



Ipsos Reid



**BANK OF CANADA
BANQUE DU CANADA**

Literature Review in View of the Bank of Canada's Planned Bank Note to Commemorate the 150th Anniversary of Confederation

Final Report

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Key Findings

This report details the findings of our review of the substantial body of literature dealing with the Canadian idea, that is, what Canadians identify with as the most important and valuable things about Canada. As the Bank of Canada considers how to approach the design of a bank note to commemorate Canada's 150th Anniversary of Confederation, this literature review provides examples of past research findings on which to build and focus to suit the Bank's specific purposes.

The key findings are as follows:

- The Canadian idea is a paradox. It unifies to the extent that it reflects and fosters the aspirations of many different people. This is reflected in the distinctively Canadian notion of a cultural mosaic in opposition to the American notion of a melting pot. In the literature, it is reflected in a significant focus on matters related to diversity and multiculturalism and also to strong regional identities within Canada.
- The notion of Canadian diversity isn't limited to ethnic or cultural diversity. There seems to be a strong appreciation for the diversity of achievements in wide ranging fields (i.e., science, sports, literature, arts and entertainment, etc.).
- While Canadians respect their history and say it is an important part of their identity, there is little evidence that they are engaged with it or that it actually forms a core of their identity.
- Canadians don't have firm or fixed notions about how to celebrate or commemorate the 150th anniversary of Confederation, but most say it should emphasize accomplishments over the past 150 years (73%) versus a focus on historical figures (63%) (Association for Canadian Studies (ACS), 2012).

Knowledge Gaps

The 150th Anniversary of Confederation is, by definition, a historical event. The literature, however, does not clearly point to whether or not Canadians expect the commemoration to focus on the history of Confederation itself, on Canadian historical accomplishments in general or on themes and values (i.e., diversity) which define the country and will shape its future. The literature does not shed light on Canadians' specific expectations of how bank notes ought to commemorate Confederation, what form of commemoration would be most appropriate and whether it is appropriate for bank notes to commemorate Confederation at all. We do know that commemorative items can figure as very important aspects of the national celebration. One of the best remembered legacies from the 1967 Centennial was the commemorative coins (House of Commons Standing Committee on Canadian Heritage, 2012). Indeed, the commemorative coins are the second most remembered aspect of the celebrations that year after Expo ("Gearing up for Canada's 150th," 2010).

Unity and Diversity in Confederation

Multiculturalism as part of Canadian Identity

A nation's identity is an ever changing and evolving idea (Kymlicka, 2003). However, one often discussed aspect of Canada's identity is multiculturalism (Cameron and Berry 2008; Centre for Research and Information on Canada (CRIC), 2006). This is largely due to multiculturalism and diversity having been, and continuing to be, a great source of pride among Canadians ("Gearing up for Canada's 150th," 2010; Banting and Kymlicka, 2010; Cameron and Berry, 2008; Dewing, 2013, Journet, 2010). When asked what theme would be suitable to bring the 150th anniversary of the Canadian Confederation events together, many people offered unity and diversity (Association for Canadian Studies (ACS), 2012; National Capital Commission (NCC) 2012).

When it comes to perceptions of diversity, Canada has long marked a different path than the United States. Where the U.S. paradigm has been characterized by a melting pot of many cultures being forged into a single, American identity, Canada has seen itself as a "cultural mosaic" in which many different cultures retain their individual characteristics while also forming part of the whole of Canada (Ozguc, 2011; Cameron and Berry 2008; Pyplacz 1993). The term "cultural mosaic" was first used by Canadian author Victoria Hayworth in 1920 to describe the diverse communities in the Prairies (Day, 2000). Later, in 1938, John Murray Gibbon's book, *Canadian Mosaic*, won a Governor General's award and provided a perspective on immigration and cultural communities that profoundly influenced Canadian policy in the decades to come (McIntosh, Pincoe and Phillipson, 2007). For the country to function through the paradox of diversity and unity, it is imperative that citizens have a strong encompassing identity within Canada, as well as their respective ethnic or cultural identities. Sources agree that Canada has maintained this balance, through democratic debate and the constitutionalised multiculturalism – the only Western country to do so (Kymlicka, 2003; Banting and Kymlicka, 2010; Ozguc, 2011).

It is important to Canadians to be perceived as not only independent from the U.S., but also have a global reputation for diversity and multiculturalism (Historica Canada, 2008; CCCO, 2012). When asked if Canada's global reputation was a source of personal pride, 93% of respondents indicated that it is (NCC, 2012). According to the Association for Canadian Studies, 65% of Canadians also agree that the most crucial role that the national capital plays is representing Canada to the world (ACS, 2011). With 72% of global respondents from an international survey saying that they believe Canada to be welcoming to immigrants, it will most likely continue to be a source of pride (Historica Canada, 2010).

Regionalism

Despite bringing diverse communities under the Canadian flag, there are still issues and threats that face the national identity of Canada. One of the core threats to Canada's identity has been proven to be that the perceptions in various provinces and groups within the country often do not align (Ozguc, 2011).

Responses to public opinion research on Canada's identity often differ dramatically by region (CRIC, 2006; Cameron and Berry, 2008; Historica Canada, 2001; Carlson, 2012; Department of Canadian Heritage, 2012). In particular, Quebec residents tend to express lower levels of pride and attachment to Canada than those in other parts of the country (CRIC, 2006; Cameron and Berry, 2008; ACS, 2012; Pyplacz, 1993; Department of Canadian Heritage, 2012; Bombardier, 2011). Quebec residents are more likely to identify primarily with their province, as "Quebecois" rather than "French-Canadian" or "Canadian" (Girard, 2008; Jedwab, 2014). Despite the stronger connection Quebec residents feel to their province, and their waning feelings of connection to Canada, the movement for sovereignty is decreasing, especially among youth (Bellavance, 2014; Gagnon, 2014; Sauves, 2014). There are also broad differences in what it means to be Canadian between Western and Eastern Canada. For example, people, places and events associated with Confederation tend to rate more highly in Eastern Canada than they do in the Western provinces (Historica Canada, 2008).

As well, it is evident that Canadians feel primarily attached to their communities, especially when asked about their thoughts on the 150th Celebrations (NCC, 2012; ACS, 2012; "Gearing up for Canada's 150th," 2010; Canadian Capital Cities Organization 2012; Carlson, 2012; McQuigge, 2014). For example, those respondents in the national capital region felt more strongly about Ottawa being the centre for all celebrations (NCC, 2012; ACS, 2012; ACS, 2011). Respondents also indicated, when asked, that a local party or celebration would be the preferred way of celebrating (ACS, 2012; CCCO, 2012). Those born outside of Canada are more likely to strongly agree that it should be a mix of festivities, learning and legacies, but felt that Ottawa should be the nerve centre of celebrations (NCC, 2012).

Diverse Views on Great Canadian People and Events

Multiculturalism and diversity are Canada's proudest achievements, but they are not the only achievements that Canadians enjoy celebrating. The public values a great deal of accomplishments from many areas of interest, such as the arts, science and history. Like Canada's distinct cultural mosaic, Canadians show interest in a diverse range of things.

Support for the arts comes in many forms, as do the arts themselves, but are still important to the Canadian people. During the Centennial, art was notably recognized (Davies, 2010) and many Canadians surveyed by the National Capital Commission indicated that they feel it is important to recognize the arts in the upcoming Sesquicentennial celebrations (NCC, 2012). This is unsurprising, considering 90% of respondents feel Canadian actors, musicians, writers and other artists are among the best in the world (Department of Canadian Heritage, 2012).

The 2008 report, *Defining Canada: A nation chooses the 101 things that best define their country*, found the top four defining symbols of Canada to be the maple leaf (1st), hockey (2nd), the Canadian flag (3rd), and the beaver (4th). This survey was conducted by Ipsos on behalf of the Dominion Institute and the Department of Citizenship and Immigration Canada in order to reveal what Canadians believe are the most defining features of Canada overall. It used a randomly selected sample of 3,114 adult Canadians,

including 721 immigrants, 522 educators, and 274 members of the Order of Canada through online interviews.

According to the study, another strong area of interest for Canadians is in the sciences. The study includes several key scientific achievements among the most important things about Canada, including the Canadarm (5th), Frederick Banting's discovery of insulin (15th) and Bell's invention of the telephone (21st) (Historica Canada, 2008).

The same study identifies a broad range of people, places and events that Canadians consider important (Historica Canada, 2008). Among the 101 items identified, Canadians chose twenty nine important people and events from an array of subjects, from politics to Canadian symbols. Political figures like Pierre Trudeau (8th) and John A. Macdonald (32th) were selected, as well as artists like Celine Dion (27th) and sports figures like Wayne Gretzky (12th). The most important Canadian event was Confederation, ranked at number twenty. Other events included the World Wars (23rd), Remembrance Day (57th) and 1972 Summit Series (71st). Other categories in the list include important innovations, places, symbols and activities as well as things linked to Canadians identity such as peacekeeping (7th) and universal health care (9th).

Historical Knowledge of Confederation

Respect for History, but Lack of Knowledge

The literature suggests that Canadians place importance on history and expect to see a focus of history and heritage in the upcoming 150th anniversary celebrations (NCC 2012; CCCO, 2012; House of Commons Standing Committee on Canadian Heritage, 2012). Canadians also feel that preserving and educating people on the history of Canada is very important (Department of Canadian Heritage, 2012; "2017 Starts Now," 2013; NCC, 2012).

The importance of history is evident in Canadians' reaction to historical commemorations. Many Canadians fondly remember the various local historical legacies left by the 1967 celebrations in their communities, or other communities (House of Commons Standing Committee on Canadian Heritage, 2012; NCC, 2012). As well, Canadians have suggested that taking similar approaches to the upcoming 150th anniversary celebration as were taken in 1967 would be appropriate (NCC, 2012; CCCO, 2012; House of Commons Standing Committee on Canadian Heritage, 2012).

Yet, while Canadians express that their national history is important, they tend to know relatively little about it. Indeed, many Canadians don't recognize the historical significance of 2017, with only 56% recognizing the year as the 150th anniversary of Confederation (Historica Canada, 2014). Canadians demonstrate less knowledge of their national history than Americans do. In a 2001 poll gauging the knowledge of both Canadian and American citizens' history, 60% of Americans passed compared to just 39% of Canadians (Historica Canada, 2001). In Quebec, youth awareness of Quebec and its role in the Constitutional history of Canada was also very low. Only 4% were able to chronologically order six key events from the past 50 years: the October Crisis, the first PQ government, proclamation of Charter of

Rights and Freedoms, Meech Lake Accord, Charlottetown referendum, and the second referendum on the future of Quebec (Gagnon, 2014).

Notions on Commemorating Confederation

Celebrating Accomplishments Compared to Commemorating Historical Figures

Many Canadians, as previously mentioned, do indicate they feel that history is important. It is also evident when looking objectively and gauging responses in both public opinion research and literature that Canadians would like to also commemorate the accomplishments of the country and its people. For instance, 78% of Canadians agree that commemorating Canada's accomplishments over 150 years should be a priority in the celebrations (ACS, 2012).

As well, despite the many other responses regarding history and science, it is evident that they place more importance on the arts. Showcasing the arts has been found to be very important to Canadians, especially when asked about the 150th celebrations ("2017 Starts Now," 2013; House of Commons Standing Committee on Canadian Heritage, 2012; ACS, 2012; Department of Canadian Heritage, 2012).

Comparison to Past Events

Canada had a few key opportunities to celebrate its national identity in the past. Most notably, the 1967 centennial celebrations were considered an amazing success, both in the memories of those who took part in the celebrations and the legacy projects left behind (CCCO, 2012; House of Commons Standing Committee on Canadian Heritage, 2012; "Gearing up for Canada's 150th," 2010; Davies, 2010). Almost a third of those who remember the celebrations have a strong sense of pride when looking back nearly 50 years later ("Gearing up for Canada's 150th," 2010). Despite this, it has also been argued, by citizens and those involved in the 150th alike, that while it provides an example for how the 150th anniversary might be celebrated, the 2017 celebration should be different given how much the country has changed (CCCO, 2012; House of Commons Standing Committee on Canadian Heritage, 2012). The majority of those interested in participating in the coming celebrations in 2017 had no recollection of the 1967 celebrations and will therefore not have that occasion as their point of reference ("Gearing up for Canada's 150th," 2010).

The 1992 celebration of Canada's 125th anniversary was also considered successful, but not seen as having a lasting effect (CCCO, 2012; House of Commons Standing Committee on Canadian Heritage, 2012).

Another defining moment in the celebration of Canada's identity was the involvement of First Nations people during the 2010 Vancouver Olympics. This was designed, in part, to address the lack of Aboriginal involvement in many earlier Canadian events (O'Flynn, 2010; CTV.ca News Staff, 2008; NCC, 2012; Ozguc, 2011; Department of Canadian Heritage, 2012). Yet, while some sources applauded the efforts given to include Aboriginal culture in the games ("Aboriginal involvement in Games makes history", 2010; O'Bonsawin, 2013), others have said that it was inadequate. Public opinion research suggests that

many Canadians feel the involvement from the Aboriginal people and organizations in the 2017 celebrations is important (CCCO, 2012; NCC, 2012).

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