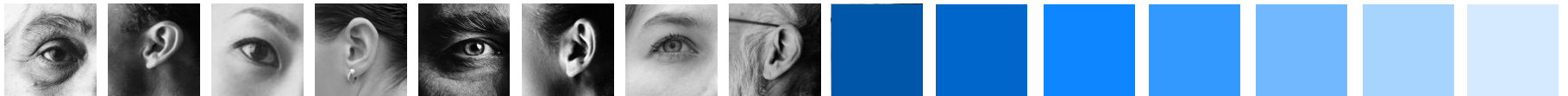


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The Dominion Institute ▶▶

Nation Builders Poll



Prepared for:

The Dominion Institute

November 20, 2008

Methodology

- This telephone survey was conducted among 1000 adults in Canada, between November 5th to November 9th, 2008.
- The sample is proportionally weighted by region (BC, Alberta, the Prairies, Ontario, Québec and Atlantic), age and gender according to the 2006 Canadian Census data.
- The margin of error for the national sample is approximately ± 3.1 , 19 times out of 20.
- Note: Graphs may not always total 100% due to rounding values rather than any error in data.



Executive Summary

- Two-fifths could not identify Sir John A. Macdonald as Canada's first Prime Minister, even more, three-quarters could not identify Sir Wilfrid Laurier as Canada's first francophone Prime Minister.
- However, knowledge levels have improved since 2001 when half (49%) could not identify Canada's first Prime Minister as Sir John A. Macdonald and four-fifths (81%) could not identify Canada's first francophone Prime Minister Sir Wilfrid Laurier.
- Only one-in-ten knew that January 11th was Macdonald's birthday and even fewer knew that November 20th was Laurier's birthday.
- The vast majority of Canadians agree that young Canadians should learn more about Macdonald and Laurier in high school.



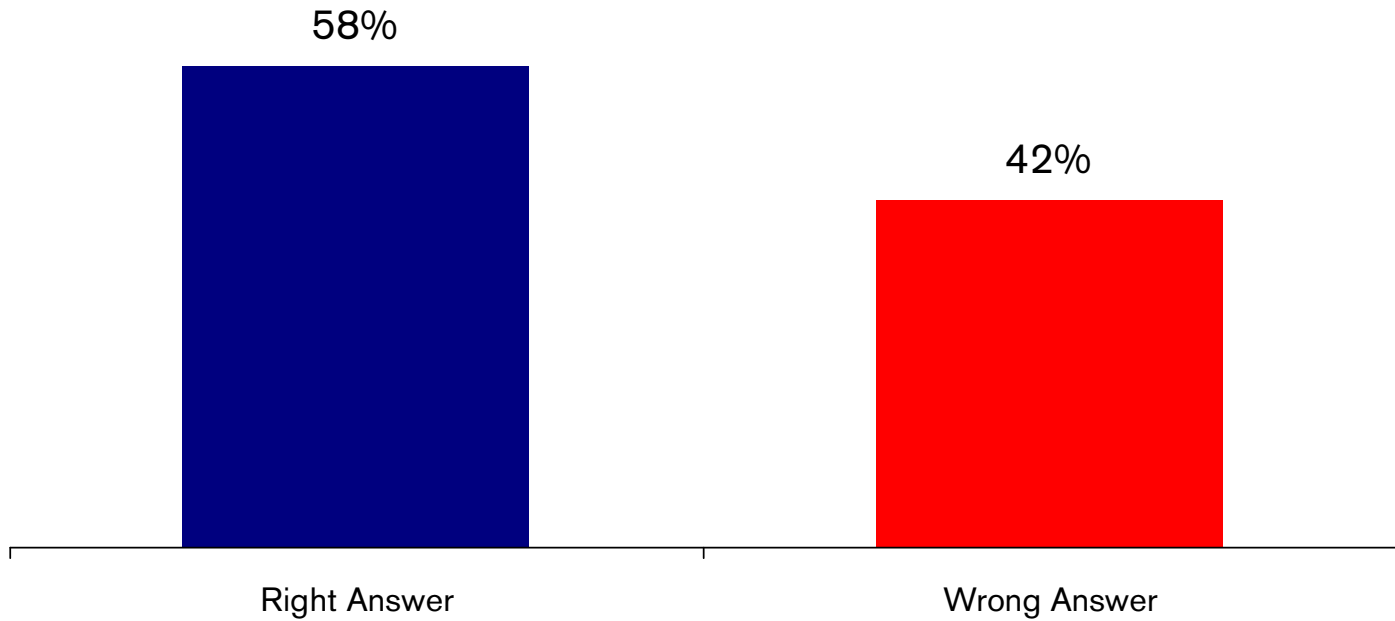
Executive Summary

- Twice as many see Laurier's free trade policies as better suited to deal with the current economic downturn as opposed to Macdonald's protectionist policies.
- Canadians split on who's approach works best in terms of foreign relations Laurier's idea to strengthen ties with the US or Macdonald's idea to strengthen ties with other countries.
- When it comes to winning seats in Quebec, a majority of Canadians (and Quebecers) believe that it does not matter whether the party leader is from Quebec or not.



Two-fifths can not identify Canada's first Prime Minister as Sir John A. Macdonald

Q Please name the Scottish immigrant, skilled lawyer and Father of Confederation who became Canada's first Prime Minister?



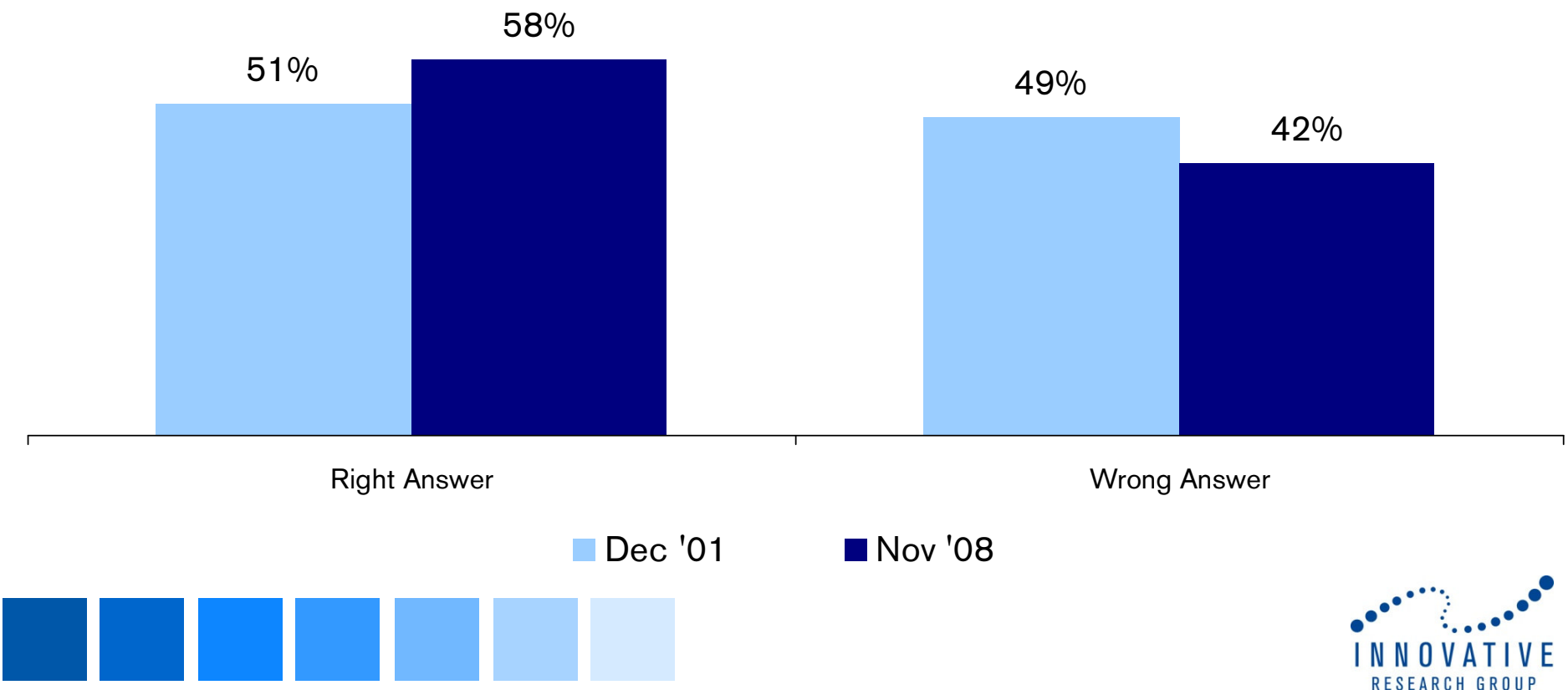
Those that respond 'Right'

Age	%
18-34	52%
35-44	56%
45-54	63%
65+	60%
Region	%
BC	66%
Alberta	62%
Prairies	74%
Ontario	69%
Quebec	31%
Atlantic Canada	61%



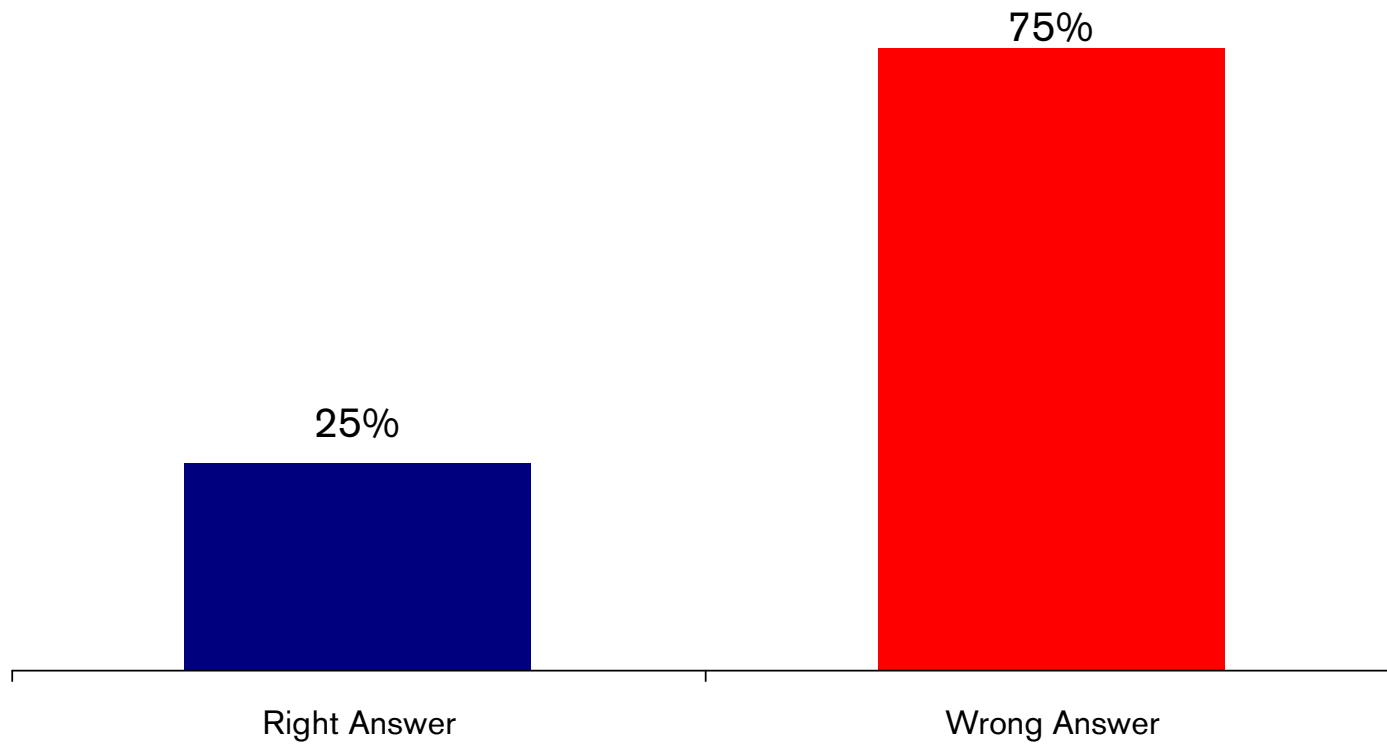
More Canadians more likely to have right answer than in 2001

Q Please name the Scottish immigrant, skilled lawyer and Father of Confederation who became Canada's first Prime Minister?



Three-quarters unable to identify Canada's first francophone Prime Minister Sir Wilfrid Laurier

Q Please name Canada's first francophone Prime Minister who optimistically proclaimed: The 20th century will belong to Canada.



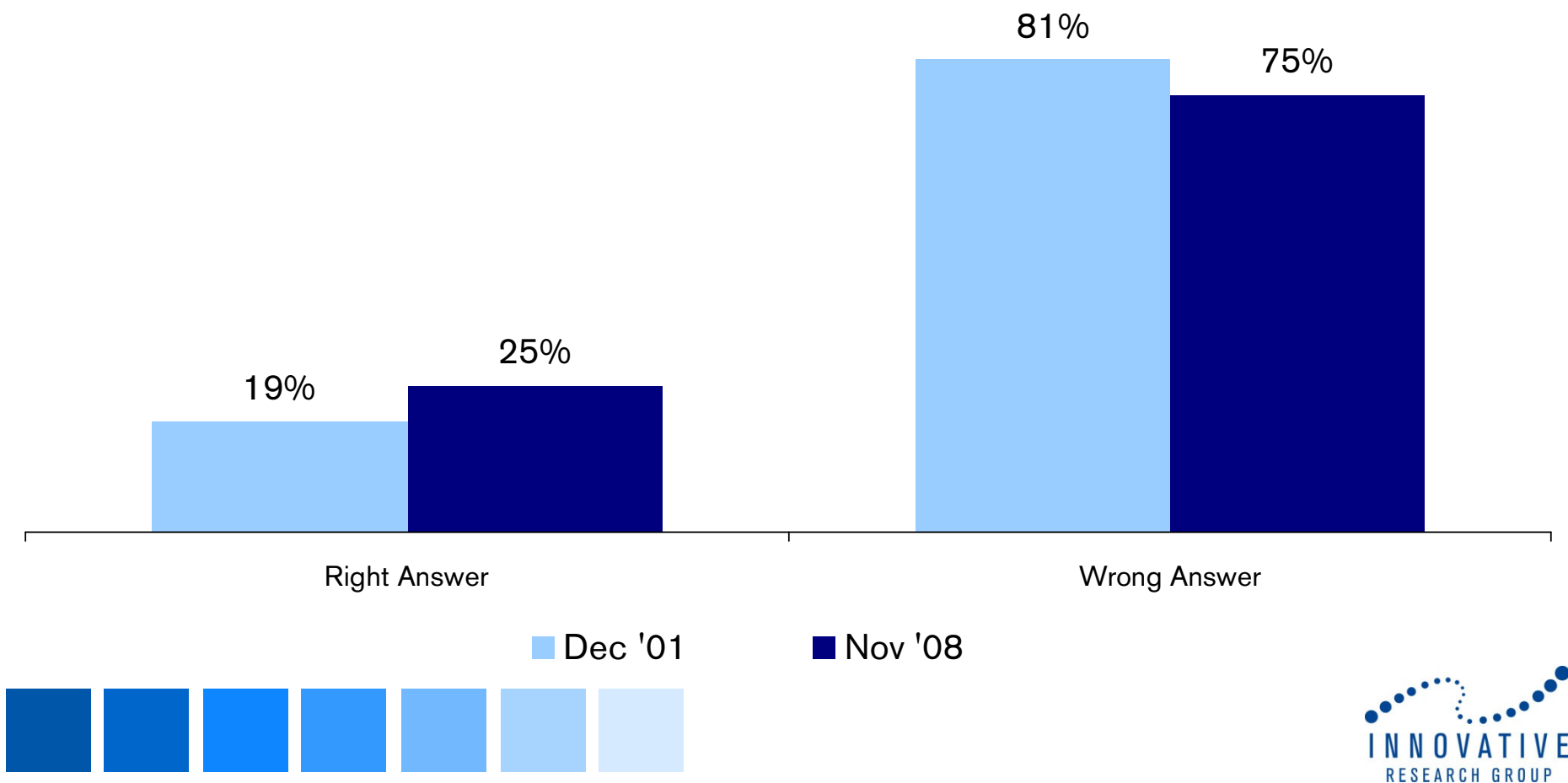
Those that respond 'Right'

Age	%
18-34	12%
35-44	23%
45-54	30%
65+	35%
Region	%
BC	29%
Alberta	18%
Prairies	32%
Ontario	27%
Quebec	22%
Atlantic Canada	18%



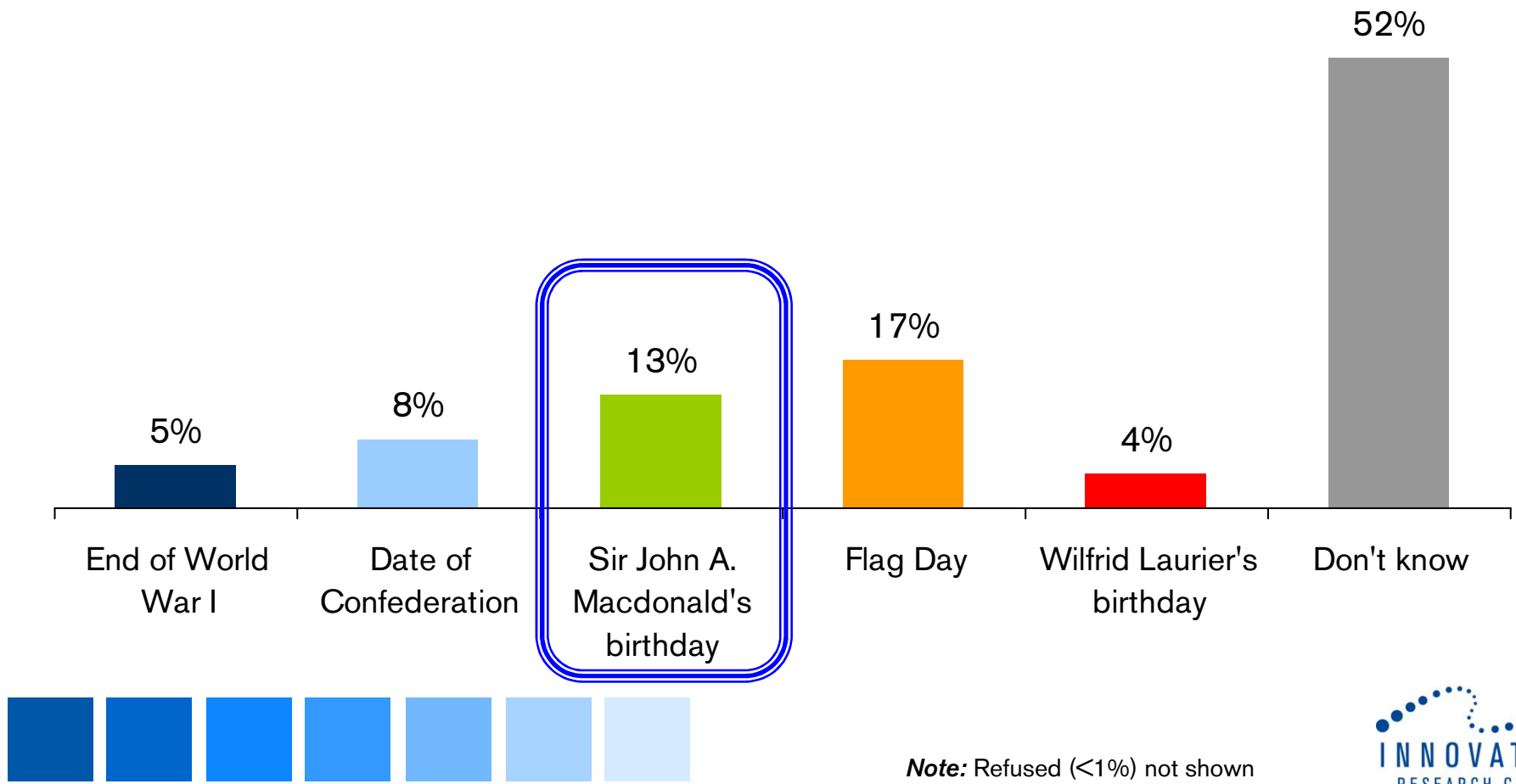
More Canadians more likely to have right answer than in 2001 ⁸

Q Please name Canada's first francophone Prime Minister who optimistically proclaimed: The 20th century will belong to Canada.



Only one-in-ten know why January 11 is a heritage day

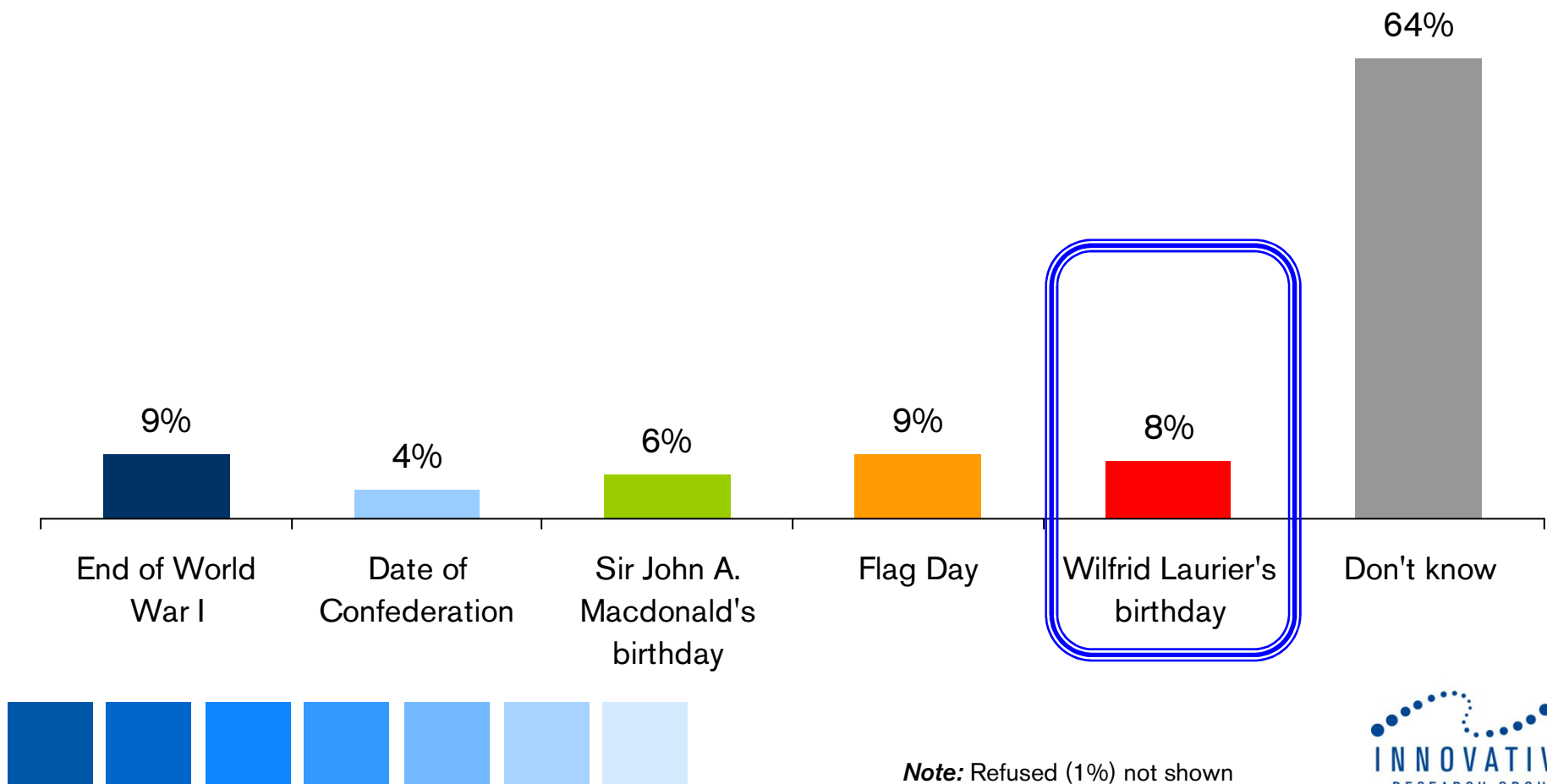
Q In 2002, Parliament formally designated January 11th as a Heritage Day. What is the significance of this day?



Note: Refused (<1%) not shown

Less than one-in-ten know why November 20th is a heritage day ¹⁰

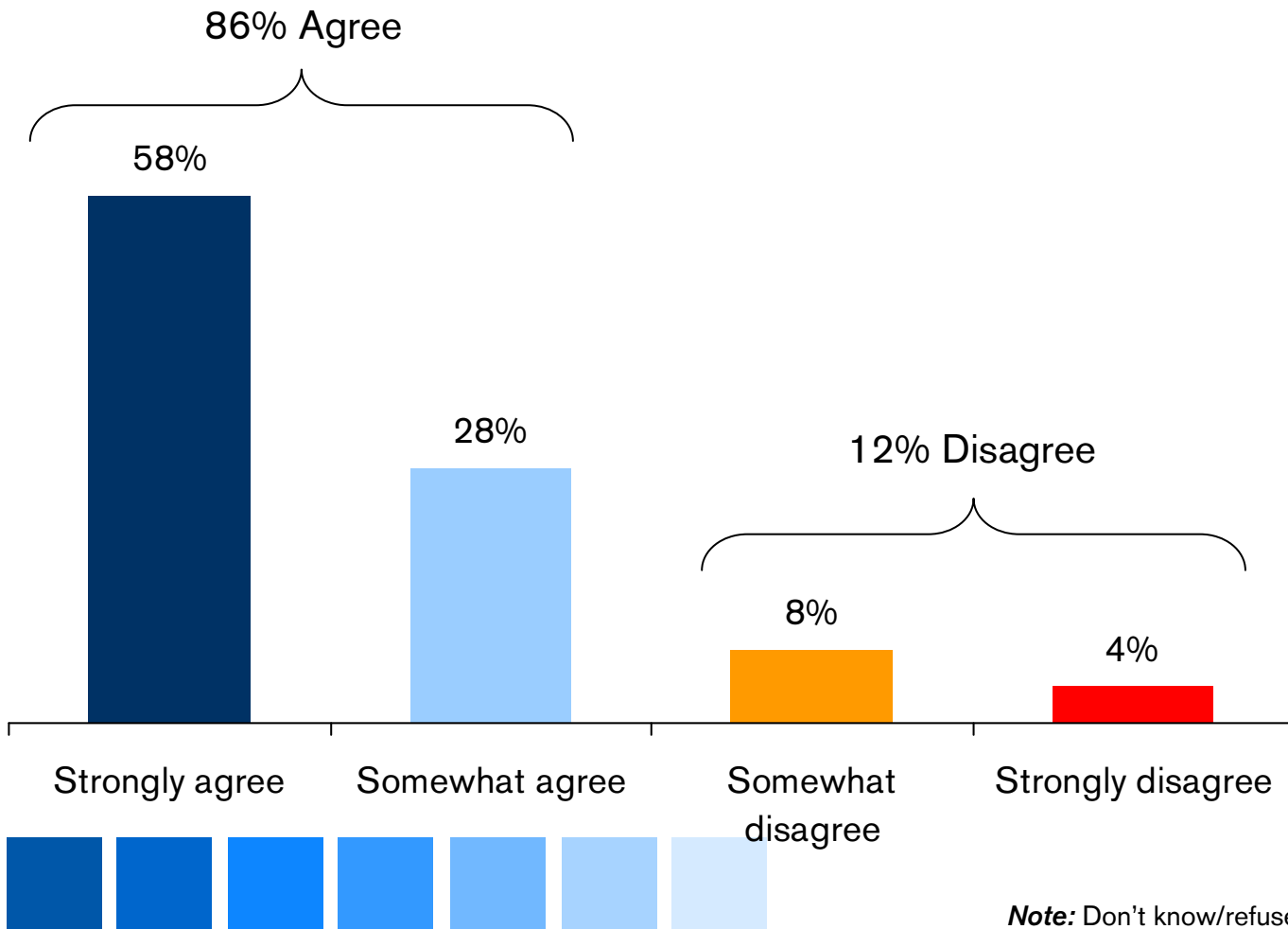
Q In 2002, Parliament formally designated November 20th as a Heritage Day. What is the significance of this day?



Note: Refused (1%) not shown

Majority strongly agree that young Canadians should learn more about Macdonald and Laurier

Q Do you agree or disagree with the following statement: *Young Canadians should learn more about the legacy and accomplishments of Prime Ministers Sir John A. Macdonald and Sir Wilfrid Laurier in high schools.*



Those that respond 'Agree'

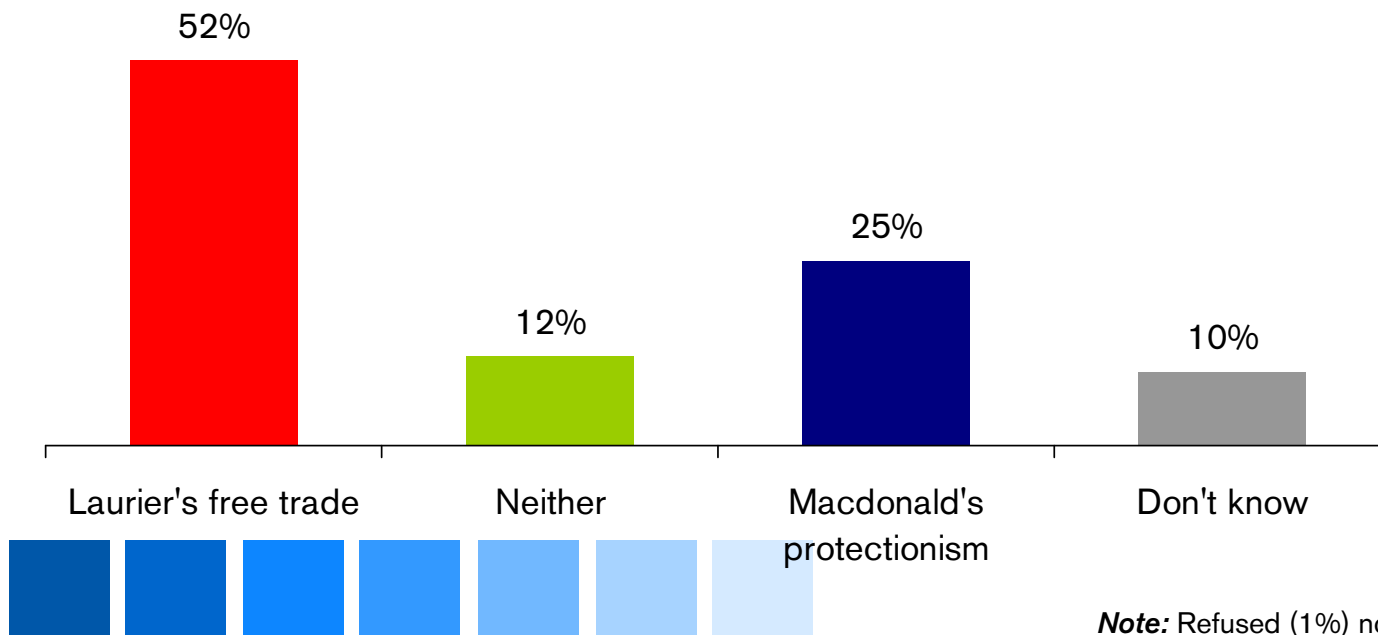
Age	%
18-34	86%
35-44	86%
45-54	84%
65+	88%
Region	%
BC	88%
Alberta	83%
Prairies	80%
Ontario	85%
Quebec	84%
Atlantic Canada	95%

Note: Don't know/refused (2%) not shown

Twice as many see Laurier's solution of free trade¹² as best suited for today's economic downturn

Q The 1880s were years of economic depression. In the 1891 federal election, the solution Wilfrid Laurier proposed was free trade with the United States. On the other hand: John A. Macdonald instead proposed his protectionist "National Policy" which imposed high tariffs on imported American goods.

In your view, which former Prime Minister's policy is best suited to today's economic downturn: Laurier and his policy of increasing free trade with the US? Or Macdonald who sought to protect Canadian businesses from US competition?



Those that respond 'Laurier's free trade'

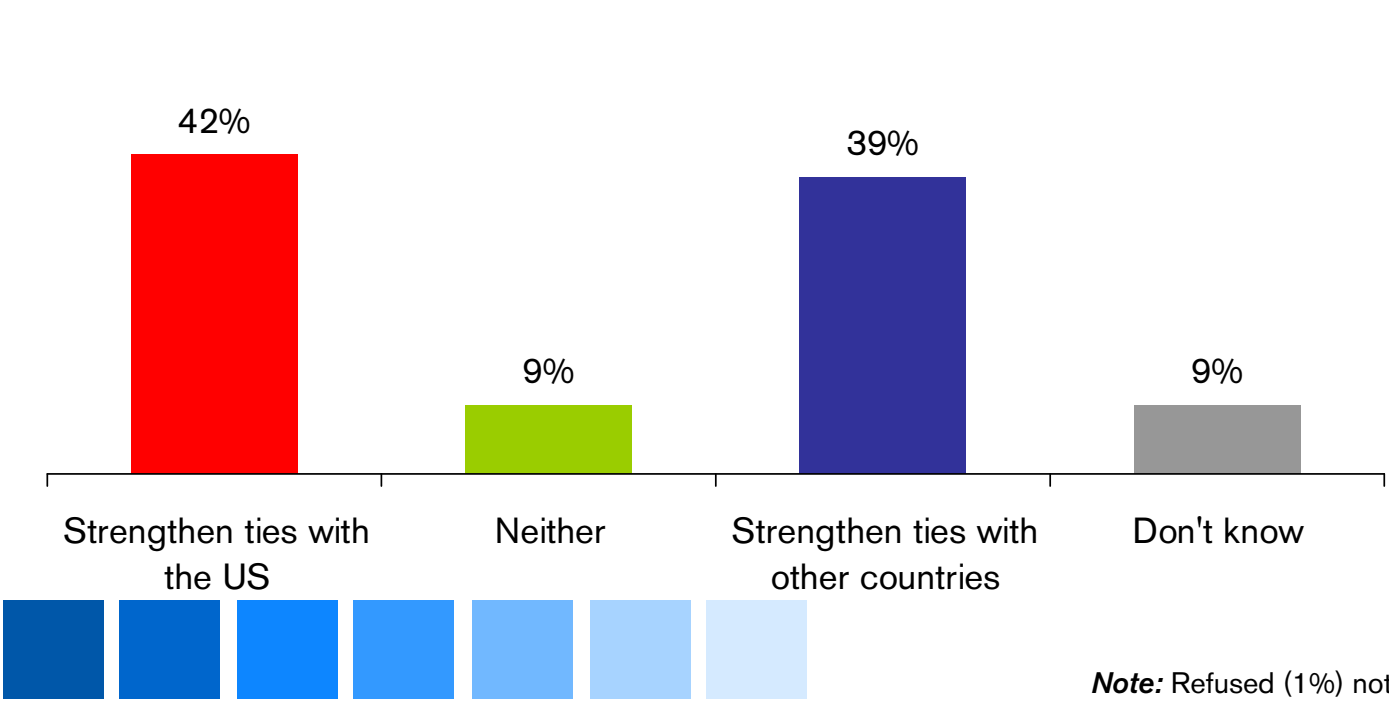
Age	%
18-34	51%
35-44	50%
45-54	52%
65+	56%
Region	%
BC	50%
Alberta	42%
Prairies	58%
Ontario	53%
Quebec	51%
Atlantic Canada	62%

Note: Refused (1%) not shown

Canadians split on who's approach works best in terms of foreign relations

Q During the 1891 federal election, Canada's foreign relations were still being negotiated. John A. Macdonald had favoured stronger ties with Britain and was wary of the Americans. On the other hand: Wilfrid Laurier favoured unrestricted free trade and greater engagement with the US.

In your view, which former Prime Minister's policy is best suited now to Canada's foreign relations: should we focus our energy first and foremost on strengthening our ties with the US as Laurier suggested? Or should we instead strengthen our ties with other countries as Macdonald suggested?



Those that respond 'Strengthen... US'

Age	%
18-34	33%
35-44	43%
45-54	44%
65+	52%
Region	%
BC	40%
Alberta	35%
Prairies	44%
Ontario	40%
Quebec	48%
Atlantic Canada	44%

Note: Refused (1%) not shown



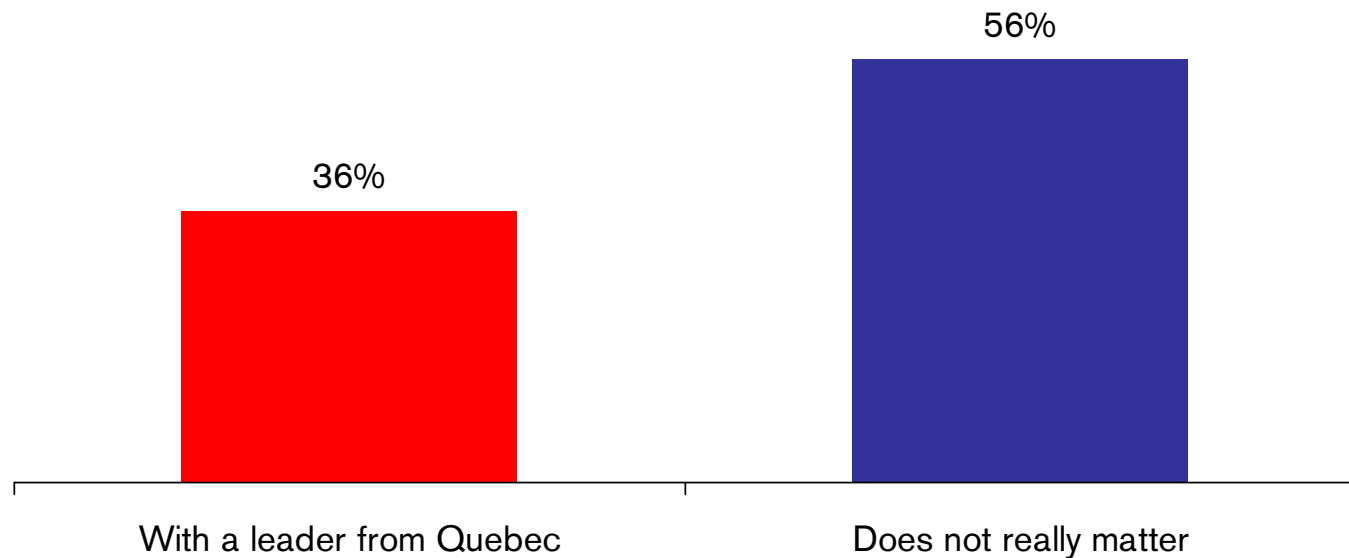
Majority say it doesn't matter whether a leader is from Quebec



Quebec remains an elusive prize for today's federalist parties. In the first decades after Confederation, Scottish-born John A Macdonald's party often won the majority of seats in Quebec. That changed when Wilfrid Laurier became the first francophone Quebecer to lead a major party. He won the most seats in Quebec for seven straight elections.

Do you think that national parties such as the Liberals and Conservatives would win more seats in Quebec with a leader from Quebec, like Laurier? Or, as Macdonald once showed, does this not really matter?

*Those that respond
'...leader from
Quebec'*



Age	%
18-34	40%
35-44	43%
45-54	35%
65+	28%
Region	%
BC	43%
Alberta	35%
Prairies	34%
Ontario	33%
Quebec	38%
Atlantic Canada	38%



Note: Refused (1%) not shown





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