



Report

Support for Veterans & Remembrance Day

Survey of Canadians

NATIONAL POST

Date: 04 / 11 / 2024
Project: 16811-115



Methodology

Every month, we conduct a survey of Canadians to explore their views on the current government and politics in Canada.

Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,549**).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

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.

➔ Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from **November 1st to November 3rd, 2024**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.49%**, (19 times out of 20) for the Canadian sample.

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 address: aenns@leger360.com

Methodology

Sub-title







Most accurate polling firm

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 Poll Published on September 18, 2021	Official Results 2021 Canadian Federal Election
	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%



*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

Key highlights: Perspectives regarding Pride with the Canadian Forces, Treatment of Veterans & Remembrance Day

Some of **the key highlights** of our survey **about Pride with the military, veterans and Remembrance Day...**

1

A majority of Canadians feel the government and Canadians in general, are not prideful of their military forces. Only 40% of Canadians think that Canadians take enough pride in our country's military, and 38% think that the government of Canada takes enough pride in our country's military.

Generationally, younger adults, under 35, are more likely to feel the government and Canadians take pride in the military (~50%) compared to Canadians aged 55 and older (~33%).

2

More than half of Canadians (53%) believe the government does not provide adequate support for veterans, while 23% think the government does enough.

Younger Canadians under 35 are more likely to feel the government does enough to support veterans (32%) while older Canadians, age 55 and older, are most likely to feel the government does not do enough (68%). Conservative voters (65%) are more likely to believe that the government is not doing enough.

3

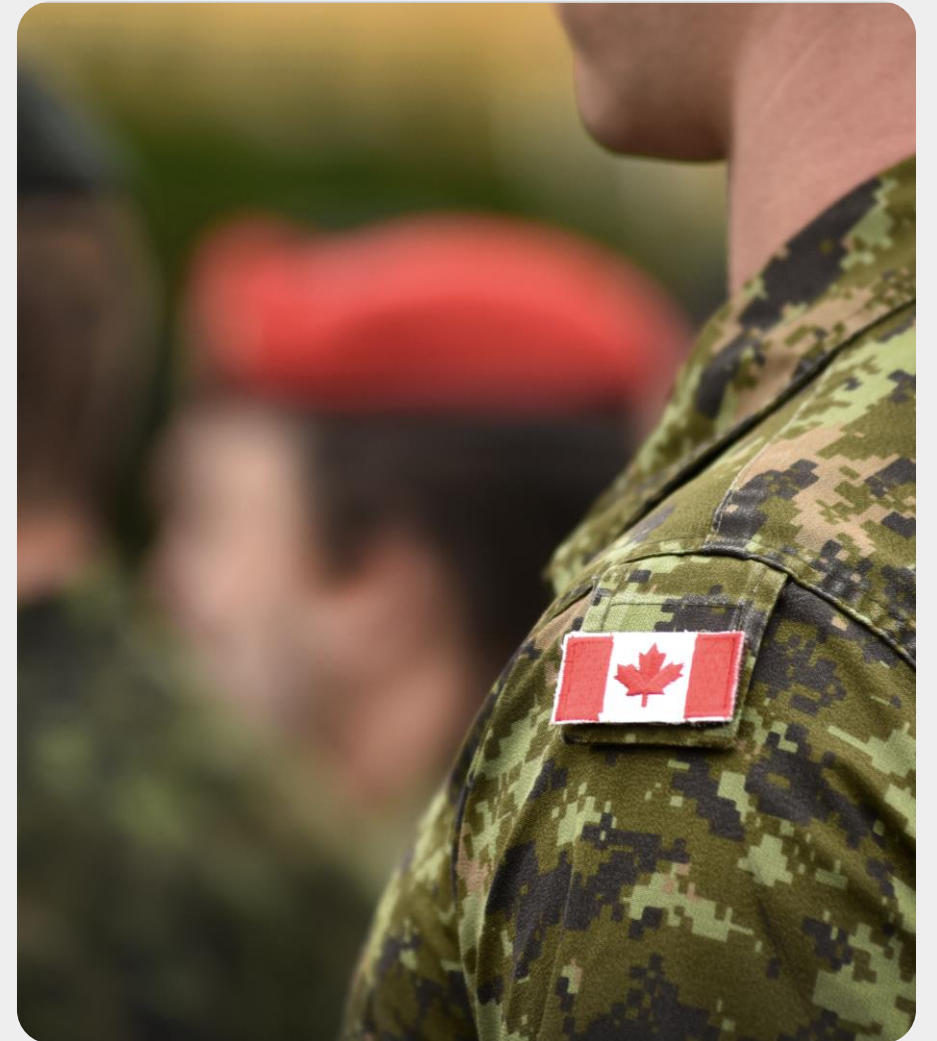
The most common means to recognize Remembrance Day by Canadians will be to *wear a poppy*. Six in ten Canadians (58%) plan to wear a poppy this year. 45% say they will *observe 2 minutes of silence*. 17% of Canadians say they will not participate in any activities to observe Remembrance Day, with this proportion rising to 40% among Quebecers.

Generationally, while younger adults (<35) are less likely to *wear a poppy* or *observe 2 minutes of silence* compared to older Canadians, it is respondents aged 35 to 54 who are most likely to not observe Remembrance Day at all (23%).

It is noteworthy that the percent of respondents saying they will *not observe the Day*, is lower in the provinces that have set aside Remembrance Day as a statutory holiday (MB/SK, AB and BC).

Special Topics

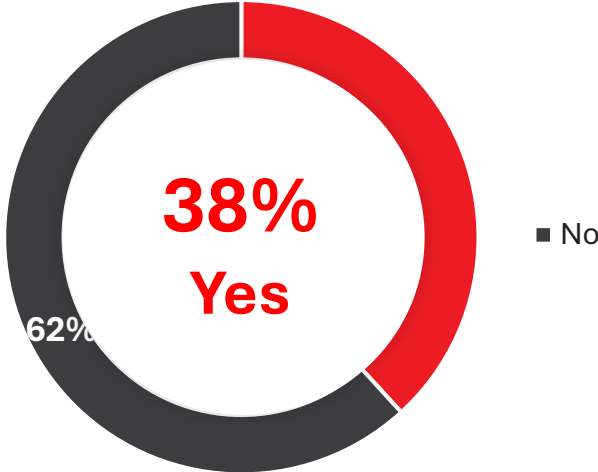
Pride with Armed Forces,
Treatment of Veterans &
Remembrance Day



Perception of Government's Pride in Canada's Military

Q3. Do you feel the Government of Canada takes enough pride in our country's military?

Base: All respondents (n=1,549)









	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,549	104	358	600	100	171	216	754	795	412	499	638	687	586	268
Unweighted n=	1,549	100	438	601	125	126	159	770	779	399	518	632	693	569	278
Yes	38%	44%	38%	38%	41%	36%	37%	37%	40%	49%	40%	30%	43%	38%	27%
No	62%	56%	62%	62%	59%	64%	63%	63%	60%	51%	60%	70%	57%	62%	73%

Perception of Government’s Pride in Canada’s Military – By Voting Intentions

Q3. Do you feel the Government of Canada takes enough pride in our country’s military?

Base: All respondents (n=1,549)

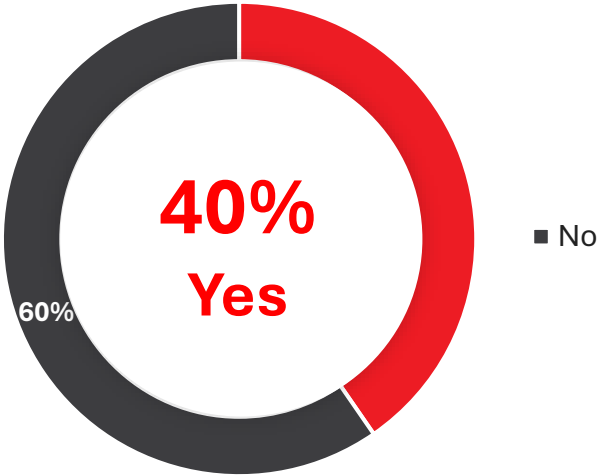
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,549	545	198	110	110	60	28*
Unweighted n=	1,549	465	219	169	169	65	29*
Yes	38%	24%	57%	55%	26%	59%	39%
No	62%	76%	43%	45%	74%	41%	61%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Perception of Canadians' Pride in the Country's Military

Q4. Do you feel Canadians take enough pride in our country's military?

Base: All respondents (n=1,549)









	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,549	104	358	600	100	171	216	754	795	412	499	638	687	586	268
Unweighted n=	1,549	100	438	601	125	126	159	770	779	399	518	632	693	569	278
Yes	40%	47%	34%	43%	38%	41%	43%	41%	40%	51%	39%	35%	45%	39%	32%
No	60%	53%	66%	57%	62%	59%	57%	59%	60%	49%	61%	65%	55%	61%	68%

Perception of Canadians' Pride in the Military – By Voting Intentions

Q4. Do you feel Canadians take enough pride in our country’s military?

Base: All respondents (n=1,549)

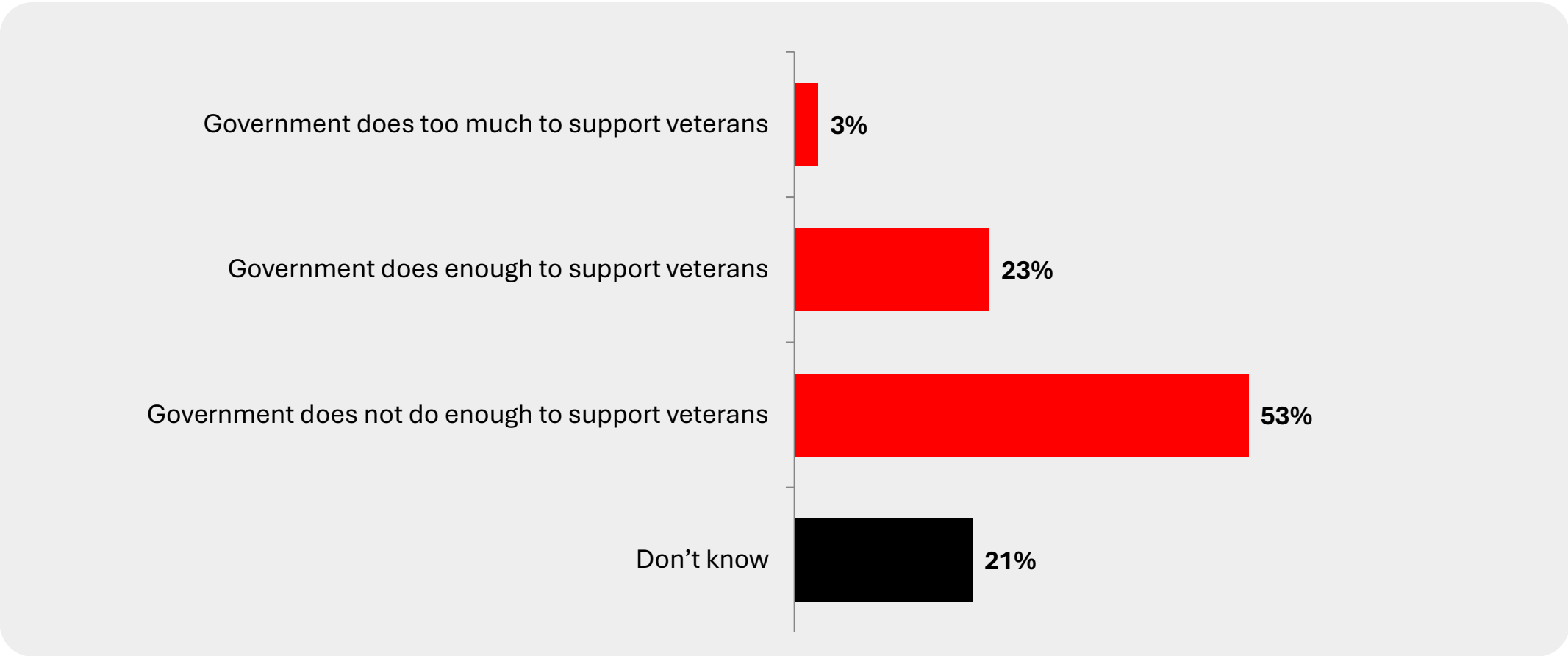
								
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC	
	Weighted n=	1,549	545	198	110	110	60	28*
	Unweighted n=	1,549	465	219	169	169	65	29*
Yes		40%	34%	51%	53%	25%	59%	37%
No		60%	66%	49%	47%	75%	41%	63%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Perception of Government Support for Military Veterans (1/2)

Q9. How do you describe the manner in which the Canadian Government supports its military veterans?

Base: All respondents (n=1,549)



Perception of Government Support for Military Veterans (2/2)

Q9. How do you describe the manner in which the Canadian Government supports its military veterans?







Base: All respondents (n=1,549)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,549	104	358	600	100	171	216	754	795	412	499	638	687	586	268
Unweighted n=	1,549	100	438	601	125	126	159	770	779	399	518	632	693	569	278
Government does too much to support veterans	3%	2%	4%	2%	5%	4%	1%	5%	1%	6%	3%	0%	5%	1%	2%
Government does enough to support veterans	23%	26%	27%	23%	21%	11%	26%	25%	21%	32%	23%	17%	23%	25%	18%
Government does not do enough to support veterans	53%	53%	46%	55%	55%	58%	56%	52%	55%	35%	49%	68%	49%	53%	66%
Don't Know	21%	18%	24%	19%	19%	27%	17%	18%	23%	27%	25%	14%	24%	20%	14%

Perception of Government Support for Military Veterans – By Voting Intentions

Q9. How do you describe the manner in which the Canadian Government supports its military veterans?

Base: All respondents (n=1,549)

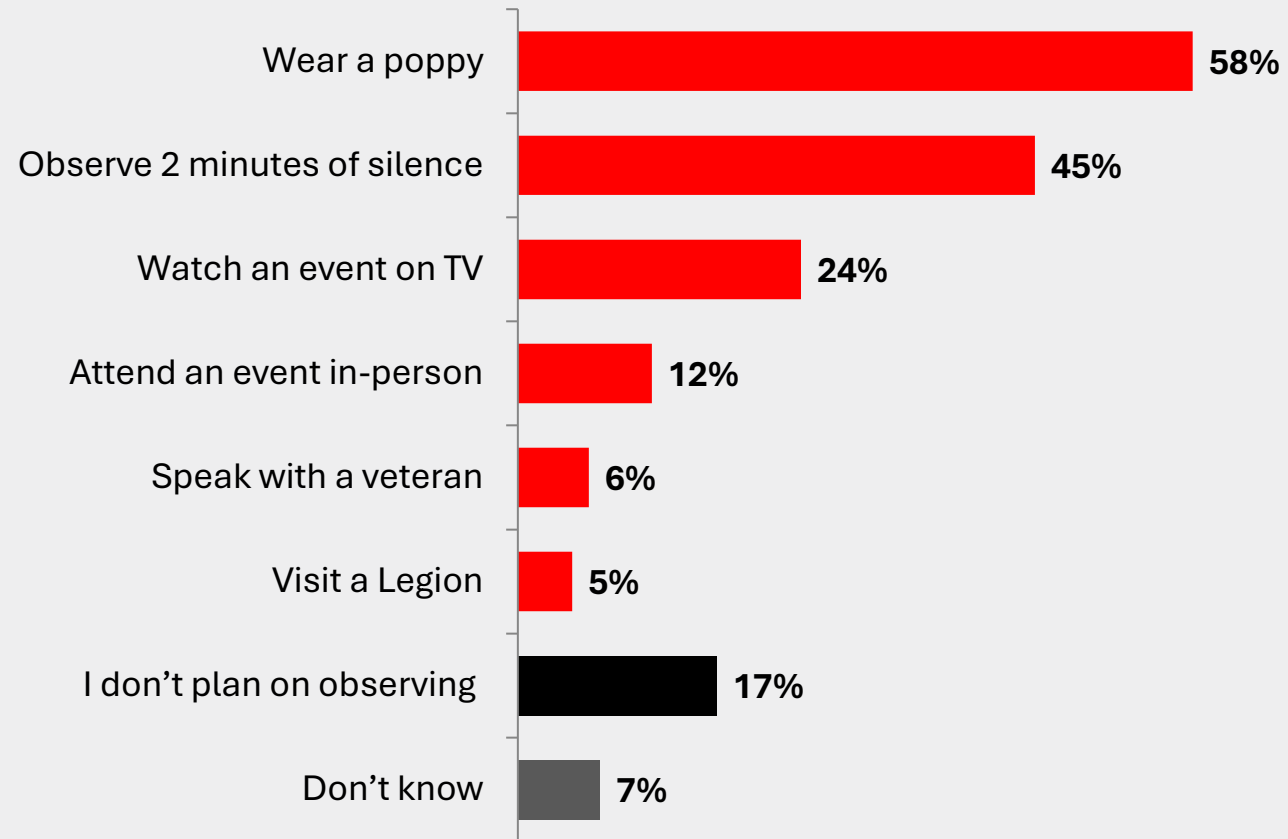
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,549	545	198	110	110	60	28*
Unweighted n=	1,549	465	219	169	169	65	29*
Government does too much to support veterans	3%	3%	5%	2%	2%	6%	5%
Government does enough to support veterans	23%	18%	36%	21%	26%	32%	38%
Government does not do enough to support veterans	53%	65%	44%	49%	53%	39%	45%
Don't Know	21%	15%	16%	28%	18%	23%	12%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Planned Observance of Remembrance Day (1/2)

Q10. How will you observe Remembrance Day this year?*

Base: All respondents (n=1,549)



*Total may exceed 100% since respondents could select multiple answers.

Planned Observance of Remembrance Day (2/2)

Q10. How will you observe Remembrance Day this year?*

Base: All respondents (n=1,549)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,549	104	358	600	100	171	216	754	795	412	499	638	687	586	268
Unweighted n=	1,549	100	438	601	125	126	159	770	779	399	518	632	693	569	278
Wear a poppy	58%	68%	34%	62%	67%	68%	73%	56%	61%	46%	54%	69%	56%	61%	60%
Observe 2 minutes of silence	45%	47%	22%	54%	46%	47%	53%	42%	47%	35%	42%	53%	40%	48%	50%
Watch an event on TV	24%	26%	18%	25%	39%	24%	26%	25%	24%	21%	17%	33%	27%	24%	21%
Attend an event in-person	12%	15%	3%	15%	12%	13%	14%	12%	11%	10%	12%	13%	11%	10%	17%
Speak with a veteran	6%	5%	4%	8%	9%	2%	6%	7%	5%	8%	5%	5%	6%	5%	7%
Visit a Legion	5%	4%	2%	5%	10%	4%	7%	6%	4%	6%	3%	5%	3%	5%	7%
I don't plan on observing	17%	13%	40%	12%	7%	9%	7%	18%	16%	19%	23%	12%	20%	14%	17%
Don't know	7%	6%	10%	7%	3%	8%	6%	7%	7%	9%	6%	6%	7%	7%	8%

*Total may exceed 100% since respondents could select multiple answers.

Respondent Profile

Respondent profiles

(Base n=1,549)

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

Gender

	Unweighted	Weighted
Male	770	754
Female	779	795

Language (Mother Tongue)

	Unweighted	Weighted
French	459	306
English	954	1,079
Other	133	158

Age

	Unweighted	Weighted
18 to 34	399	412
35 to 54	518	499
55+	632	638

Province

	Unweighted	Weighted
British Columbia	159	216
Alberta	126	171
Manitoba/Saskatchewan	125	100
Ontario	601	600
Quebec	438	358
Atlantic	100	104

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

MONTRÉAL | QUÉBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

Leger

Data-driven intelligence for a changing world.

leger360.com