Concept Testing for Pension for Life

Findings Report

Prepared for Veterans Affairs Canada

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EKOS RESEARCH ASSOCIATES

Concept Testing for Pension for Life
Final Report

This public opinion research report presents the results of focus groups testing initial messages, as well as results of focus groups and an online survey testing three proposed concepts. Each was conducted by EKOS Research Associates Inc. on behalf of Veterans Affairs Canada. The research study was conducted with 73 focus group participants and 506 online respondents between January 28-31 (message testing) and February 26-March 6, 2019 (concept testing).

Cette publication est aussi disponible en français sous le titre Mise à l'essai de concepts pour pension à vie.

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SUMMARY

In April 2019, the Government of Canada will introduce Pension for Life, to provide greater support for Veterans and their families, helping to provide a successful transition from military to post-service life. Pension for Life includes three benefits that will recognize and compensate Veterans for disability resulting from service-related injury or illness. These changes are part of an overall well-being package that combines financial recognition of pain and suffering, income replacement and a host of wellness services and programs to help Veterans successfully transition to life after service.

This testing research for Pension for Life tested both the messaging of the campaign to communicate the suite of programs and the proposed advertising concepts. Findings from the research will help inform the campaign material and any future creative development.

Methodology

Five draft messages and three proposed concepts were tested using online-telephone focus groups in four regions. In each region, one 90 to 120 minute group was conducted with participants from the general population of Canadians, and another group was conducted with members of a "target group"; participants representing current members of the Canadian Armed Forces, Veterans, and family members. In total, 73 individuals participated in the discussions. This included 37 who participated in the message testing between January 28 and 31, and 36 who participated in the concept testing between February 26 and 28. In each group, participants were provided with an overview of Pension for Life, to provide some context in which to react to the proposed concepts to communicate the program. Results from focus groups are used to provide rich and detailed feedback, however, results cannot be generalized to the broader population.

The three concepts were also tested using an online survey of 506 Canadians, 18 years of age and older. The sample was randomly drawn from our in-house Prob*it* panel[1]. The survey was conducted online over six days between March 1 and 6, 2019. The participation rate for the 9-minute survey was 15 per cent. The margin of error associated with the results is roughly plus or minus four per cent, at a .05 confidence interval.

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[1] Prob*it* offers complete coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (i.e., panel members are recruited by telephone using RDD, confirmed by live interviewers – they do not opt themselves into the panel), and equal probability sampling, which means that results are generalizable and may be extrapolated to the broader population.

Findings

Message Testing

Participants were provided a basic description of Pension for Life to begin the discussions. Some noted that the use of the term Pension, along with Veterans, creates the impression that the suite of programs is intended for those of retirement age or for all Veterans. Five proposed messages were subsequently discussed in each focus group. The wording of the message, along with a summary of findings for each message, is presented below.

Message A: Pension for Life provides Veterans with service related injuries and/or illnesses, and their families, with income security and access to services that will help improve their well being.

> Many appreciated that this message was fairly clear and simple. The wording was perceived to be informational and fairly neutral in tone.

> The wording was seen as less fluid in some areas (due to the use of "and/or", ", and their families". The term "income security" was viewed as unachievable and unrealistic.

Message B: Veterans and members of the Canadian Armed Forces and their families can receive a new suite of benefits that will recognize and compensate Veterans for disabilities resulting from service-related injury and/or illness.

> Viewed as clearer in terms of identifying the intended recipient as those with "service related illness and/or injury" and "suite of benefits" sounds comprehensive and hopeful. The terms "recognize and compensate" are received positively.

> Some noted that the program name is not identified and could not look up further information. Further, some felt it seemed unclear, vague, or too "feel good" and lacking sincerity.

Message C: Canada recognizes the contribution of all Veterans. Pension for Life provides financial resources and services for those with service related injuries and/or illnesses to improve their, and their families, lifetime wellbeing.

> Many appreciated the opening statement. The idea of "lifetime wellbeing" is appealing. States the 'why', 'what', 'who', and intended outcome.

> A few were skeptical of the opening statement. Some felt there was some awkward phrasing (and/or, multiple "theirs")

Message D: Pension for Life is an overall well-being package that combines financial recognition of pain and suffering, income replacement and a host of wellness services and programs to help Veterans successfully transition to life after service.

> Many felt there was an appropriate combination of information with aspirational. Both the financial and services components of Pension for Life were noted.

> The term "recognition for pain and suffering" was not appealing to many. Seemed wordy and unclear, or over promising what Pension for Life could achieve.

Message E: Ill or injured Veterans will be able to receive a monthly payment to recognize any pain and suffering from service-related illness or injury. But choice is important and that is why with Pension for Life individuals can also choose a lump-sum payment if that is in the best interest of themselves and their families.

> The emphasis on choice was viewed positively by many. First sentence was perceived as clear and informational.

> Some felt it was long and wordy, while remaining vague. The message was deemed too focused on financial compensation with no mention of services. "Recognition for pain and suffering" was again viewed negatively. The term "lump sum" elicited concern as not being in the best interest of Veterans.

Concept Testing

In addition to concept-specific findings, some overarching reactions of participants were prevalent among the concepts in both focus group and survey findings. Concepts were deemed to be "typical" of Government of Canada advertisements, with some stating that they are therefore not attention getting or unique, and others saying that the format is appropriate and expected. The concepts followed one Veteran in each ad which resulted in participants calling for greater representation of potential Veterans who are ill or injured; including gender, race, and family configuration. Some wanted to see real Veterans used in the eventual concepts to create a less "glossy", more realistic portrayal. The three concepts were generally seen as too positive or happy, which may not reflect the reality of those with a service related illness or injury. Finally, while participants were given an overview of Pension for Life, with some high-level details, they noted that the concepts lacked any examples of the suite of programs, such as the mix of financial compensation and support services.

Concept 1 involved the story of a male Veteran transitioning from a military to a civilian setting. The scenario is positive, starts at military barracks with colleagues and then pans down to show unlacing boots that then lacing up sneakers. He is then sitting at home and high fiving with a teenage son.

> Many recognized the message of transition and a positive feeling. Many felt that the military imagery was strong, showing clearly that the character is a Veteran. A few cautioned that the military details need to be accurate for the career cycle of someone transitioning out of service.

> Most appreciated the positive tone of the concept and the feeling that the Veteran is anticipating good things to come. Some, however, felt that the positive tone seemed unrealistic for someone who is ill or injured as a result of service and about to transition out of service.

> The terms "recognition", "honour", "service" and "pride" was appreciated by a few participants.

Concept 2 presented the story of a Veteran who is in transition. He is awake at night, beside his spouse, unable to sleep. In the morning, he sits at his computer that is displaying the My VAC Account website. Spouse appears supportive, and the Veteran looks relieved.

> Some felt this concept was effective in showing that the Veteran is suffering or in need of assistance, reflected in the inability to sleep.

> Many noticed the My VAC Account on the computer screen and appreciated that it appeared the Veteran knew where to go for help, and that it implied there was support available.

> Some did not feel that the concept showed clearly that the character is a Veteran.

> The wording of "choices" and "support you need, when you need it" was noticed and deemed a positive attribute of the concept by some participants.

Concept 3 involves a Veteran who appears to have received support and is beginning a new career. Military service is reflected in a photo beside her bed in the morning. She is in a work suit, her family surprises her with breakfast.

> Some noticed that this concept appears to show a character who has received support and is further along in their transition to civilian life. This was positive to some, however a few felt that more of the Veteran's struggle should be shown and that the Veteran has accessed supports.

> Most commended the use of a female Veteran in this concept, to the point that the gender of the Veteran was a primary reason for preferring the concept.

> The supportive family was a positive attribute by many, soliciting more emotional responses by participants and the notion that the whole family is affected or benefits from Pension for Life.

> The term "recognition" was again noted and appreciated by some participants, while a few noticed the phrase "service-related disability" which was perceived as not reflecting the inclusion of mental health that can be considered an illness and not a disability.

Ratings provided by focus group participants and survey respondents alike were very similar for each of the three concepts suggesting that there was no clear winner, nor would any be the "wrong" choice.

POLITICAL NEUTRALITY CERTIFICATION

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed by:

Susan Galley (Vice President)

1. INTRODUCTION

1.1 BACKGROUND

As part of its mandate, Veterans Affairs Canada supports Veterans and their families, and promotes recognition and remembrance of Veterans' achievements and sacrifices during times of war, military conflict and peace. In Budget 2017, the Government of Canada announced an investment to provide greater support for Veterans and their families, helping to provide a successful transition from military to post-service life. On April 1, 2019, the Government of Canada will introduce Pension for Life. Pension for Life is separate from the Canadian Armed Forces pension that Veterans receive for their service. Pension for Life includes three benefits that will recognize and compensate Veterans for disability resulting from service-related injury or illness. These changes are part of an overall well-being package that combines financial recognition of pain and suffering, income replacement and a host of wellness services and programs to help Veterans successfully transition to life after service.

Research objectives

To help support the launch of Pension for Life, an advertising campaign will be launched to raise awareness. This research tests both the messaging of the campaign and the proposed advertising concepts. Findings from the research will help inform the campaign material and any future creative development. The target group for Pension for Life are Veterans and their families; however, it is important for current Canadian Armed Forces members to be aware of the program, along with the general population of Canadians to develop a sense of awareness of and confidence in the Government of Canada's support for Veterans.

The project was conducted in three phases. Focus group testing took place to assess and refine the proposed messaging of the advertising campaign. Further focus groups, along with an online survey, were subsequently conducted to test the proposed concepts for the campaign.

1.2   METHODOLOGY

Online-Telephone Focus Groups

Draft messages (5) and draft concepts (3) were each tested using online-telephone focus groups in each of four regions that involved two components: a conference call that included the moderator, the participants and the client observers listening in; and an online platform that participants logged onto in order to see a description of the program and the proposed materials, as well as to see links to individual ratings pages for each of the five messages or three concepts tested. Participants generally participated in discussion and provided feedback on the telephone to ensure that the tone and meaning of the input were well understood.

Participants were recruited to represent a region, rather than one specific city, and also represented a cost effective means of obtaining feedback. Two groups were held in each region (Atlantic, Ontario, Quebec and the West). The first group included six individuals recruited to represent the primary target group of Canadian Armed Forces members, Veterans and family members of Veterans. The second group in each region included six recruited individuals representing the general public. Veterans and family members, as well as members of the general public were recruited using the Probit panel (recruitment screener can be found in Appendix A). Current members of the Canadian Armed Forces were recruited with the assistance of several Military Family Resource Centres (MFRCs) on Canadian bases. In the case of groups with the general public efforts were made to ensure a balance of males and females, and age ranges.

Message Testing

> In total, 37 individuals participated in the message testing discussions, of the 49 recruited (see details in following table). Following recruitment, participants were sent a confirmation email with the dial in and log in url, and were also contacted in advance of the discussion to ensure that they were able to successfully log in and dial into the conference line. Discussions took place between January 28 and 31, 2019.

Table 1a: Number of Participants per Region – Message Testing Discussions

Region	Target Group Participants	General Public Participants
Eastern Region	5	5
Ontario Region	3	4
Quebec Region	5	5
Western Region	6	4

Concept Testing

▸ In total, 36 individuals participated in the concept testing discussions, of the 51 recruited (see details in following table). Discussions occurred between February 26 and 28, 2019.

Table 1b: Number of Participants per Region – Concept Testing Discussions

Region	Target Group Participants	General Public Participants
Eastern Region	3	5
Ontario Region	5	4
Quebec Region	5	4
Western Region	4	6

Focus group guides (provided in Appendix B) were developed by EKOS in consultation with VAC, along with a rating sheet used to rate each message or concept, along with an overall rating and ranking of the top messages or top concepts to quantify the results and obtain initial reaction from each participant prior to discussion. Discussions were largely focused on an introduction to the program and initial questions and impressions, followed by reactions to the materials, including likes and dislikes and particular phrasing that either worked for and resonated with participants or did not. Six of the eight groups were conducted in English, while the two groups held with residents of Quebec were conducted in French.

Each focus group took between 90 and 120 minutes in duration. Participants received an incentive of $100 for their participation. Audio recordings, researchers' notes and observations from the focus groups formed the basis for analysis and reporting of results.

It should be kept in mind when reading this report that findings from the focus groups are qualitative in nature, designed to provide a richer context rather than to measure percentages of the target population. These results are not intended to be used to estimate the numeric proportion or number of individuals in the population who hold a particular opinion as they are not statistically projectable.

Online Survey Testing of Concept

An online survey was also used to test the three draft concepts, obtain overall impressions and specific feedback to the three proposed concepts. A total of 506 Canadians, 18 years of age and older, were included in the final sample, including 136 who fell within the target group of Veterans, active CAF members or family members. The sample was randomly drawn from our in-house Prob*it* panel[2]. The sample was monitored to ensure a representative mix of demographic features including age, gender, and region. The margin of error for the overall sample of 506 completed cases is up to 4.4 per cent at a .05 confidence interval.

The questionnaire was designed, programmed and translated between February 6 and 27, and launched on March 1. Collection was completed on March 6. The survey took an average of 9 minutes to complete and the participation rate to the survey was 15 per cent[3].

Sample Characteristics

The following table provides the unweighted sample distribution by region, age and gender. The sample marginally over represents residents in BC and the Atlantic and under represents Quebec.

Table 2: Demographic Table

Table 2a: Age (unweighted)

--	Total
n=	*506*
18-34 years	26%
35-44 years	14%
45-54 years	18%
55-64 years	19%
65 years or older	21%
Prefer not to say	2%

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[2] Prob*it* offers complete coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (i.e., all respondents to our panel are recruited by telephone using RDD and are confirmed by live interviewers – they do not opt themselves into our panel), and equal probability sampling (which means that results are generalizable to the broader population).

[3] A total of 4,028 invitations were sent and 337 were returned as "undeliverable". Of the remaining valid sample (n=3,691) a total of 543 were either completed (n=506) or found to be ineligible/quota filled due to age or region (37). The participation rate of 14.7% is calculated as the 543 completed or screened out, divided by the valid base of sample invited to participate (n=3,691).

Table 2b: Gender (unweighted)

--	Total
n=	*506*
Male	48%
Female	50%
Gender diverse	1%
Prefer not to say	1%

Table 2c: Region (unweighted)

--	Total
n=	*506*
British Columbia	17%
Alberta	11%
Saskatchewan and Manitoba	5%
Ontario	38%
Quebec	19%
Atlantic Canada	10%

The survey sample also over represents those with a university level of education (38 per cent compared with 23 per cent in the population), and under represents those born outside of Canada (13 per cent compared with 25 per cent in the population).

2. MESSAGE TESTING FINDINGS

2.1 OVERALL IMPRESSIONS OF PENSION FOR LIFE

Prior to discussion about the five proposed messages that could be used in advertising a basic description of the Pension for Life was presented to participants on the screen and read by the moderator. Following is the description presented, which was reorganized slightly following the first group discussion, with the general public in the Atlantic Region.

> Veterans Affairs Canada's new Pension for Life is a suite of programs for Veterans who have an illness or injury as a result of service. It combines financial stability with a range of support programs, with a particular focus on those most disabled.

> These new elements represent an additional investment of $3.6 billion to support Canada's Veterans. These investments are intended to help Veterans and their families as they transition to life after service.

> Pension for Life is separate from the Canadian Armed Forces pension that Veterans receive for their service.

> The Pension for Life has three key pillars:
>
> ◇ monthly, tax-free financial compensation, with the choice of monthly payments for life, to recognize pain and suffering caused by a service-related disability with a maximum monthly amount of $2,650 for those most severely disabled with barriers to re-establishment;
>
> ◇ income replacement for Veterans who are experiencing barriers returning to work after military service at 90% of their pre-release salary; and,
>
> ◇ services and benefits to help Veterans in a wide-range of areas, including education, employment and physical and mental health.

a) Overarching Reactions

The Term Pension for Life

One of the first impressions provided by some participants was that they did not feel the term Pension for Life reflected the intent of the suite of programs very well. It is not necessarily a pension and does not replace a pension, several observed. In fact, the use of the term Pension, along with Veterans, resulted in some participants perceiving that the message was about the

pension available to all retired Canadian Armed Forces members (and any wording specifying "ill or injured as a result of service" went unnoticed initially). These participants noted that when considering compensation to help those who are ill or injured, the term pension does not seem appropriate. Similarly, a few felt the term "for life" was considered to be a poor term, most notably if a lump sum payment is part of the offering.

> "Pension for Life" is slightly confusing/misleading as a name – separate from a regular pension. (Target group)

> What is meant by "for life"? Is it the lifetime of the service member? "I thought it meant a pension to live by." (Target group)

> "I don't think the title really reflects what the program really is. To me, a pension is you work for a certain number of years and get money in return, so I think the title is misleading. If I were telling someone about it, I would say it isn't really a pension. It's more like a disability insurance." (General population)

> "I think it will take a lot of explaining because it uses the word 'pension' in a way we don't normally talk about pensions."

> "If I were to explain it to somebody, I would probably take some time to explain how it differs from an actual pension, because the word 'pension' can be a little confusing." (General population)

Beneficiaries of Pension for Life

After reviewing the Pension for Life description, participants were asked to identify the beneficiaries. Because some clarification was needed to point out that Pension for Life is designed for those who are ill or injured as a result of service, many participants said they saw this group as the obvious beneficiary. Some participants said that the family of those who are ill or injured can benefit from Pension for Life because the family will be financially supported, or because the services and benefits can help the injured member which in turn reduces burden on the family. A few identified that Pension for Life can be a benefit to current Canadian Armed Forces members as it serves as an "insurance policy" to feel they would be protected if they become ill or injured as a result of service. A few said that the Canadian public benefits from Pension for Life, in supporting a healthy society that takes care of those who are ill or injured as a result of service to the country.

> "It sounds like it's for someone who ends up with a disability, either physical or mental." (General population)

> "You hear about homeless Veterans, and that's always upsetting. There should be some way of helping these people when they come back if they've been injured in any way and reintegrate them into society. People were falling through the cracks and maybe this is what it's trying to address." (General population)

A common theme noted by participants, while reviewing the five messages, is the use of the term "family" within relevant messages. Many participants said that the mention of family is a "feel good" aspect of the message. Some participants, notably most from the general population, appreciated that it appeared Veterans Affairs Canada is supporting the families of Veterans. Many others cautioned that if family is mentioned, it implies that family members are directly receiving benefits of the program (such as education for children or support groups for spouses). If this is not the case, these participants said that the government may appear to be falsely communicating the beneficiaries of the program in order to sound caring. Some participants said that if families are mentioned in a message, it should allude to how families benefit from Pension for Life.

A few participants, particularly those in the target group, however, believed strongly that the beneficiary of Pension for Life is the Veteran who is ill or injured as a result of service, and should be the focus of any message. While family members are impacted by the challenges for the Veteran, these participants felt it was a disservice to focus on anyone other than the Veteran in any messaging.

> Mention of family is important to help them cope with an injured Veteran, though income security is misleading. (Target Group)

> "If they want to focus on the family, they should talk about programs meant to help the family." (Target group)

> Ambiguous in terms of "and their families". Too open-ended. "It sounds like they'll give you a house or pay for your children's education. It sounds like they're giving too much hope for what will be provided." (Target Group)

> "[Mentioning families] almost like a feel-good thing and I don't like that." Need to say what is being done for families if including.

Careful Not to Over Promise

Many participants, particularly those in the target group, said that any communication about Pension for Life should be factual and avoid "over promising" what the suite of services are offering or able to achieve. This includes not stating that the program is "new" if the majority of funding or services existed before in some form. Most notably, those in the target group said that communication on Pension for Life can easily cause "anger" if it is found to be over-promising or using terms that are interpreted as being political or in preparation of an election.

> Don't make a claim to the public that can't actually be supported. (Target group)

> "Honesty and clarity are very, very important." (Target group)

> Have to be careful not to make Veterans angry with this. (Target group)

2.2   REACTIONS TO MESSAGES

Five proposed messages were discussed, although Message B was revised slightly following the first group discussion:

A. Pension for Life provides Veterans with service related injuries and/or illnesses, and their families, with income security and access to services that will help improve their well being.

B. Veterans and members of the Canadian Armed Forces and their families can receive a new suite of benefits that will recognize and compensate Veterans for disabilities resulting from service-related injury and/or illness.

C. Canada recognizes the contribution of all Veterans. Pension for Life provides financial resources and services for those with service related injuries and/or illnesses to improve their, and their families, lifetime wellbeing.

D. Pension for Life is an overall well-being package that combines financial recognition of pain and suffering, income replacement and a host of wellness services and programs to help Veterans successfully transition to life after service.

E. Ill or injured Veterans will be able to receive a monthly payment to recognize any pain and suffering from service-related illness or injury. But choice is important and that is why with Pension for Life individuals can also choose a lump-sum payment if that is in the best interest of themselves and their families.

Detailed Reaction to Individual Messages

Following a reading of each message, which were presented on screen and read aloud, participants were directed to a ratings page where they were asked to indicate the weakness or strength of the message in terms of tone, clarity, extent to which commands attention and extent to which it resonates with them. Ratings are presented in a subsequent section. Participants were then asked to provide their impressions in more detail in the discussion. Following are the overall positive and negative or neutral reactions to each of the five messages.

Table 3: Summary of Reactions to Messages

Messages	Positive Reactions	Negative Reactions
<u>Message A</u> Pension for Life provides Veterans with service related injuries and/or illnesses, and their families, with income security and access to services that will help improve their well being	› Not overly long, clear, simple. › Covers the facts, informational. › Non-offensive.	› Wording choppy with use of "and/or" and ", and their families". › Term "income security" viewed as undefined, unachievable and insincere. › Viewed as generic and bland by some.
<u>Message B</u> Veterans and members of the Canadian Armed Forces and their families can receive a new suite of benefits that will recognize and compensate Veterans for disabilities resulting from service-related injury and/or illness	› Emphasizes it is for those with "service related illness and/or injury". › "Suite of benefits" sounds comprehensive, and hopeful (improvements, positive change). › Appreciate that it states "recognize and compensate".	› Does not state program name; can't look up more information. › Naming more groups of individuals at beginning of message is confusing (in both French and English). › "suite of benefits" can appear vague as to what benefits. › Pension for Life needs to be new to say "new suite of services (seen as unclear). › Sounds more "feel good" than informative. Smacks of insincerity to some. › Benefits translated to "prestations". What is it? Money, something else? (Quebec)
<u>Message C</u> Canada recognizes the contribution of all Veterans. Pension for Life provides financial resources and services for those with service related injuries and/or illnesses to improve their, and their families, lifetime wellbeing	› Opening statement is appealing to many, notes the support of all Canadians along with a lead in for the purpose of program and message. › The idea of improving "lifetime wellbeing" is appealing. › Appears to address everything in brief statement: why, what, who, and intended outcome.	› A few said the opening statement can seem insincere/trying to manipulate. › Some awkward phrasing (multiple "their"s, plus use of "and/or"). › The "services" portion somewhat lost/overlooked/not specific enough. › Contribution seen by some as vague. (Quebec) › Bien-être (well being) has strong negative connotations in Quebec related to welfare. › Overall, many elements seem vague. (Quebec)

Messages	Positive Reactions	Negative Reactions
Message D Pension for Life is an overall well-being package that combines financial recognition of pain and suffering, income replacement and a host of wellness services and programs to help Veterans successfully transition to life after service	› Many saw as a good mix of (factual) information, but also aspirational, with ending of "successful transition to life after service". › Well rounded focus: Raises both the financial and services elements.	› "Recognition of pain and suffering" causes concern for many, both target group and general population. › A few Veterans saw this as stretching what the PFL actually can accomplish (overall wellbeing, successful transition). › Long, wordy and unclear (i.e., foule de services, services not specified, reconnaissance financière).
Message E Ill or injured Veterans will be able to receive a monthly payment to recognize any pain and suffering from service-related illness or injury. But choice is important and that is why with Pension for Life individuals can also choose a lump-sum payment if that is in the best interest of themselves and their families.	› Element of choice is positive and empowering. › Inclusion of families is positive for some Veterans, but others disagree. › First sentence is seen as clear and to the point.	› Long and wording; overly detailed yet vague. Lacking in aspirational goals (e.g., transition to life after service). › Last part - too much emphasis on what is seen by some as a detail, taking space that could be awarded to more important elements. › Too focused on financial compensation, with no mention of services and programs (same). › "Recognition of pain and suffering" is a red flag for many, particularly Veterans. › Lump sum raises concerned about what is in the best interests of Veterans. (Want what is best long term.) ›

a)   Message A

Pension for Life provides Veterans with service-related injuries and/or illnesses, and their families, with income security and access to services that will help improve their well being.

Many participants appreciated the simplicity of Message A, as not being overly long, or not seeming to over promise Pension for Life. For some, it seemed concise and "just the facts". Some participants reacted negatively to the term "income security" as an element of the message that could overstate what Pension for Life could achieve; however, a few appreciated the term "security" as it implied that a Veteran will be taken care of if they are ill or injured as a result of service.

Positive Reactions

› "I prefer this message. I would call it vague in that there are no specifics there, which is what I like. I would prefer this message as an attention-getter." (Target Group)

› Message is clear, simple, and concise/eye-catching – everything is covered by mentioning well being.

› "I might try to use the word 'security' to encapsulate the entire thing, not just income. It sounded like insurance to me, but 'security' could be a keyword to get away from that." (General Population)

› Short and sweet message. Covers all three pillars. (Target group)

› "I think it covers the facts. It doesn't stress it's in addition to the other pension, which I find interesting. It isn't inspiring – it's informational." (General population)

› A good introductory message, I'd feel like searching to find out more. (Target group)

› I like the fact that it stresses both revenue (money) and services. (General Public, translated)

Neutral Reactions

› "I don't have much to complain about with this one." (General Population)

Negative Reactions

› Message is too wordy and choppy

› Would replace "and/or" with simply "or" and remove "and their families" and "income security." (Target Group)

› The term 'Income Security' overpromises on what Pension for Life can deliver, noted by several, particularly among the target group.

› "The likely reality is that you'll get a monthly payment, which will be a nice help but in no way will it be the security that will absolve you of any financial hardship ever." (Target Group)

› So many financial stresses, they don't go away, this program will not fix the financial struggles of Veterans, careful of over-promising. (Target group)

  ◇ 'security' maybe a bit strong considering the financial commitment we have seen in the description. (Target group)

› What do they mean by "sécurité d'un revenu"? It lacks clarity. (Target group, translated)

b) Message B

Veterans and members of the Canadian Armed Forces and their families can receive a new suite of benefits that will recognize and compensate Veterans for disabilities resulting from service-related injury and/or illness.

Many participants felt that the term "suite of benefits" is effective in communicating that Pension for Life is more than just a financial pension, but some felt the phrase sounded "dressed up" or misleading, or cautioned against the term "new" if Pension for Life is not offering substantively new programs and services. Many noted the use of "recognize and compensate" as the reason for the program. Some recognized that the message includes the target group "Veterans for disabilities resulting from service-related injury and/or illness"; however, the mention of "Veterans and members of the Canadian Armed Forces and their families" was identified as cumbersome in the message and not the point of the program.

A few noted that the name of the program is missing from this message, "I couldn't learn more about this even if I wanted to because I don't know what I'm looking for." (General population)

Positive Reactions

> "I think this is the best message yet. 'A new suite' of benefits tells you a lot right there." Invites further exploration of what's being offered. (Target group)

> "I rated this as much better. I really like how it points out it's a new suite of benefits." (General population)

> "new suite' - recognizes something was wrong with the old programs, it's a "great word choice." (Target group)

> "I love how it says how it's recognizing and compensating…" (General population)

> "I think this message seems to be more clear than the previous one. It emphasizes the fact that injury or illness are service-related." (General population)

Negative Reactions

> "…when I finished reading it, is this a replacement benefit or an additional benefit? We don't really know what it's offering to anyone. I don't know what the word 'new' means there." (Target group)

> "I think it sounds very generic and a feel-good thing than actually informative." (Target group)

‣ "I think it's a little more vague and the wording of new suite of benefits leaves too much to the imagination. I do agree with compensating vets for their services, but it could be improved a bit more." (General population)

‣ Don't think it should be marked as 'new' - if they are looking at a new model or method that's one thing but we have been providing supports to Veterans forever. (Target group)

‣ Not very clear, is it a new program or a change to an existing program? If there was one before, what did it look like so we can see if it really Is better. (Target group, translated)

c) Message C

Canada recognizes the contribution of all Veterans. Pension for Life provides financial resources and services for those with service related injuries and/or illnesses to improve their, and their families, lifetime wellbeing.

Most participants appreciated the introductory phrase "Canada recognizes the contribution of all Veterans". They felt that this statement reinforces why programs such as Pension for Life exist and confirms that Canadians generally all feel that those who serve need to be protected after service. A few felt that this statement "stated the obvious" and a few did not like the first statement because it sounded like political "talking points".

The second portion of the message was well received by most Anglophone participants because of the mention of both financial resources and services, and notes that it is for those with service related injuries and/or illnesses. Some liked the stated goal of "lifetime wellbeing" that appears to support the whole of the veteran (not simply financially) for their lifetime.

A few perceived a lack of clarity on "financial resources and services" in terms of "and services" appearing in this context to include financial services. These participants preferred augmenting the term "services" with greater clarity, such as "support services".

Overall, the message was not as well received in Quebec, largely because of translation and mechanical issues of clarity or negative connotations of the word bien être construed as welfare. Although the first sentence was viewed as positive and elements of the second sentence were well received, these translation issues were a barrier which tainted views of this message, but which may easily be addressed to increase appeal. In French the first sentence of Message C was seen positively. Several participants in both French groups said it is necessary

to recognize the Veterans and this introductory sentence was appreciated. Following are some specific reactions:

> "aux personnes touchées"… who are they, which persons, be more specific, mention them specifically. (General population)

> « …les ressources financières » : will it be additional budgets allocated to who knows what or direct money given to them. It is not clear to me. (General population)

> Leur bien-être à vie : funny wording (une drôle de formulation). And it sounds weird in the context to talk about « bien-être », are they going to give them welfare (bien-être)? Et ça fait bizarre de parler de bien-être, on va leur donner du bien-être (welfare)? (Target group)

> Should specify that "financions" specifically means money. (Target group)

Positive Reactions

> "The first sentence is a nice grab and a nice appreciation. The rest of it is accurate – that's the best way to say that. It doesn't mislead and says what it does."

> "I like this one, particularly the addition of lifetime well-being. (General population)

> "I do like this message – it's to the point and covers everything we're talking about. We want them to have a good life afterward." (General population)

> It is important to recognize Veterans, especially here in Quebec where Veterans are not as strongly recognized. I like that it starts with this first sentence. (Target group).

Negative Reactions

> "I would drop the first sentence because it sounds like they're trying to sell me something, but other than that, it's the best so far." (Target group)

> More clear and concise than the others, but should be more specific about who the program is meant to benefit. Too flowery and touchy-feely due to mention of family. What benefit is being offered to families? Otherwise, leave it out and target it at Veterans.

> 'Their and their families' sounds a little clunky." (General population)

> Not an easy read given all the "logical operators" (and, their, etc.). (General population)

> "It seems like an awkward sentence and doesn't really provide any more information. It doesn't grab me at all and the first sentence seems like it's stating the obvious." (General population)

> "Les personnes touchées", qui sont-elles? Il faut détailler davantage. (General population, translated)

- ‘Canada recognizes’ opening statement could be a stronger word used like grateful or thankful instead of recognize.

- “recognize sounds like talking point language” - it doesn’t resonate - maybe use “values”?

- A lot of very good people in the country who do important work (nurses, firemen, police, etc.) who also deserve recognition, its too generic.

d) Message D

Pension for Life is an overall well-being package that combines financial recognition of pain and suffering, income replacement and a host of wellness services and programs to help Veterans successfully transition to life after service.

There was mixed reaction to this message. Some participants found it informative and balanced in raising both the financial and support services. Some also liked the aspirational tone of ‘successful transition to life after service’. Some Veterans, however, found that the message overstates the level of support provided to Veterans, and therefore carries greater risk of irritating some who hear it. A number of participants in both the target groups and general population expressed concerns about the phrasing “financial recognition for pain and suffering”.

<u>Positive Reactions</u>

- It is more informative and explains the offerings
  “This at least explains what a Veteran who is suffering can expect.” (General Population)

- For some, this message is more to the point and factual in tone, which they preferred.
  “I like the message – what they want to provide access to is very clear. They don’t mention families or the touchy-feely thing, so it’s more concise, targeted, and clear with less emotion involved in it.” (Target Group)
  “This one on its own doesn’t mention ill or injured, which is the target audience. This is a nice second paragraph following Message C.” (Target Group)

- A few pointed out that this message raises the support services as well as the financial element.
  I like how it differentiates that it’s not just giving them money but provides support as well. (General Population)

<u>Negative Reactions</u>

- Financial recognition for pain and suffering is a phrase many did not like or agree with.
  “I quite dislike the wording for ‘financial recognition of pain and suffering’. To me that’s a bit of a red flag for something that could be abused. You can’t really pay

> someone for their pain and suffering – that's not going to fix it. That's just distasteful for me. I want to think of it in a positive tone because people deserve to be made whole again if they've lost part of themselves as part of their service."
> (General Population)

> ❯ Several Veterans saw this message as untruthful, and had a risk of offending Veterans and their families.
> > "It needs to be honest. If someone who has served reads this they will explode. (Veteran)
> > "You're going to offend the people you're trying to help." (Veteran)

> ❯ As in other areas of the discussion some participants raised concerns about the name of the program.
> > "Pension for Life' is almost reminiscent of the lottery 'cash for life'; it's kind of cheesy." (Target Group)

> ❯ The message was also seen as too long and also very general "It sounds like governmental blurb. (Target group, translated).

e)   Message E

Ill or injured Veterans will be able to receive a monthly payment to recognize any pain and suffering from service-related illness or injury. But choice is important and that is why with Pension for Life individuals can also choose a lump-sum payment if that is in the best interest of themselves and their families.

By and large, most participants did not like this message. Many said it is overly long, too detailed, and focused on the financial elements to the exclusion of the support services and programming. "Recognition of pain and suffering" was raised again as a red flag for many, particularly Veterans several of whom had a visceral reaction to it. Those who liked it, including several Veterans, said they liked the element of choice and empowerment that was central to this message. Some expressed concerns, however, about a lump sum being in the best interest of at least some Veterans, and a few even expressed suspicions about the Government's motives in doing what is best for Veterans with this option. In spite of the positive views about the element of "choice", the lump sum seems to serve as a distraction that raises questions about the details of the program.

Positive Reactions

> ❯ Choice is a key positive element of this message, seen as empowering Veterans. "This one has an empowering tone for Veterans that I like" (Target group). One also said that the introduction of the lump sum option is good information to add to any messaging. "

- Some liked the inclusion of families in the message arguing that families have also gone through the experience and form the backbone of supports for Veterans. *"I have (young children) who have been through it all. It is important that families are mentioned. (Target group)*

- "This message summarizes well the 3 pillars. (General population, translated)

<u>*Negative Reactions*</u>

- Some concerns were raised about the lump sum option, as not necessarily in the best interest of at least some Veterans. One emphasized the need for information and support to make a fully informed decision. "Sometimes people can be in a bad place and then there's a large amount of money and it doesn't always work out well. They need some information to help them decide." (Target group)

- Some felt this message focused exclusively on financial compensation and did not include programs and services.
  "I didn't like this one at all. I found this one focused too much on the financial aspect and felt less like a comprehensive program." (General Population)
  "Giving people options is very important these days, but it seems very focused on the money compensation and not the mental health support they might receive as part of the program." (General Population)

- "Recognize pain and suffering" is seen as problematic for some, particularly Veterans
  "I have a problem with the word 'recognized'. Do we really recognize pain and suffering?" (General Population)

- Missing the aspirational tone of goals found in some other messages (e.g., transition to life after service)
  "The first sentence is fine. I feel the second part about how it's paid out… I don't think that's important for us to know as outside observers. I like hearing more about lifetime well-being than details about how it will be paid out." (General Population)

- "This is a mouthful." (General population, translated)

- "The second part will only interest Veterans, not the general population. It takes a lot of space for a tiny detail." (General population, translated)

- Clear about financial aspects, but not the services. (General population, translated)

2.3 MESSAGE RATINGS

Following are the results of the ratings provided by discussion participants for each of the five messages tested. In each table below, results are collapsed according to ratings indicating the specific message to be weak (rating it a 1 or a 2 out of 5), strong (rating it a 4 or a 5), or in between (3 out of 5). In some cases an arrow/triangle symbol is used to indicate noteworthy higher percentages for one message relative to the other messages. Readers should reminded and cautioned about the degree of precision of these proportions given that they are based on the input of 37 individuals.

In terms of tone Message C is seen as the best option, largely driven by the first sentence based on discussions. Messages D and E are considered weakest in terms of tone.

Table 4: Tone

Rating	Message A	Message B	Message C	Message D	Message E
Weak (1-2)	6%	14%	10%	32%	30%
Middle (3)	38%	35%	19%	30%	32%
Strong (4-5)	57%	52%	70%	38%	37%

With regard to clarity both Messages A and C are considered clear, with A having slightly higher ratings, likely because of the short, crispness of the statement. These same two options also do the best job of drawing attention, while E and D are rated the weakest.

Table 5: Clarity

Rating	Message A	Message B	Message C	Message D	Message E
Weak (1-2)	17%	33%	16%	32%	27%
Middle (3)	24%	30%	30%	19%	24%
Strong (4-5)	60%	38%	54%	49%	49%

Table 6: Draws Attention

Rating	Message A	Message B	Message C	Message D	Message E
Weak (1-2)	19%	24%	13%	27%	30%
Middle (3)	35%	38%	41%	38%	24%
Strong (4-5)	46%	38%	46%	35%	46%

While results do not clearly distinguish a "winner" in terms of a message that resonates with people the most, A and C are again the more highly rated and again Message E is clearly seen as the weakest by many.

Table 7: Resonates

Rating	Message A	Message B	Message C	Message D	Message E
Weak (1-2)	25%	30%	28%	35%	51%
Middle (3)	27%	41%	24%	27%	11%
Strong (4-5)	48%	30%	48%	38%	38%

Bringing the results together, Message E is clearly the least preferred, and Messages A and C are seen as the strongest. This is also reflected in the ranking, with these two messages tied for most preferred, and even in a rolled up calculation of top two most preferred.

Table 8: Overall

Rating	Message A	Message B	Message C	Message D	Message E
Weak (1-2)	19%	21%	13%	27%	51%
Middle (3)	22%	43%	27%	41%	11%
Strong (4-5)	**59%**	**35%**	**60%**	**33%**	**38%**

Table 9: Preference Ranking

Rating	Message A	Message B	Message C	Message D	Message E
First	**35%**	**12%**	**35%**	**12%**	**6%**
Second	21%	18%	24%	32%	6%
Third	18%	26%	24%	12%	21%
Total Top 2	**56%**	**30%**	**59%**	**44%**	**12%**

There are important differences, however, in the way in which these messages are rated across groups. There are fewer differences between the views of the target group and general population although Message B is seen more positively by the target group. The larger differences exist in the strong preference for Message A among Francophones relative to the preference for Message C among Anglophones, as shown below. Note that in the case of Tables 10 and 11, the arrow/triangle symbol is used to indicate a relatively higher percentage of a message for one segment over the counterpart segment (e.g., Anglophone versus Francophone).

Table 10: Overall by Key Group (% rating as strong)

Rating	Message A	Message B	Message C	Message D	Message E
General population	61%	23%	61%	34%	28%
Target Group	58%	48%	58%	32%	28%
Anglophones	51%	37%	59%	41%	14%
Francophones	80%	30%	60%	10%	60%

Table 11: Overall by Key Group (% ranking Number 1)

Rating	Message A	Message B	Message C	Message D	Message E
General population	38%	0%	44%	13%	6%
Target Group	33%	22%	28%	11%	6%
Anglophones	21%	13%	42%	17%	8%
Francophones	70%	10%	20%	0%	0%

Differences in the results in how message A and C, in particular were rated among Francophones compared with Anglophones can likely be attributed in large part to translation and mechanical issues with the French wording of Message C, making it confusing, and driving up preference for Message A in Quebec. A review of comments from participants and of the translation suggest that the difficulties stemmed from issues of clarity and use of bien-être in the second sentence in the French version.

3. CONCEPT TESTING FINDINGS

Both focus group participants and survey respondents were provided with a basic description of Pension for Life in order to build a foundational understanding of the suite of programs and react to the proposed concepts. The concepts were then shown, one at a time, to participants and respondents in a rotating order. Participants were generally shown the concept two or three times, and survey respondents had the opportunity to replay the 30 second ad at their discretion. Participants were asked to rate each concept on a number of factors and provide commentary on their reactions to each of the three proposed concepts.

3.1 CONCEPT REACTIONS (FOCUS GROUP AND SURVEY)

a) Overarching Reactions

Overall, some focus group participants stated that the concepts (particularly, the concept shown first in the rotation) were not attention getting and seemed "typical" of a Government of Canada ad. Some, however, said that it is fine or appropriate to have a Government of Canada ad to be more standardized.

> "I don't think anything stood out to me, it was kind of a run of the mill ad." (GP)

> "It's a classic Government of Canada format. The little jingle at the end lets us know it's from the Government. (Target group)

Similarly, within survey results, some respondents perceived the message to be more generally about the government giving thanks and recognition for the sacrifices made by Veterans, that 'that the government will look after Veterans', or that the program simply 'exists'. A few respondents in each said the ads are too vague to tell what the key takeaway should be.

Some, in both the focus groups and survey, felt that there should be greater representation within the CAF members or Veterans. Notably, for Concepts 1 and 2, a "white male" is portrayed. However, while some appreciated the female role portrayed in Concept 3, there were still calls from participants to show wider diversity (e.g., ethnic variation, same sex couples or those not in a family unit). Suggestions to demonstrate greater representation included showing photos of

the characters with other members, a montage of members near the end of a concept with or before the website address, or a female voice over if the character is male.

> "If they could show people of every walk of life, it would be more accurate." (Target group)

> "The ad should be a bit more diversified. It's not just married Caucasian people that serve in the Military." (Survey respondent)

> "I would use depictions of uniformed service members abroad in non-combat settings, a dog or cat to illustrate the importance of animal companions in the home, and I would consider using either a same-sex couple or interracial couple to illustrate inclusiveness and diversity." (Survey respondent)

> "All 3 ads show either male or female soldiers and appear to be focused on one gender only. If you took ad 1 and added female soldiers into the scenes of soldiers so both are represented it would resonate much better." (Survey respondent)

A few focus group participants also felt there would be more authenticity if real Veterans were used in the eventual production of the concepts, to avoid the sense of glossy advertising. This feedback was also found within survey results where some respondents proposed including actual Veterans in the ads or featuring a group of visually diverse Veterans standing together, including some with visible disabilities and injuries related to service.

> "I felt the uniforms were sufficient. Perhaps if the ads are to target injured vets you might use an injured vet in the ads." (survey respondent)

> "At the end of the ad, fade into a group of actual Veterans with a Canadian flag somewhere in the image, before fading out. I would envision this group (e.g., 5-6 people) would represent a cross section of Veterans" (survey respondent)

A few stated that there should be a phone number to call for more information, or support for those with a service-related illness or injury, in the ad.

> "If I need help, I prefer to go talk to someone in person". (Target group)

Many said that each of the concepts feels "too positive" or "too happy", underplaying the struggles of Veterans who are experiencing serve-related illness or injury. Many, both within the focus groups and survey results, also said that a variety of illness and/or injury needs to be evident in the ads so that this struggle, and the variety of injuries (both seen and unseen) are represented. This would help to create a stronger or more obvious link of Pension for Life to service-related illness or injury.

Both focus group participants and survey respondents also often noted on the lack of specific examples of benefits of, or details about Pension for Life, including the mix of financial compensation and support services. Adding one sentence about this variety that describes how Veterans may be supported through the suite of programs was seen as helpful in emphasizing its value. Further, some suggested, notably in survey results, that it is not clear in the concepts that mental health supports are part of Pension for Life, and if the Veteran does not have an obvious physical injury, it is not evident that he or she would be receiving support for a mental health service related illness or injury.

> "Clarify how vets can access Pension for Life. Make sure vets know that PTSD also is included in disabilities." (Survey respondent)

A lack of understanding by respondents on the services and benefits portrayed in the concepts was more evident in survey results, with the inability of a moderator to clarify during the discussion. Some respondents in the survey misinterpreted the message as a new 'support pension' for all military members upon retirement or 'that there is a pension for life available to service members'. Others described more vague support for Veterans who are 'suffering' or 'having a hard time'.

> "There is some sort of compensation for life for all Veterans who have served in the army." (Survey respondent)

Finally, a few cautioned that the message of "we are taking care of our Veterans" in an overly-positive advertisement can be perceived as having political motivations, particularly when they are released in the lead up to a federal election.

b) Summary of Concept Reaction

Following the viewing of each concept focus group participants were directed to a ratings page where they were asked to indicate the weakness or strength of the message in terms of tone, clarity, extent to which it commands attention and resonates with them. Participants were then asked to provide their impressions in more detail in the discussion. Following are the overall positive and negative or neutral reactions to each of the three concepts.

Table 12: Summary of Reactions to Concepts presented in Focus Groups

Concepts	Positive Reactions	Negative Reactions
<u>Concept 1</u> Focus on transition from military to civilian life with family and featured imagery of military life, followed by home life, using the changing of military boots and uniform to civilian clothing to emphasize the translation.	› Shows transition well › Military service was clear › Positive tone, looking forward to future › Son/grandson proper age for Veteran, Veteran can be married or single parent › Wording of "recognition" noted and appreciated	› Military images of barracks and modern fatigues not accurate. These images take up too much of the air time. › Not clear that there is an illness or injury › Too happy
<u>Concept 2</u> Focus is on some questions, concerns or worry experienced by Vet, who subsequently obtains answers about the PFL program online through the VAC MY Account portal.	› Shows some indication of illness/injury in the inability to sleep › Shows action to get help (computer/VAC account) › Wording of "choices" and mention earlier in concept that transition is difficult	› Should be more obvious that character is a Veteran › Too happy, needs clearer link to illness/injury › Needs to identify multiple access points to obtain information
<u>Concept 3</u> Tells the story of a Vet who is also a wife and mother, beginning new civilian employment, being supported by her family	› Veteran appears to have received help and is further along transition › Supportive family is touching › Wording of "recognition" noted and appreciated	› Skips the struggle or need for help › Family unit may not apply to many Veterans › Wording only states "service-related disability" and not illness (missing mental health)

c)   Concept 1 (Transition)

After viewing Concept 1, many focus group participants and survey respondents recognized the message of transition from military to civilian life. Specifically, the image of combat boots was noticeable and memorable to some, and that the change of footwear is enough of a contrast to show that the character is moving away from military life. The military imagery at the beginning is very strong and clear to many participants and respondents, however, a few from the target group (recent CAF members) within the focus groups noted that the images of military barracks with bunk beds is more appropriate for someone early in their career, such as in training, rather than anyone who has served for some period of time. A few other participants said the barracks implied a "social club" image rather than service. Similarly, these participants indicated that the fatigues worn by the three individuals in the early portion of the concept are modern patterns, also implying someone who may be too new to the CAF to be transitioning out (without any obvious injury). A few members of the general public also said that, while the imagery is useful to situate the topic, less time could be spent on this type of focus, in favour of more detail about Pension for Life benefits.

> "This one spoke to Veterans best. I like the boots on the ground at the beginning and then the suggestion of transitioning back to civilian life." (Target group)

> "I thought it was the best of the three. The image of the soldier at the beginning makes it very clear the message is aimed at Veterans. The boot turning into a shoe reinforces the idea of transition." (GP)

> "I think its more relatable for more people." (Target)

> "I find the tone was more military than the others, more dynamic." (Target)

> "Maybe what I needed to see is if the pictures in the ad were more retrospective, like the olive drab. The brand new uniforms made me think they've just joined and this is information for them. That's what's confusing to me." (Target group)

> "I think the visualization of the soldier(s) is much more effective than the other two ads." (Survey respondent)

> "It emphasizes the work that military personnel do by illustrating a barracks setting with service members in uniform." (Survey respondent)

> "The boots at the start of the commercial - caught my attention more." (Survey respondent)

Most focus group participants and survey respondents said that Concept 1 has positive tone, with the feeling that the character is looking forward to the future with good things to come. Some participants cautioned that the positive tone feels somewhat unrealistic for someone who is in the process of transitioning to civilian life, while living with illness or injury; it "feels too

happy". A few noticed that the concept starts with positive wording and images and then identifies in the voice over that the person has a service-related illness or injury. As with all concepts, some believed that the message of illness or injury should be introduced early in the concept or more prominently, either through voice over or imagery.

> "I do like the setup of putting the positive spin on it first – I just feel it gives it a more positive tone." (GP)

> [Concepts presents the idea that] "everything is going to be okay". (GP)

> "If someone needs a pension for life, it's because of something important. This depicts a light situation" (Target)

> "It isn't clear who the ad is targeted to. I would like to see more mention of what's available to Veterans." (Target)

> "It had the best tone. The other two could be seen as condescending." (Survey respondent)

Some in the focus groups liked the image of (what was perceived to be) the son or grandson of the character in the concept, implying that the character has family. A few survey respondents appreciated that the Veteran appeared to have a family in the second half of the concept. The image of only the Veteran and son or grandson was viewed positively by a few participants as it was vague enough apply to Veterans who are either married or a single parent. A few noted that the age of the boy (i.e., a teenager) is more congruent with the lifecycle of someone who may be transitioning out of the CAF with illness or injury.

> "I like that the boy seems to be 16-17 years old, more realistic" (GP)

> "It also illustrates a family, and the importance of being able to support a family after service if mental or physical barriers are in place." (Survey respondent)

In terms of language used, a few in the focus groups heard the word "recognition" in the concept and appreciated its inclusion in the concept. A few liked the mention of terms "honour", "service", and "pride" (notably, in French groups).

> "I think the key word for me is the word recognition. I think that's critical to remain in it because sometimes service people aren't recognized when they leave service." (GP)

> "You can be proud, there is recognition, it is important. (GP)

d) Concept 2 (Obtaining Information)

Many focus group participants and survey respondents felt that Concept 2 is effective in showing that the character was struggling. These participants said that the concept shows that the transition may be difficult. The character laying in bed, apparently awake, while the partner is sleeping, demonstrated to many participants that the former CAF member is concerned, ill, or needs assistance in the transition from military life. Some in the survey described the tone as "emotional" or "touching". According to survey respondents, it was apparent that this character is dealing with mental illness or PTSD. As articulated by one in the focus group, the image of laying awake at night "met my expectations" of the trauma or hardships of military service and the character may also be concerned about finances.

> "I like the opening scene where it's the ex military person who seemed to be lying awake in bed and his wife is sleeping because I'm sure that happens a lot." (GP)

> What I really liked was the guy lying down with his eyes open. It resonated with me because a Veteran coming back from service would have physical and mental difficulties." (Target group)

> "I loved the opening. It shows the member in bed, stressed, eyes open. That was attention-grabbing. The market seemed consistent across the ad. The ad is for the member who just got out of service who has a disability." (Target)

> "Of the three, this was the best. It showed the service member not getting any rest, which was accurate." (Target)

> "The other two don't show the Veteran having any disability but the one I chose shows signs of PTSD (Veteran not able to sleep, supportive stance of wife, etc)" (Survey respondent)

Many participants also appreciated that this concept shows, or at least implies, that there is support for Veterans who are ill or injured by showing the character on the computer, specifically on their VAC account. A few participants in the target group said they recognized the screen as the actual My VAC Account website. This concept, according to some participants, shows the action a Veteran can take to get help, customize their support, or investigate the status of their support. A few participants liked that in the draft concept phase, the My VAC Account website is in colour and very prominent. In fact, a few participants said they could see any ad start in black and white and move to colour with the assistance of Pension for Life, or show symbols of the program as the only colour in the ad. A few, however, cautioned that the character looking up information on the computer could imply that it is up to the Veteran who is ill or injured to find information on their own.

> "I liked this one. It feels like something is going to happen next. There are options available for Veterans to continue their lives." (Target group)

➤ "[I appreciate that there is a] Veteran taking ownership of their well being" (GP)

A few participants noted that the character has a spouse, implying that illness or injury as a result of service can impact a spouse, and also that the support of a spouse may not be enough to recover and transition to civilian life. A few participants expressed concerns about the portrayal of the female spouse doing traditional housework.

Still, some, particularly in French groups, said that the concept does not show clearly enough that the character was a Veteran.

➤ "I find the images aren't related to Veterans. An old man in a cardigan with his wife behind him doesn't work for me. He doesn't look like a Veteran." (GP)

➤ "Having him sitting in his office at the computer isn't the image we have of Veterans." (GP)

A few noted the music in this concept more than in the other concepts, in both the focus groups and survey; although reaction was divided. A few felt the music is dramatic and appropriate, while a few others said the music might be too optimistic and should convey something "a little more sad". Still another participant said the music in this concept should be "more upbeat".

➤ "I love the music, but it's a little too joyful for that type of message. It kind of distracted me from [what was happening on] the screen." (Target group)

➤ "It was the only ad that created an emotional response while watching it. The other two weren't as powerful. The timing and placement of the music and tone of voice of the narrator were very strong." (Survey respondent)

Some, both in the focus groups and survey, noticed wording choices in this concept in a positive way, such as "choices", the "support you need, when you need it". A few noted that the opening voice over starts with the idea that transition can be difficult. Although a few participants said that the concept does not provide enough details about Pension for Life, the idea that support can be tailored to the needs of an individual is alluded to and received positively.

➤ "As soon as it starts, it talks about why Veterans would get the pension. We know the character was injured because he served his country. That struck me more than the other two." (Target group)

➤ "I liked the language used. I think they hit all the sweet spots in terms of resource available and the help they need, transitioning from one life to the next. I think they got it right with the message that you're a valued member and if you need help and support, it's there for you." (Target group)

> "Transitioning after serving is easier with pension for life and establishes choices for Veterans." (Survey respondent)

e) Concept 3 (Starting New Civilian Job)

Many observed that Concept 3 appears to show a character who has received support and is further along in their transition to civilian life. This was evident in survey results where many respondents said it best illustrates a positive transition from service; the idea of a new life, a fresh start or a continuing journey outside the military. These respondents noted that a focus on "the possibilities ahead" is a more positive and effective approach than focusing on the disability or illness the Veteran is experiencing While some focus group participants felt that showing a person who has already benefitted from the program is a positive aspect of the concept, a few others felt that it would be more effective to show the struggle that someone may go through during the transition, with an illness or injury, to civilian life.

> "It best represents the narrative of starting a new life outside the military, and I like the opening of the curtains letting in light to represent a new start." (Survey respondent)

> "Positive approach. Does not focus on someone as disabled, instead talks about all the possibilities ahead." (Survey respondent)

> "If this is for disability, it almost felt like the ad was too happy. It didn't acknowledge that if this ad is for you, things aren't going well." (Target group)

Many focus group participants and survey respondents appreciated the supportive family in the concept, with the spouse and kids cooking a "touching" element of the concept. Some noted that portraying the family also implies that the entire family benefits from the Veteran having access to Pension for Life along with the importance of being able to support one's family after leaving service. Some focus group participants, however, reacted negatively to the image of a supportive family, saying it lacked realism (too happy, greeting at the door seems old fashioned). A few also perceived that someone who is transitioning out of service, especially when the term "Veteran" and "pension" is used, would be unlikely to have young children.

> "I liked the idea of family. I have two girls, so the concept of family being together to support each other really touched me." (Target group)

> "Its just too darn happy for an ill or injured person." (Target group)

> The guy cooking at the beginning feels too politically correct. (Target group)

> "The images project a sense of hope, but it isn't every Veteran who comes home to that type of life. Maybe they could have these images but add in others that aren't as jovial." (GP)

Most participants noted with appreciation that the Veteran was a female and not a "typical" white male, as shown in the other two concepts. Some cited this as their main reason for preferring this concept, over other attributes of the concept. This appreciation for Concept 3, due to the portrayal of a female Veteran, was noted in survey results as well with respondents indicating they were happy to see gender diverse characters with 'non-traditional roles' that are not stereotyped. They also noted the importance of acknowledging women's positive contributions to military service, as well as men's.

> "I like that it is a woman who plays the central role. It is less stereotyped than the strong man of the other video." (Survey respondent, translated)

> "One reason is that the other two were depicted man as the soldier. The one I like takes into account that women are in the army too and deserve recognition for that." (Survey respondent)

A few noticed that the wording only mentioned "service-related disability" rather than illness and felt that mental health may not be associated with a disability and may not accurately communicate the range of services under Pension for Life.

Some participants appreciated that the term "recognition" was used in the voice over. Some also noticed the words "… income support and stability that you and your family need" as an important element of the concept.

f) Symbols representing Canadian Veterans

Survey respondents were asked to identify any symbols or visual elements that could be used to further emphasize that the program is intended to assist and support Canadian Veterans. Most respondents suggested that concepts should include the depiction of military uniforms somewhere in the ad. Some participants suggested making use of a visual transition from uniform to civilian dress as was seen in Concept 1 (e.g., footwear being changed from military boots to civilian running shoes).

> "Uniformed military members in various capacities, from combat, to communications, and other essential roles."

> "A transitional segment where the actor morphs from wearing a uniform to civilian dress while moving through a doorway or the like would resonate well."

> Many also described the use of typically Canadian symbols such as the flag or maple leaf as effective. A small number suggest use of other military symbols such as medals, Canadian forces logo/crest, and military equipment such as planes or ships.

> "The Canadian Flag. The Canadian Forces uniform. Both symbols drive home our patriotism as a country and the need to look after our military vets."

> "Maybe medals, thoughts of the war, ships, airplanes, etc. Make it more realistic of the struggles these people have."

Many survey respondents also suggested featuring either flash backs to service, photos indicating service or footage of real military events to further demonstrate a clear visual military connection. A small number said the ads should include the word "Veteran" and give visual or audible thanks for their service.

> "Framed photo at the start of the ad was good. Definitely need something like that to emphasize the military background of the subject in the ad; it wasn't immediately clear in the other two spots."

> "Could do flash backs or if outscoring the community could have the characters walk by people in uniform. If in the home could have military photos of the character or medals on a dresser."

3.2   CONCEPT RATINGS (FOCUS GROUPS)

Following the ratings and detailed reaction related to each concept presented in the discussions, groups were asked which they preferred. Often when participants are presented the animatics there is some initial confusion about what they are seeing and how it translates to a fully produced ad. As a result, there can be some ordering effects in how favourably each concept is viewed depending on when in the discussion it is shown, with many favouring the last concept shown. As mentioned, to prevent order bias, the presentation order of the three concepts was changed from discussion to discussion.

Group	Presentation Order	Preferred
East GP	Concept 1 (Transition), Concept 2 (Information), Concept 3 (New Job)	Concept 2 (4 out of 5; 1 preferred Concept 1)
East (Target)	Concept 1 (Transition), Concept 2 (Information), Concept 3 (New Job)	Concept 3; positive tone)
Ontario GP	Concept 1 (Transition), Concept 2 (Information), Concept 3 (New Job)	Mixed (3 for Concept 3; female Vet, 2 for Concept 2)
Ontario Target	Concept 2 (Information), Concept 3 (New Job), Concept 1 (Transition)	Concept 1 (Transition); imagery of boots/uniform changing
Quebec GP	Concept 2 (Information), Concept 3 (New Job), Concept 1 (Transition)	Concept 1; military & transition imagery)

Group	Presentation Order	Preferred
Quebec Target	Concept 3 (New Job), Concept 1 (Transition), Concept 2 (Information)	Mixed (3 for Concept 3; family representation, 1 for Concept 1, 1 for Concept 2)
West GP	Concept 2 (Information), Concept 3 (New Job), Concept 1 (Transition)	4 for Concept 1; imagery,2 for Concept 3; female Vet)
West Target	Concept 3 (New Job), Concept 1 (Transition), Concept 2 (Information)	Concept 2 (obtaining the answers needed, getting support/services, shows signs of struggle)

Following are the results of the ratings provided by focus group participants for each of the three tested concepts. In each table below, results are collapsed according to ratings indicating the specific concept to be weak (rating it a 1 or a 2 out of 5), strong (rating it a 4 or a 5), or in between (3 out of 5). Results show diffuse preferences and no clear "winner" in tone or clarity, although there is some lean towards Concept 3 in terms of the extent to which it draws attention, presumably because of the gender of the Veteran or representation of the family.

Table 13: Tone

Rating	Concept 1 – Transition	Concept 2 – Information	Concept 3 – New Job
Weak (1-2)	18%	18%	6%
Middle (3)	31%	26%	35%
Strong (4-5)	50%	56%	59%

Table 14: Clarity

Rating	Concept 1 – Transition	Concept 2 – Information	Concept 3 – New Job
Weak (1-2)	13%	9%	12%
Middle (3)	22%	26%	21%
Strong (4-5)	66%	65%	68%

Table 15: Draws Attention

Rating	Concept 1 – Transition	Concept 2 – Information	Concept 3 – New Job
Weak (1-2)	25%	21%	12%
Middle (3)	28%	24%	21%
Strong (4-5)	47%	56%	67%

There is also a lean to Concept 3 in terms of resonance, again, likely because of gender and/or family support. (Many people in the discussions spoke of the need for diversity in representation.)

Table 16: Resonates

Rating	Concept 1 – Transition	Concept 2 – |Information	Concept 3 – New Job
Weak (1-2)	38%	36%	12%
Middle (3)	19%	26%	32%
Strong (4-5)	43%	38%	56%

Interestingly, while there is a slight lean to Concept 3 in terms of strength of the ad, it is not a strong lead, and this is not reflected in the ranking of most preferred among the three. Juggling the three approaches, Concept 1 is ranked as the preferred approach, presumably because of the focus on military and transition imagery.

Table 17: Overall

Rating	Concept 1 – Transition	Concept 2 – Information	Concept 3 – New Job
Weak (1-2)	21%	36%	27%
Middle (3)	35%	24%	24%
Strong (4-5)	44%	41%	50%

Table 18: Preference Ranking

Rating	Concept 1 – Transition	Concept 2 – Information	Concept 3 – New Job
First	**44%**	**29%**	**26%**
Second	19%	32%	48%
Last	35%	39%	26%

Looking at the differences between the general public and target groups the only differences lies in the latter's stronger rating of Concept 2. In terms of language differences, Francophones expressed a clearer preference for Concept 1.

Table 19: Overall by Key Group (% rating as strong)

Rating	Concept 1 – Transition	Concept 2 – Information	Concept 3 – New Job
General population	44%	33%	50%
Target Group	44%	51%	50%
Anglophones	39%	42%	50%
Francophones	63%	38%	50%

Table 20: Overall by Key Group (% ranking Number 1)

Rating	Concept 1 – Transition	Concept 2 – Information	Concept 3 – New Job
General population	44%	22%	33%
Target Group	44%	38%	19%
Anglophones	38%	38%	23%
Francophones	63%	0%	38%

3.3   CONCEPT RATINGS (SURVEY)

As with the focus group discussions, after having the opportunity to watch and review each ad concept, survey respondents were also asked to rate each one on a five point scale from very weak to very strong, in terms of appeal, clarity, capturing attention and level of resonance and then to choose which of the three they prefer overall. Ratings in the table below provide the percentage rating each concept as strong (i.e., four or a five on the scale), and show remarkable consistency across the three concepts along each of the four dimensions. It is also notable that none of the three concepts stand out in their strength. The concepts are rated marginally more positively in terms of appeal and clarity, with just over half of respondents rating each concept as appealing (55 to 57 per cent) and clear in message (51 to 54 per cent). Respondents were even less sure in terms of extent to which the concepts capture attention (46 per cent across the board) or resonate with them (41 to 43 per cent).

Interestingly although ratings are similar across the three concepts when measuring across specific considerations, results for overall ratings show a preference for Concepts 2 & 3 at 36 per cent each.

Table 21: Comparison of Concepts

Dimensions	Concept 1 - Transition	Concept 2 - Information	Concept 3 – New Job
Appeal	57%	55%	57%
Clarity	51%	54%	53%
Capturing attention	46%	46%	46%
Resonates	41%	43%	43%
Preferred overall	**28%**	**36%**	**36%**

In terms of specific differences in preference for the concepts are the following patterns that were notable:

> Anglophones are more likely to rate all concepts stronger in appeal and resonance than Francophones. Results for clarity and attention are similar across speakers of both languages.

> Men are less likely to report Concept 2 as grabbing their attention compared to women.

> Those aged 35 years or under are more likely than older respondents to prefer Concept 1 (35 per cent) and less likely to prefer Concept 3 (27 per cent). This trend is mirrored for respondents aged 55-64 and 65 or over who are more likely to prefer Concept 3 overall and less likely to prefer Concept 1.

> Concept 1 also shows the greatest difference in overall results based on gender with one-third (33 per cent) of men selecting this concept in comparison with closer to one-quarter (23 per cent) of women. It is noteworthy that men prefer all concepts evenly – one-third each – while women are more likely to prefer Concepts 2 and 3.

> Half of respondents (50 per cent) living in British Colombia and the Territories like Concept 2 best while only one-quarter (24 per cent) of residents in the Prairies prefer this concept. Other regional differences are less remarkable; however those living in Ontario and Atlantic Canada also prefer Concept 2, while those in Quebec and the Prairies prefer Concept 3.

> Over one-third (37 per cent) of those born in Canada prefer Concept 3 in comparison with just over one-quarter (27 per cent) of respondents born outside of Canada who prefer this option. Those born outside of Canada are more likely to prefer Concept 2.

› Two in five (41 per cent) members of target groups prefer Concept 3 overall compared with 31 per cent who prefer Concept 2 and 28 per cent for Concept 1. Target groups also rated this concept highest in appeal specifically at 66 per cent.

APPENDIX A
RECRUITMENT SCRIPT

APPENDIX A: Recruitment Script

INTRO

Hello, my name is _____ from EKOS Research.

Would you prefer that I continue in English or in French? Préférez-vous continuer en français ou en anglais? (IF FRENCH, CONTINUE IN FRENCH OR ARRANGE CALL BACK WITH FRENCH INTERVIEWER: Nous vous rappellerons pour mener cette entrevue de recherche en français. Merci. Au revoir.)

We are calling to invite Canadians who are 18 years of age or older to a series of online discussions we are conducting on behalf of the Government of Canada. The research is related to government services used by Canadian Veterans and their families.

Your participation in the research is completely voluntary and confidential and your decision to participate or not will not affect any dealings that you may have with EKOS Research or the Government of Canada. The purpose of the research is to understand how best to communicate government services to Canadians, not to sell any service or product.

May I ask you a few questions to see if you fit in our study? It will take 3 minutes.

Yes	1
No (THANK AND TERMINATE)	2

QGENDR

Record gender of respondent (DO NOT ASK)

Male	1
Female	2

QAGEX

May I have your year of birth, please?

RECORD YEAR :	77
REFUSED	99

QAGEY

Hesitant

Would you be willing to tell me in which of the following age categories you belong?

Under 16 years (THANK AND TERMINATE)	1
16 – 24 years	2
25 – 34 years	3
35 – 44 years	4
45 – 54 years	5
55 – 64 years	6
65 – 69 years	7
70+ years	8

REFUSED (THANK AND TERMINATE)   9

D8 [1,3]
Do you identify as any of the following:

Select all that apply
A member of the Canadian Armed Forces   1
A Canadian Veteran   2
A family member of a Canadian Veteran or member of the Forces   3
None of the above   8
No response   9

Q2
Are you or is any member of your household or immediate family employed in:

Q2A
Government of Canada
Yes   1
No   2

Q2B
An advertising agency
Yes   1
No   2

Q2C
A market research company
Yes   1
No   2

Q2D
The media (Print, Radio, TV, Internet)
Yes   1
No   2

QINCOME
Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?

Under $20,000   1
$20,000 to just under $40,000   2
$40,000 to just under $60,000   3
$60,000 to just under $80,000   4
$80,000 to just under $100,000   5
$100,000 to just under $120,000   6
$120,000 to just under $150,000   7
$150,000 and above   8
Don't know / No answer   99

QEDUC

What is the highest level of formal education that you have completed to date?

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelors level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
Don't know / No answer	99

D2

Which of the following categories best describes your current employment status? Are you ... ?

Working full-time (35 or more hours per week)	1
Working part-time (less than 35 hours per week)	2
Self-employed	3
Unemployed, but looking for work	5
Not in the workforce (for example, unemployed, but not looking for work, a full-time homemaker or parent)	6
Retired	7
Other (please specify)	77
No response	99

Q3

Participants in these discussions will be asked to voice their opinions and thoughts on the telephone. How comfortable are you in voicing your opinions in front of others, in French? Are you...

Very Comfortable	1
Comfortable	2
Fairly Comfortable	3
Not Very Comfortable (THANK AND TERMINATE)	4
Very Uncomfortable (THANK AND TERMINATE)	5

Q3B

You will be asked to log onto a website and dial into a teleconference number provided to participate at a set time. You will participate by telephone, but also view and listen to materials shown to you online throughout the discussion.

We will contact you a few days before the discussion to make sure you are set up or help you get set up to log into the website and to dial in, so that it can all be tested before hand. It will only take 5 to 10 minutes.

Would you be comfortable clicking on a link that we provide in an email to log onto the website to see questions and materials?

Yes	1
No (THANK AND TERMINATE)	2
No response (THANK AND TERMINATE)	9

Q3C

Participants will be asked to read a few paragraphs of background and also one or two sentence statements during the discussion. Is there any reason why you could not participate, including reading some material on screen?

Yes (THANK AND TERMINATE)	1
No	2

Q4

Have you ever attended a focus group or one to one discussion for which you have received a sum of money?

Yes	1
No	2

Q5

Yes, Q4

When did you last attend one of these discussions that was sponsored by the Government of Canada?

Please specify :	77
Months	1
Years	2
Never	999

CALCQ5

Calculated

Within last 6 months, thank and terminate	1
Continue	99

Q5B

Yes, Q4 AND not never, Q5

Have you attended 5 or more of these discussions that were sponsored by the Government of Canada?

Yes (THANK AND TERMINATE)	1
No	2

QINFO

The sessions will be audio recorded for research purposes. Representatives of the Government of Canada will also be listening to the discussions to hear first-hand what people have to say. The information is being collected under the authority of the Privacy

Act and other applicable privacy laws. The full names of participants will not be provided to the government or any other third party. Also, the results from the discussions will be grouped together in a report, which will contain non-identifying information.

As I said earlier, it will take about an hour and 45 minutes. You would receive an incentive of $100 as a thank you for your participation. It would be paid through a cheque sent out a few days after the discussion, although late arrival in the group (i.e., more than a few minutes) may result in not being able to participate or receiving the incentive.

Would you be interested in participating in one of these online discussions?

Yes	1
No (THANK AND TERMINATE)	2
It depends on the date and time	3

QFOCUS

Replacements are not permitted. If you usually use reading glasses you should make sure to have them with you as there will be some viewing of short videos clips and reading of materials throughout the discussion.

Are you able to participate in the one and a half hour discussion on <DATE TIME>?

Yes, DATE TIME	1
No (THANK AND TERMINATE)	999

QFOCUSB

We are asking that all participants log in 5 minutes prior to the start time of the session. Are you able to log on and dial in 5 minutes prior to the session time?

Yes	1
No (THANK AND TERMINATE)	98

QTELE

We will send you an email outlining the purpose of the discussion, along with the date and time, and the link to click to log onto the website to see and listen to materials, along with the 1-800 number to dial in to participate by phone. Questions will largely be posed on the phone and you will be asked to participate in the discussion by phone. You will be shown some materials online through the website, and you may, if you wish, provide any responses by typing them in to the chat online.

We will be giving you a reminder telephone call and sending an email a day or two prior to your group discussion.

Is this the best telephone number at which to reach you?

Yes	1
No, please provide alternate phone number :	2

QEMAIL

<[Email not missing]Is <EMAIL> the best email address at which to send you an invitation to the discussion, with the secure link and 1-800 number?>

<[Email missing]What is the best email address at which to send you an invitation to the discussion, with the secure link and 1-800 number?>

[Email not missing]
Yes   1
<[Email not missing]No, please provide alternate email :[Email missing]Email
address :>   77
(VOLUNTEERED) Prefer not to provide email   99

FNAME

 Please provide your first and last names.

NOTE TO INTERVIEWER: Confirm proper spelling. Ensure proper capitalization (IE: not all upper or lowercase).
Name :   1

TIMEHOUR

 We would also like to call ahead to make sure that the link and dial-in number work for all participants. The call should last no longer than 5-10 minutes. What time of day would be best to test the link and dial-in number?

Please specify   98
9:00 AM   1
9:30 PM   26
No preference   99

PSMAIL

 Your $100 honorarium will be sent by regular mail following the teleconference focus group. May we have your mailing address?

Street address format: (apt #) - (Street #) (Street name) eg. 102 - 359 Kent st.
 Postal Box Number format: (PO BOX #) (Station info, if applicable) eg. PO BOX 1004 STN MAIN
 Rural Route format: (RR #) (Station info, if applicable) eg. RR 6 STN MAIN

DDRESS1
 Address Line 1:

DDRESS2
 Address Line 2 (if needed):

DDRESS3
 Address Line 3 (if needed):

DDRESS4
City:

DDRESS5
Province:

Please specify	98
BC	1
Alberta	2
Saskatchewan	3
Manitoba	4
Ontario	5
Quebec	6
New Brunswick	7
Nova Scotia	8
PEI	9
Newfoundland	10
Yukon	11
NorthWest Territories	12
Nunavut	13

DDRESS6
Postal Code: (Format: T5A 1A1)

THNK

We will send you an incentive of $100 for your participation within a few days following the online discussion.

If you have any questions or something comes up and you can no longer participate in the discussions, please let us know by calling us toll-free at 1-800-388-2873 or by sending an e-mail to rzito@ekos.com. Thank you for your cooperation and time.

End of Interview	
Completion	1

THNK2
Screened out

I am very sorry, but due to the parameters of the study we will not be able to include you in the focus groups.

APPENDIX B
MESSAGE TESTING DISCUSSION GUIDE

APPENDIX B: Message Testing Discussion Guide

Message Testing Guide

Introduction (5 minutes)

› I represent EKOS Research and these groups are being conducted for Veterans Affairs Canada to explore reactions to some possible messages that might be used to introduce a suite of programs to help Veterans transition from military to post-service life. The programs and benefits under Pension for Life, includes benefits that will recognize and compensate Veterans for disability resulting from service related injury or illness. I'll read you some more information about the program shortly.

› This research will help the Government of Canada plan communications activities designed to introduce the new suite of programs, Pension for Life. The target group for Pension for Life are Veterans and their families; however, it is important for current Canadian Armed Forces members to be aware of the program, along with the general population of Canadians.

› It's important to emphasize though that the purpose here today is to talk about the messages and communications to tell people about the programs, not to concentrate on the programs themselves. Our objective is to focus only on the communications of it.

› This group is part of a series of focus groups taking place across Canada. This session will last about an hour and a half, and we can start by going over the format and "ground rules":

    ◇ Discussion is being audio recorded so that I can listen closely to what you are saying and not be distracted by having to write things down.

    ◇ There are observers on the line from the Government of Canada so they can hear your opinions first hand

    ◇ All comments are confidential.

    ◇ Please try to speak one at a time and be respectful of one another's opinions.

    ◇ No one is expected to be an expert. There are no right or wrong answers to the things we'll be talking about. We're looking for your honest opinions.

    ◇ It's okay to disagree. Please speak up even if you think you're the only one who feels a certain way about an issue. Everyone may have different experiences and different points of view. And we want to hear everyone's opinions.

> Moderator's role: raise issues for discussion, watch for time and make sure everyone has a chance to participate. We do not work for the Government of Canada.

> Please make sure that you are in a quiet place, free from distractions. We ask for your full attention for this time.

Warm-up (5 minutes)

1. Let's start by going around the group. Tell us your first name and what part of the country you live in.

2. **Target Group**: Are you a member/veteran/family member of the Canadian Armed Forces? In what capacity?

3. **General Population Group**: Do you know anyone who is a member of the Canadian Armed forces?

Program Introduction (15 minutes)

Veterans Affairs Canada's new Pension for Life includes a monthly payment for life and reduces the complexity of financial support programs available to Veterans and their families. It will provide holistic benefits, including financial stability, for Canada's Veterans, with a particular focus on those most disabled.

Pension for Life includes recognition and compensation for pain and suffering as a result of a service-related illness or injury

The Pension for Life has three key pillars:
- monthly, tax-free financial compensation, with the choice of monthly payments for life, to recognize pain and suffering caused by a service-related disability with a maximum monthly amount of $2,650 for those most severely disabled with barriers to re-establishment;
- income replacement for Veterans who are experiencing barriers returning to work after military service at 90% of their pre-release salary. In some circumstances Veterans may be eligible for an additional 1% career progression factor each year; and,
- services and benefits to help Veterans in a wide-range of areas, including education, employment and physical and mental health.

These new elements represent an additional investment of close to $3.6 billion to support Canada's Veterans. When combined with well-being programs already announced in previous

budgets, the Government of Canada's investments since 2016 add up to nearly $10 billion. These investments will help Veterans and their families as they transition to life after service.

Pension for Life is separate from the Canadian Armed Forces pension that Veterans receive for their service.

4.   Have you heard of Pension for Life before participating in these groups?

Program Specifics (15 minutes)

5.   Who do you think can benefit from these programs that would be most important to tell people about? [Probes below]
- a.   Members of the Canadian Armed Forces?
- b.   Veterans
- c.   Veterans and their families?
- d.   Ill or injured Veterans?
  - i.   Is it important to say "service related illness or injury" for Veterans?
- e.   Surviving spouses and/or dependent children?

6.   What do you think would be most important to tell people about in terms of what Pension for Life hopes to achieve? [Probes below]:
- a.   Simply to provide funding?
- b.   To empower Veterans who or ill or injured?
- c.   To recognize Veterans for their service?
- d.   To compensate for their illness or injury?

Messaging Testing (45 minutes)

We are going to look at some potential messaging that the Government of Canada is considering and get everyone's reaction to them. Your feedback will feed into developing how the new program is communicated.

Remember that there are no right or wrong answers here. Everybody has an equally valid opinion.

We are going to review five potential messages to communicate Pension for Life to Canadian Forces Members, Veterans, families of veterans, and the Canadian public.

Each of these messages is trying to communicate, in a sentence or two, the purpose of Pension for Life for Veterans. These are currently in the development stage. We will look at each one on their own, and then consider which messages might be most effective to introduce the program.

Moderator: Go through each message individually. Rotate order each time.

Display and read first message. Before we start our discussion, please click on the link to go to a ratings sheet. Take a minute to fill in your initial reactions on the sheet and type in a few words on the comments line on the ratings sheet. When you are done, come back to the meeting space and we will discuss together.

7. What do you think of it? What is your first impression? What stands out most? [Moderator: break apart the components of each message if needed - the wording of who benefits, the wording of how the program responds to the need, the wording of the desired outcome]
   a. What do you like/not like about it?
   b. Is it clear?
   c. How about the tone of the material? Likes/dislikes and why?
   d. What is the message or main point?
   e. Does it say the purpose of Pension for Life? How it will support Veterans?
   f. What kind of language is most appropriate to use? Any words you like, don't like?

AFTER PRESENTING ALL MESSAGES:

Display all five messages. Now that we have discussed all five messages, we will try to decide which ones you like best and why. To begin, please click on the link to go to a ratings sheet. The page will ask you to rate your overall impression of each one, and then rank your top three. When you are done, come back to the meeting space and we will discuss together. Please let me know if you have any technical difficulties as you move through the ratings sheet.

8. Thinking about these different approaches to messaging, which one do you like the best and why?
   a. Which approach best communicates the message?
   b. Which is the kind of approach and tone that appeals to you more?
   c. Which one is more engaging to you?

9. Is there anything that you would change about the one you prefer the best (or maybe second best) that we have not already discussed that would make it better or clearer or more impactful as far as you are concerned?

Strategy & Wrap Up (10 minutes)

10. Do you feel that any message or communication about programs such as Pension for Life need to just stick with the facts, or do you think they should be somewhat aspirational too? [Probe: Is there room for "Canada recognizes the contribution of all

Veterans" or "Choice is important" or any other statements saying, briefly, WHY the programs exists?]

11. How do you see these changed into an advertising campaign? Do you see images of real people? Are they presented in uniform how they served in the Canadian Armed Forces, or out of uniform –how they are transitioning into their life after service?

12. Is there anything that we haven't talked about or that you would like to add before we go?

APPENDIX C
CONCEPT TESTING DISCUSSION GUIDE

APPENDIX C: Concept Testing Discussion Guide

Concept Testing Guide

1. Introduction (5 minutes)

> I represent EKOS Research (reminder to only use first name of moderator and participants) and these groups are being conducted for Veterans Affairs Canada to explore reactions to some possible concepts that might be used to introduce a suite of programs to help Veterans transition from military to post-service life. The programs and benefits under Pension for Life, includes benefits that will recognize and compensate Veterans for disability resulting from service related injury or illness. I'll read you some more information about the program shortly.

> This research will help the Government of Canada plan communications activities designed to introduce the new suite of programs, Pension for Life. The target group for Pension for Life is Veterans and their families; however, it is important for current Canadian Armed Forces members to be aware of the program, along with the general population of Canadians.

> It's important to emphasize though that the purpose here today is to talk about the types of communications materials that could be used to tell people about the programs, not to concentrate on the programs themselves. Our objective is to focus only on the communications of it.

> This group is part of a series of focus groups taking place across Canada. This session will last about an hour and a half, and we can start by going over the format and "ground rules":

> ◇ Discussion is being audio recorded so that I can listen closely to what you are saying and not be distracted by having to write things down.

> ◇ There are observers on the line from the Government of Canada so they can hear your opinions first hand

> ◇ All comments are confidential.

> ◇ Please do not take screen shots or record the concepts that will be shared with you for discussion purposes only.

> ◇ Please try to speak one at a time and be respectful of one another's opinions.

> ◇ No one is expected to be an expert. There are no right or wrong answers to the things we'll be talking about. We're looking for your honest opinions.

◇ It's okay to disagree. Please speak up even if you think you're the only one who feels a certain way about an issue. Everyone may have different experiences and different points of view. And we want to hear everyone's opinions.

› Moderator's role: raise issues for discussion, watch for time and make sure everyone has a chance to participate. We do not work for the Government of Canada.

› Please make sure that you are in a quiet place, free from distractions. We ask for your full attention for this time.

2.   Warm-up (5 minutes)

Let's start by going around the group. Tell us your first name and what part of the country you live in.

1. **Target Group**: Are you a member/veteran/family member of the Canadian Armed Forces? In what capacity? What do you believe is the biggest challenge facing Veterans?

2. **General Population Group**: Do you know anyone who is a member of the Canadian Armed Forces? Have you heard of anything the Government of Canada has done in the past year to help Veterans?

3.   Program Introduction (20 minutes)

Veterans Affairs Canada's new Pension for Life includes a monthly payment for life and reduces the complexity of financial support programs available to Veterans and their families. It will provide holistic benefits, including financial stability, for Canada's Veterans, with a particular focus on those most disabled.

Pension for Life includes recognition and compensation for pain and suffering as a result of a service-related illness or injury

The Pension for Life has key pillars which include:

- monthly, tax-free financial compensation, with the choice of monthly payments for life, to recognize pain and suffering caused by a service-related disability with a maximum monthly amount of $2,650 for those most severely disabled with barriers to re-establishment;
- income replacement for Veterans who are experiencing barriers returning to work after military service at 90% of their pre-release salary. In some circumstances Veterans may be eligible for an additional 1% career progression factor each year; and,
- continuing to build on services and benefits currently in place to help Veterans in a wide-range of areas, including education, employment and physical and mental health.

These new elements represent an additional investment of close to $3.6 billion to support Canada's Veterans. When combined with well-being programs already announced in previous budgets, the Government of Canada's investments since 2016 add up to nearly $10 billion. These investments will help Veterans and their families as they transition to life after service.

Pension for Life is separate from the Canadian Armed Forces pension that Veterans receive for their service.

3. Who do you think can benefit from these programs that would be most important to tell people about? [Probes below]
   a. Members of the Canadian Armed Forces?
   b. Veterans
   c. Veterans and their families?
   d. Ill or injured Veterans?
       i. Is it important to say "service related illness or injury" for Veterans?
   e. Surviving spouses and/or dependent children?

4. Concept Testing (60 minutes)

We are going to look at some materials for three different concepts or approaches that the Government of Canada is considering and get everyone's reaction to them. Your feedback is important and will feed into developing some new communication material to help inform people about the various kinds of services.

Remember that there are no right or wrong answers here. Everybody has an equally valid opinion.

Moderator: Show and go through each concept individually. Rotate order each time.

Each of these concepts or approaches is currently at the development stage so what we will look at is like a mock up or a rough draft. First we will look at a mockup of what a **30 second online ad** could look like. As you will see, it isn't acted out, but is shown in drawings, with roughed in audio, so it's not really what the ad would look like online of course, but it will give you an idea of what they are thinking about.

Moderator: show first video animatic

Before we start our discussion, take a minute to fill in a few ratings on the sheet and write down a few words on your initial reaction on the comments line on the ratings sheet.

4. What do you think of it? What is your first impression?
   a. What do you like/not like about it?
   b. Is the message or main point clear (e.g., how it will support Veterans)?
   c. Is the tone of the material appropriate? Likes/dislikes and why?
   d. What do you think of the images or characterization used? Does it work? Is there anything that you don't like?
   e. Were there any terms that did not work for you or seemed unclear?

AFTER PRESENTING ALL CONCEPTS:

5. Thinking about these three different approaches, which one do you like the best and why?
   a. Which is the kind of approach and tone that appeals to you more?
   b. Which is the one that more clearly conveys the Pension for Life program?
   c. Which approach would you be more apt to pay attention to or is generally more engaging?

6. Is there anything that you would change about the one you prefer the best that we have not already discussed that would make it better or clearer or more impactful as far as you are concerned?

5. Wrap Up (2 minutes)

7. Is there anything that we haven't talked about or that you would like to add before we go?

THANK YOU

APPENDIX D
CREATIVE CONCEPTS

PENSION FOR LIFE

CONCEPT #1 :30 Video

VOICE OVER

After you leave the Canadian Armed Forces you can look back on your service with pride.

Now the future is in front of you.

Pension for Life helps you to transition to life after service with the recognition and income support you need as a result of service-related injury or illness.

Pension for Life.

(Super)

Visit veterans.gc.ca/pensionforlife

PENSION FOR LIFE

CONCEPT #2 :30 Video

VOICE OVER

Transitioning to life after having served your country in the Canadian Armed Forces can be difficult.

You deserve the support you need when you need it.

Pension for Life offers financial support and compensation for service-related injuries and illnesses.

As a Veteran you have choices to meet your specific needs and improve your well-being.

(Super)

Visit veterans.gc.ca/pensionforlife

PENSION FOR LIFE

CONCEPT #3 :30 Video

VOICE OVER
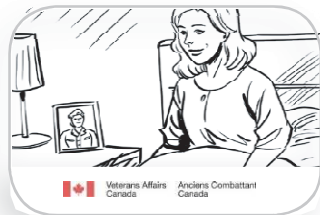
You served your country, in the Canadian Armed Forces, with honour and pride.

Now you're looking forward to a bright new beginning.

If you have a service-related disability, Pension for Life offers you the recognition, income support and stability that you and your family need.
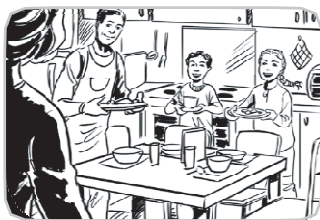
Pension for Life.

For the journey ahead.

(Super)

For more information, visit veterans.gc.ca/pensionforlife

Appendix E
Survey Questionnaire

APPENDIX E: Survey Questionnaire

WINTRO

EKOS Research Associates is conducting a survey on behalf of the Government of Canada on issues of importance to all Canadians.

The questionnaire will take about 10 minutes to complete. It's entirely voluntary and all of your answers will be kept completely confidential.

As a token of our appreciation for completing this survey we will enter you into our draw for a $100 cash prize.

A few reminders before beginning ...

* On each screen, after selecting your answer, click on the "Continue" button at the bottom of the screen to move forward in the questionnaire.

* If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.

* If you have any questions about how to complete the survey, please call EKOS at 1-866-211-8881 or email us at online@ekos.com. Thank you in advance for your participation.

Thank you in advance for your participation.

QPRE

First, we would like to tell you a little bit about Veterans Affairs Canada's new Pension for Life, which is a suite of programs for Veterans who have an illness or injury as a result of service. It combines financial stability with a range of support programs, with a particular focus on those most disabled. These new elements represent an additional investment of $3.6 billion to support Canada's Veterans and their families, as they transition to life after service.

The Pension for Life has key pillars which include:

* monthly, tax-free financial compensation, with the choice of monthly payments for life, to recognize pain and suffering caused by a service-related disability with a maximum monthly amount of $2,650 for those most severely disabled with barriers to re-establishment;

* income replacement for Veterans who are experiencing barriers returning to work after military service at 90% of their pre-release salary; and,

* continuing to build on services and benefits currently in place to help Veterans in a wide range of areas, including education, employment and physical and mental health.

Pension for Life is separate from the Canadian Armed Forces pension that Veterans receive for their service.

Ad 1, 2 and 3 are randomly rotated

QPRE2
In this survey, we would like your reactions to three possible 'ideas or concepts' for advertising materials the Government of Canada is thinking of producing to inform Canadians about Pension for Life.

These ideas are at the early stages of development and are part of a storyboard that will be used to produce a video to be aired online. The video will use real actors and scenery with music and a voice over narration. The draft you will be seeing here is simply a sketch representation of the video to be produced with some narration. For this reason, we also ask you not to take screen shots of these early drafts of the materials.

CONCEPT1
Please watch the following proposed ad.

Embedded video :
https://www.youtube.com/embed/oeLpcemmaqI

PREQ1
 Please rate this proposed ad in the following areas:

Q1A
 How appealing it is to you (tone, approach)

Very poor 1	1
2	2
3	3
4	4
Very good 5	5
Don't know/ No response	99

Q1B
 How clearly it tells people about Pension for Life

Very poor 1	1
2	2
3	3
4	4
Very good 5	5
Don't know/ No response	99

Q1C
 How well it captures your attention
Very poor 1	1
2	2
3	3
4	4
Very good 5	5
Don't know/ No response	99

Q1D
 How well it resonates with you
Very poor 1	1
2	2
3	3
4	4
Very good 5	5
Don't know/ No response	99

Q2 [0,1]
Half sample (those who see Q2, Q4 and Q6 does NOT see Q20, Q21 and Q21B, and vice versa)
 What is the key message of this ad (i.e., what it is telling you about the program)?
Please specify	77
Don't know / No response	99

CONCEPT2
Please watch the following proposed ad.

Embedded video :
https://www.youtube.com/embed/so7dJ91MOhE

PREQ3
 Please rate this proposed ad in the following areas:

Q3A
 How appealing it is to you (tone, approach)
Very poor 1	1
2	2
3	3
4	4
Very good 5	5
Don't know/ No response	99

Q3B
 How clearly it tells people about Pension for Life
Very poor 1	1
2	2
3	3

4 4

Very good 5 5

Don't know/ No response 99

Q3C

How well it captures your attention

Very poor 1 1

2 2

3 3

4 4

Very good 5 5

Don't know/ No response 99

Q3D

How well it resonates with you

Very poor 1 1

2 2

3 3

4 4

Very good 5 5

Don't know/ No response 99

Q4 [0,1]

Half sample (those who see Q2, Q4 and Q6 does NOT see Q20, Q21 and Q21B, and vice versa)

What is the key message of this ad (i.e., what it is telling you about the program)?

Please specify 77

Don't know / No response 99

CONCEPT3

Please watch the following proposed ad.

Embedded video :

https://www.youtube.com/embed/66BbXRfrIW4

PREQ5

Please rate this proposed ad in the following areas:

Q5A

How appealing it is to you (tone, approach)

Very poor 1 1

2 2

3 3

4 4

Very good 5 5

Don't know/ No response 99

Q5B

 How clearly it tells people about Pension for Life

Very poor 1	1
2	2
3	3
4	4
Very good 5	5
Don't know/ No response	99

Q5C

 How well it captures your attention

Very poor 1	1
2	2
3	3
4	4
Very good 5	5
Don't know/ No response	99

Q5D

 How well it resonates with you

Very poor 1	1
2	2
3	3
4	4
Very good 5	5
Don't know/ No response	99

Q6 [0,1]

Half sample (those who see Q2, Q4 and Q6 does NOT see Q20, Q21 and Q21B, and vice versa)
 What is the key message of this ad (i.e., what it is telling you about the program)?

Please specify	77
Don't know / No response	99

Q19

 Which ad do you like the most?

Ad 1 <Embedded video of ad 1>	1
Ad 2 <Embedded video of ad 2>	2
Ad 3 <Embedded video of ad 3>	3

Q20 [0,1]

Half sample (those who see Q2, Q4 and Q6 does NOT see Q20, Q21 and Q21B, and vice versa)
 Why is this your favourite ad? (What is it about this one that you like the best?)

Please specify	77
Don't know / No response	99

Q21 [0,1]

What would you change to improve this advertisement (e.g., image(s), use of space, colours) to make it more engaging for Canadians to hear about Pension for Life?

Please specify   77
Don't know / No response   99

Q21B [0,1]

In your opinion, what visual elements or symbols could be added to these concepts to indicate that the ads are for Canadian Veterans?

Please specify   77
Don't know / No response   99

Q22 [1,3]

Would you be more likely to see or hear an ad like one of these for Pension for Life as a video, radio spot or print ad?

Select as many as apply
Video   1
Radio   2
Print   3
None of these   98
Don't know / No response   99

Q23A [1,4]

Would you be more likely to see this video on :

Select as many as apply
YouTube   1
A website   2
Through Facebook, Twitter or other social media   3
Other (specify)   77
Don't know / No response   99

Q23B

Would you be more likely to see a print ad in a newspaper, magazine, on a poster or billboard or somewhere else?

Newspaper   1
Magazine   2
Poster/billboard   3
Other (specify)   77
Don't know / No response   99

QGENDR

These last questions are about you and will be used strictly for statistical purposes to understand the results of the survey.
Are you:

Male gender	1
Female gender	2
Gender diverse	3
I prefer not to say	99

QAGE

In what year were you born?

Year:	77
I prefer not to say	99

QLANG

What is the language you use most often?

English	1
French	2
Other	77
I prefer not to say	99

QAGE1

May we place you into one of the following age categories?

18-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65 years or older	6
I prefer not to say	99

QBORN

Were you born in Canada?

Yes	1
No	2
Don't know	98
I prefer not to say	99

QEDUC

What is the highest level of formal education that you have completed to date?

Elementary school or less	1
Secondary school	2
Some post-secondary	3
College, vocational or trade school	4
Undergraduate university program	5

Graduate or professional university program   6
I prefer not to say   99

QVET

Are you:

A Canadian Veteran   1
An active member of the Canadian Armed Forces   2
A family member of either a Veteran or member of the Canadian Armed Forces   3
None of these   98
Don't know / No response   99

THNK

Thank you for taking the time to participate. Your feedback will assist the Government of Canada in developing the most relevant and engaging messaging to inform Canadians about Pension for Life!