



Report

# Remembrance Day

## *Survey of Canadians*

November 10, 2025



# Methodology

This week, we surveyed Canadians on their plans for Remembrance Day.

## Method

Online survey among respondents 18 years of age or older.  
(Canadian sample: **n= 1,565**)

Respondents had the option of completing the survey in French and English 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.

## When

Data collection from **November 7 to November 9, 2025**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.48%**, (19 times out of 20) for the 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](mailto:aenns@leger360.com) or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at [sdallaire@leger360.com](mailto:sdallaire@leger360.com).

## Notes

A more detailed methodology is presented in the Appendix.

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## CANADA 2025

**LEGER POLL**  
Published on  
April 26, 2025

**OFFICIALS RESULTS**  
2025 Canada  
Federal Election

	<b>43%</b>	<b>43.7%</b>
	<b>39%</b>	<b>41.3%</b>
	<b>8%</b>	<b>6.3%</b>
	<b>6%</b>	<b>6.3%</b>
	<b>2%</b>	<b>1.2%</b>

## BRITISH COLUMBIA 2024

**LEGER POLL**  
Published on  
October 18, 2024

**OFFICIALS RESULTS**  
2024 British Columbia  
Provincial Election

	<b>46%</b>	<b>45%</b>
	<b>42%</b>	<b>43%</b>
	<b>9%</b>	<b>8%</b>
Others	<b>3%</b>	<b>4%</b>

## UNITED STATES 2024

**LEGER POLL**  
Published on  
November 4, 2024

**OFFICIALS RESULTS**  
2024 United States  
Presidential Election

	<b>49%</b>	<b>50%</b>
	<b>49%</b>	<b>48%</b>
Others	<b>2%</b>	<b>2%</b>

## Key Highlights

Some of **the key highlights** of our survey...

- **Seven in ten Canadians (69%) plan to mark Remembrance Day in some way this year, down seven points from 2024 (76%).** The most common gestures are wearing a poppy (55%) and observing two minutes of silence (39%), followed by watching a ceremony on TV (21%) and attending an event in person (13%).
- Participation is highest in Atlantic Canada (84%), in Alberta (81%), Manitoba and Saskatchewan (80%), and in Ontario (79%) but notably lower in Quebec (41%), where half (52%) do not plan to observe. Older Canadians (76% of those aged 55+) are also more likely to participate. **Liberal (77%) voters are among the most engaged, while only one in three Bloc Québécois voters (33%) plan to commemorate the day.**
- **Support for making Remembrance Day a national statutory holiday is overwhelmingly positive at 76%, compared to 15% opposed and 8% undecided.** Support is lower among Bloc Québécois voters (58%).

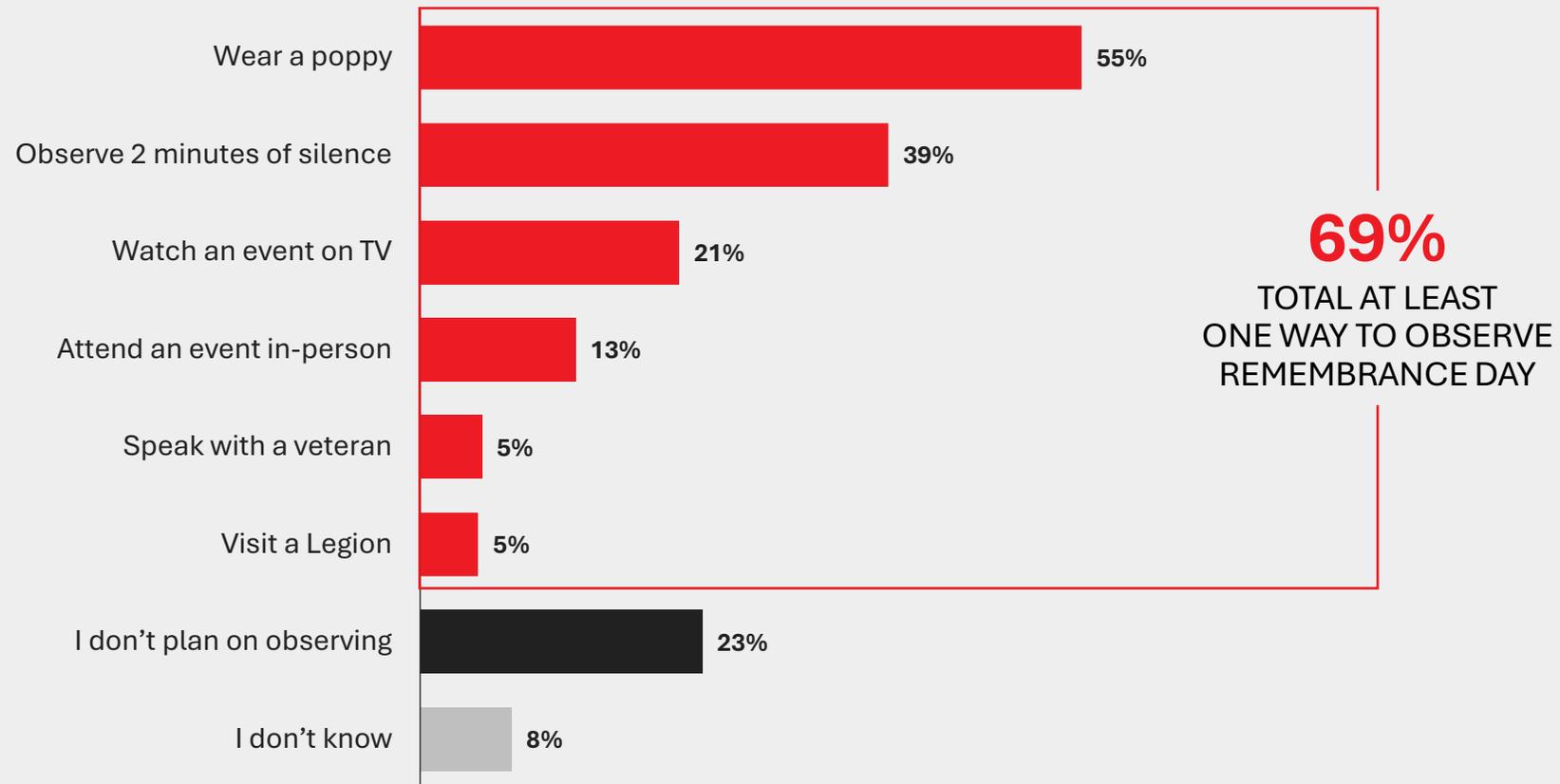
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Detailed Results

## Ways Canadians Plan to Observe Remembrance Day This Year (1/2)

**Q1.** How will you observe Remembrance Day this year? *Select all that apply*

Base: All respondents (n=1,565)



# Ways Canadians Plan to Observe Remembrance Day This Year (2/2)

**Q1.** How will you observe Remembrance Day this year? *Select all that apply*

Base: All respondents (n=1,565)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total 2024	Gap
Weighted n=	1,573	106	360	608	101	177	220	767	806	411	509	653	1,549	
Unweighted n=	1,565	104	404	614	135	141	167	773	792	351	502	712	1,549	
<b>TOTAL AT LEAST ONE WAY TO OBSERVE REMEMBRANCE DAY</b>	<b>69%</b>	<b>84%</b>	<b>41%</b>	<b>79%</b>	<b>80%</b>	<b>81%</b>	68%	67%	71%	<b>62%</b>	66%	<b>76%</b>	<b>76%</b>	-7
Wear a poppy	<b>55%</b>	64%	<b>29%</b>	<b>63%</b>	<b>64%</b>	<b>64%</b>	56%	52%	57%	<b>47%</b>	51%	<b>62%</b>	<b>58%</b>	-3
Observe 2 minutes of silence	<b>39%</b>	44%	<b>17%</b>	<b>50%</b>	41%	43%	37%	<b>33%</b>	<b>44%</b>	<b>28%</b>	35%	<b>48%</b>	<b>45%</b>	-6
Watch an event on TV	<b>21%</b>	<b>31%</b>	<b>10%</b>	<b>24%</b>	30%	25%	19%	22%	21%	<b>17%</b>	<b>13%</b>	<b>30%</b>	<b>24%</b>	-3
Attend an event in-person	<b>13%</b>	<b>24%</b>	<b>3%</b>	14%	12%	15%	<b>20%</b>	14%	12%	<b>10%</b>	13%	14%	<b>12%</b>	+1
Speak with a veteran	<b>5%</b>	7%	<b>1%</b>	6%	3%	9%	5%	5%	5%	3%	7%	5%	<b>6%</b>	-1
Visit a Legion	<b>5%</b>	8%	<b>1%</b>	5%	10%	5%	7%	6%	4%	4%	5%	5%	<b>5%</b>	=
<b>I don't plan on observing</b>	<b>23%</b>	<b>11%</b>	<b>52%</b>	<b>15%</b>	<b>11%</b>	<b>12%</b>	21%	24%	23%	<b>28%</b>	24%	<b>19%</b>	<b>17%</b>	+6
<b>I don't know</b>	<b>8%</b>	5%	8%	7%	9%	7%	11%	9%	6%	9%	9%	<b>5%</b>	<b>7%</b>	+1

# Ways Canadians Plan to Observe Remembrance Day This Year – *By Voting Intentions*

**Q1.** How will you observe Remembrance Day this year? *Select all that apply*

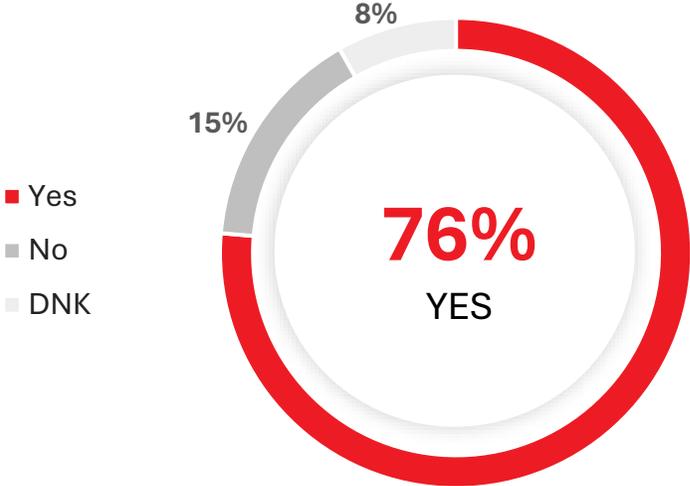
Base: All respondents (n=1,565)

						
	<b>Total Canada</b>	LPC	CPC	BQ	NDP	GPC
<i>Weighted n=</i>	<b>1,573</b>	<b>579</b>	<b>488</b>	<b>83</b>	<b>76</b>	<b>45</b>
<i>Unweighted n=</i>	<b>1,565</b>	<b>631</b>	<b>405</b>	<b>105</b>	<b>104</b>	<b>47</b>
<b>TOTAL AT LEAST ONE WAY TO OBSERVE REMEMBRANCE DAY</b>	<b>69%</b>	<b>77%</b>	76%	<b>33%</b>	66%	72%
Wear a poppy	<b>55%</b>	60%	<b>65%</b>	<b>18%</b>	49%	49%
Observe 2 minutes of silence	<b>39%</b>	<b>46%</b>	39%	<b>19%</b>	35%	35%
Watch an event on TV	<b>21%</b>	<b>27%</b>	23%	<b>9%</b>	16%	28%
Attend an event in-person	<b>13%</b>	<b>17%</b>	13%	<b>2%</b>	16%	11%
Speak with a veteran	<b>5%</b>	4%	6%	<b>1%</b>	3%	<b>20%</b>
Visit a Legion	<b>5%</b>	5%	6%	<b>0%</b>	5%	10%
<b>I don't plan on observing</b>	<b>23%</b>	<b>18%</b>	<b>18%</b>	<b>64%</b>	24%	28%
<b>I don't know</b>	<b>8%</b>	5%	7%	2%	10%	<b>0%</b>

# Support for Making Remembrance Day a National Statutory Holiday

## Q2. Should Remembrance Day be recognized as an official statutory holiday across Canada?

Base: All respondents (n=1,565)



	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,573	106	360	608	101	177	220	767	806	411	509	653
Unweighted n=	1,565	104	404	614	135	141	167	773	792	351	502	712
Yes	76%	93%	64%	71%	91%	89%	86%	74%	79%	72%	85%	72%
No	15%	5%	25%	18%	4%	7%	9%	18%	13%	19%	9%	18%
I don't know	8%	2%	11%	11%	6%	4%	5%	9%	8%	9%	6%	10%

# Support for Making Remembrance Day a National Statutory Holiday – *By Voting Intentions*

**Q2.** Should Remembrance Day be recognized as an official statutory holiday across Canada?

Base: All respondents (n=1,565)

							
	<b>Total Canada</b>	LPC	CPC	BQ	NDP	GPC	
	<i>Weighted n=</i>	<b>1,573</b>	<b>579</b>	<b>488</b>	<b>83</b>	<b>76</b>	<b>45</b>
	<i>Unweighted n=</i>	<b>1,565</b>	<b>631</b>	<b>405</b>	<b>105</b>	<b>104</b>	<b>47</b>
Yes		<b>76%</b>	79%	81%	<b>58%</b>	79%	63%
No		<b>15%</b>	<b>13%</b>	15%	<b>32%</b>	14%	29%
I don't know		<b>8%</b>	8%	<b>4%</b>	10%	7%	7%

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# Respondent Profile

## Respondent profiles

(Base n=1,565)

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

### Gender

	Unweighted	Weighted
Male	773	767
Female	792	806

### Language (Mother Tongue)

	Unweighted	Weighted
French	358	309
English	1,062	1,125
Other	145	139

### Age

	Unweighted	Weighted
18 to 34	351	411
35 to 54	502	509
55+	712	653

### Province

	Unweighted	Weighted
British Columbia	167	220
Alberta	141	177
Manitoba/Saskatchewan	135	101
Ontario	614	608
Quebec	404	360
Atlantic	104	106

## 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

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