

Data Tables

POR Number: 030-17

Contract Number: 51019-174015-001-CY

Attitudes Towards Remembrance and Veterans' Week 2017 Survey of Canadians

Prepared for: Veterans Affairs Canada

VAC Remembrance 2017 Survey

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VAC Remembrance 2017 Survey

Q1. Have you ever heard of Veterans' Week?

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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.

VAC Remembrance 2017 Survey

Q1. Have you ever heard of Veterans' Week?

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes	546 55%	252 53%	294 56%	546 100%	-	511 56% G	36 41%	377 54% J	129 63% HJ	18 31%	21 50%
No	454 45%	226 47%	228 44%	-	454 100%	402 44%	51 59% F	317 46% I	77 37%	39 69% HI	21 50%

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.

VAC Remembrance 2017 Survey

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

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 68%	67 89% CDEF	129 54%	278 73% C	113 67% C	95 72% C	95 51%	161 69% G	245 72% G	131 76% G	205 70%	248 71% M	224 63%	131 66%	111 69%	141 71%	152 68%
4 - Moderately important	202 20%	6 8%	69 29% BDEF	73 19% B	32 19% B	21 16%	63 34% HIJ	43 19%	63 19%	26 15%	55 19%	71 20%	76 21%	39 20%	31 19%	36 18%	49 22%
3 - Neither important nor unimportant	85 8%	3 4%	33 14% BDE	23 6%	12 7%	15 11%	21 11%	23 10%	25 7%	10 6%	18 6%	19 5%	47 13% KL	23 11%	16 10%	15 8%	16 7%
2 - Not very important	9 1%	-	3 1%	4 1%	2 1%	-	-	1 1%	4 1%	2 1%	1 *	3 1%	5 1%	1 *	1 1%	1 1%	2 1%
1 - Not important at all	12 1%	-	4 2%	1 *	5 3%	1 1%	3 2%	4 2%	2 1%	3 2%	4 1%	6 2%	1 *	3 1%	1 1%	4 2%	2 1%
Don't know/Refused	11 1%	-	2 1%	3 1%	6 3%	-	4 2%	2 1%	2 *	2 1%	8 3% M	3 1%	1 *	2 1%	1 *	-	3 1%
NET: Top 2	883 88%	72 96% CEF	197 83%	351 92% C	146 86%	117 88%	158 85%	204 87%	309 90%	157 91%	261 89%	320 91% M	299 85%	170 85%	143 88%	177 89%	201 90%
NET: Bottom 2	21 2%	-	7 3%	5 1%	7 4%	1 1%	3 2%	5 2%	6 2%	4 3%	5 2%	9 2%	7 2%	4 2%	2 1%	5 3%	5 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.

VAC Remembrance 2017 Survey

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

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 - Very important	681 68%	309 65%	372 71% B	395 72% E	287 63%	658 72% G	24 27%	521 75% IJ	104 51%	27 47%	30 70% IJ
4 - Moderately important	202 20%	104 22%	98 19%	108 20%	94 21%	173 19%	29 33% F	110 16%	65 32% HK	22 38% HK	6 13%
3 - Neither important nor unimportant	85 8%	46 10%	39 7%	35 6%	49 11% D	57 6%	27 31% F	46 7%	30 14% H	4 7%	5 12%
2 - Not very important	9 1%	8 2% C	1 *	4 1%	5 1%	7 1%	2 2%	5 1%	2 1%	-	1 2%
1 - Not important at all	12 1%	7 1%	5 1%	3 1%	9 2%	7 1%	4 5%	5 1%	4 2%	2 4%	-
Don't know/Refused	11 1%	5 1%	6 1%	1 *% D	10 2% D	11 1%	1 1%	8 1%	1 *% I	2 4%	1 2%
NET: Top 2	883 88%	412 86%	471 90%	503 92% E	380 84%	831 91% G	53 60%	630 91% I	169 82%	48 85%	36 83%
NET: Bottom 2	21 2%	15 3%	6 1%	7 1%	14 3%	14 2%	7 7% F	10 1%	6 3%	2 4%	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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 RESPECT	574	45	122	231	95	81	89	131	204	108	168	211	193	110	89	116	132
	65%	61%	62%	66%	66%	69%	56%	64%	66%	69%	65%	66%	64%	65%	62%	65%	66%
To honour/ to respect the Veterans/ those who died in service	304	22	73	121	43	46	47	75	101	62	83	115	107	62	50	61	60
	34%	31%	37%	34%	30%	39%	30%	37%	33%	39%	32%	36%	36%	37%	35%	35%	30%
To recognize their contribution to our freedom/ security/ peace	181	16	26	79	33	28	21	48	66	32	54	64	63	30	19	39	55
	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/ they served our country	111	11	22	42	21	15	18	16	44	18	48	32	30	24	20	20	26
	13%	15%	11%	12%	14%	13%	12%	8%	14%	12%	19%	10%	10%	14%	14%	12%	13%
									H		LM						
To recognize their service/ accomplishments	86	4	21	38	12	11	26	16	30	10	21	28	37	12	20	18	24
	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 is today/ I wouldn't be here if it weren't for Veterans	27	3	3	13	4	3	4	6	10	4	8	12	7	4	3	4	7
	3%	4%	1%	4%	3%	3%	2%	3%	3%	3%	3%	4%	2%	2%	2%	2%	4%
We owe them/ they deserve recognition	20	3	2	8	5	1	2	7	4	3	5	5	8	2	2	3	7
	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 sacrifices	273	20	79	104	40	30	63	64	86	48	80	98	93	51	49	58	57
	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 Veteran	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							
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 the importance of it	33	4	3	15	10	2	5	14	7	6	10	15	8	2	4	7	9
	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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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%	2 2%	5 2%	2 1%	4 3%	2 2%	5 3%	2 1%	3 1%	4 3%	7 3%	4 1%	3 1%	1 1%	3 2%	2 1%	7 3%
Should not/ cannot forget	13 1%	2 2%	2 1%	3 1%	1 1%	4 4%	-	4 2%	3 1%	5 3%	4 1%	7 2%	2 1%	3 2%	3 2%	1 *	2 1%
So we don't repeat past mistakes	9 1%	1 1%	1 1%	6 2%	1 1%	-	-	2 1%	6 2%	1 1%	2 1%	5 2%	2 1%	1 1%	1 *	3 2%	5 2%
There are fewer Veterans/ their story should be told	2 *	-	-	-	2 1%	-	-	2 1%	-	-	2 1%	-	-	-	2 1%	-	-
FOCUS ON PERSONAL CONNECTIONS	76 9%	11 15%	9 4%	35 10%	12 8%	10 8%	8 5%	14 7%	27 9%	20 13%	23 9%	28 9%	24 8%	17 10%	7 5%	19 11%	14 7%
Family member is a Veteran/ I am a Veteran	76 9%	11 15%	9 4%	35 10%	12 8%	10 8%	8 5%	14 7%	27 9%	20 13%	23 9%	28 9%	24 8%	17 10%	7 5%	19 11%	14 7%
OTHER	39 4%	4 5%	4 2%	21 6%	6 4%	4 3%	11 7%	4 2%	16 5%	4 3%	11 4%	9 3%	18 6%	7 4%	8 6%	8 5%	5 3%
To show support for our troops (past and/ or present)	19 2%	2 3%	1 *	11 3%	5 3%	-	6 4%	3 2%	7 2%	2 1%	6 2%	6 2%	7 3%	1 1%	4 3%	7 4%	2 1%
Believe in it/ it's important to do it	8 1%	1 1%	1 1%	5 1%	1 1%	1 1%	2 1%	1 *	2 1%	1 *	5 2%	1 *	2 1%	3 2%	1 1%	-	2 1%
Forces us to examine war	6 1%	1 1%	1 1%	2 1%	-	2 2%	-	-	5 1%	1 1%	-	1 *	5 2%	1 *	1 1%	1 *	1 *
Other	5 1%	1 1%	1 *	4 1%	-	1 1%	2 1%	-	2 1%	1 *	1 *	1 *	4 1%	2 1%	2 2%	-	1 1%
NOTHING/ NO REASON	14 2%	1 1%	3 2%	8 2%	2 1%	-	3 2%	5 2%	5 2%	1 *	5 2%	4 1%	4 1%	5 3%	-	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.

VAC Remembrance 2017 Survey

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

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple Responses
	(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 RESPECT	574 65%	265 64%	309 66%	332 66%	242 64%	536 65%	38 72%	418 66%	105 62%	29 61%	22 62%
To honour/ to respect the Veterans/ those who died in service	304 34%	142 34%	162 34%	168 33%	136 36%	285 34%	20 38%	220 35%	66 39%	8 17%	10 28%
To recognize their contribution to our freedom/ security/ peace	181 21%	81 20%	101 21%	112 22%	70 18%	168 20%	13 25%	140 22%	23 14%	7 16%	11 32%
Veteran's fought for our country/ they served our country	111 13%	63 15%	48 10%	66 13%	45 12%	105 13%	6 11%	80 13%	20 12%	9 19%	2 5%
To recognize their service/ accomplishments	86 10%	44 11%	42 9%	46 9%	40 11%	82 10%	4 8%	60 10%	15 9%	8 17%	3 9%
Canada wouldn't be the country it is today/ I wouldn't be here if it weren't for Veterans	27 3%	12 3%	14 3%	19 4%	8 2%	27 3%	-	22 3%	3 2%	1 3%	1 2%
We owe them/ they deserve recognition	20 2%	9 2%	11 2%	14 3%	6 1%	20 2%	-	17 3%	1 *	2 3%	-
FOCUS ON HISTORY / REMEMBRANCE	463 52%	212 51%	251 53%	260 52%	203 53%	435 52%	28 53%	325 52%	98 58%	20 41%	20 57%
So people will remember their sacrifices	273 31%	130 31%	143 30%	149 30%	123 32%	252 30%	21 40%	181 29%	71 42%	14 30%	6 17%
Family member is a Veteran/ I am a Veteran	76 9%	34 8%	42 9%	49 10%	27 7%	76 9%	-	60 10%	6 3%	2 4%	8 22%
Good idea/ good to remember	49 6%	21 5%	28 6%	26 5%	23 6%	46 6%	3 5%	36 6%	9 5%	3 5%	2 5%
Part of our heritage/ our history	38 4%	15 4%	23 5%	23 5%	15 4%	37 4%	1 3%	29 5%	9 5%	-	1 2%
So children can understand/ learn the importance of it	33 4%	8 2%	25 5%	22 4%	11 3%	32 4%	1 3%	26 4%	2 1%	3 6%	2 5%
Many soldiers died in past wars	15 2%	4 1%	11 2%	11 2%	4 1%	13 2%	2 4%	10 2%	4 2%	-	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.

VAC Remembrance 2017 Survey

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

	Gender			Awareness of Veterans' Week		Participation in Veterans' Week		Language			Multiple Responses
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	
Should not/ cannot forget	13 1%	9 2%	4 1%	6 1%	7 2%	13 2%	-	9 1%	2 1%	-	2 6%
So we don't repeat past mistakes	9 1%	5 1%	4 1%	5 1%	4 1%	9 1%	-	9 1%	1 *%	-	-
There are fewer Veterans/ their story should be told	2 *%	-	2 *%	2 *%	-	2 *%	-	2 *%	-	-	-
FOCUS ON PERSONAL CONNECTIONS	76 9%	34 8%	42 9%	49 10%	27 7%	76 9%	-	60 10% I	6 3%	2 4%	8 22% IJ
Family member is a Veteran/ I am a Veteran	76 9%	34 8%	42 9%	49 10%	27 7%	76 9%	-	60 10% I	6 3%	2 4%	8 22% IJ
OTHER	39 4%	14 3%	25 5%	21 4%	17 5%	37 4%	2 4%	31 5% I	2 1%	3 6%	3 9%
To show support for our troops (past and/ or present)	19 2%	6 1%	13 3%	11 2%	8 2%	18 2%	1 2%	15 2% I	1 *%	-	3 9%
Believe in it/ it's important to do it	8 1%	5 1%	3 1%	5 1%	3 1%	8 1%	1 1%	5 1%	1 *%	3 6%	-
Forces us to examine war	6 1%	2 *%	4 1%	3 1%	3 1%	6 1%	-	6 1%	-	-	-
Other	5 1%	1 *%	4 1%	2 *%	3 1%	5 1%	-	5 1%	1 *%	-	-
NOTHING/ NO REASON	14 2%	9 2%	5 1%	4 1%	10 3%	14 2%	-	7 1%	1 1%	5 10%	-

Comparison Groups: BC/DE/FG/HJK
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 43%	-	-	5 90%	3 42%	1 100% E	-	3 59%	4 72%	1 14%	1 23%	4 50%	3 52%	1 16%	1 55%	1 18%	4 85% NP
We already have Remembrance Day/ a week is too long	5 23%	-	-	2 40%	1 18%	1 100% DE	-	1 26%	3 54%	-	1 23%	-	3 52%	-	1 55%	-	2 50%
Too expensive/ waste of money	3 16%	-	-	2 31%	2 24%	-	-	2 33%	1 17%	1 14%	-	3 38%	-	1 16%	-	-	2 35%
There are other issues/ concerns that are more important	1 5%	-	-	1 19%	-	-	-	-	-	-	-	1 12%	-	-	-	1 18%	-
LACK OF INFORMATION / AWARENESS	5 25%	-	2 26%	1 19%	1 15%	1 100% CDE	-	-	2 37%	1 19%	3 58%	1 12%	1 15%	1 22%	2 100% NP	1 18%	-
Never heard of it/ don't know about it	4 20%	-	2 26%	-	1 15%	1 100% CE	-	-	2 37%	1 19%	3 58%	-	1 15%	1 22%	2 100% N	-	-
Don't know what activities there are for Veterans' Week	1 5%	-	-	1 19%	-	-	-	-	-	-	-	1 12%	-	-	-	1 18%	-
LACK OF PERSONAL RESONANCE	4 17%	-	2 30%	-	2 22%	-	2 50%	1 27%	1 12%	-	2 42%	1 8%	1 10%	1 19%	-	3 53%	-
Don't care/ not important to me personally	3 14%	-	1 19%	-	2 22%	-	2 50%	1 27%	-	-	2 28%	1 8%	1 10%	-	-	3 53%	-
Don't have family members who are Veterans/ don't know anyone in the military	1 4%	-	1 10%	-	-	-	-	-	1 12%	-	1 14%	-	-	1 19%	-	-	-
WRONG FOCUS ON THE PAST	2 9%	-	1 10%	1 22%	-	-	-	1 14%	-	1 26%	-	1 13%	1 10%	1 16%	-	-	1 15%
Happened in the past/ we should focus on the present	1 6%	-	1 10%	1 11%	-	-	-	1 14%	-	1 14%	-	1 7%	1 10%	1 16%	-	-	1 15%
Re-opens old wounds/ sad memories	1 3%	-	-	1 10%	-	-	-	-	-	1 12%	-	1 6%	-	-	-	-	-
PACIFISM	1 4%	-	1 11%	-	-	-	-	-	-	1 18%	-	1 9%	-	1 21%	-	-	-
We shouldn't celebrate war/ we should focus on peace	1 4%	-	1 11%	-	-	-	-	-	-	1 18%	-	1 9%	-	1 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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
OTHER	7 32%	-	2 34%	1 20%	3 45%	-	2 50%	2 33%	2 29%	2 38%	1 14%	5 58% M	1 13%	2 41%	-	2 28%	2 35%
It is important/ necessary that we have it	3 16%	-	2 22%	-	2 24%	-	-	2 33%	1 12%	1 19%	1 14%	2 29%	-	2 41%	-	-	2 35%
Other	3 17%	-	1 12%	1 20%	2 22%	-	2 50%	-	1 17%	1 19%	-	3 30%	1 13%	-	-	2 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.

VAC Remembrance 2017 Survey

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

	Gender			Awareness of Veterans' Week		Participation in Veterans' Week		Language			
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple Responses
	(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 43%	6 41%	3 49%	4 62%	5 34%	7 52%	2 25%	7 71% I	1 10%	-	-
We already have Remembrance Day/ a week is too long	5 23%	3 23%	1 21%	2 33%	2 17%	5 33%	-	3 34%	-	-	-
Too expensive/ waste of money	3 16%	2 11%	2 28%	1 15%	2 17%	2 12%	2 25%	3 27%	1 10%	-	-
There are other issues/ concerns that are more important	1 5%	1 7%	-	1 14%	-	1 7%	-	1 10%	-	-	-
LACK OF INFORMATION / AWARENESS	5 25%	3 20%	2 38%	1 14%	4 31%	3 22%	2 31%	2 23%	2 30%	-	1 100% HI
Never heard of it/ don't know about it	4 20%	2 13%	2 38%	-	4 31%	2 15%	2 31%	1 13%	2 30%	-	1 100% HI
Don't know what activities there are for Veterans' Week	1 5%	1 7%	-	1 14%	-	1 7%	-	1 10%	-	-	-
LACK OF PERSONAL RESONANCE	4 17%	3 20%	1 12%	1 10%	3 21%	2 16%	1 21%	2 15%	2 34%	-	-
Don't care/ not important to me personally	3 14%	3 20%	-	-	3 21%	2 11%	1 21%	2 15%	1 22%	-	-
Don't have family members who are Veterans/ don't know anyone in the military	1 4%	-	1 12%	1 10%	-	1 5%	-	-	1 12%	-	-
WRONG FOCUS ON THE PAST	2 9%	1 9%	1 9%	1 17%	1 4%	1 8%	1 10%	1 5%	1 10%	1 31%	-
Happened in the past/ we should focus on the present	1 6%	1 9%	-	1 10%	1 4%	1 4%	1 10%	-	1 10%	1 31%	-
Re-opens old wounds/ sad memories	1 3%	-	1 9%	1 8%	-	1 4%	-	1 5%	-	-	-
PACIFISM	1 4%	-	1 13%	1 11%	-	-	1 12%	-	1 13%	-	-
We shouldn't celebrate war/ we should focus on peace	1 4%	-	1 13%	1 11%	-	-	1 12%	-	1 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.

VAC Remembrance 2017 Survey

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

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple Responses
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
OTHER	7 32%	4 29%	2 40%	2 25%	5 36%	5 35%	2 25%	4 35%	2 26%	2 69%	-
It is important/ necessary that we have it	3 16%	1 6%	2 40%	1 10%	2 18%	2 11%	2 25%	2 16%	2 26%	-	-
Other	3 17%	3 23%	-	1 15%	2 17%	3 24%	-	2 19%	-	2 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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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% NQ	41%	13%
Don't care/ not important to me personally	21	-	10	5	2	3	3	7	7	2	3	4	13	3	9	5	1
	24%		31%	20%	21%	22%	14%	32%	28%	22%	19%	20%	29%	13%	53% NQ	33%	9%
Don't have family members who are Veterans/ don't know anyone in the military	9	-	4	2	1	1	-	1	3	1	3	2	3	1	4	1	1
	10%		13%	10%	11%	6%		6%	14%	9%	18%	10%	7%	4%	22%	8%	5%
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% J	6%	11%	20%	29%	21%	12%	32%	45% O
We already have Remembrance Day/ a week is too long	14	1	5	4	5	-	3	3	7	1	2	3	10	1	2	5	6
	17%	30%	16%	17%	39%		14%	12%	29% J	6%	11%	14%	21%	3%	12%	32% N	39% N
There are other issues/ concerns that are more important	5	-	-	-	1	4	4	-	-	-	-	1	4	4	-	-	1
	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% CE	11%		38%	26%	13%	6%	15%	36%	19%	34%	6%	22%	26%
Never heard of it/ don't know about it	13	1	5	6	1	-	6	5	2	1	2	6	5	5	-	2	3
	15%	30%	15%	27%	11%		27%	20%	8%	6%	9%	30%	12%	24%		14%	20%
Don't know what activities there are for Veterans' Week	6	-	1	5	-	-	2	1	1	-	1	1	3	2	1	1	1
	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 should focus on peace	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%
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 Veterans left	3	-	-	1	1	1	-	-	2	1	2	-	1	2	-	-	-
	4%			5%	6%	8%			9%	7%	11%		2%	8%			
Happened in the past/ we should focus on the present	2	-	1	1	-	-	-	1	1	1	1	1	1	-	1	-	-
	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% GI	32%	9%	15%	19%	17%	17%	13%

Comparison Groups: BCDEF/GHIJ/KLM/NOPQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
It is important/ necessary that we have it	14 16%	1 24%	7 21%	1 5%	3 22%	3 17%	1 7%	5 20%	2 7%	4 40% GI	4 25%	2 9%	7 15%	4 19%	2 9%	3 17%	2 13%
Should be a more private ceremony/ held less often (so it's not overdone)	1 1%	-	-	-	-	1 8%	-	-	1 5%	-	1 7%	-	-	-	1 8%	-	-
NOTHING/ NO REASON	5 6%	0 16%	3 8%	1 5%	-	1 8%	-	2 9%	3 12%	0 4%	1 4%	2 12%	3 5%	1 3%	1 4%	-	1 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.

VAC Remembrance 2017 Survey

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

	Gender			Awareness of Veterans' Week		Participation in Veterans' Week		Language			
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple Responses
	(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 33%	14 31%	14 35%	18 50%	10 21%	17 29%	11 41%	10 22%	14 46%	2 57%	2 32%
Don't care/ not important to me personally	21 24%	11 24%	10 24%	13 37%	8 15%	12 22%	8 30%	9 20%	10 32%	-	2 32%
Don't have family members who are Veterans/ don't know anyone in the military	9 10%	3 7%	5 14%	6 16%	3 6%	5 9%	3 12%	2 5%	4 14%	2 57%	-
COST-BENEFIT FOCUS	19 23%	14 31%	5 14%	5 15%	14 29%	15 26%	5 17%	15 33%	5 15%	-	-
We already have Remembrance Day/ a week is too long	14 17%	9 20%	5 14%	5 15%	9 18%	10 17%	5 17%	10 22%	5 15%	-	-
There are other issues/ concerns that are more important	5 6%	5 11%	-	-	5 10%	5 9%	-	5 11%	-	-	-
LACK OF INFORMATION / AWARENESS	19 22%	8 18%	11 27%	2 6%	17 34%	13 23%	5 19%	11 25%	4 13%	-	4 68%
Never heard of it/ don't know about it	13 15%	6 13%	7 18%	2 6%	11 22%	8 14%	5 19%	9 20%	3 9%	-	1 24%
Don't know what activities there are for Veterans' Week	6 7%	2 5%	3 9%	-	6 11%	6 10%	-	2 5%	1 3%	-	2 44%
PACIFISM	8 9%	5 10%	3 8%	3 8%	5 10%	5 9%	3 10%	3 7%	2 7%	3 68%	- HI
We shouldn't celebrate war/ we should focus on peace	8 9%	5 10%	3 8%	3 8%	5 10%	5 9%	3 10%	3 7%	2 7%	3 68%	- HI
WRONG FOCUS ON THE PAST	5 6%	2 5%	3 7%	2 5%	3 6%	4 6%	1 5%	4 8%	1 4%	-	-
Most Veterans have died/ very few Veterans left	3 4%	1 2%	2 5%	-	3 6%	3 5%	-	3 6%	-	-	-
Happened in the past/ we should focus on the present	2 2%	1 3%	1 2%	2 5%	-	1 1%	1 5%	1 1%	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.

VAC Remembrance 2017 Survey

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

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language			Multiple Responses	
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only		Allophone Only
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		(J)
OTHER	15 18%	6 14%	9 23%	8 22%	7 14%	9 15%	6 23%	6 13%	8 27%	-	1 24%
It is important/ necessary that we have it	14 16%	6 14%	8 19%	7 19%	7 14%	7 13%	6 23%	5 10%	8 27%	-	1 24%
Should be a more private ceremony/ held less often (so it's not overdone)	1 1%	-	1 3%	1 4%	-	1 2%	-	1 3%	-	-	-
NOTHING/ NO REASON	5 6%	4 9%	1 3%	4 10%	2 4%	2 4%	3 11%	3 7%	2 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.

VAC Remembrance 2017 Survey

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

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 48%	50 67% CD	62 26%	199 52% C	91 53% C	76 57% C	70 38%	125 53% G	175 51% G	76 44%	111 38%	182 52% K	184 52% K	82 41%	67 41%	92 47%	143 64% NOP
No	506 51%	22 30%	176 74% BDEF	180 47% B	75 44% B	52 39%	105 56%	109 47%	163 48%	95 55%	171 59% LM	163 47%	168 47%	111 56% Q	94 58% Q	105 53% Q	81 36%
Don't know	16 2%	3 3%	1 *%	4 1%	4 2%	6 4% CD	11 6% I	-	3 1%	2 1%	9 3% M	5 1%	2 1%	7 3% PQ	2 1%	0 *%	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.

VAC Remembrance 2017 Survey

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

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes	478 48%	201 42%	276 53% B	299 55% E	178 39%	473 52% G	4 5%	403 58% IJK	50 24%	9 17%	16 37%
No	506 51%	268 56% C	238 46%	238 43%	269 59% D	423 46%	83 95% F	276 40%	155 75% H	47 83% H	27 63% H
Don't know	16 2%	9 2%	7 1%	10 2%	7 2%	16 2%	-	16 2% I	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.

VAC Remembrance 2017 Survey

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

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 RESPECT	229 48%	23 46%	28 45%	104 52%	42 46%	32 42%	23 32%	67 53% G	82 47%	39 51%	46 41%	92 51%	90 49%	44 54%	24 37%	41 44%	71 49%
To honour/ to respect the Veterans/ those who died in service	177 37%	19 39%	20 33%	81 41%	32 35%	24 31%	19 27%	47 38%	61 35%	33 43%	39 35%	73 40%	64 35%	39 48% OPQ	20 30%	29 31%	47 33%
To recognize their contribution to our freedom/ security/ peace	34 7%	4 9%	4 7%	11 6%	7 8%	7 9%	1 2%	13 10%	13 8%	4 5%	4 4%	10 6%	20 11% K	2 3%	3 5%	3 4%	19 13% NP
To recognize their service/ accomplishments	24 5%	2 4%	2 3%	13 7%	4 4%	3 3%	2 3%	9 7%	4 2%	6 8%	3 3%	10 6%	11 6%	5 6%	4 6%	6 7%	6 4%
Veteran's fought for our country/ they served our country	17 4%	4 7%	1 2%	8 4%	3 4%	-	-	6 5%	7 4%	2 3%	2 2%	6 4%	9 5%	2 2%	-	4 4%	10 7%
Canada wouldn't be the country it is today/ I wouldn't be here if it weren't for Veterans	6 1%	1 1%	1 1%	3 2%	1 1%	-	-	2 1%	3 2%	-	2 2%	3 2%	1 *%	1 1%	-	2 2%	2 1%
FOCUS ON PERSONAL CONNECTIONS	192 40%	24 47%	31 49%	75 38%	32 35%	31 41%	27 38%	52 42%	65 37%	35 45%	49 44%	81 44%	62 34%	33 40%	35 53% P	33 36%	59 41%
Family member is a Veteran/ I am a Veteran	133 28%	15 30%	17 27%	56 28%	22 24%	23 30%	17 25%	37 30%	45 26%	26 34%	38 34%	53 29%	42 23%	25 31%	22 32%	23 25%	43 30%
I/ someone I know participates in events	33 7%	7 14%	3 5%	11 6%	5 5%	7 9%	5 7%	11 8%	11 6%	4 5%	5 5%	12 7%	15 8%	3 4%	5 7%	7 7%	11 8%
Know/ am related to someone/ I am currently in the military	32 7%	2 4%	12 19% BDEF	9 5%	6 7%	2 3%	4 6%	5 4%	14 8%	6 7%	8 7%	17 9%	7 4%	7 8%	10 15% PQ	4 4%	7 5%
FOCUS ON HISTORY / REMEMBRANCE	78 16%	6 13%	4 7%	38 19% C	20 23% C	9 12%	13 19%	24 19%	29 17%	9 11%	21 18%	25 14%	32 17%	11 13%	6 8%	17 19%	27 19% O
So people will remember their sacrifices	44 9%	5 10%	2 4%	20 10%	13 14% C	5 6%	5 8%	15 12%	16 9%	4 5%	14 13%	12 7%	17 9%	5 7%	4 6%	7 7%	18 12%
So children can understand/ learn the importance of it	23 5%	1 1%	1 2%	9 5%	10 11% BCF	2 3%	7 10%	7 5%	7 4%	2 3%	8 7%	6 3%	9 5%	2 2%	-	7 7%	10 7%
Good idea/ good to remember	15 3%	1 2%	1 1%	9 4%	2 2%	3 3%	4 6%	2 1%	6 4%	2 3%	2 2%	7 4%	6 3%	4 5%	2 2%	4 4%	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.

VAC Remembrance 2017 Survey

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

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
OTHER	90 19%	6 12%	9 15%	35 18%	18 19%	22 29%	18 25%	20 16%	34 20%	15 19%	16 15%	34 19%	40 22%	17 21%	15 22%	20 21%	22 15%
Believe in it/ it's important to do it	50 10%	3 6%	7 11%	19 10%	9 10%	12 16%	8 12%	13 11%	18 10%	10 13%	6 5%	23 13%	21 12%	8 10%	7 11%	8 9%	15 11%
Tradition / habit / we do it every year	18 4%	1 2%	2 4%	7 4%	4 5%	4 5%	5 7%	3 2%	7 4%	3 3%	5 5%	3 2%	10 5%	4 5%	4 5%	5 5%	3 2%
To show support for our troops (past and/ or present)	15 3%	1 3%	-	6 3%	1 1%	6 8%	4 6%	2 2%	6 3%	3 3%	3 3%	4 2%	7 4%	4 5%	4 6%	4 4%	2 1%
Show some (national) pride	2 *%	1 1%	-	1 1%	-	-	-	-	2 1%	-	1 1%	1 1%	-	1 1%	-	-	-
Other	5 1%	-	1 1%	1 1%	3 3%	-	-	1 1%	3 1%	-	1 1%	2 1%	2 1%	-	-	3 3%	2 1%
NOTHING/ NO REASON	10 2%	1 3%	4 6%	1 1%	2 2%	2 3%	4 6%	2 2%	1 *%	1 1%	3 3%	3 2%	4 2%	1 1%	2 4%	2 3%	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.

VAC Remembrance 2017 Survey

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

	Gender			Awareness of Veterans' Week		Participation in Veterans' Week		Language			
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple Responses
	(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 RESPECT	229 48%	88 44%	141 51%	152 51%	77 43%	229 48%	-	197 49%	23 47%	2 17%	7 45%
To honour/ to respect the Veterans/ those who died in service	177 37%	73 36%	104 38%	118 39%	59 33%	177 37%	-	152 38%	18 37%	-	6 37%
To recognize their contribution to our freedom/ security/ peace	34 7%	7 4%	27 10%	23 8%	11 6%	34 7%	-	28 7%	3 6%	2 17%	1 8%
To recognize their service/ accomplishments	24 5%	7 4%	16 6%	15 5%	9 5%	24 5%	-	21 5%	1 3%	2 17%	-
Veteran's fought for our country/ they served our country	17 4%	5 2%	12 4%	11 4%	5 3%	17 4%	-	16 4%	1 1%	-	-
Canada wouldn't be the country it is today/ I wouldn't be here if it weren't for Veterans	6 1%	4 2%	2 1%	3 1%	2 1%	6 1%	-	5 1%	1 1%	-	-
FOCUS ON PERSONAL CONNECTIONS	192 40%	81 40%	111 40%	117 39%	75 42%	191 40%	1 34%	157 39%	25 50%	2 23%	8 52%
Family member is a Veteran/ I am a Veteran	133 28%	52 26%	81 29%	85 28%	48 27%	132 28%	1 18%	109 27%	14 28%	2 23%	8 52%
I/ someone I know participates in events	33 7%	18 9%	15 5%	15 5%	18 10%	33 7%	-	29 7%	3 5%	-	1 8%
Know/ am related to someone/ I am currently in the military	32 7%	15 8%	16 6%	22 7%	10 5%	31 7%	1 16%	22 5%	10 20%	-	-
FOCUS ON HISTORY / REMEMBRANCE	78 16%	25 13%	53 19%	46 15%	33 18%	78 17%	-	67 17%	5 10%	5 54%	2 11%
So people will remember their sacrifices	44 9%	17 8%	28 10%	25 8%	19 11%	44 9%	-	38 9%	2 3%	4 41%	1 8%
So children can understand/ learn the importance of it	23 5%	4 2%	19 7%	15 5%	7 4%	23 5%	-	19 5%	2 4%	1 13%	1 4%
Good idea/ good to remember	15 3%	4 2%	10 4%	9 3%	6 3%	15 3%	-	14 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.

VAC Remembrance 2017 Survey

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

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple Responses
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
OTHER	90 19%	43 21%	47 17%	51 17%	39 22%	87 18%	3 66%	83 21% K	6 12%	1 7%	1 4%
Believe in it/ it's important to do it	50 10%	22 11%	28 10%	29 10%	21 12%	47 10%	3 66% F	46 11%	4 9%	-	-
Tradition / habit / we do it every year	18 4%	6 3%	12 4%	12 4%	7 4%	18 4%	-	17 4%	2 3%	-	-
To show support for our troops (past and/ or present)	15 3%	10 5%	5 2%	7 2%	8 5%	15 3%	-	15 4%	-	-	-
Show some (national) pride	2 *%	1 *%	1 *%	1 *%	1 1%	2 *%	-	1 *%	-	1 7%	-
Other	5 1%	4 2%	1 *%	3 1%	2 1%	5 1%	-	4 1%	-	-	1 4%
NOTHING/ NO REASON	10 2%	6 3%	4 1%	5 2%	5 3%	10 2%	-	5 1%	3 6%	2 16%	1 6%

Comparison Groups: BC/DE/FG/HJK
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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%
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%
Had to work/ not available to participate	57	3	26	14	10	4	15	10	26	3	27	16	14	4	15	13	8
	11%	15%	15%	8%	13%	9%	14%	9%	16%	3%	16%	10%	8%	4%	16%	13%	10%
Can't participate due to health reasons/ elderly	39	2	10	20	5	3	-	4	9	23	16	13	9	13	6	4	3
	8%	9%	6%	11%	7%	5%		4%	6%	24%	10%	8%	5%	12%	6%	4%	3%
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%
There are no activities for Veterans' Week in the area	27	1	14	11	1	-	4	8	9	6	4	12	11	6	9	4	4
	5%	4%	8%	6%	1%		4%	8%	5%	6%	2%	8%	7%	5%	9%	4%	5%
No occasion/ opportunity/ chance to participate	25	-	15	4	4	2	7	5	6	7	10	9	7	5	4	8	4
	5%		8%	2%	5%	3%	6%	4%	4%	7%	6%	5%	4%	5%	4%	7%	5%
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%
Never heard of it/ don't know about it	124	8	30	51	15	19	39	36	36	8	43	33	47	25	19	26	29
	24%	36%	17%	28%	20%	37%	37%	33%	22%	9%	25%	20%	28%	23%	21%	25%	36%
Don't know what activities there are for Veterans' Week	11	-	3	6	-	3	2	1	4	3	2	5	5	2	1	5	1
	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%
Don't have family members who are Veterans/ don't know anyone in the military	18	-	11	4	1	1	1	4	6	4	3	7	8	4	2	6	2
	4%		6%	2%	1%	2%	1%	4%	4%	4%	2%	4%	5%	4%	2%	6%	3%
Don't care/ not important to me personally	19	-	14	2	3	-	3	3	8	2	5	5	8	3	4	6	2
	4%		8%	1%	4%		3%	3%	5%	2%	3%	3%	5%	3%	4%	6%	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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
I'm an immigrant	12 2%	-	1 *% C	7 4% C	4 5%	-	3 3%	6 6% I	1 1%	-	2 1%	-	9 5% K	4 3%	2 2%	3 3%	-
PARTICIPATED IN OTHER WAYS	16 3%	1 6%	5 3%	6 3%	3 4%	2 4%	-	6 5%	7 4%	2 2%	5 3%	9 5%	3 2%	3 3%	3 3%	6 6%	1 1%
Participate in Remembrance Day events/ observe Remembrance Day	4 1%	-	1 1%	3 2%	-	-	-	2 2%	2 1%	1 1%	-	3 2%	2 1%	-	1 1%	4 3%	-
Remember by wearing a Poppy	12 2%	1 6%	4 2%	3 1%	3 4%	2 4%	-	4 3%	5 3%	1 2%	5 3%	6 4%	1 1%	3 3%	2 2%	2 2%	1 1%
OTHER	33 7%	-	9 5%	13 7%	7 10%	3 7%	5 5%	7 7%	6 4%	12 12% I	7 4%	12 8%	13 8%	10 9%	6 6%	6 6%	4 5%
Don't have family nearby	10 2%	-	1 1%	6 3%	3 3%	-	4 4%	2 2%	-	3 3%	3 2%	2 1%	4 3%	3 3%	3 3%	2 2%	-
We shouldn't celebrate war/ we should focus on peace	9 2%	-	3 2%	2 1%	3 4%	1 2%	-	4 3%	2 1%	4 4%	1 1%	4 2%	4 2%	1 1%	2 2%	-	4 5%
Other	16 3%	-	5 3%	8 4%	2 2%	3 5%	3 3%	2 2%	4 3%	5 5%	3 2%	9 5%	5 3%	5 5%	3 3%	4 4%	-
NOTHING/ NO REASON	24 5%	0 2%	8 5%	11 6%	2 2%	2 4%	4 4%	3 3%	7 4%	6 7%	9 5%	8 5%	7 4%	7 6% O	1 1%	2 2%	5 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.

VAC Remembrance 2017 Survey

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

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple Responses
	(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 50%	133 50%	121 51%	155 65%	99 37%	223 53%	31 37%	149 54%	76 49%	13 27%	16 60%
Too busy/ no time to attend	182 36%	100 37%	83 35%	111 47%	71 26%	157 37%	25 30%	104 38%	55 35%	11 23%	12 46%
Had to work/ not available to participate	57 11%	33 12%	24 10%	29 12%	28 10%	48 11%	9 11%	28 10%	23 15%	3 7%	3 11%
Can't participate due to health reasons/ elderly	39 8%	15 5%	25 10%	28 12%	11 4%	39 9%	1 1%	30 11%	7 5%	-	2 7%
NO OPPORTUNITY	52 10%	27 10%	25 11%	25 11%	26 10%	35 8%	17 20%	21 8%	24 16%	4 9%	2 8%
There are no activities for Veterans' Week in the area	27 5%	11 4%	16 7%	13 6%	14 5%	19 5%	8 10%	13 5%	11 7%	3 7%	-
No occasion/ opportunity/ chance to participate	25 5%	15 6%	10 4%	12 5%	13 5%	16 4%	9 11%	9 3%	14 9%	1 1%	2 8%
LACK OF KNOWLEDGE / AWARENESS	133 26%	72 27%	60 25%	21 9%	112 42%	108 26%	25 30%	78 28%	29 19%	19 42%	5 19%
Never heard of it/ don't know about it	124 24%	70 26%	54 23%	18 8%	105 39%	99 23%	25 30%	72 26%	27 17%	18 39%	5 19%
Don't know what activities there are for Veterans' Week	11 2%	3 1%	8 3%	3 1%	8 3%	10 2%	1 1%	7 3%	3 2%	1 3%	-
LACK OF PERSONAL RESONANCE	46 9%	23 9%	23 9%	24 10%	22 8%	32 8%	14 17%	15 6%	21 13%	7 15%	3 11%
Don't have family members who are Veterans/ don't know anyone in the military	18 4%	6 2%	11 5%	11 5%	7 3%	15 3%	3 4%	7 3%	10 6%	1 2%	-
Don't care/ not important to me personally	19 4%	10 4%	10 4%	12 5%	7 3%	12 3%	7 9%	5 2%	12 8%	1 1%	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.

VAC Remembrance 2017 Survey

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

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple Responses
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
I'm an immigrant	12 2%	9 3%	3 1%	2 1%	10 4%	8 2%	3 4%	4 2%	-	5 11%	2 7%
					D						
PARTICIPATED IN OTHER WAYS	16 3%	8 3%	8 4%	10 4%	6 2%	16 4%	-	8 3%	5 3%	-	3 12%
Participate in Remembrance Day events/ observe Remembrance Day	4 1%	3 1%	1 1%	2 1%	2 1%	4 1%	-	2 1%	1 1%	-	1 4%
Remember by wearing a Poppy	12 2%	5 2%	7 3%	8 3%	5 2%	12 3%	-	7 2%	4 2%	-	2 8%
OTHER	33 7%	16 6%	17 7%	16 7%	17 7%	27 6%	6 7%	18 7%	9 6%	4 8%	2 7%
Don't have family nearby	10 2%	8 3%	2 1%	4 2%	6 2%	9 2%	1 1%	7 2%	1 1%	1 3%	-
We shouldn't celebrate war/ we should focus on peace	9 2%	4 1%	5 2%	2 1%	7 3%	4 1%	5 6%	4 1%	4 3%	-	1 4%
Other	16 3%	7 3%	10 4%	11 5%	5 2%	16 4%	-	9 3%	4 2%	3 6%	1 3%
NOTHING/ NO REASON	24 5%	18 7%	6 3%	9 4%	14 5%	22 5%	2 2%	13 5%	5 3%	6 12%	-
		C									

Comparison Groups: BC/DE/FG/HJK
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes	788 79%	367 77%	421 81%	451 83% E	337 74%	788 86%	-	609 88% IJ	108 53%	37 66%	32 74% I
No	206 21%	108 23%	97 19%	92 17%	114 25% D	120 13%	86 98% F	81 12%	96 47% HK	17 31% H	11 26%
Don't know/Refused	7 1%	3 1%	4 1%	3 1%	3 1%	5 1%	1 2%	4 1%	1 1%	2 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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes	386 39%	157 33%	229 44% B	223 41%	163 36%	386 42%	-	327 47% IJ	27 13%	15 27%	18 41% I
No	594 59%	308 64% C	287 55%	311 57%	284 63%	507 56%	87 100% F	353 51%	177 86% HJK	38 68% H	25 59%
Don't know/Refused	19 2%	14 3% C	6 1%	13 2%	7 1%	19 2%	-	14 2%	2 1%	3 4%	-

Comparison Groups: BC/DE/FG/HJK
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes	454 45%	205 43%	249 48%	279 51% E	175 39%	454 50%	-	334 48%	85 41%	19 34%	16 38%
No	543 54%	272 57%	272 52%	266 49%	277 61% D	456 50%	87 100% F	358 52%	121 59%	37 66%	27 62%
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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 25%	29 39% CF	32 14%	107 28% C	53 31% C	29 22%	54 29% J	78 33% J	87 25% J	17 10%	60 21%	97 28% K	93 26%	46 23%	33 20%	55 28%	72 32% O
No	741 74%	45 60%	204 85% BDE	274 72% B	114 67% B	103 78% B	131 70%	154 66%	254 74% H	155 89% GHI	227 78%	250 71%	260 74%	149 75%	128 79% Q	142 72%	153 68%
Don't know/Refused	8 1%	1 1%	3 1%	1 *% *	3 2%	-	2 1%	2 1%	1 *% *	2 1%	4 2%	2 1%	1 *% *	3 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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes	252 25%	102 21%	149 29% B	161 30% E	90 20%	252 28%	-	195 28% I	28 13%	19 33% I	10 24%
No	741 74%	372 78% C	369 71%	384 70%	357 79% D	654 72%	87 100% F	494 71%	176 86% HJ	38 67%	31 73%
Don't know/Refused	8 1%	4 1%	3 1%	2 *%	6 1%	8 1%	-	5 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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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% C	42%	77% C	82% C	82% C	64%	69%	72%	75%	74%	69%	69%	67%	62%	71%	72%
No	293	14	136	88	30	24	67	71	93	43	76	107	108	65	60	58	63
	29%	18%	57% BDEF	23%	18%	18%	36%	30%	27%	25%	26%	31%	31%	33%	37%	29%	28%
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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes	705 71%	324 68%	381 73%	413 76% E	292 64%	705 77%	-	563 81% IJ	83 40%	29 52%	30 70% I
No	293 29%	153 32%	140 27%	132 24%	160 35% D	206 23%	87 100% F	129 19%	123 60% HK	27 47% H	13 30%
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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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.

VAC Remembrance 2017 Survey

Q3_REV. Did you or members of your immediate family participate in Veterans' Week this year? (REVISED)

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes	913 91%	436 91%	477 91%	511 93% E	402 89%	913 100%	-	676 97% IK	149 73%	51 90% I	36 84%
No	87 9%	43 9%	45 9%	36 7%	51 11% D	-	87 100%	18 3%	56 27% HJ	6 10%	7 16% 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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 37%	33 44% C	52 22%	164 43% C	62 36% C	62 47% C	47 25%	82 35%	140 41% G	80 46% GH	95 33%	146 42% K	132 37%	71 36%	61 38%	76 39%	97 43%
No	593 59%	39 52%	184 77% BDEF	210 55%	99 58%	62 46%	127 68% IJ	148 63% J	192 56%	91 52%	185 63%	186 53% L	220 62% L	120 60%	99 61%	118 60%	122 54%
Don't know/Refused	33 3%	2 3%	3 1%	8 2%	10 6%	9 7% C	13 7%	4 2%	9 3%	3 2%	11 4% M	19 5% M	3 1%	9 4%	2 1%	4 2%	5 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.

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?

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes	374 37%	181 38%	192 37%	230 42% E	143 32%	357 39% G	17 20%	296 43% I	42 21%	18 32%	17 39% I
No	593 59%	281 59%	312 60%	297 54%	296 65% D	523 57%	70 80% F	371 53%	162 79% HJK	34 61%	25 58%
Don't know/Refused	33 3%	16 3%	17 3%	19 3%	14 3%	33 4%	-	26 4% I	1 1%	4 7%	1 2%

Comparison Groups: BC/DE/FG/HJK
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

VAC Remembrance 2017 Survey

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

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 60%	58 77% CDE	111 46%	240 63% C	99 58% C	91 68% C	113 60%	134 57%	198 58%	115 67% HI	180 62%	208 59%	206 58%	135 68% PQ	95 59%	112 57%	128 57%
4	257 26%	13 17%	71 30% B	100 26%	44 26%	30 22%	46 25%	66 28% J	105 31% J	28 16%	65 22%	93 27%	99 28%	39 20%	41 25%	64 32% N	63 28%
3 - Neither unimportant or important	97 10%	3 4%	41 17% BDEF	28 7%	15 9%	9 7%	17 9%	25 11%	25 7%	20 11%	31 11%	33 10%	33 9%	20 10%	19 12%	13 7%	22 10%
2	25 2%	2 2%	10 4%	7 2%	4 2%	2 2%	7 4%	4 2%	7 2%	5 3%	8 3%	9 3%	8 2%	3 1%	4 3%	6 3%	6 2%
1 - Not important at all	15 1%	-	6 2%	5 1%	4 2%	-	-	4 2%	5 1%	4 2%	2 1%	5 1%	8 2%	1 1%	2 1%	3 1%	5 2%
Don't know/Refused	8 1%	-	1 *% *	2 *% *	4 2% C	1 1%	4 2%	1 *% *	1 *% *	1 1%	5 2%	2 *% *	-	1 *% *	1 1%	1 *% *	1 1%
NET: Top 2	856 86%	70 94% CE	182 76%	341 89% C	143 84%	120 91% C	159 85%	200 86%	303 89% J	143 83%	245 84%	301 86%	306 86%	174 88%	136 84%	176 89%	191 85%
NET: Bottom 2	39 4%	2 2%	16 7% BDF	12 3%	8 5%	2 2%	7 4%	8 3%	12 4%	9 5%	10 4%	14 4%	16 4%	4 2%	6 4%	8 4%	10 4%

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.

VAC Remembrance 2017 Survey

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

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 - Very important	599 60%	277 58%	321 62%	339 62%	259 57%	573 63%	26 29%	452 65%	89 43%	31 55%	27 63%
						G		I			I
4	257 26%	133 28%	124 24%	137 25%	120 27%	231 25%	26 30%	168 24%	63 31%	18 31%	9 20%
3 - Neither unimportant or important	97 10%	49 10%	48 9%	51 9%	46 10%	74 8%	23 26%	46 7%	37 18%	8 14%	6 15%
						F		H			
2	25 2%	10 2%	15 3%	11 2%	14 3%	19 2%	6 6%	12 2%	10 5%	-	1 2%
								H			
1 - Not important at all	15 1%	8 2%	6 1%	7 1%	7 2%	8 1%	7 8%	8 1%	7 3%	-	-
							F				
Don't know/Refused	8 1%	1 *	7 1%	1 *	7 2%	8 1%	-	8 1%	-	-	-
			B	D							
NET: Top 2	856 86%	410 86%	446 85%	477 87%	379 84%	804 88%	52 59%	620 89%	152 74%	48 86%	35 83%
						G		I			
NET: Bottom 2	39 4%	18 4%	21 4%	18 3%	21 5%	27 3%	12 14%	20 3%	17 8%	-	1 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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 60%	57 76% CEF	110 46%	254 66% C	107 63% C	76 57%	83 45%	131 56%	226 66% GH	118 68% GH	193 66% M	219 63% M	188 53%	125 63%	104 64%	109 55%	130 58%
4	266 27%	10 13%	81 34% BDE	94 25% B	37 22% C	44 33% B	70 38% IJ	68 29% J	83 24%	32 18%	58 20%	96 27% K	112 32% K	48 24%	37 23%	62 31%	68 30%
3 - Neither unimportant or important	91 9%	7 10%	36 15% DF	25 6%	15 9%	8 6%	21 11%	30 13% I	20 6%	16 9%	28 10%	24 7%	39 11%	12 6%	17 11%	22 11%	20 9%
2	20 2%	1 2%	5 2%	6 2%	3 2%	5 4%	7 4%	2 1%	8 2%	3 2%	4 1%	6 2%	11 3%	9 4% Q	3 2%	4 2%	3 1%
1 - Not important at all	11 1%	-	3 1%	1 *	7 4% D	-	4 2%	3 1%	2 1%	3 2%	5 2%	4 1%	2 1%	1 1%	1 *	1 *	3 1%
Don't know/Refused	7 1%	-	4 2%	3 1%	-	-	1 1%	1 *	4 1%	1 1%	5 2%	1 *	1 *	3 2%	1 *	-	-
NET: Top 2	870 87%	67 89% C	191 80%	348 91% C	144 85%	120 90% C	154 82%	198 85%	308 90%	150 87%	250 86%	314 90%	301 85%	174 87%	141 87%	171 86%	199 88%
NET: Bottom 2	32 3%	1 2%	8 3%	7 2%	10 6%	5 4%	11 6%	5 2%	9 3%	6 3%	8 3%	10 3%	13 4%	10 5%	3 2%	5 2%	6 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.

VAC Remembrance 2017 Survey

Q5B. LEVEL OF IMPORTANCE: Supporting and leading events that recognize those who served our country and important military milestones

	Gender			Awareness of Veterans' Week		Participation in Veterans' Week		Language			
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 - Very important	604 60%	290 61%	314 60%	335 61%	270 59%	586 64%	18 21%	459 66%	88 43%	34 60%	23 55%
						G		I		I	
4	266 27%	121 25%	145 28%	147 27%	119 26%	230 25%	36 41%	166 24%	72 35%	17 30%	10 24%
							F		H		
3 - Neither unimportant or important	91 9%	42 9%	49 9%	50 9%	41 9%	67 7%	24 28%	45 6%	35 17%	5 9%	6 15%
							F		H		
2	20 2%	15 3%	5 1%	7 1%	13 3%	16 2%	4 5%	13 2%	5 2%	-	2 4%
		C									
1 - Not important at all	11 1%	4 1%	7 1%	5 1%	7 1%	7 1%	4 5%	9 1%	3 1%	-	-
Don't know/Refused	7 1%	6 1%	1 *%	3 1%	4 1%	6 1%	1 1%	2 *%	3 1%	1 1%	1 3%
NET: Top 2	870 87%	412 86%	459 88%	482 88%	388 86%	816 89%	54 62%	625 90%	160 78%	51 90%	34 78%
						G		I			
NET: Bottom 2	32 3%	19 4%	13 2%	12 2%	20 4%	23 3%	8 10%	22 3%	8 4%	-	2 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.

VAC Remembrance 2017 Survey

Q5C. LEVEL OF IMPORTANCE: Supporting and leading remembrance ceremonies at the National War Memorial

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 64%	59 78% CE	115 48% CE	279 73% CE	103 61% C	88 66% C	101 54% 54%	152 65% 65%	231 68% G	119 69% G	204 70% M	227 65% 65%	209 59% 59%	132 66% 66%	106 66% 66%	132 67% 67%	136 60% 60%
4	211 21%	9 13%	63 26% BD	69 18% 18%	40 23% B	30 23% 23%	50 27% J	49 21% 21%	75 22% J	25 14% 14%	55 19% 19%	70 20% 20%	86 24% 24%	42 21% 21%	31 19% 19%	42 21% 21%	54 24% 24%
3 - Neither unimportant or important	95 9%	7 9%	47 19% BDEF	21 6% 6%	14 8% 8%	6 5% 5%	18 10% 10%	20 9% 9%	27 8% 8%	20 11% 11%	20 7% 7%	33 9% 9%	41 12% 12%	9 5% 5%	23 14% 14%	19 10% 10%	21 9% 9%
2	26 3%	0 1%	9 4% B	8 2% 2%	4 3% 3%	4 3% 3%	12 7% I	6 3% 3%	3 1% 1%	4 2% 2%	1 *% *%	9 3% K	15 4% K	9 5% O	1 *% *%	4 2% 2%	6 3% 3%
1 - Not important at all	17 2%	-	5 2%	2 1% 1%	8 5% D	2 1% 1%	5 3% 3%	4 2% 2%	3 1% 1%	5 3% 3%	10 3% M	5 1% 1%	3 1% 1%	5 3% 3%	1 *% *%	1 *% *%	5 2% 2%
Don't know/Refused	6 1%	-	1 1%	3 1% 1%	-	2 2% 2%	-	2 1% 1%	2 1% 1%	1 *% *%	1 *% *%	5 1% 1%	1 *% *%	1 1% 1%	1 *% *%	-	2 1% 1%
NET: Top 2	856 86%	68 91% C	178 74% 74%	348 91% 91%	143 84% C	119 89% C	151 81% 81%	201 86% 86%	307 90% J	144 83% 83%	260 89% 89%	297 85% 85%	295 83% 83%	174 88% 88%	137 85% 85%	174 88% 88%	190 85% 85%
NET: Bottom 2	43 4%	0 1%	14 6% B	10 3% 3%	12 7% BD	6 5% 5%	17 9% I	11 5% 5%	6 2% 2%	9 5% I	11 4% 4%	14 4% 4%	17 5% 5%	14 7% OP	1 1% 1%	5 2% 2%	11 5% 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.

VAC Remembrance 2017 Survey

Q5C. LEVEL OF IMPORTANCE: Supporting and leading remembrance ceremonies at the National War Memorial

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 - Very important	645 64%	290 61%	355 68% B	365 67%	280 62%	622 68% G	23 26%	494 71% I	90 44%	33 59%	27 64% I
4	211 21%	118 25% C	93 18%	114 21%	97 21%	184 20%	28 32% F	128 18%	60 29% HK	18 32% K	6 13%
3 - Neither unimportant or important	95 9%	46 10%	49 9%	47 9%	48 11%	72 8%	23 26% F	43 6%	42 20% HJ	4 7%	6 14%
2	26 3%	12 3%	13 3%	14 3%	12 3%	20 2%	6 6%	15 2%	9 5%	-	-
1 - Not important at all	17 2%	9 2%	8 2%	5 1%	12 3%	9 1%	8 9% F	10 1%	5 2%	1 1%	2 4%
Don't know/Refused	6 1%	4 1%	3 1%	2 *%	5 1%	6 1%	-	3 1%	-	1 1%	2 5%
NET: Top 2	856 86%	408 85%	448 86%	479 88%	377 83%	805 88% G	51 58%	622 90% I	149 73%	51 91% I	33 77%
NET: Bottom 2	43 4%	21 4%	22 4%	19 3%	24 5%	29 3%	14 16% F	25 4%	14 7%	1 1%	2 4%

Comparison Groups: BC/DE/FG/HJK
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

VAC Remembrance 2017 Survey

Q5D. LEVEL OF IMPORTANCE: Broadcasting or posting ads encouraging remembrance on TV and the Internet

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 48%	43 57% C	104 44%	194 51%	82 48%	61 46%	69 37%	103 44%	176 52% G	99 57% GH	164 56% M	171 49%	147 42%	107 54%	86 53%	90 45%	98 44%
4	278 28%	15 20%	66 28%	115 30% B	43 25%	38 29%	60 32% J	78 33% J	91 27% J	33 19%	67 23%	99 28%	110 31% K	49 25%	45 28%	62 31%	70 31%
3 - Neither unimportant or important	162 16%	13 17%	44 19%	56 15%	26 15%	23 17%	33 18%	40 17%	52 15%	29 17%	37 13%	62 18%	62 18%	27 14%	22 13%	30 15%	42 19%
2	37 4%	2 3%	15 6% D	8 2%	7 4%	4 3%	11 6%	7 3%	13 4% J	2 1%	12 4%	10 3%	15 4%	7 4%	7 4%	8 4%	9 4%
1 - Not important at all	34 3%	0 1%	9 4% B	7 2%	10 6% B	7 5% B	11 6% B	6 3%	8 2%	8 5%	9 3%	6 2%	19 5% L	8 4% O	1 1%	7 4%	6 3%
Don't know/Refused	6 1%	2 3%	1 *% *	2 *% *	1 1%	-	2 1%	-	1 *% *	1 1%	3 1%	3 1%	0 *% *	-	1 1%	-	-
NET: Top 2	762 76%	58 77%	170 71%	309 81% C	125 74%	99 75%	130 70%	181 77%	267 78%	132 76%	230 79%	270 77%	257 73%	156 79%	131 81%	152 77%	168 75%
NET: Bottom 2	71 7%	2 3%	24 10% BD	15 4%	18 11% BD	11 8%	22 12%	13 6%	22 6%	11 6%	21 7%	16 4%	34 10% L	15 8%	8 5%	16 8%	15 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.

VAC Remembrance 2017 Survey

Q5D. LEVEL OF IMPORTANCE: Broadcasting or posting ads encouraging remembrance on TV and the Internet

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 - Very important	484 48%	218 46%	266 51%	269 49%	216 48%	467 51%	18 20%	348 50%	82 40%	26 45%	28 66%
						G		I			I
4	278 28%	127 27%	150 29%	155 28%	123 27%	253 28%	24 28%	192 28%	61 30%	18 31%	7 16%
3 - Neither unimportant or important	162 16%	85 18%	77 15%	90 16%	72 16%	135 15%	26 30%	107 15%	41 20%	10 18%	3 7%
						F		K			
2	37 4%	23 5%	13 3%	17 3%	20 4%	25 3%	12 14%	19 3%	14 7%	-	3 6%
						F		H			
1 - Not important at all	34 3%	19 4%	15 3%	12 2%	21 5%	27 3%	7 8%	24 3%	6 3%	2 3%	2 4%
Don't know/Refused	6 1%	6 1%	-	4 1%	2 *	6 1%	-	4 1%	1 *	1 2%	-
NET: Top 2	762 76%	345 72%	417 80%	424 78%	338 75%	720 79%	42 48%	541 78%	143 69%	43 77%	35 82%
			B			G		I			
NET: Bottom 2	71 7%	42 9%	28 5%	29 5%	41 9%	52 6%	19 22%	42 6%	21 10%	2 3%	4 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.

VAC Remembrance 2017 Survey

Q5E. LEVEL OF IMPORTANCE: Providing funds for communities to undertake remembrance initiatives

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 42%	47 63% CDEF	67 28%	187 49% CE	65 38% C	56 42% C	77 41%	90 38%	146 43%	84 49% H	143 49% M	155 44% M	124 35%	93 47%	68 42%	80 40%	85 38%
4	276 28%	19 25%	63 26%	107 28%	47 28%	40 30%	57 31%	66 28%	104 30% J	36 21%	81 28%	87 25%	107 30%	53 27%	46 28%	48 24%	63 28%
3 - Neither unimportant or important	209 21%	6 8%	76 32% BDF	68 18% B	38 23% B	22 16%	38 21%	51 22%	68 20%	35 20%	41 14%	81 23% K	85 24% K	38 19%	37 23%	53 27%	51 23%
2	48 5%	2 2%	19 8% BDE	13 3%	4 3%	11 8%	3 2%	20 8% GI	12 3%	9 5%	11 4%	16 4%	21 6%	5 2%	5 3%	12 6%	15 7%
1 - Not important at all	38 4%	1 1%	14 6% BD	6 2%	13 8% BD	4 3%	11 6%	8 3%	10 3%	8 4%	11 4%	10 3%	17 5%	8 4%	4 2%	4 2%	11 5%
Don't know/Refused	6 1%	1 1%	-	2 1%	2 1%	1 1%	-	-	2 1%	2 1%	5 2%	1 *%	-	1 1%	3 2%	1 *%	-
NET: Top 2	699 70%	66 88% CDEF	130 54%	294 77% CE	112 66% C	96 72% C	134 72%	156 67%	250 73%	120 69%	223 77% M	242 69% M	231 65%	146 74%	114 70%	129 65%	148 66%
NET: Bottom 2	86 9%	2 3%	33 14% BD	19 5%	18 10% B	15 11%	14 8%	27 12%	21 6%	17 10%	22 8%	25 7%	38 11%	13 7%	9 5%	16 8%	26 11%

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.

VAC Remembrance 2017 Survey

Q5E. LEVEL OF IMPORTANCE: Providing funds for communities to undertake remembrance initiatives

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 - Very important	422 42%	191 40%	231 44%	242 44%	180 40%	412 45% G	10 12%	333 48% IJ	51 25%	18 31%	21 49% I
4	276 28%	129 27%	147 28%	145 26%	132 29%	255 28%	21 24%	183 26%	56 27%	27 47% HIK	10 24%
3 - Neither unimportant or important	209 21%	111 23%	99 19%	111 20%	99 22%	174 19%	35 41% F	121 17%	70 34% HJK	10 19%	8 19%
2	48 5%	25 5%	23 4%	28 5%	20 4%	38 4%	10 11%	30 4%	15 7% J	1 1%	1 3%
1 - Not important at all	38 4%	19 4%	19 4%	18 3%	21 5%	29 3%	10 11% F	24 3%	12 6%	-	2 5%
Don't know/Refused	6 1%	2 *%	3 1%	3 1%	2 1%	5 1%	1 1%	4 1%	1 *%	1 2%	-
NET: Top 2	699 70%	321 67%	378 72%	387 71%	312 69%	667 73% G	32 36%	516 74% I	107 52%	44 79% I	31 73% I
NET: Bottom 2	86 9%	45 9%	42 8%	46 8%	40 9%	67 7%	19 22% F	53 8% J	28 13% HJ	1 1%	4 8%

Comparison Groups: BC/DE/FG/HJK
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

VAC Remembrance 2017 Survey

Q5F. LEVEL OF IMPORTANCE: Providing promotional materials, such as posters and pins

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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%	38 51% CE	76 32%	166 43% CE	49 29%	49 37%	56 30%	81 35%	129 38%	85 GHI	150 51% LM	128 37% M	99 28%	100 50% PQ	65 40% Q	64 33%	63 28%
4	269 27%	18 24%	65 27%	101 26%	48 28%	37 28%	60 32% J	56 24%	98 29% J	34 20%	60 20%	105 30% K	103 29% K	42 21%	45 28%	61 31% N	66 29%
3 - Neither unimportant or important	229 23%	15 19%	63 26%	80 21%	46 27%	26 19%	40 22%	68 29% J	82 24% J	30 17%	51 17%	79 23%	99 28% K	38 19%	33 20%	55 28%	57 26%
2	61 6%	3 5%	20 8%	18 5%	9 5%	11 8%	17 9%	15 7%	13 4%	12 7%	15 5%	19 5%	27 8%	6 3%	12 7%	8 4%	19 8% N
1 - Not important at all	55 5%	1 1%	15 6% B	12 3%	17 10% BD	10 8% B	12 7%	11 5%	17 5%	11 6%	14 5%	14 4%	26 7%	10 5%	6 4%	9 5%	18 8%
Don't know/Refused	7 1%	-	1 *% B	5 1%	2 1%	-	-	2 1%	3 1%	1 1%	3 1%	4 1%	1 *% B	2 1%	1 1%	-	2 1%
NET: Top 2	648 65%	56 75% CE	141 59%	267 70% CE	97 57%	86 65%	117 63%	137 58%	227 66%	119 69% H	209 72% M	233 67% M	201 57%	142 72% Q	110 68%	126 64%	129 57%
NET: Bottom 2	116 12%	4 6%	35 14% BD	30 8%	26 15% BD	21 16% B	29 16%	27 11%	30 9%	23 13%	29 10%	33 10%	53 15%	17 8%	18 11%	17 9%	36 16% 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.

VAC Remembrance 2017 Survey

Q5F. LEVEL OF IMPORTANCE: Providing promotional materials, such as posters and pins

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 - Very important	378 38%	176 37%	202 39%	208 38%	170 37%	366 40% G	12 14%	273 39% I	62 30%	22 39%	21 48% I
4	269 27%	130 27%	140 27%	161 29%	108 24%	250 27%	19 22%	192 28%	55 27%	13 23%	9 21%
3 - Neither unimportant or important	229 23%	119 25%	110 21%	121 22%	109 24%	202 22%	27 31%	145 21%	59 29% H	18 32%	7 17%
2	61 6%	24 5%	37 7%	30 6%	30 7%	44 5%	17 20% F	37 5%	15 7%	3 5%	4 10%
1 - Not important at all	55 5%	28 6%	26 5%	23 4%	32 7%	44 5%	11 13% F	38 6%	14 7%	1 1%	2 4%
Don't know/Refused	7 1%	2 *%	6 1%	3 1%	5 1%	7 1%	1 1%	7 1%	-	-	-
NET: Top 2	648 65%	306 64%	342 66%	370 68%	278 61%	617 68% G	31 35%	466 67% I	118 57%	35 61%	30 69%
NET: Bottom 2	116 12%	52 11%	64 12%	53 10%	62 14%	88 10%	28 32% F	76 11%	29 14%	4 7%	6 14%

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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 44%	34 45%	100 42%	192 50% CF	69 40%	45 34%	83 45%	104 44%	147 43%	82 47%	166 57% LM	138 39%	134 38%	102 51% P	85 52% P	75 38%	93 41%
4	271 27%	22 29%	73 31% E	96 25%	35 21%	45 34% E	49 27%	68 29% J	92 27%	36 21%	48 17%	109 31% K	111 31% K	51 25%	43 27%	53 27%	61 27%
3 - Neither unimportant or important	200 20%	16 21%	46 19%	69 18%	41 24%	28 21%	37 20%	45 19%	77 23%	31 18%	47 16%	76 22%	77 22%	31 15%	22 13%	53 27% NO	52 23% O
2	27 3%	1 1%	11 4% BF	7 2%	8 5%	1 1%	5 3%	4 2%	7 2%	8 4%	11 4%	7 2%	9 2%	4 2%	5 3%	6 3%	4 2%
1 - Not important at all	48 5%	3 3%	5 2%	13 3%	17 10% CD	11 8% C	9 5%	10 4%	18 5%	9 5%	15 5%	11 3%	22 6%	9 5%	3 2%	8 4%	15 7%
Don't know/Refused	15 1%	0 1%	4 2%	6 1%	1 *% CD	4 3%	1 1%	3 1%	-	8 5% GH	4 2%	8 2%	2 1%	2 1%	4 3%	3 1%	-
NET: Top 2	710 71%	56 74% E	173 72% E	288 75% E	104 61%	89 67%	133 71%	172 74%	240 70%	117 68%	214 74%	247 71%	245 69%	153 77% P	128 79% PQ	128 65%	154 68%
NET: Bottom 2	75 8%	3 4%	16 7%	20 5%	25 14% BCD	12 9%	14 8%	13 6%	25 7%	17 10%	26 9%	18 5%	30 9%	13 6%	8 5%	14 7%	19 8%

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.

VAC Remembrance 2017 Survey

Q5G. LEVEL OF IMPORTANCE: Posting remembrance-related content on social media (Facebook, YouTube, Twitter, blogs, etc.)

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 - Very important	439 44%	193 40%	246 47% B	243 45%	196 43%	414 45% G	25 29%	302 43%	84 41%	32 57%	21 50%
4	271 27%	116 24%	155 30%	143 26%	128 28%	246 27%	25 29%	178 26%	67 33%	15 27%	10 24%
3 - Neither unimportant or important	200 20%	114 24% C	87 17%	120 22%	80 18%	177 19%	23 26%	146 21%	41 20%	6 10%	7 17%
2	27 3%	14 3%	12 2%	13 2%	13 3%	20 2%	7 8%	17 2%	6 3%	2 3%	2 6%
1 - Not important at all	48 5%	34 7% C	15 3%	21 4%	28 6%	42 5%	7 8%	38 6%	6 3%	1 2%	2 4%
Don't know/Refused	15 1%	9 2%	6 1%	7 1%	8 2%	15 2%	-	13 2%	2 1%	-	-
NET: Top 2	710 71%	308 64%	402 77% B	386 71%	324 71%	660 72% G	50 58%	480 69%	151 73%	48 85% H	32 74%
NET: Bottom 2	75 8%	48 10% C	27 5%	34 6%	41 9%	61 7%	14 16% F	55 8%	12 6%	3 5%	4 9%

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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 37%	38 51% CDE	75 31%	145 38%	58 34%	51 39%	49 26%	73 31%	124 36%	92 53% GHI	113 39%	131 37%	121 34%	96 48% OQ	45 28%	77 39% O	68 30%
4	351 35%	17 22%	78 33%	140 37% B	64 37% B	52 39% B	67 36%	82 35%	136 40% J	48 28%	87 30%	122 35%	142 40% K	51 26%	62 39% N	80 40% N	100 44% N
3	173 17%	13 18%	47 20% F	69 18% F	31 18%	13 10%	42 23% J	40 17%	58 17%	20 12%	60 21%	55 16%	58 16%	32 16%	31 19%	23 12%	38 17%
2	61 6%	3 4%	21 9% BD	18 5%	10 6%	8 6%	18 10%	21 9% IJ	12 3%	5 3%	20 7%	23 7%	18 5%	12 6%	12 7%	10 5%	12 5%
1 - Completely disagree	41 4%	4 5%	14 6% D	9 2%	7 4%	8 6%	10 5%	16 7% IJ	9 3%	4 3%	9 3%	17 5%	15 4%	7 4%	10 6%	7 4%	7 3%
Don't know/Refused	6 1%	-	4 2%	1 *% C	2 1%	-	-	1 1%	2 *% GH	3 2%	2 1%	2 1%	1 *% O	1 *% O	2 1%	1 *% O	1 *% O
NET: Top 2	718 72%	55 73%	154 64%	285 74% C	121 71% C	104 78% C	116 62%	155 66%	260 76% GH	140 81% GH	200 68%	253 72%	262 74%	147 74%	108 66%	157 79% O	168 75%
NET: Bottom 2	102 10%	7 9%	35 15% D	27 7%	17 10%	16 12%	28 15% IJ	38 16% IJ	21 6%	10 6%	29 10%	40 11%	33 9%	19 10%	22 13%	17 9%	18 8%

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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 37%	200 42% C	167 32%	236 43% E	132 29%	355 39% G	12 14%	262 38%	64 31%	20 35%	21 48%
4	351 35%	154 32%	197 38%	188 34%	163 36%	323 35%	28 32%	252 36%	69 34%	18 32%	12 27%
3	173 17%	72 15%	101 19%	83 15%	91 20%	150 16%	23 26% F	118 17%	42 21%	8 15%	5 11%
2	61 6%	29 6%	31 6%	25 5%	36 8% D	46 5%	15 17% F	39 6%	19 9%	-	1 3%
1 - Completely disagree	41 4%	19 4%	22 4%	13 2%	28 6% D	35 4%	7 8%	21 3%	10 5%	8 15%	3 6%
Don't know/Refused	6 1%	3 1%	3 1%	2 *%	5 1%	4 *%	2 3%	2 *%	1 *%	2 4%	2 4%
NET: Top 2	718 72%	354 74%	364 70%	424 78% E	295 65%	678 74% G	40 46%	514 74% I	134 65%	38 67%	32 76%
NET: Bottom 2	102 10%	49 10%	53 10%	38 7%	64 14% D	80 9%	22 25% F	60 9%	29 14% H	8 15%	4 9%

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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 58%	59 78% CDEF	118 49%	222 58% C	106 62% C	76 57%	83 44%	118 50%	219 64% GH	117 68% GH	180 62% M	224 64% M	173 49%	122 61%	97 60%	120 60%	123 55%
4	239 24%	9 13%	64 27% B	102 27% B	36 21%	27 20%	46 25%	65 28%	83 24%	34 19%	60 21%	74 21%	104 29% KL	43 22%	39 24%	41 21%	64 29%
3	132 13%	5 7%	41 17% BE	45 12%	17 10%	24 18% B	43 23% IJ	33 14%	31 9%	19 11%	42 14%	41 12%	49 14%	25 13%	20 12%	27 14%	26 12%
2	18 2%	-	7 3%	6 2%	4 2%	1 1%	3 2%	8 3%	5 2%	-	4 1%	3 1%	11 3%	-	4 2%	4 2%	2 1%
1 - Completely disagree	23 2%	1 1%	5 2%	6 2%	7 4%	5 4%	10 6% I	7 3%	3 1%	3 2%	4 1%	4 1%	15 4% KL	8 4% O	1 1%	5 2%	7 3%
Don't know/Refused	6 1%	1 1%	4 2%	1 *% C	-	-	1 1%	3 1%	1 *% GH	-	2 1%	3 1% M	2 *% M	-	2 1%	1 *% M	3 1%
NET: Top 2	821 82%	68 91% CF	182 76%	324 85% C	142 84%	103 78%	129 69%	183 78%	301 88% GH	151 87% GH	239 82%	299 85% M	278 78%	165 83%	135 84%	161 81%	187 83%
NET: Bottom 2	41 4%	1 1%	12 5% B	12 3%	10 6% B	6 5%	13 7% J	15 6% J	8 2%	3 2%	8 3%	7 2%	26 7% KL	8 4%	5 3%	9 5%	9 4%

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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 58%	284 59%	298 57%	332 61%	249 55%	557 61% G	25 28%	427 62% IJ	102 50%	24 43%	28 65%
4	239 24%	111 23%	128 24%	132 24%	107 24%	213 23%	26 30%	157 23%	58 28%	18 31%	7 17%
3	132 13%	56 12%	76 15%	66 12%	66 14%	109 12%	23 26% F	84 12%	36 18% H	8 14%	4 10%
2	18 2%	8 2%	10 2%	6 1%	12 3%	13 1%	5 5%	11 2%	5 2%	1 1%	1 2%
1 - Completely disagree	23 2%	15 3%	8 2%	9 2%	14 3%	15 2%	8 9% F	13 2%	4 2%	3 5%	2 6%
Don't know/Refused	6 1%	5 1%	2 *%	1 *%	6 1%	5 1%	1 2%	2 *%	1 *%	3 6%	-
NET: Top 2	821 82%	395 83%	426 82%	464 85% E	356 79%	770 84% G	50 58%	584 84% I	160 78%	42 74%	35 82%
NET: Bottom 2	41 4%	22 5%	19 4%	15 3%	26 6% D	28 3%	13 15% F	24 4%	9 4%	3 6%	3 8%

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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 78%	66 87% C	155 65% C	314 82% C	137 81% C	104 78% C	123 66% C	181 77% C	276 81% G	147 85% G	234 80% M	286 82% M	250 71% M	142 72% M	131 81% N	152 77% N	183 82% N
4	142 14%	7 9%	55 23% BDEF	47 12%	17 10%	15 12%	36 19% J	34 15%	46 14% J	15 9%	32 11%	45 13%	65 18% K	39 20% O	14 9%	30 15%	29 13%
3	54 5%	1 1%	18 7% B	15 4%	10 6%	10 7%	18 10%	7 3%	15 4%	7 4%	21 7%	15 4%	18 5%	8 4%	9 5%	13 6%	8 3%
2	11 1%	1 1%	4 2%	-	3 1%	4 3%	4 2%	3 1%	2 1%	2 1%	2 1%	-	9 2%	5 3% P	2 1%	1 *% P	3 1%
1 - Completely disagree	10 1%	-	4 2%	2 1%	3 2%	-	2 1%	5 2%	1 *% J	1 *% J	-	3 1%	6 2%	4 2%	2 1%	1 1%	2 1%
Don't know/Refused	9 1%	1 1%	2 1%	5 1%	1 *% J	-	2 1%	3 1%	1 *% J	1 1%	1 *% J	1 *% J	6 2% L	1 *% L	4 3%	1 *% L	-
NET: Top 2	917 92%	73 97% C	211 88% C	360 94% C	154 91% C	119 90% C	160 86% C	215 92% C	322 94% G	162 93% G	267 91% G	331 95% M	315 89% M	181 91% M	145 90% M	182 92% M	212 94% M
NET: Bottom 2	21 2%	1 1%	8 3% D	2 1%	5 3%	4 3% D	6 3% D	8 3% D	4 1%	3 2%	2 1%	3 1%	15 4% KL	9 5% P	4 2%	2 1%	5 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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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	776 78%	362 76%	413 79%	447 82% E	329 73%	741 81% G	35 40%	571 82% IJ	135 66%	37 66%	31 73%
4	142 14%	78 16%	64 12%	71 13%	71 16%	115 13%	27 30% F	78 11%	49 24% HK	11 19%	4 10%
3	54 5%	23 5%	30 6%	25 5%	29 6%	37 4%	17 20% F	30 4%	17 8% H	4 7%	3 7%
2	11 1%	7 2%	4 1%	1 *% D	10 2%	8 1%	3 3%	6 1%	3 1%	1 1%	2 4%
1 - Completely disagree	10 1%	5 1%	5 1%	2 *%	7 2%	7 1%	3 3%	3 *%	1 1%	3 5%	2 6%
Don't know/Refused	9 1%	3 1%	5 1%	2 *%	7 1%	6 1%	3 3%	7 1%	1 *%	1 2%	-
NET: Top 2	917 92%	440 92%	477 92%	517 95% E	400 88%	856 94% G	62 71%	648 93%	184 89%	48 85%	36 83%
NET: Bottom 2	21 2%	12 3%	9 2%	3 1% D	18 4%	15 2%	6 7%	9 1%	4 2%	3 6%	4 10%

Comparison Groups: BC/DE/FG/HJK
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 85%	72 95% CE	161 67%	347 91% C	145 85% C	122 92% C	147 79%	189 81%	309 90% GH	148 85%	257 88% M	302 86% M	283 80%	164 82%	135 83%	173 87%	197 88%
4	111 11%	3 4%	54 22% BDEF	28 7%	17 10%	10 7%	27 14%	34 15% IJ	27 8%	14 8%	24 8%	38 11%	49 14% K	23 12%	18 11%	21 11%	22 10%
3	27 3%	0 1%	15 6% BDF	5 1%	6 3%	1 1%	10 6%	5 2%	5 2%	6 3%	8 3%	8 2%	12 3%	9 5%	4 2%	3 1%	3 1%
2	2 *%	-	2 1%	-	1 *%	-	-	-	-	2 1%	1 *%	-	2 *%	1 *%	-	2 1%	-
1 - Completely disagree	8 1%	-	7 3%	-	2 1%	-	-	4 2%	1 *%	2 1%	-	2 1%	6 2%	2 1%	2 2%	-	3 1%
Don't know/Refused	4 *%	-	1 *%	2 1%	1 *%	-	2 1%	1 *%	-	1 *%	1 *%	-	2 1%	-	3 2%	-	-
NET: Top 2	958 96%	75 99% CE	215 90%	375 98% C	161 95%	132 99% CE	174 93%	224 96%	336 98% J	162 94%	282 97%	339 97%	332 94%	187 94%	153 94%	194 98%	219 97%
NET: Bottom 2	11 1%	-	8 4%	-	2 1%	-	-	4 2%	1 *%	5 3%	1 *%	2 1%	8 2%	3 1%	2 2%	2 1%	3 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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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	847 85%	401 84%	446 85%	474 87%	373 82%	801 88% G	46 52%	627 90% I	137 67%	45 80%	36 84% I
4	111 11%	62 13%	49 9%	59 11%	52 11%	84 9%	27 31% F	49 7%	49 24% HK	10 17%	4 8%
3	27 3%	11 2%	17 3%	8 1%	20 4% D	19 2%	9 10% F	11 2%	14 7% H	1 1%	2 6%
2	2 *%	1 *%	2 *%	2 *%	1 *%	2 *%	-	1 *%	1 *%	-	1 2%
1 - Completely disagree	8 1%	3 1%	6 1%	4 1%	5 1%	4 *%	5 5% F	3 *%	5 2%	1 1%	-
Don't know/Refused	4 *%	1 *%	3 1%	1 *%	3 1%	2 *%	1 2%	3 *%	1 *%	-	-
NET: Top 2	958 96%	463 97%	495 95%	533 98% E	425 94%	886 97% G	72 83%	676 97% I	186 90%	55 98%	40 93%
NET: Bottom 2	11 1%	4 1%	7 1%	5 1%	6 1%	6 1%	5 5%	4 1%	5 3%	1 1%	1 2%

Comparison Groups: BC/DE/FG/HJK
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 46%	48 63% CEF	78 33%	199 52% C	74 44% C	62 47% C	67 36%	102 44%	157 46%	96 55% GHI	149 51%	177 51% M	133 38%	102 51% OQ	62 38%	96 49%	88 39%
4	269 27%	14 19%	59 25%	101 26%	56 33% B	39 29%	54 29%	64 27%	98 29%	39 23%	72 25%	89 25%	107 30%	45 23%	49 31%	50 25%	73 32% N
3	177 18%	9 12%	61 25% BDE	57 15%	24 14%	26 20%	42 23%	40 17%	64 19%	24 14%	51 18%	55 16%	70 20%	39 20%	33 20%	31 16%	39 17%
2	50 5%	2 3%	16 7%	18 5%	9 5%	5 4%	13 7%	16 7%	13 4%	7 4%	14 5%	15 4%	21 6%	6 3%	11 7%	12 6%	14 6%
1 - Completely disagree	35 4%	1 1%	23 9% BDE	5 1%	7 4%	-	7 4%	11 4%	9 2%	6 3%	3 1%	13 4% K	19 6% K	5 3%	4 2%	9 5%	10 4%
Don't know/Refused	7 1%	1 1%	2 1%	3 1%	1 *%	-	2 1%	1 1%	1 *%	2 1%	3 1%	1 *%	3 1%	2 1%	3 2%	-	1 *%
NET: Top 2	731 73%	62 82% C	138 58%	299 78% C	130 77% C	101 76% C	121 65%	166 71%	256 75%	135 78% G	221 76% M	265 76% M	240 68%	147 74%	112 69%	146 74%	161 72%
NET: Bottom 2	85 9%	3 4%	39 16% BDEF	23 6%	15 9%	5 4%	21 11%	26 11%	21 6%	13 8%	16 6%	28 8%	40 11% K	11 5%	14 9%	21 11%	24 11%

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.

VAC Remembrance 2017 Survey

Q6E. LEVEL OF AGREEMENT: I make an effort to demonstrate my appreciation to those who served our country.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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	461 46%	226 47%	235 45%	275 50%	186 41%	447 49%	14 16%	343 49%	61 30%	30 54%	27 63%
				E		G		I		I	I
4	269 27%	124 26%	146 28%	140 26%	129 29%	260 28%	9 10%	195 28%	56 27%	15 27%	3 8%
						G		K	K	K	
3	177 18%	90 19%	87 17%	87 16%	90 20%	145 16%	32 37%	107 15%	57 28%	7 12%	7 16%
						F		HJ			
2	50 5%	22 5%	28 5%	24 4%	26 6%	36 4%	14 16%	30 4%	14 7%	2 4%	4 9%
						F					
1 - Completely disagree	35 4%	15 3%	20 4%	17 3%	18 4%	20 2%	15 18%	15 2%	15 7%	2 4%	1 3%
						F			H		
Don't know/Refused	7 1%	2 *%	5 1%	3 1%	4 1%	5 1%	2 2%	5 1%	2 1%	-	-
NET: Top 2	731 73%	349 73%	381 73%	415 76%	316 70%	707 78%	23 26%	537 77%	118 57%	45 80%	31 71%
				E		G		I		I	
NET: Bottom 2	85 9%	37 8%	48 9%	41 8%	44 10%	56 6%	30 34%	45 6%	29 14%	5 8%	5 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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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%	45 59% CEF	89 37%	184 48% C	75 44%	56 42%	55 30%	99 42% G	155 45% G	99 57% GHI	169 58% LM	160 46% M	116 33%	111 56% PQ	78 48% Q	75 38%	81 36%
4	288 29%	21 28%	68 29%	102 27%	54 32%	43 32%	70 37% J	66 28%	102 30%	40 23%	62 21%	106 30% K	119 34% K	45 23%	44 27%	58 29%	77 34% N
3	181 18%	7 9%	57 24% BD	61 16% B	30 18% B	26 20% B	43 23% J	50 22% J	61 18% J	17 10%	38 13%	56 16%	87 24% KL	26 13%	24 15%	46 23% N	45 20%
2	33 3%	2 2%	10 4% F	17 4% F	3 2%	1 1%	9 5%	6 3%	9 3%	7 4%	9 3%	11 3%	13 4%	6 3%	8 5%	7 4%	9 4%
1 - Completely disagree	15 1%	-	5 2%	5 1%	3 2%	2 2%	-	4 2%	6 2%	4 2%	4 1%	5 2%	6 2%	2 1%	1 1%	4 2%	6 3%
Don't know/Refused	34 3%	1 1%	10 4%	14 4%	4 3%	5 3%	9 5%	9 4%	9 3%	6 4%	9 3%	11 3%	14 4%	9 4%	7 4%	8 4%	7 3%
NET: Top 2	737 74%	66 88% CDEF	158 66%	286 75% C	129 76% C	99 75%	125 67%	165 70%	257 75%	139 80% GH	231 79% M	266 76% M	235 66%	156 79% P	122 75%	132 67%	158 70%
NET: Bottom 2	47 5%	2 2%	14 6%	22 6%	7 4%	3 2%	9 5%	10 4%	15 4%	11 6%	13 4%	16 5%	18 5%	8 4%	8 5%	11 6%	15 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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 45%	201 42%	248 48%	257 47%	193 42%	429 47% G	20 23%	328 47% I	73 35%	26 46%	22 52%
4	288 29%	140 29%	149 28%	167 31%	121 27%	266 29%	22 25%	193 28%	65 32%	20 35%	10 22%
3	181 18%	95 20%	86 16%	85 16%	96 21% D	150 16%	31 35% F	112 16%	52 25% H	7 13%	8 19%
2	33 3%	17 4%	16 3%	15 3%	18 4%	25 3%	7 8% F	22 3%	7 4%	3 6%	-
1 - Completely disagree	15 1%	8 2%	7 1%	8 1%	7 2%	11 1%	4 4%	12 2%	2 1%	-	1 2%
Don't know/Refused	34 3%	18 4%	16 3%	15 3%	19 4%	30 3%	4 5%	27 4%	5 3%	-	2 5%
NET: Top 2	737 74%	341 71%	397 76%	423 77% E	314 69%	696 76% G	42 48%	522 75% I	138 67%	46 81%	32 74%
NET: Bottom 2	47 5%	25 5%	23 4%	23 4%	25 6%	37 4%	11 13% F	34 5%	9 5%	3 6%	1 2%

Comparison Groups: BC/DE/FG/HJK
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 76%	70 93% CDEF	156 65%	317 83% CE	121 71%	98 74%	131 71%	164 70%	275 80% H	139 80% H	237 81% M	270 77%	248 70%	149 75%	123 76%	154 78%	168 75%
4	167 17%	4 5%	61 25% BDF	53 14% B	30 17% B	20 15% B	37 20%	47 20% J	54 16%	20 12%	38 13%	51 15%	78 22% KL	33 17%	25 15%	34 17%	41 18%
3	53 5%	0 1%	18 7% BD	11 3%	14 8% BD	10 7% B	14 7%	15 6%	11 3%	9 5%	12 4%	22 6%	19 5%	11 6%	12 8%	7 4%	10 5%
2	5 1%	0 1%	-	-	1 1%	4 3%	4 2%	-	-	0 *%	0 *%	1 *%	4 1% K	4 2%	-	-	-
1 - Completely disagree	11 1%	-	5 2%	2 *%	3 2%	1 1%	-	6 3%	1 *%	4 2% I	3 1%	4 1%	4 1%	2 1%	2 1%	2 1%	5 2%
Don't know/Refused	3 *%	1 1%	-	-	2 1%	-	-	2 1%	-	1 *%	1 *%	1 *%	1 *%	-	-	1 *%	1 1%
NET: Top 2	928 93%	73 98% CEF	216 90%	370 97% CEF	150 88%	118 89%	169 90%	211 90%	329 96% HJ	160 92%	275 94%	321 92%	327 92%	182 91%	148 91%	189 95%	208 93%
NET: Bottom 2	17 2%	0 1%	5 2%	2 *%	4 2%	5 4% D	4 2%	6 3%	1 *%	4 2% I	4 1%	5 1%	8 2%	6 3%	2 1%	2 1%	5 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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 76%	358 75%	403 77%	426 78%	335 74%	720 79%	41 47%	550 79%	133 65%	44 79%	33 78%
4	167 17%	82 17%	85 16%	90 16%	78 17%	138 15%	29 33%	100 14%	50 25%	8 14%	9 21%
3	53 5%	28 6%	24 5%	26 5%	27 6%	40 4%	12 14%	29 4%	18 9%	4 6%	-
2	5 1%	5 1%	-	0 *%	5 1%	5 1%	-	5 1%	-	-	-
1 - Completely disagree	11 1%	3 1%	8 2%	5 1%	6 1%	6 1%	5 6%	6 1%	4 2%	1 1%	1 2%
Don't know/Refused	3 *%	1 *%	2 *%	-	3 1%	3 *%	-	3 *%	-	-	-
NET: Top 2	928 93%	440 92%	488 93%	515 94%	413 91%	858 94%	70 80%	650 94%	184 89%	52 92%	42 98%
NET: Bottom 2	17 2%	8 2%	8 2%	5 1%	11 2%	12 1%	5 6%	12 2%	4 2%	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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 35%	30 40%	82 34%	141 37%	53 31%	48 36%	77 41%	80 34%	107 31%	65 37%	142 49% LM	113 32%	95 27%	84 42% P	54 34%	62 31%	75 33%
4	277 28%	23 30%	73 30%	102 27%	43 25%	37 28%	45 24%	65 28%	108 32%	46 26%	51 17%	113 32% K	113 32% K	43 21%	51 31%	53 27%	68 30%
3	248 25%	14 18%	60 25%	97 25%	44 26%	33 25%	45 24%	58 25%	90 26% J	34 20%	68 23%	80 23%	100 28%	48 24%	38 24%	57 29%	56 25%
2	38 4%	4 6%	4 2%	12 3%	11 6%	7 5%	6 3%	11 5%	11 3%	7 4%	6 2%	19 5% K	14 4%	7 3%	5 3%	12 6%	11 5%
1 - Completely disagree	26 3%	3 4%	5 2%	7 2%	9 5%	3 2%	2 1%	7 3%	7 2%	10 6% GI	11 4%	10 3%	6 2%	6 3%	6 4%	3 2%	6 3%
Don't know/Refused	56 6%	2 2%	15 6%	24 6%	10 6%	5 4%	11 6%	12 5%	19 6%	12 7%	14 5%	15 4%	27 8%	12 6%	7 5%	12 6%	10 4%
NET: Top 2	631 63%	52 70%	154 65%	243 64%	96 56%	85 64%	123 66%	145 62%	215 63%	110 64%	192 66%	226 65%	208 59%	127 64%	105 65%	115 58%	143 64%
NET: Bottom 2	65 6%	7 9%	9 4%	19 5%	20 12% CD	10 7%	8 4%	18 8%	18 5%	17 10% I	17 6%	28 8%	19 5%	12 6%	11 7%	15 8%	17 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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 35%	160 33%	194 37%	188 34%	166 37%	327 36%	27 31%	226 33%	72 35%	32 56% HI	24 56% HI
4	277 28%	137 29%	140 27%	166 30%	111 25%	252 28%	26 29%	194 28%	60 29%	15 27%	7 17%
3	248 25%	119 25%	130 25%	130 24%	118 26%	225 25%	24 27%	183 26% J	50 24% J	6 11%	8 18%
2	38 4%	25 5%	14 3%	22 4%	17 4%	38 4% G	1 1%	31 5%	5 2%	1 2%	1 3%
1 - Completely disagree	26 3%	13 3%	13 3%	15 3%	11 2%	22 2%	4 4%	21 3%	3 2%	1 1%	1 2%
Don't know/Refused	56 6%	25 5%	31 6%	25 5%	31 7%	49 5%	7 8%	38 5%	15 7%	2 3%	2 5%
NET: Top 2	631 63%	297 62%	334 64%	354 65%	277 61%	579 63%	52 60%	420 61%	133 65%	47 83% HI	31 73%
NET: Bottom 2	65 6%	38 8%	27 5%	37 7%	27 6%	60 7%	5 5%	53 8% I	8 4%	2 3%	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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 74%	61 81% C	155 65%	307 80% CE	120 71%	98 74%	133 72%	173 74%	258 75%	130 75%	220 75%	268 77%	251 71%	141 71%	121 74%	156 79%	166 74%
4	161 16%	9 12%	49 21% BD	52 14%	26 15%	25 19%	32 17%	39 17%	56 16%	24 14%	37 13%	55 16%	68 19%	37 18%	26 16%	24 12%	35 16%
3	71 7%	5 7%	24 10% D	17 4% D	17 10% D	8 6%	21 11%	19 8%	19 5%	10 6%	24 8%	20 6%	28 8%	16 8%	10 6%	14 7%	19 9%
2	5 *%	-	1 *%	2 *%	2 1%	-	-	-	1 *%	3 2%	2 1%	2 1%	1 *%	1 1%	1 *%	-	-
1 - Completely disagree	14 1%	-	8 3% D	2 1%	3 2%	1 1%	-	1 1%	6 2%	5 3% H	6 2%	3 1%	6 2%	3 2%	3 2%	3 1%	4 2%
Don't know/Refused	7 1%	-	2 1%	3 1%	1 1%	1 1%	-	2 1%	2 *%	1 1%	3 1%	2 1%	1 *%	2 1%	2 1%	2 1%	-
NET: Top 2	903 90%	70 93% C	204 85%	359 94% CE	146 86%	123 93% C	166 89%	212 91%	314 92%	153 89%	257 88%	323 92%	318 90%	177 89%	146 90%	180 91%	202 90%
NET: Bottom 2	19 2%	-	8 3%	4 1%	5 3%	1 1%	-	1 1%	7 2%	9 5% H	8 3%	5 1%	6 2%	4 2%	4 2%	3 1%	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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 74%	345 72%	397 76%	421 77% E	321 71%	699 77% G	43 50%	531 77% I	131 64%	45 80% I	34 79% I
4	161 16%	85 18%	76 15%	80 15%	80 18%	137 15%	24 27% F	106 15%	43 21% K	7 12%	3 8%
3	71 7%	35 7%	36 7%	30 6%	41 9%	56 6%	16 18% F	43 6%	21 10%	4 6%	4 10%
2	5 *%	3 1%	2 *%	3 *%	2 *%	4 *%	1 1%	4 1%	1 1%	-	-
1 - Completely disagree	14 1%	6 1%	8 2%	7 1%	7 1%	11 1%	3 3%	7 1%	6 3%	1 1%	-
Don't know/Refused	7 1%	5 1%	2 *%	4 1%	2 1%	6 1%	1 1%	3 *%	3 1%	-	1 2%
NET: Top 2	903 90%	430 90%	473 91%	502 92%	401 88%	836 92% G	67 77%	638 92% I	174 85%	52 92%	37 87%
NET: Bottom 2	19 2%	9 2%	10 2%	10 2%	9 2%	16 2%	4 4%	11 2%	8 4%	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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 34%	29 38%	83 35%	119 31%	57 33%	52 39%	88 47% HIJ	77 33%	91 27%	59 34%	130 45% LM	117 34% M	90 25%	81 41% Q	60 37% Q	66 33%	59 26%
4	236 24%	14 19%	68 28%	88 23%	38 22%	28 21%	36 19%	50 21%	90 26%	45 26%	56 19%	92 26% K	86 24%	41 21%	45 28%	37 19%	56 25%
3	234 23%	20 26%	49 21%	95 25%	48 28%	23 17%	31 16%	57 24%	98 29% GJ	36 21%	59 20%	77 22%	99 28% K	33 17%	36 22%	60 31% N	62 27% N
2	56 6%	5 6%	7 3%	19 5%	11 6%	14 10% C	12 6%	13 6%	13 4%	13 8%	18 6%	21 6%	17 5%	15 7%	8 5%	6 3%	14 6%
1 - Completely disagree	26 3%	1 1%	8 3%	9 2%	5 3%	2 2%	2 1%	5 2%	10 3%	7 4% G	9 3%	8 2%	9 2%	8 4%	2 1%	5 3%	9 4%
Don't know/Refused	109 11%	7 10%	24 10%	53 14% E	12 7%	14 10%	17 9%	32 14% J	38 11%	13 7%	20 7%	34 10%	54 15% KL	21 11%	12 7%	23 12%	25 11%
NET: Top 2	575 57%	43 57%	151 63% D	207 54%	94 55%	80 60%	125 67% HI	127 54%	181 53%	104 60%	186 64% M	210 60% M	176 50%	122 61%	105 65% PQ	104 52%	114 51%
NET: Bottom 2	81 8%	6 8%	16 7%	28 7%	16 9%	16 12%	14 7%	19 8%	24 7%	20 12% I	27 9%	29 8%	26 7%	22 11%	10 6%	11 6%	24 11%

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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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	339 34%	151 32%	188 36%	184 34%	155 34%	311 34%	28 32%	220 32%	68 33%	31 55%	21 49%
4	236 24%	119 25%	117 22%	145 27%	90 20%	212 23%	23 27%	154 22%	61 30%	16 28%	5 11%
3	234 23%	112 23%	123 24%	114 21%	120 26%	212 23%	22 25%	175 25%	41 20%	6 10%	11 26%
2	56 6%	33 7%	23 4%	32 6%	24 5%	53 6%	3 3%	45 6%	9 4%	1 2%	2 4%
1 - Completely disagree	26 3%	14 3%	12 2%	18 3%	8 2%	24 3%	2 2%	19 3%	5 2%	1 1%	1 2%
Don't know/Refused	109 11%	51 11%	59 11%	53 10%	56 12%	101 11%	8 9%	82 12%	21 10%	2 4%	4 9%
NET: Top 2	575 57%	269 56%	305 59%	330 60%	245 54%	523 57%	52 59%	373 54%	129 63%	47 83%	26 60%
NET: Bottom 2	81 8%	46 10%	35 7%	50 9%	32 7%	76 8%	5 6%	64 9%	14 7%	2 3%	2 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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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.

VAC Remembrance 2017 Survey

Q8A. Are you aware that Canada is commemorating the 100th anniversary of the First World War?

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes, clearly	343 34%	184 39% C	159 30%	205 37% E	139 31%	337 37% G	6 7%	288 41% I	18 9%	20 35% I	18 41% I
Yes, vaguely	152 15%	69 15%	82 16%	78 14%	74 16%	144 16% G	7 9%	105 15%	33 16%	9 16%	4 9%
No	502 50%	223 47%	278 53%	263 48%	238 53%	428 47%	74 84% F	299 43%	154 75% HJK	27 48%	21 49%
Don't know/Refused	3 *%	1 *%	2 *%	1 *%	3 1%	3 *%	-	2 *%	-	1 1%	-

Comparison Groups: BC/DE/FG/HJK
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 27%	32 42% C	21 9%	121 32% C	50 29% C	49 37% C	38 21%	49 21%	96 28%	67 39% GHI	68 23%	98 28%	106 30%	51 26%	43 26%	46 23%	72 32%
Yes, vaguely	168 17%	13 17%	39 16%	65 17%	28 17%	23 17%	31 17%	30 13%	65 19%	34 20%	41 14%	57 16%	68 19%	33 17%	27 17%	38 19%	31 14%
No	556 56%	30 40%	178 75% BDEF	196 51%	92 54% B	61 46%	117 63% J	154 66% IJ	179 53% J	72 41%	182 63% M	194 55%	179 51%	115 58%	92 57%	113 57%	122 54%
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.

VAC Remembrance 2017 Survey

Q8B. Are you aware that Canada is commemorating the 75th anniversary of the Second World War?

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Yes, clearly	274 27%	154 32% C	120 23%	166 30% E	107 24%	267 29% G	6 7%	228 33% I	17 8%	14 25% I	13 31% I
Yes, vaguely	168 17%	80 17%	89 17%	95 17%	73 16%	161 18% G	8 9%	120 17%	36 18%	8 15%	4 9%
No	556 56%	244 51%	313 60% B	285 52%	271 60% D	483 53%	73 84% F	346 50%	152 74% H	33 58%	25 59%
Don't know/Refused	2 *%	1 *%	1 *%	-	2 *%	1 *%	1 1%	-	1 *%	1 2%	-

Comparison Groups: BC/DE/FG/HJK
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 66%	58 77% C	129 54% C	262 68% C	116 68% C	92 69% C	100 53% C	153 65% C	235 69% G	127 73% G	208 71% M	230 66% M	214 61% M	128 65% M	102 63% M	130 65% M	152 68% M
4 - Moderately important	218 22%	11 15%	69 29% BE	87 23% BE	26 15% BE	25 19% BE	58 31% J	46 20% J	73 22% J	30 17% J	51 18% J	84 24% J	82 23% J	44 22% J	44 27% J	46 23% J	44 19% J
3 - Neither important nor unimportant	96 10%	5 6%	30 13% BD	28 7% BD	24 14% BD	9 7% BD	18 10% BD	28 12% J	28 8% J	10 6% J	27 9% J	24 7% J	44 13% L	15 8% L	12 8% L	19 9% L	24 11% L
2 - Not very important	13 1%	1 2%	7 3% D	1 *% D	2 1% D	2 2% D	4 2% D	3 1% D	3 1% D	2 1% D	2 1% D	5 1% D	6 2% D	3 2% D	2 1% D	3 1% D	3 1% D
1 - Not important at all	15 2%	-	5 2%	4 1% PQ	2 1% PQ	4 3% PQ	6 3% PQ	3 1% PQ	2 1% PQ	3 2% PQ	1 1% PQ	7 2% PQ	6 2% PQ	7 3% PQ	2 1% PQ	1 *% PQ	2 1% PQ
Don't know/Refused	2 *%	-	1 *% CE	1 *% CE	1 *% CE	-	-	1 *% CE	-	1 *% CE	2 1% CE	-	-	1 1% CE	1 *% CE	-	-
NET: Top 2	874 87%	69 92% CE	197 82% CE	349 91% CE	141 83% CE	117 88% CE	158 85% CE	199 85% CE	309 90% CE	157 91% CE	259 89% CE	314 90% M	297 84% M	172 87% M	145 90% M	176 89% M	196 87% M
NET: Bottom 2	28 3%	1 2% D	11 5% D	5 1% D	4 2% D	6 5% D	11 6% D	6 3% D	5 1% D	5 3% D	3 1% D	12 3% D	13 4% D	10 5% D	4 2% D	3 2% D	5 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.

VAC Remembrance 2017 Survey

Q9. In your view, how important is it for Canada and Canadians to mark these two military anniversaries?

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 - Very important	656 66%	312 65%	344 66%	368 67%	288 64%	630 69% G	26 30%	489 70% IJ	108 52%	28 49%	32 75% IJ
4 - Moderately important	218 22%	107 22%	111 21%	119 22%	98 22%	187 21%	31 35% F	127 18%	60 29% H	20 35% H	9 22%
3 - Neither important nor unimportant	96 10%	46 10%	49 9%	49 9%	46 10%	74 8%	22 25% F	58 8%	28 14% HK	8 14%	2 4%
2 - Not very important	13 1%	4 1%	9 2%	5 1%	9 2%	9 1%	4 5%	9 1%	4 2%	-	-
1 - Not important at all	15 2%	8 2%	7 1%	5 1%	10 2%	11 1%	4 4%	10 1%	5 3%	-	-
Don't know/Refused	2 *%	1 *%	2 *%	-	2 1%	2 *%	1 1%	1 *%	1 *%	1 2%	-
NET: Top 2	874 87%	419 88%	455 87%	487 89%	386 85%	817 89% G	57 65%	616 89% I	168 82%	47 84%	41 96% HI
NET: Bottom 2	28 3%	12 3%	16 3%	10 2%	18 4% D	20 2%	8 9% F	19 3%	9 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.

VAC Remembrance 2017 Survey

Age for Banner [from QC]

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 19%	14 18%	42 17%	71 19%	36 21%	24 18%	186 100%	-	-	-	67 23% L	54 16%	65 18%	53 27% PQ	36 22% PQ	25 13%	28 12%
30-44	234 23%	15 21%	54 23%	90 24%	43 25%	31 23%	-	234 100%	-	-	46 16%	92 26% K	96 27% K	28 14%	26 16%	63 32% NO	80 36% NO
45-64	342 34%	26 35%	83 35%	130 34%	56 33%	47 35%	-	-	342 100%	-	98 34%	121 35%	119 34%	50 25%	55 34%	74 37% N	94 42% N
65+	173 17%	13 17%	44 18%	66 17%	26 15%	24 18%	-	-	-	173 100%	65 22% M	59 17%	47 13%	60 30% PQ	34 21% Q	27 14% Q	11 5%
Refused	65 7%	7 9%	16 7%	26 7%	9 5%	7 5%	-	-	-	-	15 5%	23 7%	26 7%	8 4%	11 7%	9 5%	12 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.

VAC Remembrance 2017 Survey

Age for Banner [from QC]

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Under 30	186 19%	93 19%	94 18%	92 17%	95 21%	165 18%	22 25%	119 17%	34 17%	23 41% HI	10 23%
30-44	234 23%	115 24%	119 23%	106 19%	128 28% D	201 22%	33 38% F	159 23%	42 21%	16 29%	15 35%
45-64	342 34%	168 35%	174 33%	204 37% E	138 30%	319 35%	23 26%	246 35%	73 36%	12 21%	11 25%
65+	173 17%	77 16%	96 18%	107 20%	66 14%	167 18% G	6 7%	125 18% J	41 20% J	1 2%	6 15%
Refused	65 7%	26 5%	39 7%	38 7%	27 6%	62 7%	3 3%	45 6%	15 7%	4 7%	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.

VAC Remembrance 2017 Survey

GENDER. Gender

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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.

VAC Remembrance 2017 Survey

GENDER. Gender

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
MALE	478 48%	478 100%	-	252 46%	226 50%	436 48%	43 49%	320 46%	99 48%	35 62%	23 54%
FEMALE	522 52%	-	522 100%	294 54%	228 50%	477 52%	45 51%	374 54%	106 52%	22 38%	20 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.

VAC Remembrance 2017 Survey

Q10. What language do you speak most often at home?

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Weighted 'N'	1000 100.0	75 100.0	239 100.0	383 100.0	170 100.0	133 100.0	186 100.0	234 100.0	342 100.0	173 100.0	291 100.0	350 100.0	354 100.0	199 100.0	162 100.0	198 100.0	225 100.0
English	731 73.1%	70 93.7%	34 14.2%	350 91.4%	153 90.1%	124 93.4%	128 68.4%	173 73.8%	254 74.4%	131 75.7%	214 73.5%	249 71.2%	265 74.8%	127 63.8%	111 68.7%	140 70.6%	182 81.1%
		C		C	C	C											NOP
French	228 22.8%	6 7.7%	203 85.1%	15 4.0%	1 0.6%	3 2.2%	38 20.3%	49 21.0%	81 23.9%	45 25.9%	66 22.7%	86 24.6%	75 21.3%	60 30.0%	43 26.4%	50 25.4%	40 17.6%
		E	BDEF	E										Q			
Other	82 8.2%	1 0.9%	12 5.1%	39 10.1%	21 12.2%	10 7.6%	31 16.5%	27 11.4%	16 4.8%	4 2.1%	26 8.9%	24 6.8%	32 9.0%	25 12.6%	16 10.2%	14 7.2%	11 4.7%
			B	BC	BC	B	IJ	IJ						Q			
Refused	1 0.1%	-	-	-	1 0.7%	-	-	1 0.5%	-	-	-	-	1 0.4%	-	-	-	1 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.

VAC Remembrance 2017 Survey

Q10. What language do you speak most often at home?

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
	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.

VAC Remembrance 2017 Survey

Q11. What is the highest level of formal education that you have completed?

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 2%	4 5%	-	5 2%	5 3%	1 1%	2 1%	2 1%	3 1%	7 5% GHI	14 5%	-	-	7 4%	2 1%	0 *%	2 1%
Some high school/Some secondary school	5 1%	-	5 2%	-	-	-	-	-	1 *%	4 3% I	5 2%	-	-	4 2%	1 1%	-	-
High School diploma or equivalent	30 3%	5 7%	-	17 5%	6 4%	2 2%	2 1%	8 4%	7 2%	10 6% G	30 10%	-	-	14 7% OQ	3 2%	4 3%	1 1%
Registered Apprenticeship or other trades certificate or diploma	21 2%	-	21 10%	-	-	-	3 2%	1 *%	8 3% H	6 4% H	21 7%	-	-	10 5%	2 1%	2 1%	-
College, CEGEP or other non-university certificate or diploma	223 26%	21 30%	40 19%	82 26%	47 32% C	33 28%	60 35% H	36 18%	80 28% H	39 25%	223 76%	-	-	58 31% PQ	49 33% PQ	33 21%	31 18%
University certificate or diploma below bachelor's level	33 4%	3 4%	11 5%	9 3%	7 4%	3 3%	9 5%	7 4%	8 3%	8 5%	-	33 9%	-	3 2%	11 7% N	6 4%	7 4%
Bachelor's degree	230 27%	18 25%	65 31%	75 24%	41 28%	32 28%	36 21%	52 27%	88 31%	36 24%	-	230 66%	-	49 26%	34 23%	45 28%	43 26%
Post graduate degree above bachelor's level	86 10%	3 4%	15 7%	42 14% BC	17 11%	10 8%	9 5%	32 17% GIJ	26 9%	15 10%	-	86 25%	-	11 6%	11 7%	21 13% N	24 14% N
Prefer not to answer	212 25%	17 25%	52 25%	82 26% E	25 17%	36 31% E	50 29%	56 29% J	62 22%	29 19%	-	-	212 100%	33 18%	35 24%	50 31% N	61 36% 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.

VAC Remembrance 2017 Survey

Q11. What is the highest level of formal education that you have completed?

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple Responses
	(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 2%	7 2%	7 1%	11 2%	3 1%	12 2%	2 3%	11 2%	0 *%	-	3 7%
Some high school/Some secondary school	5 1%	1 *%	4 1%	3 1%	2 *%	5 1%	-	-	4 2%	-	1 2%
High School diploma or equivalent	30 3%	12 3%	18 4%	10 2%	20 5% D	25 3%	4 6%	27 5% I	1 *%	2 4%	-
Registered Apprenticeship or other trades certificate or diploma	21 2%	12 3%	8 2%	17 3% E	4 1%	21 3%	-	-	19 10% J	1 1%	1 4%
College, CEGEP or other non-university certificate or diploma	223 26%	119 30% C	104 23%	125 26%	97 26%	201 26%	21 29%	162 27% I	36 20%	15 34%	9 27%
University certificate or diploma below bachelor's level	33 4%	25 6% C	8 2%	25 5% E	8 2%	31 4%	2 2%	23 4%	9 5%	-	-
Bachelor's degree	230 27%	102 26%	128 28%	136 28%	95 26%	211 27%	19 27%	157 27% K	57 31% K	12 28%	4 12%
Post graduate degree above bachelor's level	86 10%	38 10%	48 11%	48 10%	38 10%	82 10%	5 7%	61 10%	14 8%	6 14%	5 15%
Prefer not to answer	212 25%	84 21%	128 28% B	109 23%	103 28%	193 25%	19 26%	149 25%	42 23%	8 19%	12 33%

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.

VAC Remembrance 2017 Survey

Q12. Which of the following categories best describes your current employment status?

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 hours per week	411 41%	27 36%	110 46%	166 43%	64 37%	44 33%	77 42%	159 68%	143 42%	7 4%	74 26%	147 42%	189 53%	31 16%	79 48%	97 49%	144 64%
			F				J	GIJ	J			K	KL		N	N	NOF
Working part-time, that is, less than 35 hours per week	89 9%	7 9%	13 6%	28 7%	17 10%	23 17%	19 10%	21 9%	39 11%	5 3%	22 7%	32 9%	35 10%	20 10%	9 5%	22 11%	15 6%
						CD	J	J	J								
Self-employed	80 8%	1 1%	14 6%	33 9%	15 9%	18 14%	6 3%	17 7%	45 13%	10 6%	20 7%	32 9%	28 8%	12 6%	14 9%	16 8%	20 9%
			B	B	B	B			GHJ								
Unemployed, but looking for work	40 4%	3 4%	8 3%	15 4%	7 4%	7 5%	16 9%	11 5%	11 3%	1 *	15 5%	12 3%	13 4%	17 9%	4 3%	2 1%	2 1%
							J	J	J					OPQ			
A student attending school full-time	67 7%	8 10%	19 8%	24 6%	9 5%	7 6%	59 31%	5 2%	1 *	-	31 11%	16 4%	20 6%	29 14%	9 5%	10 5%	5 2%
							HI				LM			OPQ			
Retired	254 25%	22 30%	66 27%	94 25%	43 25%	29 21%	-	4 2%	80 24%	147 85%	99 34%	94 27%	58 16%	69 35%	41 25%	39 20%	30 13%
									H	HI	M	M		PQ	Q		
Not in the workforce	45 4%	5 6%	7 3%	17 5%	16 9%	-	7 4%	15 6%	16 5%	2 1%	24 8%	15 4%	6 2%	14 7%	7 4%	8 4%	9 4%
					CD			J	J		M						
Other	13 1%	3 4%	1 1%	3 1%	-	5 4%	2 1%	3 1%	7 2%	-	7 2%	1 *	5 1%	7 3%	-	4 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.

VAC Remembrance 2017 Survey

Q12. Which of the following categories best describes your current employment status?

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Working full-time, that is, 35 or more hours per week	411 41%	211 44%	199 38%	208 38%	203 45% D	371 41%	40 46%	275 40%	91 44%	20 35%	23 54%
Working part-time, that is, less than 35 hours per week	89 9%	28 6%	61 12% B	37 7%	52 11% D	79 9%	10 12%	66 10% I	11 5%	8 15%	2 6%
Self-employed	80 8%	47 10%	33 6%	53 10% E	27 6%	73 8%	7 8%	62 9% J	13 6%	1 2%	4 9%
Unemployed, but looking for work	40 4%	24 5%	16 3%	16 3%	24 5%	33 4%	7 7%	25 4%	5 3%	7 12%	2 6%
A student attending school full-time	67 7%	38 8%	29 6%	33 6%	34 7%	55 6%	12 13% F	36 5%	15 7%	13 24% HIK	2 6%
Retired	254 25%	111 23%	142 27%	165 30% E	89 20%	246 27% G	8 9%	183 26% J	61 30% JK	3 5%	6 14%
Not in the workforce	45 4%	11 2%	34 7% B	28 5%	16 4%	41 5%	4 4%	32 5%	6 3%	4 7%	2 6%
Other	13 1%	7 1%	6 1%	5 1%	8 2%	13 1%	-	11 2%	1 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.

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			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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%	8 10%	19 8%	25 6%	8 5%	16 12%	25 13%	15 7%	11 3%	20 12%	37 13%	19 5%	20 6%	75 38%	-	-	-
							I			I	LM						
\$20,000 to just under \$40,000	124 12%	15 21%	44 18%	39 10%	13 8%	12 9%	28 15%	13 5%	39 11%	40 23%	55 19%	45 13%	23 6%	124 62%	-	-	-
			DEF	DEF			H		H	HI	M	M					
\$40,000 to just under \$60,000	162 16%	9 12%	47 20%	61 16%	22 13%	22 17%	36 19%	26 11%	55 16%	34 20%	57 19%	56 16%	49 14%	-	162 100%	-	-
										H							
\$60,000 to just under \$80,000	92 9%	8 11%	25 10%	33 9%	15 9%	11 8%	5 3%	30 13%	35 10%	17 10%	17 6%	34 10%	40 11%	-	-	92 46%	-
								G	G	G			K				
\$80,000 to just under \$100,000	106 11%	6 8%	28 12%	34 9%	26 15%	11 9%	20 11%	32 14%	38 11%	10 6%	23 8%	37 11%	46 13%	-	-	106 54%	-
								J	J				K				
\$100,000 to just under \$150,000	126 13%	8 10%	26 11%	38 10%	34 20%	20 15%	15 8%	38 16%	58 17%	7 4%	24 8%	47 13%	55 15%	-	-	-	126 56%
					CD			GJ	GJ			K	K				
\$150,000 and above	98 10%	5 7%	14 6%	53 14%	16 9%	10 8%	13 7%	42 18%	37 11%	4 2%	9 3%	27 8%	62 18%	-	-	-	98 44%
				C				GIJ	J			K	KL				
Refused	216 22%	15 20%	37 16%	99 26%	35 21%	30 22%	44 24%	37 16%	68 20%	41 24%	69 24%	84 24%	58 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.

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.

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Under \$20,000	75 8%	34 7%	41 8%	31 6%	44 10% D	68 7%	7 8%	52 8%	16 8%	5 9%	3 6%
\$20,000 to just under \$40,000	124 12%	58 12%	65 13%	70 13%	54 12%	114 13%	9 11%	64 9%	38 19% H	12 21%	9 22%
\$40,000 to just under \$60,000	162 16%	72 15%	90 17%	90 16%	72 16%	142 16%	20 22%	104 15%	41 20%	8 14%	8 20%
\$60,000 to just under \$80,000	92 9%	43 9%	49 9%	50 9%	42 9%	86 9%	6 7%	58 8%	21 10%	8 14%	5 12%
\$80,000 to just under \$100,000	106 11%	60 13%	46 9%	63 12%	43 9%	97 11%	9 10%	76 11%	24 11%	5 9%	1 3%
\$100,000 to just under \$150,000	126 13%	62 13%	64 12%	71 13%	55 12%	114 13%	12 14%	102 15% IK	20 10%	4 6%	1 3%
\$150,000 and above	98 10%	54 11%	45 9%	50 9%	49 11%	89 10%	9 11%	73 10% I	12 6%	4 7%	8 18%
Refused	216 22%	95 20%	121 23%	122 22%	94 21%	201 22%	15 17%	164 24% I	34 17%	11 20%	7 16%

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.

VAC Remembrance 2017 Survey

Region for Banner [from sample]

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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 8%	75 100%	-	-	-	-	14 7%	15 7%	26 8%	13 7%	29 10%	23 7%	23 6%	23 12%	9 6%	14 7%	13 6%
Quebec	239 24%	-	239 100%	-	-	-	42 22%	54 23%	83 24%	44 26%	65 22%	90 26%	83 23%	63 31%	47 29%	53 27%	39 18%
Ontario	383 38%	-	-	383 100%	-	-	71 38%	90 39%	130 38%	66 38%	104 36%	126 36%	150 43%	63 32%	61 38%	68 34%	91 41%
Prairies (and NT, NU)	170 17%	-	-	-	170 100%	-	36 19%	43 18%	56 16%	26 15%	58 20%	64 18%	46 13%	22 11%	22 13%	42 21%	50 22%
BC (and YT)	133 13%	-	-	-	-	133 100%	24 13%	31 13%	47 14%	24 14%	36 12%	45 13%	52 15%	28 14%	22 14%	22 11%	31 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.

VAC Remembrance 2017 Survey

Region for Banner [from sample]

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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 8%	34 7%	41 8%	45 8%	30 7%	74 8% G	1 1%	69 10% IJ	4 2%	1 1%	2 4%
Quebec	239 24%	112 23%	127 24%	149 27% E	90 20%	179 20%	61 69% F	28 4%	194 94% HJK	7 13%	10 23% H
Ontario	383 38%	184 39%	198 38%	195 36%	187 41%	370 40% G	13 15%	330 48% I	6 3%	26 46% I	21 48% I
Prairies (and NT, NU)	170 17%	85 18%	85 16%	102 19%	68 15%	159 17%	11 13%	147 21%	-	16 28%	6 14%
BC (and YT)	133 13%	63 13%	70 13%	55 10%	78 17% D	132 14% G	1 1%	120 17% I	2 1%	7 12% I	4 10% I

Comparison Groups: BC/DE/FG/HJK
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

VAC Remembrance 2017 Survey

STYPE. Sample Type

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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.

VAC Remembrance 2017 Survey

STYPE. Sample Type

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Landline	523 52%	228 48%	295 57% B	316 58% E	207 46%	487 53% G	35 40%	376 54% JK	121 59% JK	12 22%	12 28%
Cell	477 48%	251 52% C	227 43%	231 42%	246 54% D	425 47%	52 60% F	318 46%	85 41%	44 78% HI	31 72% 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.

VAC Remembrance 2017 Survey

CPO_STATUS. Phone Status

	Region						Age				Education			Household Income			
	Total	Atl.	Quebec	Ontario	Prair.	BC	Under 30	30-44	45-64	65+	HS or less	College /univ.	Bach. degree+	<\$40K	\$40K to <60K	\$60K to <\$100K	\$100K+
	(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% GH	37% GHI	21% M	14% M	8%	27% OPQ	12% Q	11% Q	4%
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% G	70% GHJ	60% G	53%	64% K	62% K	38%	62% N	63% N	76% 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% HIJ	38% IJ	14% J	3%	26%	22%	29% L	35% OPQ	26%	26%	20%

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.

VAC Remembrance 2017 Survey

CPO_STATUS. Phone Status

	Gender		Awareness of Veterans' Week		Participation in Veterans' Week		Language				
	Total	Male	Female	Yes	No	Yes	No	English Only	French Only	Allophone Only	Multiple 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
Landline Only	143 14%	60 13%	83 16%	86 16%	57 13%	130 14%	12 14%	95 14%	37 18%	8 14%	3 6%
Both Landline & Cell	601 60%	277 58%	324 62%	346 63%	255 56%	554 61%	47 53%	424 61%	125 61%	31 56%	19 44%
Cell Phone Only	256 26%	141 30% C	115 22%	114 21%	142 31% D	228 25%	28 32%	175 25%	43 21%	17 30%	21 50% 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.