

VICTIMS OF COMMUNISM:

RESOUNDING THUMBS DOWN ON WHAT IS CONSIDERED A WASTEFUL AND UNNECESSARY PROJECT

[Ottawa – May 22, 2015] First, the good news for the government: most Canadians are blissfully unaware of the government’s plans to erect a giant monument to the victims of communism on the front lawn of the Supreme Court. This location will skilfully occlude that despised institution with a huge celebration of things arguably dear to the government’s re-election plans and ideologically consistent with their cold war era views of Godless commies. Now the bad news: when presented with the concept and graphic illustrations, a representative sample of the Canadian public say *WHAT?*

Awareness of communism memorial

Q. As you may have heard, the National Capital Commission recently approved construction of the new National Memorial to Victims of Communism near the Supreme Court of Canada in Ottawa. Before this survey, had you heard of this new memorial?

Canada



BASE: Canadians (online only): May 12-19, 2015, n=2,116, MOE +/- 2.1%, 19 times out of 20

NCR residents only



BASE: NCR residents (online only): May 12-19, 2015, n=340, MOE +/- 5.3%, 19 times out of 20

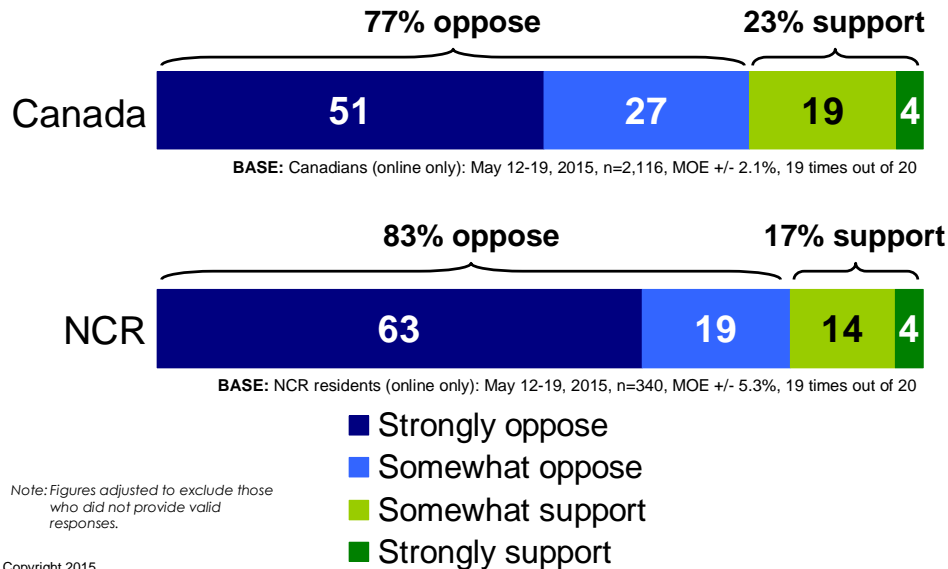
■ No, not at all / No response ■ Yes, vaguely ■ Yes, clearly

Copyright 2015
No reproduction without permission

When shown the design concepts, fewer than one in four Canadians approve of the memorial. Even in the prime territory of older Conservative voters, who harbour still vivid memories of the horrors of the cold war era, support is just mixed. About everywhere else, support is dramatically eclipsed by opposition. This is especially true for the denizens of the National Capital Region (NCR) who will be subjected to near daily views of this massive new icon.

Support for communism memorial

Q. All things considered, to what extent do you support or oppose this memorial in its current form?

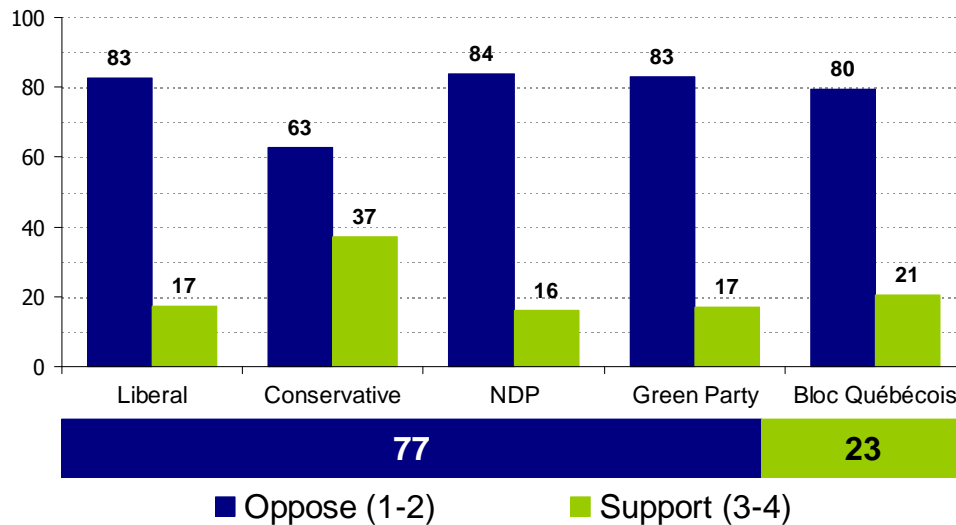


Note: Figures adjusted to exclude those who did not provide valid responses.

Copyright 2015
No reproduction without permission

Support for memorial by vote intention

Q. All things considered, to what extent do you support or oppose this memorial in its current form?



Note: Figures adjusted to exclude those who did not provide valid responses.

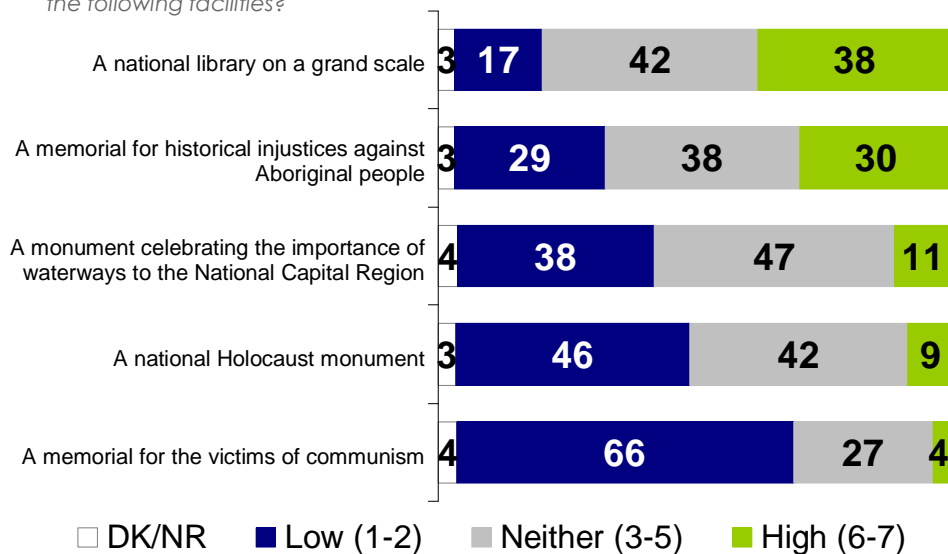
Copyright 2015
No reproduction without permission

BASE: Canadians (online only): May 12-19, 2015, n=2,116, MOE +/- 2.1%, 19 times out of 20

In ranking what things could be done to improve the NCR as a symbol of national identity, constructing a monument to victims of communism comes dead last (not far behind in least favoured ideas is yet another Holocaust memorial which cynics might note is linked to the government’s enthusiasm for the Jewish vote). Appalling injustices inflicted on Canadian soil to our Aboriginal populations are seen as a far more worthy subject to honour. Or how about a world class national library complete with books and everything? There are many ideas that seem appealing but a memorial for the victims of communism is not. In fact, the overwhelming qualitative response is “unnecessary and wasteful”.

Support for various facilities in Ottawa

Q. Suppose you were asked to choose a new facility in Ottawa to showcase Canada’s National Capital Region. What priority would you place on each of the following facilities?



Copyright 2015
No reproduction without permission

BASE: Canadians (online only); May 12-19, 2015 (n=2,116), MOE +/- 2.1%, 19 times out of 20

Detailed tables:

Awareness of Victims of Communism Memorial						
<i>Q. As you may have heard, the National Capital Commission recently approved construction of the new National Memorial to Victims of Communism near the Supreme Court of Canada in Ottawa. Before this survey, had you heard of this new memorial?</i>						
	Yes, clearly	Yes, vaguely	No, not at all	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	19.7%	16.6%	62.9%	0.8%	2116	2.1
REGION						
British Columbia	18.2%	13.9%	67.4%	0.6%	214	6.7
Alberta	17.8%	17.1%	64.0%	1.2%	144	8.2
Saskatchewan/Manitoba	13.4%	12.8%	71.5%	2.3%	99	9.9
Ontario	22.3%	20.2%	56.9%	0.5%	275	5.9
Quebec	12.9%	16.5%	70.5%	0.0%	350	5.2
Atlantic Canada	11.2%	12.1%	74.3%	2.4%	121	8.9
National Capital Region (NCR)	60.8%	15.9%	23.1%	0.2%	340	5.3
GENDER						
Male	23.8%	21.1%	54.6%	0.5%	1047	3.0
Female	15.9%	12.4%	70.7%	1.0%	1059	3.0
AGE						
<35	20.6%	14.8%	63.9%	0.6%	300	5.7
35-44	14.1%	17.5%	68.5%	0.0%	336	5.4
45-54	16.4%	18.9%	64.2%	0.5%	442	4.7
55-64	19.0%	19.5%	60.1%	1.4%	428	4.7
65+	25.2%	13.3%	60.7%	0.8%	515	4.3
EDUCATION						
High school or less	13.1%	16.3%	69.7%	0.9%	366	5.1
College or CEGEP	15.0%	13.9%	70.5%	0.6%	792	3.5
University or higher	28.0%	18.9%	52.4%	0.7%	937	3.2
CURRENT VOTE INTENTION						
Liberal Party	25.2%	16.6%	57.0%	1.2%	617	4.0
Conservative Party	12.3%	17.6%	69.4%	0.6%	527	4.3
NDP	23.4%	17.6%	58.5%	0.6%	631	3.9
Green Party	20.2%	15.1%	64.8%	0.0%	101	9.8
Bloc Québécois	15.7%	25.8%	58.6%	0.0%	47	14.3

Support for Victims of Communism Memorial

Q. All things considered, to what extent do you support or oppose this memorial in its current form?

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	45.4%	24.0%	17.2%	3.1%	10.2%	2116	2.1
REGION							
British Columbia	47.9%	30.6%	9.6%	3.5%	8.3%	214	6.7
Alberta	39.5%	26.7%	18.5%	7.6%	7.6%	144	8.2
Saskatchewan/Manitoba	42.6%	16.5%	20.9%	2.2%	17.8%	99	9.9
Ontario	50.6%	24.2%	13.8%	2.7%	8.7%	275	5.9
Quebec	45.9%	21.9%	20.6%	1.7%	9.9%	350	5.2
Atlantic Canada	34.7%	26.4%	22.6%	2.3%	14.0%	121	8.9
National Capital Region (NCR)	61.0%	18.7%	13.2%	3.5%	3.7%	340	5.3
GENDER							
Male	50.3%	23.0%	16.1%	3.2%	7.3%	1047	3.0
Female	40.8%	25.0%	18.4%	2.9%	12.9%	1059	3.0
AGE							
<35	36.7%	28.8%	19.8%	2.9%	11.8%	300	5.7
35-44	37.4%	27.2%	21.7%	3.3%	10.4%	336	5.4
45-54	44.4%	21.7%	19.2%	3.6%	11.1%	442	4.7
55-64	51.5%	21.4%	13.7%	4.5%	8.9%	428	4.7
65+	55.9%	20.7%	13.5%	1.7%	8.2%	515	4.3
EDUCATION							
High school or less	39.6%	24.2%	21.4%	2.6%	12.2%	366	5.1
College or CEGEP	46.0%	25.0%	15.9%	4.5%	8.5%	792	3.5
University or higher	48.6%	23.2%	15.8%	2.3%	10.1%	937	3.2
CURRENT VOTE INTENTION							
Liberal Party	48.4%	24.9%	13.3%	2.1%	11.2%	617	4.0
Conservative Party	32.4%	24.1%	26.1%	7.6%	9.8%	527	4.3
NDP	52.3%	24.2%	13.1%	1.7%	8.7%	631	3.9
Green Party	46.2%	33.1%	14.9%	1.3%	4.4%	101	9.8
Bloc Québécois	53.5%	13.8%	17.4%	0.0%	15.3%	47	14.3

Support for a National Library

Q. Suppose you were asked to choose a new facility in Ottawa to showcase Canada's National Capital Region. What priority would you place on each of the following facilities?

A national library on a grand scale

	Low priority (1-2)	Neither (3-5)	High priority (6-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	17.0%	42.1%	37.8%	3.1%	2116	2.1
REGION						
British Columbia	16.6%	43.3%	33.1%	6.9%	214	6.7
Alberta	26.2%	44.5%	29.4%	0.0%	144	8.2
Saskatchewan/Manitoba	25.8%	32.4%	40.0%	2.0%	99	9.9
Ontario	19.9%	41.1%	37.5%	1.4%	275	5.9
Quebec	14.0%	43.6%	39.7%	2.8%	350	5.2
Atlantic Canada	18.1%	45.4%	27.1%	9.4%	121	8.9
National Capital Region (NCR)	10.8%	43.2%	44.4%	1.6%	340	5.3
GENDER						
Male	18.4%	41.9%	37.9%	1.6%	1047	3.0
Female	15.8%	42.1%	37.5%	4.5%	1059	3.0
AGE						
<35	11.3%	42.2%	43.8%	2.6%	300	5.7
35-44	16.8%	41.3%	38.3%	3.6%	336	5.4
45-54	19.0%	38.1%	39.7%	3.2%	442	4.7
55-64	21.1%	41.1%	33.7%	4.0%	428	4.7
65+	17.1%	47.3%	33.6%	2.1%	515	4.3
EDUCATION						
High school or less	20.3%	46.5%	27.0%	6.1%	366	5.1
College or CEGEP	18.4%	42.5%	36.7%	2.3%	792	3.5
University or higher	13.3%	38.9%	45.9%	1.8%	937	3.2
CURRENT VOTE INTENTION						
Liberal Party	14.0%	42.0%	40.7%	3.3%	617	4.0
Conservative Party	27.3%	42.1%	28.8%	1.8%	527	4.3
NDP	10.8%	41.9%	44.9%	2.4%	631	3.9
Green Party	14.5%	40.1%	42.7%	2.7%	101	9.8
Bloc Québécois	15.4%	46.4%	28.9%	9.2%	47	14.3

Support for a Memorial for Aboriginal People

Q. Suppose you were asked to choose a new facility in Ottawa to showcase Canada's National Capital Region. What priority would you place on each of the following facilities?

A memorial for historical injustices against Aboriginal people

	Low priority (1-2)	Neither (3-5)	High priority (6-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	29.2%	37.8%	29.8%	3.2%	2116	2.1
REGION						
British Columbia	26.9%	31.4%	33.7%	8.0%	214	6.7
Alberta	44.3%	39.0%	16.7%	0.0%	144	8.2
Saskatchewan/Manitoba	32.0%	36.7%	29.4%	2.0%	99	9.9
Ontario	30.3%	39.1%	28.1%	2.4%	275	5.9
Quebec	30.6%	39.0%	28.5%	1.9%	350	5.2
Atlantic Canada	21.8%	35.9%	32.9%	9.4%	121	8.9
National Capital Region (NCR)	27.6%	40.9%	30.5%	1.0%	340	5.3
GENDER						
Male	37.1%	36.1%	24.7%	2.1%	1047	3
Female	22.0%	39.7%	34.0%	4.3%	1059	3
AGE						
<35	24.2%	37.6%	35.2%	3.0%	300	5.7
35-44	26.3%	41.3%	29.0%	3.4%	336	5.4
45-54	33.5%	36.0%	27.7%	2.8%	442	4.7
55-64	30.0%	39.7%	25.5%	4.9%	428	4.7
65+	30.5%	36.6%	31.0%	1.9%	515	4.3
EDUCATION						
High school or less	29.3%	38.9%	26.3%	5.5%	366	5.1
College or CEGEP	32.1%	39.6%	25.4%	2.9%	792	3.5
University or higher	26.3%	36.0%	35.7%	2.0%	937	3.2
CURRENT VOTE INTENTION						
Liberal Party	20.2%	44.0%	32.1%	3.7%	617	4
Conservative Party	55.1%	33.1%	9.3%	2.6%	527	4.3
NDP	17.8%	37.2%	42.6%	2.5%	631	3.9
Green Party	14.9%	31.8%	49.8%	3.7%	101	9.8
Bloc Québécois	22.1%	41.7%	32.0%	4.2%	47	14.3

Support for a Monument Celebrating NCR Waterways

Q. Suppose you were asked to choose a new facility in Ottawa to showcase Canada's National Capital Region. What priority would you place on each of the following facilities?

A monument celebrating the importance of waterways to the National Capital Region

	Low priority (1-2)	Neither (3-5)	High priority (6-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	38.3%	46.8%	11.2%	3.8%	2116	2.1
REGION						
British Columbia	37.7%	42.4%	11.5%	8.3%	214	6.7
Alberta	48.7%	46.1%	5.1%	0.0%	144	8.2
Saskatchewan/Manitoba	31.1%	57.1%	9.0%	2.8%	99	9.9
Ontario	29.6%	54.6%	13.5%	2.4%	275	5.9
Quebec	52.4%	37.5%	6.5%	3.7%	350	5.2
Atlantic Canada	35.3%	40.3%	15.0%	9.4%	121	8.9
National Capital Region (NCR)	33.9%	53.1%	12.0%	1.0%	340	5.3
GENDER						
Male	43.0%	45.5%	9.3%	2.3%	1047	3.0
Female	34.0%	48.0%	12.9%	5.2%	1059	3.0
AGE						
<35	33.6%	48.5%	14.2%	3.7%	300	5.7
35-44	31.3%	53.0%	11.5%	4.1%	336	5.4
45-54	40.9%	44.0%	11.6%	3.5%	442	4.7
55-64	43.3%	43.2%	8.8%	4.7%	428	4.7
65+	42.0%	46.0%	9.3%	2.6%	515	4.3
EDUCATION						
High school or less	37.1%	47.0%	9.7%	6.3%	366	5.1
College or CEGEP	40.4%	45.1%	11.0%	3.3%	792	3.5
University or higher	37.2%	47.9%	12.5%	2.4%	937	3.2
CURRENT VOTE INTENTION						
Liberal Party	34.4%	47.6%	14.4%	3.6%	617	4.0
Conservative Party	46.0%	43.9%	7.3%	2.8%	527	4.3
NDP	33.7%	51.4%	11.4%	3.5%	631	3.9
Green Party	30.5%	45.2%	20.7%	3.7%	101	9.8
Bloc Québécois	45.2%	39.4%	6.0%	9.4%	47	14.3

Support for a National Holocaust Monument

Q. Suppose you were asked to choose a new facility in Ottawa to showcase Canada's National Capital Region. What priority would you place on each of the following facilities?

A national Holocaust monument

	Low priority (1-2)	Neither (3-5)	High priority (6-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	45.5%	42.3%	8.7%	3.4%	2116	2.1
REGION						
British Columbia	41.8%	40.6%	9.9%	7.6%	214	6.7
Alberta	47.0%	42.7%	10.4%	0.0%	144	8.2
Saskatchewan/Manitoba	47.8%	39.6%	10.6%	2.0%	99	9.9
Ontario	43.9%	42.8%	10.6%	2.8%	275	5.9
Quebec	51.8%	42.1%	4.4%	1.7%	350	5.2
Atlantic Canada	34.1%	46.0%	10.4%	9.4%	121	8.9
National Capital Region (NCR)	47.2%	43.2%	8.3%	1.2%	340	5.3
GENDER						
Male	52.9%	38.0%	7.5%	1.7%	1047	3.0
Female	38.9%	46.2%	9.9%	5.0%	1059	3.0
AGE						
<35	38.6%	47.4%	10.8%	3.3%	300	5.7
35-44	42.5%	46.4%	7.1%	4.1%	336	5.4
45-54	48.6%	39.8%	8.9%	2.7%	442	4.7
55-64	43.9%	42.4%	9.4%	4.4%	428	4.7
65+	53.8%	36.6%	7.4%	2.2%	515	4.3
EDUCATION						
High school or less	39.3%	45.6%	9.3%	5.9%	366	5.1
College or CEGEP	48.1%	40.6%	8.3%	3.0%	792	3.5
University or higher	47.4%	41.7%	8.8%	2.1%	937	3.2
CURRENT VOTE INTENTION						
Liberal Party	45.3%	43.5%	7.6%	3.6%	617	4.0
Conservative Party	44.8%	38.6%	14.1%	2.4%	527	4.3
NDP	47.2%	42.2%	7.8%	2.8%	631	3.9
Green Party	40.1%	47.7%	7.7%	4.6%	101	9.8
Bloc Québécois	43.2%	45.6%	3.3%	7.9%	47	14.3

Support for a Memorial for the Victims of Communism

Q. Suppose you were asked to choose a new facility in Ottawa to showcase Canada's National Capital Region. What priority would you place on each of the following facilities?

A memorial for the victims of communism

	Low priority (1-2)	Neither (3-5)	High priority (6-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	65.5%	27.1%	3.8%	3.6%	2116	2.1
REGION						
British Columbia	62.6%	24.3%	5.1%	7.8%	214	6.7
Alberta	67.9%	23.6%	8.5%	0.0%	144	8.2
Saskatchewan/Manitoba	68.7%	25.7%	3.5%	2.0%	99	9.9
Ontario	66.9%	27.9%	2.6%	2.6%	275	5.9
Quebec	67.3%	28.7%	1.6%	2.3%	350	5.2
Atlantic Canada	50.6%	35.9%	4.1%	9.4%	121	8.9
National Capital Region (NCR)	71.9%	23.0%	3.6%	1.6%	340	5.3
GENDER						
Male	72.1%	22.0%	4.2%	1.6%	1047	3.0
Female	59.3%	31.8%	3.5%	5.3%	1059	3.0
AGE						
<35	61.2%	30.4%	4.7%	3.5%	300	5.7
35-44	61.0%	30.2%	4.1%	4.7%	336	5.4
45-54	65.5%	28.5%	3.1%	3.0%	442	4.7
55-64	65.4%	25.7%	4.2%	4.7%	428	4.7
65+	72.1%	23.3%	3.0%	1.7%	515	4.3
EDUCATION						
High school or less	57.2%	32.1%	4.3%	6.5%	366	5.1
College or CEGEP	64.2%	28.4%	4.4%	3.1%	792	3.5
University or higher	71.8%	23.1%	3.1%	1.9%	937	3.2
CURRENT VOTE INTENTION						
Liberal Party	65.4%	28.3%	1.9%	4.4%	617	4.0
Conservative Party	59.3%	30.1%	8.6%	2.0%	527	4.3
NDP	72.6%	21.8%	2.6%	2.8%	631	3.9
Green Party	68.3%	27.5%	0.5%	3.7%	101	9.8
Bloc Québécois	55.7%	32.9%	3.5%	7.9%	47	14.3

Methodology:

This study was conducted using EKOS' unique, hybrid online/telephone research panel, *Prob/i*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Prob/i* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

This study involved an **online only** survey of 2,116 Canadians. While panellists are randomly recruited, the survey itself excludes the roughly 1 in 8 Canadians without internet access. The results should therefore be considered generalizeable to Canada's *online* population. The field dates for this survey are May 12-19, 2015. The margin of error associated with the total sample is +/-2.1 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted by **age, gender, region, and educational attainment** to ensure the sample's composition reflects that of the actual population of Canada according to Census data.