

Leger

REPORT

80th Anniversary of D-Day

DATE 2024-06-04



Methodology



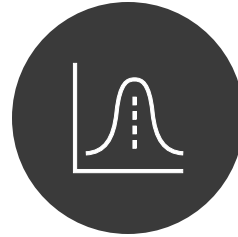
Method

Online survey among respondents 18 years of age or older.
(Canadian sample: n=1,529).
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

May 31 to
June 2, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.5\%$, (19 times out of 20) for the Canadian sample.



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses:
aenns@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

OFFICIAL RESULTS

2021 Canadian Federal Election*

Key Highlights

From May 31 to June 2, 2024, we surveyed Canadians to find out their opinions and perceptions on D-Day commemorations.

Some of the key highlights of our survey on D-Day Commemorations include...

- Almost two-thirds (63%) of Canadians are familiar with the 80th anniversary of D-Day and the Battle of Normandy, while 37% are not familiar with this event. Canadians aged 55 years or older (76%) are more likely to be familiar with this event. Quebecers (51%) are more likely not to be familiar with D-Day.
- Six out of ten Canadians (60%) say the 80th anniversary of D-Day is meaningful to them, while almost one-third (29%) say the event is not meaningful. Quebecers (43%) are more likely to say this event is not meaningful.
- One-third of Canadians (33%) think Veterans Affairs Canada does enough to honour and commemorate Second World War veterans.
- Three-quarters of Canadians (74%) have a positive attitude toward the Canadian Armed Forces, while 11% have a negative attitude toward it. Albertans (83%) and Canadians aged 55 years or older (81%) are more likely to have a positive attitude.
- Seven out of ten (70%) Canadians have never considered joining the Canadian Armed Forces, while 19% are considering joining or have done so in the past. Men (26%) are more likely than women (12%) to consider or have considered joining the Armed Forces.

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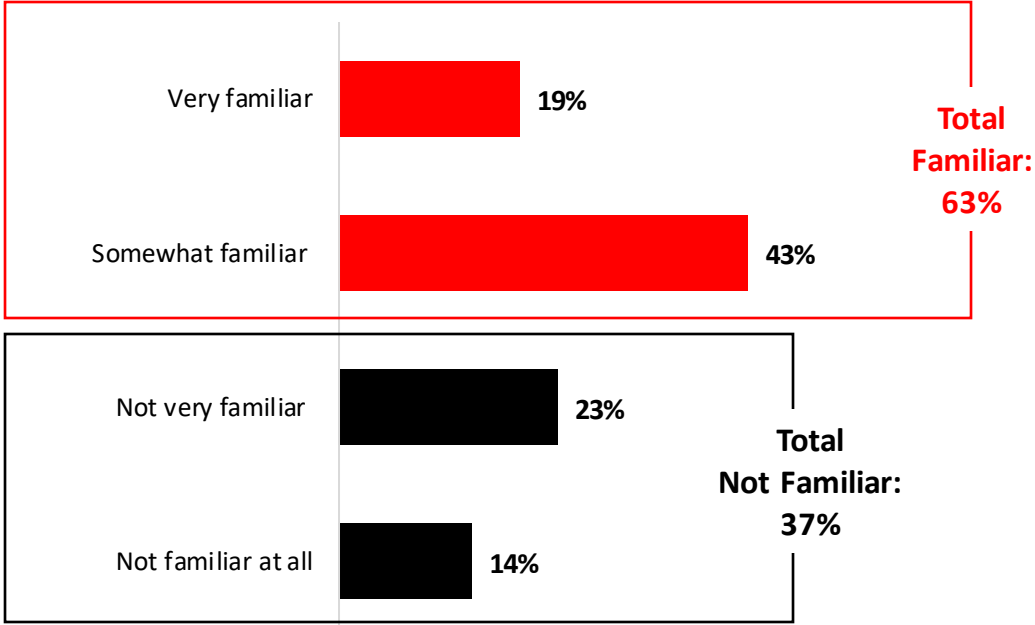
Detailed Results



Familiarity with the 80th Anniversary of D-Day (1/2)

Q1. June 6 is the 80th anniversary of D-Day and the battle of Normandy. How familiar are you with this event?

Base: All respondents (n=1,529)



Familiarity with the 80th Anniversary of D-Day (2/2)

Q1. June 6 is the 80th anniversary of D-Day and the battle of Normandy. How familiar are you with this event?

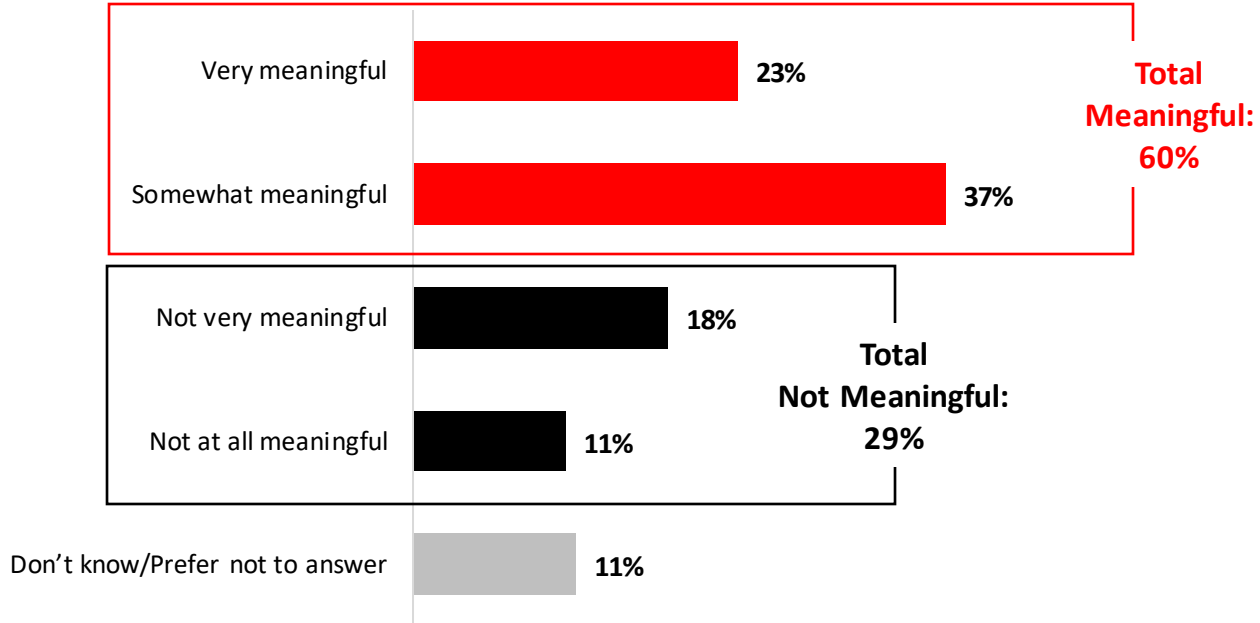
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Unweighted n=	1,529	100	424	601	126	127	151	738	791	331	492	706	633	583	302
Total Familiar	63%	72%	49%	65%	74%	67%	68%	73%	53%	55%	52%	76%	63%	65%	62%
Very familiar	19%	20%	14%	21%	20%	26%	19%	30%	10%	17%	16%	24%	21%	17%	21%
Somewhat familiar	43%	51%	35%	44%	54%	41%	49%	43%	44%	38%	36%	52%	41%	48%	40%
Total Not Familiar	37%	28%	51%	35%	26%	33%	32%	27%	47%	45%	48%	24%	37%	35%	38%
Somewhat familiar	23%	18%	34%	22%	16%	21%	19%	17%	30%	25%	30%	17%	24%	23%	23%
Strongly familiar	14%	11%	17%	14%	11%	12%	13%	10%	17%	20%	18%	7%	14%	12%	16%

Significance of the 80th Anniversary of D-Day to Canadians (1/2)

Q2. D-Day was the Allied invasion of Normandy during World War II, marking the start of the liberation of Nazi-occupied Europe, with significant contributions from Canadian forces. For the 80th anniversary, a delegation of Canadians is heading to France to commemorate the anniversary. Is this anniversary meaningful to you?

Base: All respondents (n=1,529)



Significance of the 80th Anniversary of D-Day to Canadians (2/2)

Q2. D-Day was the Allied invasion of Normandy during World War II, marking the start of the liberation of Nazi-occupied Europe, with significant contributions from Canadian forces. For the 80th anniversary, a delegation of Canadians is heading to France to commemorate the anniversary. Is this anniversary meaningful to you?

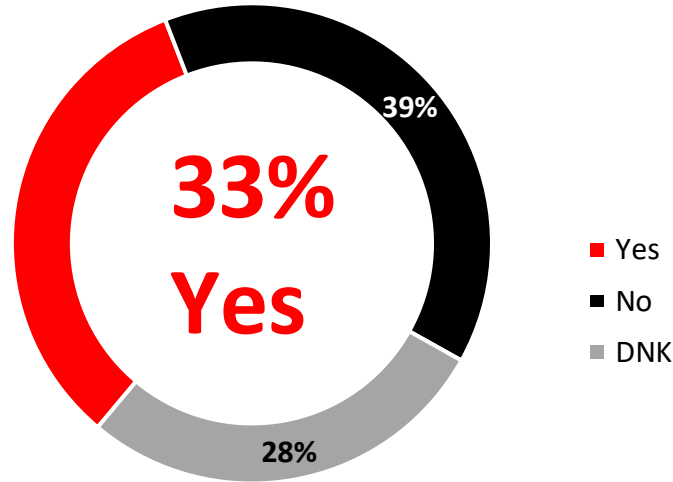
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Unweighted n=	1,529	100	424	601	126	127	151	738	791	331	492	706	633	583	302
Total Meaningful	60%	69%	46%	64%	62%	62%	66%	70%	50%	51%	52%	72%	60%	61%	60%
Very meaningful	23%	33%	15%	22%	26%	32%	23%	31%	15%	14%	18%	32%	24%	22%	23%
Somewhat meaningful	37%	36%	31%	41%	36%	30%	43%	39%	35%	37%	33%	41%	36%	39%	36%
Total Not Meaningful	29%	20%	43%	24%	25%	24%	27%	24%	33%	34%	33%	21%	29%	29%	28%
Not very meaningful	18%	13%	25%	16%	19%	16%	15%	16%	19%	22%	18%	15%	18%	18%	17%
Not at all meaningful	11%	7%	18%	8%	7%	8%	12%	7%	14%	12%	15%	6%	10%	11%	11%
Don't know/Prefer not to answer	11%	11%	11%	12%	13%	15%	7%	6%	17%	15%	15%	6%	12%	10%	12%

Perception of Veterans Affairs Canada's Efforts to Honour Veterans

Q3. Do you think Veterans Affairs Canada does enough to honour and commemorate Second World War veterans?

Base: All respondents (n=1,529)

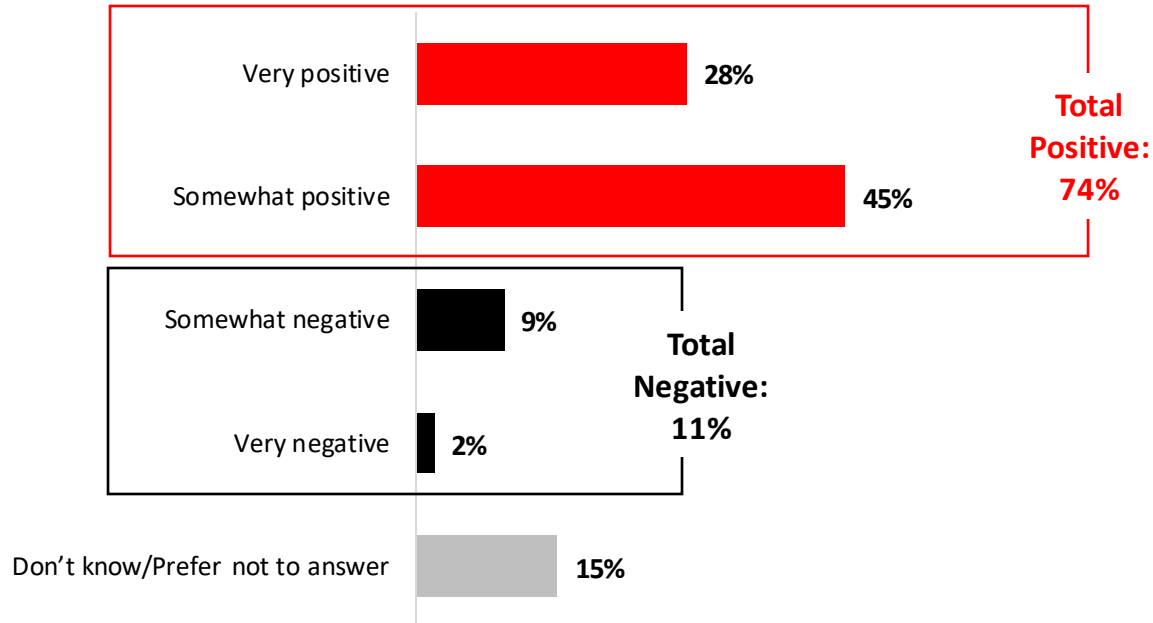


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
<i>Unweighted n=</i>	1,529	100	424	601	126	127	151	738	791	331	492	706	633	583	302
Yes	33%	36%	40%	30%	29%	25%	31%	37%	28%	33%	31%	33%	33%	35%	28%
No	39%	44%	27%	42%	45%	51%	38%	40%	38%	33%	37%	45%	36%	40%	45%
Don't know	28%	20%	33%	28%	25%	23%	30%	23%	33%	34%	32%	22%	31%	24%	27%

Attitude Toward the Canadian Armed Forces (1/2)

Q4. How would you describe your attitude toward the Canadian Armed Forces?

Base: All respondents (n=1,529)



Attitude Toward the Canadian Armed Forces (2/2)

Q4. How would you describe your attitude toward the Canadian Armed Forces?

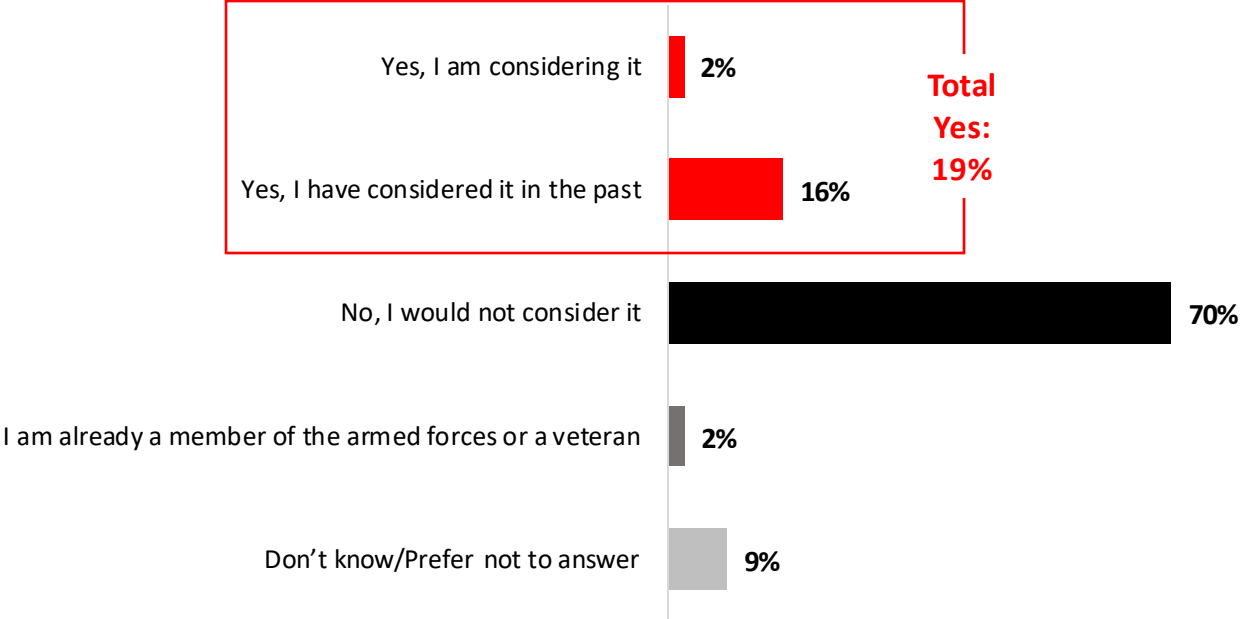
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Unweighted n=	1,529	100	424	601	126	127	151	738	791	331	492	706	633	583	302
Total Positive	74%	77%	71%	73%	71%	83%	71%	77%	71%	65%	71%	81%	71%	76%	75%
Very positive	28%	40%	19%	29%	37%	39%	24%	33%	24%	22%	25%	36%	25%	31%	32%
Somewhat positive	45%	37%	52%	44%	33%	44%	46%	44%	46%	43%	47%	45%	47%	45%	42%
Total Negative	11%	8%	14%	12%	9%	7%	14%	14%	9%	14%	11%	10%	12%	11%	11%
Somewhat negative	9%	5%	11%	10%	8%	5%	10%	12%	7%	12%	8%	9%	10%	9%	9%
Very negative	2%	4%	2%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%	2%	2%
Don't know/Prefer not to answer	15%	15%	16%	15%	20%	10%	16%	9%	20%	21%	17%	9%	16%	13%	14%

Consideration of Joining the Canadian Armed Forces (1/2)

Q5. Would you ever consider joining the Canadian Armed Forces?

Base: All respondents (n=1,529)



Consideration of Joining the Canadian Armed Forces (2/2)

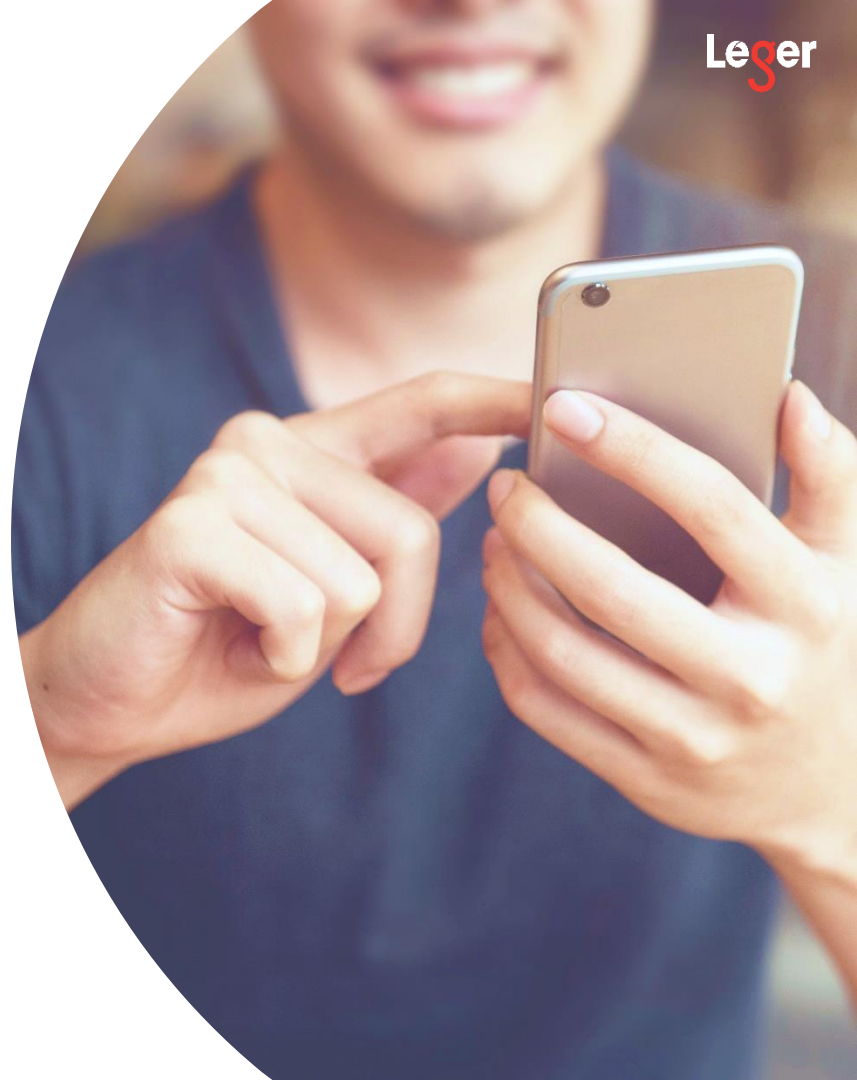
Q5. Would you ever consider joining the Canadian Armed Forces?

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Unweighted n=	1,529	100	424	601	126	127	151	738	791	331	492	706	633	583	302
Total Yes	19%	26%	13%	19%	22%	19%	23%	26%	12%	29%	18%	13%	20%	18%	15%
Yes, I am considering it	2%	7%	1%	3%	0%	1%	3%	3%	2%	6%	1%	1%	3%	3%	0%
Yes, I have considered it in the past	16%	19%	11%	16%	21%	18%	19%	23%	10%	22%	16%	12%	18%	15%	15%
No, I would not consider it	70%	60%	82%	69%	64%	72%	62%	62%	78%	59%	73%	76%	68%	70%	78%
I am already a member of the armed forces or a veteran	2%	3%	0%	2%	1%	4%	5%	4%	1%	0%	2%	4%	2%	4%	1%
Don't know/Prefer not to answer	9%	12%	5%	10%	13%	5%	10%	8%	9%	12%	8%	7%	10%	8%	5%

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Detailed Methodology



Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,529	1,529
British Columbia	151	214
Alberta	127	166
Manitoba/Saskatchewan	126	99
Ontario	601	594
Quebec	424	354
Atlantic	100	103

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,529	1,529
Male	738	743
Female	791	786
Age	1,529	1,529
18 to 34	331	404
35 to 54	492	494
55+	706	631
Language (Mother tongue)	1,529	1,529
English	958	1,024
French	361	303
Other	206	197

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8

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