

VAC Remembrance 2017 Survey

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Table Q1 Page 1

VAC Remembrance 2017 Survey

Q1. Have you ever heard of Veterans' Week?

Region Age Education Household Income

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Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes 546 45 149 195 102 55 92 106 204 107 166 208 169 101 90 113 121

55% 60% 62% 51% 60% 41% 49% 45% 60% 62% 57% 60% 48% 51% 55% 57% 54%

F DF F H GH M M

No 454 30 90 187 68 78 95 128 138 66 126 141 185 98 72 85 104

45% 40% 38% 49% 40% 59% 51% 55% 40% 38% 43% 40% 52% 49% 45% 43% 46%

C BCE J IJ KL

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q1 Page 2

VAC Remembrance 2017 Survey

Q1. Have you ever heard of Veterans' Week?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

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English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes 546 252 294 546 - 511 36 377 129 18 21

55% 53% 56% 100% 56% 41% 54% 63% 31% 50%

G J HJ

No 454 226 228 - 454 402 51 317 77 39 21

45% 47% 44% 100% 44% 59% 46% 37% 69% 50%

F I HI

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2 Page 3

VAC Remembrance 2017 Survey

Q2. LEVEL OF IMPORTANCE: How important is it that Veterans' Week be held each year?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Very important 681 67 129 278 113 95 95 161 245 131 205 248 224 131 111 141 152

68% 89% 54% 73% 67% 72% 51% 69% 72% 76% 70% 71% 63% 66% 69% 71% 68%

CDEF C C C G G G M

4 - Moderately important 202 6 69 73 32 21 63 43 63 26 55 71 76 39 31 36 49

20% 8% 29% 19% 19% 16% 34% 19% 19% 15% 19% 20% 21% 20% 19% 18% 22%

BDEF B B HIJ

3 - Neither important nor unimportant 85 3 33 23 12 15 21 23 25 10 18 19 47 23 16 15 16

8% 4% 14% 6% 7% 11% 11% 10% 7% 6% 6% 5% 13% 11% 10% 8% 7%

BDE KL

2 - Not very important 9 - 3 4 2 - - 1 4 2 1 3 5 1 1 1 2

1% 1% 1% 1% 1% 1% 1% \*% 1% 1% \*% 1% 1% 1%

1 - Not important at all 12 - 4 1 5 1 3 4 2 3 4 6 1 3 1 4 2

1% 2% \*% 3% 1% 2% 2% 1% 2% 1% 2% \*% 1% 1% 2% 1%

Don't know/Refused 11 - 2 3 6 - 4 2 2 2 8 3 1 2 1 - 3

1% 1% 1% 3% 2% 1% \*% 1% 3% 1% \*% 1% \*% 1%

M

NET: Top 2 883 72 197 351 146 117 158 204 309 157 261 320 299 170 143 177 201

88% 96% 83% 92% 86% 88% 85% 87% 90% 91% 89% 91% 85% 85% 88% 89% 90%

CEF C M

NET: Bottom 2 21 - 7 5 7 1 3 5 6 4 5 9 7 4 2 5 5

2% 3% 1% 4% 1% 2% 2% 2% 3% 2% 2% 2% 2% 1% 3% 2%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2 Page 4

VAC Remembrance 2017 Survey

Q2. LEVEL OF IMPORTANCE: How important is it that Veterans' Week be held each year?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

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English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Very important 681 309 372 395 287 658 24 521 104 27 30

68% 65% 71% 72% 63% 72% 27% 75% 51% 47% 70%

B E G IJ IJ

4 - Moderately important 202 104 98 108 94 173 29 110 65 22 6

20% 22% 19% 20% 21% 19% 33% 16% 32% 38% 13%

F HK HK

3 - Neither important nor unimportant 85 46 39 35 49 57 27 46 30 4 5

8% 10% 7% 6% 11% 6% 31% 7% 14% 7% 12%

D F H

2 - Not very important 9 8 1 4 5 7 2 5 2 - 1

1% 2% \*% 1% 1% 1% 2% 1% 1% 2%

C

1 - Not important at all 12 7 5 3 9 7 4 5 4 2 -

1% 1% 1% 1% 2% 1% 5% 1% 2% 4%

Don't know/Refused 11 5 6 1 10 11 1 8 1 2 1

1% 1% 1% \*% 2% 1% 1% 1% \*% 4% 2%

D

NET: Top 2 883 412 471 503 380 831 53 630 169 48 36

88% 86% 90% 92% 84% 91% 60% 91% 82% 85% 83%

E G I

NET: Bottom 2 21 15 6 7 14 14 7 10 6 2 1

2% 3% 1% 1% 3% 2% 7% 1% 3% 4% 2%

F

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2B Page 5

VAC Remembrance 2017 Survey

Q2B. And why do you say it is important that Veterans' Week be held each year?

Region Age Education Household Income

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Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 883 72 197 351 146 117 158 204 309 157 261 320 299 170 143 177 201

Unweighted 'N' 884 96 247 322 130 89 82 172 339 236 266 328 285 189 142 179 185

HONOUR VETERANS / VETERANS EARNED 574 45 122 231 95 81 89 131 204 108 168 211 193 110 89 116 132

RESPECT 65% 61% 62% 66% 66% 69% 56% 64% 66% 69% 65% 66% 64% 65% 62% 65% 66%

To honour/ to respect the Veterans/ 304 22 73 121 43 46 47 75 101 62 83 115 107 62 50 61 60

those who died in service 34% 31% 37% 34% 30% 39% 30% 37% 33% 39% 32% 36% 36% 37% 35% 35% 30%

To recognize their contribution to 181 16 26 79 33 28 21 48 66 32 54 64 63 30 19 39 55

our freedom/ security/ peace 21% 22% 13% 22% 22% 24% 13% 23% 21% 21% 21% 20% 21% 18% 13% 22% 27%

C C C O

Veteran's fought for our country/ 111 11 22 42 21 15 18 16 44 18 48 32 30 24 20 20 26

they served our country 13% 15% 11% 12% 14% 13% 12% 8% 14% 12% 19% 10% 10% 14% 14% 12% 13%

H LM

To recognize their service/ 86 4 21 38 12 11 26 16 30 10 21 28 37 12 20 18 24

accomplishments 10% 6% 11% 11% 8% 9% 16% 8% 10% 6% 8% 9% 12% 7% 14% 10% 12%

J

Canada wouldn't be the country it 27 3 3 13 4 3 4 6 10 4 8 12 7 4 3 4 7

is today/ I wouldn't be here if it 3% 4% 1% 4% 3% 3% 2% 3% 3% 3% 3% 4% 2% 2% 2% 2% 4%

weren't for Veterans

We owe them/ they deserve 20 3 2 8 5 1 2 7 4 3 5 5 8 2 2 3 7

recognition 2% 4% 1% 2% 4% 1% 1% 3% 1% 2% 2% 2% 3% 1% 2% 2% 4%

FOCUS ON HISTORY / REMEMBRANCE 463 39 114 183 67 60 90 112 153 88 132 177 154 88 81 97 96

52% 54% 58% 52% 46% 51% 57% 55% 50% 56% 50% 55% 51% 52% 57% 55% 48%

E

So people will remember their 273 20 79 104 40 30 63 64 86 48 80 98 93 51 49 58 57

sacrifices 31% 27% 40% 30% 27% 26% 40% 31% 28% 30% 31% 31% 31% 30% 34% 33% 28%

BDEF I

Family member is a Veteran/ I am a 76 11 9 35 12 10 8 14 27 20 23 28 24 17 7 19 14

Veteran 9% 15% 4% 10% 8% 8% 5% 7% 9% 13% 9% 9% 8% 10% 5% 11% 7%

C C GH

Good idea/ good to remember 49 2 12 22 5 8 11 15 17 5 16 20 13 11 12 5 11

6% 3% 6% 6% 4% 7% 7% 7% 6% 3% 6% 6% 4% 6% 9% 3% 5%

P

Part of our heritage/ our history 38 2 9 15 5 7 4 10 14 10 4 13 21 3 7 12 8

4% 3% 4% 4% 4% 6% 3% 5% 4% 6% 2% 4% 7% 2% 5% 7% 4%

K

So children can understand/ learn 33 4 3 15 10 2 5 14 7 6 10 15 8 2 4 7 9

the importance of it 4% 5% 1% 4% 7% 1% 3% 7% 2% 4% 4% 5% 3% 1% 3% 4% 5%

CF I

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2B Page 6

(Continued)

VAC Remembrance 2017 Survey

Q2B. And why do you say it is important that Veterans' Week be held each year?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Many soldiers died in past wars 15 2 5 2 4 2 5 2 3 4 7 4 3 1 3 2 7

2% 2% 2% 1% 3% 2% 3% 1% 1% 3% 3% 1% 1% 1% 2% 1% 3%

Should not/ cannot forget 13 2 2 3 1 4 - 4 3 5 4 7 2 3 3 1 2

1% 2% 1% 1% 1% 4% 2% 1% 3% 1% 2% 1% 2% 2% \*% 1%

So we don't repeat past mistakes 9 1 1 6 1 - - 2 6 1 2 5 2 1 1 3 5

1% 1% 1% 2% 1% 1% 2% 1% 1% 2% 1% 1% \*% 2% 2%

There are fewer Veterans/ their 2 - - - 2 - - 2 - - 2 - - - 2 - -

story should be told \*% 1% 1% 1% 1%

FOCUS ON PERSONAL CONNECTIONS 76 11 9 35 12 10 8 14 27 20 23 28 24 17 7 19 14

9% 15% 4% 10% 8% 8% 5% 7% 9% 13% 9% 9% 8% 10% 5% 11% 7%

C C GH

Family member is a Veteran/ I am a 76 11 9 35 12 10 8 14 27 20 23 28 24 17 7 19 14

Veteran 9% 15% 4% 10% 8% 8% 5% 7% 9% 13% 9% 9% 8% 10% 5% 11% 7%

C C GH

OTHER 39 4 4 21 6 4 11 4 16 4 11 9 18 7 8 8 5

4% 5% 2% 6% 4% 3% 7% 2% 5% 3% 4% 3% 6% 4% 6% 5% 3%

C

To show support for our troops 19 2 1 11 5 - 6 3 7 2 6 6 7 1 4 7 2

(past and/ or present) 2% 3% \*% 3% 3% 4% 2% 2% 1% 2% 2% 3% 1% 3% 4% 1%

C NQ

Believe in it/ it's important to do 8 1 1 5 1 1 2 1 2 1 5 1 2 3 1 - 2

it 1% 1% 1% 1% 1% 1% 1% \*% 1% \*% 2% \*% 1% 2% 1% 1%

Forces us to examine war 6 1 1 2 - 2 - - 5 1 - 1 5 1 1 1 1

1% 1% 1% 1% 2% 1% 1% \*% 2% \*% 1% \*% \*%

Other 5 1 1 4 - 1 2 - 2 1 1 1 4 2 2 - 1

1% 1% \*% 1% 1% 1% 1% \*% \*% \*% 1% 1% 2% 1%

NOTHING/ NO REASON 14 1 3 8 2 - 3 5 5 1 5 4 4 5 - 2 3

2% 1% 2% 2% 1% 2% 2% 2% \*% 2% 1% 1% 3% 1% 2%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2B Page 7

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Q2B. And why do you say it is important that Veterans' Week be held each year?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

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English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 883 412 471 503 380 831 53 630 169 48 36

Unweighted 'N' 884 423 461 524 360 828 56 601 211 38 34

HONOUR VETERANS / VETERANS EARNED 574 265 309 332 242 536 38 418 105 29 22

RESPECT 65% 64% 66% 66% 64% 65% 72% 66% 62% 61% 62%

To honour/ to respect the Veterans/ 304 142 162 168 136 285 20 220 66 8 10

those who died in service 34% 34% 34% 33% 36% 34% 38% 35% 39% 17% 28%

J J

To recognize their contribution to 181 81 101 112 70 168 13 140 23 7 11

our freedom/ security/ peace 21% 20% 21% 22% 18% 20% 25% 22% 14% 16% 32%

I

Veteran's fought for our country/ 111 63 48 66 45 105 6 80 20 9 2

they served our country 13% 15% 10% 13% 12% 13% 11% 13% 12% 19% 5%

C

To recognize their service/ 86 44 42 46 40 82 4 60 15 8 3

accomplishments 10% 11% 9% 9% 11% 10% 8% 10% 9% 17% 9%

Canada wouldn't be the country it 27 12 14 19 8 27 - 22 3 1 1

is today/ I wouldn't be here if it 3% 3% 3% 4% 2% 3% 3% 2% 3% 2%

weren't for Veterans

We owe them/ they deserve 20 9 11 14 6 20 - 17 1 2 -

recognition 2% 2% 2% 3% 1% 2% 3% \*% 3%

I

FOCUS ON HISTORY / REMEMBRANCE 463 212 251 260 203 435 28 325 98 20 20

52% 51% 53% 52% 53% 52% 53% 52% 58% 41% 57%

So people will remember their 273 130 143 149 123 252 21 181 71 14 6

sacrifices 31% 31% 30% 30% 32% 30% 40% 29% 42% 30% 17%

HK

Family member is a Veteran/ I am a 76 34 42 49 27 76 - 60 6 2 8

Veteran 9% 8% 9% 10% 7% 9% 10% 3% 4% 22%

I IJ

Good idea/ good to remember 49 21 28 26 23 46 3 36 9 3 2

6% 5% 6% 5% 6% 6% 5% 6% 5% 5% 5%

Part of our heritage/ our history 38 15 23 23 15 37 1 29 9 - 1

4% 4% 5% 5% 4% 4% 3% 5% 5% 2%

So children can understand/ learn 33 8 25 22 11 32 1 26 2 3 2

the importance of it 4% 2% 5% 4% 3% 4% 3% 4% 1% 6% 5%

B I

Many soldiers died in past wars 15 4 11 11 4 13 2 10 4 - 1

2% 1% 2% 2% 1% 2% 4% 2% 2% 4%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2B Page 8

(Continued)

VAC Remembrance 2017 Survey

Q2B. And why do you say it is important that Veterans' Week be held each year?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Should not/ cannot forget 13 9 4 6 7 13 - 9 2 - 2

1% 2% 1% 1% 2% 2% 1% 1% 6%

So we don't repeat past mistakes 9 5 4 5 4 9 - 9 1 - -

1% 1% 1% 1% 1% 1% 1% \*%

There are fewer Veterans/ their 2 - 2 2 - 2 - 2 - - -

story should be told \*% \*% \*% \*% \*%

FOCUS ON PERSONAL CONNECTIONS 76 34 42 49 27 76 - 60 6 2 8

9% 8% 9% 10% 7% 9% 10% 3% 4% 22%

I IJ

Family member is a Veteran/ I am a 76 34 42 49 27 76 - 60 6 2 8

Veteran 9% 8% 9% 10% 7% 9% 10% 3% 4% 22%

I IJ

OTHER 39 14 25 21 17 37 2 31 2 3 3

4% 3% 5% 4% 5% 4% 4% 5% 1% 6% 9%

I

To show support for our troops 19 6 13 11 8 18 1 15 1 - 3

(past and/ or present) 2% 1% 3% 2% 2% 2% 2% 2% \*% 9%

I

Believe in it/ it's important to do 8 5 3 5 3 8 1 5 1 3 -

it 1% 1% 1% 1% 1% 1% 1% 1% \*% 6%

Forces us to examine war 6 2 4 3 3 6 - 6 - - -

1% \*% 1% 1% 1% 1% 1%

Other 5 1 4 2 3 5 - 5 1 - -

1% \*% 1% \*% 1% 1% 1% \*%

NOTHING/ NO REASON 14 9 5 4 10 14 - 7 1 5 -

2% 2% 1% 1% 3% 2% 1% 1% 10%

D

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2C Page 9

VAC Remembrance 2017 Survey

Q2C. And why do you say it is unimportant that Veterans' Week be held each year?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 21 - 7 5 7 1 3 5 6 4 5 9 7 4 2 5 5

Unweighted 'N' 21 - 9 6 5 1 2 5 6 6 5 9 7 5 2 5 4

COST-BENEFIT FOCUS 9 - - 5 3 1 - 3 4 1 1 4 3 1 1 1 4

43% 90% 42% 100% 59% 72% 14% 23% 50% 52% 16% 55% 18% 85%

E J NP

We already have Remembrance Day/ a 5 - - 2 1 1 - 1 3 - 1 - 3 - 1 - 2

week is too long 23% 40% 18% 100% 26% 54% 23% 52% 55% 50%

DE

Too expensive/ waste of money 3 - - 2 2 - - 2 1 1 - 3 - 1 - - 2

16% 31% 24% 33% 17% 14% 38% 16% 35%

There are other issues/ concerns 1 - - 1 - - - - - - - 1 - - - 1 -

that are more important 5% 19% 12% 18%

LACK OF INFORMATION / AWARENESS 5 - 2 1 1 1 - - 2 1 3 1 1 1 2 1 -

25% 26% 19% 15% 100% 37% 19% 58% 12% 15% 22% 100% 18%

CDE NP

Never heard of it/ don't know about 4 - 2 - 1 1 - - 2 1 3 - 1 1 2 - -

it 20% 26% 15% 100% 37% 19% 58% 15% 22% 100%

CE N

Don't know what activities there 1 - - 1 - - - - - - - 1 - - - 1 -

are for Veterans' Week 5% 19% 12% 18%

LACK OF PERSONAL RESONANCE 4 - 2 - 2 - 2 1 1 - 2 1 1 1 - 3 -

17% 30% 22% 50% 27% 12% 42% 8% 10% 19% 53%

Don't care/ not important to me 3 - 1 - 2 - 2 1 - - 2 1 1 - - 3 -

personally 14% 19% 22% 50% 27% 28% 8% 10% 53%

Don't have family members who are 1 - 1 - - - - - 1 - 1 - - 1 - - -

Veterans/ don't know anyone in the 4% 10% 12% 14% 19%

military

WRONG FOCUS ON THE PAST 2 - 1 1 - - - 1 - 1 - 1 1 1 - - 1

9% 10% 22% 14% 26% 13% 10% 16% 15%

Happened in the past/ we should 1 - 1 1 - - - 1 - 1 - 1 1 1 - - 1

focus on the present 6% 10% 11% 14% 14% 7% 10% 16% 15%

Re-opens old wounds/ sad memories 1 - - 1 - - - - - 1 - 1 - - - - -

3% 10% 12% 6%

PACIFISM 1 - 1 - - - - - - 1 - 1 - 1 - - -

4% 11% 18% 9% 21%

We shouldn't celebrate war/ we 1 - 1 - - - - - - 1 - 1 - 1 - - -

should focus on peace 4% 11% 18% 9% 21%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2C Page 10

(Continued)

VAC Remembrance 2017 Survey

Q2C. And why do you say it is unimportant that Veterans' Week be held each year?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

OTHER 7 - 2 1 3 - 2 2 2 2 1 5 1 2 - 2 2

32% 34% 20% 45% 50% 33% 29% 38% 14% 58% 13% 41% 28% 35%

M

It is important/ necessary that we 3 - 2 - 2 - - 2 1 1 1 2 - 2 - - 2

have it 16% 22% 24% 33% 12% 19% 14% 29% 41% 35%

Other 3 - 1 1 2 - 2 - 1 1 - 3 1 - - 2 -

17% 12% 20% 22% 50% 17% 19% 30% 13% 28%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2C Page 11

VAC Remembrance 2017 Survey

Q2C. And why do you say it is unimportant that Veterans' Week be held each year?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 21 15 6 7 14 14 7 10 6 2 1

Unweighted 'N' 21 15 6 8 13 14 7 9 8 2 1

COST-BENEFIT FOCUS 9 6 3 4 5 7 2 7 1 - -

43% 41% 49% 62% 34% 52% 25% 71% 10%

I

We already have Remembrance Day/ a 5 3 1 2 2 5 - 3 - - -

week is too long 23% 23% 21% 33% 17% 33% 34%

Too expensive/ waste of money 3 2 2 1 2 2 2 3 1 - -

16% 11% 28% 15% 17% 12% 25% 27% 10%

There are other issues/ concerns 1 1 - 1 - 1 - 1 - - -

that are more important 5% 7% 14% 7% 10%

LACK OF INFORMATION / AWARENESS 5 3 2 1 4 3 2 2 2 - 1

25% 20% 38% 14% 31% 22% 31% 23% 30% 100%

HI

Never heard of it/ don't know about 4 2 2 - 4 2 2 1 2 - 1

it 20% 13% 38% 31% 15% 31% 13% 30% 100%

HI

Don't know what activities there 1 1 - 1 - 1 - 1 - - -

are for Veterans' Week 5% 7% 14% 7% 10%

LACK OF PERSONAL RESONANCE 4 3 1 1 3 2 1 2 2 - -

17% 20% 12% 10% 21% 16% 21% 15% 34%

Don't care/ not important to me 3 3 - - 3 2 1 2 1 - -

personally 14% 20% 21% 11% 21% 15% 22%

Don't have family members who are 1 - 1 1 - 1 - - 1 - -

Veterans/ don't know anyone in the 4% 12% 10% 5% 12%

military

WRONG FOCUS ON THE PAST 2 1 1 1 1 1 1 1 1 1 -

9% 9% 9% 17% 4% 8% 10% 5% 10% 31%

Happened in the past/ we should 1 1 - 1 1 1 1 - 1 1 -

focus on the present 6% 9% 10% 4% 4% 10% 10% 31%

Re-opens old wounds/ sad memories 1 - 1 1 - 1 - 1 - - -

3% 9% 8% 4% 5%

PACIFISM 1 - 1 1 - - 1 - 1 - -

4% 13% 11% 12% 13%

We shouldn't celebrate war/ we 1 - 1 1 - - 1 - 1 - -

should focus on peace 4% 13% 11% 12% 13%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2C Page 12

(Continued)

VAC Remembrance 2017 Survey

Q2C. And why do you say it is unimportant that Veterans' Week be held each year?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

OTHER 7 4 2 2 5 5 2 4 2 2 -

32% 29% 40% 25% 36% 35% 25% 35% 26% 69%

It is important/ necessary that we 3 1 2 1 2 2 2 2 2 - -

have it 16% 6% 40% 10% 18% 11% 25% 16% 26%

Other 3 3 - 1 2 3 - 2 - 2 -

17% 23% 15% 17% 24% 19% 69%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2D Page 13

VAC Remembrance 2017 Survey

Q2D. And why do you say it is neither important nor unimportant that Veterans' Week be held each year?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 85 3 33 23 12 15 21 23 25 10 18 19 47 23 16 15 16

Unweighted 'N' 85 4 41 19 11 10 11 26 28 14 20 20 43 17 17 18 17

LACK OF PERSONAL RESONANCE 28 - 14 6 4 4 3 9 9 3 7 6 16 4 11 6 2

33% 44% 25% 32% 28% 14% 38% 37% 31% 37% 30% 34% 17% 68% 41% 13%

NQ

Don't care/ not important to me 21 - 10 5 2 3 3 7 7 2 3 4 13 3 9 5 1

personally 24% 31% 20% 21% 22% 14% 32% 28% 22% 19% 20% 29% 13% 53% 33% 9%

NQ

Don't have family members who are 9 - 4 2 1 1 - 1 3 1 3 2 3 1 4 1 1

Veterans/ don't know anyone in the 10% 13% 10% 11% 6% 6% 14% 9% 18% 10% 7% 4% 22% 8% 5%

military

COST-BENEFIT FOCUS 19 1 5 4 6 4 7 3 7 1 2 4 14 5 2 5 7

23% 30% 16% 17% 48% 27% 33% 12% 29% 6% 11% 20% 29% 21% 12% 32% 45%

J O

We already have Remembrance Day/ a 14 1 5 4 5 - 3 3 7 1 2 3 10 1 2 5 6

week is too long 17% 30% 16% 17% 39% 14% 12% 29% 6% 11% 14% 21% 3% 12% 32% 39%

J N N

There are other issues/ concerns 5 - - - 1 4 4 - - - - 1 4 4 - - 1

that are more important 6% 9% 27% 19% 5% 9% 18% 6%

LACK OF INFORMATION / AWARENESS 19 1 6 11 1 - 8 6 3 1 3 7 9 8 1 3 4

22% 30% 18% 47% 11% 38% 26% 13% 6% 15% 36% 19% 34% 6% 22% 26%

CE

Never heard of it/ don't know about 13 1 5 6 1 - 6 5 2 1 2 6 5 5 - 2 3

it 15% 30% 15% 27% 11% 27% 20% 8% 6% 9% 30% 12% 24% 14% 20%

Don't know what activities there 6 - 1 5 - - 2 1 1 - 1 1 3 2 1 1 1

are for Veterans' Week 7% 3% 20% 11% 5% 4% 6% 6% 7% 10% 6% 8% 7%

PACIFISM 8 1 2 1 2 3 3 1 1 1 2 1 4 1 3 1 2

9% 24% 6% 4% 13% 17% 15% 6% 5% 9% 13% 5% 9% 3% 15% 4% 14%

We shouldn't celebrate war/ we 8 1 2 1 2 3 3 1 1 1 2 1 4 1 3 1 2

should focus on peace 9% 24% 6% 4% 13% 17% 15% 6% 5% 9% 13% 5% 9% 3% 15% 4% 14%

WRONG FOCUS ON THE PAST 5 - 1 2 1 1 - 1 3 1 3 1 2 2 1 - -

6% 4% 7% 6% 8% 3% 12% 13% 14% 4% 4% 8% 8%

Most Veterans have died/ very few 3 - - 1 1 1 - - 2 1 2 - 1 2 - - -

Veterans left 4% 5% 6% 8% 9% 7% 11% 2% 8%

Happened in the past/ we should 2 - 1 1 - - - 1 1 1 1 1 1 - 1 - -

focus on the present 2% 4% 3% 3% 3% 6% 4% 4% 1% 8%

OTHER 15 1 7 1 3 4 1 5 3 4 6 2 7 4 3 3 2

18% 24% 21% 5% 22% 26% 7% 20% 12% 40% 32% 9% 15% 19% 17% 17% 13%

GI

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2D Page 14

(Continued)

VAC Remembrance 2017 Survey

Q2D. And why do you say it is neither important nor unimportant that Veterans' Week be held each year?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

It is important/ necessary that we 14 1 7 1 3 3 1 5 2 4 4 2 7 4 2 3 2

have it 16% 24% 21% 5% 22% 17% 7% 20% 7% 40% 25% 9% 15% 19% 9% 17% 13%

GI

Should be a more private ceremony/ 1 - - - - 1 - - 1 - 1 - - - 1 - -

held less often (so it's not 1% 8% 5% 7% 8%

overdone)

NOTHING/ NO REASON 5 0 3 1 - 1 - 2 3 0 1 2 3 1 1 - 1

6% 16% 8% 5% 8% 9% 12% 4% 4% 12% 5% 3% 4% 7%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2D Page 15

VAC Remembrance 2017 Survey

Q2D. And why do you say it is neither important nor unimportant that Veterans' Week be held each year?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 85 46 39 35 49 57 27 46 30 4 5

Unweighted 'N' 85 43 42 40 45 51 34 40 38 3 4

LACK OF PERSONAL RESONANCE 28 14 14 18 10 17 11 10 14 2 2

33% 31% 35% 50% 21% 29% 41% 22% 46% 57% 32%

E H

Don't care/ not important to me 21 11 10 13 8 12 8 9 10 - 2

personally 24% 24% 24% 37% 15% 22% 30% 20% 32% 32%

E

Don't have family members who are 9 3 5 6 3 5 3 2 4 2 -

Veterans/ don't know anyone in the 10% 7% 14% 16% 6% 9% 12% 5% 14% 57%

military

COST-BENEFIT FOCUS 19 14 5 5 14 15 5 15 5 - -

23% 31% 14% 15% 29% 26% 17% 33% 15%

We already have Remembrance Day/ a 14 9 5 5 9 10 5 10 5 - -

week is too long 17% 20% 14% 15% 18% 17% 17% 22% 15%

There are other issues/ concerns 5 5 - - 5 5 - 5 - - -

that are more important 6% 11% 10% 9% 11%

LACK OF INFORMATION / AWARENESS 19 8 11 2 17 13 5 11 4 - 4

22% 18% 27% 6% 34% 23% 19% 25% 13% 68%

D

Never heard of it/ don't know about 13 6 7 2 11 8 5 9 3 - 1

it 15% 13% 18% 6% 22% 14% 19% 20% 9% 24%

D

Don't know what activities there 6 2 3 - 6 6 - 2 1 - 2

are for Veterans' Week 7% 5% 9% 11% 10% 5% 3% 44%

PACIFISM 8 5 3 3 5 5 3 3 2 3 -

9% 10% 8% 8% 10% 9% 10% 7% 7% 68%

HI

We shouldn't celebrate war/ we 8 5 3 3 5 5 3 3 2 3 -

should focus on peace 9% 10% 8% 8% 10% 9% 10% 7% 7% 68%

HI

WRONG FOCUS ON THE PAST 5 2 3 2 3 4 1 4 1 - -

6% 5% 7% 5% 6% 6% 5% 8% 4%

Most Veterans have died/ very few 3 1 2 - 3 3 - 3 - - -

Veterans left 4% 2% 5% 6% 5% 6%

Happened in the past/ we should 2 1 1 2 - 1 1 1 1 - -

focus on the present 2% 3% 2% 5% 1% 5% 1% 4%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q2D Page 16

(Continued)

VAC Remembrance 2017 Survey

Q2D. And why do you say it is neither important nor unimportant that Veterans' Week be held each year?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

OTHER 15 6 9 8 7 9 6 6 8 - 1

18% 14% 23% 22% 14% 15% 23% 13% 27% 24%

It is important/ necessary that we 14 6 8 7 7 7 6 5 8 - 1

have it 16% 14% 19% 19% 14% 13% 23% 10% 27% 24%

Should be a more private ceremony/ 1 - 1 1 - 1 - 1 - - -

held less often (so it's not 1% 3% 4% 2% 3%

overdone)

NOTHING/ NO REASON 5 4 1 4 2 2 3 3 2 - -

6% 9% 3% 10% 4% 4% 11% 7% 7%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3 Page 17

VAC Remembrance 2017 Survey

Q3. Did you or members of your immediate family participate in Veterans' Week this year?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes 478 50 62 199 91 76 70 125 175 76 111 182 184 82 67 92 143

48% 67% 26% 52% 53% 57% 38% 53% 51% 44% 38% 52% 52% 41% 41% 47% 64%

CD C C C G G K K NOP

No 506 22 176 180 75 52 105 109 163 95 171 163 168 111 94 105 81

51% 30% 74% 47% 44% 39% 56% 47% 48% 55% 59% 47% 47% 56% 58% 53% 36%

BDEF B B LM Q Q Q

Don't know 16 3 1 4 4 6 11 - 3 2 9 5 2 7 2 0 1

2% 3% \*% 1% 2% 4% 6% 1% 1% 3% 1% 1% 3% 1% \*% \*%

CD I M PQ

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3 Page 18

VAC Remembrance 2017 Survey

Q3. Did you or members of your immediate family participate in Veterans' Week this year?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes 478 201 276 299 178 473 4 403 50 9 16

48% 42% 53% 55% 39% 52% 5% 58% 24% 17% 37%

B E G IJK

No 506 268 238 238 269 423 83 276 155 47 27

51% 56% 46% 43% 59% 46% 95% 40% 75% 83% 63%

C D F H H H

Don't know 16 9 7 10 7 16 - 16 1 - -

2% 2% 1% 2% 2% 2% 2% \*%

I

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3B Page 19

VAC Remembrance 2017 Survey

Q3B. And why did you or members of your immediate family participate in Veterans' Week?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 478 50 62 199 91 76 70 125 175 76 111 182 184 82 67 92 143

Unweighted 'N' 461 67 74 182 80 58 35 94 185 116 117 180 163 89 68 88 122

HONOUR VETERANS / VETERANS EARNED 229 23 28 104 42 32 23 67 82 39 46 92 90 44 24 41 71

RESPECT 48% 46% 45% 52% 46% 42% 32% 53% 47% 51% 41% 51% 49% 54% 37% 44% 49%

G

To honour/ to respect the Veterans/ 177 19 20 81 32 24 19 47 61 33 39 73 64 39 20 29 47

those who died in service 37% 39% 33% 41% 35% 31% 27% 38% 35% 43% 35% 40% 35% 48% 30% 31% 33%

OPQ

To recognize their contribution to 34 4 4 11 7 7 1 13 13 4 4 10 20 2 3 3 19

our freedom/ security/ peace 7% 9% 7% 6% 8% 9% 2% 10% 8% 5% 4% 6% 11% 3% 5% 4% 13%

K NP

To recognize their service/ 24 2 2 13 4 3 2 9 4 6 3 10 11 5 4 6 6

accomplishments 5% 4% 3% 7% 4% 3% 3% 7% 2% 8% 3% 6% 6% 6% 6% 7% 4%

Veteran's fought for our country/ 17 4 1 8 3 - - 6 7 2 2 6 9 2 - 4 10

they served our country 4% 7% 2% 4% 4% 5% 4% 3% 2% 4% 5% 2% 4% 7%

Canada wouldn't be the country it 6 1 1 3 1 - - 2 3 - 2 3 1 1 - 2 2

is today/ I wouldn't be here if it 1% 1% 1% 2% 1% 1% 2% 2% 2% \*% 1% 2% 1%

weren't for Veterans

FOCUS ON PERSONAL CONNECTIONS 192 24 31 75 32 31 27 52 65 35 49 81 62 33 35 33 59

40% 47% 49% 38% 35% 41% 38% 42% 37% 45% 44% 44% 34% 40% 53% 36% 41%

P

Family member is a Veteran/ I am a 133 15 17 56 22 23 17 37 45 26 38 53 42 25 22 23 43

Veteran 28% 30% 27% 28% 24% 30% 25% 30% 26% 34% 34% 29% 23% 31% 32% 25% 30%

I/ someone I know participates in 33 7 3 11 5 7 5 11 11 4 5 12 15 3 5 7 11

events 7% 14% 5% 6% 5% 9% 7% 8% 6% 5% 5% 7% 8% 4% 7% 7% 8%

Know/ am related to someone/ I am 32 2 12 9 6 2 4 5 14 6 8 17 7 7 10 4 7

currently in the military 7% 4% 19% 5% 7% 3% 6% 4% 8% 7% 7% 9% 4% 8% 15% 4% 5%

BDEF PQ

FOCUS ON HISTORY / REMEMBRANCE 78 6 4 38 20 9 13 24 29 9 21 25 32 11 6 17 27

16% 13% 7% 19% 23% 12% 19% 19% 17% 11% 18% 14% 17% 13% 8% 19% 19%

C C O

So people will remember their 44 5 2 20 13 5 5 15 16 4 14 12 17 5 4 7 18

sacrifices 9% 10% 4% 10% 14% 6% 8% 12% 9% 5% 13% 7% 9% 7% 6% 7% 12%

C

So children can understand/ learn 23 1 1 9 10 2 7 7 7 2 8 6 9 2 - 7 10

the importance of it 5% 1% 2% 5% 11% 3% 10% 5% 4% 3% 7% 3% 5% 2% 7% 7%

BCF

Good idea/ good to remember 15 1 1 9 2 3 4 2 6 2 2 7 6 4 2 4 3

3% 2% 1% 4% 2% 3% 6% 1% 4% 3% 2% 4% 3% 5% 2% 4% 2%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3B Page 20

(Continued)

VAC Remembrance 2017 Survey

Q3B. And why did you or members of your immediate family participate in Veterans' Week?

Region Age Education Household Income

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Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

OTHER 90 6 9 35 18 22 18 20 34 15 16 34 40 17 15 20 22

19% 12% 15% 18% 19% 29% 25% 16% 20% 19% 15% 19% 22% 21% 22% 21% 15%

B

Believe in it/ it's important to do 50 3 7 19 9 12 8 13 18 10 6 23 21 8 7 8 15

it 10% 6% 11% 10% 10% 16% 12% 11% 10% 13% 5% 13% 12% 10% 11% 9% 11%

K

Tradition / habit / we do it every 18 1 2 7 4 4 5 3 7 3 5 3 10 4 4 5 3

year 4% 2% 4% 4% 5% 5% 7% 2% 4% 3% 5% 2% 5% 5% 5% 5% 2%

To show support for our troops 15 1 - 6 1 6 4 2 6 3 3 4 7 4 4 4 2

(past and/ or present) 3% 3% 3% 1% 8% 6% 2% 3% 3% 3% 2% 4% 5% 6% 4% 1%

Show some (national) pride 2 1 - 1 - - - - 2 - 1 1 - 1 - - -

\*% 1% 1% 1% 1% 1% 1%

Other 5 - 1 1 3 - - 1 3 - 1 2 2 - - 3 2

1% 1% 1% 3% 1% 1% 1% 1% 1% 3% 1%

NOTHING/ NO REASON 10 1 4 1 2 2 4 2 1 1 3 3 4 1 2 2 1

2% 3% 6% 1% 2% 3% 6% 2% \*% 1% 3% 2% 2% 1% 4% 3% 1%

D

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3B Page 21

VAC Remembrance 2017 Survey

Q3B. And why did you or members of your immediate family participate in Veterans' Week?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 478 201 276 299 178 473 4 403 50 9 16

Unweighted 'N' 461 200 261 298 163 457 4 376 61 8 16

HONOUR VETERANS / VETERANS EARNED 229 88 141 152 77 229 - 197 23 2 7

RESPECT 48% 44% 51% 51% 43% 48% 49% 47% 17% 45%

J J

To honour/ to respect the Veterans/ 177 73 104 118 59 177 - 152 18 - 6

those who died in service 37% 36% 38% 39% 33% 37% 38% 37% 37%

To recognize their contribution to 34 7 27 23 11 34 - 28 3 2 1

our freedom/ security/ peace 7% 4% 10% 8% 6% 7% 7% 6% 17% 8%

B

To recognize their service/ 24 7 16 15 9 24 - 21 1 2 -

accomplishments 5% 4% 6% 5% 5% 5% 5% 3% 17%

Veteran's fought for our country/ 17 5 12 11 5 17 - 16 1 - -

they served our country 4% 2% 4% 4% 3% 4% 4% 1%

Canada wouldn't be the country it 6 4 2 3 2 6 - 5 1 - -

is today/ I wouldn't be here if it 1% 2% 1% 1% 1% 1% 1% 1%

weren't for Veterans

FOCUS ON PERSONAL CONNECTIONS 192 81 111 117 75 191 1 157 25 2 8

40% 40% 40% 39% 42% 40% 34% 39% 50% 23% 52%

Family member is a Veteran/ I am a 133 52 81 85 48 132 1 109 14 2 8

Veteran 28% 26% 29% 28% 27% 28% 18% 27% 28% 23% 52%

I/ someone I know participates in 33 18 15 15 18 33 - 29 3 - 1

events 7% 9% 5% 5% 10% 7% 7% 5% 8%

Know/ am related to someone/ I am 32 15 16 22 10 31 1 22 10 - -

currently in the military 7% 8% 6% 7% 5% 7% 16% 5% 20%

H

FOCUS ON HISTORY / REMEMBRANCE 78 25 53 46 33 78 - 67 5 5 2

16% 13% 19% 15% 18% 17% 17% 10% 54% 11%

HIK

So people will remember their 44 17 28 25 19 44 - 38 2 4 1

sacrifices 9% 8% 10% 8% 11% 9% 9% 3% 41% 8%

I I

So children can understand/ learn 23 4 19 15 7 23 - 19 2 1 1

the importance of it 5% 2% 7% 5% 4% 5% 5% 4% 13% 4%

B

Good idea/ good to remember 15 4 10 9 6 15 - 14 1 - -

3% 2% 4% 3% 3% 3% 3% 2%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3B Page 22

(Continued)

VAC Remembrance 2017 Survey

Q3B. And why did you or members of your immediate family participate in Veterans' Week?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

OTHER 90 43 47 51 39 87 3 83 6 1 1

19% 21% 17% 17% 22% 18% 66% 21% 12% 7% 4%

K

Believe in it/ it's important to do 50 22 28 29 21 47 3 46 4 - -

it 10% 11% 10% 10% 12% 10% 66% 11% 9%

F

Tradition / habit / we do it every 18 6 12 12 7 18 - 17 2 - -

year 4% 3% 4% 4% 4% 4% 4% 3%

To show support for our troops 15 10 5 7 8 15 - 15 - - -

(past and/ or present) 3% 5% 2% 2% 5% 3% 4%

Show some (national) pride 2 1 1 1 1 2 - 1 - 1 -

\*% \*% \*% \*% 1% \*% \*% 7%

Other 5 4 1 3 2 5 - 4 - - 1

1% 2% \*% 1% 1% 1% 1% 4%

NOTHING/ NO REASON 10 6 4 5 5 10 - 5 3 2 1

2% 3% 1% 2% 3% 2% 1% 6% 16% 6%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3C Page 23

VAC Remembrance 2017 Survey

Q3C. And why didn't you or members of your immediate family participate in Veterans' Week?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 506 22 176 180 75 52 105 109 163 95 171 163 168 111 94 105 81

Unweighted 'N' 526 30 225 165 66 40 56 111 186 139 172 177 171 119 92 113 86

PRACTICAL REASONS 254 13 85 86 46 24 42 47 93 54 97 83 72 54 53 54 32

50% 59% 48% 48% 61% 47% 40% 43% 57% 57% 57% 51% 43% 48% 56% 51% 40%

GH GH M Q

Too busy/ no time to attend 182 9 56 60 37 19 34 37 65 33 68 61 53 39 38 40 22

36% 42% 32% 33% 50% 36% 33% 34% 40% 35% 39% 37% 31% 35% 41% 38% 27%

CD

Had to work/ not available to 57 3 26 14 10 4 15 10 26 3 27 16 14 4 15 13 8

participate 11% 15% 15% 8% 13% 9% 14% 9% 16% 3% 16% 10% 8% 4% 16% 13% 10%

D J J M N N

Can't participate due to health 39 2 10 20 5 3 - 4 9 23 16 13 9 13 6 4 3

reasons/ elderly 8% 9% 6% 11% 7% 5% 4% 6% 24% 10% 8% 5% 12% 6% 4% 3%

HI

NO OPPORTUNITY 52 1 29 16 5 2 11 12 15 13 14 20 18 11 13 12 8

10% 4% 16% 9% 7% 3% 10% 11% 9% 14% 8% 12% 10% 10% 13% 11% 10%

BDEF

There are no activities for 27 1 14 11 1 - 4 8 9 6 4 12 11 6 9 4 4

Veterans' Week in the area 5% 4% 8% 6% 1% 4% 8% 5% 6% 2% 8% 7% 5% 9% 4% 5%

E E K

No occasion/ opportunity/ chance to 25 - 15 4 4 2 7 5 6 7 10 9 7 5 4 8 4

participate 5% 8% 2% 5% 3% 6% 4% 4% 7% 6% 5% 4% 5% 4% 7% 5%

D

LACK OF KNOWLEDGE / AWARENESS 133 8 33 56 15 20 41 37 38 11 44 36 52 28 20 31 29

26% 36% 18% 31% 20% 40% 39% 34% 24% 12% 26% 22% 31% 25% 21% 30% 36%

C CE IJ J J O

Never heard of it/ don't know about 124 8 30 51 15 19 39 36 36 8 43 33 47 25 19 26 29

it 24% 36% 17% 28% 20% 37% 37% 33% 22% 9% 25% 20% 28% 23% 21% 25% 36%

C C IJ J J O

Don't know what activities there 11 - 3 6 - 3 2 1 4 3 2 5 5 2 1 5 1

are for Veterans' Week 2% 2% 3% 5% 2% 1% 3% 3% 1% 3% 3% 2% 1% 5% 2%

LACK OF PERSONAL RESONANCE 46 - 24 14 7 1 6 14 14 6 8 11 26 11 8 13 4

9% 14% 8% 9% 2% 6% 12% 9% 6% 5% 7% 15% 10% 8% 13% 5%

F KL

Don't have family members who are 18 - 11 4 1 1 1 4 6 4 3 7 8 4 2 6 2

Veterans/ don't know anyone in the 4% 6% 2% 1% 2% 1% 4% 4% 4% 2% 4% 5% 4% 2% 6% 3%

military E

Don't care/ not important to me 19 - 14 2 3 - 3 3 8 2 5 5 8 3 4 6 2

personally 4% 8% 1% 4% 3% 3% 5% 2% 3% 3% 5% 3% 4% 6% 3%

D

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3C Page 24

(Continued)

VAC Remembrance 2017 Survey

Q3C. And why didn't you or members of your immediate family participate in Veterans' Week?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

I'm an immigrant 12 - 1 7 4 - 3 6 1 - 2 - 9 4 2 3 -

2% \*% 4% 5% 3% 6% 1% 1% 5% 3% 2% 3%

C I K

PARTICIPATED IN OTHER WAYS 16 1 5 6 3 2 - 6 7 2 5 9 3 3 3 6 1

3% 6% 3% 3% 4% 4% 5% 4% 2% 3% 5% 2% 3% 3% 6% 1%

Participate in Remembrance Day 4 - 1 3 - - - 2 2 1 - 3 2 - 1 4 -

events/ observe Remembrance Day 1% 1% 2% 2% 1% 1% 2% 1% 1% 3%

Remember by wearing a Poppy 12 1 4 3 3 2 - 4 5 1 5 6 1 3 2 2 1

2% 6% 2% 1% 4% 4% 3% 3% 2% 3% 4% 1% 3% 2% 2% 1%

OTHER 33 - 9 13 7 3 5 7 6 12 7 12 13 10 6 6 4

7% 5% 7% 10% 7% 5% 7% 4% 12% 4% 8% 8% 9% 6% 6% 5%

I

Don't have family nearby 10 - 1 6 3 - 4 2 - 3 3 2 4 3 3 2 -

2% 1% 3% 3% 4% 2% 3% 2% 1% 3% 3% 3% 2%

We shouldn't celebrate war/ we 9 - 3 2 3 1 - 4 2 4 1 4 4 1 2 - 4

should focus on peace 2% 2% 1% 4% 2% 3% 1% 4% 1% 2% 2% 1% 2% 5%

Other 16 - 5 8 2 3 3 2 4 5 3 9 5 5 3 4 -

3% 3% 4% 2% 5% 3% 2% 3% 5% 2% 5% 3% 5% 3% 4%

NOTHING/ NO REASON 24 0 8 11 2 2 4 3 7 6 9 8 7 7 1 2 5

5% 2% 5% 6% 2% 4% 4% 3% 4% 7% 5% 5% 4% 6% 1% 2% 6%

O

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3C Page 25

VAC Remembrance 2017 Survey

Q3C. And why didn't you or members of your immediate family participate in Veterans' Week?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 506 268 238 238 269 423 83 276 155 47 27

Unweighted 'N' 526 282 244 266 260 432 94 268 196 37 24

PRACTICAL REASONS 254 133 121 155 99 223 31 149 76 13 16

50% 50% 51% 65% 37% 53% 37% 54% 49% 27% 60%

E G J J J

Too busy/ no time to attend 182 100 83 111 71 157 25 104 55 11 12

36% 37% 35% 47% 26% 37% 30% 38% 35% 23% 46%

E

Had to work/ not available to 57 33 24 29 28 48 9 28 23 3 3

participate 11% 12% 10% 12% 10% 11% 11% 10% 15% 7% 11%

Can't participate due to health 39 15 25 28 11 39 1 30 7 - 2

reasons/ elderly 8% 5% 10% 12% 4% 9% 1% 11% 5% 7%

E G I

NO OPPORTUNITY 52 27 25 25 26 35 17 21 24 4 2

10% 10% 11% 11% 10% 8% 20% 8% 16% 9% 8%

F H

There are no activities for 27 11 16 13 14 19 8 13 11 3 -

Veterans' Week in the area 5% 4% 7% 6% 5% 5% 10% 5% 7% 7%

No occasion/ opportunity/ chance to 25 15 10 12 13 16 9 9 14 1 2

participate 5% 6% 4% 5% 5% 4% 11% 3% 9% 1% 8%

F HJ

LACK OF KNOWLEDGE / AWARENESS 133 72 60 21 112 108 25 78 29 19 5

26% 27% 25% 9% 42% 26% 30% 28% 19% 42% 19%

D I I

Never heard of it/ don't know about 124 70 54 18 105 99 25 72 27 18 5

it 24% 26% 23% 8% 39% 23% 30% 26% 17% 39% 19%

D I I

Don't know what activities there 11 3 8 3 8 10 1 7 3 1 -

are for Veterans' Week 2% 1% 3% 1% 3% 2% 1% 3% 2% 3%

LACK OF PERSONAL RESONANCE 46 23 23 24 22 32 14 15 21 7 3

9% 9% 9% 10% 8% 8% 17% 6% 13% 15% 11%

F H

Don't have family members who are 18 6 11 11 7 15 3 7 10 1 -

Veterans/ don't know anyone in the 4% 2% 5% 5% 3% 3% 4% 3% 6% 2%

military

Don't care/ not important to me 19 10 10 12 7 12 7 5 12 1 1

personally 4% 4% 4% 5% 3% 3% 9% 2% 8% 1% 4%

H

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3C Page 26

(Continued)

VAC Remembrance 2017 Survey

Q3C. And why didn't you or members of your immediate family participate in Veterans' Week?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

I'm an immigrant 12 9 3 2 10 8 3 4 - 5 2

2% 3% 1% 1% 4% 2% 4% 2% 11% 7%

D

PARTICIPATED IN OTHER WAYS 16 8 8 10 6 16 - 8 5 - 3

3% 3% 4% 4% 2% 4% 3% 3% 12%

Participate in Remembrance Day 4 3 1 2 2 4 - 2 1 - 1

events/ observe Remembrance Day 1% 1% 1% 1% 1% 1% 1% 1% 4%

Remember by wearing a Poppy 12 5 7 8 5 12 - 7 4 - 2

2% 2% 3% 3% 2% 3% 2% 2% 8%

OTHER 33 16 17 16 17 27 6 18 9 4 2

7% 6% 7% 7% 7% 6% 7% 7% 6% 8% 7%

Don't have family nearby 10 8 2 4 6 9 1 7 1 1 -

2% 3% 1% 2% 2% 2% 1% 2% 1% 3%

We shouldn't celebrate war/ we 9 4 5 2 7 4 5 4 4 - 1

should focus on peace 2% 1% 2% 1% 3% 1% 6% 1% 3% 4%

Other 16 7 10 11 5 16 - 9 4 3 1

3% 3% 4% 5% 2% 4% 3% 2% 6% 3%

NOTHING/ NO REASON 24 18 6 9 14 22 2 13 5 6 -

5% 7% 3% 4% 5% 5% 2% 5% 3% 12%

C

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4A Page 27

VAC Remembrance 2017 Survey

Q4A. Did you or members of your immediate family do any of the following during Veterans' Week this year - Wear a Poppy.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes 788 69 130 335 133 121 137 170 281 145 218 285 282 148 126 153 189

79% 92% 54% 88% 78% 91% 73% 72% 82% 84% 75% 81% 80% 75% 78% 77% 84%

CE CE C CE H GH N

No 206 5 107 47 35 12 48 64 59 27 68 64 72 47 35 45 36

21% 7% 45% 12% 20% 9% 26% 27% 17% 16% 23% 18% 20% 24% 22% 23% 16%

BDEF BDF IJ

Don't know/Refused 7 1 2 1 2 - 2 1 2 1 5 1 - 3 1 - -

1% 1% 1% \*% 1% 1% \*% \*% \*% 2% \*% 2% 1%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4A Page 28

VAC Remembrance 2017 Survey

Q4A. Did you or members of your immediate family do any of the following during Veterans' Week this year - Wear a Poppy.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes 788 367 421 451 337 788 - 609 108 37 32

79% 77% 81% 83% 74% 86% 88% 53% 66% 74%

E IJ I

No 206 108 97 92 114 120 86 81 96 17 11

21% 23% 19% 17% 25% 13% 98% 12% 47% 31% 26%

D F HK H

Don't know/Refused 7 3 4 3 3 5 1 4 1 2 -

1% 1% 1% 1% 1% 1% 2% 1% 1% 3%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4B Page 29

VAC Remembrance 2017 Survey

Q4B. Did you or members of your immediate family do any of the following during Veterans' Week this year - Participate in a remembrance ceremony in your community.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes 386 41 33 175 75 61 50 107 136 65 93 142 151 59 56 84 112

39% 55% 14% 46% 44% 46% 27% 46% 40% 38% 32% 41% 43% 29% 34% 42% 50%

C C C C G G K K N NO

No 594 31 204 205 90 64 126 123 204 107 191 199 200 136 103 109 112

59% 41% 85% 54% 53% 48% 68% 52% 60% 62% 66% 57% 57% 68% 64% 55% 50%

BDEF B H LM PQ Q

Don't know/Refused 19 3 2 2 5 7 10 4 1 1 7 9 3 5 3 5 -

2% 3% 1% 1% 3% 6% 5% 2% \*% \*% 3% 3% 1% 2% 2% 2%

CD IJ M

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4B Page 30

VAC Remembrance 2017 Survey

Q4B. Did you or members of your immediate family do any of the following during Veterans' Week this year - Participate in a remembrance ceremony in your community.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes 386 157 229 223 163 386 - 327 27 15 18

39% 33% 44% 41% 36% 42% 47% 13% 27% 41%

B IJ I

No 594 308 287 311 284 507 87 353 177 38 25

59% 64% 55% 57% 63% 56% 100% 51% 86% 68% 59%

C F HJK H

Don't know/Refused 19 14 6 13 7 19 - 14 2 3 -

2% 3% 1% 2% 1% 2% 2% 1% 4%

C

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4C Page 31

VAC Remembrance 2017 Survey

Q4C. Did you or members of your immediate family do any of the following during Veterans' Week this year - Watch a Remembrance Day 2017 ceremony on TV.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes 454 35 104 183 64 67 54 70 175 124 145 167 139 105 78 88 76

45% 47% 43% 48% 38% 51% 29% 30% 51% 71% 50% 48% 39% 53% 48% 44% 34%

GH GHI M M Q Q

No 543 40 134 198 106 66 132 163 164 50 146 182 215 93 83 111 148

54% 53% 56% 52% 62% 49% 71% 70% 48% 29% 50% 52% 61% 47% 51% 56% 66%

IJ IJ J KL NO

Don't know/Refused 2 - 1 1 - - - 1 2 - 1 1 - 1 1 - -

\*% 1% \*% \*% 1% \*% \*% \*% 1%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4C Page 32

VAC Remembrance 2017 Survey

Q4C. Did you or members of your immediate family do any of the following during Veterans' Week this year - Watch a Remembrance Day 2017 ceremony on TV.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes 454 205 249 279 175 454 - 334 85 19 16

45% 43% 48% 51% 39% 50% 48% 41% 34% 38%

E

No 543 272 272 266 277 456 87 358 121 37 27

54% 57% 52% 49% 61% 50% 100% 52% 59% 66% 62%

D F

Don't know/Refused 2 2 1 1 1 2 - 2 - - -

\*% \*% \*% \*% \*% \*% \*%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4D Page 33

VAC Remembrance 2017 Survey

Q4D. Did you or members of your immediate family do any of the following during Veterans' Week this year - Participate in any remembrance-related activity on social media, such as

Facebook, YouTube, Twitter or Instagram.

Region Age Education Household Income

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Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes 252 29 32 107 53 29 54 78 87 17 60 97 93 46 33 55 72

25% 39% 14% 28% 31% 22% 29% 33% 25% 10% 21% 28% 26% 23% 20% 28% 32%

CF C C J J J K O

No 741 45 204 274 114 103 131 154 254 155 227 250 260 149 128 142 153

74% 60% 85% 72% 67% 78% 70% 66% 74% 89% 78% 71% 74% 75% 79% 72% 68%

BDE B B H GHI Q

Don't know/Refused 8 1 3 1 3 - 2 2 1 2 4 2 1 3 1 1 -

1% 1% 1% \*% 2% 1% 1% \*% 1% 2% 1% \*% 2% 1% \*%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4D Page 34

VAC Remembrance 2017 Survey

Q4D. Did you or members of your immediate family do any of the following during Veterans' Week this year - Participate in any remembrance-related activity on social media, such as

Facebook, YouTube, Twitter or Instagram.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

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English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes 252 102 149 161 90 252 - 195 28 19 10

25% 21% 29% 30% 20% 28% 28% 13% 33% 24%

B E I I

No 741 372 369 384 357 654 87 494 176 38 31

74% 78% 71% 70% 79% 72% 100% 71% 86% 67% 73%

C D F HJ

Don't know/Refused 8 4 3 2 6 8 - 5 1 - 1

1% 1% 1% \*% 1% 1% 1% 1% 3%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4E Page 35

VAC Remembrance 2017 Survey

Q4E. Did you or members of your immediate family do any of the following during Veterans' Week this year - Observe a moment of silence.

Region Age Education Household Income

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Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes 705 61 101 294 139 109 120 162 247 130 215 241 246 133 101 141 162

71% 82% 42% 77% 82% 82% 64% 69% 72% 75% 74% 69% 69% 67% 62% 71% 72%

C C C C

No 293 14 136 88 30 24 67 71 93 43 76 107 108 65 60 58 63

29% 18% 57% 23% 18% 18% 36% 30% 27% 25% 26% 31% 31% 33% 37% 29% 28%

BDEF

Don't know/Refused 2 - 1 - 1 - - 1 2 - 1 1 - 1 2 - -

\*% 1% 1% \*% \*% \*% \*% \*% 1%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4E Page 36

VAC Remembrance 2017 Survey

Q4E. Did you or members of your immediate family do any of the following during Veterans' Week this year - Observe a moment of silence.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes 705 324 381 413 292 705 - 563 83 29 30

71% 68% 73% 76% 64% 77% 81% 40% 52% 70%

E IJ I

No 293 153 140 132 160 206 87 129 123 27 13

29% 32% 27% 24% 35% 23% 100% 19% 60% 47% 30%

D F HK H

Don't know/Refused 2 1 1 1 1 2 - 2 - 1 -

\*% \*% \*% \*% \*% \*% \*% 1%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3\_REV Page 37

VAC Remembrance 2017 Survey

Q3\_REV. Did you or members of your immediate family participate in Veterans' Week this year? (REVISED)

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes 913 74 179 370 159 132 165 201 319 167 264 324 320 182 142 183 203

91% 98% 75% 97% 94% 99% 88% 86% 93% 96% 90% 93% 90% 92% 88% 93% 90%

C C C CE H GH

No 87 1 61 13 11 1 22 33 23 6 28 25 34 17 20 15 21

9% 2% 25% 3% 6% 1% 12% 14% 7% 4% 10% 7% 10% 8% 12% 7% 10%

BDEF F J IJ

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q3\_REV Page 38

VAC Remembrance 2017 Survey

Q3\_REV. Did you or members of your immediate family participate in Veterans' Week this year? (REVISED)

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes 913 436 477 511 402 913 - 676 149 51 36

91% 91% 91% 93% 89% 100% 97% 73% 90% 84%

E IK I

No 87 43 45 36 51 - 87 18 56 6 7

9% 9% 9% 7% 11% 100% 3% 27% 10% 16%

D HJ H

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4B2 Page 39

VAC Remembrance 2017 Survey

Q4B. Outside of Remembrance Day or Veterans´ Week, in the past year, are there any other ways that you or members of your immediate family have remembered Canadian Veterans and

those who died in service?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes 374 33 52 164 62 62 47 82 140 80 95 146 132 71 61 76 97

37% 44% 22% 43% 36% 47% 25% 35% 41% 46% 33% 42% 37% 36% 38% 39% 43%

C C C C G GH K

No 593 39 184 210 99 62 127 148 192 91 185 186 220 120 99 118 122

59% 52% 77% 55% 58% 46% 68% 63% 56% 52% 63% 53% 62% 60% 61% 60% 54%

BDEF IJ J L L

Don't know/Refused 33 2 3 8 10 9 13 4 9 3 11 19 3 9 2 4 5

3% 3% 1% 2% 6% 7% 7% 2% 3% 2% 4% 5% 1% 4% 1% 2% 2%

C M M

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q4B2 Page 40

VAC Remembrance 2017 Survey

Q4B. Outside of Remembrance Day or Veterans´ Week, in the past year, are there any other ways that you or members of your immediate family have remembered Canadian Veterans and

those who died in service?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes 374 181 192 230 143 357 17 296 42 18 17

37% 38% 37% 42% 32% 39% 20% 43% 21% 32% 39%

E G I I

No 593 281 312 297 296 523 70 371 162 34 25

59% 59% 60% 54% 65% 57% 80% 53% 79% 61% 58%

D F HJK

Don't know/Refused 33 16 17 19 14 33 - 26 1 4 1

3% 3% 3% 3% 3% 4% 4% 1% 7% 2%

I

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5A Page 41

VAC Remembrance 2017 Survey

Q5A. LEVEL OF IMPORTANCE: Creating and distributing educational materials for schools

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Very important 599 58 111 240 99 91 113 134 198 115 180 208 206 135 95 112 128

60% 77% 46% 63% 58% 68% 60% 57% 58% 67% 62% 59% 58% 68% 59% 57% 57%

CDE C C C HI PQ

4 257 13 71 100 44 30 46 66 105 28 65 93 99 39 41 64 63

26% 17% 30% 26% 26% 22% 25% 28% 31% 16% 22% 27% 28% 20% 25% 32% 28%

B J J N

3 - Neither unimportant or important 97 3 41 28 15 9 17 25 25 20 31 33 33 20 19 13 22

10% 4% 17% 7% 9% 7% 9% 11% 7% 11% 11% 10% 9% 10% 12% 7% 10%

BDEF

2 25 2 10 7 4 2 7 4 7 5 8 9 8 3 4 6 6

2% 2% 4% 2% 2% 2% 4% 2% 2% 3% 3% 3% 2% 1% 3% 3% 2%

1 - Not important at all 15 - 6 5 4 - - 4 5 4 2 5 8 1 2 3 5

1% 2% 1% 2% 2% 1% 2% 1% 1% 2% 1% 1% 1% 2%

Don't know/Refused 8 - 1 2 4 1 4 1 1 1 5 2 - 1 1 1 1

1% \*% \*% 2% 1% 2% \*% \*% 1% 2% \*% \*% 1% \*% 1%

C

NET: Top 2 856 70 182 341 143 120 159 200 303 143 245 301 306 174 136 176 191

86% 94% 76% 89% 84% 91% 85% 86% 89% 83% 84% 86% 86% 88% 84% 89% 85%

CE C C J

NET: Bottom 2 39 2 16 12 8 2 7 8 12 9 10 14 16 4 6 8 10

4% 2% 7% 3% 5% 2% 4% 3% 4% 5% 4% 4% 4% 2% 4% 4% 4%

BDF

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5A Page 42

VAC Remembrance 2017 Survey

Q5A. LEVEL OF IMPORTANCE: Creating and distributing educational materials for schools

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Very important 599 277 321 339 259 573 26 452 89 31 27

60% 58% 62% 62% 57% 63% 29% 65% 43% 55% 63%

G I I

4 257 133 124 137 120 231 26 168 63 18 9

26% 28% 24% 25% 27% 25% 30% 24% 31% 31% 20%

3 - Neither unimportant or important 97 49 48 51 46 74 23 46 37 8 6

10% 10% 9% 9% 10% 8% 26% 7% 18% 14% 15%

F H

2 25 10 15 11 14 19 6 12 10 - 1

2% 2% 3% 2% 3% 2% 6% 2% 5% 2%

H

1 - Not important at all 15 8 6 7 7 8 7 8 7 - -

1% 2% 1% 1% 2% 1% 8% 1% 3%

F

Don't know/Refused 8 1 7 1 7 8 - 8 - - -

1% \*% 1% \*% 2% 1% 1%

B D

NET: Top 2 856 410 446 477 379 804 52 620 152 48 35

86% 86% 85% 87% 84% 88% 59% 89% 74% 86% 83%

G I

NET: Bottom 2 39 18 21 18 21 27 12 20 17 - 1

4% 4% 4% 3% 5% 3% 14% 3% 8% 2%

F H

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5B Page 43

VAC Remembrance 2017 Survey

Q5B. LEVEL OF IMPORTANCE: Supporting and leading events that recognize those who served our country and important military milestones

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Very important 604 57 110 254 107 76 83 131 226 118 193 219 188 125 104 109 130

60% 76% 46% 66% 63% 57% 45% 56% 66% 68% 66% 63% 53% 63% 64% 55% 58%

CEF C C GH GH M M

4 266 10 81 94 37 44 70 68 83 32 58 96 112 48 37 62 68

27% 13% 34% 25% 22% 33% 38% 29% 24% 18% 20% 27% 32% 24% 23% 31% 30%

BDE B B IJ J K K

3 - Neither unimportant or important 91 7 36 25 15 8 21 30 20 16 28 24 39 12 17 22 20

9% 10% 15% 6% 9% 6% 11% 13% 6% 9% 10% 7% 11% 6% 11% 11% 9%

DF I

2 20 1 5 6 3 5 7 2 8 3 4 6 11 9 3 4 3

2% 2% 2% 2% 2% 4% 4% 1% 2% 2% 1% 2% 3% 4% 2% 2% 1%

Q

1 - Not important at all 11 - 3 1 7 - 4 3 2 3 5 4 2 1 1 1 3

1% 1% \*% 4% 2% 1% 1% 2% 2% 1% 1% 1% \*% \*% 1%

D

Don't know/Refused 7 - 4 3 - - 1 1 4 1 5 1 1 3 1 - -

1% 2% 1% 1% \*% 1% 1% 2% \*% \*% 2% \*%

NET: Top 2 870 67 191 348 144 120 154 198 308 150 250 314 301 174 141 171 199

87% 89% 80% 91% 85% 90% 82% 85% 90% 87% 86% 90% 85% 87% 87% 86% 88%

C C C

NET: Bottom 2 32 1 8 7 10 5 11 5 9 6 8 10 13 10 3 5 6

3% 2% 3% 2% 6% 4% 6% 2% 3% 3% 3% 3% 4% 5% 2% 2% 3%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5B Page 44

VAC Remembrance 2017 Survey

Q5B. LEVEL OF IMPORTANCE: Supporting and leading events that recognize those who served our country and important military milestones

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Very important 604 290 314 335 270 586 18 459 88 34 23

60% 61% 60% 61% 59% 64% 21% 66% 43% 60% 55%

G I I

4 266 121 145 147 119 230 36 166 72 17 10

27% 25% 28% 27% 26% 25% 41% 24% 35% 30% 24%

F H

3 - Neither unimportant or important 91 42 49 50 41 67 24 45 35 5 6

9% 9% 9% 9% 9% 7% 28% 6% 17% 9% 15%

F H

2 20 15 5 7 13 16 4 13 5 - 2

2% 3% 1% 1% 3% 2% 5% 2% 2% 4%

C

1 - Not important at all 11 4 7 5 7 7 4 9 3 - -

1% 1% 1% 1% 1% 1% 5% 1% 1%

Don't know/Refused 7 6 1 3 4 6 1 2 3 1 1

1% 1% \*% 1% 1% 1% 1% \*% 1% 1% 3%

NET: Top 2 870 412 459 482 388 816 54 625 160 51 34

87% 86% 88% 88% 86% 89% 62% 90% 78% 90% 78%

G I

NET: Bottom 2 32 19 13 12 20 23 8 22 8 - 2

3% 4% 2% 2% 4% 3% 10% 3% 4% 4%

F

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5C Page 45

VAC Remembrance 2017 Survey

Q5C. LEVEL OF IMPORTANCE: Supporting and leading remembrance ceremonies at the National War Memorial

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Very important 645 59 115 279 103 88 101 152 231 119 204 227 209 132 106 132 136

64% 78% 48% 73% 61% 66% 54% 65% 68% 69% 70% 65% 59% 66% 66% 67% 60%

CE CE C C G G M

4 211 9 63 69 40 30 50 49 75 25 55 70 86 42 31 42 54

21% 13% 26% 18% 23% 23% 27% 21% 22% 14% 19% 20% 24% 21% 19% 21% 24%

BD B J J

3 - Neither unimportant or important 95 7 47 21 14 6 18 20 27 20 20 33 41 9 23 19 21

9% 9% 19% 6% 8% 5% 10% 9% 8% 11% 7% 9% 12% 5% 14% 10% 9%

BDEF N

2 26 0 9 8 4 4 12 6 3 4 1 9 15 9 1 4 6

3% 1% 4% 2% 3% 3% 7% 3% 1% 2% \*% 3% 4% 5% \*% 2% 3%

B I K K O

1 - Not important at all 17 - 5 2 8 2 5 4 3 5 10 5 3 5 1 1 5

2% 2% 1% 5% 1% 3% 2% 1% 3% 3% 1% 1% 3% \*% \*% 2%

D M

Don't know/Refused 6 - 1 3 - 2 - 2 2 1 1 5 1 1 1 - 2

1% 1% 1% 2% 1% 1% \*% \*% 1% \*% 1% \*% 1%

NET: Top 2 856 68 178 348 143 119 151 201 307 144 260 297 295 174 137 174 190

86% 91% 74% 91% 84% 89% 81% 86% 90% 83% 89% 85% 83% 88% 85% 88% 85%

C C C C J

NET: Bottom 2 43 0 14 10 12 6 17 11 6 9 11 14 17 14 1 5 11

4% 1% 6% 3% 7% 5% 9% 5% 2% 5% 4% 4% 5% 7% 1% 2% 5%

B BD I I OP O

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5C Page 46

VAC Remembrance 2017 Survey

Q5C. LEVEL OF IMPORTANCE: Supporting and leading remembrance ceremonies at the National War Memorial

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Very important 645 290 355 365 280 622 23 494 90 33 27

64% 61% 68% 67% 62% 68% 26% 71% 44% 59% 64%

B G I I

4 211 118 93 114 97 184 28 128 60 18 6

21% 25% 18% 21% 21% 20% 32% 18% 29% 32% 13%

C F HK K

3 - Neither unimportant or important 95 46 49 47 48 72 23 43 42 4 6

9% 10% 9% 9% 11% 8% 26% 6% 20% 7% 14%

F HJ

2 26 12 13 14 12 20 6 15 9 - -

3% 3% 3% 3% 3% 2% 6% 2% 5%

1 - Not important at all 17 9 8 5 12 9 8 10 5 1 2

2% 2% 2% 1% 3% 1% 9% 1% 2% 1% 4%

F

Don't know/Refused 6 4 3 2 5 6 - 3 - 1 2

1% 1% 1% \*% 1% 1% 1% 1% 5%

NET: Top 2 856 408 448 479 377 805 51 622 149 51 33

86% 85% 86% 88% 83% 88% 58% 90% 73% 91% 77%

G I I

NET: Bottom 2 43 21 22 19 24 29 14 25 14 1 2

4% 4% 4% 3% 5% 3% 16% 4% 7% 1% 4%

F

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5D Page 47

VAC Remembrance 2017 Survey

Q5D. LEVEL OF IMPORTANCE: Broadcasting or posting ads encouraging remembrance on TV and the Internet

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Very important 484 43 104 194 82 61 69 103 176 99 164 171 147 107 86 90 98

48% 57% 44% 51% 48% 46% 37% 44% 52% 57% 56% 49% 42% 54% 53% 45% 44%

C G GH M

4 278 15 66 115 43 38 60 78 91 33 67 99 110 49 45 62 70

28% 20% 28% 30% 25% 29% 32% 33% 27% 19% 23% 28% 31% 25% 28% 31% 31%

B J J J K

3 - Neither unimportant or important 162 13 44 56 26 23 33 40 52 29 37 62 62 27 22 30 42

16% 17% 19% 15% 15% 17% 18% 17% 15% 17% 13% 18% 18% 14% 13% 15% 19%

2 37 2 15 8 7 4 11 7 13 2 12 10 15 7 7 8 9

4% 3% 6% 2% 4% 3% 6% 3% 4% 1% 4% 3% 4% 4% 4% 4% 4%

D J

1 - Not important at all 34 0 9 7 10 7 11 6 8 8 9 6 19 8 1 7 6

3% 1% 4% 2% 6% 5% 6% 3% 2% 5% 3% 2% 5% 4% 1% 4% 3%

B B B L O

Don't know/Refused 6 2 1 2 1 - 2 - 1 1 3 3 0 - 1 - -

1% 3% \*% \*% 1% 1% \*% 1% 1% 1% \*% 1%

NET: Top 2 762 58 170 309 125 99 130 181 267 132 230 270 257 156 131 152 168

76% 77% 71% 81% 74% 75% 70% 77% 78% 76% 79% 77% 73% 79% 81% 77% 75%

C

NET: Bottom 2 71 2 24 15 18 11 22 13 22 11 21 16 34 15 8 16 15

7% 3% 10% 4% 11% 8% 12% 6% 6% 6% 7% 4% 10% 8% 5% 8% 6%

BD BD L

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5D Page 48

VAC Remembrance 2017 Survey

Q5D. LEVEL OF IMPORTANCE: Broadcasting or posting ads encouraging remembrance on TV and the Internet

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Very important 484 218 266 269 216 467 18 348 82 26 28

48% 46% 51% 49% 48% 51% 20% 50% 40% 45% 66%

G I I

4 278 127 150 155 123 253 24 192 61 18 7

28% 27% 29% 28% 27% 28% 28% 28% 30% 31% 16%

3 - Neither unimportant or important 162 85 77 90 72 135 26 107 41 10 3

16% 18% 15% 16% 16% 15% 30% 15% 20% 18% 7%

F K

2 37 23 13 17 20 25 12 19 14 - 3

4% 5% 3% 3% 4% 3% 14% 3% 7% 6%

F H

1 - Not important at all 34 19 15 12 21 27 7 24 6 2 2

3% 4% 3% 2% 5% 3% 8% 3% 3% 3% 4%

Don't know/Refused 6 6 - 4 2 6 - 4 1 1 -

1% 1% 1% \*% 1% 1% \*% 2%

NET: Top 2 762 345 417 424 338 720 42 541 143 43 35

76% 72% 80% 78% 75% 79% 48% 78% 69% 77% 82%

B G I

NET: Bottom 2 71 42 28 29 41 52 19 42 21 2 4

7% 9% 5% 5% 9% 6% 22% 6% 10% 3% 10%

D F

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5E Page 49

VAC Remembrance 2017 Survey

Q5E. LEVEL OF IMPORTANCE: Providing funds for communities to undertake remembrance initiatives

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Very important 422 47 67 187 65 56 77 90 146 84 143 155 124 93 68 80 85

42% 63% 28% 49% 38% 42% 41% 38% 43% 49% 49% 44% 35% 47% 42% 40% 38%

CDEF CE C C H M M

4 276 19 63 107 47 40 57 66 104 36 81 87 107 53 46 48 63

28% 25% 26% 28% 28% 30% 31% 28% 30% 21% 28% 25% 30% 27% 28% 24% 28%

J

3 - Neither unimportant or important 209 6 76 68 38 22 38 51 68 35 41 81 85 38 37 53 51

21% 8% 32% 18% 23% 16% 21% 22% 20% 20% 14% 23% 24% 19% 23% 27% 23%

BDF B B K K

2 48 2 19 13 4 11 3 20 12 9 11 16 21 5 5 12 15

5% 2% 8% 3% 3% 8% 2% 8% 3% 5% 4% 4% 6% 2% 3% 6% 7%

BDE GI

1 - Not important at all 38 1 14 6 13 4 11 8 10 8 11 10 17 8 4 4 11

4% 1% 6% 2% 8% 3% 6% 3% 3% 4% 4% 3% 5% 4% 2% 2% 5%

BD BD

Don't know/Refused 6 1 - 2 2 1 - - 2 2 5 1 - 1 3 1 -

1% 1% 1% 1% 1% 1% 1% 2% \*% 1% 2% \*%

NET: Top 2 699 66 130 294 112 96 134 156 250 120 223 242 231 146 114 129 148

70% 88% 54% 77% 66% 72% 72% 67% 73% 69% 77% 69% 65% 74% 70% 65% 66%

CDEF CE C C M

NET: Bottom 2 86 2 33 19 18 15 14 27 21 17 22 25 38 13 9 16 26

9% 3% 14% 5% 10% 11% 8% 12% 6% 10% 8% 7% 11% 7% 5% 8% 11%

BD B

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5E Page 50

VAC Remembrance 2017 Survey

Q5E. LEVEL OF IMPORTANCE: Providing funds for communities to undertake remembrance initiatives

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Very important 422 191 231 242 180 412 10 333 51 18 21

42% 40% 44% 44% 40% 45% 12% 48% 25% 31% 49%

G IJ I

4 276 129 147 145 132 255 21 183 56 27 10

28% 27% 28% 26% 29% 28% 24% 26% 27% 47% 24%

HIK

3 - Neither unimportant or important 209 111 99 111 99 174 35 121 70 10 8

21% 23% 19% 20% 22% 19% 41% 17% 34% 19% 19%

F HJK

2 48 25 23 28 20 38 10 30 15 1 1

5% 5% 4% 5% 4% 4% 11% 4% 7% 1% 3%

J

1 - Not important at all 38 19 19 18 21 29 10 24 12 - 2

4% 4% 4% 3% 5% 3% 11% 3% 6% 5%

F

Don't know/Refused 6 2 3 3 2 5 1 4 1 1 -

1% \*% 1% 1% 1% 1% 1% 1% \*% 2%

NET: Top 2 699 321 378 387 312 667 32 516 107 44 31

70% 67% 72% 71% 69% 73% 36% 74% 52% 79% 73%

G I I I

NET: Bottom 2 86 45 42 46 40 67 19 53 28 1 4

9% 9% 8% 8% 9% 7% 22% 8% 13% 1% 8%

F J HJ

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5F Page 51

VAC Remembrance 2017 Survey

Q5F. LEVEL OF IMPORTANCE: Providing promotional materials, such as posters and pins

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Very important 378 38 76 166 49 49 56 81 129 85 150 128 99 100 65 64 63

38% 51% 32% 43% 29% 37% 30% 35% 38% 49% 51% 37% 28% 50% 40% 33% 28%

CE CE GHI LM M PQ Q

4 269 18 65 101 48 37 60 56 98 34 60 105 103 42 45 61 66

27% 24% 27% 26% 28% 28% 32% 24% 29% 20% 20% 30% 29% 21% 28% 31% 29%

J J K K N

3 - Neither unimportant or important 229 15 63 80 46 26 40 68 82 30 51 79 99 38 33 55 57

23% 19% 26% 21% 27% 19% 22% 29% 24% 17% 17% 23% 28% 19% 20% 28% 26%

J J K

2 61 3 20 18 9 11 17 15 13 12 15 19 27 6 12 8 19

6% 5% 8% 5% 5% 8% 9% 7% 4% 7% 5% 5% 8% 3% 7% 4% 8%

N

1 - Not important at all 55 1 15 12 17 10 12 11 17 11 14 14 26 10 6 9 18

5% 1% 6% 3% 10% 8% 7% 5% 5% 6% 5% 4% 7% 5% 4% 5% 8%

B BD B

Don't know/Refused 7 - 1 5 2 - - 2 3 1 3 4 1 2 1 - 2

1% \*% 1% 1% 1% 1% 1% 1% 1% \*% 1% 1% 1%

NET: Top 2 648 56 141 267 97 86 117 137 227 119 209 233 201 142 110 126 129

65% 75% 59% 70% 57% 65% 63% 58% 66% 69% 72% 67% 57% 72% 68% 64% 57%

CE CE H M M Q

NET: Bottom 2 116 4 35 30 26 21 29 27 30 23 29 33 53 17 18 17 36

12% 6% 14% 8% 15% 16% 16% 11% 9% 13% 10% 10% 15% 8% 11% 9% 16%

BD BD B NP

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5F Page 52

VAC Remembrance 2017 Survey

Q5F. LEVEL OF IMPORTANCE: Providing promotional materials, such as posters and pins

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Very important 378 176 202 208 170 366 12 273 62 22 21

38% 37% 39% 38% 37% 40% 14% 39% 30% 39% 48%

G I I

4 269 130 140 161 108 250 19 192 55 13 9

27% 27% 27% 29% 24% 27% 22% 28% 27% 23% 21%

3 - Neither unimportant or important 229 119 110 121 109 202 27 145 59 18 7

23% 25% 21% 22% 24% 22% 31% 21% 29% 32% 17%

H

2 61 24 37 30 30 44 17 37 15 3 4

6% 5% 7% 6% 7% 5% 20% 5% 7% 5% 10%

F

1 - Not important at all 55 28 26 23 32 44 11 38 14 1 2

5% 6% 5% 4% 7% 5% 13% 6% 7% 1% 4%

F

Don't know/Refused 7 2 6 3 5 7 1 7 - - -

1% \*% 1% 1% 1% 1% 1% 1%

NET: Top 2 648 306 342 370 278 617 31 466 118 35 30

65% 64% 66% 68% 61% 68% 35% 67% 57% 61% 69%

G I

NET: Bottom 2 116 52 64 53 62 88 28 76 29 4 6

12% 11% 12% 10% 14% 10% 32% 11% 14% 7% 14%

F

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5G Page 53

VAC Remembrance 2017 Survey

Q5G. LEVEL OF IMPORTANCE: Posting remembrance-related content on social media (Facebook, YouTube, Twitter, blogs, etc.)

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Very important 439 34 100 192 69 45 83 104 147 82 166 138 134 102 85 75 93

44% 45% 42% 50% 40% 34% 45% 44% 43% 47% 57% 39% 38% 51% 52% 38% 41%

CF LM P P

4 271 22 73 96 35 45 49 68 92 36 48 109 111 51 43 53 61

27% 29% 31% 25% 21% 34% 27% 29% 27% 21% 17% 31% 31% 25% 27% 27% 27%

E E J K K

3 - Neither unimportant or important 200 16 46 69 41 28 37 45 77 31 47 76 77 31 22 53 52

20% 21% 19% 18% 24% 21% 20% 19% 23% 18% 16% 22% 22% 15% 13% 27% 23%

NO O

2 27 1 11 7 8 1 5 4 7 8 11 7 9 4 5 6 4

3% 1% 4% 2% 5% 1% 3% 2% 2% 4% 4% 2% 2% 2% 3% 3% 2%

BF

1 - Not important at all 48 3 5 13 17 11 9 10 18 9 15 11 22 9 3 8 15

5% 3% 2% 3% 10% 8% 5% 4% 5% 5% 5% 3% 6% 5% 2% 4% 7%

CD C

Don't know/Refused 15 0 4 6 1 4 1 3 - 8 4 8 2 2 4 3 -

1% 1% 2% 1% \*% 3% 1% 1% 5% 2% 2% 1% 1% 3% 1%

GH

NET: Top 2 710 56 173 288 104 89 133 172 240 117 214 247 245 153 128 128 154

71% 74% 72% 75% 61% 67% 71% 74% 70% 68% 74% 71% 69% 77% 79% 65% 68%

E E E P PQ

NET: Bottom 2 75 3 16 20 25 12 14 13 25 17 26 18 30 13 8 14 19

8% 4% 7% 5% 14% 9% 8% 6% 7% 10% 9% 5% 9% 6% 5% 7% 8%

BCD

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5G Page 54

VAC Remembrance 2017 Survey

Q5G. LEVEL OF IMPORTANCE: Posting remembrance-related content on social media (Facebook, YouTube, Twitter, blogs, etc.)

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Very important 439 193 246 243 196 414 25 302 84 32 21

44% 40% 47% 45% 43% 45% 29% 43% 41% 57% 50%

B G

4 271 116 155 143 128 246 25 178 67 15 10

27% 24% 30% 26% 28% 27% 29% 26% 33% 27% 24%

3 - Neither unimportant or important 200 114 87 120 80 177 23 146 41 6 7

20% 24% 17% 22% 18% 19% 26% 21% 20% 10% 17%

C

2 27 14 12 13 13 20 7 17 6 2 2

3% 3% 2% 2% 3% 2% 8% 2% 3% 3% 6%

1 - Not important at all 48 34 15 21 28 42 7 38 6 1 2

5% 7% 3% 4% 6% 5% 8% 6% 3% 2% 4%

C

Don't know/Refused 15 9 6 7 8 15 - 13 2 - -

1% 2% 1% 1% 2% 2% 2% 1%

NET: Top 2 710 308 402 386 324 660 50 480 151 48 32

71% 64% 77% 71% 71% 72% 58% 69% 73% 85% 74%

B G H

NET: Bottom 2 75 48 27 34 41 61 14 55 12 3 4

8% 10% 5% 6% 9% 7% 16% 8% 6% 5% 9%

C F

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6A Page 55

VAC Remembrance 2017 Survey

Q6A. LEVEL OF AGREEMENT: I am knowledgeable about the role that Canada's military has played in peace-keeping missions and conflicts like the World Wars, the Korean War, and the

war in Afghanistan.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Completely agree 367 38 75 145 58 51 49 73 124 92 113 131 121 96 45 77 68

37% 51% 31% 38% 34% 39% 26% 31% 36% 53% 39% 37% 34% 48% 28% 39% 30%

CDE GHI OQ O

4 351 17 78 140 64 52 67 82 136 48 87 122 142 51 62 80 100

35% 22% 33% 37% 37% 39% 36% 35% 40% 28% 30% 35% 40% 26% 39% 40% 44%

B B B J K N N N

3 173 13 47 69 31 13 42 40 58 20 60 55 58 32 31 23 38

17% 18% 20% 18% 18% 10% 23% 17% 17% 12% 21% 16% 16% 16% 19% 12% 17%

F F J

2 61 3 21 18 10 8 18 21 12 5 20 23 18 12 12 10 12

6% 4% 9% 5% 6% 6% 10% 9% 3% 3% 7% 7% 5% 6% 7% 5% 5%

BD IJ

1 - Completely disagree 41 4 14 9 7 8 10 16 9 4 9 17 15 7 10 7 7

4% 5% 6% 2% 4% 6% 5% 7% 3% 3% 3% 5% 4% 4% 6% 4% 3%

D IJ

Don't know/Refused 6 - 4 1 2 - - 1 2 3 2 2 1 1 2 1 1

1% 2% \*% 1% 1% \*% 2% 1% 1% \*% \*% 1% \*% \*%

NET: Top 2 718 55 154 285 121 104 116 155 260 140 200 253 262 147 108 157 168

72% 73% 64% 74% 71% 78% 62% 66% 76% 81% 68% 72% 74% 74% 66% 79% 75%

C C GH GH O

NET: Bottom 2 102 7 35 27 17 16 28 38 21 10 29 40 33 19 22 17 18

10% 9% 15% 7% 10% 12% 15% 16% 6% 6% 10% 11% 9% 10% 13% 9% 8%

D IJ IJ

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6A Page 56

VAC Remembrance 2017 Survey

Q6A. LEVEL OF AGREEMENT: I am knowledgeable about the role that Canada's military has played in peace-keeping missions and conflicts like the World Wars, the Korean War, and the

war in Afghanistan.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

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English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------

(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Completely agree 367 200 167 236 132 355 12 262 64 20 21

37% 42% 32% 43% 29% 39% 14% 38% 31% 35% 48%

C E G

4 351 154 197 188 163 323 28 252 69 18 12

35% 32% 38% 34% 36% 35% 32% 36% 34% 32% 27%

3 173 72 101 83 91 150 23 118 42 8 5

17% 15% 19% 15% 20% 16% 26% 17% 21% 15% 11%

F

2 61 29 31 25 36 46 15 39 19 - 1

6% 6% 6% 5% 8% 5% 17% 6% 9% 3%

D F

1 - Completely disagree 41 19 22 13 28 35 7 21 10 8 3

4% 4% 4% 2% 6% 4% 8% 3% 5% 15% 6%

D

Don't know/Refused 6 3 3 2 5 4 2 2 1 2 2

1% 1% 1% \*% 1% \*% 3% \*% \*% 4% 4%

NET: Top 2 718 354 364 424 295 678 40 514 134 38 32

72% 74% 70% 78% 65% 74% 46% 74% 65% 67% 76%

E G I

NET: Bottom 2 102 49 53 38 64 80 22 60 29 8 4

10% 10% 10% 7% 14% 9% 25% 9% 14% 15% 9%

D F H

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6B Page 57

VAC Remembrance 2017 Survey

Q6B. LEVEL OF AGREEMENT: I am proud of the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in

Afghanistan.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Completely agree 582 59 118 222 106 76 83 118 219 117 180 224 173 122 97 120 123

58% 78% 49% 58% 62% 57% 44% 50% 64% 68% 62% 64% 49% 61% 60% 60% 55%

CDEF C C GH GH M M

4 239 9 64 102 36 27 46 65 83 34 60 74 104 43 39 41 64

24% 13% 27% 27% 21% 20% 25% 28% 24% 19% 21% 21% 29% 22% 24% 21% 29%

B B KL

3 132 5 41 45 17 24 43 33 31 19 42 41 49 25 20 27 26

13% 7% 17% 12% 10% 18% 23% 14% 9% 11% 14% 12% 14% 13% 12% 14% 12%

BE B IJ

2 18 - 7 6 4 1 3 8 5 - 4 3 11 - 4 4 2

2% 3% 2% 2% 1% 2% 3% 2% 1% 1% 3% 2% 2% 1%

1 - Completely disagree 23 1 5 6 7 5 10 7 3 3 4 4 15 8 1 5 7

2% 1% 2% 2% 4% 4% 6% 3% 1% 2% 1% 1% 4% 4% 1% 2% 3%

I KL O

Don't know/Refused 6 1 4 1 - - 1 3 1 - 2 3 2 - 2 1 3

1% 1% 2% \*% 1% 1% \*% 1% 1% \*% 1% \*% 1%

NET: Top 2 821 68 182 324 142 103 129 183 301 151 239 299 278 165 135 161 187

82% 91% 76% 85% 84% 78% 69% 78% 88% 87% 82% 85% 78% 83% 84% 81% 83%

CF C GH GH M

NET: Bottom 2 41 1 12 12 10 6 13 15 8 3 8 7 26 8 5 9 9

4% 1% 5% 3% 6% 5% 7% 6% 2% 2% 3% 2% 7% 4% 3% 5% 4%

B B J J KL

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6B Page 58

VAC Remembrance 2017 Survey

Q6B. LEVEL OF AGREEMENT: I am proud of the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in

Afghanistan.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------

(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Completely agree 582 284 298 332 249 557 25 427 102 24 28

58% 59% 57% 61% 55% 61% 28% 62% 50% 43% 65%

G IJ

4 239 111 128 132 107 213 26 157 58 18 7

24% 23% 24% 24% 24% 23% 30% 23% 28% 31% 17%

3 132 56 76 66 66 109 23 84 36 8 4

13% 12% 15% 12% 14% 12% 26% 12% 18% 14% 10%

F H

2 18 8 10 6 12 13 5 11 5 1 1

2% 2% 2% 1% 3% 1% 5% 2% 2% 1% 2%

1 - Completely disagree 23 15 8 9 14 15 8 13 4 3 2

2% 3% 2% 2% 3% 2% 9% 2% 2% 5% 6%

F

Don't know/Refused 6 5 2 1 6 5 1 2 1 3 -

1% 1% \*% \*% 1% 1% 2% \*% \*% 6%

NET: Top 2 821 395 426 464 356 770 50 584 160 42 35

82% 83% 82% 85% 79% 84% 58% 84% 78% 74% 82%

E G I

NET: Bottom 2 41 22 19 15 26 28 13 24 9 3 3

4% 5% 4% 3% 6% 3% 15% 4% 4% 6% 8%

D F

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6C Page 59

VAC Remembrance 2017 Survey

Q6C. LEVEL OF AGREEMENT: Canada's Veterans and those who died in service have made major contributions to the development of our country.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Completely agree 776 66 155 314 137 104 123 181 276 147 234 286 250 142 131 152 183

78% 87% 65% 82% 81% 78% 66% 77% 81% 85% 80% 82% 71% 72% 81% 77% 82%

C C C C G G M M N N

4 142 7 55 47 17 15 36 34 46 15 32 45 65 39 14 30 29

14% 9% 23% 12% 10% 12% 19% 15% 14% 9% 11% 13% 18% 20% 9% 15% 13%

BDEF J J K O

3 54 1 18 15 10 10 18 7 15 7 21 15 18 8 9 13 8

5% 1% 7% 4% 6% 7% 10% 3% 4% 4% 7% 4% 5% 4% 5% 6% 3%

B

2 11 1 4 - 3 4 4 3 2 2 2 - 9 5 2 1 3

1% 1% 2% 1% 3% 2% 1% 1% 1% 1% 2% 3% 1% \*% 1%

P

1 - Completely disagree 10 - 4 2 3 - 2 5 1 1 - 3 6 4 2 1 2

1% 2% 1% 2% 1% 2% \*% \*% 1% 2% 2% 1% 1% 1%

Don't know/Refused 9 1 2 5 1 - 2 3 1 1 1 1 6 1 4 1 -

1% 1% 1% 1% \*% 1% 1% \*% 1% \*% \*% 2% \*% 3% \*%

L

NET: Top 2 917 73 211 360 154 119 160 215 322 162 267 331 315 181 145 182 212

92% 97% 88% 94% 91% 90% 86% 92% 94% 93% 91% 95% 89% 91% 90% 92% 94%

C C G G M

NET: Bottom 2 21 1 8 2 5 4 6 8 4 3 2 3 15 9 4 2 5

2% 1% 3% 1% 3% 3% 3% 3% 1% 2% 1% 1% 4% 5% 2% 1% 2%

D D KL P

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6C Page 60

VAC Remembrance 2017 Survey

Q6C. LEVEL OF AGREEMENT: Canada's Veterans and those who died in service have made major contributions to the development of our country.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Completely agree 776 362 413 447 329 741 35 571 135 37 31

78% 76% 79% 82% 73% 81% 40% 82% 66% 66% 73%

E G IJ

4 142 78 64 71 71 115 27 78 49 11 4

14% 16% 12% 13% 16% 13% 30% 11% 24% 19% 10%

F HK

3 54 23 30 25 29 37 17 30 17 4 3

5% 5% 6% 5% 6% 4% 20% 4% 8% 7% 7%

F H

2 11 7 4 1 10 8 3 6 3 1 2

1% 2% 1% \*% 2% 1% 3% 1% 1% 1% 4%

D

1 - Completely disagree 10 5 5 2 7 7 3 3 1 3 2

1% 1% 1% \*% 2% 1% 3% \*% 1% 5% 6%

Don't know/Refused 9 3 5 2 7 6 3 7 1 1 -

1% 1% 1% \*% 1% 1% 3% 1% \*% 2%

NET: Top 2 917 440 477 517 400 856 62 648 184 48 36

92% 92% 92% 95% 88% 94% 71% 93% 89% 85% 83%

E G

NET: Bottom 2 21 12 9 3 18 15 6 9 4 3 4

2% 3% 2% 1% 4% 2% 7% 1% 2% 6% 10%

D

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6D Page 61

VAC Remembrance 2017 Survey

Q6D. LEVEL OF AGREEMENT: Canada's Veterans and those who died in service should be recognized for their service to Canada.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Completely agree 847 72 161 347 145 122 147 189 309 148 257 302 283 164 135 173 197

85% 95% 67% 91% 85% 92% 79% 81% 90% 85% 88% 86% 80% 82% 83% 87% 88%

CE C C C GH M M

4 111 3 54 28 17 10 27 34 27 14 24 38 49 23 18 21 22

11% 4% 22% 7% 10% 7% 14% 15% 8% 8% 8% 11% 14% 12% 11% 11% 10%

BDEF IJ K

3 27 0 15 5 6 1 10 5 5 6 8 8 12 9 4 3 3

3% 1% 6% 1% 3% 1% 6% 2% 2% 3% 3% 2% 3% 5% 2% 1% 1%

BDF

2 2 - 2 - 1 - - - - 2 1 - 2 1 - 2 -

\*% 1% \*% 1% \*% \*% \*% 1%

1 - Completely disagree 8 - 7 - 2 - - 4 1 2 - 2 6 2 2 - 3

1% 3% 1% 2% \*% 1% 1% 2% 1% 2% 1%

Don't know/Refused 4 - 1 2 1 - 2 1 - 1 1 - 2 - 3 - -

\*% \*% 1% \*% 1% \*% \*% \*% 1% 2%

NET: Top 2 958 75 215 375 161 132 174 224 336 162 282 339 332 187 153 194 219

96% 99% 90% 98% 95% 99% 93% 96% 98% 94% 97% 97% 94% 94% 94% 98% 97%

CE C CE J

NET: Bottom 2 11 - 8 - 2 - - 4 1 5 1 2 8 3 2 2 3

1% 4% 1% 2% \*% 3% \*% 1% 2% 1% 2% 1% 1%

I

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6D Page 62

VAC Remembrance 2017 Survey

Q6D. LEVEL OF AGREEMENT: Canada's Veterans and those who died in service should be recognized for their service to Canada.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Completely agree 847 401 446 474 373 801 46 627 137 45 36

85% 84% 85% 87% 82% 88% 52% 90% 67% 80% 84%

G I I

4 111 62 49 59 52 84 27 49 49 10 4

11% 13% 9% 11% 11% 9% 31% 7% 24% 17% 8%

F HK

3 27 11 17 8 20 19 9 11 14 1 2

3% 2% 3% 1% 4% 2% 10% 2% 7% 1% 6%

D F H

2 2 1 2 2 1 2 - 1 1 - 1

\*% \*% \*% \*% \*% \*% \*% \*% 2%

1 - Completely disagree 8 3 6 4 5 4 5 3 5 1 -

1% 1% 1% 1% 1% \*% 5% \*% 2% 1%

F

Don't know/Refused 4 1 3 1 3 2 1 3 1 - -

\*% \*% 1% \*% 1% \*% 2% \*% \*%

NET: Top 2 958 463 495 533 425 886 72 676 186 55 40

96% 97% 95% 98% 94% 97% 83% 97% 90% 98% 93%

E G I

NET: Bottom 2 11 4 7 5 6 6 5 4 5 1 1

1% 1% 1% 1% 1% 1% 5% 1% 3% 1% 2%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6E Page 63

VAC Remembrance 2017 Survey

Q6E. LEVEL OF AGREEMENT: I make an effort to demonstrate my appreciation to those who served our country.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Completely agree 461 48 78 199 74 62 67 102 157 96 149 177 133 102 62 96 88

46% 63% 33% 52% 44% 47% 36% 44% 46% 55% 51% 51% 38% 51% 38% 49% 39%

CEF C C C GHI M M OQ

4 269 14 59 101 56 39 54 64 98 39 72 89 107 45 49 50 73

27% 19% 25% 26% 33% 29% 29% 27% 29% 23% 25% 25% 30% 23% 31% 25% 32%

B N

3 177 9 61 57 24 26 42 40 64 24 51 55 70 39 33 31 39

18% 12% 25% 15% 14% 20% 23% 17% 19% 14% 18% 16% 20% 20% 20% 16% 17%

BDE

2 50 2 16 18 9 5 13 16 13 7 14 15 21 6 11 12 14

5% 3% 7% 5% 5% 4% 7% 7% 4% 4% 5% 4% 6% 3% 7% 6% 6%

1 - Completely disagree 35 1 23 5 7 - 7 11 9 6 3 13 19 5 4 9 10

4% 1% 9% 1% 4% 4% 4% 2% 3% 1% 4% 6% 3% 2% 5% 4%

BDE K K

Don't know/Refused 7 1 2 3 1 - 2 1 1 2 3 1 3 2 3 - 1

1% 1% 1% 1% \*% 1% 1% \*% 1% 1% \*% 1% 1% 2% \*%

NET: Top 2 731 62 138 299 130 101 121 166 256 135 221 265 240 147 112 146 161

73% 82% 58% 78% 77% 76% 65% 71% 75% 78% 76% 76% 68% 74% 69% 74% 72%

C C C C G M M

NET: Bottom 2 85 3 39 23 15 5 21 26 21 13 16 28 40 11 14 21 24

9% 4% 16% 6% 9% 4% 11% 11% 6% 8% 6% 8% 11% 5% 9% 11% 11%

BDEF K

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6E Page 64

VAC Remembrance 2017 Survey

Q6E. LEVEL OF AGREEMENT: I make an effort to demonstrate my appreciation to those who served our country.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Completely agree 461 226 235 275 186 447 14 343 61 30 27

46% 47% 45% 50% 41% 49% 16% 49% 30% 54% 63%

E G I I I

4 269 124 146 140 129 260 9 195 56 15 3

27% 26% 28% 26% 29% 28% 10% 28% 27% 27% 8%

G K K K

3 177 90 87 87 90 145 32 107 57 7 7

18% 19% 17% 16% 20% 16% 37% 15% 28% 12% 16%

F HJ

2 50 22 28 24 26 36 14 30 14 2 4

5% 5% 5% 4% 6% 4% 16% 4% 7% 4% 9%

F

1 - Completely disagree 35 15 20 17 18 20 15 15 15 2 1

4% 3% 4% 3% 4% 2% 18% 2% 7% 4% 3%

F H

Don't know/Refused 7 2 5 3 4 5 2 5 2 - -

1% \*% 1% 1% 1% 1% 2% 1% 1%

NET: Top 2 731 349 381 415 316 707 23 537 118 45 31

73% 73% 73% 76% 70% 78% 26% 77% 57% 80% 71%

E G I I

NET: Bottom 2 85 37 48 41 44 56 30 45 29 5 5

9% 8% 9% 8% 10% 6% 34% 6% 14% 8% 12%

F H

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6F Page 65

VAC Remembrance 2017 Survey

Q6F. LEVEL OF AGREEMENT: Veterans Affairs Canada's remembrance program effectively honours Veterans and those who died in service, and preserves the memory of their achievements

and sacrifices.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Completely agree 449 45 89 184 75 56 55 99 155 99 169 160 116 111 78 75 81

45% 59% 37% 48% 44% 42% 30% 42% 45% 57% 58% 46% 33% 56% 48% 38% 36%

CEF C G G GHI LM M PQ Q

4 288 21 68 102 54 43 70 66 102 40 62 106 119 45 44 58 77

29% 28% 29% 27% 32% 32% 37% 28% 30% 23% 21% 30% 34% 23% 27% 29% 34%

J K K N

3 181 7 57 61 30 26 43 50 61 17 38 56 87 26 24 46 45

18% 9% 24% 16% 18% 20% 23% 22% 18% 10% 13% 16% 24% 13% 15% 23% 20%

BD B B J J J KL N

2 33 2 10 17 3 1 9 6 9 7 9 11 13 6 8 7 9

3% 2% 4% 4% 2% 1% 5% 3% 3% 4% 3% 3% 4% 3% 5% 4% 4%

F F

1 - Completely disagree 15 - 5 5 3 2 - 4 6 4 4 5 6 2 1 4 6

1% 2% 1% 2% 2% 2% 2% 2% 1% 2% 2% 1% 1% 2% 3%

Don't know/Refused 34 1 10 14 4 5 9 9 9 6 9 11 14 9 7 8 7

3% 1% 4% 4% 3% 3% 5% 4% 3% 4% 3% 3% 4% 4% 4% 4% 3%

NET: Top 2 737 66 158 286 129 99 125 165 257 139 231 266 235 156 122 132 158

74% 88% 66% 75% 76% 75% 67% 70% 75% 80% 79% 76% 66% 79% 75% 67% 70%

CDEF C C GH M M P

NET: Bottom 2 47 2 14 22 7 3 9 10 15 11 13 16 18 8 8 11 15

5% 2% 6% 6% 4% 2% 5% 4% 4% 6% 4% 5% 5% 4% 5% 6% 7%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6F Page 66

VAC Remembrance 2017 Survey

Q6F. LEVEL OF AGREEMENT: Veterans Affairs Canada's remembrance program effectively honours Veterans and those who died in service, and preserves the memory of their achievements

and sacrifices.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------

(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Completely agree 449 201 248 257 193 429 20 328 73 26 22

45% 42% 48% 47% 42% 47% 23% 47% 35% 46% 52%

G I

4 288 140 149 167 121 266 22 193 65 20 10

29% 29% 28% 31% 27% 29% 25% 28% 32% 35% 22%

3 181 95 86 85 96 150 31 112 52 7 8

18% 20% 16% 16% 21% 16% 35% 16% 25% 13% 19%

D F H

2 33 17 16 15 18 25 7 22 7 3 -

3% 4% 3% 3% 4% 3% 8% 3% 4% 6%

F

1 - Completely disagree 15 8 7 8 7 11 4 12 2 - 1

1% 2% 1% 1% 2% 1% 4% 2% 1% 2%

Don't know/Refused 34 18 16 15 19 30 4 27 5 - 2

3% 4% 3% 3% 4% 3% 5% 4% 3% 5%

NET: Top 2 737 341 397 423 314 696 42 522 138 46 32

74% 71% 76% 77% 69% 76% 48% 75% 67% 81% 74%

E G I

NET: Bottom 2 47 25 23 23 25 37 11 34 9 3 1

5% 5% 4% 4% 6% 4% 13% 5% 5% 6% 2%

F

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q7A Page 67

VAC Remembrance 2017 Survey

Q7A. LEVEL OF AGREEMENT: It is important that Veterans Affairs Canada recognize and honour Canadian Veterans and those who died in service through the presentation and care of

memorials, cemeteries and grave markers.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Completely agree 761 70 156 317 121 98 131 164 275 139 237 270 248 149 123 154 168

76% 93% 65% 83% 71% 74% 71% 70% 80% 80% 81% 77% 70% 75% 76% 78% 75%

CDEF CE H H M

4 167 4 61 53 30 20 37 47 54 20 38 51 78 33 25 34 41

17% 5% 25% 14% 17% 15% 20% 20% 16% 12% 13% 15% 22% 17% 15% 17% 18%

BDF B B B J KL

3 53 0 18 11 14 10 14 15 11 9 12 22 19 11 12 7 10

5% 1% 7% 3% 8% 7% 7% 6% 3% 5% 4% 6% 5% 6% 8% 4% 5%

BD BD B

2 5 0 - - 1 4 4 - - 0 0 1 4 4 - - -

1% 1% 1% 3% 2% \*% \*% \*% 1% 2%

K

1 - Completely disagree 11 - 5 2 3 1 - 6 1 4 3 4 4 2 2 2 5

1% 2% \*% 2% 1% 3% \*% 2% 1% 1% 1% 1% 1% 1% 2%

I

Don't know/Refused 3 1 - - 2 - - 2 - 1 1 1 1 - - 1 1

\*% 1% 1% 1% \*% \*% \*% \*% \*% 1%

NET: Top 2 928 73 216 370 150 118 169 211 329 160 275 321 327 182 148 189 208

93% 98% 90% 97% 88% 89% 90% 90% 96% 92% 94% 92% 92% 91% 91% 95% 93%

CEF CEF HJ

NET: Bottom 2 17 0 5 2 4 5 4 6 1 4 4 5 8 6 2 2 5

2% 1% 2% \*% 2% 4% 2% 3% \*% 2% 1% 1% 2% 3% 1% 1% 2%

D I

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q7A Page 68

VAC Remembrance 2017 Survey

Q7A. LEVEL OF AGREEMENT: It is important that Veterans Affairs Canada recognize and honour Canadian Veterans and those who died in service through the presentation and care of

memorials, cemeteries and grave markers.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------

(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Completely agree 761 358 403 426 335 720 41 550 133 44 33

76% 75% 77% 78% 74% 79% 47% 79% 65% 79% 78%

G I

4 167 82 85 90 78 138 29 100 50 8 9

17% 17% 16% 16% 17% 15% 33% 14% 25% 14% 21%

F H

3 53 28 24 26 27 40 12 29 18 4 -

5% 6% 5% 5% 6% 4% 14% 4% 9% 6%

F H

2 5 5 - 0 5 5 - 5 - - -

1% 1% \*% 1% 1% 1%

D

1 - Completely disagree 11 3 8 5 6 6 5 6 4 1 1

1% 1% 2% 1% 1% 1% 6% 1% 2% 1% 2%

F

Don't know/Refused 3 1 2 - 3 3 - 3 - - -

\*% \*% \*% 1% \*% \*%

NET: Top 2 928 440 488 515 413 858 70 650 184 52 42

93% 92% 93% 94% 91% 94% 80% 94% 89% 92% 98%

G I

NET: Bottom 2 17 8 8 5 11 12 5 12 4 1 1

2% 2% 2% 1% 2% 1% 6% 2% 2% 1% 2%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q7B Page 69

VAC Remembrance 2017 Survey

Q7B. LEVEL OF AGREEMENT: I am satisfied with how Veterans Affairs Canada recognizes and honours Canadian Veterans and those who died in service through the presentation and care

of memorials, cemeteries and grave markers.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Completely agree 354 30 82 141 53 48 77 80 107 65 142 113 95 84 54 62 75

35% 40% 34% 37% 31% 36% 41% 34% 31% 37% 49% 32% 27% 42% 34% 31% 33%

LM P

4 277 23 73 102 43 37 45 65 108 46 51 113 113 43 51 53 68

28% 30% 30% 27% 25% 28% 24% 28% 32% 26% 17% 32% 32% 21% 31% 27% 30%

K K

3 248 14 60 97 44 33 45 58 90 34 68 80 100 48 38 57 56

25% 18% 25% 25% 26% 25% 24% 25% 26% 20% 23% 23% 28% 24% 24% 29% 25%

J

2 38 4 4 12 11 7 6 11 11 7 6 19 14 7 5 12 11

4% 6% 2% 3% 6% 5% 3% 5% 3% 4% 2% 5% 4% 3% 3% 6% 5%

K

1 - Completely disagree 26 3 5 7 9 3 2 7 7 10 11 10 6 6 6 3 6

3% 4% 2% 2% 5% 2% 1% 3% 2% 6% 4% 3% 2% 3% 4% 2% 3%

GI

Don't know/Refused 56 2 15 24 10 5 11 12 19 12 14 15 27 12 7 12 10

6% 2% 6% 6% 6% 4% 6% 5% 6% 7% 5% 4% 8% 6% 5% 6% 4%

NET: Top 2 631 52 154 243 96 85 123 145 215 110 192 226 208 127 105 115 143

63% 70% 65% 64% 56% 64% 66% 62% 63% 64% 66% 65% 59% 64% 65% 58% 64%

NET: Bottom 2 65 7 9 19 20 10 8 18 18 17 17 28 19 12 11 15 17

6% 9% 4% 5% 12% 7% 4% 8% 5% 10% 6% 8% 5% 6% 7% 8% 7%

CD I

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q7B Page 70

VAC Remembrance 2017 Survey

Q7B. LEVEL OF AGREEMENT: I am satisfied with how Veterans Affairs Canada recognizes and honours Canadian Veterans and those who died in service through the presentation and care

of memorials, cemeteries and grave markers.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------

(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Completely agree 354 160 194 188 166 327 27 226 72 32 24

35% 33% 37% 34% 37% 36% 31% 33% 35% 56% 56%

HI HI

4 277 137 140 166 111 252 26 194 60 15 7

28% 29% 27% 30% 25% 28% 29% 28% 29% 27% 17%

3 248 119 130 130 118 225 24 183 50 6 8

25% 25% 25% 24% 26% 25% 27% 26% 24% 11% 18%

J J

2 38 25 14 22 17 38 1 31 5 1 1

4% 5% 3% 4% 4% 4% 1% 5% 2% 2% 3%

G

1 - Completely disagree 26 13 13 15 11 22 4 21 3 1 1

3% 3% 3% 3% 2% 2% 4% 3% 2% 1% 2%

Don't know/Refused 56 25 31 25 31 49 7 38 15 2 2

6% 5% 6% 5% 7% 5% 8% 5% 7% 3% 5%

NET: Top 2 631 297 334 354 277 579 52 420 133 47 31

63% 62% 64% 65% 61% 63% 60% 61% 65% 83% 73%

HI

NET: Bottom 2 65 38 27 37 27 60 5 53 8 2 2

6% 8% 5% 7% 6% 7% 5% 8% 4% 3% 4%

I

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q7C Page 71

VAC Remembrance 2017 Survey

Q7C. LEVEL OF AGREEMENT: It is important that Veterans Affairs Canada recognizes and honours deceased Canadian Veterans by providing funeral and burial assistance.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Completely agree 742 61 155 307 120 98 133 173 258 130 220 268 251 141 121 156 166

74% 81% 65% 80% 71% 74% 72% 74% 75% 75% 75% 77% 71% 71% 74% 79% 74%

C CE

4 161 9 49 52 26 25 32 39 56 24 37 55 68 37 26 24 35

16% 12% 21% 14% 15% 19% 17% 17% 16% 14% 13% 16% 19% 18% 16% 12% 16%

BD

3 71 5 24 17 17 8 21 19 19 10 24 20 28 16 10 14 19

7% 7% 10% 4% 10% 6% 11% 8% 5% 6% 8% 6% 8% 8% 6% 7% 9%

D D

2 5 - 1 2 2 - - - 1 3 2 2 1 1 1 - -

\*% \*% \*% 1% \*% 2% 1% 1% \*% 1% \*%

1 - Completely disagree 14 - 8 2 3 1 - 1 6 5 6 3 6 3 3 3 4

1% 3% 1% 2% 1% 1% 2% 3% 2% 1% 2% 2% 2% 1% 2%

D H

Don't know/Refused 7 - 2 3 1 1 - 2 2 1 3 2 1 2 2 2 -

1% 1% 1% 1% 1% 1% \*% 1% 1% 1% \*% 1% 1% 1%

NET: Top 2 903 70 204 359 146 123 166 212 314 153 257 323 318 177 146 180 202

90% 93% 85% 94% 86% 93% 89% 91% 92% 89% 88% 92% 90% 89% 90% 91% 90%

C CE C

NET: Bottom 2 19 - 8 4 5 1 - 1 7 9 8 5 6 4 4 3 4

2% 3% 1% 3% 1% 1% 2% 5% 3% 1% 2% 2% 2% 1% 2%

H

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q7C Page 72

VAC Remembrance 2017 Survey

Q7C. LEVEL OF AGREEMENT: It is important that Veterans Affairs Canada recognizes and honours deceased Canadian Veterans by providing funeral and burial assistance.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------

(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Completely agree 742 345 397 421 321 699 43 531 131 45 34

74% 72% 76% 77% 71% 77% 50% 77% 64% 80% 79%

E G I I I

4 161 85 76 80 80 137 24 106 43 7 3

16% 18% 15% 15% 18% 15% 27% 15% 21% 12% 8%

F K

3 71 35 36 30 41 56 16 43 21 4 4

7% 7% 7% 6% 9% 6% 18% 6% 10% 6% 10%

F

2 5 3 2 3 2 4 1 4 1 - -

\*% 1% \*% \*% \*% \*% 1% 1% 1%

1 - Completely disagree 14 6 8 7 7 11 3 7 6 1 -

1% 1% 2% 1% 1% 1% 3% 1% 3% 1%

Don't know/Refused 7 5 2 4 2 6 1 3 3 - 1

1% 1% \*% 1% 1% 1% 1% \*% 1% 2%

NET: Top 2 903 430 473 502 401 836 67 638 174 52 37

90% 90% 91% 92% 88% 92% 77% 92% 85% 92% 87%

G I

NET: Bottom 2 19 9 10 10 9 16 4 11 8 1 -

2% 2% 2% 2% 2% 2% 4% 2% 4% 1%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q7D Page 73

VAC Remembrance 2017 Survey

Q7D. LEVEL OF AGREEMENT: I am satisfied with how Veterans Affairs Canada recognizes and honours deceased Canadian Veterans through the provision of funeral and burial assistance.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Completely agree 339 29 83 119 57 52 88 77 91 59 130 117 90 81 60 66 59

34% 38% 35% 31% 33% 39% 47% 33% 27% 34% 45% 34% 25% 41% 37% 33% 26%

HIJ LM M Q Q

4 236 14 68 88 38 28 36 50 90 45 56 92 86 41 45 37 56

24% 19% 28% 23% 22% 21% 19% 21% 26% 26% 19% 26% 24% 21% 28% 19% 25%

K

3 234 20 49 95 48 23 31 57 98 36 59 77 99 33 36 60 62

23% 26% 21% 25% 28% 17% 16% 24% 29% 21% 20% 22% 28% 17% 22% 31% 27%

GJ K N N

2 56 5 7 19 11 14 12 13 13 13 18 21 17 15 8 6 14

6% 6% 3% 5% 6% 10% 6% 6% 4% 8% 6% 6% 5% 7% 5% 3% 6%

C

1 - Completely disagree 26 1 8 9 5 2 2 5 10 7 9 8 9 8 2 5 9

3% 1% 3% 2% 3% 2% 1% 2% 3% 4% 3% 2% 2% 4% 1% 3% 4%

G

Don't know/Refused 109 7 24 53 12 14 17 32 38 13 20 34 54 21 12 23 25

11% 10% 10% 14% 7% 10% 9% 14% 11% 7% 7% 10% 15% 11% 7% 12% 11%

E J KL

NET: Top 2 575 43 151 207 94 80 125 127 181 104 186 210 176 122 105 104 114

57% 57% 63% 54% 55% 60% 67% 54% 53% 60% 64% 60% 50% 61% 65% 52% 51%

D HI M M PQ

NET: Bottom 2 81 6 16 28 16 16 14 19 24 20 27 29 26 22 10 11 24

8% 8% 7% 7% 9% 12% 7% 8% 7% 12% 9% 8% 7% 11% 6% 6% 11%

I

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q7D Page 74

VAC Remembrance 2017 Survey

Q7D. LEVEL OF AGREEMENT: I am satisfied with how Veterans Affairs Canada recognizes and honours deceased Canadian Veterans through the provision of funeral and burial assistance.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Completely agree 339 151 188 184 155 311 28 220 68 31 21

34% 32% 36% 34% 34% 34% 32% 32% 33% 55% 49%

HI

4 236 119 117 145 90 212 23 154 61 16 5

24% 25% 22% 27% 20% 23% 27% 22% 30% 28% 11%

E HK

3 234 112 123 114 120 212 22 175 41 6 11

23% 23% 24% 21% 26% 23% 25% 25% 20% 10% 26%

J

2 56 33 23 32 24 53 3 45 9 1 2

6% 7% 4% 6% 5% 6% 3% 6% 4% 2% 4%

1 - Completely disagree 26 14 12 18 8 24 2 19 5 1 1

3% 3% 2% 3% 2% 3% 2% 3% 2% 1% 2%

Don't know/Refused 109 51 59 53 56 101 8 82 21 2 4

11% 11% 11% 10% 12% 11% 9% 12% 10% 4% 9%

J

NET: Top 2 575 269 305 330 245 523 52 373 129 47 26

57% 56% 59% 60% 54% 57% 59% 54% 63% 83% 60%

H HIK

NET: Bottom 2 81 46 35 50 32 76 5 64 14 2 2

8% 10% 7% 9% 7% 8% 6% 9% 7% 3% 5%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q8A Page 75

VAC Remembrance 2017 Survey

Q8A. Are you aware that Canada is commemorating the 100th anniversary of the First World War?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes, clearly 343 39 22 157 64 63 55 57 129 79 84 126 131 63 46 61 90

34% 52% 9% 41% 37% 47% 29% 24% 38% 46% 29% 36% 37% 32% 28% 31% 40%

CE C C C H GH K O

Yes, vaguely 152 14 37 56 26 18 31 29 54 27 42 46 63 32 22 36 33

15% 18% 15% 15% 15% 14% 16% 13% 16% 15% 14% 13% 18% 16% 14% 18% 15%

No 502 23 179 168 80 52 101 147 156 67 165 176 160 103 93 101 101

50% 30% 75% 44% 47% 39% 54% 63% 46% 39% 57% 50% 45% 52% 57% 51% 45%

BDEF B B J IJ M Q

Don't know/Refused 3 - 1 2 - - - 1 2 1 1 1 - 1 1 - 1

\*% 1% \*% \*% 1% \*% \*% \*% \*% \*% 1%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q8A Page 76

VAC Remembrance 2017 Survey

Q8A. Are you aware that Canada is commemorating the 100th anniversary of the First World War?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes, clearly 343 184 159 205 139 337 6 288 18 20 18

34% 39% 30% 37% 31% 37% 7% 41% 9% 35% 41%

C E G I I I

Yes, vaguely 152 69 82 78 74 144 7 105 33 9 4

15% 15% 16% 14% 16% 16% 9% 15% 16% 16% 9%

G

No 502 223 278 263 238 428 74 299 154 27 21

50% 47% 53% 48% 53% 47% 84% 43% 75% 48% 49%

F HJK

Don't know/Refused 3 1 2 1 3 3 - 2 - 1 -

\*% \*% \*% \*% 1% \*% \*% 1%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q8B Page 77

VAC Remembrance 2017 Survey

Q8B. Are you aware that Canada is commemorating the 75th anniversary of the Second World War?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Yes, clearly 274 32 21 121 50 49 38 49 96 67 68 98 106 51 43 46 72

27% 42% 9% 32% 29% 37% 21% 21% 28% 39% 23% 28% 30% 26% 26% 23% 32%

C C C C GHI

Yes, vaguely 168 13 39 65 28 23 31 30 65 34 41 57 68 33 27 38 31

17% 17% 16% 17% 17% 17% 17% 13% 19% 20% 14% 16% 19% 17% 17% 19% 14%

No 556 30 178 196 92 61 117 154 179 72 182 194 179 115 92 113 122

56% 40% 75% 51% 54% 46% 63% 66% 53% 41% 63% 55% 51% 58% 57% 57% 54%

BDEF B J IJ J M

Don't know/Refused 2 1 1 - - - - 1 1 - 1 1 1 - 1 1 1

\*% 1% 1% \*% \*% \*% \*% \*% \*% \*% \*%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q8B Page 78

VAC Remembrance 2017 Survey

Q8B. Are you aware that Canada is commemorating the 75th anniversary of the Second World War?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Yes, clearly 274 154 120 166 107 267 6 228 17 14 13

27% 32% 23% 30% 24% 29% 7% 33% 8% 25% 31%

C E G I I I

Yes, vaguely 168 80 89 95 73 161 8 120 36 8 4

17% 17% 17% 17% 16% 18% 9% 17% 18% 15% 9%

G

No 556 244 313 285 271 483 73 346 152 33 25

56% 51% 60% 52% 60% 53% 84% 50% 74% 58% 59%

B D F H

Don't know/Refused 2 1 1 - 2 1 1 - 1 1 -

\*% \*% \*% \*% \*% 1% \*% 2%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q9 Page 79

VAC Remembrance 2017 Survey

Q9. In your view, how important is it for Canada and Canadians to mark these two military anniversaries?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

5 - Very important 656 58 129 262 116 92 100 153 235 127 208 230 214 128 102 130 152

66% 77% 54% 68% 68% 69% 53% 65% 69% 73% 71% 66% 61% 65% 63% 65% 68%

C C C C G G M

4 - Moderately important 218 11 69 87 26 25 58 46 73 30 51 84 82 44 44 46 44

22% 15% 29% 23% 15% 19% 31% 20% 22% 17% 18% 24% 23% 22% 27% 23% 19%

BE J

3 - Neither important nor unimportant 96 5 30 28 24 9 18 28 28 10 27 24 44 15 12 19 24

10% 6% 13% 7% 14% 7% 10% 12% 8% 6% 9% 7% 13% 8% 8% 9% 11%

BD BD J L

2 - Not very important 13 1 7 1 2 2 4 3 3 2 2 5 6 3 2 3 3

1% 2% 3% \*% 1% 2% 2% 1% 1% 1% 1% 1% 2% 2% 1% 1% 1%

D

1 - Not important at all 15 - 5 4 2 4 6 3 2 3 1 7 6 7 2 1 2

2% 2% 1% 1% 3% 3% 1% 1% 2% 1% 2% 2% 3% 1% \*% 1%

PQ

Don't know/Refused 2 - 1 1 1 - - 1 - 1 2 - - 1 1 - -

\*% \*% \*% \*% \*% \*% 1% 1% \*%

NET: Top 2 874 69 197 349 141 117 158 199 309 157 259 314 297 172 145 176 196

87% 92% 82% 91% 83% 88% 85% 85% 90% 91% 89% 90% 84% 87% 90% 89% 87%

CE CE M

NET: Bottom 2 28 1 11 5 4 6 11 6 5 5 3 12 13 10 4 3 5

3% 2% 5% 1% 2% 5% 6% 3% 1% 3% 1% 3% 4% 5% 2% 2% 2%

D

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q9 Page 80

VAC Remembrance 2017 Survey

Q9. In your view, how important is it for Canada and Canadians to mark these two military anniversaries?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

5 - Very important 656 312 344 368 288 630 26 489 108 28 32

66% 65% 66% 67% 64% 69% 30% 70% 52% 49% 75%

G IJ IJ

4 - Moderately important 218 107 111 119 98 187 31 127 60 20 9

22% 22% 21% 22% 22% 21% 35% 18% 29% 35% 22%

F H H

3 - Neither important nor unimportant 96 46 49 49 46 74 22 58 28 8 2

10% 10% 9% 9% 10% 8% 25% 8% 14% 14% 4%

F HK

2 - Not very important 13 4 9 5 9 9 4 9 4 - -

1% 1% 2% 1% 2% 1% 5% 1% 2%

1 - Not important at all 15 8 7 5 10 11 4 10 5 - -

2% 2% 1% 1% 2% 1% 4% 1% 3%

Don't know/Refused 2 1 2 - 2 2 1 1 1 1 -

\*% \*% \*% 1% \*% 1% \*% \*% 2%

NET: Top 2 874 419 455 487 386 817 57 616 168 47 41

87% 88% 87% 89% 85% 89% 65% 89% 82% 84% 96%

G I HI

NET: Bottom 2 28 12 16 10 18 20 8 19 9 - -

3% 3% 3% 2% 4% 2% 9% 3% 4%

D F

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table AGE Page 81

VAC Remembrance 2017 Survey

Age for Banner [from QC]

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Under 30 186 14 42 71 36 24 186 - - - 67 54 65 53 36 25 28

19% 18% 17% 19% 21% 18% 100% 23% 16% 18% 27% 22% 13% 12%

L PQ PQ

30-44 234 15 54 90 43 31 - 234 - - 46 92 96 28 26 63 80

23% 21% 23% 24% 25% 23% 100% 16% 26% 27% 14% 16% 32% 36%

K K NO NO

45-64 342 26 83 130 56 47 - - 342 - 98 121 119 50 55 74 94

34% 35% 35% 34% 33% 35% 100% 34% 35% 34% 25% 34% 37% 42%

N N

65+ 173 13 44 66 26 24 - - - 173 65 59 47 60 34 27 11

17% 17% 18% 17% 15% 18% 100% 22% 17% 13% 30% 21% 14% 5%

M PQ Q Q

Refused 65 7 16 26 9 7 - - - - 15 23 26 8 11 9 12

7% 9% 7% 7% 5% 5% 5% 7% 7% 4% 7% 5% 5%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table AGE Page 82

VAC Remembrance 2017 Survey

Age for Banner [from QC]

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Under 30 186 93 94 92 95 165 22 119 34 23 10

19% 19% 18% 17% 21% 18% 25% 17% 17% 41% 23%

HI

30-44 234 115 119 106 128 201 33 159 42 16 15

23% 24% 23% 19% 28% 22% 38% 23% 21% 29% 35%

D F

45-64 342 168 174 204 138 319 23 246 73 12 11

34% 35% 33% 37% 30% 35% 26% 35% 36% 21% 25%

E

65+ 173 77 96 107 66 167 6 125 41 1 6

17% 16% 18% 20% 14% 18% 7% 18% 20% 2% 15%

G J J

Refused 65 26 39 38 27 62 3 45 15 4 1

7% 5% 7% 7% 6% 7% 3% 6% 7% 7% 2%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table GENDER Page 83

VAC Remembrance 2017 Survey

GENDER. Gender

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

MALE 478 34 112 184 85 63 93 115 168 77 151 166 161 92 72 103 116

48% 45% 47% 48% 50% 47% 50% 49% 49% 45% 52% 47% 45% 46% 45% 52% 51%

FEMALE 522 41 127 198 85 70 94 119 174 96 141 184 193 107 90 95 109

52% 55% 53% 52% 50% 53% 50% 51% 51% 55% 48% 53% 55% 54% 55% 48% 49%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table GENDER Page 84

VAC Remembrance 2017 Survey

GENDER. Gender

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

MALE 478 478 - 252 226 436 43 320 99 35 23

48% 100% 46% 50% 48% 49% 46% 48% 62% 54%

FEMALE 522 - 522 294 228 477 45 374 106 22 20

52% 100% 54% 50% 52% 51% 54% 52% 38% 46%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q10 Page 85

VAC Remembrance 2017 Survey

Q10. What language do you speak most often at home?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0

English 731 70 34 350 153 124 128 173 254 131 214 249 265 127 111 140 182

73.1% 93.7% 14.2% 91.4% 90.1% 93.4% 68.4% 73.8% 74.4% 75.7% 73.5% 71.2% 74.8% 63.8% 68.7% 70.6% 81.1%

C C C C NOP

French 228 6 203 15 1 3 38 49 81 45 66 86 75 60 43 50 40

22.8% 7.7% 85.1% 4.0% 0.6% 2.2% 20.3% 21.0% 23.9% 25.9% 22.7% 24.6% 21.3% 30.0% 26.4% 25.4% 17.6%

E BDEF E Q

Other 82 1 12 39 21 10 31 27 16 4 26 24 32 25 16 14 11

8.2% 0.9% 5.1% 10.1% 12.2% 7.6% 16.5% 11.4% 4.8% 2.1% 8.9% 6.8% 9.0% 12.6% 10.2% 7.2% 4.7%

B BC BC B IJ IJ Q

Refused 1 - - - 1 - - 1 - - - - 1 - - - 1

0.1% 0.7% 0.5% 0.4% 0.6%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q10 Page 86

VAC Remembrance 2017 Survey

Q10. What language do you speak most often at home?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0

English 731 340 392 394 337 707 25 694 - - 37

73.1% 71.0% 75.1% 72.1% 74.4% 77.4% 28.3% 100.0% 87.3%

G K

French 228 112 116 143 85 171 57 - 205 - 23

22.8% 23.5% 22.2% 26.2% 18.7% 18.8% 65.3% 100.0% 53.6%

E F K

Other 82 48 34 30 52 70 12 - - 56 26

8.2% 10.1% 6.5% 5.5% 11.6% 7.7% 14.3% 100.0% 60.7%

C D K

Refused 1 1 - 1 - 1 - - - - -

0.1% 0.3% 0.2% 0.1%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q11 Page 87

VAC Remembrance 2017 Survey

Q11. What is the highest level of formal education that you have completed?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 853 70 207 313 147 117 172 193 282 154 291 350 212 190 147 161 169

Unweighted 'N' 852 91 258 288 128 87 88 168 313 230 297 360 195 204 148 163 157

Grade 8 or less/Secondary II or less 14 4 - 5 5 1 2 2 3 7 14 - - 7 2 0 2

2% 5% 2% 3% 1% 1% 1% 1% 5% 5% 4% 1% \*% 1%

GHI

Some high school/Some secondary school 5 - 5 - - - - - 1 4 5 - - 4 1 - -

1% 2% \*% 3% 2% 2% 1%

I

High School diploma or equivalent 30 5 - 17 6 2 2 8 7 10 30 - - 14 3 4 1

3% 7% 5% 4% 2% 1% 4% 2% 6% 10% 7% 2% 3% 1%

G OQ

Registered Apprenticeship or other 21 - 21 - - - 3 1 8 6 21 - - 10 2 2 -

trades certificate or diploma 2% 10% 2% \*% 3% 4% 7% 5% 1% 1%

H H

College, CEGEP or other non-university 223 21 40 82 47 33 60 36 80 39 223 - - 58 49 33 31

certificate or diploma 26% 30% 19% 26% 32% 28% 35% 18% 28% 25% 76% 31% 33% 21% 18%

C H H PQ PQ

University certificate or diploma below 33 3 11 9 7 3 9 7 8 8 - 33 - 3 11 6 7

bachelor's level 4% 4% 5% 3% 4% 3% 5% 4% 3% 5% 9% 2% 7% 4% 4%

N

Bachelor's degree 230 18 65 75 41 32 36 52 88 36 - 230 - 49 34 45 43

27% 25% 31% 24% 28% 28% 21% 27% 31% 24% 66% 26% 23% 28% 26%

Post graduate degree above bachelor's 86 3 15 42 17 10 9 32 26 15 - 86 - 11 11 21 24

level 10% 4% 7% 14% 11% 8% 5% 17% 9% 10% 25% 6% 7% 13% 14%

BC GIJ N N

Prefer not to answer 212 17 52 82 25 36 50 56 62 29 - - 212 33 35 50 61

25% 25% 25% 26% 17% 31% 29% 29% 22% 19% 100% 18% 24% 31% 36%

E E J N NO

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q11 Page 88

VAC Remembrance 2017 Survey

Q11. What is the highest level of formal education that you have completed?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 853 401 452 483 370 781 72 590 182 44 35

Unweighted 'N' 852 407 445 504 348 771 81 558 229 33 31

Grade 8 or less/Secondary II or less 14 7 7 11 3 12 2 11 0 - 3

2% 2% 1% 2% 1% 2% 3% 2% \*% 7%

Some high school/Some secondary school 5 1 4 3 2 5 - - 4 - 1

1% \*% 1% 1% \*% 1% 2% 2%

High School diploma or equivalent 30 12 18 10 20 25 4 27 1 2 -

3% 3% 4% 2% 5% 3% 6% 5% \*% 4%

D I

Registered Apprenticeship or other 21 12 8 17 4 21 - - 19 1 1

trades certificate or diploma 2% 3% 2% 3% 1% 3% 10% 1% 4%

E J

College, CEGEP or other non-university 223 119 104 125 97 201 21 162 36 15 9

certificate or diploma 26% 30% 23% 26% 26% 26% 29% 27% 20% 34% 27%

C I

University certificate or diploma below 33 25 8 25 8 31 2 23 9 - -

bachelor's level 4% 6% 2% 5% 2% 4% 2% 4% 5%

C E

Bachelor's degree 230 102 128 136 95 211 19 157 57 12 4

27% 26% 28% 28% 26% 27% 27% 27% 31% 28% 12%

K K

Post graduate degree above bachelor's 86 38 48 48 38 82 5 61 14 6 5

level 10% 10% 11% 10% 10% 10% 7% 10% 8% 14% 15%

Prefer not to answer 212 84 128 109 103 193 19 149 42 8 12

25% 21% 28% 23% 28% 25% 26% 25% 23% 19% 33%

B

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q12 Page 89

VAC Remembrance 2017 Survey

Q12. Which of the following categories best describes your current employment status?

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Working full-time, that is, 35 or more 411 27 110 166 64 44 77 159 143 7 74 147 189 31 79 97 144

hours per week 41% 36% 46% 43% 37% 33% 42% 68% 42% 4% 26% 42% 53% 16% 48% 49% 64%

F J GIJ J K KL N N NOP

Working part-time, that is, less than 89 7 13 28 17 23 19 21 39 5 22 32 35 20 9 22 15

35 hours per week 9% 9% 6% 7% 10% 17% 10% 9% 11% 3% 7% 9% 10% 10% 5% 11% 6%

CD J J J

Self-employed 80 1 14 33 15 18 6 17 45 10 20 32 28 12 14 16 20

8% 1% 6% 9% 9% 14% 3% 7% 13% 6% 7% 9% 8% 6% 9% 8% 9%

B B B B GHJ

Unemployed, but looking for work 40 3 8 15 7 7 16 11 11 1 15 12 13 17 4 2 2

4% 4% 3% 4% 4% 5% 9% 5% 3% \*% 5% 3% 4% 9% 3% 1% 1%

J J J OPQ

A student attending school full-time 67 8 19 24 9 7 59 5 1 - 31 16 20 29 9 10 5

7% 10% 8% 6% 5% 6% 31% 2% \*% 11% 4% 6% 14% 5% 5% 2%

HI LM OPQ

Retired 254 22 66 94 43 29 - 4 80 147 99 94 58 69 41 39 30

25% 30% 27% 25% 25% 21% 2% 24% 85% 34% 27% 16% 35% 25% 20% 13%

H HI M M PQ Q

Not in the workforce 45 5 7 17 16 - 7 15 16 2 24 15 6 14 7 8 9

4% 6% 3% 5% 9% 4% 6% 5% 1% 8% 4% 2% 7% 4% 4% 4%

CD J J M

Other 13 3 1 3 - 5 2 3 7 - 7 1 5 7 - 4 -

1% 4% 1% 1% 4% 1% 1% 2% 2% \*% 1% 3% 2%

Refused 3 - 1 2 - - - - 1 1 - - - - - - -

\*% \*% 1% \*% 1%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q12 Page 90

VAC Remembrance 2017 Survey

Q12. Which of the following categories best describes your current employment status?

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Working full-time, that is, 35 or more 411 211 199 208 203 371 40 275 91 20 23

hours per week 41% 44% 38% 38% 45% 41% 46% 40% 44% 35% 54%

D

Working part-time, that is, less than 89 28 61 37 52 79 10 66 11 8 2

35 hours per week 9% 6% 12% 7% 11% 9% 12% 10% 5% 15% 6%

B D I

Self-employed 80 47 33 53 27 73 7 62 13 1 4

8% 10% 6% 10% 6% 8% 8% 9% 6% 2% 9%

E J

Unemployed, but looking for work 40 24 16 16 24 33 7 25 5 7 2

4% 5% 3% 3% 5% 4% 7% 4% 3% 12% 6%

A student attending school full-time 67 38 29 33 34 55 12 36 15 13 2

7% 8% 6% 6% 7% 6% 13% 5% 7% 24% 6%

F HIK

Retired 254 111 142 165 89 246 8 183 61 3 6

25% 23% 27% 30% 20% 27% 9% 26% 30% 5% 14%

E G J JK

Not in the workforce 45 11 34 28 16 41 4 32 6 4 2

4% 2% 7% 5% 4% 5% 4% 5% 3% 7% 6%

B

Other 13 7 6 5 8 13 - 11 1 - -

1% 1% 1% 1% 2% 1% 2% 1%

Refused 3 1 2 2 1 3 - 2 1 - -

\*% \*% \*% \*% \*% \*% \*% \*%

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q13 Page 91

VAC Remembrance 2017 Survey

Q13. What is your total household income for 2016? That is, the total income of all persons in your household combined, before taxes.

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Under $20,000 75 8 19 25 8 16 25 15 11 20 37 19 20 75 - - -

8% 10% 8% 6% 5% 12% 13% 7% 3% 12% 13% 5% 6% 38%

I I LM

$20,000 to just under $40,000 124 15 44 39 13 12 28 13 39 40 55 45 23 124 - - -

12% 21% 18% 10% 8% 9% 15% 5% 11% 23% 19% 13% 6% 62%

DEF DEF H H HI M M

$40,000 to just under $60,000 162 9 47 61 22 22 36 26 55 34 57 56 49 - 162 - -

16% 12% 20% 16% 13% 17% 19% 11% 16% 20% 19% 16% 14% 100%

H

$60,000 to just under $80,000 92 8 25 33 15 11 5 30 35 17 17 34 40 - - 92 -

9% 11% 10% 9% 9% 8% 3% 13% 10% 10% 6% 10% 11% 46%

G G G K

$80,000 to just under $100,000 106 6 28 34 26 11 20 32 38 10 23 37 46 - - 106 -

11% 8% 12% 9% 15% 9% 11% 14% 11% 6% 8% 11% 13% 54%

J J K

$100,000 to just under $150,000 126 8 26 38 34 20 15 38 58 7 24 47 55 - - - 126

13% 10% 11% 10% 20% 15% 8% 16% 17% 4% 8% 13% 15% 56%

CD GJ GJ K K

$150,000 and above 98 5 14 53 16 10 13 42 37 4 9 27 62 - - - 98

10% 7% 6% 14% 9% 8% 7% 18% 11% 2% 3% 8% 18% 44%

C GIJ J K KL

Refused 216 15 37 99 35 30 44 37 68 41 69 84 58 - - - -

22% 20% 16% 26% 21% 22% 24% 16% 20% 24% 24% 24% 16%

C H M

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q13 Page 92

VAC Remembrance 2017 Survey

Q13. What is your total household income for 2016? That is, the total income of all persons in your household combined, before taxes.

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Under $20,000 75 34 41 31 44 68 7 52 16 5 3

8% 7% 8% 6% 10% 7% 8% 8% 8% 9% 6%

D

$20,000 to just under $40,000 124 58 65 70 54 114 9 64 38 12 9

12% 12% 13% 13% 12% 13% 11% 9% 19% 21% 22%

H

$40,000 to just under $60,000 162 72 90 90 72 142 20 104 41 8 8

16% 15% 17% 16% 16% 16% 22% 15% 20% 14% 20%

$60,000 to just under $80,000 92 43 49 50 42 86 6 58 21 8 5

9% 9% 9% 9% 9% 9% 7% 8% 10% 14% 12%

$80,000 to just under $100,000 106 60 46 63 43 97 9 76 24 5 1

11% 13% 9% 12% 9% 11% 10% 11% 11% 9% 3%

$100,000 to just under $150,000 126 62 64 71 55 114 12 102 20 4 1

13% 13% 12% 13% 12% 13% 14% 15% 10% 6% 3%

IK

$150,000 and above 98 54 45 50 49 89 9 73 12 4 8

10% 11% 9% 9% 11% 10% 11% 10% 6% 7% 18%

I

Refused 216 95 121 122 94 201 15 164 34 11 7

22% 20% 23% 22% 21% 22% 17% 24% 17% 20% 16%

I

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table REGION Page 93

VAC Remembrance 2017 Survey

Region for Banner [from sample]

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Atlantic 75 75 - - - - 14 15 26 13 29 23 23 23 9 14 13

8% 100% 7% 7% 8% 7% 10% 7% 6% 12% 6% 7% 6%

Quebec 239 - 239 - - - 42 54 83 44 65 90 83 63 47 53 39

24% 100% 22% 23% 24% 26% 22% 26% 23% 31% 29% 27% 18%

Q Q

Ontario 383 - - 383 - - 71 90 130 66 104 126 150 63 61 68 91

38% 100% 38% 39% 38% 38% 36% 36% 43% 32% 38% 34% 41%

Prairies (and NT, NU) 170 - - - 170 - 36 43 56 26 58 64 46 22 22 42 50

17% 100% 19% 18% 16% 15% 20% 18% 13% 11% 13% 21% 22%

M N NO

BC (and YT) 133 - - - - 133 24 31 47 24 36 45 52 28 22 22 31

13% 100% 13% 13% 14% 14% 12% 13% 15% 14% 14% 11% 14%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table REGION Page 94

VAC Remembrance 2017 Survey

Region for Banner [from sample]

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------

(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Atlantic 75 34 41 45 30 74 1 69 4 1 2

8% 7% 8% 8% 7% 8% 1% 10% 2% 1% 4%

G IJ

Quebec 239 112 127 149 90 179 61 28 194 7 10

24% 23% 24% 27% 20% 20% 69% 4% 94% 13% 23%

E F HJK H

Ontario 383 184 198 195 187 370 13 330 6 26 21

38% 39% 38% 36% 41% 40% 15% 48% 3% 46% 48%

G I I I

Prairies (and NT, NU) 170 85 85 102 68 159 11 147 - 16 6

17% 18% 16% 19% 15% 17% 13% 21% 28% 14%

BC (and YT) 133 63 70 55 78 132 1 120 2 7 4

13% 13% 13% 10% 17% 14% 1% 17% 1% 12% 10%

D G I I I

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table STYPE Page 95

VAC Remembrance 2017 Survey

STYPE. Sample Type

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Landline 523 45 133 190 89 66 24 76 228 152 154 198 167 101 86 109 108

52% 60% 56% 50% 52% 50% 13% 32% 67% 88% 53% 57% 47% 51% 53% 55% 48%

G GH GHI M

Cell 477 30 106 193 81 67 163 158 113 22 137 152 186 97 76 89 117

48% 40% 44% 50% 48% 50% 87% 68% 33% 12% 47% 43% 53% 49% 47% 45% 52%

HIJ IJ J L

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table STYPE Page 96

VAC Remembrance 2017 Survey

STYPE. Sample Type

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Landline 523 228 295 316 207 487 35 376 121 12 12

52% 48% 57% 58% 46% 53% 40% 54% 59% 22% 28%

B E G JK JK

Cell 477 251 227 231 246 425 52 318 85 44 31

48% 52% 43% 42% 54% 47% 60% 46% 41% 78% 72%

C D F HI HI

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table CPO\_STATUS Page 97

VAC Remembrance 2017 Survey

CPO\_STATUS. Phone Status

Region Age Education Household Income

======================================= =============================== ======================= ===============================

Under HS or College Bach. $40K to $60K to

Total Atl. Quebec Ontario Prair. BC 30 30-44 45-64 65+ less /univ. degree+ <$40K <60K <$100K $100K+

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q)

Weighted 'N' 1000 75 239 383 170 133 186 234 342 173 291 350 354 199 162 198 225

Unweighted 'N' 1000 100 300 350 150 100 96 205 375 259 297 360 336 214 162 202 209

Landline Only 143 14 40 52 21 16 6 9 53 64 61 50 30 53 20 22 9

14% 19% 17% 14% 12% 12% 3% 4% 16% 37% 21% 14% 8% 27% 12% 11% 4%

GH GHI M M OPQ Q Q

Both Landline & Cell 601 40 146 222 113 81 76 135 239 104 155 223 219 76 100 125 170

60% 53% 61% 58% 66% 61% 41% 58% 70% 60% 53% 64% 62% 38% 62% 63% 76%

G GHJ G K K N N NOP

Cell Phone Only 256 21 54 109 37 36 104 90 49 6 75 77 104 70 41 51 46

26% 28% 23% 28% 22% 27% 56% 38% 14% 3% 26% 22% 29% 35% 26% 26% 20%

HIJ IJ J L OPQ

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table CPO\_STATUS Page 98

VAC Remembrance 2017 Survey

CPO\_STATUS. Phone Status

Awareness of Participation in

Gender Veterans’ Week Veterans’ Week Language

===================== ===================== ===================== ===========================================

English French Allophone Multiple

Total Male Female Yes No Yes No Only Only Only Responses

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K)

Weighted 'N' 1000 478 522 546 454 913 87 694 205 56 43

Unweighted 'N' 1000 487 513 573 427 902 98 656 258 45 40

Landline Only 143 60 83 86 57 130 12 95 37 8 3

14% 13% 16% 16% 13% 14% 14% 14% 18% 14% 6%

K

Both Landline & Cell 601 277 324 346 255 554 47 424 125 31 19

60% 58% 62% 63% 56% 61% 53% 61% 61% 56% 44%

E

Cell Phone Only 256 141 115 114 142 228 28 175 43 17 21

26% 30% 22% 21% 31% 25% 32% 25% 21% 30% 50%

C D HI

Comparison Groups: BC/DE/FG/HIJK

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.