**POR Number: 030-17**

**Contract Number: 51019-174015-001-CY**

**Contract Award Date: 2017-09-27**

**Date of Submission: 2018-03-28**

Data Tables for Web Accessibility Report

Attitudes Towards Remembrance and Veterans’ Week

2017 Survey of Canadians

Figure 1: Awareness of Veterans’ Week

|  |  |
| --- | --- |
| **Awareness of Veterans’ Week** | All Respondents  (2017 n=1,000)  (% that heard of Veterans’ Week) |
| 2017 | 55% |
| 2016 | 55% |
| 2014 | 57% |
| 2012 | 58% |
| 2011 | 66% |
| 2010 | 65% |
| 2008 | 54% |
| 2007 | 64% |
| 2006 | 66% |
| 2002 | 57% |

Q1: Have you ever heard of Veterans’ Week?

Figure 2: Importance of Veterans’ Week

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | All Respondents  (2017 n=1,000) | | | | |
| **Very Important** | **Moderately Important** | **Neither** | **Not Very Important** | **Not Important at All** |
| 2017 | 68% | 20% | 8% | 1% | 1% |
| 2016 | 69% | 19% | 8% | 1% | 2% |
| 2014 | 64% | 21% | 8% | 3% | 3% |
| 2012 | 64% | 20% | 10% | 3% | 3% |
| 2011 | 65% | 20% | 10% | 2% | 2% |
| 2010 | 59% | 16% | 16% | 3% | 4% |
| 2008 | 55% | 19% | 16% | 2% | 4% |
| 2007 | 57% | 18% | 16% | 2% | 5% |
| 2006 | 53% | 19% | 19% | 2% | 5% |
| 2002 | 48% | 20% | 21% | 5% | 5% |

Q2: How important is it that Veterans' Week be held each year? DK/NR: 1%

Figure 3: Reasons Why Veterans’ Week Is Important [By Theme]

|  |  |
| --- | --- |
| **Reasons Why Veterans’ Week Is Important** | Those who said it is important  (2017 n=884) |
| Honour Veterans/Veterans have earned respect | 65% |
| Focus on History/Remembrance | 52% |
| Personal Connections | 9% |
| Other | 4% |

Q2B: And why do you say it is important that Veterans' Week be held each year? (Up to 2 responses accepted)

Figure 4: Reasons Why Veterans’ Week Is Important [Over Time]

|  |  |  |  |
| --- | --- | --- | --- |
| **Reasons Why Veterans’ Week Is Important Over Time** | Those who said it is important  (2017 n=884) | | |
| **Year** | Honour Veterans/Veterans have earned respect | Focus on History/Remembrance | Personal Connections |
| 2017 | 65% | 52% | 9% |
| 2016 | 69% | 50% | 11% |
| 2014 | 69% | 41% | 7% |
| 2012 | 69% | 40% | 10% |
| 2011 | 65% | 47% | 11% |

Q2B: And why do you say it is important that Veterans' Week be held each year? (Up to 2 responses accepted)

Figure 5: Reasons Why Veterans’ Week Is Important

No table needed

Figure 6: Top 3 Reasons Why Veterans' Week is Important

No table needed

Figure 7: Reasons Why Veterans' Week is Unimportant

No table needed

Figure 8: Reasons Why Canadians View Veterans' Week Neutrally

No table needed

Figure 9: Participation in Veterans’ Week

|  |  |
| --- | --- |
| **Participation in Veterans’ Week** | All Respondents  (2017 n=1,000) |
| 2017 | 91% |
| 2016 | 88% |
| 2014 | 81% |
| 2012 | 76% |
| 2011 | 73% |

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

**Figure 10: Reasons for Participating in Veterans’ Week [By Theme]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Reasons for Participating in Veterans’ Week Over Time** | Those who participated in Veterans’ Week  (2017 n=478) | | | |
| **Year** | Honour Veterans/Veterans have earned respect | Focus on Personal Connections | Focus on History/Remembrance | Believe in it/It’s Important |
| 2017 | 48% | 40% | 16% | 10% |
| 2016 | 46% | 32% | 18% | 11% |
| 2014 | 48% | 33% | 15% | 13% |
| 2012 | 41% | 34% | 17% | 12% |
| 2011 | 39% | 40% | 17% | 12% |

Q3B. And why did you or members of your immediate family participate in Veterans' Week? (Up to 2 responses accepted)

Figure 11: Reasons for Participating in Veterans’ Week

No table needed

Figure 12: Reasons for Not Participating in Veterans’ Week [By Theme]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Reasons for Not Participating in Veterans’ Week Over Time** | Those who did not participate in Veterans’ Week  (2017 n=506) | | | | | | |
| **Year** | Practical Reasons | Lack of Knowledge/Awareness | Absence of Opportunity | Lack of Personal Resonance | Participated in Other Ways | Other | Nothing/No Reason |
| 2017 | 50% | 26% | 10% | 9% | 3% | 7% | 5% |
| 2016 | 46% | 26% | 8% | 15% | 5% | 7% | 4% |
| 2014 | 45% | 30% | 6% | 13% | 2% | 4% | 9% |
| 2012 | 34% | 20% | 6% | 24% | 3% | 10% | 7% |
| 2011 | 49% | 18% | 11% | 12% | 8% | 4% | 6% |

Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? (Up to 2 responses accepted

Figure 13: Reasons for Not Participating in Veterans’ Week

No table needed

Figure 14: Participation in Activities to Commemorate Veterans

|  |  |
| --- | --- |
| **Participation in Activities to Commemorate Veterans** | All Respondents  (2017 n=1,000) |
| Wore a Poppy | 79% |
| Observed a moment of silence | 71% |
| Watched Remembrance Day ceremony on TV | 45% |
| Participated in remembrance ceremony in community | 39% |
| Participated in remembrance activity on social media | 25% |
| Participated in other activities to remember Veterans | 37% |

Q4: Did you or members of your immediate family do any of the following during Veterans' Week this year? DK/NR: 1% - 2%. (Multiple responses accepted)

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? DK/NR: 3%

Figure 15: Participation in Veterans’ Week Activities [Over Time]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Participation in Veterans’ Week Activities Over Time** | All Respondents  (2017 n=1,000)  % who participated in activities | | | | |
| **Year** | **Wore a Poppy** | **Observed a moment of silence\*\*** | **Watched Remembrance Day ceremony on TV** | **Participated in ceremony in community\*** | **Participated on social media** |
| 2017 | 79% | 71% | 45% | 39% | 25% |
| 2016 | 83% |  | 45% | 38% | 29% |
| 2014 | 82% |  | 56% | 36% | 24% |
| 2012 | 79% |  | 50% | 35% | 18% |
| 2011 |  |  | 45% | 25% | 24% |
| 2010 |  |  | 51% | 34% | 21% |
| 2008 |  |  | 54% | 30% |  |
| 2007 |  |  | 51% | 29% |  |
| 2006 |  |  | 50% | 34% |  |
| 2002 |  |  | 52% | 29% |  |

Q4: Did you or members of your immediate family do any of the following during Veterans' Week this year? DK/NR: 1% - 2%. (Multiple responses accepted)

\*Wording changed in 2012

\*\*Measure added in 2017

Figure 16: Participation in Activities Outside of Veterans’ Week [Over Time]

|  |  |
| --- | --- |
| **Participation in Activities Outside of Veterans’ Week Over Time** | All Respondents  (2017 n=1,000) |
| 2017 | 37% |
| 2016 | 38% |
| 2014 | 40% |
| 2012 | 36% |

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? DK/NR: 3%

Figure 17: Importance of Remembrance Initiatives

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Importance of Remembrance Initiatives** | All Respondents  (2017 n=1,000) | | | | |
| **Very Important** | **Somewhat Important** | **Neutral** | **Not Very Important** | **Not Important at All** |
| Events recognizing Veterans and military milestones | 60% | 27% | 9% | 2% | 1% |
| Educational materials for schools | 60% | 26% | 10% | 2% | 1% |
| Ceremonies at the National War Memorial | 64% | 21% | 9% | 3% | 2% |
| Ads on TV and the Internet | 48% | 28% | 16% | 4% | 3% |
| Remembrance content on social media | 44% | 27% | 20% | 3% | 5% |
| Funds for communities | 42% | 28% | 21% | 5% | 4% |
| Promotional materials, such as posters and pins | 38% | 27% | 23% | 6% | 5% |

Q5: Now, thinking about ways of recognizing the achievements and sacrifices of Canadians during wartime and in peacetime operations, what priority should the Government of Canada place on each of the following remembrance initiatives? DK/NR: 1%

Figure 18: Importance of Remembrance Initiatives [Over Time]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Importance of Remembrance Initiatives Over Time** | All Respondents  (2017 n=1,000)  % that see each as important | | | | | | |
| **Year** | **Events recognizing Veterans and military milestones** | **Educational materials for schools** | **Ceremonies at the National War Memorial** | **Ads on TV and the Internet** | **Remembrance content on social media** | **Funds for communities** | **Promotional materials, such as posters and pins** |
| 2017 | 87% | 86% | 85% | 76% | 71% | 70% | 65% |
| 2016 | 87% | 86% | 87% | 80% | 73% | 70% | 64% |
| 2014 | 80% | 82% | 86% | 72% | 62% | 66% | 59% |
| 2012 | 80% | 82% | 84% | 75% | 62% | 66% | 61% |
| 2011 |  | 85% | 84% | 78% | 59% |  | 62% |
| 2010 |  | 81% | 81% | 76% | 52% |  | 57% |
| 2008 |  | 85% | 81% | 80% |  |  | 62% |
| 2007 |  | 83% | 78% | 75% |  |  | 59% |
| 2006 |  | 81% | 75% | 74% |  |  | 55% |
| 2002 |  | 80% | 72% | 71% |  |  | 51% |

Q5: Now, thinking about ways of recognizing the achievements and sacrifices of Canadians during wartime and in peacetime operations, what priority should the Government of Canada place on each of the following remembrance initiatives? DK/NR: 1%

Figure 19: Attitudes Towards Veterans and Commemoration

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Attitudes Towards Veterans and Commemoration** | All Respondents  (2017 n=1,000) | | | | |
| **Completely Agree** | **Somewhat Agree** | **Neutral** | **Somewhat Disagree** | **Completely Disagree** |
| Veterans should be recognized for service to Canada | 85% | 11% | 3% |  | 1% |
| Veterans have made major contributions to Canada | 78% | 14% | 5% | 1% | 1% |
| Participation in commemorative activities increases awareness of and appreciation for Veterans and those who died in service | 61% | 25% | 11% | 2% | 1% |
| VAC effectively honours Veterans and preserves memory | 45% | 29% | 18% | 3% |  |
| I make an effort to demonstrate appreciation to Veterans | 46% | 27% | 18% | 5% | 4% |

Q6: Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. DK/NR: <1% -3%

Figure 20: Attitudes Towards Canada’s Military Role

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Attitudes Towards Canada’s Military Role** | All Respondents  (2017 n=1,000) | | | | |
| **Completely Agree** | **Somewhat Agree** | **Neutral** | **Somewhat Disagree** | **Completely Disagree** |
| I am proud of military role | 58% | 24% | 13% | 2% | 2% |
| I am knowledgeable of military role | 37% | 35% | 17% | 6% | 4% |

Q6: Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. DK/NR: 1%

Figure 21: Attitudes Towards Veterans and Canada’s Military Role [Over Time]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Attitudes Towards Veterans and Canada’s Military Role Over Time | All Respondents  (2017 n=1,000)  % positive scores | | | | | | |
| **Year** | **Recognition\*** | **Contribution** | **Participation\*\*** | **Pride** | **Honours** | **Appreciation** | **Knowledge** |
| 2017 | 96% | 92% | 86% | 82% | 74% | 73% | 72% |
| 2016 | 96% | 89% |  | 82% | 76% | 73% | 73% |
| 2014 | 93% | 83% |  | 82% | 73% | 66% | 69% |
| 2012 | 91% | 86% |  | 80% | 75% | 66% | 73% |
| 2011 | 93% | 83% |  | 78% |  | 67% | 73% |
| 2010 | 91% | 83% |  | 79% |  | 66% | 70% |
| 2008 | 92% | 84% |  | 79% |  | 66% | 71% |
| 2007 | 92% | 86% |  | 81% |  | 64% | 70% |

Q6: Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. DK/NR: <1% -3%

\*In 2012 the survey language changed when asking about recognition

\*\*Measure added in 2017

Figure 22: Attitudes Towards Actions to Recognize Veterans and Those Who Died in Service

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Attitudes Towards Actions to Recognize Veterans and Those Who Died in Service** | All Respondents  (2017 n=1,000) | | | | |
| **Completely Agree** | **Somewhat Agree** | **Neutral** | **Somewhat Disagree** | **Completely Disagree** |
| 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. | 76% | 17% | 5% | 1% | 1% |
| 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 these memorials, cemeteries and grave markers. | 35% | 28% | 25% | 4% | 3% |

Q7A/B: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements… DK/NR: <1% - 6%

Figure 23: Attitudes Towards Actions to Recognize Veterans and Those Who Died in Service [Over Time]

|  |  |  |
| --- | --- | --- |
| Attitudes Towards Actions to Recognize Deceased Over Time | All Respondents  (2017 n=1,000)  % positive scores | |
| **Year** | Important that VAC recognize and honour deceased Canadian Veterans and those who died in service | Satisfied with how VAC recognizes and honours deceased Canadian Veterans and those who died in service |
| 2017 | 93% | 63% |
| 2016 | 91% | 65% |
| 2014 | 89% | 62% |
| 2012 | 88% | 66% |
| 2011 | 92% | 65% |
| 2010 | 88% | 59% |

Q7A/B: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements… DK/NR: <1% - 6%

Figure 24: Attitudes Towards Provision of Funeral and Burial Assistance

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Attitudes Towards Provision of Funeral and Burial Assistance** | All Respondents  (2017 n=1,000) | | | | |
| **Completely Agree** | **Somewhat Agree** | **Neutral** | **Somewhat Disagree** | **Completely Disagree** |
| It is important that Veterans Affairs Canada recognize and honour deceased Canadian Veterans by providing funeral and burial assistance. | 74% | 16% | 7% | 1% | 1% |
| I am satisfied with how Veterans Affairs Canada recognizes and honours deceased Canadian Veterans through the provision of funeral and burial assistance. | 34% | 24% | 23% | 6% | 3% |

Q7C/D: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements… DK/NR: 1% - 11%

Figure 25\_1: Awareness and Importance of World War Commemorations

|  |  |  |  |
| --- | --- | --- | --- |
| **Awareness of World War Commemorations** | All Respondents  (2017 n=1,000)  % Aware of Commemorations | | |
| **Clearly Aware** | **Vaguely Aware** | **Not Aware** |
| 100th anniversary of First World War | 34% | 15% | 50% |
| 75th anniversary of  Second World War | 27% | 17% | 56% |

Q8: During the period 2014 to 2020, Canada is marking significant anniversaries of the two World Wars. Are you aware that Canada is commemorating… DK/NR: <1%

Figure 25\_2: Awareness and Importance of World War Commemorations

|  |  |
| --- | --- |
| Importance of Commemorating World War Anniversaries | All Respondents  (2017 n=1,000) |
| Very Important | 66% |
| Moderately Important | 22% |
| Neither | 10% |
| Not Very Important | 1% |
| Not Important at All | 2% |

Q9: In your view, how important is it for Canada and Canadians to mark these two military anniversaries? DK/NR: <1%

Figure 26\_1: Awareness and Importance of World War Commemorations [Over Time]

|  |  |  |
| --- | --- | --- |
| Awareness of World War Commemorations Over Time | All Respondents  (2017 n=1,000)  % “vaguely” or “clearly” aware | |
| **Year** | 75th Anniversary of Second World War | 100th Anniversary of First World War |
| 2017 | 44% | 49% |
| 2016 | 41% | 44% |
| 2014 | 45% | 51% |

Q8: During the period 2014 to 2020, Canada is marking significant anniversaries of the two World Wars. Are you aware that Canada is commemorating… DK/NR: <1%

Figure 26\_2: Awareness and Importance of World War Commemorations [Over Time]

|  |  |
| --- | --- |
| Importance of World War Commemorations Over Time | All Respondents  (2017 n=1,000)  % saying it is important to commemorate World War Anniversaries |
| 2017 | 88% |
| 2016 | 87% |
| 2014 | 83% |

Q9: In your view, how important is it for Canada and Canadians to mark these two military anniversaries? DK/NR: <1%