

Canadians' Knowledge & Perception of the War of 1812 Final Report

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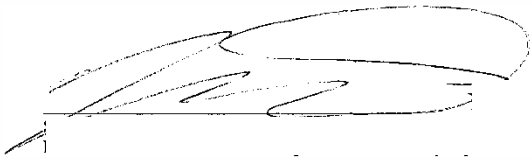
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Executive Summary

Background and Objectives

- In preparation of this historical War of 1812 bicentennial and commemoration, the Department of Canadian Heritage is considering conducting an advertising campaign which would celebrate the impact which the War of 1812 has had on the Canada's further development, and would offer all Canadians the opportunity to learn more about the history of our country and to live a memorable experience throughout the country. In order to ensure that this possible advertising campaign is effective and well-received by Canadians, **Canadian Heritage has undertaken a survey of Canadians to gain a better understanding of our collective knowledge and perceptions with regard to the historical event.**

Research Objectives

- The overall objective of the research was to understand Canadians level of knowledge, interest and perceptions of the War of 1812. The specific research objectives will allow Canadian Heritage to obtain data on the following:
 - Awareness and knowledge of Canadians of the War of 1812;
 - Level of interest of Canadians in knowing more about the history of Canada and the War of 1812 in particular;
 - Canadians' level of support of the role of the Government of Canada with respect to promoting Canadian history;
 - Level of interest of Canadians in visiting historic sites, as well as relevant Government of Canada websites;
 - Media and sources used to obtain this type of information.

Methodology

- Ten questions were included in the TNS Express On-line Omnibus Survey conducted with a sample of 1,835 Canadians aged 17 years and over drawn from the TNS Interactive Panel. The survey was launched on March 17, 2011 and by March 20, a total of **1,835 interviews** were completed.
- The sample was drawn from a proprietary panel in which panel members are recruited and incented to participate, this does not represent a probability sample and therefore, margin of error calculations do not apply.

Executive Summary (cont'd)

Methodology (con't)

- Prior to the conduct of any data analysis the data set was checked and cleaned to ensure that all responses were valid, logical and accurate. **The clean data set, comprising 1,835 cases was weighted to be representative of the population of Canadians by age, gender and region.**
- The key analytical variables were used in drafting the report and for which detailed data tables were created. Some of the key variables examined included gender, age, region, household income, education, cultural community and ancestry.
- **N.B. The absence of reporting on comparative analysis does not mean that the analysis was not undertaken, but rather that the analysis revealed that there are no significant differences from one group to another and indicate that the results are similar to the (sample) population on the whole.**

Key Findings

- **Two-thirds of respondents (68%) said they have heard of the War of 1812**, with awareness generally **increasing with age** (from a low of 59% for those between 25-34 years old to 74% for those over 50); **and/or household income** (60% for those who earn a household income of less than \$35K to 72% for those who make over \$80K).
- Respondents may be aware of the War of 1812, but their **knowledge of key countries, historical figures and sites involved is limited**. Eighty-three percent (83%) of those who are aware of the war were able to correctly identify at least one country that participated in the war, and 14% were able to correctly identify all the countries involved. Respondents were much less aware of the historical figures and sites involved, with 58% able to correctly identify at least one of the sites involved, and 56% able to identify at least one figure.

Executive Summary (con't)

Key Findings (con't)

- **Respondents across the board agreed that the Government should support events and activities** that give the public an opportunity to learn about Canadian history such as the War of 1812 (74% agree: 33% strongly; 41% somewhat), and that it was **an important chapter in the history of Canada** (68% agree: 30% strongly; 38% somewhat). Canadians also agree that commemorating these types of events **adds to their sense of belonging to Canada** (30% strongly agree; 37% somewhat agree), and that it is **important to celebrate the bicentennial** of the War of 1812 (27% strongly agree; 40% somewhat agree).
 - Agreement with each statement varied by age group with respondents between **25-34 years old displaying the lowest level of agreement** across the four statements (54%-64% strongly or somewhat agreed).
 - **Respondents from Ontario were more likely to agree** with the statements (75%-81% strongly or somewhat agreed), while **French Canadians and respondents from Quebec were much less likely to agree** (48%-62% and 49%-62% respectively either strongly or somewhat agreed).
- Respondents **expressed interest in the impact the War of 1812 had on Canada as we know it** (32% very interested; 39% somewhat interested), with one-quarter of respondents (25%) were **very interested in the key facts related to the war**, and an additional 41% somewhat interested in these key facts.
- A similar proportion of respondents expressed interest (23% very interested; 41% somewhat interested) in the historical figures behind the war. While a slightly less amount of respondents expressed interest (22% very interested; 37% somewhat interested) in the role of Francophone, Anglophone and Aboriginal communities in the War of 1812.

Executive Summary (con't)

Key Findings (con't)

- Similar to the agreement statements, **the level of interest towards certain aspects of the war varies by age** with those 25-34 years of age displaying the least interest (49%-62% very or somewhat interested compared to 65%-75% for those over 50 years of age).
- In addition **respondents from Ontario display a higher level of interest** compared to other regions (68%-80% very or somewhat interested). While respondents from Quebec and similarly French-Canadians display a lower level of interest (52%-56% and 51%-57% respectively very or somewhat interested).
- More than half of respondents surveyed **indicated an interest in participating in activities and events related to the War of 1812**. Over half of the respondents surveyed expressed interested in going to one of Parks Canada's historic sites for the commemoration of the war (18% very interested; 36% somewhat interested) or attending a celebration held in their region (16% very interested; 36% somewhat interested) . However, they were much **less interested in planning a trip to a commemorative event** (9% very interested; 27% somewhat interested) or **participating in an online activity** (13% very interested; 33% somewhat interested).
 - **Respondents between the age of 25-34 are less likely to be interested** in participating in War of 1812 commemorative events, with 30-47% either very or somewhat interested. The only aspect in which that same age group is on par with other age groups is if the celebration is held in their region.
 - Respondents from **Ontario continued to display a higher level of interest** in the War of 1812 (51%-67% very or somewhat interested), with **French-Canadian and Quebec respondents least interested** in participating in events (22%-41% and 23%-39% respectively very or somewhat interested).
- The majority of respondents felt **Television** was the most effective medium in informing Canadians about the War of 1812, with 57% ranking it number one, followed by an additional 28% who ranked it as their second or third choice. The next favoured medium is utilizing **websites** to inform Canadians. One-in-ten respondents (11%) ranked websites as number one, followed by nearly an additional third (31%) who ranked it second or third.

Executive Summary (cont'd)

Conclusions and Discussion

- **Canadians are largely aware of the War of 1812**, and many also have some knowledge of the key historical figures; **but their depth of knowledge is limited**. This is exemplified through the number of respondents who did not or refused to answer questions pertaining to key historical figures and sites and further illustrated by the very small minority of respondents who could correctly identify all the countries, figures and sites that are connected to the war.
- **Awareness, interest in, and knowledge of the War is largely regional and age-dependent**. It is highest in Ontario and dissipates as one ventures further away, both west and east. It is also higher among older Canadians.
- **Interest in the War is much lower in Quebec, among Francophones, and younger Canadians.**
- **There is interest in learning more** about certain aspects of the war, such as key facts, figures and sites, but this interest tends to be largely concentrated in Ontario.
- In summary, while Canadians in general have heard of the War of 1812; and older Canadians in the province of Ontario will provide a ready target audience for information, activities and events related to the War and its commemoration. However, Canadian Heritage will likely need to reach out and expend greater effort; first, to engage Quebecers and Francophones of the relevance of the War to *Quebec* and *French-Canadian* history; and second, to younger Canadians where history is overall less relevant in their lives generally. **Television** will likely be the media with the greatest potential impact; and, financial resources permitting, would be the most effective tool to reach out to these audiences. **On-line** will also prove to be an important support medium, especially to reach out to younger Canadians.

Background and Objectives

Background

In the Speech from the Throne given March 3, 2010, Her Excellency the Governor-General stated that *“two years hence, our Government will engage millions of citizens and strengthen knowledge and pride in Canada by commemorating the bicentennial of the War of 1812, an event that was key to shaping our identity as Canadians and ultimately our existence as a country.”* Celebrations surrounding the War of 1812 bicentennial will provide Canadians the opportunity come to better know and understand the importance of the War of 1812, and serve to raise Canadians’ level of interest of this event, and of Canadian history in general.

In preparation of this historical event and commemoration, the Department of Canadian Heritage is considering conducting an advertising campaign which would celebrate the impact which the War of 1812 has had on Canada’s further development, and would offer all Canadians the opportunity to learn more about the history of our country and to live a memorable experience throughout the country. In order to ensure that this possible advertising campaign is effective and well-received by Canadians, **Canadian Heritage needs to undertake a survey of Canadians to gain a better understanding of our collective knowledge and perceptions with regard to this historical event.** The purpose of this research, therefore is to understand the level of knowledge, interest and perceptions, etc. of the War of 1812.

Research Objectives

The specific objectives of this research will allow Canadian Heritage to obtain data on the following:

- Awareness and knowledge of Canadians of the War of 1812
- Level of interest of Canadians in knowing more about the history of Canada and the War of 1812 in particular
- Canadians’ level of support of the role of the Government of Canada with respect to promoting Canadian history
- Level of interest of Canadians in visiting historic sites, as well as relevant Government of Canada websites
- Media and sources used to obtain this type of information

Methodology

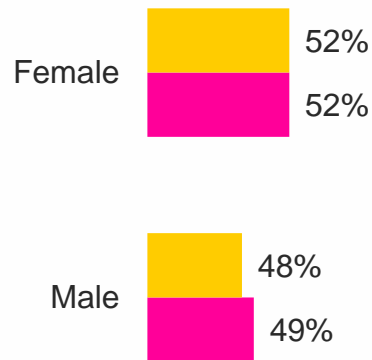
- Ten questions were included in the TNS Express On-line Omnibus Survey conducted with a sample of 1,835 Canadians aged 17 years and over drawn from the TNS Interactive Panel. The survey was launched on March 17, 2011 and by March 20, a total of **1,835 interviews** were completed.
- Since the sample was drawn from a proprietary panel in which panel members are recruited and incented to participate, this does not represent a probability sample and therefore, margin of error calculations do not apply.
- Prior to the conduct of any data analysis the data set was checked and cleaned to ensure that all responses were valid, logical and accurate. **The clean data set, comprising 1,835 cases was weighted to be representative of the population of Canadians by age, gender and region.**
- The key analytical variables used in drafting this report and for which detailed data tables have been created are as follows:
 - Region: Atlantic, Quebec, Ontario, Prairies and British Columbia
 - Household income: Less than \$35,000, \$35,000 to \$79,999, or \$80,000 and higher
 - Gender: Male or female
 - Age: 18-24, 25-34, 35-49, 50+
 - Education: High School or less, College, University
 - Marital Status: Single, married, other
 - Cultural Community: Canadian, French-Canadian, First Nations, other
 - Ancestry: Canada, US, Latin America/Caribbean, UK/Ireland, Eastern Europe, Western Europe, Asia/Africa, other
- **N.B. The absence of reporting on comparative analysis does not mean that the analysis was not undertaken, but rather that the analysis revealed that there are no significant differences from one group to another and indicate that the results are similar to the (sample) population on the whole.**



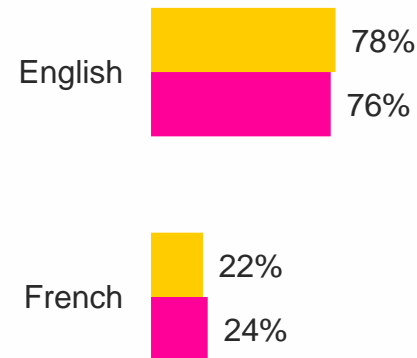
Respondent Profile

Respondent Profile

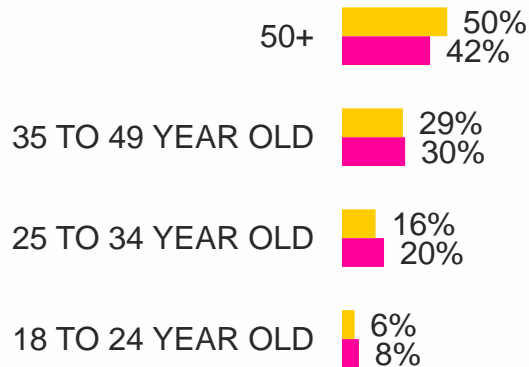
Gender



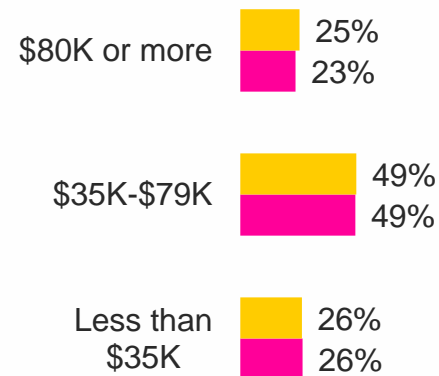
Language



Age of Respondents



Household Income

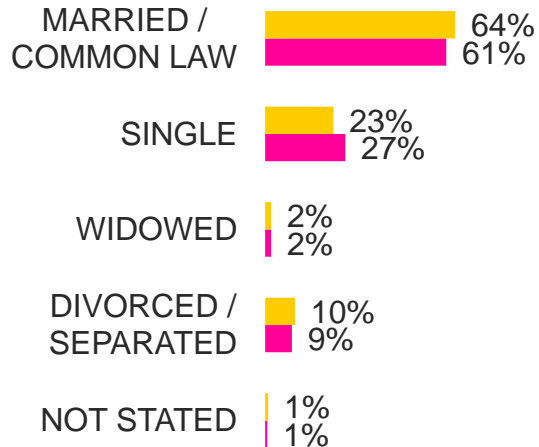


■ Unweighted

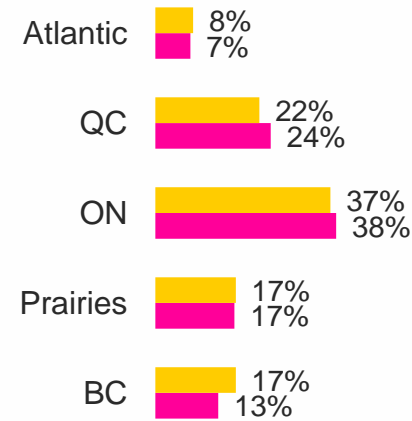
■ Weighted

Respondent Profile (con't)

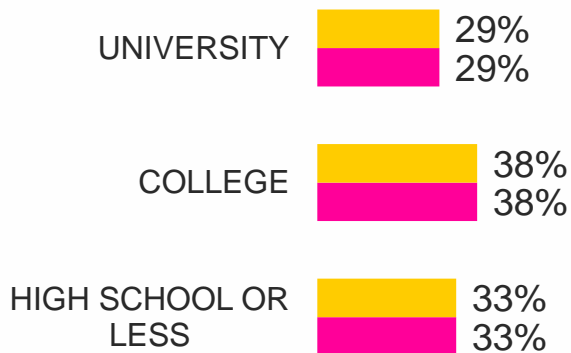
Marital Status



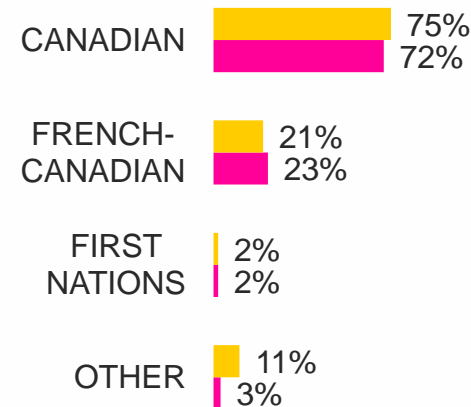
Region



Education

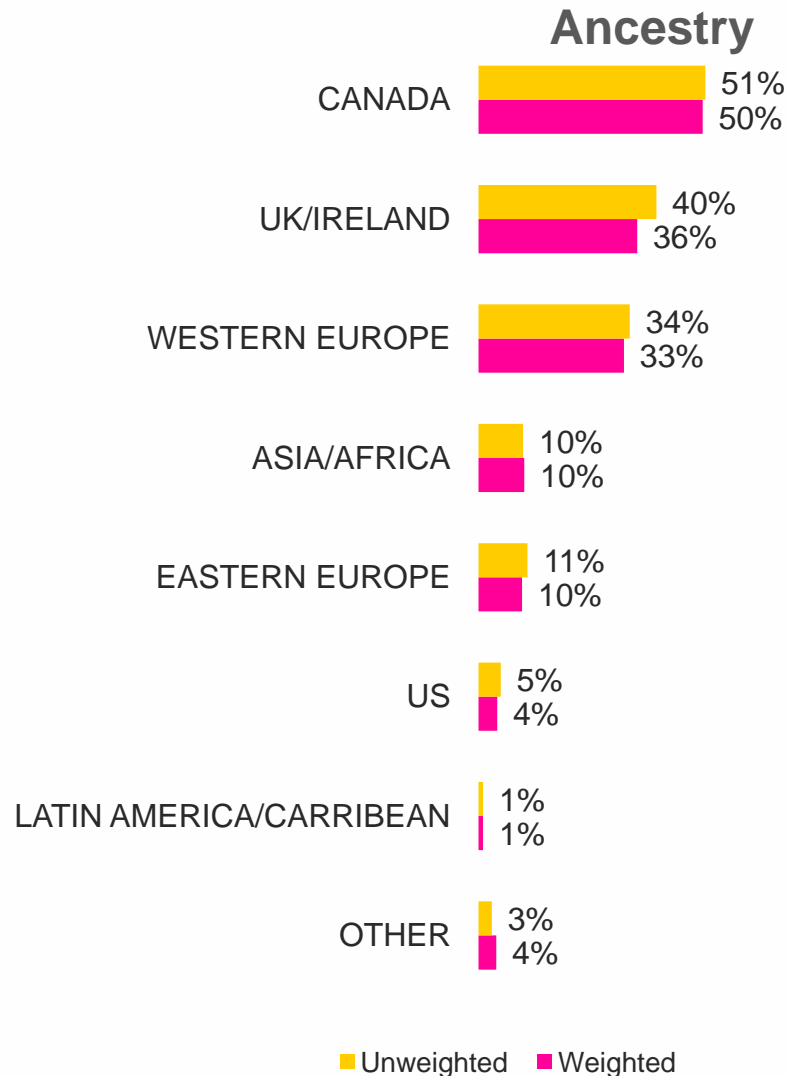


Cultural Community



■ Unweighted ■ Weighted

Respondent Profile (con't)



Q 10. What country or countries are your ancestors from?

Base: All respondents, N=1835 Percentages will not add up to 100% due to multiple response

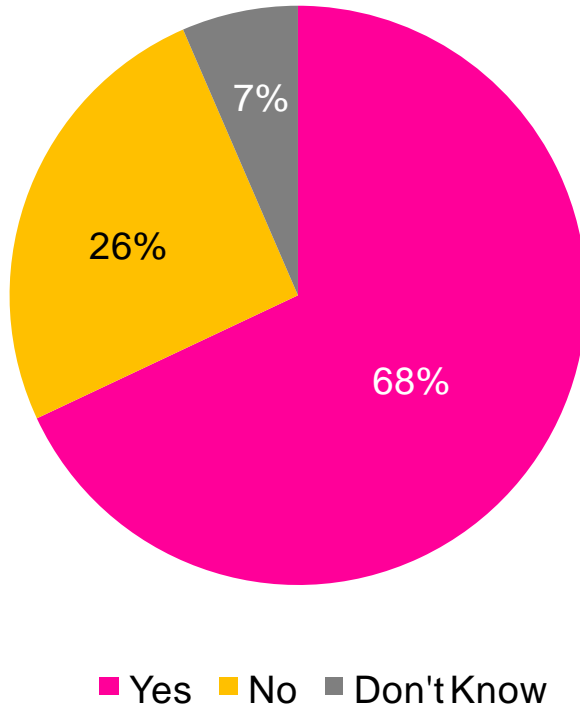
A historical battle scene featuring soldiers in 18th-century attire. In the foreground, a soldier in a green coat with a white sash and a black bicorne hat stands with his back to the camera, looking towards a line of soldiers in red coats. The red-coated soldiers are firing muskets, creating a thick plume of white smoke that fills the air. The background shows more soldiers and a line of trees under a bright sky.

Awareness & Perceptions

Analysis

Two of Every Three Canadians Have Heard of the War of 1812

Aware of the War of 1812



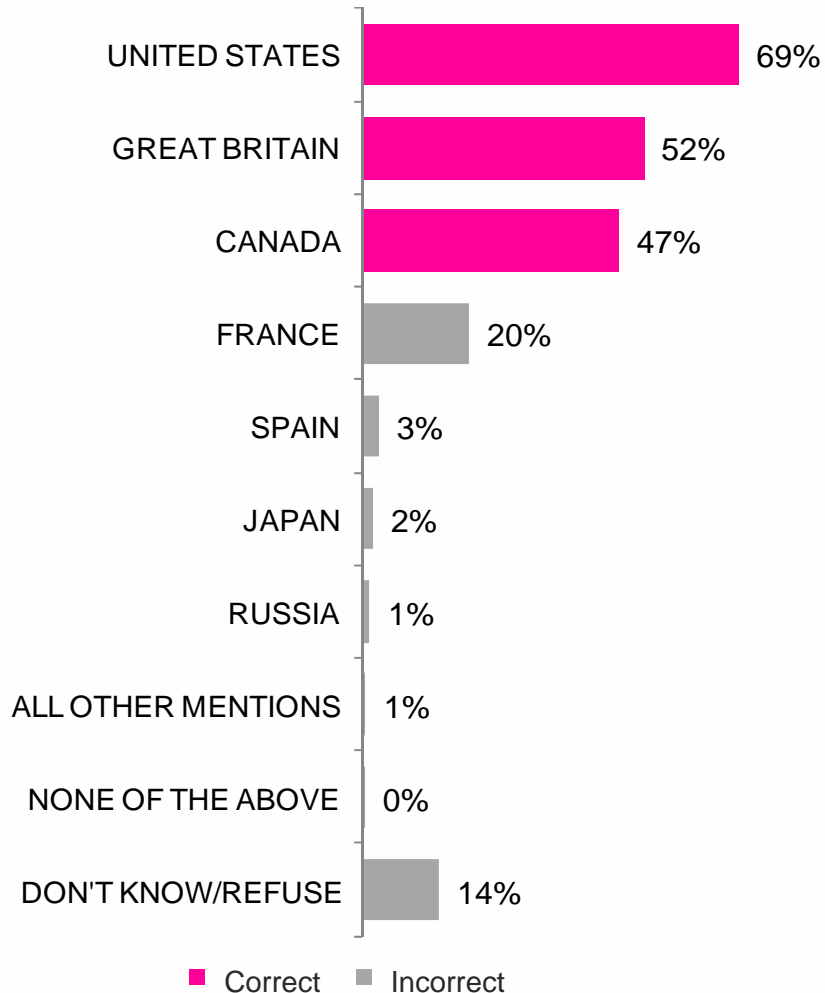
- A large majority of respondents said they have heard of the War of 1812 (68%).
- **Awareness increases with age and income,** as displayed in the table below.

% Who have heard of the War of 1812	
Gender	
Male	73%
Female	63%
Household Income	
Less than \$35K	60%
\$35K-\$79K	70%
More than \$80K	72%
Age	
18-24	65%
25-34	59%
35-49	66%
50+	74%

Q1a. Have you ever heard of the War of 1812?
Base: All respondents, N=1835

Most of those Aware Know Which Countries Were Involved in the War of 1812

Perceived Countries Involved in the War of 1812



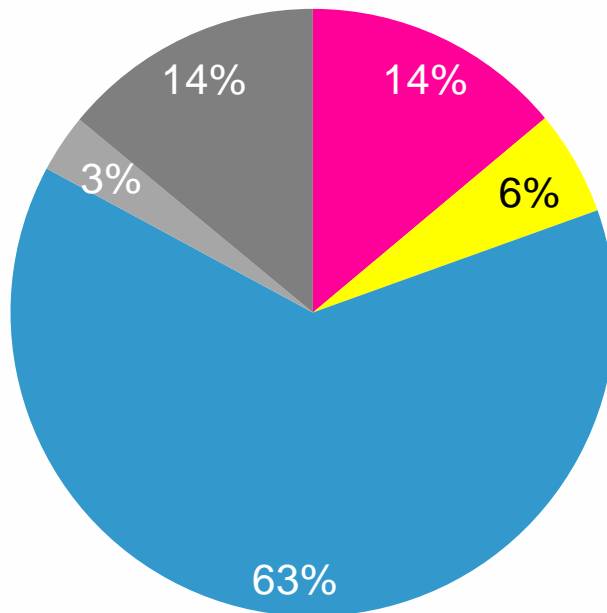
- Over two-thirds of respondents (69%) remarked that the War of 1812 involved the USA, with approximately half of the respondents each indicating Great Britain (52%) and Canada's (47%) involvement in the war.
- One-in-five said France was involved (20%), and 14% said they did not know or refused.

Q1b. To your knowledge, what countries were involved in the War of 1812?

Base: All respondents, N=1299 Percentages will not add up to 100% due to multiple response

Most Know of at Least One Country Involved in the War

Proportion of Respondents Who Correctly and Incorrectly Selected Which Countries were Involved in the War of 1812



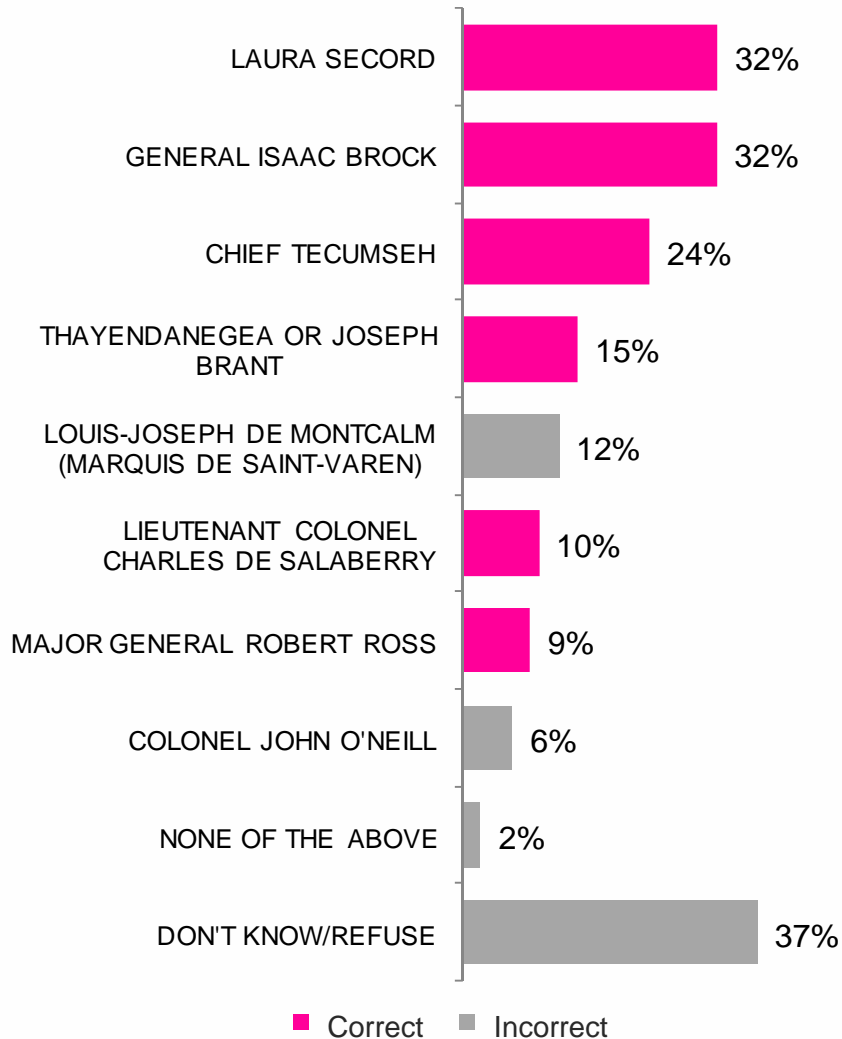
- Selected all the correct countries
- Selected all the correct countries, but also selected additional countries
- Selected at least one correct country
- Did not select any of the right countries
- Don't Know

- Overall 83% of respondents were able to identify correctly at the very least one country involved in the War of 1812.
- When further broken down, 14% of respondents were able to correctly identify the nations that participated in the war (Canada, Great Britain and the US).
- An additional 6% correctly selected the countries involved, but also incorrectly chose other countries.

Q1b. To your knowledge, what countries were involved in the War of 1812?
Base: All respondents, N=1299

Laura Secord, General Brock, and Tecumseh are the Best Known Historical Figures from the War of 1812

Perceived Historical Figures Involved in the War of 1812



- Respondents knowledge of historical figures involved in the War of 1812 does not seem as strong when compared to the countries involved, with 37% who are aware of the War 1812 claiming they did not know which historical figures played a role in the conflict.
- A third of those aware identified Laura Secord and General Brock's involvement(both at 32%), followed by Chief Tecumseh at 24%.

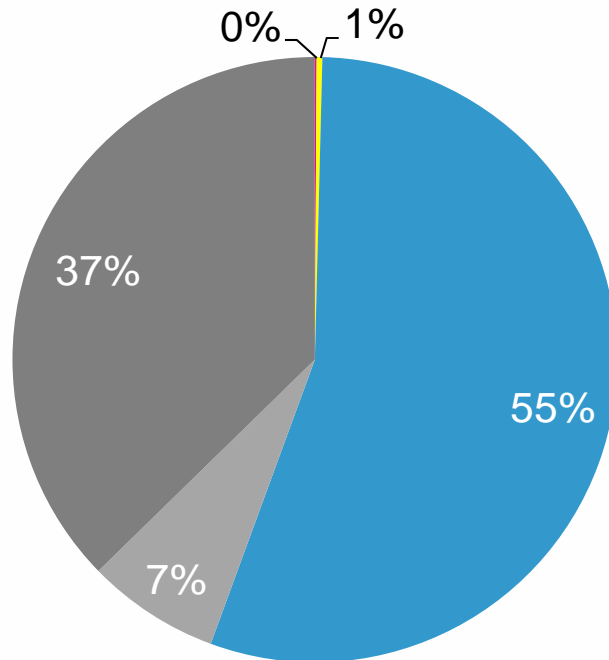
% Who Don't Know What Historical Figures are Involved	
Gender	
Male	33%
Female	42%
Education	
High School or Less	43%
College	39%
University	30%

Q2. To the best of your knowledge, which of the following historical figures were involved in the War of 1812?

Base: All respondents, N=1299 Percentages will not add up to 100% due to multiple response

Over Half Could Identify at Least One Historical Figure

Proportion of Respondents Who Correctly and Incorrectly Selected Which Historical Figures were Involved in the War of 1812



- Selected all the correct figures
- Selected all the correct figures, but also selected additional people
- Selected at least one correct figure
- Did not select any of the right figures
- Don't Know

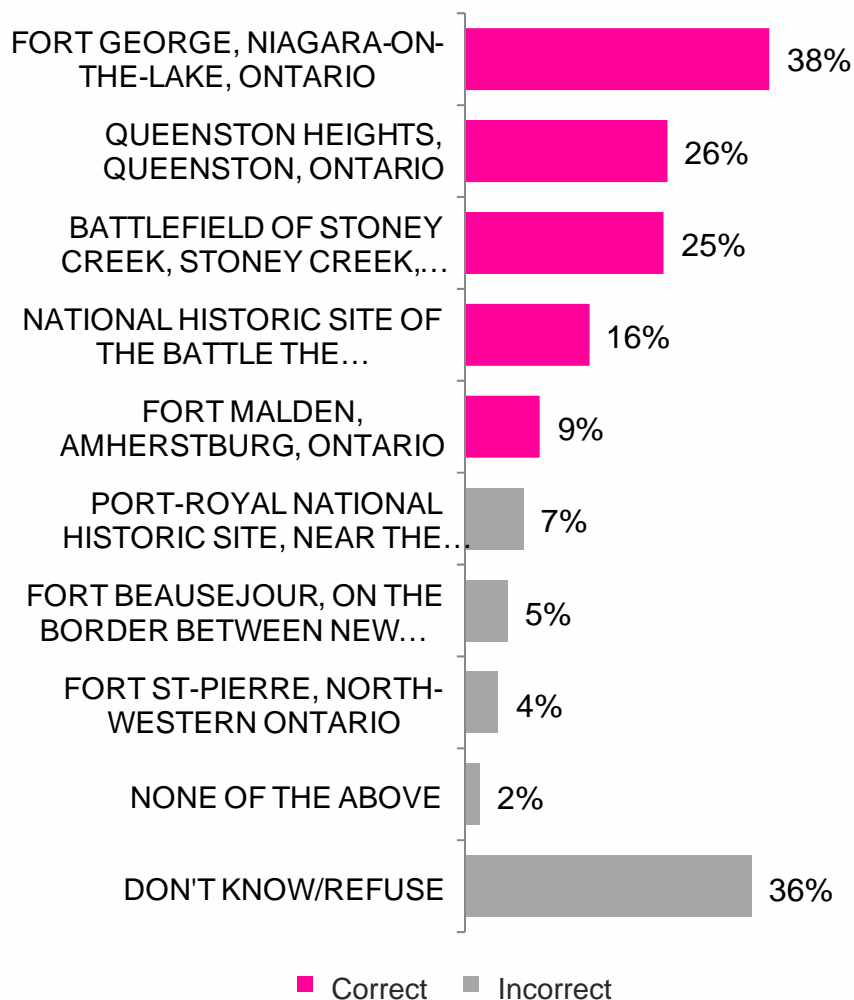
- Over half of the respondents aware of the War of 1812 correctly selected at least one correct historical figure (55%).
- Only one respondent correctly identified all the historical figures (and no more) involved in the war (0.1%).
- As mentioned previously, nearly two-out-of-five respondents aware of the war (37%), did not know any of the figures involved. An additional seven percent did not select any of the correct people.

Q2. To the best of your knowledge, which of the following historical figures were involved in the War of 1812?

Base: All respondents, N=1299

Fort George is the Best Known Historical Site of the War of 1812

Perceived Historical Sites Involved in the War of 1812



- Similar to the historical figures of the War of 1812, 36% of respondents aware of the war did not know where the historical sites of the war were. Understandably, knowledge is highest in Ontario, and goes down with distance.
- The most common historical site that respondents selected was Fort George (38%), followed by Queenston Heights (26%) and the battlefield of Stoney Creek (25%).

% Who Don't Know What Historical Sites were Involved

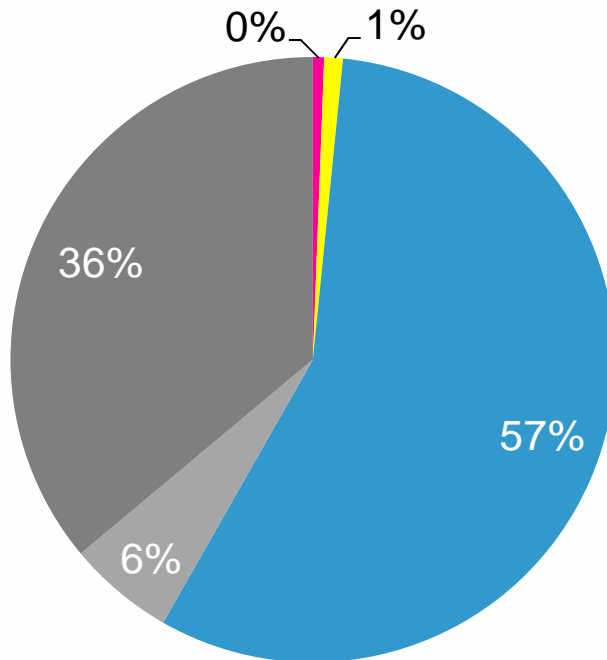
Region	
Atlantic	33%
Quebec	36%
Ontario	26%
Prairies	49%
BC	53%
Age	
18-24	45%
25-34	48%
35-49	38%
50+	29%

Q3. To the best of your knowledge, which of the following historic sites are connected to the War of 1812?

Base: All respondents, N=1299 Percentages will not add up to 100% due to multiple response

Almost Three-in-Five Can Correctly Identify One Historical Site

Proportion of Respondents Who Correctly and Incorrectly Selected Historical Sites Connected to the War of 1812

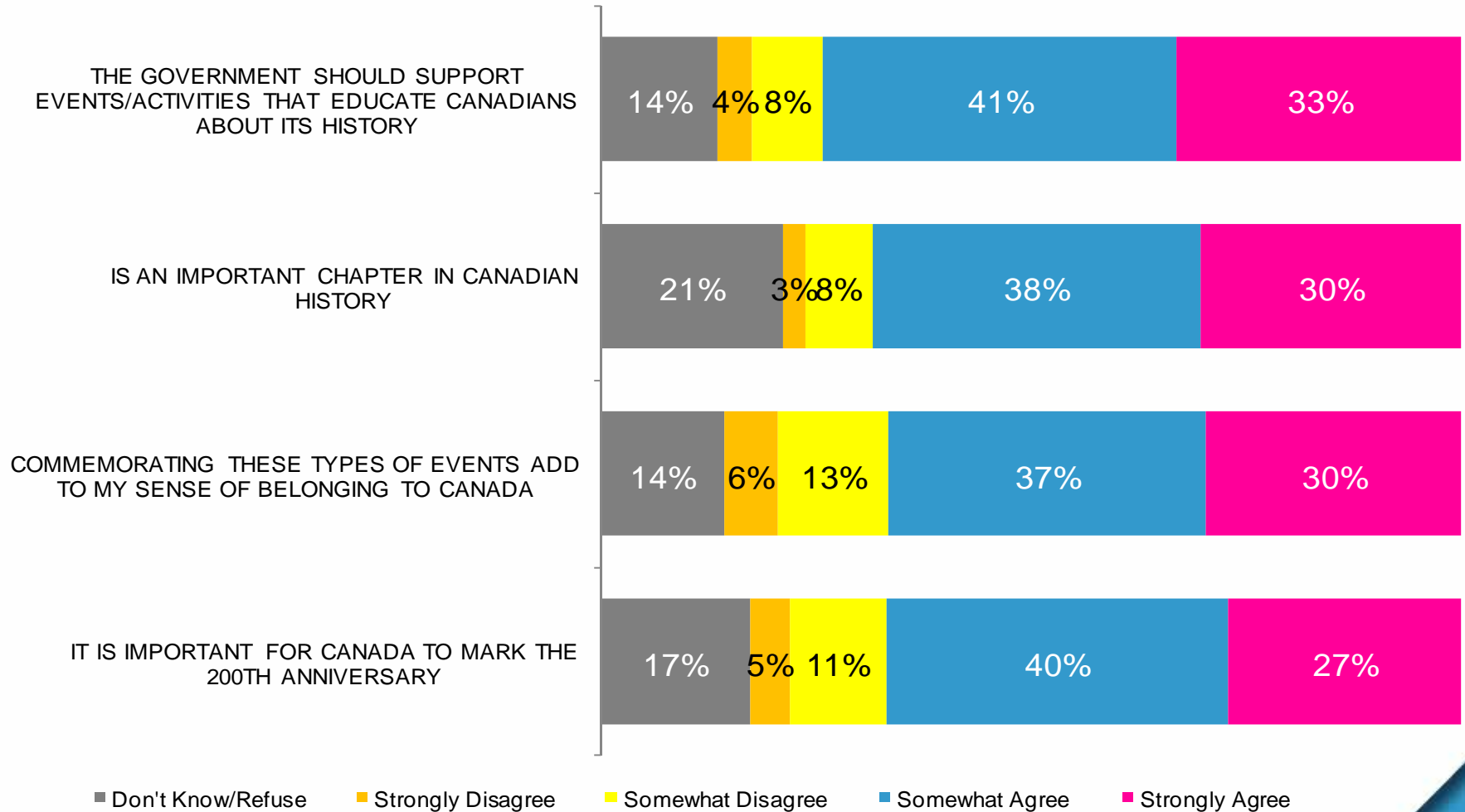


- Selected all the correct sites
- Selected all the correct sites, but also selected additional sites
- Selected at least one correct site
- Did not select any of the correct sites
- Don't Know

- Similar to the results of the previous question on historical figures, 57% of those aware of the War of 1812 could correctly identify at least one historical site connected to the war, with only eight respondents (0.6%) correctly picking all the sites involved.
- Furthermore, over a third (36%) did not know any of the sites involved and an additional six percent could not correctly identify any of the sites.

Q3. To the best of your knowledge, which of the following historic sites are connected to the War of 1812?
Base: All respondents, N=1299

Canadians Feel the War of 1812 is Important

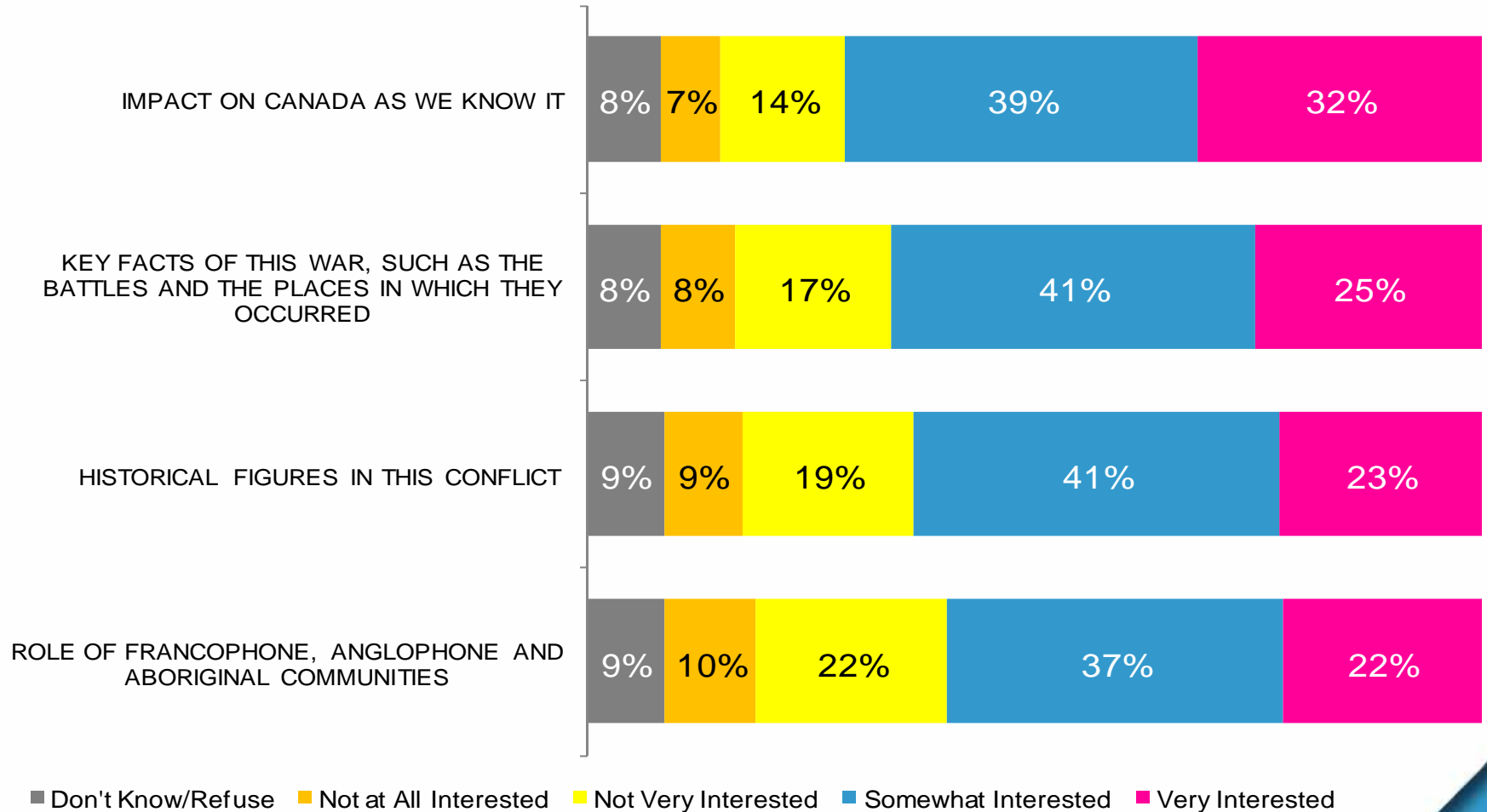


Q 4. Please indicate your level of agreement with each of the following statements.
 Base: All respondents, N=1835

– but Less so in Quebec and among Younger Canadians

- Respondents were read a series of four statements and asked how strongly or not they agree with each statement. Between 67-74% of respondents either ‘strongly’ or ‘somewhat’ agreed with each statement.
 - Agreement with each statement varies by age group with respondents between **25-34 years old displaying the lowest level of agreement** across the four statements (54%-64% strongly or somewhat agreed).
 - **Respondents from Ontario were more likely to agree** with the statements (75%-81% strongly or somewhat agreed), while **French Canadians and respondents from Quebec were much less likely to agree** (48%-62% and 49%-62% respectively strongly or somewhat agreed).
- Respondents across the board most strongly agreed (33%) that **the Government should support events and activities** that give the public an opportunity to learn about Canadian history, such as the War of 1812.
- Secondly, respondents agreed **that the War of 1812 was an important chapter in the history of Canada** and helped define Canada’s identity (30% strongly agree; 38% somewhat agree).
- A similar proportion agreed that commemorating these types of events **adds to their sense of belonging to Canada** (30% strongly agree; 37% somewhat agree).
- Lastly, **two-thirds** of respondents (67%) agreed (27% strongly) that it is **important to celebrate the bicentennial** of the War of 1812.

Canadians Are Generally Interested in Different Topics Related to the War

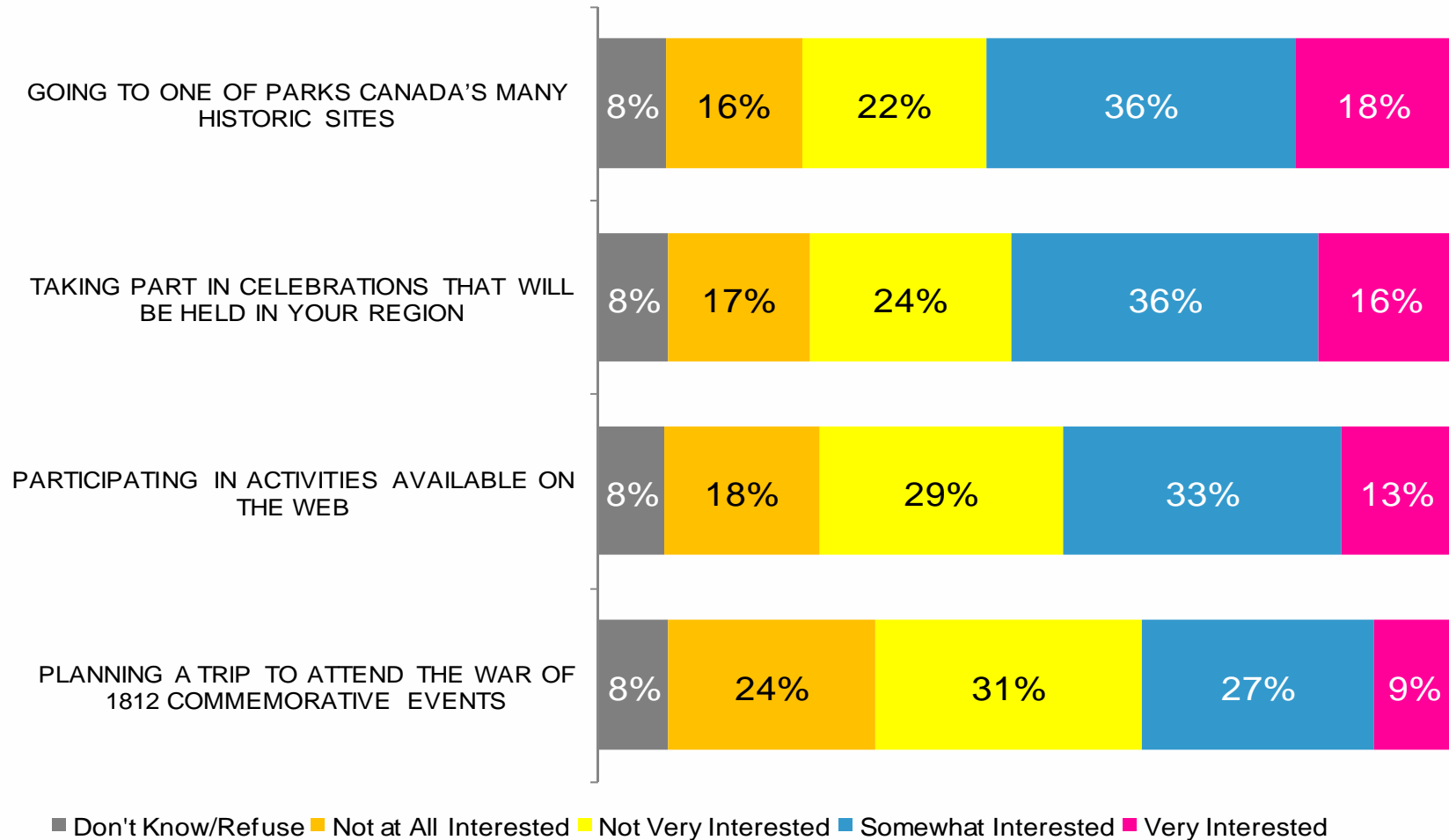


Q5. How interested are you in the following topics related to the War of 1812?
 Base: All respondents, N=1835

Those from Ontario are more Interested

- Respondents were asked how interested they were on four aspects related to the War of 1812. Between 59-71% of respondents were either 'very' or 'somewhat' interested with each aspect that was listed.
 - Similar to the agreement statements, the level of interest towards certain aspects of the war vary by those aged 25-34 years of age (49%-62% very or somewhat interested).
 - In addition **respondents from Ontario display a higher level of interest** compared to other regions (68%-80% very or somewhat interested). While respondents from Quebec and similarly French-Canadians display a lower level of interest (52%-56% and 51%-57% respectively very or somewhat interested).
- Overall, respondents were most interested in the impact the War of 1812 had on Canada as we know it (32% very interested; 39% somewhat interested).
- A quarter of respondents (25%) were very interested in the key facts related to the war, with an additional 41% somewhat interested in these key facts.
- A similar proportion of respondents expressed interest (23% very interested; 41% somewhat interested) in the historical figures behind the war.
- A slightly less amount of respondents expressed interest (22% very interested; 37% somewhat interested) in the role of Francophone, Anglophone and Aboriginal communities in the War of 1812.

There is Considerable Interest in Commemorating the War – but not necessarily planning a trip



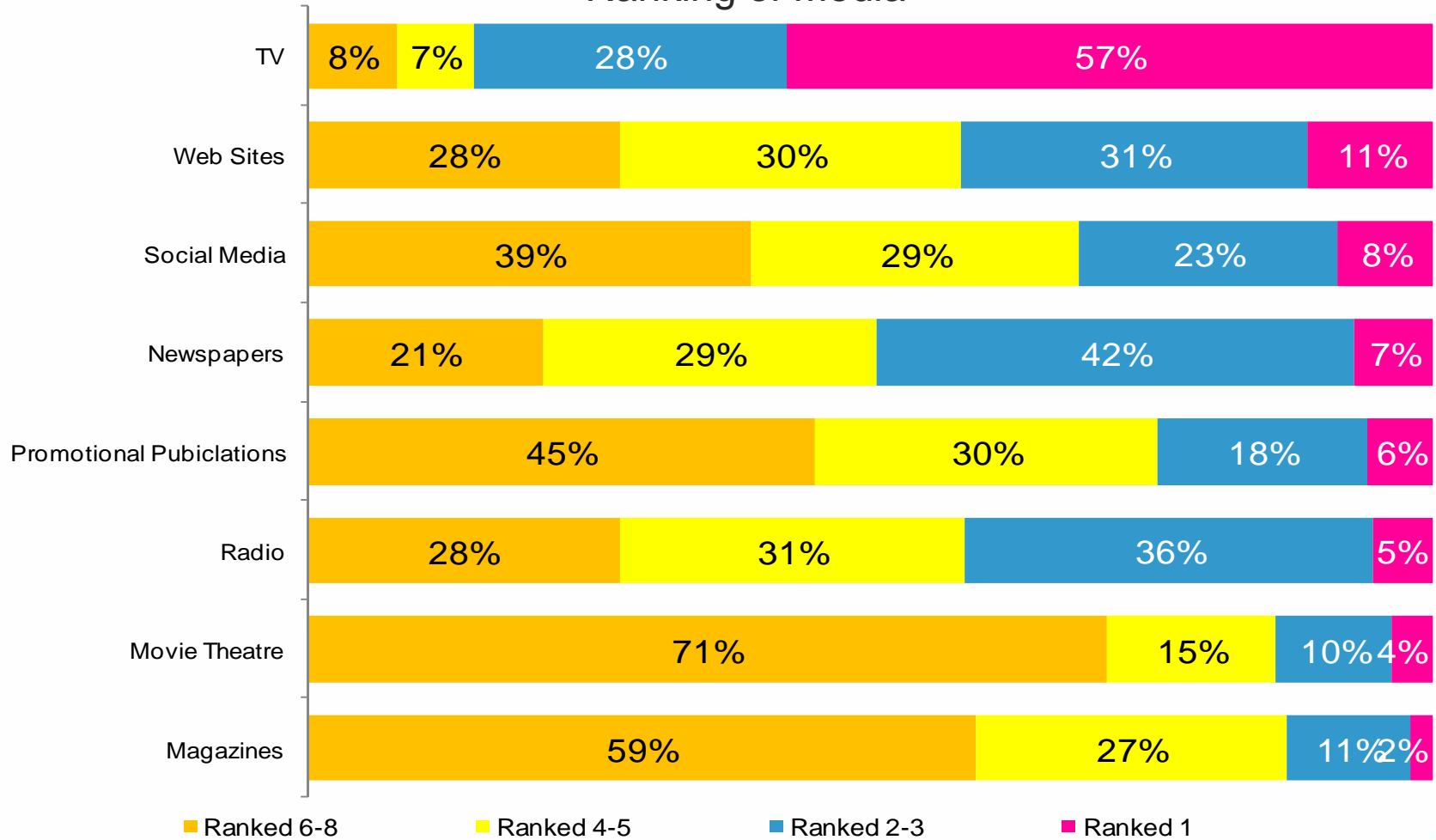
Q6. Among the following ways you could participate in commemorating the War of 1812, how interested are you in...
Base: All respondents, N=1835

A Majority Indicate an Interest in Participating

- **More than half of respondents surveyed indicated an interest** in participating in activities and events related to the War of 1812.
 - Over half of the respondents surveyed (54%) are either very (18%) or somewhat (36%) interested in going to one of Parks Canada's historic sites for the commemoration of the War of 1812.
 - Similarly, a majority of respondents are either very (16%) or somewhat (36%) interested in attending a celebration held in their region.
- Respondents were asked how interested they would be in participating in the commemoration of the War of 1812. Between 36-54% of respondents were either 'very' or 'somewhat' interested in different activities.
 - Continuing the trend from the previous set of questions, **respondents between the age of 25-34 are less likely to be interested** in participating in War of 1812 commemorative events, with 30-47% either very or somewhat interested. The only aspect in which that same age group is on par with other age groups is if the celebration is held in their region.
 - Respondents from **Ontario continued to display a higher level of interest** in the War of 1812 compared to other regions (51%-67% very or somewhat interested).
 - Once again, **French-Canadian and Quebec respondents were the least interested** in participating in events (22%-41% and 23%-39% respectively very or somewhat interested).
- **On-line activities generated less interest.** When asked about participating in activities on the Internet, 13% of respondents were very interested with an additional 33% who were somewhat interested.
- Respondents expressed the least interest in planning a trip to a commemorative event with only one-in-ten very interested (9%) and a little over a quarter somewhat interested (27%).

TV is Clearly The Most Favoured Medium For Informing Canadians about the War of 1812

Ranking of Media



Q7. In your opinion, which of the following types of media would be the most effective to inform Canadians about the War of 1812 and its commemorative events?

Base: All respondents, N=1835



TV Clearly The Most Favoured Medium For Informing Canadians about the War of 1812

- As clearly depicted in the chart on the previous page, the majority of respondents felt **Television** was the most effective medium in informing Canadians about the War of 1812, with 57% ranking it number one, followed by an additional 28% who ranked it as their second or third choice.
- Following television, respondents next favoured medium is utilizing **websites** to inform Canadians. One-in-ten respondents (11%) ranked websites as number one, followed by nearly an additional third (31%) who ranked it second or third.



Conclusion & Discussion

Conclusions and Discussion

- **Canadians are largely aware of the War of 1812**, and many also have some knowledge of the key historical figures; **but their depth of knowledge is limited**. This is exemplified through the number of respondents who did not or refused to answer questions pertaining to key historical figures and sites and further illustrated by the very small minority of respondents who could correctly identify all the countries, figures and sites that are connected to the war.
- **Awareness, interest in, and knowledge of the War is largely regional and age-dependent**. It is highest in Ontario and dissipates as one ventures further away, both west and east. It is also higher among older Canadians.
- **Interest in the War is much lower in Quebec, among Francophones, and younger Canadians.**
- **There is interest in learning more** about certain aspects of the war, such as key facts, figures and sites, but this interest tends to be largely concentrated in Ontario.
- In summary, Canadians in general have heard of the War of 1812; and older Canadians in the province of Ontario will provide a ready target audience for information, activities and events related to the War and its commemoration. However, Canadian Heritage will likely need to reach out and expend greater effort; first, to engage Quebecers and Francophones of the relevance of the War to *Quebec* and *French-Canadian* history; and second, to younger Canadians where history is overall less relevant in their lives generally. **Television** will likely be the media with the greatest potential impact; and, financial resources permitting, would be the most effective tool to reach out to these audiences. **On-line** will also prove to be an important support medium, especially to reach out to younger Canadians.

Appendix 1– Questionnaire

Survey questions for the 200th Anniversary of the War of 1812

1a. Have you ever heard of the War of 1812?

Yes

No

GO TO Q4 (show INFO before)

I don't know/Refuse

GO TO Q4 (show INFO before)

1b. To your knowledge, what countries were involved in the War of 1812?

(Check all that apply)

Canada

France

Great Britain

Japan

Spain

United States

Other (specify)

None of the above

I don't know/Refuse

INFO: For your information, the war of 1812 involved the United States and Great-Britain, and took place on the territories which now constitute Canada.

2. To the best of your knowledge, which of the following historical figures were involved in the War of 1812?

(Check all that apply)

a) Lieutenant Colonel Charles de Salaberry

b) Thayendanegea or Joseph Brant

c) Major General Robert Ross

d) Colonel John O'Neill

e) Laura Secord

f) Chief Tecumseh

g) Louis-Joseph de Montcalm (Marquis de Saint-Varen)

h) General Isaac Brock

None of the above

I don't know/Refuse

3. To the best of your knowledge, which of the following historic sites are connected to the War of 1812?

(Check all that apply)

a) Fort George, Niagara-on-the-Lake, Ontario

b) Queenston Heights, Queenston, Ontario

c) Fort Beauséjour, on the border between New Brunswick and Nova Scotia

d) Fort Malden, Amherstburg, Ontario

e) Port-Royal National Historic Site, near the shores of Nova Scotia

f) National Historic Site of the Battle of the Châteauguay, Chateauguay, Quebec

- g) Fort St-Pierre, North-western Ontario
- h) Battlefield of Stoney Creek, Stoney Creek, Ontario
- None of the above
- I don't know/Refuse

4. Please indicate your level of agreement with each of the following statements.

[RANDOMIZE]

- a) The War of 1812 is an important chapter in Canadian history; a turning point that helped define Canada's national identity.
- b) It is important for Canada to mark the 200th anniversary of the War of 1812.
- c) The Government of Canada should support events and activities that give the public opportunities to learn more about Canada and its history, such as the commemoration of the bicentennial of the War of 1812.
- d) Commemorating these types of events adds to my sense of belonging to Canada.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- I don't know/Refuse

5. How interested are you in the following topics related to the War of 1812?

RANDOMIZE

- a) The role of Francophone, Anglophone and Aboriginal communities in this war.
- b) The historical figures in this conflict.
- c) The impact on Canada as we know it.
- d) The key facts of this war, such as the battles and the places in which they occurred.

Would you say that you are...

- Very interested
- Somewhat interested
- Not very interested
- Not at all interested
- I don't know/Refuse

6. Among the following ways you could participate in commemorating the War of 1812, how interested are you in...

RANDOMIZE

- a) Going to one of Parks Canada's many historic sites where certain pages in history will be commemorated?
- b) Taking part in celebrations that will be held in your region?
- c) Participating in activities available on the Web?
- d) Planning a trip to attend the War of 1812 commemorative events?

- Very interested
- Somewhat interested
- Not very interested
- Not at all interested

I don't know/Refuse

7. In your opinion, which of the following types of media would be the most effective to inform Canadians about the War of 1812 and its commemorative events?

[Read and rank all responses]

RANDOMIZE

Television
Web sites
Social media
Radio
Movie theatre
Magazines
Newspapers
Promotional publications
None of the above
I don't know/Refuse

Demographic questions

8. Not counting any other languages you speak, which of the two official languages, English or French, do you consider your first official language or your main official language?

English
French
I don't know/Refuse

Age

Gender

Level of education

Region

Status (employed, student, homemaker, retired, etc.)

Ethnicity

9. Are you part of one of the following cultural communities?

Since many of our fellow citizens are from diverse cultures and ethnic communities, you will find a brief list as well as a space where you may identify which group you belong to.

(Please select all that apply)

Canadian
French-Canadian /Quebecer
First Nations/Aboriginal
Other ethnic community (specify)

10. What country or countries are your ancestors from?

(Please select all countries that apply)

Canada
China/Hong Kong
France
Germany
Greece
Hungary
India
Iran
Ireland
Italy
Jamaica
Lebanon
Mexico
Netherlands (Holland)
Norway
Pakistan
Philippines
Poland
Portugal
Russia
Sri Lanka
Ukraine
United Kingdom (England, Scotland, Whales, Northern Ireland)
United States of America
Other (specify)
I don't know
Decline to answer