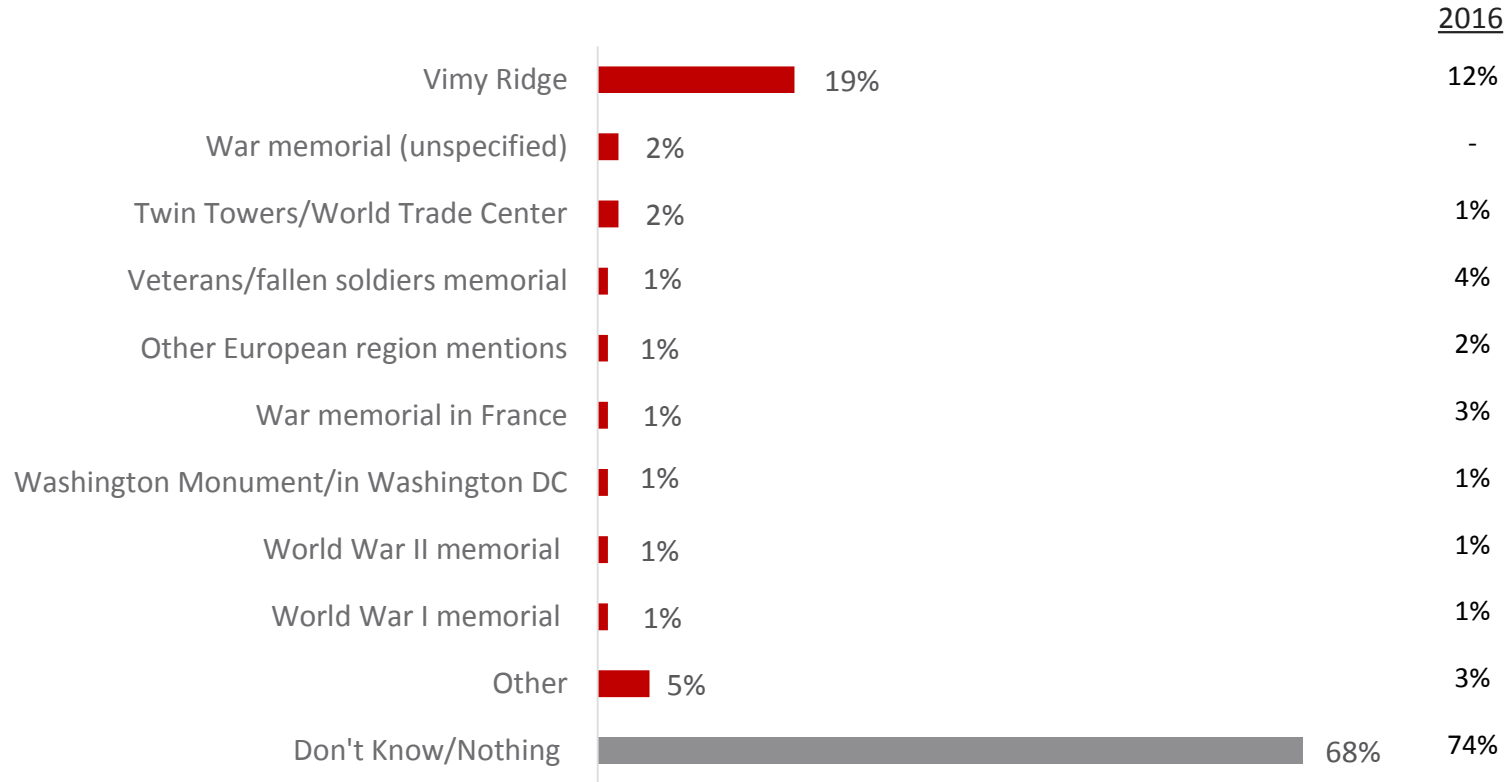
- These are findings of an Ipsos poll conducted on behalf of the Vimy Foundation.
- For this survey, a sample of 1,006 Canadians from the Ipsos I-Say panel was interviewed from March 14<sup>th</sup> to March 20<sup>th</sup>, 2017.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.



# Detailed Findings

# IDENTIFYING THE VIMY MONUMENT

- Unaided, two in ten (19%) Canadians were able to identify the picture displayed was a monument for Vimy Ridge, up 7 points since last year. Many respondents (68%) couldn't venture a guess. Others had fairly generic guesses, such as World War 1 memorial, War memorial in France and Veterans/fallen soldiers memorial.



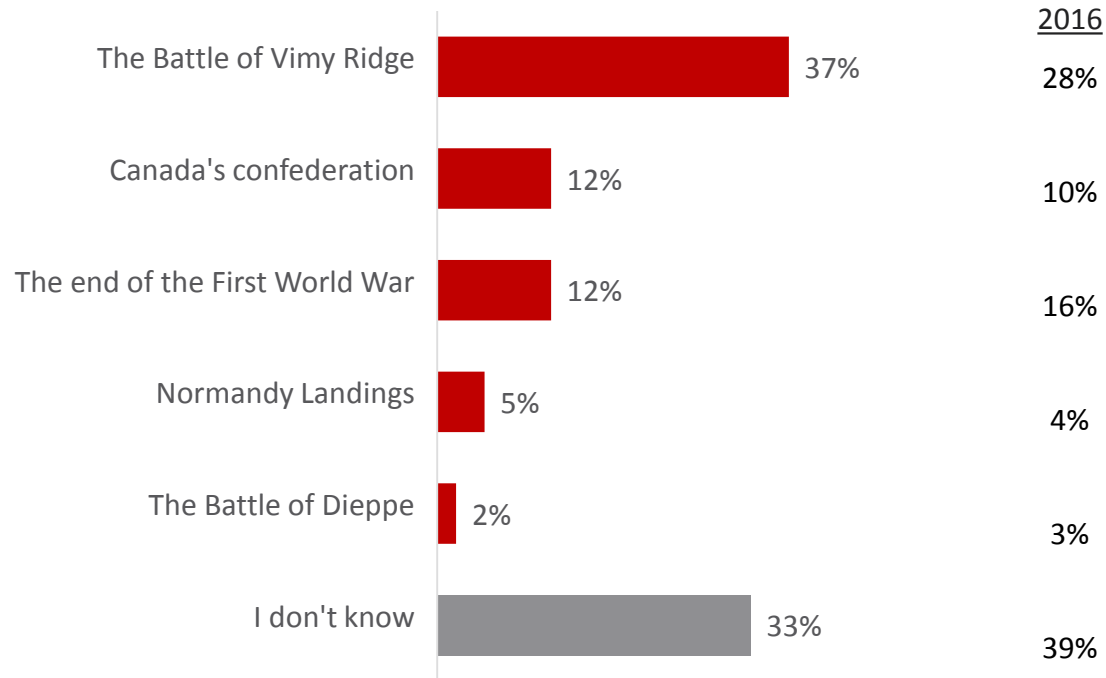
# IDENTIFYING THE VIMY MONUMENT

- Men are more likely to be able to identify the monument compared to Women, while Baby Boomers are more likely than Millennials and Gen X'ers. Regionally, Quebecers are the least familiar with the monument, as only 3% were able to identify the Vimy Ridge memorial.

Mentions	Total	Gender		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	A	B	C	D	E	F
<i>Base: All Respondents (unwtd)</i>	<i>n=1006</i>	<i>n=443</i>	<i>n=563</i>	<i>n=224</i>	<i>n=403</i>	<i>n=379</i>	<i>n=128</i>	<i>n=108</i>	<i>n=65</i>	<i>n=374</i>	<i>n=249</i>	<i>n=82</i>
Vimy Ridge	19%	<b>25%</b> <sub>B</sub>	12%	14%	17%	<b>24%</b> <sub>C</sub>	<b>25%</b> <sub>E</sub>	<b>20%</b> <sub>E</sub>	<b>27%</b> <sub>E</sub>	<b>24%</b> <sub>E</sub>	3%	<b>18%</b> <sub>E</sub>
War Memorial (unspecified)	2%	*	1%	1%	*	1%	3%	1%	<b>6%</b> <sub>E</sub>	3%	*	2%
Twin Towers/World Trade Center	2%	1%	2%	1%	1%	<b>3%</b> <sub>D</sub>	2%	1%	2%	1%	1%	<b>5%</b> <sub>E</sub>
Veterans/fallen soldiers memorial	1%	25%	12%	14%	17%	24%	-	<b>5%</b> <sub>ADE</sub>	-	1%	1%	-
Other European region mentions	1%	1%	*	1%	1%	1%	1%	-	-	1%	1%	1%
War memorial in France	1%	1%	3%	3%	1%	3%	-	<b>2%</b> <sub>E</sub>	-	1%	-	1%
Washington Monument/in Washington DC	1%	1%	1%	2%	*	1%	1%	<b>3%</b> <sub>E</sub>	-	*	-	<b>3%</b> <sub>E</sub>
World War II memorial	1%	<b>2%</b> <sub>B</sub>	-	-	1%	1%	1%	-	1%	1%	1%	-
World War I memorial	1%	*	1%	-	*	1%	1%	1%	-	*	*	*
Other	5%	<b>7%</b> <sub>B</sub>	3%	7%	4%	5%	1%	3%	<b>12%</b> <sub>ABDF</sub>	4%	<b>8%</b> <sub>A</sub>	1%
Don't Know/Nothing	68%	60%	<b>76%</b> <sub>A</sub>	<b>70%</b> <sub>E</sub>	<b>73%</b> <sub>E</sub>	61%	65%	61%	53%	62%	<b>85%</b> <sub>ABCDF</sub>	70%

## 2017 MARKS THE CENTENARY OF...

- With the centennial approaching, awareness has increased among Canadians; nearly two in five (37%) were aware that this year is the 100<sup>th</sup> anniversary of the Battle of Vimy Ridge, up 9 points. However, this still leaves 64% of respondents who either selected incorrectly or just did not know what event was being commemorated – 12% selected Canada's Confederation or the end of the First World War, 5% chose the Normandy Landings and 2% believed it to be the Battle of Dieppe. One in three (33%) simply did not know.



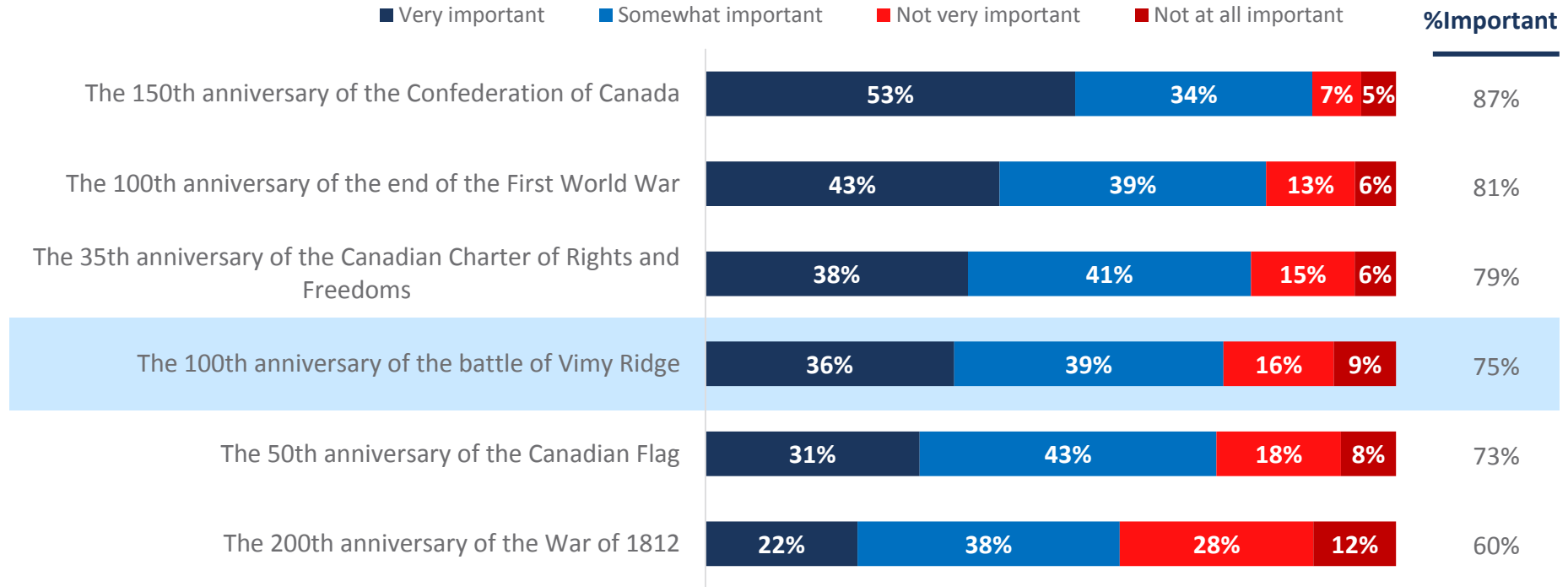
## 2017 MARKS THE CENTENARY OF...

- Men are more likely to know that 2017 marks the centenary of the Battle of Vimy Ridge, while Women are more likely to admit they just don't know what event is marking its centenary this year. Across the country, knowledge of the centenary is comparable with the exception of Quebec; only 11% of Quebecers were able to correctly determine this year marks the 100<sup>th</sup> anniversary of the Battle of Vimy Ridge.

Mentions	Total	Gender		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	A	B	C	D	E	F
<i>Base: All Respondents (unwtd)</i>	<i>n=1006</i>	<i>n=443</i>	<i>n=563</i>	<i>n=224</i>	<i>n=403</i>	<i>n=379</i>	<i>n=128</i>	<i>n=108</i>	<i>n=65</i>	<i>n=374</i>	<i>n=249</i>	<i>n=82</i>
The Battle of Vimy Ridge	37%	<b>42%<sub>B</sub></b>	32%	33%	37%	41%	<b>44%<sub>E</sub></b>	<b>48%<sub>E</sub></b>	<b>41%<sub>E</sub></b>	<b>46%<sub>E</sub></b>	11%	<b>41%<sub>E</sub></b>
Canada's confederation	12%	12%	12%	12%	11%	13%	6%	10%	13%	9%	<b>22%<sub>ABDF</sub></b>	9%
The end of the First World War	12%	13%	11%	10%	11%	15%	14%	12%	8%	11%	13%	11%
Normandy Landings	5%	5%	4%	6%	4%	4%	1%	1%	8% <sub>A</sub>	5%	<b>6%<sub>A</sub></b>	4%
The Battle of Dieppe	2%	2%	2%	1%	1%	3%	3% <sub>D</sub>	1%	1%	-	<b>4%<sub>D</sub></b>	<b>3%<sub>D</sub></b>
I don't know	33%	26%	<b>40%<sub>A</sub></b>	<b>37%<sub>E</sub></b>	<b>37%<sub>E</sub></b>	25%	33%	28%	30%	28%	<b>44%<sub>BD</sub></b>	32%

# IMPORTANCE OF CANADIAN ANNIVERSARIES OR COMMEMORATIONS

- Of the following options, a majority (87%) of Canadians deem the 150<sup>th</sup> anniversary of the Confederation of Canada to be the most important, an anniversary Canada is also celebrating throughout 2017. Ranked fourth, three in four (75%) say the centenary of the Battle of Vimy Ridge is an important anniversary.





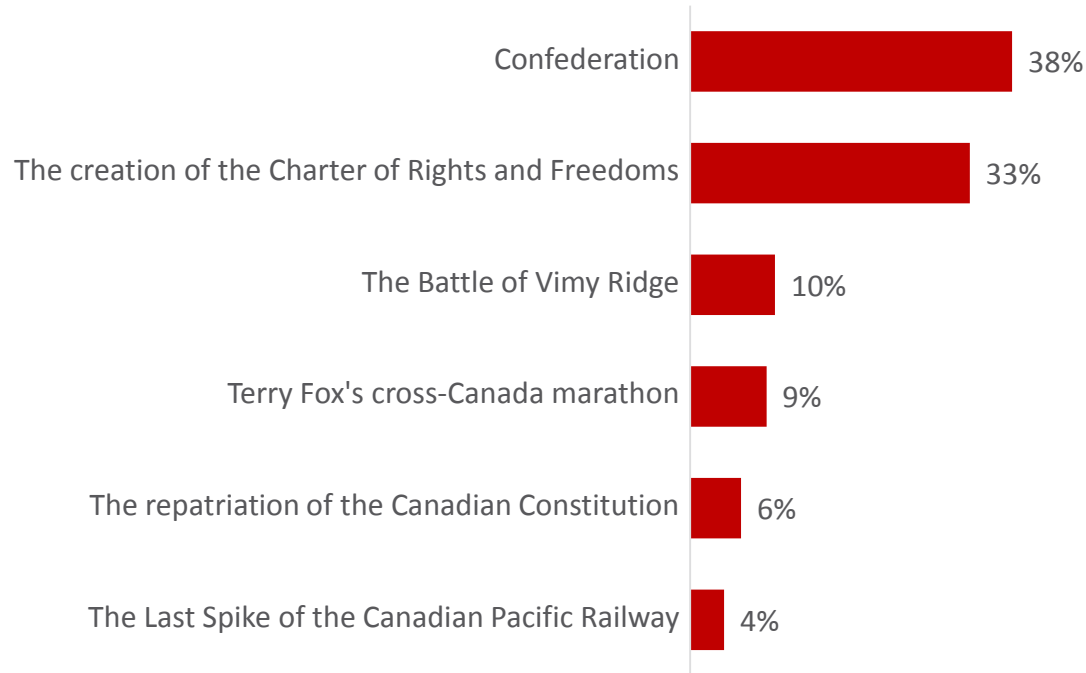
# IMPORTANCE OF CANADIAN ANNIVERSARIES OR COMMEMORATIONS

- Women are more likely to place more importance on the 35<sup>th</sup> anniversary of the Canadian Charter Rights and Freedoms than Men, the same trend follows for Millennials vs. Gen X'ers and Baby Boomers. The 200<sup>th</sup> anniversary of the War of 1812 is more likely to be deemed important by Millennials and Gen X'ers compared to Baby Boomers. For every anniversary and commemoration listed, Quebecers are less likely to say they are important compared to the rest of Canada.

%Important	Total	Gender		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	A	B	C	D	E	F
<i>Base: All Respondents (unwtd)</i>	<i>n=1006</i>	<i>n=443</i>	<i>n=563</i>	<i>n=224</i>	<i>n=403</i>	<i>n=379</i>	<i>n=128</i>	<i>n=108</i>	<i>n=65*</i>	<i>n=374</i>	<i>n=249</i>	<i>n=82*</i>
The 150th anniversary of the Confederation of Canada	87%	86%	88%	88%	86%	88%	97% <sub>E</sub>	95% <sub>E</sub>	94% <sub>E</sub>	93% <sub>E</sub>	65%	96% <sub>E</sub>
The 100th anniversary of the end of the First World War	81%	82%	80%	83%	82%	79%	88% <sub>E</sub>	90% <sub>E</sub>	92% <sub>E</sub>	86% <sub>E</sub>	61%	93% <sub>E</sub>
The 35th anniversary of the Canadian Charter of Rights and Freedoms	79%	75%	82% <sub>A</sub>	85% <sub>DE</sub>	75%	77%	86% <sub>E</sub>	91% <sub>DE</sub>	83% <sub>E</sub>	79% <sub>E</sub>	66%	87% <sub>E</sub>
The 100th anniversary of the battle of Vimy Ridge	75%	78%	72%	79%	73%	73%	83% <sub>E</sub>	88% <sub>E</sub>	91% <sub>E</sub>	84% <sub>E</sub>	41%	89% <sub>E</sub>
The 50th anniversary of the Canadian Flag	73%	71%	76%	75%	73%	72%	78% <sub>E</sub>	81% <sub>E</sub>	77% <sub>E</sub>	78% <sub>E</sub>	56%	87% <sub>E</sub>
The 200th anniversary of the War of 1812	60%	59%	61%	67% <sub>E</sub>	63% <sub>E</sub>	51%	62% <sub>E</sub>	71% <sub>E</sub>	68% <sub>E</sub>	68% <sub>E</sub>	36%	72% <sub>E</sub>

# MOST FORMATIVE OR FOUNDATIONAL MOMENTS FOR CANADA

- Defining the most foundational moment for Canada – nearly two in five (38%) of respondents believe it to be Confederation, followed closely by one in three (33%) who say it is the creation of the Charter of Rights and Freedoms. Other moments trail further behind with one in ten (10%) considering it to be the Battle of Vimy Ridge, 9% say it's Terry Fox's cross-Canada marathon, 6% say it's the repatriation of the Canadian Constitution and 4% believe it to be the last spike of the Canadian Pacific Railway.



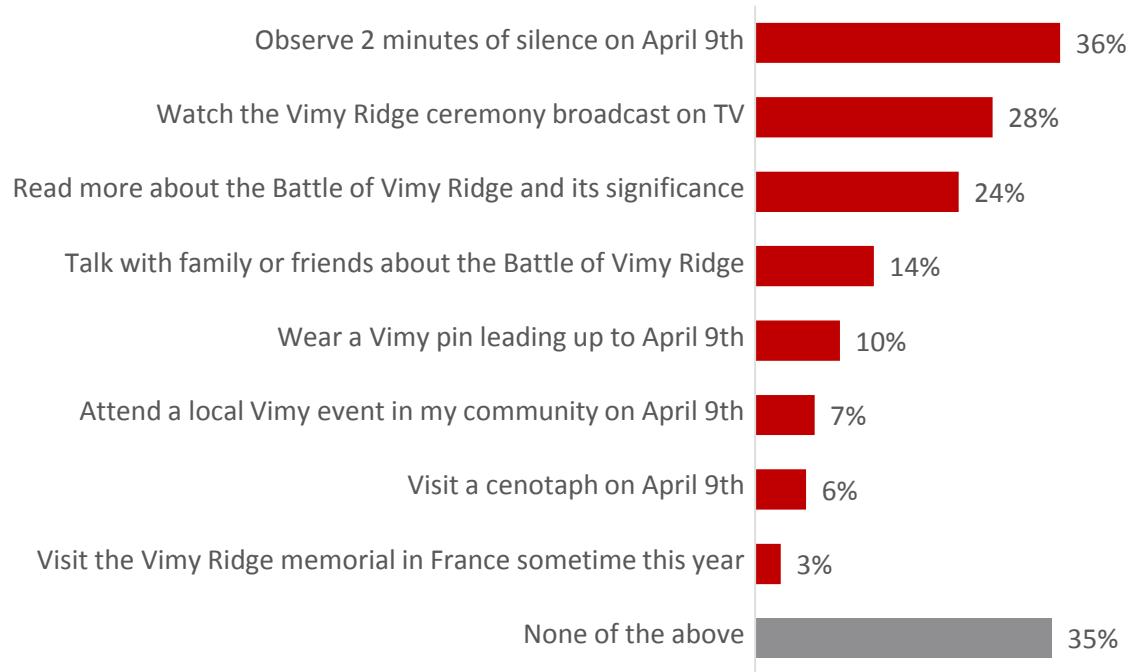
# MOST FORMATIVE OR FOUNDATIONAL MOMENTS FOR CANADA

- Confederation as the most foundational moment for Canada tends to resonate more with Men and Baby Boomers, while the creation of the Charter of Rights and Freedoms is more likely to be the most formative moment to Women, Millennials and Quebecers. Residences from Saskatchewan/Manitoba, Alberta, Ontario and Alberta are more likely to consider the Battle of Vimy Ridge to be the defining moment for Canada, and the same trend occurs with Gen X'ers.

Mentions	Total	Gender		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	A	B	C	D	E	F
<i>Base: All Respondents (unwtd)</i>	<i>n=1006</i>	<i>n=443</i>	<i>n=563</i>	<i>n=224</i>	<i>n=403</i>	<i>n=379</i>	<i>n=128</i>	<i>n=108</i>	<i>n=65</i>	<i>n=374</i>	<i>n=249</i>	<i>n=82</i>
Confederation	38%	<b>42% B</b>	34%	28%	36%	<b>48% CD</b>	38%	30%	36%	40%	38%	38%
The creation of the Charter of Rights and Freedoms	33%	26%	<b>40% A</b>	<b>40% DE</b>	30%	30%	34%	29%	24%	27%	<b>47% ABCD</b>	32%
The Battle of Vimy Ridge	10%	12%	9%	8%	<b>14% E</b>	8%	<b>12% E</b>	<b>14% E</b>	<b>17% EF</b>	<b>13% E</b>	2%	4%
Terry Fox's cross-Canada marathon	9%	9%	9%	<b>15% DE</b>	9%	5%	<b>11% E</b>	<b>9% E</b>	<b>9% E</b>	<b>12% E</b>	1%	<b>20% E</b>
The repatriation of the Canadian Constitution	6%	7%	6%	6%	7%	6%	4%	<b>13% ADF</b>	6%	5%	9%	3%
The Last Spike of the Canadian Pacific Railway	4%	5%	2%	3%	4%	4%	2%	5%	8%	3%	3%	3%

# COMMEMORATING THE 100TH ANNIVERSARY OF THE BATTLE OF VIMY

- On April 9<sup>th</sup>, more than one third (36%) of Canadians will observe 2 minutes of silence to commemorate the Battle of Vimy Ridge. One in three will watch the ceremony on TV and one in four will brush off the history books and read more about the battle and its significance. Fewer Canadians will be attending ceremonies or visiting memorial sites, and 35% will not commemorate the event by doing any of the activities listed.



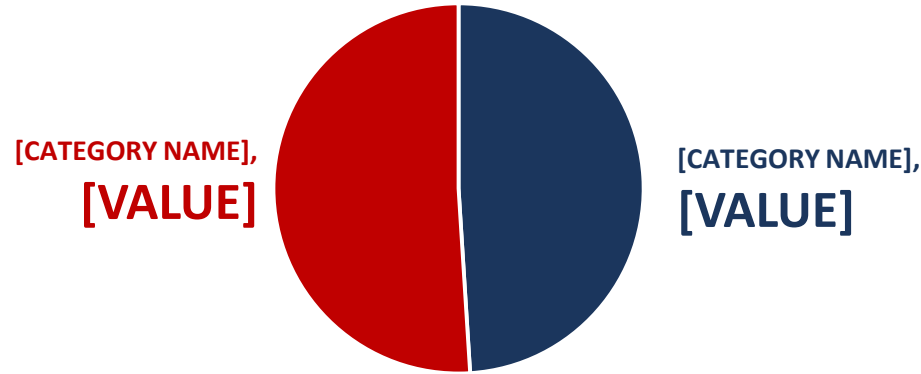
# COMMEMORATING THE 100TH ANNIVERSARY OF THE BATTLE OF VIMY

- Millennials tend to be more involved and eager to learn more about the Battle of Vimy Ridge, than any other generation, however Baby Boomers are more likely to watch the Vimy Ridge ceremony broadcast on TV. Again, Quebecers seem less engaged with the commemoration of the occasion, and less likely to participate in any of the listed activities compared to the rest of Canada.

Mentions	Total	Gender		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	A	B	C	D	E	F
<i>Base: All Respondents (unwtd)</i>	<i>n=1006</i>	<i>n=443</i>	<i>n=563</i>	<i>n=224</i>	<i>n=403</i>	<i>n=379</i>	<i>n=128</i>	<i>n=108</i>	<i>n=65</i>	<i>n=374</i>	<i>n=249</i>	<i>n=82</i>
Observe 2 minutes of silence on April 9th	36%	35%	36%	39%	35%	34%	<b>36%</b> <sub>E</sub>	<b>50%</b> <sub>E</sub>	<b>42%</b> <sub>E</sub>	<b>39%</b> <sub>E</sub>	19%	<b>43%</b> <sub>E</sub>
Watch the Vimy Ridge ceremony broadcast on TV	28%	28%	27%	23%	23%	<b>36%</b> <sub>CD</sub>	30%	33% <sub>E</sub>	30%	<b>29%</b> <sub>E</sub>	20%	29%
Read more about the Battle of Vimy Ridge and its significance	24%	22%	26%	<b>31%</b> <sub>E</sub>	23%	21%	<b>31%</b> <sub>E</sub>	31% <sub>E</sub>	22%	25%	18%	22%
Talk with family or friends about the Battle of Vimy Ridge	14%	15%	14%	<b>26%</b> <sub>DE</sub>	11%	8%	<b>18%</b> <sub>E</sub>	<b>19%</b> <sub>E</sub>	<b>23%</b> <sub>E</sub>	<b>17%</b> <sub>E</sub>	4%	<b>11%</b> <sub>E</sub>
Wear a Vimy pin leading up to April 9th	10%	11%	8%	<b>16%</b> <sub>DE</sub>	8%	6%	<b>19%</b> <sub>BCDE</sub>	8%	3%	10%	6%	8%
Attend a local Vimy event in my community on April 9th	7%	8%	6%	<b>11%</b> <sub>DE</sub>	5%	6%	<b>15%</b> <sub>CDE</sub>	<b>13%</b> <sub>DE</sub>	4%	5%	4%	7%
Visit a cenotaph on April 9th	6%	6%	6%	<b>9%</b> <sub>E</sub>	6%	4%	<b>11%</b> <sub>DE</sub>	7%	8%	5%	3%	8%
Visit the Vimy Ridge memorial in France sometime this year	3%	4%	2%	<b>6%</b> <sub>DE</sub>	2%	1%	<b>5%</b> <sub>D</sub>	3%	5%	1%	4%	4%
None of the above	35%	33%	38%	30%	39%	36%	32%	26%	29%	29%	<b>55%</b> <sub>ABCDF</sub>	28%

# ATTITUDES TOWARDS THE SIGNIFICANCE OF THE BATTLE OF VIMY RIDGE

- The Battle of Vimy Ridge has been argued to be the birthplace of a nation, while others believe it to be no more important than any other battle or campaign fought over the years. Canadians are evenly split down the middle. Half (51%) say it is important but no more than other significant battles, while 49% say it is singularly important to Canada's history and identity.

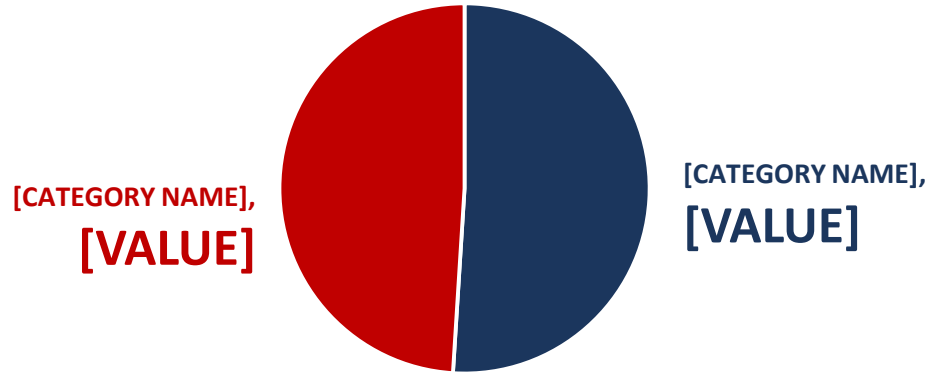


Mentions	Total	Gender		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	A	B	C	D	E	F
<i>Base: All Respondents (unwtd)</i>	<i>n=1006</i>	<i>n=443</i>	<i>n=563</i>	<i>n=224</i>	<i>n=403</i>	<i>n=379</i>	<i>n=128</i>	<i>n=108</i>	<i>n=65</i>	<i>n=374</i>	<i>n=249</i>	<i>n=82</i>
The Battle of Vimy Ridge is singularly important to Canada's history and identity	49%	52%	46%	52%	50%	46%	48%	52% <sub>E</sub>	55% <sub>E</sub>	53% <sub>E</sub>	37%	60% <sub>E</sub>
The Battle of Vimy Ridge is important to Canada, but no more than other significant battle	51%	48%	54%	48%	50%	54%	52%	48%	45%	47%	63% <sub>BCDF</sub>	40%

6. It has been argued by historians that the Battle of Vimy Ridge was the birthplace of a nation, since it was the first battle in which all four Canadian military divisions fought together, and was considered Canada's first military victory. Others have said that it's no more important than other battles or campaigns that Canadians have fought in over the years, such as Passchendaele, Dieppe, Juno Beach or Afghanistan. Which of the following is closest to your point of view:  
 Base: All Respondents n=1006

# THE FUTURE OF VIMY RIDGE REMEMBRANCE

- As we continue to get further away from the Battle of Vimy Ridge, half (51%) of Canadians believe it will become even more important to remember Vimy. In contrast, the other half (49%) of respondents believe that, as time passes, remembering the event won't be as important. Regionally, the importance of keeping the memory alive tends to resonate more with Albertans, Ontarians and Atlantic Canadian respondents.



Mentions	Total	Gender		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	A	B	C	D	E	F
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It will become even more important to remember Vimy, as more time passes	51%	51%	52%	54%	54%	47%	50%	63% <sup>CE</sup>	42%	55% <sup>E</sup>	41%	62% <sup>E</sup>
It won't be as important to remember, as more time passes	49%	49%	48%	46%	46%	53%	50%	37%	58% <sup>B</sup>	45%	59% <sup>BDF</sup>	38%

CANADIAN LEGION TO VIMY RIDGE.  
Available only for  
"DUCHESS OF BEDFORD" to HAVRE.

3  
Selling date Friday,  
July 17th, 1936.

Steamship  
R.M.S. "DUCHESS OF  
BEDFORD."

Surname of Passenger *Leuce*  
Christian Names *John Albert*  
Nationality *Canadian*  
Date of Birth *July 29, 1888*  
Place of Birth *Port Colborne Ont.*  
Permanent Address.....  
*5 Adam St.*  
*St. Catharines, Ont.*  
Date *July 25, 1936*  
Signature *J. A. Leuce*

This portion to be retained by Passenger  
for purpose of control.



CANADIAN LEGION  
TO VIMY, JULY 1936

MEMBERSHIP CERTIFICATE

Name *ROSE M.*  
Party *C* Company *.....*  
Reservations have been made for you as follows:  
Seat *158* on "Red" train from Havre  
Accommodation at *Institution*  
*St. Jean*  
Seat *138* on "Red" train to Havre.  
Accommodation at *Cambridge*  
*Carlton Hotel* LONDON

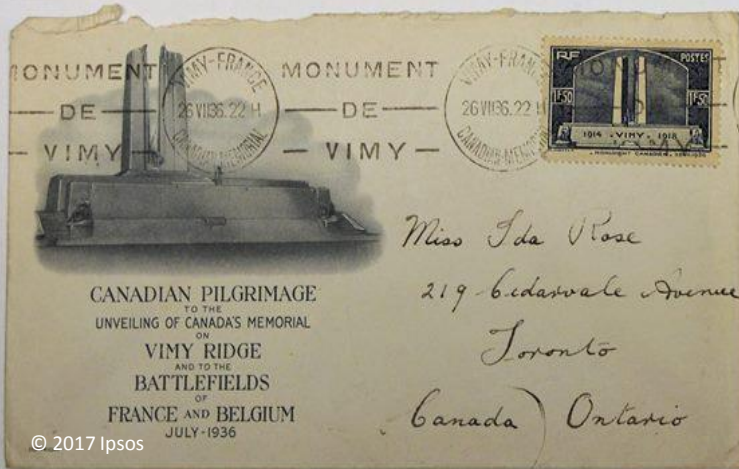
This certificate should be retained, and produced when  
required by one of COOK'S officials.

Issued by THOS. COOK & SON, LTD. (As Agents).

CONDITIONS.

It is understood that all tickets and coupons are issued in connection  
with the Pilgrimage, and all arrangements for transport or conveyance  
or for hotel accommodation, are made and accepted upon the express  
condition that neither the Pilgrimage Committee nor Thos. Cook &  
Son, Ltd., and/or The Continental Travelers' Club and Wagons-Lits,  
and/or their Subsidiary and/or Associated Companies, shall be in any  
way liable for any injury, damage, loss, accident, delay, or irregularity  
which may be occasioned either by reason of any delay in any vehicle  
or through the acts or default of any company or person engaged in  
conveying the passenger, or any Hotel Proprietor or servant, or any  
other person engaged in putting out the arrangements of the Pilgrimage,  
or otherwise in connection therewith. Such conveyance, etc., is subject  
to the laws of the country where the conveyance, etc., is provided.

# Letters From Home





# Contact



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**Vice President, Ipsos Public Affairs**

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📞 416-324-2002

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