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The Dominion Institute ▶▶

Nation Builders Poll



Prepared for:

The Dominion Institute

(www.dominion.ca)

January 9, 2009

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.



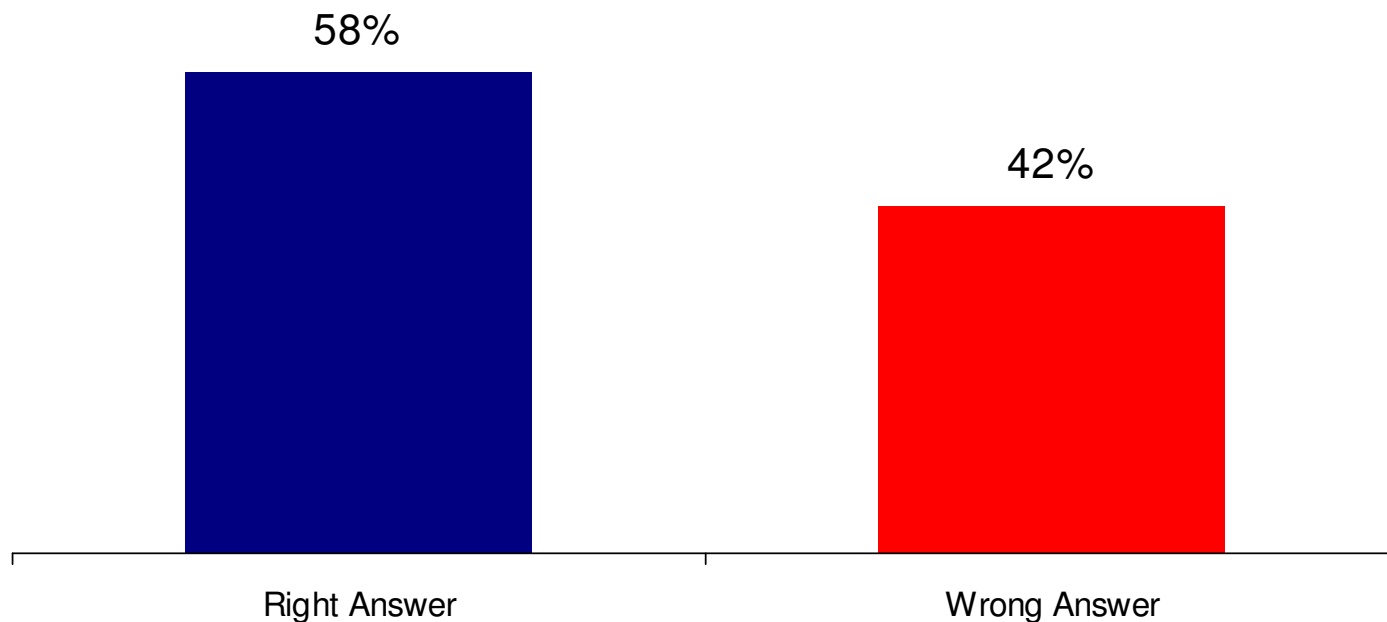
Executive Summary

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



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?



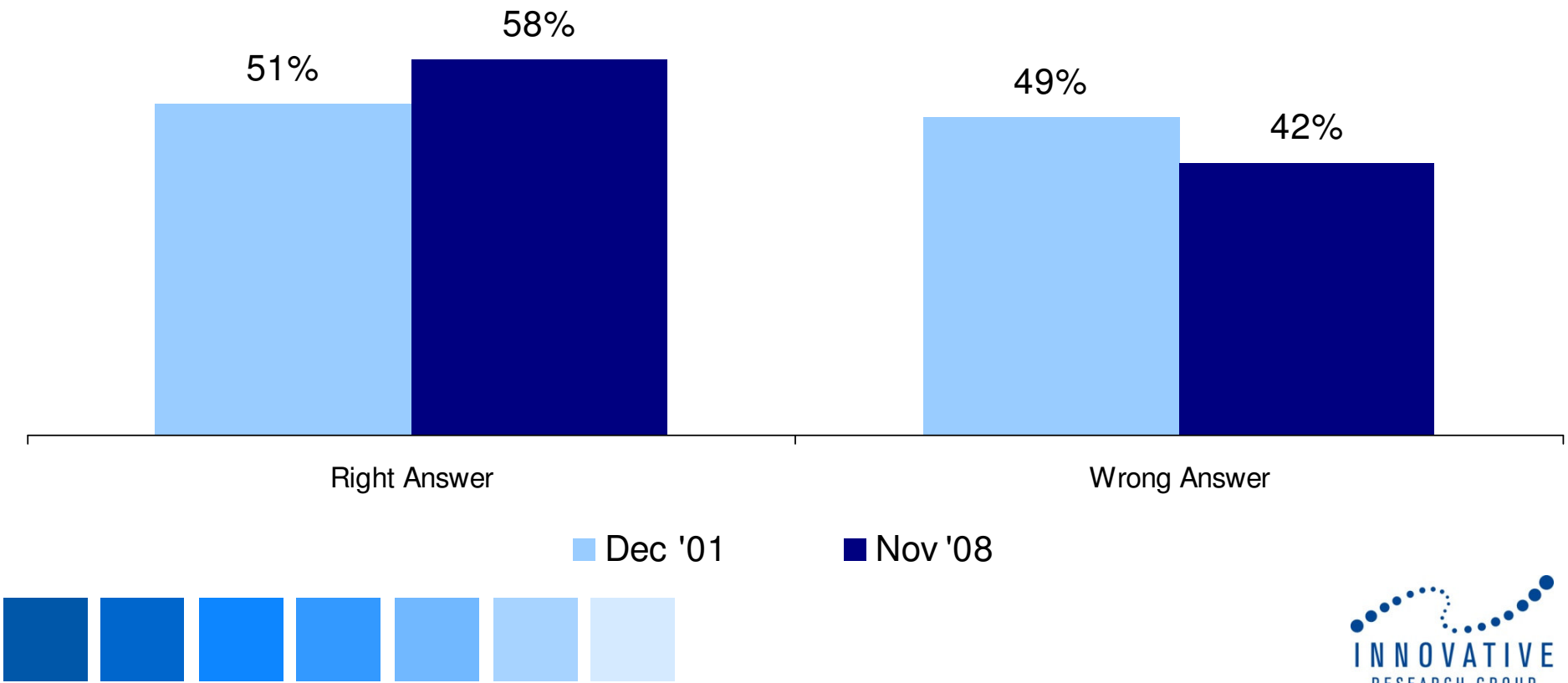
Those that respond 'Right'

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%



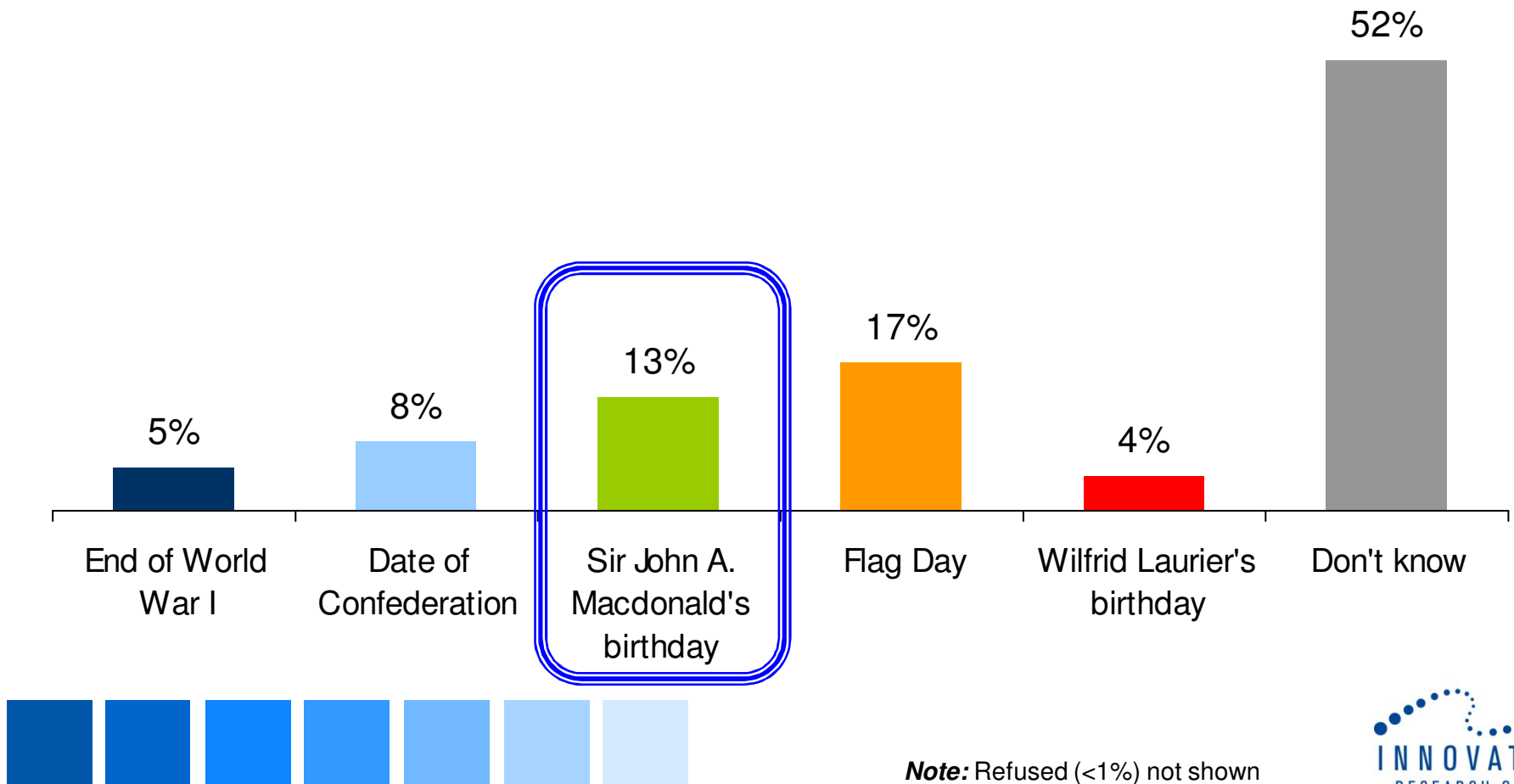
More Canadians more likely to have right answer than in 2001

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



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

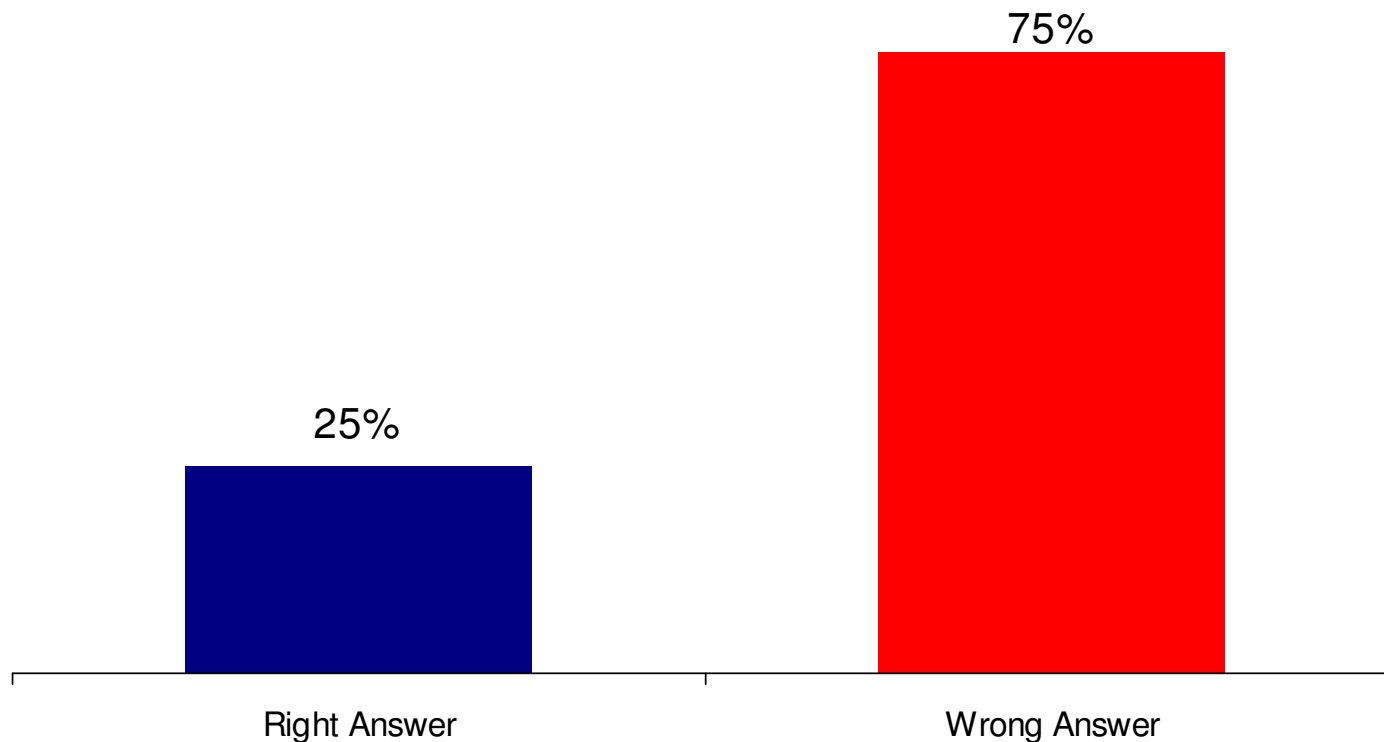
Q In 2002, Parliament formally designated January 11th as a Heritage Day. What is the significance of this day?



Note: Refused (<1%) not shown

Three-quarters unable to identify Canada's first francophone Prime Minister Sir Wilfrid Laurier ⁷

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



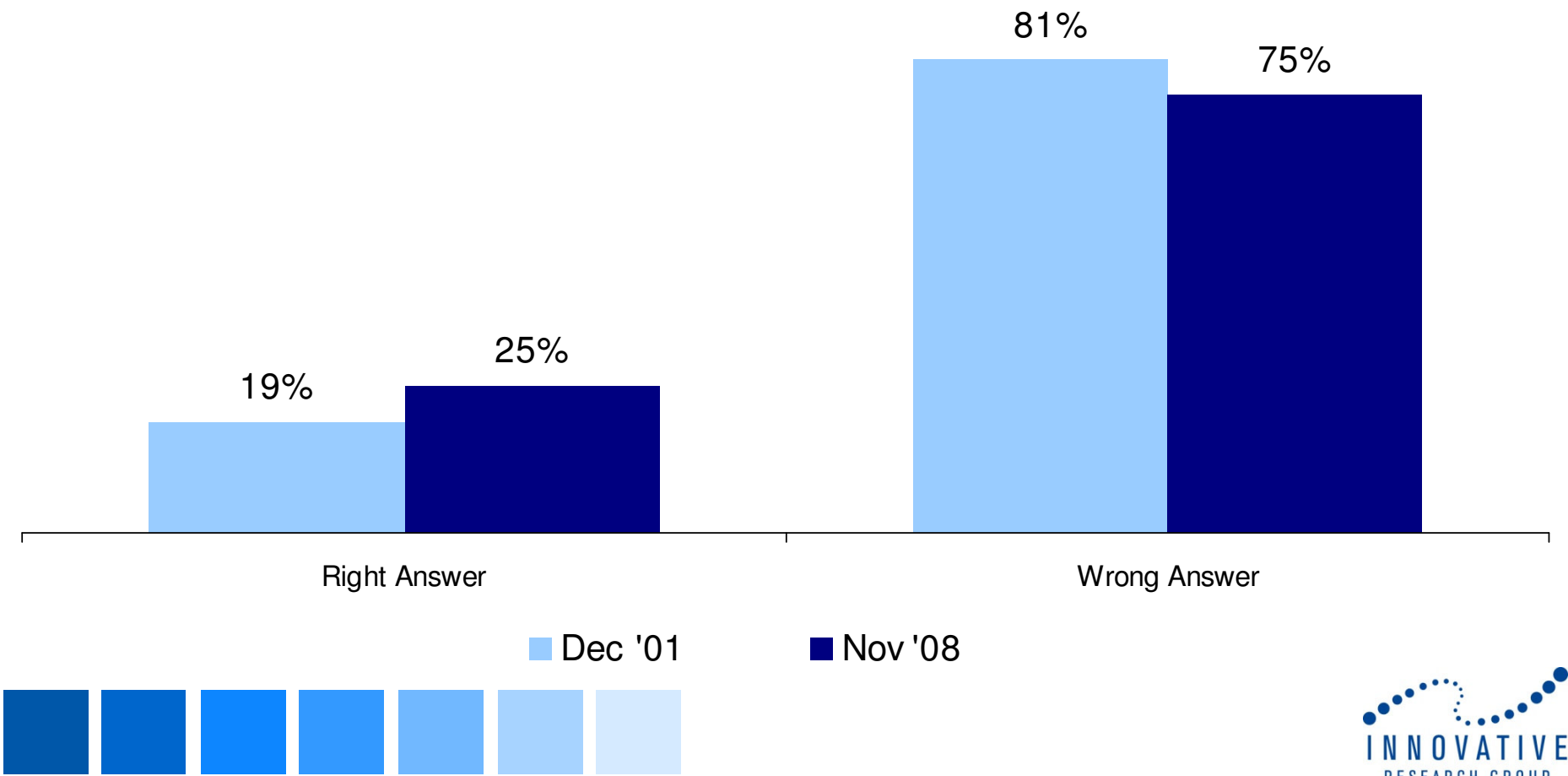
Those that respond 'Right'

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%



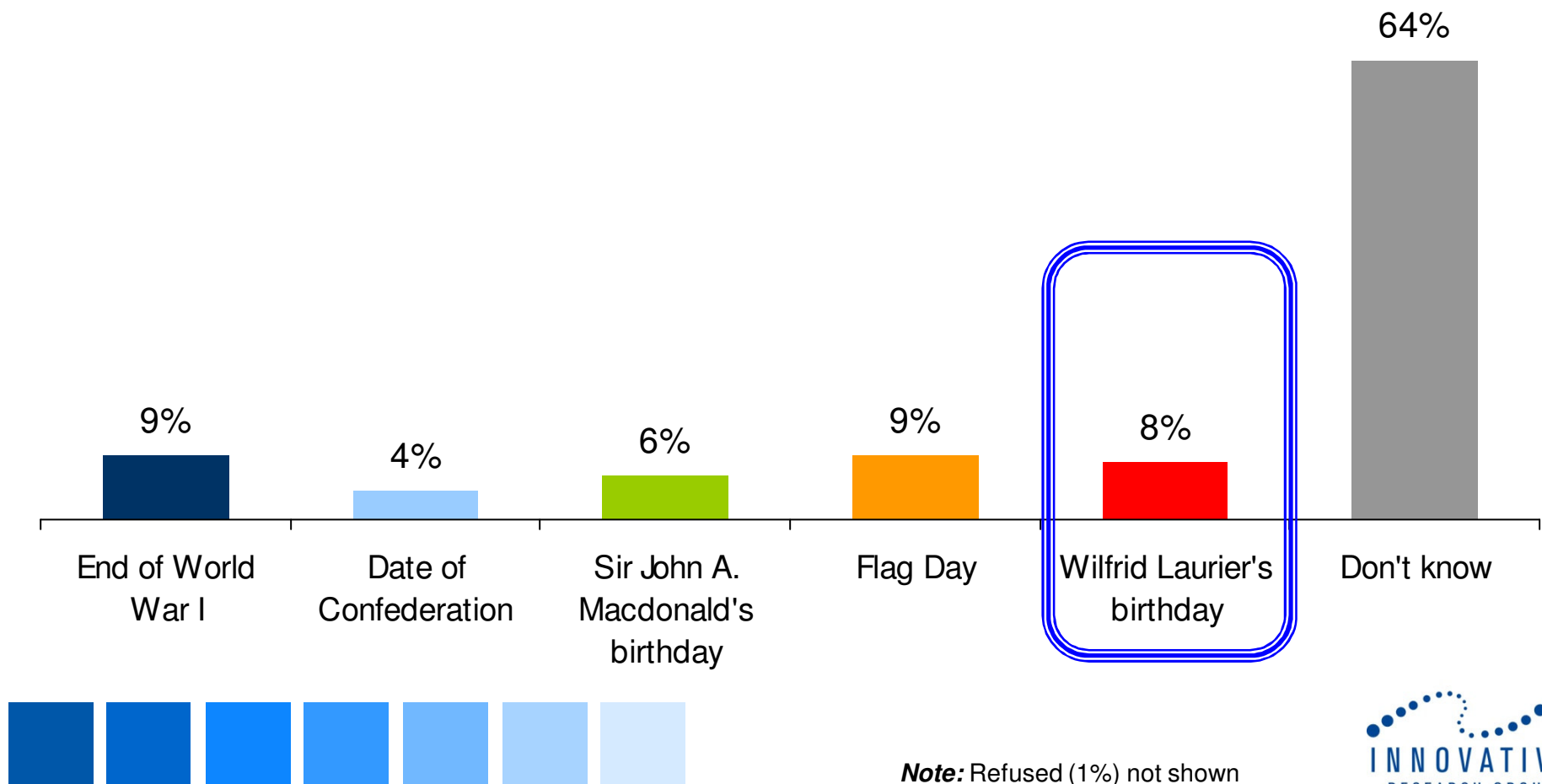
More Canadians more likely to have right answer than in 2001

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



Less than one-in-ten know why November 20th is a heritage day ⁹

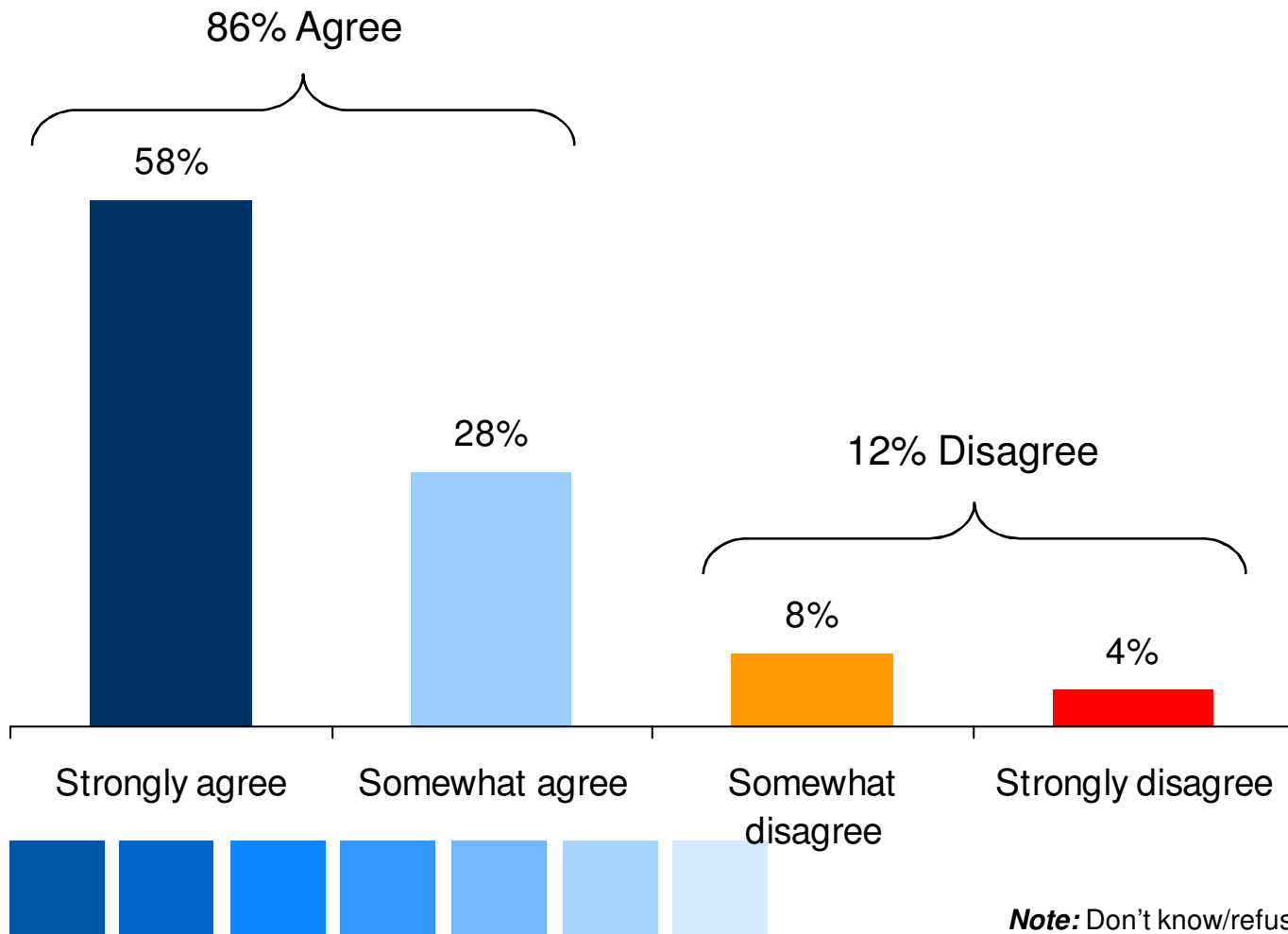
Q In 2002, Parliament formally designated November 20th as a Heritage Day. What is the significance of this day?



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



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