



Remembrance Day and Canadian Millennials (18 to 30 year olds)

Conducted by:



Field Dates: Oct 23-25, 2012

Methodology

The survey was conducted online with 1,004 Canadians aged 18 to 30 in English and French using an internet survey platform. A random sample of panelists was invited to participate in the survey from a larger internet representative panel of over 150,000 Canadians. The survey was completed from October 23 to 25, 2012

Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The margin of error for a survey of 1,008 respondents using a probability sample is +/- 3.1%, 19 times out of 20.

For comment on the survey's methodology, please contact David Coletto, CEO of Abacus Data at (613) 232-2806 or david@abacusdata.ca



Crosstabulations
Canadian Millennials and Remembrance Day

		Do you plan to attend Remembrance Day ceremonies or otherwise observe the day?		
		Yes	No	Count
		Percentage	Percentage	
Region/Province	Canada	47	53	1004
	Atlantic	63	37	67
	Quebec	17	83	216
	Ontario	57	43	385
	Central	49	51	75
	Alberta	50	50	122
	British Columbia	56	44	139
	Gender	Male	48	52
Female		47	53	524
Age Group	18 - 20	62	38	226
	21 - 23	49	51	236
	24 - 27	39	61	285
	28 - 30	42	58	257
Immigration status	Born in Canada	49	51	886
	Born outside of Canada	34	66	118
Are you currently enrolled in school?	Yes, in high school	50	50	18
	Yes, in CEGEP	33	67	27
	Yes, in college	46	54	69
	Yes, in university	52	48	377
	No	44	56	513
Are you currently married or in a common law relationship?	Yes, married	51	49	155
	Yes, common law	34	66	178
	No	50	50	671
Which political party did you vote for in the May 2011 election?	Conservative Party	56	44	198
	New Democratic Party	47	53	252
	Liberal Party	53	47	158
	Bloc Quebecois	12	88	34
	Green Party	58	43	40
	Another Party	30	70	10
	Cannot remember	48	52	27



Crosstabulations
Canadian Millennials and Remembrance Day

		Honouring veterans and soldiers killed in wars (Remembrance Day means many things to different people. What does Remembrance Day mean to you? Rank the following statements from most important to least important.)			
		1	2	3	Count
		Percentage	Percentage	Percentage	
Region/Province	Canada	71	26	4	1004
	Atlantic	72	25	3	67
	Quebec	66	28	6	216
	Ontario	72	25	3	385
	Central	59	36	5	75
	Alberta	77	21	2	122
	British Columbia	75	23	2	139
Gender	Male	67	28	5	480
	Female	74	23	3	524
Age Group	18 - 20	71	26	3	226
	21 - 23	71	26	3	236
	24 - 27	66	28	6	285
	28 - 30	74	23	3	257
Immigration status	Born in Canada	73	24	3	886
	Born outside of Canada	53	40	8	118
Are you currently enrolled in school?	Yes, in high school	72	17	11	18
	Yes, in CEGEP	63	33	4	27
	Yes, in college	78	19	3	69
	Yes, in university	67	29	3	377
	No	72	24	4	513
Are you currently married or in a common law relationship?	Yes, married	67	28	5	155
	Yes, common law	72	24	4	178
	No	71	26	3	671
Which political party did you vote for in the May 2011 election?	Conservative Party	81	17	3	198
	New Democratic Party	69	27	4	252
	Liberal Party	80	18	2	158
	Bloc Quebecois	56	41	3	34
	Green Party	63	38	0	40
	Another Party	80	20	0	10
	Cannot remember	67	30	4	27



Crosstabulations
Canadian Millennials and Remembrance Day

		Reminder of the need for peace (Remembrance Day means many things to different people. What does Remembrance Day mean to you? Rank the following statements from most important to least important.)			
		1	2	3	Count
		Percentage	Percentage	Percentage	
Region/Province	Canada	25	52	23	1004
	Atlantic	27	61	12	67
	Quebec	27	40	33	216
	Ontario	23	55	22	385
	Central	37	44	19	75
	Alberta	21	55	24	122
	British Columbia	24	58	18	139
Gender	Male	28	49	23	480
	Female	23	54	23	524
Age Group	18 - 20	24	56	20	226
	21 - 23	24	54	22	236
	24 - 27	29	47	24	285
	28 - 30	23	51	26	257
Immigration status	Born in Canada	23	53	24	886
	Born outside of Canada	40	42	18	118
Are you currently enrolled in school?	Yes, in high school	22	50	28	18
	Yes, in CEGEP	26	48	26	27
	Yes, in college	17	57	26	69
	Yes, in university	29	53	18	377
Are you currently married or in a common law relationship?	No	24	50	26	513
	Yes, married	28	48	23	155
	Yes, common law	26	47	28	178
Which political party did you vote for in the May 2011 election?	No	24	54	22	671
	Conservative Party	16	52	32	198
	New Democratic Party	28	54	18	252
	Liberal Party	18	65	17	158
	Bloc Quebecois	32	38	29	34
	Green Party	38	45	18	40
	Another Party	20	40	40	10
Cannot remember	30	41	30	27	



Crosstabulations
Canadian Millennials and Remembrance Day

		Celebrating Canada's military achievements (Remembrance Day means many things to different people. What does Remembrance Day mean to you? Rank the following statements from most important to least important.)			
		1	2	3	Count
		Percentage	Percentage	Percentage	
Region/Province	Canada	4	23	73	1004
	Atlantic	1	13	85	67
	Quebec	7	32	60	216
	Ontario	5	20	75	385
	Central	4	20	76	75
	Alberta	2	24	75	122
	British Columbia	1	19	80	139
Gender	Male	6	23	72	480
	Female	3	23	74	524
Age Group	18 - 20	5	18	77	226
	21 - 23	5	20	75	236
	24 - 27	5	25	71	285
	28 - 30	3	26	70	257
Immigration status	Born in Canada	4	23	73	886
	Born outside of Canada	8	18	75	118
Are you currently enrolled in school?	Yes, in high school	6	33	61	18
	Yes, in CEGEP	11	19	70	27
	Yes, in college	4	25	71	69
	Yes, in university	4	17	79	377
	No	4	26	70	513
Are you currently married or in a common law relationship?	Yes, married	5	24	72	155
	Yes, common law	2	29	69	178
	No	5	21	75	671
Which political party did you vote for in the May 2011 election?	Conservative Party	3	32	65	198
	New Democratic Party	3	20	77	252
	Liberal Party	3	16	81	158
	Bloc Quebecois	12	21	68	34
	Green Party	0	18	83	40
	Another Party	0	40	60	10
	Cannot remember	4	30	67	27