EKOS Research Associates Inc.

Evaluation of the 2019 Pension for Life Advertising Campaign

Methodology Report

Prepared for:
Veterans Affairs Canada

Ce rapport est aussi disponible en français

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Methodology Report

SUMMARY

Introduction

As part of its responsibility, Veterans Affairs Canada (VAC) provides services and benefits to Veterans and their families. These include programs for well-being, disability pensions, Veterans allowances, pension advocacy, health care and commemoration. They provide compensation for hardships arising from illness or injury and lost economic opportunities, innovative health and social services, professional legal assistance and recognition of the achievements and sacrifices of Canadians during periods of war and conflict. The Government of Canada introduced the Pension for Life (PFL) on April 1, 2019. Pension for Life is a modernized financial package that Veterans will receive for their service-related illness and/or injury. These changes are part of an overall well-being package that combines financial recognition of pain and suffering, income replacement and wellness services and programs to help Veterans transition to life after service. The Pension for Life advertising campaign focused on highlighting the new Pension for Life suite of benefits. The call to action of the campaign was to encourage Veterans to visit VAC's website or call the 1-866 number for more information.

Background

VAC's Pension for Life advertising campaign has been marketed to an extensive demographic with moderate post-campaign recall. The Pension for Life Campaign had a comprehensive set of advertising products that highlighted the importance of this new program. This included a new 30-second advertising creative that was used for this campaign. As with previous VAC campaigns, the Pension for Life campaign was supported by a multimedia strategy to provide maximum reach through traditional channels, as well as online through mobile devices and social media sites, creating multiple opportunities for Canadians to raise awareness and knowledge about the new program. Specifically, this included a call to action to join the conversation on social media, visit the Veterans.gc.ca/pensionforlife website or call the 1-866 number.

As the 2019 Pension for Life Advertising Campaign exceeded $1,000,000, public opinion research is required by Treasury Board using the Advertising Campaign Evaluation Tool, with additional validating and benchmarking questions following the ACET instrument. Data collection to evaluate the PFL Campaign supports the Government's and the Department's commitments to continue to improve services and access by ensuring the opinions of Veterans are considered. It also supports the continuing Government priority of accountability and performance

measurement. Results will provide VAC with concrete data that will assist in developing/adjusting future media strategies.

Research Purpose

Specifically, the purpose of the quantitative post-testing is to evaluate the Pension for Life Advertising Campaign and to gauge:

> The effectiveness of the campaign to drive traffic to Veterans.gc.ca/pensionforlife and engage on social media sites or call the 1-866 number;

> Veterans' and Canadians' awareness/knowledge of the campaign (as seen via TV, web, social media).

Information obtained through this public opinion research will allow Veterans Affairs Canada to determine the impact of its advertising campaign and provide direction on areas where the campaign can be adjusted to reach the targeted audience. The findings will provide useful information to improve future campaigns which are more targeted, informative and geared to the target population.

Sample design

Two bilingual, national, online surveys were conducted: one as a baseline, in advance of the campaign, and one following the end of the campaign to measure change in awareness and intent to visit over time, to assess impact of the campaign. The baseline included 2,000 Canadians 18 years of age or older, and the post campaign sample also included 2,000 Canadians, also 18 years of age or older. Each survey instrument was based on the Advertising Campaign Evaluation Tool questions used by the Government of Canada in all of its advertising evaluation research, adding a few campaign-specific questions testing the impact on perceptions and behaviour targeted though the campaign. Each survey instrument included a sample of randomly selected respondents from all provinces and territories.

Each survey sample relied on EKOS' Prob*it* panel, which is assembled using a random digit dial process for sampling from a blended land-line cell-phone frame, and provides full coverage of Canadians with telephone access. The distribution of the recruitment process is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, the more than 100,000 member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within the panel very closely resembles the public at large) and margins of error can be applied.

The contract value for the POR project is $ 35,932.31 (including HST).

POLITICAL NEUTRALITY CERTIFICATION

This certification is to be submitted with the final report submitted to the Project Authority.

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

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

Signed by: Susan Galley (Vice President)

APPENDIX A
METHODOLOGY

METHODOLOGY

The survey was conducted in two phases: a benchmarking phase prior to the campaign, and a post-campaign phase. Each survey instrument consisted of the Advertising Campaign Evaluation Tool questions used by the Government of Canada for evaluating campaigns over $1,000,000. The post-campaign survey added questions testing recall of one video that was key to the campaign, along with questions testing the impact of the video on perceptions and behaviour. The average time it took respondents to complete the questionnaire was 10.3 minutes for the baseline, and 12.9 minutes for the post-campaign survey. There was a pretesting phase conducted for each survey between April 11 and 12, 2019 (baseline) and between June 19 and 20, 2019 (post-campaign) to ensure each questionnaire was working well. This entailed completing cases with 14 English and 19 French (baseline), and 11 English and 15 French (post-campaign) with a suite of questions appended at the end to allow respondents a chance to describe their experience with the survey, in terms of comprehension, relevance, and technical issues. The results of the pretest surveys were reviewed to check for programming and logic errors.

In each case, respondents to the online survey were 18 years of age and older, and were randomly selected. The sample included all provinces and territories, and the survey was administered in English and French, as well as with an accessible link for those using a mobile phone or screen reading technology. The survey sample relied on an EKOS' Prob*it* panel, which is assembled using a random digit dial process for sampling from a blended land-line cell-phone frame, and provides full coverage of Canadians with telephone access. The distribution of the recruitment process is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, the more than 100,000 member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within the panel very closely resembles the public at large) and margins of error can be applied. All households/individuals in the Prob*it* panel are contacted by telephone and the nature of the panel is explained in greater detail (as are privacy policies) and demographic information is collected. At this time the online/off-line as well as landline/cell phone status is ascertained in order to determine the method of completing surveys (i.e., online, telephone, or mail). This variable of 'type of telephone service' (cell phone only, landline only or both) collected at the time of screening is used to determine cell phone only sample. As with any random digit dialling sample, Prob*it* panel cases are considered to be a probability-based sample.

In the two surveys, the number of total completed cases in the sample is 2,000 with an associated margin of error of up to plus or minus 2.2%, at a .05 confidence interval (i.e., 19 times out of 20). Following the testing component, the baseline survey was collected between April 12 and 16, 2019. The post-campaign survey was collected between June 22 and 28, 2019.

The regional distribution of the sample is as follows:

Baseline

Province/Region	Baseline
British Columbia	271
Alberta	233
Manitoba & Saskatchewan	147
Ontario	778
Quebec	434
Atlantic	133
Territories	4
Total	**2,000**

Post-Campaign

Province/Region	Post-Campaign
British Columbia	274
Alberta	232
Manitoba & Saskatchewan	118
Ontario	770
Quebec	456
Atlantic	146
Territories	4
Total	**2,000**

Survey data collection adhered to Government of Canada standard for public opinion research. EKOS informed respondents of their rights under the *Privacy Act* and the *Access to Information Act*, and ensured that those rights were protected throughout the research process. This included: informing respondents of the purpose of the research; identifying both the sponsoring department and the research supplier; informing respondents that their participation in the study is voluntary, and that the information provided would be administered according to the requirements of the *Privacy Act*.

Once the survey data was collected, each database was reviewed for data quality. Coding was also completed. Survey results were weighted based on Statistics Canada data

according to age, gender and region to ensure the sample was representative of the general public aged 18 years and older.

Data tables were created for each survey to isolate results for major subgroups to be used in the analysis (e.g., results for each age segment, gender, education segment, employment, income segment, region, households with children under 18, those born outside of Canada, by mother tongue, awareness of ads, importance of advertisements to promote Canada's Veterans, importance of activities to remember and honour Canada's Veterans and importance of programs).

RESPONSE RATES AND NON-RESPONSE BIAS

The response rate for the online baseline survey is 11.3%. This is calculated using the formula developed by the Marketing Research Intelligence Agency in conjunction with the Government of Canada. https://mria-arim.ca/standards/response-rate-calculation-formula. A total of 23,496 email invitations were sent, of which 157 were returned as undeliverable. A total of 2,000 valid cases were completed, and combined with another 630 sampled panel members who were screened out of the survey due to their responses or a filled quota as the numerator in the calculation of the response rate.

For the post-campaign online survey, the response rate is 7.8%, using the same formula. This includes 34,177 email invitations sent, of which 232 were returned as undeliverable. The 2,000 valid cases completed are combined with another 635 sampled panel members who were screened out of the survey due to their responses or a filled quota to form the numerator in the calculation.

A comparison of each unweighted sample with 2016 Census figures from Statistics Canada suggests that there are similar sources of systematic sample bias in each survey, following patterns typically found in most general public surveys. These include a more educated sample in each survey than found in the population with 40% reporting university degrees in the baseline and 44% in the post-campaign compared with 25% in the general population. Each sample under represents Canadians with a high school level of education or below (24% in the baseline and 19% in the post-campaign compared with 41% in the population as per 2016 Census figures). There is also an under representation of Canadians born outside of Canada in each survey (11% in the baseline survey and 12% in the post-campaign versus 27% in the general population). This is reflected in an under representation of native speakers of non-official languages and an over representation of native English speakers. In the baseline survey, 7% of the sample reported

having a mother tongue of something other than English or French, which increased to 8% in the post campaign. This is almost one third of the 22% incidence in the population at-large. In the baseline survey, 75% of respondents reported English as their mother tongue and 73% in the baseline compared to 56% in the general population. As previously described, each sample was weighted by age, gender, and region.

APPENDIX B
BASELINE QUESTIONNAIRE (ENGLISH)

APPENDIX B: Baseline Questionnaire (English)

INTRO

 Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur « Français » dans le coin supérieur droit.

Your participation is voluntary and your responses will be kept entirely confidential and anonymous. The survey takes about 5 minutes to complete. This survey is being directed by EKOS Research, and is being administered according to the requirements of the *Privacy Act*.

To view our privacy policy, click here.

If you require any technical assistance, please contact online@ekos.com.

D1A [1,7]

Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

A marketing research firm 1
A magazine or newspaper 2
An advertising agency or graphic design firm 3
A political party 4
A radio or television station 5
A public relations company 6
Federal or provincial government 7
None of the above 98
Prefer not to say 99

D1B

Are you...

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

D1C

In which of the following age categories do you belong?

Less than 18 years old 1
18 to 24 2
25 to 34 3
35 to 44 4
45 to 54 5
55 to 64 6
65 or older 7

D1E

In which province or territory do you live?

Newfoundland and Labrador..1

Prince Edward Island 2
Nova Scotia 3
New Brunswick 4
Quebec 5
Ontario 6
Manitoba 7
Saskatchewan 8
Alberta...9
British Columbia 10
Yukon..11
Northwest Territories 12
Nunavut 13
None of the above 99

Q1

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

Yes 1
No / Do not remember...2
Prefer not to say 99

Q2_A [1,18]

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Select all that apply
Cinema 1
Facebook 12
Internet website 2
Magazines 3
Newspaper (daily) 4
Newspaper (weekly or community) 5
Outdoor billboard 6
Pamphlet or brochure in the mail 7
Public transit (bus or subway)...8
Radio 9
Television...10
Twitter 11
Youtube 13
Instagram..14
LinkedIn 15
Snapchat 16
Spotify 17
Other, specify: 77
Prefer not to say 99

Q3

What do you remember about this ad?

77 77
Don't remember...97

Q4

How did you know that it was an ad from the Government of Canada?

77 77
Don't remember...97

T1A

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?

Yes 1
No...2
I don't remember / Not sure...3
Prefer not to say 99

T1B [1,18]

Where have you seen, read or heard this Government of Canada ad about Canadian Veterans?

Select all that apply

Cinema 1
Facebook 12
Internet website 2
Magazines 3
Newspaper (daily)..4
Newspaper (weekly or community) 5
Outdoor billboard..6
Pamphlet or brochure in the mail 7
Public transit (bus or subway)..8
Radio 9
Television...10
Twitter..11
Youtube...13
Instagram..14
LinkedIn..15
Snapchat..16
Spotify...17
Other, specify:..77
Don't know..98

T1C [1,3]

What do you remember about this ad? What words, sounds or images come to mind?

Specify 77
Prefer not to say 99

T1D [1,16]

Which sources would you rely on when looking for information about services and benefits for Canada's Veterans?

Select all that apply

Facebook 1
Twitter..2
YouTube 3
Instagram..4
LinkedIn 5
Television..10
Internet website, please specify: 6
Magazines, please specify: 7
Newspaper (daily), please specify: 8
Journal or newspaper (weekly or community), please specify:...............9
Other, specify:..77
Prefer not to say 99

T1E

Over the past three weeks, have you seen or read content related to Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

Yes 1
No...2
Prefer not to say 99

PT1G

How important do you think it is for the Government of Canada to invest in…

T1GA

Advertising to promote services and benefits for Canada's Veterans
Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Prefer not to say 99

T1GB

Activities to remember and honour Canada's Veterans
Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Prefer not to say 99

T1GC

A wide range of programs and benefits to support Veterans and their families

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Prefer not to say 99

....

T1H

What word best describes how you feel about Canadian Veterans?

Specify 77
Prefer not to say 99

Q1A

Veterans Affairs Canada is the government department responsible for the care of members of the Canadian Armed Forces once they have retired from the Royal Canadian Air Force, the Royal Canadian Navy and the Canadian Army.

How familiar are you with Veterans Affairs Canada? Please use a scale from 1 to 5, where 1 means not at all familiar and 5 means very familiar.

Not at all familiar 1 1
2 2
3 3
4 4
Very familiar 5 5
Don't know/ Prefer not to say / No answer..9

Q1B

Can you name any Veterans Affairs Canada programs you may have heard of?

Specify 77
Prefer not to say 99

PQ2

Here is a list of services for Veterans. For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.

Q2A

Career Transition Services

Not at all important 1 1
2 2
3 3
4 5

Very important 5 7
Don't know/ Prefer not to say / No answer..99

Q2B

Financial benefits such as providing benefits to replace loss of earnings, benefits for severe physical and/or mental impairments and additional retirement benefits

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer..99

Q2C

Group health insurance and other health benefits

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer..99

Q2D

Disability benefits

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer..99

Q2E

Mental health support

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer..99

Q2F

 Rehabilitation services, including medical, psychosocial and vocational family support

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer..99

Q2G

Veterans Independence Program which is a national home care program that helps Veterans remain healthy and independent in their own homes or communities

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer...99

Q2H

Treatment benefits like hearing aids, medications, etc.

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer...99

Q2I

Long Term Care

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer...99

Q2J

Funeral and burial assistance

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer...99

Q2K

Education benefits

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer...99

Q2L
Pension for Life

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer..99

Q2M
 Centre of Excellence on Post Traumatic Stress Disorder

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer..99

Q2N
Caregiver Recognition Benefit

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer.. 99

DEMIN
And in closing, a few questions that will help us to analyze the survey results.

D1
Which of the following categories best describes your current employment status? Are you...?

Working full-time (30 or more hours per week) ....1 Working part-time (less than 30 hours per week)
Self-employed 3
Unemployed, but looking for work 4
A student attending school full-time 5
Retired..6
Not in the workforce (Full-time homemaker, unemployed but not looking for work)7
Other employment status (please specify)..77
Prefer not to say 99

D2

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

Grade 8 or less..1
Some high school 2
High school diploma or equivalent 3
Registered Apprenticeship or other trades certificate or diploma 4
College, CEGEP or other non-university certificate or diploma...................5
University certificate or diploma below bachelor's level 6
Bachelor's degree 7
Post graduate degree above bachelor's level 8
Prefer not to say 99

D3

Are there any children under the age of 18 currently living in your household?

Yes 1
No..2
Prefer not to say 99

D4

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

Under $20,000...1
Between $20,000 and $39,999 2
Between $40,000 and $59,999 3
Between $60,000 and $79,999 4
Between $80,000 and $99,999 5
Between $100,000 and $149,999 6
$150,000 or above..7
Prefer not to say 99

D5

Where were you born?

Born in Canada...1
Born outside Canada (Specify the country): 2
Prefer not to say 99

D6

In what year did you first move to Canada?

Record year: 77
Prefer not to say 99

D7 [1,2]

What is the language you first learned at home as a child and still understand?

English 1
French 2
Other (specify): 77
 Prefer not to say 99

THNK

That concludes the survey. This survey was conducted on behalf of Veterans Affairs Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey. Your help is greatly appreciated.

THNK2

We regret that your responses have shown that you are ineligible to participate in this survey. Thank you for your time.

APPENDIX C
POST-CAMPAIGN QUESTIONNAIRE
(ENGLISH)

APPENDIX C: Post-Campaign Questionnaire (English)

INTRO

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur « Français » dans le coin supérieur droit.

Your participation is voluntary and your responses will be kept entirely confidential and anonymous. The survey takes about 10 minutes to complete. This survey is being directed by EKOS Research, and is being administered according to the requirements of the *Privacy Act*.

To view our privacy policy, click here.

If you require any technical assistance, please contact online@ekos.com.

D1A [1,7]

Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

A marketing research firm... 1
A magazine or newspaper 2
An advertising agency or graphic design firm... 3
A political party.. 4
A radio or television station... 5
A public relations company 6
Federal or provincial government.. 7
None of the above.. 98
Prefer not to say.. 99

D1B

Are you...

Male gender.. 1
Female gender 2
Gender diverse.. 3
Prefer not to say.. 99

D1C

In which of the following age categories do you belong?

Less than 18 years old 1
18 to 24... 2
25 to 34... 3
35 to 44... 4
45 to 54... 5

55 to 64 6
65 or older 7

D1E

In which province or territory do you live?

Newfoundland and Labrador 1
Prince Edward Island... 2
Nova Scotia 3
New Brunswick 4
Quebec... 5
Ontario... 6
Manitoba.. 7
Saskatchewan 8
Alberta 9
British Columbia 10
Yukon 11
Northwest Territories... 12
Nunavut 13
None of the above.. 99

Q1

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

Yes.. 1
No / Do not remember 2
Prefer not to say.. 99

Q2_A [1,18]

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Select all that apply

Cinema 1
Facebook 12
Internet website 2
Magazines.. 3
Newspaper (daily) 4
Newspaper (weekly or community) 5
Outdoor billboard 6
Pamphlet or brochure in the mail 7
Public transit (bus or subway) 8
Radio 9
Television 10
Twitter 11
Youtube 13
Instagram 14
LinkedIn 15
Snapchat 16

Spotify 17
Other, specify: 77
Prefer not to say 99

Q3

What do you remember about this ad?

77 77
Don't remember 97

Q4

How did you know that it was an ad from the Government of Canada?

77 77
Don't remember 97

T1A

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?

Yes 1
No 2
I don't remember / Not sure 3
Prefer not to say 99

T1B [1,18]

Where have you seen, read or heard this Government of Canada ad about Canadian Veterans?

Select all that apply

Cinema 1
Facebook 12
Internet website 2
Magazines 3
Newspaper (daily) 4
Newspaper (weekly or community) 5
Outdoor billboard 6
Pamphlet or brochure in the mail 7
Public transit (bus or subway) 8
Radio 9
Television 10
Twitter 11
Youtube 13
Instagram 14
LinkedIn 15
Snapchat 16
Spotify 17

Other, specify: 77
Don't know 98

T1C [1,3]
What do you remember about this ad? What words, sounds or images come to mind?

Specify... 77
Prefer not to say.. 99

T1D [1,16]
Which sources would you rely on when looking for information about services and benefits for Canada's Veterans?

Select all that apply

Facebook 1
Twitter 2
YouTube.. 3
Instagram.. 4
LinkedIn 5
Television 10
Internet website, please specify:.. 6
Magazines, please specify: 7
Newspaper (daily), please specify:... 8
Journal or newspaper (weekly or community), please specify: 9
Other, specify: 77
Prefer not to say.. 99

T1E
Over the past three weeks, have you seen or read content related to Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

Yes... 1
No 2
Prefer not to say.. 99

PT1G
How important do you think it is for the Government of Canada to invest in...

T1GA
Advertising to promote services and benefits for Canadian Veterans
Not at all important 1... 1
2... 2
3... 3

4 5
Very important 5 7
Prefer not to say 99

T1GB

Activities to remember and honour Canadian Veterans

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Prefer not to say 99

T1GC

A wide range of programs and benefits to support Veterans and their families

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Prefer not to say 99

T1H

What word best describes how you feel about Canadian Veterans?

Specify 77
Prefer not to say 99

T1H_SCREENA

Recently, various ads about Canadian Veterans aired. Click to watch.

T1H2

Over the past three weeks, have you seen this ad?

Yes 1
No 2
Prefer not to say 99

T1I [1,18]

Where have you seen this ad?

Select all that apply

Cinema 1
Facebook 12

Internet website 2
Magazines.. 3
Newspaper (daily) 4
Newspaper (weekly or community) 5
Outdoor billboard 6
Pamphlet or brochure in the mail 7
Public transit (bus or subway) 8
Radio 9
Television 10
Twitter 11
YouTube.. 13
Instagram... 14
LinkedIn 15
Snapchat 18
Spotify 19
Other, specify: 77
Don't know 98

T1J [1,3]

What do you think is the <u>main</u> point this ad is trying to get across?

Specify.. 77
Prefer not to say... 99

PT1K

Please indicate your level of agreement with the following statements about this ad.

T1KA

This ad catches my attention
Strongly Disagree 1 1
2.. 2
3.. 3
4.. 4
Strongly Agree 5 5
Prefer not to say... 99

T1KB

This ad is relevant to me
Strongly Disagree 1 1
2.. 2
3.. 3
4.. 4
Strongly Agree 5 5
Prefer not to say... 99

T1KC

This ad is difficult to follow

Strongly Disagree 1 1
2.. 2
3.. 3
4.. 4
Strongly Agree 5 5
Prefer not to say.. 99

T1KD

This ad does not favour one political party over another

Strongly Disagree 1 1
2.. 2
3.. 3
4.. 4
Strongly Agree 5 5
Prefer not to say.. 99

T1KE

This ad talks about an important topic

Strongly Disagree 1 1
2.. 2
3.. 3
4.. 4
Strongly Agree 5 5
Prefer not to say.. 99

T1KF

This ad provides new information

Strongly Disagree 1 1
2.. 2
3.. 3
4.. 4
Strongly Agree 5 5
Prefer not to say.. 99

T1KG

This ad clearly conveys that the Government of Canada wants you to know that there are services and benefits for Canadian Veterans

Strongly Disagree 1 1
2.. 2
3.. 3
4.. 4
Strongly Agree 5 5
Prefer not to say.. 99

Q1A

Veterans Affairs Canada is the government department responsible for the care of members of the Canadian Armed Forces once they have retired from the Royal Canadian Air Force, the Royal Canadian Navy and the Canadian Army.

How familiar are you with Veterans Affairs Canada? Please use a scale from 1 to 5, where 1 means not at all familiar and 5 means very familiar.

Not at all familiar 1... 1
2.. 2
3.. 3
4.. 4
Very familiar 5 5
Don't know/ Prefer not to say / No answer.. 9

Q1B

Can you name any Veterans Affairs Canada programs you may have heard of?

Specify.. 77
Prefer not to say.. 99

PQ2

Here is a list of services for Veterans. For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.

Q2A

Career Transition Services
Not at all important 1... 1
2.. 2
3.. 3
4.. 5
Very important 5 7
Don't know/ Prefer not to say / No answer.. 99

Q2B

Financial benefits such as providing benefits to replace loss of earnings, benefits for severe physical and/or mental impairments and additional retirement benefits
Not at all important 1... 1
2.. 2
3.. 3
4.. 5

Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2C

Group health insurance and other health benefits
Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2D

Disability benefits
Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2E

Mental health support
Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2F

Rehabilitation services, including medical, psychosocial and vocational family support
Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2G

Veterans Independence Program which is a national home care program that helps
Veterans remain healthy and independent in their own homes or communities
Not at all important 1 1
2 2
3 3

4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2H

Treatment benefits like hearing aids, medications, etc.

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2I

Long Term Care

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2J

Funeral and burial assistance

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2K

Education benefits

Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2L

Pension for Life

Not at all important 1 1
2 2
3 3

4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2M
Centre of Excellence on Post Traumatic Stress Disorder
Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

Q2N
Caregiver Recognition Benefit
Not at all important 1 1
2 2
3 3
4 5
Very important 5 7
Don't know/ Prefer not to say / No answer 99

DEMIN
And in closing, a few questions that will help us to analyze the survey results.

D1
Which of the following categories best describes your current employment status? Are you...?

Working full-time (30 or more hours per week) 1
Working part-time (less than 30 hours per week) 2
Self-employed 3
Unemployed, but looking for work 4
A student attending school full-time 5
Retired 6
Not in the workforce (Full-time homemaker, unemployed but not looking for work) 7
Other employment status (please specify) 77
Prefer not to say 99

D2
What is the highest level of formal education that you have completed?

Grade 8 or less 1
Some high school 2

High school diploma or equivalent..3
Registered Apprenticeship or other trades certificate or diploma.............................4
College, CEGEP or other non-university certificate or diploma 5
University certificate or diploma below bachelor's level...6
Bachelor's degree...7
Post graduate degree above bachelor's level 8
Prefer not to say...99

D3

Are there any children under the age of 18 currently living in your household?

Yes...1
No 2
Prefer not to say...99

D4

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

Under $20,000 1
Between $20,000 and $39,999 2
Between $40,000 and $59,999 3
Between $60,000 and $79,999 4
Between $80,000 and $99,999 5
Between $100,000 and $149,999 6
$150,000 or above 7
Prefer not to say...99

D5

Where were you born?

Born in Canada 1
Born outside Canada (Specify the country):..2
Prefer not to say...99

D6

In what year did you first move to Canada?

Record year: 77
Prefer not to say...99

D7 [1,2]

What is the language you first learned at home as a child and still understand?

English.. 1
French 2
Other (specify):.. 77
Prefer not to say... 99

THNK

That concludes the survey. This survey was conducted on behalf of Veterans Affairs Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey. Your help is greatly appreciated.

THNK2

We regret that your responses have shown that you are ineligible to participate in this survey. Thank you for your time.

APPENDIX D
BASELINE TABULATED DATA

Are you...

	Total		Region					Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1B														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Male gender	48%	49%	49%	48%	45%	49%	49%	**100%** ++++	**0%** ----	**43%** ---	**60%** ++++	**54%** ++	46%	**43%** --
Female gender	51%	50%	51%	51%	54%	50%	49%	**0%** ----	**100%** ++++	**55%** ++	**39%** ----	**46%** --	53%	**57%** +++
Gender diverse	1%	1%	0% -	1%	0%	0%	**2%** +++	**0%** ----	**0%** ----	**2%** ++++	0%	1%	0%	0% -
Prefer not to say	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%
Chi2:	-	-						99.9		(99.9)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

Are you...

D1B		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Male gender	48%	48%	50%	49%	46%	49%	48%	**54%** ++++	**39%** ----	48%	48%	48%	**40%** ----	50%	**59%** ++++
Female gender	51%	51%	49%	50%	53%	51%	51%	**45%** ----	**60%** ++++	52%	50%	51%	**58%** ++++	49%	**40%** ----
Gender diverse	1%	1%	0%	1%	0% -	0%	1%	1%	1%	0%	1%	1%	**1%** ++	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-	-	-		-		99.9		-			(99.9)		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

Are you...

D1B	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Male gender	48%	51%	**50%** ++	**58%** ++++	47%	**44%** ----	54%	48%	47%	**59%** ++	52%	**47%** --
Female gender	51%	49%	**49%** ---	**41%** ----	52%	**55%** ++++	45% -	50%	52% +	**40%** --	47%	**52%** ++
Gender diverse	1%	1%	1%	1%	1%	0%	**2%** ++	1% +	**0%** ---	1%	1%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-		(99.9)			(95)			(95)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

In which of the following age categories do you belong?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1C														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
18 to 24	7%	3% -	5%	7%	8%	9%	9% +	6%	7%	24% ++++	0% ----	0% ----	0% ----	0% ----
25 to 34	21%	21%	24%	22%	17%	22%	15% --	19% --	23% +	76% ++++	0% ----	0% ----	0% ----	0% ----
35 to 44	16%	18%	14%	15%	20%	21% ++	15%	20% ++++	12% ----	0% ----	100% ++++	0% ----	0% ----	0% ----
45 to 54	18%	16%	13% ----	20% ++	21%	19%	19%	20% ++	16% --	0% ----	0% ----	100% ++++	0% ----	0% ----
55 to 64	17%	20%	20% +	17%	15%	15%	17%	17%	18%	0% ----	0% ----	0% ----	100% ++++	0% ----
65 or older	21%	21%	24% +	20%	18%	14% ---	25% +	19% --	23% +++	0% ----	0% ----	0% ----	0% ----	100% ++++
Chi2:	-	99						99.9		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

In which of the following age categories do you belong?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D1C															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
18 to 24	7% -	6%	10% +	7%	6%	**5%** --	**8%** ++	**5%** ----	**9%** ++++	**12%** ++++	5% -	**5%** --	**11%** ++++	6%	**4%** ----
25 to 34	21%	21%	21%	20% -	**26%** +++	**30%** ++++	**18%** ----	**29%** ++++	**9%** ----	16% ---	19%	**26%** ++++	**24%** ++	24% +	19%
35 to 44	16%	16%	17%	16%	13% -	**36%** ++++	**8%** ----	**23%** ++++	**6%** ----	8% ----	15%	**21%** ++++	10% ----	15%	**25%** ++++
45 to 54	18%	18%	16%	**19%** ++	**12%** ----	**24%** ++++	**16%** ----	**25%** ++++	**9%** ----	15% -	18%	19%	**12%** ----	14% --	**27%** ++++
55 to 64	17%	**18%** +++	**10%** ---	17%	**21%** ++	**4%** ----	**23%** ++++	**14%** ----	**22%** ++++	**22%** +++	**22%** ++++	**11%** ----	16%	18%	15%
65 or older	21%	21%	24%	21%	21%	**1%** ----	**29%** ++++	**4%** ----	**45%** ++++	**28%** ++++	20%	**17%** ---	**27%** ++++	23%	**10%** ----
Chi2:	-	-	-	99.9		99.9		99.9		99.9			99.9		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

In which of the following age categories do you belong?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D1C												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
18 to 24	7%	12% +++	6% --	3% ----	7%	8% +	8%	9% ++	6% ---	3%	13% ++++	6% --
25 to 34	21%	19%	21%	22%	28% ++++	17% ----	32% ++++	28% ++++	18% ----	30% ++	37% ++++	18% ----
35 to 44	16%	13%	19% ++++	23% ++++	16%	13% ----	20%	18%	15% --	26% +++	18%	15% --
45 to 54	18%	12% --	18%	20%	17%	17%	14%	15% -	19% +++	11%	9% ----	20% ++++
55 to 64	17%	18%	17%	15%	15% -	20% +++	11% --	16%	19% ++	11%	11% ---	19% ++++
65 or older	21%	26%	20%	16% -	17% ---	25% ++++	15% -	14% ----	23% ++++	19%	13% ---	22% ++
Chi2:	-	99		99.9			99.9			99.9		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

In which province or territory do you live?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1E														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Newfoundland and Labrador	2%	**22%** ++++	**0%** ---	**0%** ----	0%	**0%** --	**0%** --	1%	2%	1%	2%	1%	2%	1%
Prince Edward Island	0%	**2%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +
Nova Scotia	3%	**44%** ++++	**0%** ----	**0%** ----	**0%** --	**0%** ---	**0%** ---	3%	3%	2%	4%	3%	3%	3%
New Brunswick	2%	**32%** ++++	**0%** ----	**0%** ----	0% -	**0%** --	**0%** ---	3%	2%	3%	1%	2%	2%	2%
Quebec	23%	**0%** ----	**100%** ++++	**0%** ----	**0%** ----	**0%** ----	**0%** ----	24%	23%	24%	21%	**16%** ----	**27%** ++	**27%** ++
Ontario	38%	**0%** ----	**0%** ----	**100%** ++++	**0%** ----	**0%** ----	**0%** ----	38%	39%	39%	36%	**43%** ++	36%	36%
Manitoba	4%	**0%** --	**0%** ----	**0%** ----	**54%** ++++	**0%** ---	**0%** ----	3%	4%	3%	5%	4%	3%	3%
Saskatchewan	3%	**0%** --	**0%** ----	**0%** ----	**46%** ++++	**0%** ---	**0%** ---	3%	3%	2%	3%	4%	3%	3%
Alberta	11%	**0%** ----	**0%** ----	**0%** ----	**0%** ----	**100%** ++++	**0%** ----	11%	11%	13%	**15%** ++	12%	10%	**7%** ---
British Columbia	14%	**0%** ----	**0%** ----	**0%** ----	**0%** ----	**0%** ----	**100%** ++++	14%	13%	12%	13%	14%	13%	17% +
Yukon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Northwest Territories	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	(99.9)						-		(90)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

In which province or territory do you live?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	**No**	**English**	**French**	**Yes**	**No**	**Yes**	**No**	**HS**	**Coll**	**Univ**	**<$60K**	**$60K-$100K**	**$100K+**
D1E															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Newfoundland and Labrador	2%	2%	1%	**2%** +++	**0%** ---	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%
Prince Edward Island	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nova Scotia	3%	**3%** +++	**0%** ---	**4%** ++++	**1%** ----	3%	3%	3%	3%	4%	3%	2%	3%	3%	2% -
New Brunswick	2%	2% +	0% -	2%	3%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%
Quebec	23%	**24%** ++	**17%** --	**6%** ----	**84%** ++++	23%	23%	**20%** ----	**27%** ++++	23%	24%	23%	**28%** ++++	22%	21%
Ontario	38%	**37%** ----	**49%** ++++	**46%** ++++	**8%** ----	36%	39%	**41%** ++	**35%** --	36%	36% -	**42%** +++	**35%** --	37%	**42%** ++
Manitoba	4%	3%	5%	**4%** +++	**2%** --	4%	3%	3%	3%	5% +	3%	3%	4%	3%	3%
Saskatchewan	3%	3%	4%	**4%** ++++	**0%** ----	3%	3%	3%	3%	3%	3%	3%	4%	2%	2%
Alberta	11%	12%	8%	**14%** ++++	**1%** ----	**15%** +++	**10%** ---	**13%** +++	**9%** ---	10%	**13%** ++	10%	**8%** ----	12%	**14%** +++
British Columbia	14%	14%	16%	**17%** ++++	**1%** ----	**11%** -	15%	13%	15%	15%	14%	13%	14%	15%	12%
Yukon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Northwest Territories	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-	-	(99.9)		(90)		(99)		-			(99)		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

In which province or territory do you live?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D1E												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Newfoundland and Labrador	2%	0% -	2%	1%	2%	2%	1%	1%	2%	1% -	0%	2%
Prince Edward Island	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nova Scotia	3%	2%	3%	**1%** ---	3%	**4%** +++	2%	2%	**3%** ++	0% -	2%	**3%** ++
New Brunswick	2%	2%	2%	1%	2%	3% +	3%	1%	2%	3%	3%	2%
Quebec	23%	**39%** ++++	**21%** --	**30%** ++++	26% +	**18%** ----	**39%** ++++	**30%** ++++	**19%** ----	**41%** ++++	**36%** ++++	**20%** ----
Ontario	38%	**26%** ----	40%	**33%** ---	**34%** --	**43%** ++++	**28%** ---	**34%** --	**41%** ++++	**25%** ---	35%	**40%** +++
Manitoba	4%	4%	3%	3%	3%	4%	5%	3%	3%	**8%** ++	1% -	3%
Saskatchewan	3%	2%	3%	2%	3%	3%	1%	3%	3%	1%	3%	3%
Alberta	11%	10%	12%	11%	11%	12%	**7%** --	10%	**12%** +	6%	9%	**12%** ++
British Columbia	14%	16%	14%	**17%** ++	15%	**12%** ---	14%	15%	14%	15%	10%	14%
Yukon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Northwest Territories	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	(99.9)		(99.9)			(99.9)			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q1														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Yes	44%	41%	39% --	46% +	47%	51% ++	38% -	47% +++	41% --	48% +++	46%	41%	43%	38% ---
No / Do not remember	56%	59%	61% ++	54% -	53%	49% --	62% +	53% ---	59% ++	52% --	54%	59%	57%	61% ++
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	95						99		95				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

Q1		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Yes	44%	44%	41%	44%	42%	46%	43%	45%	41%	42%	47% ++	41% -	42%	44%	45%
No / Do not remember	56%	56%	58%	56%	58%	54%	57%	55%	58%	58%	52% --	59% +	57%	56%	55%
Prefer not to say	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-	-	-		-		-		95			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q1												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Yes	44%	**66%** ++++	**40%** ----	**39%** --	**39%** --	**48%** ++++	42%	43%	44%	48%	42%	44%
No / Do not remember	56%	**34%** ----	**60%** ++++	**61%** ++	**61%** ++	**52%** ----	58%	57%	56%	52%	58%	56%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	99.9		99.9			-			-		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_A														
Weighted Total:	871	56	181	352	61	114	106	452	415	269	147	147	149	160
Total:	869	55	165	360	68	117	103	458	407	232	136	146	175	180
Cinema	4%	4%	2%	5%	3%	4%	7%	5% +	3% --	8% ++++	4%	2%	2%	2% -
Internet website	20%	34% +++	10% ----	20%	19%	27% +	24%	23% +	18% -	24% +	24%	18%	19%	14% --
Magazines	2%	2%	2%	1%	6% ++	3%	2%	2%	2%	3%	1%	1%	3%	3%
Newspaper (daily)	16%	11%	22% ++	15%	12%	21% +	7% ---	16%	15%	12% -	9% --	16%	17%	26% ++++
Newspaper (weekly or community)	5%	0% -	1% ---	6%	7%	9% ++	6%	4% -	6% +	6%	3%	5%	4%	6%
Outdoor billboard	7%	10%	1% ---	7%	11%	14% +++	3%	8% ++	5% --	12% ++++	9%	5%	1% ---	3%
Pamphlet or brochure in the mail	10%	8%	5% --	13% +++	21% +++	8%	5% -	8% --	12% ++	10%	9%	7%	8%	14% ++
Public transit (bus or subway)	7%	4%	5%	8%	3%	10%	8%	6%	8%	14% ++++	6%	6%	3% --	2% ---
Radio	24%	14% -	17% --	29% +++	20%	31% +	19%	28% +++	20% ---	26%	33% +++	27%	22%	13% ----
Television	58%	44% --	74% ++++	54% --	46% --	60%	58%	58%	59%	46% ----	44% ----	62%	73% ++++	74% ++++
Twitter	6%	9%	3% -	7%	3%	7%	7%	7% +	4% -	9% ++	8%	8%	2% --	1% ---
Facebook	26%	32%	23%	23%	30%	34% ++	26%	23% --	29% +	39% ++++	26%	21%	17% ---	17% ---
Youtube	8%	8%	4% --	8%	8%	13% ++	14% ++	10%	7% -	17% ++++	8%	8%	2% ---	0% ----
Instagram	4%	6%	0% ---	5%	7%	3%	4%	3%	4%	9% ++++	4%	1% --	1% -	0% ---
LinkedIn	2%	0%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	0% -
Snapchat	1%	0%	0%	1%	2%	1%	1%	1%	1%	2% ++++	0%	0%	0%	0%
Spotify	1%	0%	1% +	1%	0%	0%	0%	1%	1%	2% ++++	0%	0%	0%	0%
Other	1%	2%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%
Prefer not to say	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	2%
Chi2:	-	(99.9)						(99)		(99.9)				
Margin of error around 50%	3.32	13.21	7.63	5.16	11.88	9.06	9.66	4.58	4.86	6.43	8.40	8.11	7.41	7.30

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Q2_A	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Weighted Total:	871	776	86	648	191	254	611	517	344	195	333	337	268	226	264
Total:	869	776	84	661	176	236	627	499	359	199	335	328	262	228	262
Cinema	4%	4%	6%	5% +	3%	4%	4%	5%	3%	4%	5%	4%	6% ++	4%	4%
Internet website	20%	19% ----	35% ++++	22% ++	13% ---	23%	19%	22%	18%	17%	22%	21%	20%	18%	23%
Magazines	2%	2%	2%	2%	3%	2%	2%	3%	1% --	2%	1%	3%	2%	4% ++	1%
Newspaper (daily)	16%	16%	13%	15%	19%	11% ---	18% +++	14% -	18%	17%	15%	15%	16%	20% ++	11% --
Newspaper (weekly or community)	5%	5%	7%	6% ++	0% ---	6%	5%	5%	4%	5%	6%	3% -	5%	4%	4%
Outdoor billboard	7%	6%	10%	8% ++	3% --	9% +	6%	8% ++	4% ---	6%	5%	8%	6%	6%	9%
Pamphlet or brochure in the mail	10%	10%	13%	11% ++	6% --	9%	10%	9% -	12%	11%	9%	10%	10%	10%	9%
Public transit (bus or subway)	7%	6% ----	18% ++++	8%	5%	6%	8%	8%	6%	6%	6%	9% ++	8%	10% +	5%
Radio	24%	24%	25%	25%	18% -	29% ++	22% --	32% ++++	13% ----	18% --	27%	25%	16% ----	24%	31% +++
Television	58%	60% +++	45% --	55% ---	71% ++++	46% ----	63% ++++	53% ----	67% ++++	61%	61%	54% -	63% +	58%	54%
Twitter	6%	6%	5%	6%	3% -	8%	5%	7% +	4% --	6%	4%	8% +	6%	8%	5%
Facebook	26%	26%	24%	27%	25%	31% ++	24% -	29% ++	22% --	29%	28%	22% --	30% +	25%	21% --
Youtube	8%	7% ----	21% ++++	9%	5%	12% ++	7% -	10% +++	5% ---	6%	8%	10%	9%	10%	7%
Instagram	4%	3% --	9% +++	5% ++	2%	5%	3%	4%	3%	3%	3%	4%	5% +	3%	3%
LinkedIn	2%	1%	3%	2%	0% -	2%	1%	2%	1%	0% --	2%	2%	2%	2%	2%
Snapchat	1%	0% ----	5% ++++	1%	0%	0%	1%	0%	1%	1%	1%	1%	2% ++	1%	0% -
Spotify	1%	0%	1%	0%	1%	0%	1%	1% +	0% -	0%	0%	1% +	0%	1%	0%
Other	1%	1%	1%	1%	0%	1% +	0% -	1%	1%	1%	1%	1%	0%	0%	1%
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Chi2:	-	-	-	(99.9)		(99.9)		(99.9)		-			(95)		
Margin of error around 50%	3.32	3.52	10.69	3.81	7.39	6.38	3.91	4.39	5.17	6.95	5.35	5.41	6.05	6.49	6.05

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Q2_A	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	871	115	484	188	190	486	72	171	621	51	90	725
Total:	869	113	481	184	184	495	68	164	630	48	84	732
Cinema	4%	7% +	4%	3%	3%	5%	9% ++	6%	3% --	6%	6%	4%
Internet website	20%	30% +++	19%	15% -	28% +++	19%	12% -	24%	20%	10% -	23%	21%
Magazines	2%	4% +	2%	2%	1%	3%	1%	3%	2%	2%	2%	2%
Newspaper (daily)	16%	27% ++++	13% --	13%	15%	17%	15%	19%	15%	16%	19%	15%
Newspaper (weekly or community)	5%	9% ++	5%	2% --	5%	6% +	0% --	6%	5%	4%	5%	5%
Outdoor billboard	7%	10% +	5% -	3% --	8%	7%	8%	10% +	6% -	0% -	7%	7%
Pamphlet or brochure in the mail	10%	13%	10%	6% --	11%	11%	9%	10%	10%	8%	8%	10%
Public transit (bus or subway)	7%	10%	6%	5%	8%	8%	9%	11% ++	6% --	0% --	10%	8%
Radio	24%	27% +	27%	24%	25%	24%	12% --	21%	26% ++	17%	19%	25%
Television	58%	62%	54% ---	58%	55%	60%	56%	58%	58%	59%	62%	58%
Twitter	6%	9%	6%	6%	5%	7%	4%	8%	6%	2%	6%	6%
Facebook	26%	40% ++++	22% ---	19% --	30%	27%	28%	28%	25%	25%	28%	26%
Youtube	8%	16% ++++	7%	3% ---	10%	10% +	3%	10%	9%	9%	10%	8%
Instagram	4%	7% +	3%	3%	3%	4%	3%	2%	4%	5%	2%	4%
LinkedIn	2%	3%	1%	1%	2%	2%	0%	3% +	1%	0%	4% +	1%
Snapchat	1%	4% ++++	0% ---	0%	1%	1%	0%	1%	1%	0%	1%	1%
Spotify	1%	2% ++	0%	1%	1%	0%	3% ++++	0%	0%	2% +	0%	0%
Other	1%	1%	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%
Prefer not to say	1%	2%	0%	1%	1%	1%	1%	0%	1%	0%	0%	1%
Chi2:	-	(99.9)		(95)			(99)			-		
Margin of error around 50%	3.32	9.22	4.47	7.22	7.22	4.40	11.88	7.65	3.90	14.14	10.69	3.62

What do you remember about this ad?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q3														
Weighted Total:	871	56	181	352	61	114	106	452	415	269	147	147	149	160
Total:	869	55	165	360	68	117	103	458	407	232	136	146	175	180
PARKS CANADA, FREE ACCESS, PARKS	1%	2%	0%	0%	0%	1%	2%	0% -	1% +	0%	1%	1%	2% +	0%
WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	4%	2%	1% -	5%	2%	6%	4%	4%	4%	1% ---	4%	6%	5%	5%
ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING	2%	1%	2%	2%	0%	8% ++++	0% -	2%	3%	5% ++++	0% --	1%	1%	2%
TAXES, CRA, REMINDERS TO FILE TAXES/SERVICES	2%	2%	4% +++	1% -	3%	1%	1%	1%	3%	3%	3%	1%	1%	1%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	1%	2%	1%	1%	1%	3% +	0%	1%	2%	1%	1%	1%	0%	1%
MARIJUANA LEGISLATION/AWARENESS	4%	2%	6%	4%	6%	2%	5%	5%	3%	6% +	5%	5%	2%	2%
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	2%	0%	4% +	2%	0%	1%	4%	2%	3%	2%	1%	1%	1%	6% ++++
MILITARY RELATED, RECRUITMENT FOR ARMED FORCES,	2%	0%	4% +++	1%	2%	1%	2%	2%	2%	2%	4% ++	2%	1%	0% --
OTHER NEGATIVES (VARIOUS)	2%	2%	1% -	3%	6% +	2%	2%	4% ++++	0% ----	0% --	3%	2%	4% +	3%
INTERNATIONAL INVESTMENT IN CANADA, EXPORT/IMPORT, TRADE DEALS	1%	0%	1%	1%	0%	2%	1%	1%	1%	0% -	1%	2%	1%	2%
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	1%	2%	0%	0% --	1%	4% +++	3% ++	0% ---	2% +++	2% ++	0%	1%	1%	1%
IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%
HEALTH CARE RELATED (CUTS, REFORM)	1%	2%	1%	0%	0%	2%	0%	0%	1%	0%	2%	1%	1%	1%
PIPELINES	1%	0%	1%	1%	2%	3%	3%	1%	2%	2%	1%	0%	2%	2%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO	3%	4%	3%	2%	1%	2%	4%	3%	2%	3%	5% ++	3%	1% -	1% -

DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	0%	0%	0%	1% ++	0%	0%	0%	0%	1%	0%	1%	1% +	0%	1%
EMPLOYMENT OPPORTUNITIES, GOVERNMENTJOB OPENINGS/HIRING (SPECIFIC TO CSIS)	1%	2%	1%	1%	0%	2%	2%	1%	1%	1%	2% +	1%	1%	0%
CARBON TAX, POLICY/REGS/REBATE, CLIMATE CHANGE/ENVIRONMENT	17%	23%	4% ----	29% ++++	34% ++++	4% ----	0% ----	19%	15%	9% ----	25% +++	19%	20%	19%
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	1%	2%	2%	2%	0%	0%	0%	1%	1%	2%	1%	2%	1%	0% -
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	1%	2%	3%	1%	1%	1%	2%	2%	1%	3% +	1%	2%	1%	0% -
CANADA'S CULTURE, DIVERSITY	0%	0%	1%	0%	0%	1% +	0%	0%	0%	0%	1%	0%	0%	1%
WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY	0%	0%	1% +++	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%
POSITIVE, GOOD IMPRESSION, LIKED IT	1%	2%	0%	1%	3% ++	0%	1%	1% +	0% -	1%	2%	1%	0%	1%
SENIORS, PENSIONS	3%	0%	4%	3%	1%	2%	2%	3%	3%	1% --	1% -	3%	6% ++	6% ++
PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	0%	0%	0%	0%	0%	0%	1% +	0%	0%	0%	0%	0%	1%	0%
TAX FRAUD, PROTECTION OF INFORMATION	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1% ++	0%	0%
TOURISM, CANADA	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +++	0%
OTHER SCANDALS (SNC LAVELIN, MINITER'S RESIGNATION/APPOINTMENTS, POLITICAL INFIGHTING)	3%	6%	4%	2%	5%	3%	3%	3%	3%	4%	3%	1%	4%	3%
OPIOID ISSUES, DRUG/DANGERS OF	1%	0%	3% ++	1%	0%	1%	1%	2%	1%	3% +++	2%	0%	0%	1%
FEDERAL BUDGET	1%	0%	1%	1%	0%	2%	1%	1%	0%	0%	1%	1%	0%	2% ++
FAMILY TAX CREDITS/BENEFITS	1%	0%	0%	2% ++	0%	1%	0%	1%	1%	0%	1%	2%	2%	1%
VETERAN'S AFFAIRS SERVICES/SUPPORTS	0%	0%	2% +++	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	1%
TAX CREDITS/BENEFITS TO LOW INCOME	0%	0%	2% +++	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%
ACCESS TO INTERNET	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
OTHER TAX BENEFITS/CREDITS	1%	2%	0% -	2% +	3%	0%	2%	1% --	2% ++	0%	1%	1%	3% +	2%
FARMERS, AGRICULTURE	0%	0%	1%	0%	0%	1%	0%	0%	1%	1% ++	0%	0%	0%	0%
EDUCATION	0%	2% +	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1% ++	0%

TRANSPORTATION INFRASTRUCTURE	0%	2% +	1%	0%	0%	0%	0%	0%	1%	0%	2% +++	0%	0%	1%
MAPLE SYRUP ISSUES	0%	0%	1% ++	0%	0%	0%	1%	0%	1%	0%	0%	2% ++++	0%	0%
OTHER	3%	0%	2%	6% ++++	1%	1%	2%	2% --	4% +	6% ++++	1% -	4%	1% --	2%
Don't remember	41%	46%	43%	34%	36%	49%	53%	41%	41%	44%	36%	37%	41%	43%
Chi2:	-	(99.9)						(99)		(99.9)				
Margin of error around 50%	3.32	13.21	7.63	5.16	11.88	9.06	9.66	4.58	4.86	6.43	8.40	8.11	7.41	7.30

What do you remember about this ad?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q3															
Weighted Total:	871	776	86	648	191	254	611	517	344	195	333	337	268	226	264
Total:	869	776	84	661	176	236	627	499	359	199	335	328	262	228	262
PARKS CANADA, FREE ACCESS, PARKS	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%
WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	4%	4%	4%	**5%** ++	**1%** --	3%	4%	3%	4%	3%	5%	3%	3%	**1%** ---	5%
ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING	2%	2%	5% +	2%	1%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%
TAXES, CRA, REMINDERS TO FILE TAXES/SERVICES	2%	2%	0%	1%	**4%** ++	2%	2%	2%	1%	2%	**3%** ++	**1%** --	3%	2%	1%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	1%	1%	0%	1%	1%	1%	1%	1%	1%	**3%** ++	1%	0%	1%	0%	1%
MARIJUANA LEGISLATION/AWARENESS	4%	4%	8% +	**3%** --	7% +	6%	4%	5%	3%	2%	**6%** ++	3%	4%	4%	5%
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	2%	2%	1%	2%	3%	1%	3%	**1%** ---	**4%** +++	1%	3%	2%	3%	3%	1% -
MILITARY RELATED, RECRUITMENT FOR ARMED FORCES,	2%	2%	1%	**1%** ---	**5%** ++++	3%	1%	1%	3%	2%	2%	2%	2%	1%	2%
OTHER NEGATIVES (VARIOUS)	2%	2%	3%	3%	**0%** --	1%	3%	2%	3%	3%	3%	1%	2%	2%	3%
INTERNATIONAL INVESTMENT IN CANADA, EXPORT/IMPORT, TRADE DEALS	1%	1%	0%	1%	1%	0% -	2% +	1%	1%	0%	1%	2%	1%	2%	1%
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	1%	1%	0%	1%	0%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0% -	**1%** ++	0%	1%	1%
HEALTH CARE RELATED (CUTS, REFORM)	1%	1%	0%	1%	1%	0%	1%	**0%** --	**2%** ++	0%	1%	1%	0%	**2%** +++	0%
PIPELINES	1%	1%	2%	1%	0%	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO	3%	3%	1%	3%	3%	3%	2%	3%	2%	2%	2%	3%	3%	1%	4%

DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	0%	**0%** ---	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%
EMPLOYMENT OPPORTUNITIES, GOVERNMENTJOB OPENINGS/HIRING (SPECIFIC TO CSIS)	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
CARBON TAX, POLICY/REGS/REBATE, CLIMATE CHANGE/ENVIRONMENT	17%	17%	16%	**21%** ++++	**5%** ----	19%	16%	19%	15%	16%	16%	19%	**13%** --	18%	19%
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	1%	1%	3%	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	1%	1%	1%	1%	2%	2%	1%	**2%** ++	**0%** --	0% -	1%	2%	0% -	1%	2%
CANADA'S CULTURE, DIVERSITY	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY	0%	0%	0%	**0%** --	**1%** +++	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
POSITIVE, GOOD IMPRESSION, LIKED IT	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%
SENIORS, PENSIONS	3%	3%	1%	2%	4%	**0%** ---	**4%** +++	**1%** ----	**5%** +++	3%	3%	3%	3%	3%	3%
PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TAX FRAUD, PROTECTION OF INFORMATION	0%	0%	1%	0% -	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
TOURISM, CANADA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER SCANDALS (SNC LAVELIN, MINITER'S RESIGNATION/APPOINTMENTS, POLITICAL INFIGHTING)	3%	3%	3%	3%	4%	3%	3%	3%	3%	**6%** +++	3%	2%	**5%** ++	2%	3%
OPIOID ISSUES, DRUG/DANGERS OF	1%	1%	0%	1% -	**3%** ++	1%	1%	1%	1%	0%	1%	2% +	2%	2%	1%
FEDERAL BUDGET	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1% +	1%	1%	1%
FAMILY TAX CREDITS/BENEFITS	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% +	0% -	1%	1%	1%	1%
VETERAN'S AFFAIRS SERVICES/SUPPORTS	0%	1%	0%	0%	**2%** +++	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%
TAX CREDITS/BENEFITS TO LOW INCOME	0%	0%	0%	**0%** --	**2%** +++	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%
ACCESS TO INTERNET	0%	**0%** --	**1%** ++	0%	1%	0%	0%	0%	0%	0%	1% +	0%	**1%** ++	0%	0%
OTHER TAX BENEFITS/CREDITS	1%	1%	2%	2%	1%	1%	1%	1%	1%	0%	2%	2%	1%	2%	2%
FARMERS, AGRICULTURE	0%	0%	1% - +	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	**1%** ++
EDUCATION	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%

TRANSPORTATION INFRASTRUCTURE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +	0%
MAPLE SYRUP ISSUES	0%	0%	0%	0% -	**1%** ++	1%	0%	1%	0%	0%	0%	**1%** ++	0%	1%	0%
OTHER	3%	**3%** --	5%	3%	3%	4%	3%	4% +	2%	2%	3%	4%	4%	3%	2%
Don't remember	41%	41%	41%	40%	42%	39%	42%	39%	43%	45%	41%	38%	42%	40%	37%
Chi2:	-	-	-	(99.9)		-		-		-			-		
Margin of error around 50%	3.32	3.52	10.69	3.81	7.39	6.38	3.91	4.39	5.17	6.95	5.35	5.41	6.05	6.49	6.05

What do you remember about this ad?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q3												
Weighted Total:	871	115	484	188	190	486	72	171	621	51	90	725
Total:	869	113	481	184	184	495	68	164	630	48	84	732
PARKS CANADA, FREE ACCESS, PARKS	1%	0%	1%	1%	1%	0%	0%	2% +	0%	0%	0%	1%
WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	4%	6%	4%	6% ++	2%	3%	7%	1% --	4%	10% ++	2%	4%
ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING	2%	2%	2%	1% -	3%	3%	0%	3%	2%	0%	7% +++	2% -
TAXES, CRA, REMINDERS TO FILE TAXES/SERVICES	2%	2%	2%	1%	3%	2%	1%	3%	2%	0%	2%	2%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	1%	0%	2% +	1%	1%	1%	0%	0%	2% ++	0%	0%	1%
MARIJUANA LEGISLATION/AWARENESS	4%	4%	4%	5%	4%	4%	11% +++	4%	3% -	9% +	2%	4%
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	2%	4%	2%	1%	2%	3%	4%	1%	2%	2%	3%	2%
MILITARY RELATED, RECRUITMENT FOR ARMED FORCES,	2%	2%	1% -	1%	4% +++	1%	3%	3% +	1% -	2%	4%	2%
OTHER NEGATIVES (VARIOUS)	2%	2%	3%	4%	2%	2%	3%	1%	3%	2%	1%	3%
INTERNATIONAL INVESTMENT IN CANADA, EXPORT/IMPORT, TRADE DEALS	1%	1%	1%	3% ++	0%	1%	1%	2%	1%	0%	0%	1%
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	1%	3% ++	1%	0%	1%	2% +	0%	0%	1% +	0%	0%	1%
IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	2% ++	0%
HEALTH CARE RELATED (CUTS, REFORM)	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%
PIPELINES	1%	1%	2%	2%	1%	1%	0%	3%	1%	2%	0%	2%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO	3%	0% -	3%	4%	3%	2%	6% ++	3%	2% -	2%	2%	3%

DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	0%	1%	0%	1%	0%	1%	0%	1%	0%	2% +	0%	0%
EMPLOYMENT OPPORTUNITIES, GOVERNMENTJOB OPENINGS/HIRING (SPECIFIC TO CSIS)	1%	0%	1%	2%	1%	1%	0%	2%	1%	2%	0%	1%
CARBON TAX, POLICY/REGS/REBATE, CLIMATE CHANGE/ENVIRONMENT	17%	**7%** ---	**21%** ++++	18%	19%	16%	17%	**11%** --	19% +	20%	10% -	18%
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	1%	1%	1%	2% +	1%	1%	3%	1%	1%	2%	1%	1%
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	1%	3%	1%	1%	2%	1%	0%	2%	1%	0%	3%	1%
CANADA'S CULTURE, DIVERSITY	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY	0%	**2%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
POSITIVE, GOOD IMPRESSION, LIKED IT	1%	**4%** ++++	**0%** --	0%	1%	1%	0%	0%	1%	0%	0%	1%
SENIORS, PENSIONS	3%	4%	2% -	2%	1% -	4% +	0%	2%	3%	0%	3%	3%
PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
TAX FRAUD, PROTECTION OF INFORMATION	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
TOURISM, CANADA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER SCANDALS (SNC LAVELIN, MINITER'S RESIGNATION/APPOINTMENTS, POLITICAL INFIGHTING)	3%	4%	3%	3%	**1%** --	4% +	1%	3%	3%	5%	1%	3%
OPIOID ISSUES, DRUG/DANGERS OF	1%	1%	**2%** ++	2% +	1%	1%	**5%** +++	1%	1%	2%	2%	1%
FEDERAL BUDGET	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%
FAMILY TAX CREDITS/BENEFITS	1%	0%	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%
VETERAN'S AFFAIRS SERVICES/SUPPORTS	0%	**3%** ++++	**0%** --	0%	0%	1% +	0%	0%	1%	0%	0%	1%
TAX CREDITS/BENEFITS TO LOW INCOME	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%
ACCESS TO INTERNET	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER TAX BENEFITS/CREDITS	1%	1%	2%	0%	2%	1%	0%	2%	1%	0%	1%	1%
FARMERS, AGRICULTURE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
EDUCATION	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%

TRANSPORTATION INFRASTRUCTURE	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
MAPLE SYRUP ISSUES	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
OTHER	3%	6% +	3%	**0%** --	3%	4% +	3%	3%	3%	0%	3%	3%
Don't remember	41%	44%	39%	41%	45%	39%	40%	47%	40%	45%	51%	39%
Chi2:	-	(99.9)		-			-			-		
Margin of error around 50%	3.32	9.22	4.47	7.22	7.22	4.40	11.88	7.65	3.90	14.14	10.69	3.62

How did you know that it was an ad from the Government of Canada?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q4														
Weighted Total:	871	56	181	352	61	114	106	452	415	269	147	147	149	160
Total:	869	55	165	360	68	117	103	458	407	232	136	146	175	180
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	33%	28%	**20%** ----	**40%** ++++	29%	35%	38%	35%	32%	35%	39%	37%	31%	**25%** ---
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF/FLAG	30%	20%	**47%** ++++	26% -	24%	24%	25%	29%	30%	31%	34%	35%	25%	24% -
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	4%	2%	3%	3%	8% +	5%	6%	3% -	5% +	3%	3%	7% +	5%	4%
ASSUMED TO BE, IT WAS OBVIOUS	1%	2%	1%	1%	0%	1%	2%	1%	1%	1%	2%	1%	0%	1%
WRITTEN/PRINTED IN THE AD	2%	4%	2%	1%	4%	0%	1%	2%	2%	**3%** ++	1%	1%	1%	2%
IDENTIFIED/INDICATED, GENERAL MENTION	7%	7%	8%	6%	10%	4%	6%	7%	6%	6%	8%	**2%** --	7%	9%
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	1%	**4%** ++	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%	**2%** ++	1%
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	5%	6%	2% -	5%	7%	7%	4%	5%	4%	**2%** --	6%	6%	5%	7% +
MINISTERS/FEDERAL AGENTS FEATURED IN IT	2%	1%	1%	3% +	3%	1%	2%	2%	3%	1%	1%	3%	2%	**5%** ++
SUBJECT/CONTENT	7%	6%	**3%** --	7%	10%	10%	7%	6%	8%	5%	6%	7%	**12%** +++	6%
Don't remember	15%	26%	15%	14%	11%	17%	12%	15%	15%	18%	9%	10%	14%	22%
Chi2:	-	(99.9)						-		(95)				
Margin of error around 50%	3.32	13.21	7.63	5.16	11.88	9.06	9.66	4.58	4.86	6.43	8.40	8.11	7.41	7.30

How did you know that it was an ad from the Government of Canada?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q4															
Weighted Total:	871	776	86	648	191	254	611	517	344	195	333	337	268	226	264
Total:	869	776	84	661	176	236	627	499	359	199	335	328	262	228	262
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	33%	33%	38%	**36%** ++	**22%** ----	34%	33%	**36%** ++	**29%** --	33%	33%	34%	30%	31%	37%
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF/FLAG	30%	30%	25%	**26%** ----	**44%** ++++	33%	28%	30%	30%	24% -	28%	**35%** +++	28%	28%	**37%** +++
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	4%	4%	1%	4%	3%	2% -	5% +	4%	4%	6% +	5%	**2%** --	6% +	**2%** --	5%
ASSUMED TO BE, IT WAS OBVIOUS	1%	1%	1%	1%	1%	1%	1%	1%	1%	**3%** ++	1%	0%	1%	1%	1%
WRITTEN/PRINTED IN THE AD	2%	**1%** --	3%	1%	3%	2%	1%	2%	2%	2%	1%	2%	1%	3% +	1%
IDENTIFIED/INDICATED, GENERAL MENTION	7%	6%	9%	6%	8%	7%	6%	6%	7%	4%	7%	7%	6%	7%	4% -
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	5%	5%	6%	5%	3%	7% +	4% -	4%	6%	6%	4%	5%	5%	7% +	**3%** --
MINISTERS/FEDERAL AGENTS FEATURED IN IT	2%	2%	4%	2%	1%	4% +	2% -	2%	3%	2%	2%	2%	2%	2%	2%
SUBJECT/CONTENT	7%	7%	8%	**8%** ++	4% -	7%	7%	7%	6%	6%	9% +	5%	4% -	9%	8%
Don't remember	15%	15%	12%	15%	15%	11%	17%	14%	17%	18%	15%	14%	20%	16%	10%
Chi2:	-	-	-	(99.9)		-		-		-			(90)		
Margin of error around 50%	3.32	3.52	10.69	3.81	7.39	6.38	3.91	4.39	5.17	6.95	5.35	5.41	6.05	6.49	6.05

How did you know that it was an ad from the Government of Canada?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q4												
Weighted Total:	871	115	484	188	190	486	72	171	621	51	90	725
Total:	869	113	481	184	184	495	68	164	630	48	84	732
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	33%	24% --	37% ++	33%	33%	34%	40%	29%	34%	36%	35%	33%
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF/FLAG	30%	30%	27%	32%	33%	28%	27%	33%	29%	25%	30%	30%
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	4%	6%	3% --	4%	3%	5%	2%	2%	5%	4%	4%	4%
ASSUMED TO BE, IT WAS OBVIOUS	1%	2%	1%	1%	1%	1%	1%	1%	1%	4% ++	0%	1%
WRITTEN/PRINTED IN THE AD	2%	2%	1%	2%	1%	2%	4% +	2%	1%	2%	8% ++++	1% ----
IDENTIFIED/INDICATED, GENERAL MENTION	7%	8%	7%	7%	8%	6%	2%	7%	7%	8%	6%	7%
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	5%	4%	6%	5%	4%	5%	5%	4%	5%	5%	0% --	5% +
MINISTERS/FEDERAL AGENTS FEATURED IN IT	2%	3%	2%	1% -	3%	2%	2%	1%	3%	0%	1%	2%
SUBJECT/CONTENT	7%	2% -	7%	6%	6%	7%	2%	6%	7%	2%	7%	7%
Don't remember	15%	20%	15%	15%	14%	15%	16%	19%	14%	22%	14%	15%
Chi2:	-	-		-			-			(99)		
Margin of error around 50%	3.32	9.22	4.47	7.22	7.22	4.40	11.88	7.65	3.90	14.14	10.69	3.62

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1A														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Yes	9%	5%	**14%** ++++	**6%** ----	7%	8%	10%	9%	8%	10%	7%	**6%** --	9%	11% +
No	61%	63%	**56%** --	63%	59%	63%	62%	**64%** ++	**58%** ---	60%	**71%** ++++	61%	58%	57% -
I don't remember / Not sure	31%	32%	29%	31%	34%	29%	29%	**27%** ---	**34%** +++	31%	**22%** ----	33%	33%	32%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	99.9						99		99				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?														
		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1A															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Yes	9%	9%	9%	**7%** ----	**15%** ++++	7% -	9% +	8%	10%	**11%** ++	9%	**7%** --	10%	9%	**7%** --
No	61%	60%	66%	61%	**56%** --	64% +	**59%** --	63% +++	57% ---	55% ---	61%	64% +++	57% --	62%	64% +
I don't remember / Not sure	31%	31%	26%	32%	29%	29%	31%	28% --	33% ++	34% +	30%	29%	33%	29%	29%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-	-	99.9		90		95		95			90		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1A												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Yes	9%	**100%** ++++	**0%** ----	**6%** --	7%	**11%** ++++	7%	8%	9%	6%	8%	9%
No	61%	**0%** ----	**100%** ++++	**68%** ++++	61%	**57%** ----	**69%** ++	59%	60%	**71%** ++	63%	**60%** --
I don't remember / Not sure	31%	**0%** ----	**0%** ----	26% --	32%	32% +	24% -	33%	31%	23% -	28%	31% +
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	99.9		99.9			-			-		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

Where have you seen, read or heard this Government of Canada ad about Canadian Veterans?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1B														
Weighted Total:	173	7	67	45	9	18	27	88	84	53	23	21	31	44
Total:	171	7	64	45	10	19	26	86	84	46	21	20	35	49
Cinema	5%	0%	2%	8%	12%	6%	4%	5%	4%	10% ++	10%	0%	0%	0% -
Internet website	18%	59%	9% --	25%	42%	11%	17%	21%	16%	26%	18%	20%	17%	10% -
Magazines	4%	17%	0% --	5%	9%	6%	8%	5%	2%	13% ++++	0%	0%	3%	0% -
Newspaper (daily)	17%	30%	20%	15%	21%	33%	0%	19%	16%	17%	10%	26%	12%	22%
Newspaper (weekly or community)	5%	17%	0% --	5%	0%	5%	16%	6%	3%	11% ++	0%	15%	0%	0% -
Outdoor billboard	3%	0%	0% -	5%	12%	5%	4%	5%	1%	8% +++	0%	5%	0%	0% -
Pamphlet or brochure in the mail	3%	17%	0% -	9% +++	0%	0%	0%	5%	1%	7% +	0%	0%	0%	4%
Public transit (bus or subway)	4%	0%	0% --	10% ++	0%	5%	8%	6%	1%	10% +++	5%	5%	0%	0% -
Radio	15%	15%	12%	14%	0%	16%	27%	13%	15%	21%	20%	16%	6%	10%
Television	55%	40%	67% ++	44% -	49%	51%	55%	57%	54%	35% ----	38%	70%	68% +	72% +++
Twitter	5%	17%	3%	7%	0%	0%	8%	9% ++	1% --	6%	10%	5%	6%	0%
Facebook	28%	17%	28%	37%	29%	28%	17%	25%	32%	42% +++	23%	45%	20%	12% ---
Youtube	11%	17%	0% ----	13%	22%	35%	13%	12%	9%	23% ++++	23%	5%	0% --	0% ---
Instagram	4%	17%	2%	2%	0%	12%	9%	6%	2%	9% +	10%	0%	3%	0% -
LinkedIn	1%	0%	0%	0%	0%	0%	4%	1%	0%	2% +	0%	0%	0%	0%
Snapchat	3%	17%	0% -	5%	0%	0%	4%	5% ++	0% --	4%	10%	0%	0%	0%
Spotify	1%	0%	0%	3% +	0%	0%	0%	0%	1%	2% +	0%	0%	0%	0%
Other	1%	14%	1%	0%	0%	0%	0%	1%	1%	0%	0%	5%	3%	0%
Don't know	2%	0%	0%	4%	0%	0%	3%	2%	1%	0%	5%	0%	0%	4%
Chi2:	-	(99.9)						-		(99.9)				
Margin of error around 50%	7.49	37.04	12.25	14.61	30.99	22.48	19.22	10.57	10.69	14.45	21.38	21.91	16.56	14.00

Where have you seen, read or heard this Government of Canada ad about Canadian Veterans?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1B															
Weighted Total:	173	154	18	105	68	38	134	93	79	52	62	58	63	46	39
Total:	171	153	17	106	65	35	135	88	83	52	62	56	62	45	39
Cinema	5%	5%	0%	6%	3%	9%	3%	8% +++	0% ---	0% -	5%	8%	2%	10% +	6%
Internet website	18%	19%	17%	24% ++	12%	19%	17%	23% +	13% -	17%	22%	17%	24%	21%	16%
Magazines	4%	4%	7%	6%	1%	8%	3%	7% ++	1% --	2%	5%	6%	4%	2%	9%
Newspaper (daily)	17%	17%	22%	16%	18%	17%	18%	16%	19%	17%	22%	13%	12%	25%	11%
Newspaper (weekly or community)	5%	4%	19%	7%	0% --	5%	5%	8% ++	1% --	4%	7%	4%	7%	0% -	11% +
Outdoor billboard	3%	3%	6%	5% +	2%	3%	3%	6% ++	0% --	0%	4%	5%	2%	5%	5%
Pamphlet or brochure in the mail	3%	3%	6%	5% +	0% -	0%	4%	4%	2%	0%	2%	7% ++	2%	2%	8% ++
Public transit (bus or subway)	4%	3%	13%	6%	2%	3%	5%	7% +	1% -	0% -	5%	8%	9% ++	2%	3%
Radio	15%	16%	7%	17%	10%	27% ++	12% --	21% ++	7% --	9%	19%	15%	10%	18%	16%
Television	55%	58%	36%	50%	62%	49%	57%	47% --	64% ++	60%	55%	52%	61%	54%	55%
Twitter	5%	4%	12%	5%	5%	3%	5%	7%	2%	2%	5%	7%	3%	9% +	6%
Facebook	28%	28%	30%	29%	29%	47% +++	23% ---	34% +	21% -	41% ++	22%	22%	30%	32%	29%
Youtube	11%	9%	31%	16% ++	2% ---	17%	9%	16% ++	4% --	9%	10%	13%	7%	24% ++++	5%
Instagram	4%	4%	7%	6%	4%	9%	3%	6%	3%	8%	2%	4%	5%	7%	3%
LinkedIn	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	2%	0%	0%	3% +	0%
Snapchat	3%	3%	0%	4% +	2%	3%	2%	5% ++	0% --	0%	2%	6% +	0%	10% ++++	0%
Spotify	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	2%	0%	3% +	0%
Other	1%	1%	0%	1%	1%	0%	1%	0%	2%	0%	2%	2%	0%	2%	0%
Don't know	2%	1%	0%	3%	2%	3%	1%	1%	2%	2%	2%	2%	1%	0%	0%
Chi2:	-	-	-	(95)		-		(99.9)		-			(95)		
Margin of error around 50%	7.49	7.92	23.77	9.52	12.16	16.56	8.43	10.45	10.76	13.59	12.45	13.10	12.45	14.61	15.69

Where have you seen, read or heard this Government of Canada ad about Canadian Veterans?												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1B												
Weighted Total:	173	173	0	28	35	109	12	31	129	6	18	149
Total:	171	171	0	28	34	109	11	30	130	6	16	149
Cinema	5%	5%	0%	8%	3%	4%	10%	7%	3%	19%	19%	2%
Internet website	18%	18%	0%	21%	12%	20%	8%	11%	21%	0%	13%	20%
Magazines	4%	4%	0%	4%	4%	5%	0%	4%	5%	0%	6%	4%
Newspaper (daily)	17%	17%	0%	12%	25%	16%	18%	29% +	15% -	18%	17%	17%
Newspaper (weekly or community)	5%	5%	0%	0%	4%	7%	0%	0%	7% +	0%	0%	6%
Outdoor billboard	3%	3%	0%	0%	0%	5% +	0%	4%	3%	0%	7%	3%
Pamphlet or brochure in the mail	3%	3%	0%	0%	4%	4%	0%	0%	4%	0%	0%	4%
Public transit (bus or subway)	4%	4%	0%	4%	9%	3%	0%	7%	4%	0%	6%	4%
Radio	15%	15%	0%	19%	7%	16%	10%	29% ++	12% -	18%	20%	14%
Television	55%	55%	0%	59%	54%	54%	82%	39% --	57%	82%	44%	55%
Twitter	5%	5%	0%	7%	6%	4%	0%	4%	6%	0%	7%	5%
Facebook	28%	28%	0%	11%	22%	35% ++	10%	18%	32% ++	18%	21%	30%
Youtube	11%	11%	0%	0%	9%	14% +	9%	11%	11%	0%	25%	10%
Instagram	4%	4%	0%	3%	0%	6%	0%	7%	4%	0%	7%	4%
LinkedIn	1%	1%	0%	0%	0%	1%	0%	4% ++	0% -	0%	7%	0%
Snapchat	3%	3%	0%	0%	3%	3%	0%	7% +	2%	0%	7%	2%
Spotify	1%	1%	0%	0%	0%	1%	0%	4% ++	0% -	0%	7%	0%
Other	1%	1%	0%	0%	0%	2%	0%	3%	1%	0%	0%	1%
Don't know	2%	2%	0%	3%	0%	2%	0%	3%	2%	0%	0%	2%
Chi2:	-	-		-			-			(90)		
Margin of error around 50%	7.49	7.49	*	18.52	16.81	9.39	29.55	17.89	8.60	40.01	24.50	8.03

What do you remember about this ad? What words, sounds or images come to mind?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1C														
Weighted Total:	170	7	67	43	9	18	26	86	83	53	22	21	31	43
Total:	168	7	64	43	10	19	25	84	83	46	20	20	35	47
Soldiers marching	1%	0%	0%	3% +	0%	0%	0%	1%	0%	2%	0%	0%	0%	0%
Boats/planes/tanks of the Canadian Forces	1%	0%	0%	0%	0%	0%	5%	0%	1%	2% +	0%	0%	0%	0%
General message of supporting / honouring / remembering Veterans	6%	17%	6%	7%	0%	0%	4%	4%	7%	9%	0%	0%	12% +	2%
SUPPORT/BENEFITS/JOBS/HEALTH CARE FOR VETERANS AND RETURNING SOLDERS/VETS, CHANGES/COMMITTMENT MADE TO VETERANS FOR BETTER CARE OR ADDRESSING SERVICE/RESOURCE CONCERNS	24%	71%	19%	19%	36%	20%	28%	21%	26%	**7%** ---	20%	34%	25%	**40%** +++
ROYAL CANADIAN LEGION/LEGION EVENTS OR CAMPAIGNS (NEW LICENSE PLATES, GETTING PEOPLE INVOLVED)	10%	0%	**27%** ++++	**0%** ---	0%	0%	0%	10%	11%	7%	11%	5%	12%	16%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	5%	0%	7%	3%	11%	6%	0%	7%	2%	9% +	5%	5%	3%	0% -
HEARING STORIES/EXPERIENCES FROM VETS	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	3% ++	0%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	2%	0%	3%	0%	0%	0%	3%	1%	2%	0%	0%	0%	6% ++	2%
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	3% ++	0%
OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2% +
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	2%	0%	**5%** ++	0%	0%	0%	0%	2%	2%	2%	0%	0%	3%	2%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	2%	26%	2%	0%	0%	0%	0%	1%	2%	0%	0%	10%	0%	2%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	5%	12%	5%	4%	0%	0%	8%	3%	6%	2%	5%	0%	9%	6%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2% +
SOLDIERS/ARMY (GENERAL)	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	5%	0%	0%

TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	**3%** ++	0%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	1%	0%	0%	3% +	0%	0%	0%	1%	0%	2%	0%	0%	0%	0%
HOPEFUL, FEEL GOOD MESSAGE	2%	0%	3%	0%	12%	0%	0%	1%	2%	2%	0%	5%	3%	0%
FOR VETERAN'S AFFAIRS	1%	0%	0%	0%	0%	0%	5%	0%	1%	2% +	0%	0%	0%	0%
LIBERAL PROMISES, REOPENING CENTRES/SERVICES, ELECTION CAMPAIGN/ISSUE	2%	0%	2%	2%	0%	5%	4%	**5%** ++	**0%** --	0%	10%	10%	0%	0%
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY	1%	0%	0%	0%	0%	6%	4%	1%	1%	0%	5%	0%	0%	2%
ARMED FORCES RECRUITMENT/ENCORAGEMENT TO ENLIST	2%	0%	0%	5%	0%	6%	0%	4% +	0% -	4%	0%	0%	0%	2%
ENCOURAGING RECRUITMENT OF WOMEN INTO ARMED FORCES	1%	0%	0%	**5%** ++	0%	0%	0%	1%	1%	2%	0%	0%	0%	2%
OTHER	10%	0%	9%	12%	20%	15%	5%	11%	9%	15%	5%	15%	5%	6%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	14%	0%	9%	22%	10%	21%	17%	14%	14%	21%	9%	15%	12%	10%
Prefer not to say	18%	17%	11%	21%	11%	26%	31%	19%	18%	24%	36%	5%	16%	11%
Chi2:	-	-						-		-				
Margin of error around 50%	7.56	37.04	12.25	14.94	30.99	22.48	19.60	10.69	10.76	14.45	21.91	21.91	16.56	14.29

What do you remember about this ad? What words, sounds or images come to mind?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1C															
Weighted Total:	170	152	18	102	67	37	132	92	78	51	61	57	62	46	39
Total:	168	151	17	103	64	34	133	87	81	51	61	55	61	45	39
Soldiers marching	1%	0%	6%	1%	0%	0%	1%	1%	0%	0%	2%	0%	2%	0%	0%
Boats/planes/tanks of the Canadian Forces	1%	1%	0%	1%	0%	0%	1%	0%	2%	2% +	0%	0%	0%	3% +	0%
General message of supporting / honouring / remembering Veterans	6%	6%	0%	6%	6%	0%	7%	6%	5%	4%	5%	8%	9% +	5%	3%
SUPPORT/BENEFITS/JOBS/HEALTH CARE FOR VETERANS AND RETURNING SOLDERS/VETS, CHANGES/COMMITTMENT MADE TO VETERANS FOR BETTER CARE OR ADDRESSING SERVICE/RESOURCE CONCERNS	24%	25%	15%	26%	18%	12% -	27% +	17% --	32% ++	23%	22%	27%	18%	20%	32%
ROYAL CANADIAN LEGION/LEGION EVENTS OR CAMPAIGNS (NEW LICENSE PLATES, GETTING PEOPLE INVOLVED)	10%	11%	5%	0% ----	25% ++++	14%	10%	7%	14%	7%	15%	9%	9%	13%	5%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	5%	4%	6%	4%	7%	0%	6%	6%	3%	2%	6%	6%	4%	2%	8%
HEARING STORIES/EXPERIENCES FROM VETS	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	2%	0%	0%	2% +
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	2%	1%	5%	2%	1%	2%	1%	1%	2%	2%	0%	3%	3%	0%	0%
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITTMENT, COURAGE)	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	2%	2%	0%	0%
OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)	1%	1%	0%	0%	1%	0%	1%	0%	1%	2%	0%	0%	2%	0%	0%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	2%	2%	0%	0% --	5% ++	0%	2%	1%	2%	0%	2%	4%	0%	2%	6% ++
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	2%	2%	0%	2%	2%	0%	2%	0% -	4% +	2%	2%	2%	2%	2%	0%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	5%	5%	0%	6%	5%	6%	4%	1% --	8% ++	5%	2%	7%	3%	2%	11% ++
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	1%	1%	0%	1%	0%	0%	1%	0%	1%	2%	0%	0%	2%	0%	0%

SOLDIERS/ARMY (GENERAL)	1%	1%	0%	0%	2%	0%	1%	0%	1%	2%	0%	0%	0%	2% +	0%
TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	2%	2%	0%	0%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	2%	0%	2%	0%	0%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	1%	1%	0%	0%	2%	0%	1%	1%	0%	2%	0%	0%	0%	2% +	0%
HOPEFUL, FEEL GOOD MESSAGE	2%	2%	0%	2%	3%	**6%** ++	**1%** --	3% +	0% -	0%	2%	4%	0%	2%	5% +
FOR VETERAN'S AFFAIRS	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	2%	0%	0%	0%	**3%** ++
LIBERAL PROMISES, REOPENING CENTRES/SERVICES, ELECTION CAMPAIGN/ISSUE	2%	2%	6%	2%	2%	0%	3%	3%	1%	4%	3%	0%	3%	0%	6%
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY	1%	1%	0%	2%	0%	0%	1%	2%	0%	2%	0%	2%	0%	0%	3%
ARMED FORCES RECRUITMENT/ENCORAGEMENT TO ENLIST	2%	2%	0%	3%	0%	3%	1%	2%	1%	0%	**5%** ++	0%	2%	4%	0%
ENCOURAGING RECRUITMENT OF WOMEN INTO ARMED FORCES	1%	1%	0%	2%	0%	0%	2%	1%	1%	0%	1%	2%	2%	2%	0%
OTHER	10%	10%	6%	10%	10%	**21%** ++	**7%** --	11%	8%	10%	9%	8%	9%	10%	13%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	14%	15%	6%	18%	9%	19%	13%	19%	9%	16%	21%	6%	16%	14%	18%
Prefer not to say	18%	15%	44%	23%	11%	19%	17%	22%	15%	20%	11%	25%	20%	22%	7%
Chi2:	-	-	-	(99)		-		(90)		-			-		
Margin of error around 50%	7.56	7.97	23.77	9.66	12.25	16.81	8.50	10.51	10.89	13.72	12.55	13.21	12.55	14.61	15.69

What do you remember about this ad? What words, sounds or images come to mind?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1C												
Weighted Total:	170	170	0	27	35	108	12	31	128	6	18	146
Total:	168	168	0	27	34	107	11	29	128	6	16	146
Soldiers marching	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
Boats/planes/tanks of the Canadian Forces	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
General message of supporting / honouring / remembering Veterans	6%	6%	0%	3%	4%	7%	8%	4%	6%	15%	7%	5%
SUPPORT/BENEFITS/JOBS/HEALTH CARE FOR VETERANS AND RETURNING SOLDERS/VETS, CHANGES/COMMITTMENT MADE TO VETERANS FOR BETTER CARE OR ADDRESSING SERVICE/RESOURCE CONCERNS	24%	24%	0%	22%	28%	23%	45%	15%	24%	34%	0%	26%
ROYAL CANADIAN LEGION/LEGION EVENTS OR CAMPAIGNS (NEW LICENSE PLATES, GETTING PEOPLE INVOLVED)	10%	10%	0%	11%	18%	8%	0%	14%	10%	0%	5%	11%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	5%	5%	0%	0%	4%	6%	0%	3%	5%	0%	0%	5%
HEARING STORIES/EXPERIENCES FROM VETS	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	2%	2%	0%	7%	0%	1%	0%	3%	2%	14%	0%	1%
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITTMENT, COURAGE)	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	2%	2%	0%	0%	**9%** ++++	**0%** --	11%	0%	1%	0%	0%	2%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	2%	2%	0%	4%	0%	2%	0%	0%	2%	0%	0%	2%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	5%	5%	0%	7%	3%	4%	10%	3%	4%	19%	5%	4%

WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
SOLDIERS/ARMY (GENERAL)	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	1%	1%	0%	0%	3% ++	0%	0%	0%	1%	0%	0%	1%
HOPEFUL, FEEL GOOD MESSAGE	2%	2%	0%	0%	0%	3%	0%	0%	2%	0%	0%	2%
FOR VETERAN'S AFFAIRS	1%	1%	0%	0%	3% ++	0%	0%	0%	1%	0%	0%	1%
LIBERAL PROMISES, REOPENING CENTRES/SERVICES, ELECTION CAMPAIGN/ISSUE	2%	2%	0%	7%	0%	2%	0%	0%	3%	0%	0%	3%
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY	1%	1%	0%	3%	0%	1%	0%	0%	2%	0%	0%	1%
ARMED FORCES RECRUITMENT/ENCORAGEMENT TO ENLIST	2%	2%	0%	0%	0%	3%	0%	3%	2%	0%	6%	1%
ENCOURAGING RECRUITMENT OF WOMEN INTO ARMED FORCES	1%	1%	0%	0%	0%	2%	0%	4%	1%	0%	0%	1%
OTHER	10%	10%	0%	4%	7%	12%	10%	8%	10%	18%	13%	9%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	14%	14%	0%	20%	20%	11%	11%	25%	12%	0%	38%	12%
Prefer not to say	18%	18%	0%	10%	16%	21%	16%	18%	19%	0%	26%	18%
Chi2:	-	-		-			-			-		
Margin of error around 50%	7.56	7.56	*	18.86	16.81	9.47	29.55	18.20	8.66	40.01	24.50	8.11

Which sources would you rely on when looking for information about services and benefits for Canada's Veterans?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1D														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Facebook	15%	22% ++	15%	14%	15%	19% +	12%	14%	16%	23% ++++	14%	11% --	12% -	10% ----
Twitter	4%	4%	3% --	5%	4%	4%	6%	6% +++	3% --	7% ++++	5%	4%	3% -	2% ---
YouTube	6%	5%	3% --	7%	8%	9% +	5%	8% ++++	4% ----	14% ++++	5%	4%	1% ----	2% ----
Instagram	3%	3%	2%	3%	5% ++	1%	2%	2%	3%	6% ++++	2%	2%	1% ---	1% --
LinkedIn	3%	1%	2%	4% +++	4%	1% -	1%	3%	2%	4% +++	3%	3%	1% --	0% ---
Internet website, please specify:	1%	0%	1%	1%	3%	2%	1%	2% ++	1% --	1%	0% --	1%	2%	2% +
Magazines, please specify:	1%	0%	0%	1% ++	1%	0%	0%	1%	1%	0%	0%	1%	0%	2% +++
Newspaper (daily), please specify:	2%	4%	1% --	3% +	1%	2%	2%	1% -	3% ++	2%	1% -	2%	2%	3%
Journal or newspaper (weekly or community), please specify:	2%	1%	1%	2%	4%	1%	2%	2%	2%	1% -	1% -	3% ++	2%	3%
Television	31%	27%	31%	33%	34%	34%	29%	32%	31%	28% -	22% ----	29%	35% +	42% ++++
RADIO	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2% ++
ROYAL CANADIAN LEGION	1%	2%	0% --	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%
BOOKS, HISTORY BOOKS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%
GOOGLE, SEARCH ENGINES	9%	6%	12% ++	8% -	8%	10%	11%	9%	9%	10%	13% ++	8%	9%	8%
TALKING TO VETERANS	0%	0%	1%	0%	1%	0%	1% ++	0%	1%	0%	1%	1% ++	0%	0%
FAMILY/FRIENDS, WORD OF MOUTH	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	2%	3%	2%	2%	3%	3%	1% -	2%	2%	1%	2%	2%	3% +	2%
NEWS SITES, GENERAL MENTION	1%	1%	0%	0%	0%	0%	1% ++	0%	1%	0%	0%	1%	0%	1%
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	38%	44% +	35%	39%	37%	35%	38%	35% --	40% ++	31% ----	43% ++	46% ++++	41%	32% ---
CBC.CA	3%	2%	0% ----	4% +	4%	4%	4%	3%	3%	2%	3%	6% ++++	2%	1% --
CANADIAN ARMY/FORCES/AIR FORCE WEBSITES	1%	0%	1%	1%	1%	0%	1%	1%	1%	1% +++	0%	0%	1%	0%

LA PRESSE ON LINE	1%	0%	**6%** ++++	**0%** ----	0%	0% -	**0%** --	2%	1%	**0%** --	1%	0% -	**3%** ++++	2% +
MSN	0%	0%	0%	0%	1% ++	0%	0%	0%	0%	0%	0%	0%	0%	0%
REDDIT	0%	0%	0%	0%	0%	0%	0%	0% +	0% -	0%	0%	0%	0%	0%
CTV ON LINE	0%	1%	0%	1% ++	1%	0%	0%	0%	0%	0%	0%	2% ++++	0%	0%
GLOBAL NEWS ON LINE	0%	0%	0%	0%	0%	1% +++	1% ++	0%	0%	1%	0%	1%	0%	0%
BBC ON LINE	0%	0%	0%	0%	2% ++++	0%	0%	0%	0%	0% +	0%	0%	0%	0%
CNN ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%
RADIO CANADA ON LINE	0%	0%	**1%** ++++	0% -	0%	0%	0%	**0%** --	**1%** ++	0%	0%	0%	1%	0%
ROYAL CANADIAN LEGION ON LINE	1%	1%	**0%** --	**1%** ++	2%	1%	0%	1%	1%	1%	1%	**2%** ++	1%	0%
WIKIPEDIA	0%	0%	0%	1% ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NATIONAL POST ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% ++	0%	0%
THE SUN ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%
GLOBE AND MAIL ON LINE	0%	0%	0%	0%	0%	0%	1% +	0%	0%	0%	0%	1% ++	0%	0%
THE STAR ON LINE	0%	0%	0%	0%	0%	0%	1% ++	0%	0%	0%	0%	1%	0%	0%
TVA ON LINE	0%	0%	**0%** ++	0%	0%	0%	0%	0%	0%	**0%** ++	0%	0%	0%	0%
PROVINCIAL GOVERNMENT ON LINE	0%	0%	1% +	0%	0%	0%	0%	0%	0%	**1%** ++	0%	0%	0%	0%
VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)	0%	0%	1%	0%	1% +	0%	0%	0%	1%	0%	0%	1%	0%	1% ++
KITCHENER WATERLOO HERALD NEWSPAPER	0%	0%	0%	1% ++++	0%	0%	0%	0%	0%	0%	0%	1%	1% +++	0%
MACLEANS MAGAZINE	1%	1%	**0%** --	2%	3%	2%	2%	2%	1%	1% -	1%	**4%** ++++	1%	2%
L'ACTUALITÉ MAGAZINE	0%	0%	**1%** +++	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** ++	0%
LEGION MAGAZINE	1%	1%	0%	1%	1%	1%	1%	1%	0%	**0%** --	0%	1%	0%	**3%** ++++
WALRUS MAGAZINE	0%	0%	0%	0%	1% ++++	0%	0%	0%	0%	0%	0%	0%	0%	0% +
THE SUN NEWSPAPER (VARIOUS CITIES)	2%	0% -	1%	2%	0% -	3%	3% +	2%	2%	**0%** ---	2%	2%	3%	**3%** ++
GLOBE AND MAIL NEWSPAPER	3%	2%	**0%** ----	**6%** ++++	1%	2%	3%	3%	4%	**2%** --	3%	4%	**6%** +++	3%
NATIONAL POST NEWSPAPER	2%	2%	**0%** --	**3%** ++++	1%	2%	1%	**3%** ++	**1%** --	1%	2%	2%	1%	2%
LE DEVOIR NEWSPAPER	0%	0%	**2%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** +++
THE TORONTO STAR NEWSPAPER	2%	0% -	**0%** ----	**6%** ++++	0%	**0%** --	**0%** ---	3%	2%	2%	2%	2%	**4%** ++	2%

THE MONTREAL GAZETTE NEWSPAPER	0%	0%	2% ++++	0% --	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +++
JOURNAL DE MONTREAL NEWSPAPER	1%	0%	2% ++++	0% ---	0%	0%	0%	1%	0%	0%	1%	0%	1%	1%
CALGARY HERALD NEWSPAPER	0%	0%	0%	0% --	0%	4% ++++	0%	0%	1%	0%	0%	1%	0%	1%
CBC RADIO	1%	0%	1%	0%	1%	0%	1% ++	0%	1%	0%	0%	1%	1%	1%
JOURNAL DE QUEBEC NEWSPAPER	0%	0%	1% ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% ++
LONDON FREE PRESS NEWSPAPER	0%	0%	0%	1% ++++	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%
EDMONTON JOURNAL NEWSPAPER	0%	0%	0%	0% --	0%	3% ++++	0%	0%	0%	0%	0%	0%	1%	0%
24 HEURES NEWSPAPER	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0% ++	0%	0%
THE PROVINCE NEWSPAPER	0%	0%	0%	0%	0%	0%	1% ++++	0%	0%	0%	0%	0%	0%	0%
WINDSOR STAR NEWSPAPER	0%	0%	0%	0% ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REGINA LEADER POST NEWSPAPER	0%	0%	0%	0%	2% ++++	0%	0%	0%	0%	0%	0%	0%	0%	0% +
OTTAWA CITIZEN NEWSPAPER	1%	0%	0%	2% ++++	0%	0%	0%	0% -	1% +	0% --	0%	1%	0%	2% ++++
THE TELEGRAM NEWSPAPER	0%	1% ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +++
SASKATOON STAR PHOENIX NEWSPAPER	0%	0%	0%	0%	3% ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%
WINNIPEG FREE PRESS NEWSPAPER	0%	0%	0%	0%	3% ++++	0%	0%	0%	0%	0%	0%	0%	0%	1% ++
VICTORIA TIMES COLONIST	0%	0%	0%	0% -	0%	0%	2% ++++	0%	0%	0%	0%	0%	1%	0%
HUFFINGTON POST SITE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LE DROÎT NEWSPAPER	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HAMILTON SPECTATOR NEWSPAPER	0%	0%	0%	1% ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CHRONICLE HERALD NEWSPAPER	0%	5% ++++	0%	0% --	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +++
THE GUARDIAN NEWSPAPER	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +
LIBRARY	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% ++	0%	0%
MEDICINE HAT NEWSPAPER	0%	0%	0%	0%	0%	0% +++	0%	0%	0%	0%	0%	0%	0%	0% +
LE QUOTIDIEN NEWSPAPER	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% ++	0%
TRIBUNE NEWSPAPER	0%	0%	0% ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +++
DAILY COURIER NEWSPAPER	0%	0%	0%	0%	0%	0%	0% ++	0%	0%	0%	0%	0%	0%	0% +
SAGE MAGAZINE	0%	0%	0%	0%	1% +	0%	0%	0%	0%	0%	0%	0%	0% ++	0%
THE ECONOMIST MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0% +	0% -	0%	0%	0%	0%	0%

ESPRITS DE CORPS MAGAZINE	0%	**1%** +++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER	1%	1% -	0%	1%	2%	**3%** +++	0%	1%	1%	1%	1%	1%	0%	2% +
Prefer not to say	11%	12%	11%	12%	8%	10%	12%	12%	10%	12%	15%	11%	11%	7%
Chi2:	-	(99.9)						(90)		(99.9)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

Which sources would you rely on when looking for information about services and benefits for Canada's Veterans?														
		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1D															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Facebook	15% -	14%	17%	15%	18% +	17% +	14%	15%	14%	17%	17% +	12% ---	18% +++	15%	12% --
Twitter	4%	4%	4%	5% +	4%	5%	4%	6% ++++	3% ----	2% --	4%	6% ++	3% -	5%	5%
YouTube	6%	5% ----	10% +++	6%	5%	7% +	5%	7% ++	4% --	5%	5%	7%	8% +++	7%	4% --
Instagram	3%	2% ----	7% ++++	3%	3%	4% +	2% -	3% +++	1% ----	2%	2%	3%	3%	2%	2%
LinkedIn	3%	2% ----	6% +++	2%	3%	4% +++	2% ---	3% ++	1% --	1% --	2%	4% ++	3%	1% --	3%
Internet website, please specify:	1%	1%	1%	1%	1%	1%	1%	1% --	2% ++	2% +	1%	1% -	2% ++	1%	1%
Magazines, please specify:	1%	1% --	2% ++	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%
Newspaper (daily), please specify:	2%	2%	2%	2%	1% -	1%	2%	1% ---	3% +++	3%	2%	1%	2%	1%	1% --
Journal or newspaper (weekly or community), please specify:	2%	2%	2%	2%	1%	1% --	2% +	2%	2%	2%	2%	1% -	3% ++	1% --	2%
Television	31%	31% -	36%	32%	30%	29%	33% +	28% ----	36% ++++	40% ++++	31%	27% ----	35% ++	33%	28% --
RADIO	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%
ROYAL CANADIAN LEGION	1%	1%	0%	1% ++	0% --	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
BOOKS, HISTORY BOOKS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GOOGLE, SEARCH ENGINES	9%	9%	13% +	9%	11% +	10%	9%	10% ++	8% -	8%	10%	9%	10%	9%	10%
TALKING TO VETERANS	0%	1%	0%	1% +	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%
FAMILY/FRIENDS, WORD OF MOUTH	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1% +	0%	0%
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	2%	2% ++	0% --	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	1%	3%
NEWS SITES, GENERAL MENTION	1% -	0%	1% ++	1%	0%	0%	1%	0%	1%	0%	0%	1% +	0% --	1%	1% ++
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	38%	39% +++	30% --	38%	34% -	39%	37%	39% +	35% --	32% ---	36%	42% ++++	30% ----	39%	44% ++++
CBC.CA	3%	3%	4%	4% ++++	0% ----	3%	3%	4% ++++	1% ----	2%	2%	4% ++	2%	2%	4% +++

CANADIAN ARMY/FORCES/AIR FORCE WEBSITES	1%	1%	1%	**0%** --	1% +	1% +	0% -	0%	1%	1%	1%	1%	1%	1%	1%
LA PRESSE ON LINE	1%	1%	0%	**0%** ----	6% ++++	1% -	2% +	**1%** --	2% ++	1%	1%	2%	2%	1%	1%
MSN	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
REDDIT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CTV ON LINE	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%
GLOBAL NEWS ON LINE	0%	**0%** ---	2% +++	0%	0%	1% +++	0% ---	1% +	0% -	0%	1%	0%	0%	0%	1%
BBC ON LINE	0%	0%	0%	0%	0%	0%	**0%** ---	0%	0%	0%	0%	0%	0%	0%	0%
CNN ON LINE	0%	0%	0%	0%	0%	0% +	0% -	0%	0%	0%	0%	0%	0%	0%	0%
RADIO CANADA ON LINE	0%	0%	0%	**0%** ----	1% ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ROYAL CANADIAN LEGION ON LINE	1%	1%	0%	**1%** ++	0% --	1%	1%	**1%** ++	0% --	0% -	1%	1%	0%	1%	1%
WIKIPEDIA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NATIONAL POST ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
THE SUN ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GLOBE AND MAIL ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** ++
THE STAR ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
TVA ON LINE	0%	0%	0%	0% -	**0%** ++	0% +	0% -	0%	0%	0%	0%	0%	0%	0% +	0%
PROVINCIAL GOVERNMENT ON LINE	0%	0%	0%	0%	1% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)	0%	0%	0%	0%	1%	0%	0%	**0%** --	1% +	0%	0%	1%	0%	**1%** ++	0%
KITCHENER WATERLOO HERALD NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
MACLEANS MAGAZINE	1%	2%	1%	2% +	**0%** --	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%
L'ACTUALITÉ MAGAZINE	0%	0%	0%	**0%** ---	1% +++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LEGION MAGAZINE	1%	1%	1%	1% +	0%	0%	1%	**0%** --	1% ++	1%	1%	1%	1%	1%	0%
WALRUS MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
THE SUN NEWSPAPER (VARIOUS CITIES)	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	**1%** --	3% +	2%
GLOBE AND MAIL NEWSPAPER	3%	4%	2%	**4%** +++	1% ---	3%	4%	4%	3%	**1%** ----	3%	**5%** ++++	2% --	3%	**5%** ++
NATIONAL POST NEWSPAPER	2%	2%	1%	**2%** +++	0% ---	2%	1%	2%	2%	2%	1% -	**2%** ++	1%	2%	2%
LE DEVOIR NEWSPAPER	0%	0%	0%	**0%** ----	2% ++++	0% -	1% +	0%	0%	0%	0%	1%	1%	1%	0% -

THE TORONTO STAR NEWSPAPER	2%	2%	2%	3% (++)	0% (---)	1%	3%	2%	2%	2%	2%	3%	3%	2%	2%
THE MONTREAL GAZETTE NEWSPAPER	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%
JOURNAL DE MONTREAL NEWSPAPER	1%	1%	0%	0% (----)	2% (++++)	0%	1%	0% (--)	1% (++)	0%	1%	0%	1%	0%	1%
CALGARY HERALD NEWSPAPER	0%	0%	1%	1% (+)	0%	1%	0%	0%	1%	0%	0%	1% (+)	0% (--)	0%	1% (++)
CBC RADIO	1%	1%	0%	1%	0%	1%	1%	1% (++)	0% (--)	0%	0%	1% (++)	1%	1%	1%
JOURNAL DE QUEBEC NEWSPAPER	0%	0%	0%	0% (----)	1% (++++)	0%	0%	0% (-)	1% (+)	0%	0%	0%	0%	0%	1%
LONDON FREE PRESS NEWSPAPER	0%	0%	0%	1%	0%	0%	0%	0%	0%	1% (++)	0%	0%	0% (-)	1% (++)	0%
EDMONTON JOURNAL NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%
24 HEURES NEWSPAPER	0%	0%	0%	0% (-)	0% (++)	0% (+)	0% (-)	0%	0%	0%	0%	0%	0%	0% (+)	0%
THE PROVINCE NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
WINDSOR STAR NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REGINA LEADER POST NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTTAWA CITIZEN NEWSPAPER	1%	1%	1%	1%	1%	0%	1%	0% (--)	1% (++)	1%	1%	1%	0%	1%	1%
THE TELEGRAM NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% (++)	0%	0%
SASKATOON STAR PHOENIX NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
WINNIPEG FREE PRESS NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VICTORIA TIMES COLONIST	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HUFFINGTON POST SITE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LE DROÎT NEWSPAPER	0%	0%	0%	0% (--)	0% (++)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HAMILTON SPECTATOR NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% (+)	0%	0%	0%	0%
CHRONICLE HERALD NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
THE GUARDIAN NEWSPAPER	0%	0% (---)	0% (+++)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LIBRARY	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MEDICINE HAT NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LE QUOTIDIEN NEWSPAPER	0%	0%	0%	0%	0% (+)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TRIBUNE NEWSPAPER	0%	0%	0%	0% (--)	0% (++)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DAILY COURIER NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SAGE MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0% (-)	0% (+)	0%	0%	0%	0%	0%	0%

THE ECONOMIST MAGAZINE	0%	**0%** ---	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ESPRITS DE CORPS MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++
OTHER	1%	1%	1%	**2%** ++	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Prefer not to say	11%	11%	10%	11%	11%	11%	11%	13%	9%	11%	12%	11%	11%	12%	9%
Chi2:	-	-	-	(99.9)		(90)		(99.9)		(95)			(95)		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

Which sources would you rely on when looking for information about services and benefits for Canada's Veterans?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1D												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Facebook	15%	28% ++++	12% ----	9% ----	16%	17% +++	10% -	13%	16% ++	12%	14%	15%
Twitter	4%	8% ++	4% --	3%	4%	5% +	1% --	3% -	5% ++++	1% -	4%	5% +
YouTube	6%	13% ++++	5% --	3% ---	7%	7% +	4%	8% +	6%	5%	12% ++++	5% ---
Instagram	3%	7% ++++	2%	1% ---	2%	4% +++	1%	2%	3%	1%	4%	3%
LinkedIn	3%	4%	3%	1% --	4% +	3%	0% --	3%	3%	0% -	4% +	2%
Internet website, please specify:	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	0% -	1%
Magazines, please specify:	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%
Newspaper (daily), please specify:	2%	5% +++	2%	1%	1%	3% ++	1%	1%	2% +	1%	0% --	2% ++
Journal or newspaper (weekly or community), please specify:	2%	2%	2%	1%	1%	3% - +++	1%	1%	2%	3%	1%	2%
Television	31%	29%	31%	20% ----	29%	38% ++++	18% ----	25% ---	35% ++++	23% -	29%	32%
RADIO	1%	0%	2%	1%	1%	2%	1%	1%	2%	0%	0%	2% +
ROYAL CANADIAN LEGION	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%
BOOKS, HISTORY BOOKS	0%	0%	0%	0%	0%	0%	0% +++	0%	0%	1% ++++	0%	0% --
GOOGLE, SEARCH ENGINES	9%	4% --	10% +	14% ++++	7%	8% -	12%	10%	9%	9%	11%	9%
TALKING TO VETERANS	0%	0%	1% +	0%	1% ++	0%	1%	0%	1%	0%	1%	0%
FAMILY/FRIENDS, WORD OF MOUTH	0%	1% ++	0%	0%	0%	1% +	1%	0%	0%	0%	0%	0%
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	2%	2%	2%	3%	2%	2%	4% +	2%	2%	2%	1%	2%
NEWS SITES, GENERAL MENTION	1%	0%	1% +	1%	0%	1%	1%	1%	0%	1%	0%	1%
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	38%	30% --	37%	40%	45% ++++	34% ----	36%	41%	37%	32%	31% --	39% +++
CBC.CA	3%	2%	3%	4%	3%	2%	4%	3%	3%	2%	3%	3%

	1	2	3	4	5	6	7	8	9	10	11	12
CANADIAN ARMY/FORCES/AIR FORCE WEBSITES	1%	**2%** ++	1%	1%	**0%** --	1%	1%	0%	1%	1%	1%	1%
LA PRESSE ON LINE	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
MSN	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
REDDIT	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%
CTV ON LINE	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%
GLOBAL NEWS ON LINE	0%	1%	0%	0%	0%	1%	0%	0%	1% +	1%	0%	0%
BBC ON LINE	0%	0%	0%	0%	0% +	0%	0%	**1%** ++	0%	0%	0%	0%
CNN ON LINE	0%	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RADIO CANADA ON LINE	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
ROYAL CANADIAN LEGION ON LINE	1%	0%	**1%** ++	0%	1%	1%	0%	1%	1%	0%	0%	1% +
WIKIPEDIA	0%	0%	0%	**1%** ++	0%	0%	0%	0%	0%	0%	1%	0%
NATIONAL POST ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +	1%	**0%** --
THE SUN ON LINE	0%	0%	0%	0%	0%	0%	**0%** +++	0%	0%	**1%** ++++	0%	**0%** --
GLOBE AND MAIL ON LINE	0%	0%	**0%** ++	0%	0%	0%	**1%** ++	0%	0%	1%	1%	0%
THE STAR ON LINE	0%	0%	0%	0%	0%	0%	1%	**1%** ++	**0%** ---	0%	**1%** ++	0%
TVA ON LINE	0%	0%	0%	0% +	0%	0%	0%	**0%** ++ -	0%	0%	0%	0%
PROVINCIAL GOVERNMENT ON LINE	0%	0%	0%	0%	0%	0%	0%	**1%** ++	0%	0%	1%	0%
VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)	0%	1% +	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
KITCHENER WATERLOO HERALD NEWSPAPER	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%
MACLEANS MAGAZINE	1%	2%	1%	2%	1%	1%	1%	1%	2%	3% +	1%	1%
L'ACTUALITÉ MAGAZINE	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LEGION MAGAZINE	1%	1%	0%	0%	1%	1%	0%	0%	1% +	0%	0%	1%
WALRUS MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** ++++	0%	**0%** --
THE SUN NEWSPAPER (VARIOUS CITIES)	2%	1%	2%	2%	2%	2%	1%	2%	2%	3%	1%	2%
GLOBE AND MAIL NEWSPAPER	3%	1%	3%	3%	3%	3%	2%	3%	4%	3%	2%	4%
NATIONAL POST NEWSPAPER	2%	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%	2%
LE DEVOIR NEWSPAPER	0%	0%	1%	1%	1%	0%	**2%** +++	1%	**0%** --	1%	0%	0%

THE TORONTO STAR NEWSPAPER	2%	1%	2%	2%	2%	3%	2%	1%	3%	0%	1%	**3%** ++
THE MONTREAL GAZETTE NEWSPAPER	0%	0%	0%	0%	1% +	0%	0%	0%	1% +	0%	1%	0%
JOURNAL DE MONTREAL NEWSPAPER	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%
CALGARY HERALD NEWSPAPER	0%	0%	1%	0%	0%	1% +	0%	0%	1% +	1%	0%	1%
CBC RADIO	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%
JOURNAL DE QUEBEC NEWSPAPER	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%
LONDON FREE PRESS NEWSPAPER	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
EDMONTON JOURNAL NEWSPAPER	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
24 HEURES NEWSPAPER	0%	0%	0%	0% +	0%	0%	0%	**0%** ++	0% -	0%	0%	0%
THE PROVINCE NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
WINDSOR STAR NEWSPAPER	0%	1% +	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%
REGINA LEADER POST NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTTAWA CITIZEN NEWSPAPER	1%	1%	1%	1%	1%	1%	0%	0%	1% +	2%	0%	1%
THE TELEGRAM NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SASKATOON STAR PHOENIX NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
WINNIPEG FREE PRESS NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VICTORIA TIMES COLONIST	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HUFFINGTON POST SITE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LE DROÎT NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HAMILTON SPECTATOR NEWSPAPER	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
CHRONICLE HERALD NEWSPAPER	0%	0%	0%	0%	0%	1% +	0%	0%	0%	0%	0%	0%
THE GUARDIAN NEWSPAPER	0%	0%	0%	0% +	0%	0%	0%	0% +	0%	0%	0%	0%
LIBRARY	0%	0%	0%	0% +	0%	0%	**1%** ++++	0%	0%	0%	0%	0%
MEDICINE HAT NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LE QUOTIDIEN NEWSPAPER	0%	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%
TRIBUNE NEWSPAPER	0%	**1%** ++	0% -	0%	0%	0%	0%	0%	0%	0%	0% +	0%
DAILY COURIER NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SAGE MAGAZINE	0%	**1%** +++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

THE ECONOMIST MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ESPRITS DE CORPS MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER	1%	2%	1%	1%	1%	2%	1%	0% -	**2%** ++	0%	1%	1%
Prefer not to say	11%	7%	13%	14%	10%	10%	18%	13%	10%	13%	16%	10%
Chi2:	-	(99.9)		(99.9)			(99)			-		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

Over the past three weeks, have you seen or read content related to Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1E														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Yes	13%	17%	11%	12%	11%	15%	15%	14% +	12%	15% +	13%	14%	11%	10% -
No	86%	83%	88%	87%	88%	85%	85%	86%	87%	84% -	86%	85%	88%	89% +
Prefer not to say	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	0%	1%
Chi2:	-	-						-		-				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

Over the past three weeks, have you seen or read content related to Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?															
		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1E															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Yes	13%	13%	12%	14% +	12%	15%	12%	**15% +++**	**11% ---**	14%	14%	**11% --**	**16% ++**	12%	13%
No	86%	86%	88%	86%	87%	84% -	87%	**85% ---**	**89% +++**	85%	85%	**89% ++**	**83% ---**	87%	87%
Prefer not to say	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%
Chi2:	-	-	-	-		90		99		-			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

Over the past three weeks, have you seen or read content related to Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1E												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Yes	13%	**44%** ++++	**8%** ----	**9%** ---	12%	**16%** ++++	**7%** --	11%	**14%** +++	8%	10%	**14%** ++
No	86%	**54%** ----	**91%** ++++	**90%** +++	88%	**84%** ----	**92%** ++	89%	**85%** ---	90%	88%	86%
Prefer not to say	1%	2%	0%	1%	1%	1%	1%	0%	1%	2%	2%	0%
Chi2:	-	99.9		99.9			99			-		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

Advertising to promote services and benefits for Canada's Veterans

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1GA **How important do you think it is for the Government of Canada to invest in...**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	24%	**10%** ----	**31%** ++++	**21%** ---	21%	24%	**30%** ++	**29%** ++++	**19%** ----	22%	**35%** ++++	27%	21%	**19%** ---
MODERATELY IMPORTANT (3)	24%	25%	27%	**22%** --	25%	23%	26%	23%	25%	**31%** ++++	24%	23%	**20%** --	**20%** --
QUITE IMPORTANT (4-5)	51%	**64%** +++	**40%** ----	**57%** ++++	52%	52%	**43%** ---	**46%** ----	**55%** ++++	46% ---	**41%** ----	49%	**58%** ++++	**60%** ++++
1 Not at all important	10%	7%	13%	9%	12%	8%	11%	13%	7%	8%	14%	11%	10%	9%
2	14%	3%	18%	12%	9%	16%	19%	16%	12%	14%	21%	16%	11%	10%
3	24%	25%	27%	22%	25%	23%	26%	23%	25%	31%	24%	23%	20%	20%
4	22%	25%	19%	23%	20%	20%	20%	20%	23%	24%	19%	23%	21%	20%
5 Very important	29%	39%	21%	34%	32%	33%	23%	26%	32%	22%	22%	27%	37%	40%
Prefer not to say	1%	1%	2%	1%	2%	0%	1%	1%	1%	2%	1%	1%	0%	1%
Chi2:	-	99.9						99.9		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	3.46	**3.86**	**3.16**	**3.62**	3.53	3.53	**3.26**	**3.31**	**3.62**	3.39	**3.13**	3.38	**3.65**	**3.73**
Standard Deviation:	1.32	1.19	1.32	1.30	1.35	1.31	1.30	1.37	1.25	1.20	1.36	1.33	1.34	1.33
Student's T:	*	99.9	99.9	99.9	-	-	99	99.9	99.9	-	99.9	-	99	99.9

Advertising to promote services and benefits for Canada's Veterans

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1GA **How important do you think it is for the Government of Canada to invest in...**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	24%	**25%** +++	**16%** ---	**22%** ----	**30%** ++++	**29%** ++++	**22%** ----	**27%** ++++	**20%** ----	**17%** ----	23%	**29%** ++++	**19%** ----	24%	**29%** ++++
MODERATELY IMPORTANT (3)	24%	24%	22%	24%	26%	25%	24%	25%	23%	**20%** ---	24%	**27%** ++	24%	22%	27%
QUITE IMPORTANT (4-5)	51%	**50%** ---	**61%** +++	**54%** ++++	**42%** ----	**45%** ---	**53%** ++++	**47%** ----	**56%** ++++	**61%** ++++	53%	**43%** ----	**57%** ++++	53%	**44%** ----
1 Not at all important	10%	10%	8%	9%	11%	12%	9%	11%	9%	8%	10%	12%	7%	10%	13%
2	14%	15%	8%	12%	19%	18%	12%	16%	11%	10%	13%	17%	11%	14%	17%
3	24%	24%	22%	24%	26%	25%	24%	25%	23%	20%	24%	27%	24%	22%	27%
4	22%	21%	28%	22%	20%	23%	21%	21%	22%	22%	22%	21%	22%	22%	20%
5 Very important	29%	29%	33%	32%	22%	22%	32%	26%	34%	39%	31%	22%	34%	31%	23%
Prefer not to say	1%	1%	0%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%
Chi2:	-	-	-	99.9		99.9		99.9		99.9			99.9		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	3.46	**3.44**	**3.71**	**3.55**	**3.22**	**3.26**	**3.55**	**3.35**	**3.63**	**3.77**	3.52	**3.24**	**3.66**	3.50	**3.26**
Standard Deviation:	1.32	1.32	1.24	1.31	1.30	1.31	1.31	1.32	1.30	1.28	1.31	1.30	1.27	1.32	1.32
Student's T:	*	99	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9	-	99.9	99.9	-	99.9

Advertising to promote services and benefits for Canada's Veterans

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1GA **How important do you think it is for the Government of Canada to invest in...**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	24%	**16%** --	**27%** ++++	**100%** ++++	**0%** ----	**0%** ----	**69%** ++++	**36%** ++++	**15%** ----	**90%** ++++	**38%** ++++	**18%** ----
MODERATELY IMPORTANT (3)	24%	20%	24%	**0%** ----	**100%** ++++	**0%** ----	21%	**40%** ++++	**20%** ----	**6%** ----	**52%** ++++	**22%** ----
QUITE IMPORTANT (4-5)	51%	**63%** ++++	**47%** ----	**0%** ----	**0%** ----	**100%** ++++	**9%** ----	**23%** ----	**64%** ++++	**4%** ----	**10%** ----	**59%** ++++
1 Not at all important	10%	5%	12%	42%	0%	0%	35%	12%	7%	45%	17%	7%
2	14%	12%	15%	58%	0%	0%	34%	25%	8%	45%	21%	11%
3	24%	20%	24%	0%	100%	0%	21%	40%	20%	6%	52%	22%
4	22%	29%	20%	0%	0%	42%	6%	14%	26%	4%	8%	25%
5 Very important	29%	35%	28%	0%	0%	58%	3%	9%	38%	0%	2%	35%
Prefer not to say	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Chi2:	-	99.9		99.9			99.9			99.9		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	3.46	**3.77**	**3.36**	**1.58**	**3.00**	**4.58**	**2.08**	**2.85**	**3.81**	**1.69**	**2.58**	**3.69**
Standard Deviation:	1.32	1.18	1.36	0.49	0.00	0.49	1.04	1.10	1.23	0.76	0.94	1.25
Student's T:	*	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Activities to remember and honour Canada's Veterans

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1GB **How important do you think it is for the Government of Canada to invest in...**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	9%	7%	**14%** ++++	**6%** ---	9%	**5%** --	9%	10%	8% -	**12%** ++++	11%	7%	**5%** ---	6% -
MODERATELY IMPORTANT (3)	20%	14% -	**26%** ++++	**18%** --	18%	18%	22%	20%	20%	**27%** ++++	22%	16%	18%	**14%** ----
QUITE IMPORTANT (4-5)	71%	**78%** ++	**59%** ----	**76%** ++++	71%	**76%** +	69%	69%	72% +	**60%** ----	**65%** --	**77%** +++	**76%** +++	**79%** ++++
1 Not at all important	2%	2%	4%	2%	2%	2%	2%	3%	2%	3%	3%	2%	1%	2%
2	6%	5%	10%	4%	7%	3%	7%	7%	6%	9%	8%	5%	4%	5%
3	20%	14%	26%	18%	18%	18%	22%	20%	20%	27%	22%	16%	18%	14%
4	26%	24%	27%	26%	21%	30%	26%	26%	26%	27%	30%	29%	24%	23%
5 Very important	44%	54%	31%	49%	51%	46%	44%	43%	46%	33%	36%	48%	52%	56%
Prefer not to say	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%
Chi2:	-	99.9						-		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.05	**4.23**	**3.72**	**4.17**	4.13	4.16	4.03	4.01	**4.09**	**3.78**	**3.88**	**4.16**	**4.22**	**4.28**
Standard Deviation:	1.06	1.03	1.14	1.00	1.06	0.96	1.05	1.09	1.02	1.11	1.09	0.99	0.97	0.98
Student's T:	*	95	99.9	99.9	-	90	-	90	95	99.9	99	95	99.9	99.9

Activities to remember and honour Canada's Veterans

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1GB **How important do you think it is for the Government of Canada to invest in…**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	9%	9%	6%	**7%** ----	**15%** ++++	9%	8%	8%	9%	7%	7% -	**11%** +++	9%	7%	9%
MODERATELY IMPORTANT (3)	20%	20%	16%	**18%** ----	**26%** ++++	22%	19%	21%	18%	18%	**17%** --	**24%** ++++	20%	21%	19%
QUITE IMPORTANT (4-5)	71%	70%	77% +	**75%** ++++	**58%** ----	68%	72% +	70%	72%	74% +	**75%** ++++	**65%** ----	70%	71%	71%
1 Not at all important	2%	3%	0%	2%	4%	3%	2%	2%	3%	2%	2%	3%	3%	2%	2%
2	6%	6%	6%	5%	11%	6%	6%	6%	6%	5%	5%	7%	6%	5%	7%
3	20%	20%	16%	18%	26%	22%	19%	21%	18%	18%	17%	24%	20%	21%	19%
4	26%	26%	31%	26%	26%	30%	25%	27%	26%	24%	25%	29%	26%	26%	28%
5 Very important	44%	44%	45%	48%	32%	38%	47%	43%	46%	51%	50%	36%	44%	45%	43%
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%
Chi2:	-	-	-	99.9		-		-		99.9			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.05	4.04	4.17	**4.15**	**3.71**	**3.95**	**4.09**	4.03	4.07	**4.17**	**4.17**	**3.88**	4.03	4.07	4.03
Standard Deviation:	1.06	1.07	0.93	1.02	1.15	1.06	1.05	1.04	1.08	1.03	1.02	1.08	1.08	1.03	1.04
Student's T:	*	-	90	99.9	99.9	95	99	-	-	99	99.9	99.9	-	-	-

Activities to remember and honour Canada's Veterans

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1GB **How important do you think it is for the Government of Canada to invest in…**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	9%	7%	10% ++	25% ++++	8%	2% ----	100% ++++	0% ----	0% ----	52% ++++	21% ++++	4% ----
MODERATELY IMPORTANT (3)	20%	18%	19%	30% ++++	33% ++++	9% ----	0% ----	100% ++++	0% ----	22%	53% ++++	16% ----
QUITE IMPORTANT (4-5)	71%	75%	70%	45% ----	59% ----	89% ++++	0% ----	0% ----	100% ++++	25% ----	26% ----	80% ++++
1 Not at all important	2%	1%	3%	8%	2%	0%	28%	0%	0%	24%	5%	1%
2	6%	6%	7%	17%	6%	1%	72%	0%	0%	28%	15%	4%
3	20%	18%	19%	30%	33%	9%	0%	100%	0%	22%	53%	16%
4	26%	23%	26%	22%	33%	26%	0%	0%	37%	14%	16%	29%
5 Very important	44%	52%	44%	23%	26%	63%	0%	0%	63%	11%	11%	51%
Prefer not to say	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-		99.9			99.9			99.9		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.05	4.19	4.02	3.35	3.77	4.51	1.72	3.00	4.63	2.60	3.11	4.26
Standard Deviation:	1.06	1.00	1.10	1.23	0.96	0.74	0.45	0.00	0.48	1.30	0.97	0.90
Student's T:	*	95	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

A wide range of programs and benefits to support Veterans and their families

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1GC **How important do you think it is for the Government of Canada to invest in...**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	5%	3%	**9%** ++++	**3%** ---	7%	3% -	6%	**6%** ++	**4%** --	6%	**8%** +++	3% -	**3%** --	5%
MODERATELY IMPORTANT (3)	11%	9%	**17%** ++++	10%	7%	8%	8% -	11%	10%	**19%** ++++	12%	**5%** ----	7% ---	**7%** ---
QUITE IMPORTANT (4-5)	83%	87%	**73%** ----	**86%** +++	85%	**88%** ++	87%	**81%** --	**85%** ++	73% ----	79% --	**91%** ++++	**90%** ++++	87% +++
1 Not at all important	2%	1%	3%	1%	3%	1%	2%	2%	2%	2%	3%	1%	1%	1%
2	4%	3%	7%	2%	4%	2%	3%	4%	3%	4%	5%	2%	2%	4%
3	11%	9%	17%	10%	7%	8%	8%	11%	10%	19%	12%	5%	7%	7%
4	24%	22%	26%	23%	21%	27%	25%	26%	23%	30%	27%	25%	20%	18%
5 Very important	59%	65%	46%	63%	63%	61%	62%	56%	62%	44%	53%	66%	70%	69%
Prefer not to say	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%
Chi2:	-	99.9						95		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.36	4.48	**4.08**	**4.46**	4.40	**4.47**	4.41	**4.30**	**4.43**	**4.10**	**4.21**	**4.53**	**4.56**	**4.53**
Standard Deviation:	0.93	0.84	1.07	0.85	1.00	0.80	0.93	0.97	0.89	0.99	1.05	0.78	0.81	0.87
Student's T:	*	90	99.9	99.9	-	95	-	99	99	99.9	99	99.9	99.9	99.9

A wide range of programs and benefits to support Veterans and their families

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1GC **How important do you think it is for the Government of Canada to invest in...**																
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	5%	5%	5%	**4%** ----	**9%** ++++	**7%** ++	**4%** --	5%	5%	**3%** --	5%	**7%** ++	6%	5%	5%
MODERATELY IMPORTANT (3)	11%	11%	11%	**9%** ----	**16%** ++++	11%	10%	11%	10%	8% -	9%	**13%** +++	12%	11%	10%
QUITE IMPORTANT (4-5)	83%	83%	84%	**87%** ++++	**73%** ----	81%	**84%** +	83%	84%	**87%** ++	85% +	**80%** ----	82%	84%	85%
1 Not at all important	2%	2%	0%	2%	3%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%
2	4%	3%	4%	2%	6%	5%	3%	3%	4%	2%	3%	5%	4%	3%	4%
3	11%	11%	11%	9%	16%	11%	10%	11%	10%	8%	9%	13%	12%	11%	10%
4	24%	23%	32%	23%	27%	30%	22%	27%	21%	23%	22%	27%	24%	22%	27%
5 Very important	59%	60%	51%	64%	46%	52%	62%	56%	63%	64%	63%	53%	58%	62%	58%
Prefer not to say	1%	1%	0%	1%	1%	0%	1%	0%	1%	2%	0%	0%	1%	0%	0%
Chi2:	-	-	-	99.9		95		-		99			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.36	4.37	4.30	**4.46**	**4.08**	**4.24**	**4.41**	**4.32**	**4.42**	**4.49**	**4.42**	**4.25**	4.33	4.39	4.35
Standard Deviation:	0.93	0.94	0.87	0.87	1.07	0.99	0.90	0.94	0.91	0.83	0.91	0.99	0.95	0.94	0.92
Student's T:	*	-	-	99.9	99.9	99.9	99.9	95	95	99.9	95	99.9	-	-	-

A wide range of programs and benefits to support Veterans and their families

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1GC **How important do you think it is for the Government of Canada to invest in...**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	5%	4%	6% ++	20% ++++	1% ----	0% ----	32% ++++	6%	2% ----	100% ++++	0% ----	0% ----
MODERATELY IMPORTANT (3)	11%	10%	11%	17% ++++	23% ++++	2% ----	26% ++++	28% ++++	4% ----	0% ----	100% ++++	0% ----
QUITE IMPORTANT (4-5)	83%	86%	82% --	63% ----	76% ----	97% ++++	42% ----	66% ----	94% ++++	0% ----	0% ----	100% ++++
1 Not at all important	2%	2%	2%	7%	0%	0%	14%	1%	0%	33%	0%	0%
2	4%	2%	4%	13%	1%	0%	18%	5%	1%	67%	0%	0%
3	11%	10%	11%	17%	23%	2%	26%	28%	4%	0%	100%	0%
4	24%	28%	23%	25%	31%	21%	17%	32%	23%	0%	0%	29%
5 Very important	59%	58%	59%	38%	45%	76%	25%	34%	71%	0%	0%	71%
Prefer not to say	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-		99.9			99.9			99.9		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.36	4.39	4.33	3.75	4.19	4.73	3.21	3.93	4.63	1.67	3.00	4.71
Standard Deviation:	0.93	0.88	0.98	1.27	0.84	0.52	1.37	0.96	0.67	0.47	0.00	0.45
Student's T:	*	-	90	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

What word best describes how you feel about Canadian Veterans?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1H														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
GRATEFUL, THANKFUL, APPRECIATION	23%	24%	**9%** ----	**26%** +++	26%	**32%** +++	**30%** +++	20% ----	**27%** ++++	**12%** ----	22%	**34%** ++++	23%	**30%** ++++
HEROS, COURAGEOUS, BRAVE	11%	7% -	**29%** ++++	**7%** ----	**3%** ----	**5%** ---	**5%** ----	10% -	13% +	13%	10%	9% -	10%	14% +
HONOUR/HONOURED, HONOURABLE	6%	5%	5%	7%	8%	8%	5%	7%	6%	8% +	5%	6%	8%	4% -
PROUD, PRIDE, PATROTISM	14%	16%	**7%** ----	**17%** ++++	14%	14%	14%	14%	14%	**9%** ----	**17%** ++	16%	**17%** ++	12%
GOOD, POSITIVE	1%	2%	**0%** --	2%	1%	2%	1%	2%	1%	**3%** +++	2%	0% -	1%	1%
RESPECT, RESPECTFUL, ADMIRATION	8%	10%	8%	8%	6%	9%	7%	9%	7% -	8%	8%	8%	9%	9%
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	1%	1%	**2%** ++++	**0%** ---	0%	0%	1%	1%	1%	1%	1%	1%	0%	1%
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	2%	**4%** ++	**0%** --	2%	3%	3%	1%	1%	2%	2%	2%	1%	1%	1%
OLD, OLDER/AGING	0%	0%	**1%** +++	**0%** --	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING, PHYSICAL INJURIES/WOUNDED	0%	2% +	1%	0% -	1%	0%	1%	**0%** ---	**1%** ++	1%	0%	0%	0%	1%
ARMED FORCES/TROOPS, ARMY, MILITARY, SERVICE, CIVIL SERVANTS	1%	2%	1%	**0%** --	1%	0%	1%	1% +	0% -	**0%** --	0%	1%	1%	1%
SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	2%	2%	1%	2%	2%	3% +	1%	2%	1%	2%	1% -	2%	2%	2%
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	3%	2%	**1%** ---	**3%** ++	3%	2%	4%	2%	3%	3%	4%	2%	2%	2%
DEDICATED, DEVOTED, COMMITTED, LOYAL	2%	2%	**3%** ++	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%
SACRIFICE	1%	1%	**2%** ++	1%	2%	0%	0%	1%	1%	0%	1%	0%	2% +	1%
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	2%	3%	1%	3%	3%	3%	3%	**3%** ++	**2%** --	2%	4% +	2%	2%	3%
HUMBLE/HUMBLED	0%	1%	0%	**1%** ++	1%	0%	0%	0%	1%	0%	0%	**1%** ++	1% +	0%
NECESSARY, IMPORTANT	1%	2% +	1%	1%	2%	0%	0%	1%	1%	2% +	1%	1%	1%	1%
NEUTRAL, INDIFFERENT	3%	2%	3%	3%	3%	3%	4%	3%	3%	**6%** ++++	3%	1% -	**0%** ---	2%
CONFLICTED, COMPLICATED	1%	0%	0%	1%	1%	1%	1% +	1% +	**0%** --	1%	1%	1%	1%	0%

SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	2%	1%	**3%** ++++	1%	0%	1%	1%	2%	1%	1%	1%	1%	2%	2%
SORRY, REMORSE	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	1%	0%	1%	1%	1%	0%	1%	**1%** ++	**0%** --	1%	1%	1%	0%	1%
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	1%	1%	**2%** ++++	0%	1%	0%	0%	**1%** +	0% -	0%	0%	1%	1%	**2%** +++
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	0%	1%	0%	0%	1%	0%	0%	1%	0%	0% -	0%	1%	0%	1%
OTHER	1%	0%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%
Prefer not to say	12%	10%	13%	10%	19%	9%	14%	12%	12%	21%	11%	8%	8%	5%
Chi2:	-	(99.9)						(99.9)		(99.9)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

What word best describes how you feel about Canadian Veterans?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1H															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
GRATEFUL, THANKFUL, APPRECIATION	23%	24%	23%	28% ++++	10% ----	25%	23%	24%	23%	21%	24%	23%	20% --	21%	25%
HEROS, COURAGEOUS, BRAVE	11%	11%	10%	6% ----	30% ++++	10%	12%	11%	12%	15% +++	11%	10%	14% ++	13%	10%
HONOUR/HONOURED, HONOURABLE	6%	7%	5%	7%	5%	5%	7% +	7%	6%	8%	7%	5% --	7%	6%	7%
PROUD, PRIDE, PATROTISM	14%	13%	17%	16% ++++	6% ----	15%	14%	15% ++	12% --	16%	14%	13%	11% --	15%	16% +
GOOD, POSITIVE	1%	1%	1%	2% ++	1%	1%	1%	1%	1%	1%	1%	1%	2% ++	1%	1%
RESPECT, RESPECTFUL, ADMIRATION	8%	8%	7%	8%	7%	9%	8%	7%	9%	7%	8%	9%	8%	9%	10%
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	1%	1%	0%	0% ----	2% ++++	1%	1%	1%	1%	0% --	1%	1%	1% ++	1%	0% --
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	2%	2%	3%	2%	1% -	2%	1%	2%	2%	2%	2%	1%	3% +++	2%	1% --
OLD, OLDER/AGING	0%	0%	0%	0% --	1% ++++	0%	0%	1% ++	0% --	0%	0%	0%	0%	1% +	0%
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING, PHYSICAL INJURIES/WOUNDED	0%	1%	0%	0%	1%	0%	1%	0% -	1% +	1%	0% -	1%	1% +++	0%	0% --
ARMED FORCES/TROOPS, ARMY, MILITARY, SERVICE, CIVIL SERVANTS	1%	1%	0%	1% -	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	2%	2%	1%	2%	1%	2%	2%	1% -	2%	2%	2%	2%	2%	2%	1%
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	3%	3%	1%	3% ++	1% --	2%	3%	3%	2%	2%	2%	3%	2%	2%	3%
DEDICATED, DEVOTED, COMMITTED, LOYAL	2%	2% +	1%	2% -	3% ++	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
SACRIFICE	1%	1%	1%	1%	2% ++	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	2%	3%	2%	3% +	2%	3%	2%	2%	3%	2%	3% ++	2%	2%	3%	3%
HUMBLE/HUMBLED	0%	0%	0%	1% +	0%	0% -	1% +	1%	0%	0%	1%	0%	0%	1% ++	0%
NECESSARY, IMPORTANT	1%	1%	1%	1%	1%	2% +++	1% ---	1%	1%	1%	1%	0% -	1%	1%	1%
NEUTRAL, INDIFFERENT	3%	3%	2%	3%	3%	3%	3%	3%	2%	1% --	2%	4% ++++	3%	2%	3%

CONFLICTED, COMPLICATED	1%	1%	1%	1%	0% -	1%	1%	1%	1%	1%	**0%** --	1%	1%	1%	1%
SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	2%	1%	3% +	**1%** ----	**3%** ++++	1%	2% +	1% -	2% +	2%	2%	1%	2%	2%	1%
SORRY, REMORSE	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1% +	0%	0%	0%	1%
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	1%	1%	0%	1%	1% +	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	1%	1%	0%	**0%** ----	**2%** ++++	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	1% +	**0%** --	1%	0%	0%
OTHER	1%	2%	1%	**1%** --	2% +	2%	1%	1%	2%	**0%** --	2% +	1%	2%	1%	1%
Prefer not to say	12%	11%	19%	11%	13%	11%	12%	13%	10%	14%	9%	13%	13%	11%	10%
Chi2:	-	-	-	(99.9)		-		-		(99)			(90)		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

What word best describes how you feel about Canadian Veterans?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1H												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
GRATEFUL, THANKFUL, APPRECIATION	23%	18% -	23%	23%	23%	24%	12% ----	16% ----	27% ++++	11% ---	14% ----	26% ++++
HEROS, COURAGEOUS, BRAVE	11%	18% +++	10% ---	10%	11%	12%	5% ---	11%	12%	11%	12%	11%
HONOUR/HONOURED, HONOURABLE	6%	7%	6%	4% ---	6%	8% +++	2% --	4% --	8% ++++	2% -	4%	7% ++
PROUD, PRIDE, PATROTISM	14%	8% --	14%	10% ---	13%	16% +++	4% ----	8% ----	17% ++++	7% -	4% ----	15% ++++
GOOD, POSITIVE	1%	4% +++	1%	1%	2%	1%	0%	3% ++	1%	0%	2%	1%
RESPECT, RESPECTFUL, ADMIRATION	8%	7%	8%	7%	11% +++	7%	7%	8%	9%	8%	7%	8%
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	1%	0%	1%	3% ++++	0% --	0% ---	4% ++++	1%	0% ----	4% ++++	2%	0% ----
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	2%	3%	2%	1%	2%	2%	1%	1%	2%	3%	1%	2%
OLD, OLDER/AGING	0%	0%	0%	1% ++++	0%	0% -	1% +++	1% +	0% --	2% +++	2% ++++	0% ----
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING, PHYSICAL INJURIES/WOUNDED	0%	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	0%
ARMED FORCES/TROOPS, ARMY, MILITARY, SERVICE, CIVIL SERVANTS	1%	1%	1% ++	1%	1%	0%	2% +++	1%	0% ---	1%	1%	1%
SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	2%	2%	2%	2%	1%	2%	1%	1%	2%	1%	0% --	2% +
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	3%	2%	3%	4% +	3%	2% -	4%	4% ++	2% --	2%	2%	3%
DEDICATED, DEVOTED, COMMITTED, LOYAL	2%	2%	2%	2%	1%	2%	3%	2%	2%	0%	3%	2%
SACRIFICE	1%	2%	1%	0% --	1%	1% ++	1%	1%	1%	1%	1%	1%
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	2%	3%	3% +	3%	2%	3%	2%	2%	3%	1%	2%	3%
HUMBLE/HUMBLED	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%
NECESSARY, IMPORTANT	1%	1%	1%	0% --	2% ++	1%	0%	2% +	1%	0%	2%	1%
NEUTRAL, INDIFFERENT	3%	1% -	3%	6% ++++	3%	1% ----	12% ++++	5% +++	1% ----	10% ++++	12% ++++	1% ----

CONFLICTED, COMPLICATED	1%	0%	1%	2% ++++	0%	0% ---	4% ++++	1%	0% ----	1%	1%	1%
SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	2%	1%	2%	1%	1% -	2% +++	2%	1% -	2%	2%	1%	2%
SORRY, REMORSE	0%	0%	0%	0%	0%	0%	0%	1%	0%	2% +++	0%	0%
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	1%	1%	1%	2% ++++	1%	0% ---	5% ++++	1%	0% ----	4% ++++	0%	1%
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	0%	1%	1%	0%	0%	1% ++	0%	0%	1% +	0%	0%	0%
OTHER	1%	4% +++	1%	3% ++	1%	1%	5% ++++	2%	1% ----	7% ++++	2%	1% ---
Prefer not to say	12%	13%	12%	13%	14%	10%	17%	22%	8%	18%	25%	9%
Chi2:	-	(95)		(99.9)			(99.9)			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

How familiar are you with Veterans Affairs Canada? Please use a scale from 1 to 5, where 1 means not at all familiar and 5 means very familiar.

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q1A														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT FAMILIAR (1-2)	52%	**35%** ----	**59%** ++++	**47%** ---	56%	51%	57% +	50%	52%	**60%** ++++	56% +	49%	**44%** ---	**45%** ---
SOMEWHAT (3)	29%	**39%** +++	**24%** --	**32%** +++	24%	29%	23% --	27%	30% +	**25%** --	24% -	32%	30%	**33%** ++
QUITE FAMILIAR (4-5)	19%	**26%** ++	**15%** --	20%	20%	19%	19%	**22%** +++	**17%** --	**14%** ----	18%	19%	**25%** +++	22%
1 Not at all familiar	29%	18%	41%	26%	29%	24%	30%	28%	31%	38%	32%	25%	25%	24%
2	22%	17%	18%	21%	26%	27%	27%	23%	22%	22%	24%	24%	20%	21%
3	29%	39%	24%	32%	24%	29%	23%	27%	30%	25%	24%	32%	30%	33%
4	13%	18%	9%	14%	16%	13%	14%	14%	12%	9%	13%	14%	17%	15%
5 Very familiar	6%	8%	6%	6%	4%	6%	6%	7%	5%	5%	5%	5%	8%	7%
Don't know/Prefer not to say / No answer	1%	0%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%
Chi2:	-	99.9						95		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	2.43	**2.81**	**2.19**	**2.52**	2.38	2.48	2.38	**2.50**	2.38	**2.20**	2.33	2.50	**2.64**	**2.59**
Standard Deviation:	1.21	1.18	1.24	1.19	1.17	1.17	1.21	1.24	1.18	1.19	1.20	1.15	1.25	1.20
Student's T:	*	99.9	99.9	99	-	-	-	95	90	99.9	-	-	99.9	99

How familiar are you with Veterans Affairs Canada? Please use a scale from 1 to 5, where 1 means not at all familiar and 5 means very familiar.

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	**No**	**English**	**French**	**Yes**	**No**	**Yes**	**No**	**HS**	**Coll**	**Univ**	**<$60K**	**$60K-$100K**	**$100K+**
Q1A															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT FAMILIAR (1-2)	52% -	51%	56%	**49%** ----	**57%** +++	54%	50%	52%	50%	51%	49%	54% +	51%	50%	54%
SOMEWHAT (3)	29%	29% +	24%	**30%** ++	**25%** --	28%	29%	29%	28%	27%	30%	29%	29%	29%	27%
QUITE FAMILIAR (4-5)	19%	19%	18%	**20%** ++	17%	17%	20% +	18% -	21% +	21%	20%	**17%** --	19%	21%	19%
1 Not at all familiar	29%	28%	40%	25%	40%	30%	29%	29%	29%	28%	31%	29%	32%	27%	28%
2	22%	23%	16%	24%	17%	24%	21%	23%	21%	22%	19%	25%	18%	23%	25%
3	29%	29%	24%	30%	25%	28%	29%	29%	28%	27%	30%	29%	29%	29%	27%
4	13%	13%	11%	14%	10%	12%	14%	12%	15%	14%	13%	12%	13%	14%	14%
5 Very familiar	6%	6%	6%	6%	7%	4%	6%	5%	6%	7%	6%	5%	6%	7%	5%
Don't know/Prefer not to say / No answer	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
Chi2:	-	-	-	99		-		-		-			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	2.43	**2.45**	**2.26**	**2.51**	**2.25**	2.36	2.46	2.41	2.47	2.49	2.45	2.38	2.42	2.50	2.42
Standard Deviation:	1.21	1.20	1.28	1.18	1.27	1.17	1.22	1.19	1.23	1.24	1.24	1.16	1.25	1.21	1.18
Student's T:	*	95	95	99.9	99.9	-	90	-	-	-	-	-	-	-	-

How familiar are you with Veterans Affairs Canada? Please use a scale from 1 to 5, where 1 means not at all familiar and 5 means very familiar.

Q1A	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT FAMILIAR (1-2)	52%	**36%** ----	**55%** ++++	**62%** ++++	53%	**45%** ----	**70%** ++++	**58%** +++	**47%** ----	**64%** ++	**61%** +++	**49%** ----
SOMEWHAT (3)	29%	**22%** --	**27%** --	**24%** --	31%	30% +	**20%** --	28%	**30%** ++	21% -	28%	29% +
QUITE FAMILIAR (4-5)	19%	**42%** ++++	**18%** --	**13%** ----	**14%** ---	**24%** ++++	**10%** ---	**13%** ----	**22%** ++++	16%	**9%** ----	**20%** ++++
1 Not at all familiar	29%	20%	32%	36%	32%	24%	45%	34%	26%	49%	40%	26%
2	22%	16%	23%	26%	21%	21%	25%	24%	21%	15%	21%	23%
3	29%	22%	27%	24%	31%	30%	20%	28%	30%	21%	28%	29%
4	13%	24%	12%	10%	12%	15%	7%	10%	15%	12%	8%	14%
5 Very familiar	6%	18%	5%	3%	2%	9%	3%	3%	7%	4%	1%	7%
Don't know/Prefer not to say / No answer	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%
Chi2:	-	99.9		99.9			99.9			99.9		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	2.43	**3.04**	**2.35**	**2.18**	**2.30**	**2.63**	**1.97**	**2.23**	**2.56**	**2.07**	**2.07**	**2.51**
Standard Deviation:	1.21	1.39	1.20	1.13	1.12	1.25	1.09	1.11	1.23	1.24	1.06	1.21
Student's T:	*	99.9	99.9	99.9	99	99.9	99.9	99.9	99.9	99	99.9	99.9

Can you name any Veterans Affairs Canada programs you may have heard of?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q1B														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	6%	5%	7%	6%	4%	5%	7%	5% --	8% ++	1% ----	6%	9% +	8%	10% ++++
POPPY CAMPAIGN	1%	1%	3% +++	0% ---	3%	1%	1%	1%	1%	0% -	1%	1%	1%	2% +++
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	1%	2%	0% --	2%	1%	1%	2%	1% ---	2% +++	0% --	1%	2%	2%	2%
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	5%	9%	3% ---	7% +	7%	6%	4%	5%	6%	1% ----	4%	7%	7%	10% ++++
WAR AMPS PROGRAMS/FUNDS	1%	0%	4% ++++	0% ---	0%	0%	0% -	1%	1%	1%	1%	1%	2%	2%
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	1%	0%	1% -	1%	3% ++	2%	2%	1%	2%	1%	1%	3% ++++	1%	1%
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	2%	1%	2%	2%	3%	2%	3%	2%	2%	1%	2%	3%	1%	3% +
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	3%	3%	3%	3%	3%	4%	3%	4%	3%	1% ---	2%	4%	3%	5% +++
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTED INCOME	1%	2%	1%	1%	0%	2% +	1%	1% --	2% ++	1%	1%	1%	1%	1%
PENSIONS (GENERAL MENTION)	4%	3%	4%	5%	4%	3%	6%	4%	4%	1% ----	4%	4%	6% +	7% +++
HEARING IMPAIRED PROGRAMS/SUPPORTS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VETERAN'S INDEPENDENT PROGRAM (VIP)	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	1% ++
VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	1%	0%	3% ++++	1%	0%	1%	1%	2%	1%	0% --	0% -	2%	2%	3% +++
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	0%	0%	0%	0%	0%	2% ++++	0%	0%	0%	1% +	0%	0%	0%	0%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	1%	3% ++	1%	1%	1%	1%	1%	1%	1%	0% --	1%	1%	1%	1%
EDUCATION/TRAINING/RETRAINING	2%	3%	1%	2%	4%	2%	2%	2%	2%	1% -	4% +++	4% ++	1%	1%
CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	1%	0%	1%	1%	2% ++	0%	1%	1%	1%	0%	2% +++	1%	0%	1%
TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT	1%	0%	1%	1%	0%	0%	1%	1%	1%	0% --	1%	1%	1%	1%

COUNSELLING SERVICES (GENERAL MENTION)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%	0%	0%
CANNABIS/MEDICAL CANNABIS PRROGRAM	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	**2%** ++
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1% +	0%
DVA, DEPARTMENTS/MINISTIES/OFFICES, UNSPECIFIED	0%	0%	0%	0%	0%	**1%** +++	0%	1% +	0% -	0%	0%	0%	0%	0%
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	2%	3%	1%	2%	1%	2%	1%	1%	2%	**0%** ---	2%	2%	3% +	2%
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
EMPLOYMENT SERVICES, JOB PLACEMENT	1%	2%	0%	1% +	0%	0%	1%	1%	1%	0% -	1%	1%	1%	1%
HOME CARE, PERSONAL HOME CARE SERVICES	2%	**5%** +++	1%	2%	2%	**0%** --	2%	2%	1%	**0%** ---	1%	2%	2%	**3%** +++
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	1%	2%	1%	1%	2%	1%	1%	1%	1%	0% -	1%	1%	1%	1%
REHABILITATION	1%	1%	1%	2% +	1%	0%	0%	1%	1%	**0%** --	1%	3% +++	1%	1%
EMERGENCY FUNDS	0%	0%	0%	0%	0%	0%	0%	0% -	0% +	0%	0%	0%	0% +	0%
LONG TERM CARE, RETIREMENT CARE	1%	**2%** ++	0%	1%	1%	1%	0%	0%	1%	**0%** --	1%	1%	1%	**2%** +++
SERVICE ANIMALS/DOGS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LACK OF SERVICES/SUPPORT	2%	3%	**1%** --	**3%** ++	3%	2%	2%	3%	2%	**0%** ----	2%	3%	3%	**5%** ++++
INVICTUS GAMES	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0% +
VETERAN'S LAND ACT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	0%	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%	0%	0%
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	1%	0%	1%	0%	0%	0%	1%	1%	1%	1% +	0%	0%	1%	0%
LUMP SUM PAYMENT FOR INJURIES/DISABILITY/SERVICE	0%	1%	0%	1%	0%	0%	0%	1% +	0% -	0% -	1%	0%	0%	**1%** ++
ADVOCACY FOR NAVIGATION SERVICES/OBTAINING RIGHTS AND COMPENSATION FOR SERVICE	0%	0%	1% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER	1%	2%	1%	1%	2%	2%	1%	**2%** +++	**0%** ---	1%	1%	2%	1%	1%
DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGRAMS	39%	39%	38%	40%	36%	39%	41%	39%	39%	40%	42%	37%	41%	37%

Prefer not to say	29%	29%	30%	28%	34%	32%	29%	31%	28%	47%	30%	26%	21%	16%
Chi2:	-	(99.9)						(95)		(99.9)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

Can you name any Veterans Affairs Canada programs you may have heard of?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q1B															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	6%	6%	6%	6%	7%	5%	7%	6%	7%	**4%** --	6%	**8%** +++	5%	6%	**9%** +++
POPPY CAMPAIGN	1%	1% +	0% -	**1%** --	**3%** +++	1%	1%	**1%** --	**2%** ++	2% +	1%	1%	2% +	1%	1%
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	1%	1%	1%	2% +	1%	1%	2%	**1%** --	**2%** ++	1%	2%	1%	2%	**0%** ---	2%
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	5%	6%	5%	6%	4% -	4%	6% +	**4%** ---	**7%** +++	5%	**4%** --	**7%** +++	3% ----	7%	6%
WAR AMPS PROGRAMS/FUNDS	1%	1% +	0% -	**0%** ----	**5%** ++++	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	1%	1%	0%	2%	1%	**2%** ++	**1%** --	1%	1%	1%	1%	2%	2%	1%	1%
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	2%	2%	4% +	2%	2%	3%	2%	2%	2%	2%	1% -	**3%** ++	1%	**3%** ++	2%
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	3%	3%	5%	3%	2%	3%	3%	3%	4%	3%	3%	4%	3%	4%	3%
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTED INCOME	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
PENSIONS (GENERAL MENTION)	4%	5%	3%	5%	4%	3%	5% +	4%	5%	4%	4%	5%	4%	5%	5%
HEARING IMPAIRED PROGRAMS/SUPPORTS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VETERAN'S INDEPENDENT PROGRAM (VIP)	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%
VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	1%	**2%** ++	0% -	**1%** --	**3%** +++	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +	0% -	0%	0%	0%	0%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	**2%** ++
EDUCATION/TRAINING/RETRAINING	2%	2%	2%	2% +	1%	3% +	2% -	**3%** ++	**1%** --	2%	3%	2%	2%	2%	2%
CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	1%	1%	1%	1%	1%	1% +	1% -	1%	0%	0% -	1%	1%	0%	1%	1%

TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT	1%	1%	1%	1% -	1%	1%	1%	1%	1%	0%	0%	1% ++	0%	1%
COUNSELLING SERVICES (GENERAL MENTION)	0%	0%	0%	0% -	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%
CANNABIS/MEDICAL CANNABIS PRROGRAM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% ++	0%	0%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	1%	1%	1%	1%	1%	1%	1%	1% --	2% +	1%	1%	1%	2% ++	1%
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DVA, DEPARTMENTS/MINISTIES/OFFICES, UNSPECIFIED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% ++	0%
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	0%	0%	1%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%
EMPLOYMENT SERVICES, JOB PLACEMENT	1%	1%	1%	1%	0%	1% +	1% -	1% +	0%	0% -	1%	1%	1%	1%
HOME CARE, PERSONAL HOME CARE SERVICES	2%	2%	1%	2%	1%	1% -	2% ++	1% ----	3% ++++	2%	2%	2%	2%	1%
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	1%	1%	0%	1% ++	0%	1%	1%	1% -	1% +	1%	1%	1%	1%	1%
REHABILITATION	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
EMERGENCY FUNDS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% ++	0%	0%	0%	0%
LONG TERM CARE, RETIREMENT CARE	1%	1%	0%	1%	0%	0%	1% +	1%	1%	0%	1%	1%	0%	1%
SERVICE ANIMALS/DOGS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%
LACK OF SERVICES/SUPPORT	2%	2% --	5% ++	3% ++	1% ---	1% --	3% +	2%	3%	1% --	3% ++	2%	2%	3%
INVICTUS GAMES	0%	0%	0%	0%	0%	0%	0%	0% -	0% +	0%	0%	0%	0%	0%
VETERAN'S LAND ACT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	0%	0%	0%	0%	0%	0% +	0% -	0%	0%	0%	0%	0%	0% +	0%
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	1%	1%	1%	0% ---	1% ++	1%	0%	1%	1%	0%	1%	1%	1%	0%
LUMP SUM PAYMENT FOR INJURIES/DISABILITY/SERVICE	0%	0%	0%	1% +	0%	1%	0%	0%	0%	0%	1%	0%	0%	1% +
ADVOCACY FOR NAVIGATION SERVICES/OBTAINING RIGHTS AND COMPENSATION FOR SERVICE	0%	0%	0%	0%	1% +++	1% ++	0% --	0%	0%	0%	0%	0%	0%	0%
OTHER	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGRAMS	39%	40%	38%	40%	37%	41%	39%	41%	38%	38%	41%	39%	38%	40%	43%
Prefer not to say	29%	29%	30%	29%	32%	31%	28%	31%	26%	35%	28%	27%	33%	27%	26%
Chi2:	-	-	-	(99.9)		(99)		(99.9)		-			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

Can you name any Veterans Affairs Canada programs you may have heard of?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q1B												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	6%	9%	6% -	5% -	7%	7%	2% --	5%	7% ++	6%	5%	7%
POPPY CAMPAIGN	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%	1%
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	1%	2%	1%	1%	1%	2% +	1%	1%	2%	0%	1%	2%
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	5%	7%	5%	6%	5%	5%	6%	4%	6%	6%	3%	6%
WAR AMPS PROGRAMS/FUNDS	1%	2%	1%	2% ++	1%	1% -	3% ++	1%	1%	2%	2%	1%
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	1%	0%	2%	2%	1%	1%	1%	2%	1%	2%	0%	1%
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	2%	2%	2%	2%	2%	2%	2%	2%	2%	5% ++	1%	2%
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	3%	8% ++++	3% -	3%	3%	3%	3%	2%	3%	3%	2%	3%
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTED INCOME	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
PENSIONS (GENERAL MENTION)	4%	5%	4%	5%	3%	5%	4%	4%	5%	4%	2%	5% +
HEARING IMPAIRED PROGRAMS/SUPPORTS	0%	0%	0%	0%	1% ++	0%	1%	0%	0%	0%	0%	0%
VETERAN'S INDEPENDENT PROGRAM (VIP)	1%	2%	0%	0% --	1%	1%	1%	1%	1%	0%	1%	1%
VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	1%	1%	2%	3% ++	1%	1%	1%	2%	1%	6% ++++	1%	1%
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	0%	0%	0% +	0%	1% +	0%	0%	0%	0%	0%	0%	0%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	1%	1%	1%	1%	0% -	1%	0%	0% --	1% +++	1%	0%	1%
EDUCATION/TRAINING/RETRAINING	2%	3%	2%	2%	2%	2%	3%	1% -	2%	1%	1%	2%
CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	1%	2%	1%	0%	1% ++	1%	0%	1%	1%	0%	1%	1%

TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT	1%	3% ++++	0% -	1%	0%	1%	1%	0%	1%	1%	0%	1%
COUNSELLING SERVICES (GENERAL MENTION)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CANNABIS/MEDICAL CANNABIS PRROGRAM	0%	0%	**0%** ---	0%	0%	0%	0%	**1%** ++	**0%** --	0%	1%	0%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	1%	1%	1%	0%	**0%** --	**2%** ++++	1%	0%	1% +	0%	0%	**1%** ++
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DVA, DEPARTMENTS/MINISTIES/OFFICES, UNSPECIFIED	0%	1%	0% -	0%	1%	0%	0%	0%	0%	0%	0%	0%
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	2%	2%	2%	2%	2%	2%	**4%** +++	1%	2%	3%	1%	2%
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
EMPLOYMENT SERVICES, JOB PLACEMENT	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
HOME CARE, PERSONAL HOME CARE SERVICES	2%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	1%	2%	**0%** --	0%	1%	1%	1%	0%	1%	0%	0%	1% +
REHABILITATION	1%	2%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%
EMERGENCY FUNDS	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +	0%	0%
LONG TERM CARE, RETIREMENT CARE	1%	0%	1%	0%	0%	**1%** +++	0%	1%	1%	0%	0%	1%
SERVICE ANIMALS/DOGS	0%	0%	0%	**0%** +++	0%	0%	0%	0%	0%	0%	0%	0%
LACK OF SERVICES/SUPPORT	2%	3%	2%	3%	2%	2%	2%	1% -	3% +	2%	**0%** --	**3%** ++
INVICTUS GAMES	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VETERAN'S LAND ACT	0%	0%	0%	0%	0% +	0%	0%	0% +	0%	0%	0%	0%
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	**0%** +++	**0%** --
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	1%	1%	**1%** ++	0%	1% +	0%	1%	**2%** +++	**0%** ---	0%	2% +	1%
LUMP SUM PAYMENT FOR INJURIES/DISABILITY/SERVICE	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%
ADVOCACY FOR NAVIGATION SERVICES/OBTAINING RIGHTS AND COMPENSATION FOR SERVICE	0%	1%	0%	0%	0%	0%	**1%** ++++	0%	0%	**1%** ++	1%	**0%** --
OTHER	1%	3% +	1%	1%	1%	1%	1%	0% -	**1%** ++	1%	1%	1%

DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGRAMS	39%	31%	42%	43%	37%	39%	42%	43%	39%	42%	39%	39%
Prefer not to say	29%	27%	29%	27%	33%	28%	31%	32%	28%	25%	40%	28%
Chi2:	-	(99)		(90)			(95)			(90)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

Career Transition Services

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2A **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	4%	6%	5%	3%	4%	4%	3%	4%	4%	5% ++	6% ++	2% -	2% -	3%
MODERATELY IMPORTANT (3)	13%	19% +	17% ++	11% ---	16%	11%	14%	14%	13%	15%	14%	12%	13%	12%
QUITE IMPORTANT (4-5)	81%	74% --	76% ---	85% +++	79%	84%	82%	81%	82%	78% --	78% -	83%	84% +	84% +
1 Not at all important	1%	2%	2%	1%	0%	1%	1%	1%	1%	2%	1%	1%	0%	1%
2	3%	4%	3%	3%	4%	4%	2%	3%	3%	4%	5%	1%	2%	2%
3	13%	19%	17%	11%	16%	11%	14%	14%	13%	15%	14%	12%	13%	12%
4	31%	25%	29%	32%	26%	34%	33%	32%	30%	36%	27%	32%	28%	28%
5 Very important	50%	50%	47%	53%	53%	50%	49%	48%	52%	42%	51%	51%	56%	56%
Prefer not to say	1%	1%	2%	1%	1%	0%	1%	2%	1%	2%	2%	2%	1%	1%
Chi2:	-	95						-		95				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.28	4.16	4.20	4.35	4.30	4.29	4.28	4.26	4.31	4.14	4.23	4.34	4.40	4.38
Standard Deviation:	0.88	1.02	0.95	0.83	0.87	0.87	0.85	0.89	0.87	0.94	0.96	0.82	0.80	0.83
Student's T:	*	-	95	99	-	-	-	-	-	99.9	-	-	99	99

Career Transition Services

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2A **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	4%	4%	4%	4%	6% +	5%	3%	4%	4%	3%	4%	4%	5%	3%	4%
MODERATELY IMPORTANT (3)	13%	13%	13%	12% --	15%	17% ++	12% --	13%	15%	14%	13%	13%	14%	13%	13%
QUITE IMPORTANT (4-5)	81%	81%	82%	83% +++	77% ---	78% --	83% ++	82%	81%	81%	82%	82%	79%	84%	82%
1 Not at all important	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	3%	3%	3%	3%	4%	4%	3%	3%	2%	3%	3%	3%	4%	2%	3%
3	13%	13%	13%	12%	15%	17%	12%	13%	15%	14%	13%	13%	14%	13%	13%
4	31%	31%	29%	31%	31%	31%	31%	31%	31%	29%	29%	34%	32%	32%	29%
5 Very important	50%	50%	53%	52%	46%	47%	51%	51%	50%	52%	53%	48%	47%	51%	53%
Prefer not to say	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%
Chi2:	-	-	-	95		95		-		-			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.28	4.28	4.32	**4.31**	**4.18**	**4.19**	**4.32**	4.29	4.27	4.31	4.30	4.25	**4.22**	4.32	4.31
Standard Deviation:	0.882	0.881	0.899	0.861	0.955	0.935	0.855	0.878	0.885	0.866	0.895	0.878	0.912	0.839	0.895
Student's T:	*	-	-	95	95	99	99	-	-	-	-	-	95	-	-

Career Transition Services

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2A **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	4%	4%	4%	**10%** ++++	**3%**	**2%** ----	**17%** ++++	**5%**	**2%** ----	**26%** ++++	**9%** ++++	**2%** ----
MODERATELY IMPORTANT (3)	13%	13%	13%	**17%** +++	**20%** ++++	**8%** ----	**19%** ++	**24%** ++++	**10%** ----	**22%** ++	**31%** ++++	**11%** ----
QUITE IMPORTANT (4-5)	81%	83%	81%	**71%** ----	**75%** ----	**89%** ++++	**62%** ----	**69%** ----	**87%** ++++	**49%** ----	**57%** ----	**87%** ++++
1 Not at all important	1%	1%	2%	3%	0%	0%	9%	0%	0%	10%	2%	0%
2	3%	3%	3%	6%	3%	1%	8%	5%	2%	16%	6%	2%
3	13%	13%	13%	17%	20%	8%	19%	24%	10%	22%	31%	11%
4	31%	30%	31%	32%	34%	29%	31%	33%	30%	24%	39%	31%
5 Very important	50%	53%	50%	39%	42%	60%	31%	36%	57%	26%	18%	56%
Prefer not to say	1%	0%	1%	2%	1%	1%	2%	1%	1%	3%	3%	1%
Chi2:	-	-		99.9			99.9			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.28	4.30	4.27	**3.98**	**4.15**	**4.49**	**3.69**	**4.01**	**4.43**	**3.41**	**3.66**	**4.42**
Standard Deviation:	0.88	0.90	0.91	1.07	0.87	0.72	1.25	0.92	0.76	1.31	0.94	0.77
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Financial benefits such as providing benefits to replace loss of earnings, benefits for severe physical and/or mental impairments and additional retirement benefits

Q2B For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	3%	3%	**5%** +++	2% -	1%	3%	4%	**5%** ++++	**1%** ----	**5%** +++	5% +	**1%** --	**1%** --	3%
MODERATELY IMPORTANT (3)	8%	7%	**11%** ++	7%	9%	7%	7%	9%	7%	**14%** ++++	7%	7%	**3%** ----	**5%** --
QUITE IMPORTANT (4-5)	87%	89%	**82%** ----	**90%** +++	86%	89%	87%	**84%** ----	**90%** ++++	**79%** ----	86%	**91%** ++	**93%** ++++	**91%** +++
1 Not at all important	1%	2%	2%	1%	1%	1%	0%	2%	0%	1%	1%	1%	0%	1%
2	2%	1%	4%	2%	1%	1%	3%	3%	1%	3%	3%	1%	1%	2%
3	8%	7%	11%	7%	9%	7%	7%	9%	7%	14%	7%	7%	3%	5%
4	24%	20%	27%	24%	27%	23%	21%	25%	23%	30%	25%	22%	21%	20%
5 Very important	63%	69%	55%	66%	59%	66%	67%	60%	67%	49%	61%	69%	72%	71%
Prefer not to say	2%	1%	2%	1%	4%	1%	2%	2%	1%	2%	2%	1%	2%	1%
Chi2:	-	(90)						99.9		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.49	4.56	**4.32**	**4.54**	4.48	4.53	4.53	**4.40**	**4.57**	**4.24**	4.44	**4.60**	**4.67**	**4.61**
Standard Deviation:	0.814	0.815	0.929	0.748	0.755	0.801	0.797	0.912	0.699	0.927	0.884	0.693	0.643	0.741
Student's T:	*	-	99.9	95	-	-	-	99.9	99.9	99.9	-	99	99.9	99.9

Financial benefits such as providing benefits to replace loss of earnings, benefits for severe physical and/or mental impairments and additional retirement benefits

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2B For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	3%	3%	5% +	3% --	5% ++	3%	3%	3%	2%	2% -	3%	4%	3%	3%	4%
MODERATELY IMPORTANT (3)	8%	8%	6%	7% ---	11% ++	9%	8%	9%	7% -	5% ---	8%	9% +	9%	8%	8%
QUITE IMPORTANT (4-5)	87%	87%	87%	89% ++++	82% ----	87%	87%	86% -	89% ++	91% ++	88%	85% --	87%	88%	87%
1 Not at all important	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	0%	2%
2	2%	2%	4%	2%	3%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%
3	8%	8%	6%	7%	11%	9%	8%	9%	7%	5%	8%	9%	9%	8%	8%
4	24%	24%	20%	22%	28%	26%	23%	27%	21%	20%	24%	26%	24%	26%	24%
5 Very important	63%	63%	67%	67%	54%	60%	65%	59%	68%	70%	64%	59%	63%	62%	64%
Prefer not to say	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%
Chi2:	-	-	-	99.9		-		-		95			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.49	4.49	4.50	4.55	4.32	4.44	4.51	4.43	4.57	4.62	4.49	4.41	4.49	4.49	4.47
Standard Deviation:	0.814	0.807	0.877	0.776	0.922	0.836	0.799	0.845	0.751	0.705	0.794	0.868	0.800	0.774	0.866
Student's T:	*	-	-	99.9	99.9	-	95	99.9	99.9	99.9	-	99.9	-	-	-

Financial benefits such as providing benefits to replace loss of earnings, benefits for severe physical and/or mental impairments and additional retirement benefits												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2B For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	3%	3%	4% ++	9% ++++	3%	1% ----	16% ++++	5% ++	1% ----	25% ++++	9% ++++	1% ----
MODERATELY IMPORTANT (3)	8%	13% ++	8%	15% ++++	10% +	4% ----	14% +++	18% ++++	4% ----	25% ++++	27% ++++	5% ----
QUITE IMPORTANT (4-5)	87%	83%	86%	75% ----	86%	94% ++++	66% ----	75% ----	93% ++++	46% ----	60% ----	93% ++++
1 Not at all important	1%	1%	1%	3%	0%	0%	7%	1%	0%	10%	2%	0%
2	2%	2%	3%	6%	2%	1%	10%	4%	1%	14%	7%	1%
3	8%	13%	8%	15%	10%	4%	14%	18%	4%	25%	27%	5%
4	24%	19%	24%	28%	31%	19%	26%	30%	22%	16%	39%	23%
5 Very important	63%	64%	63%	47%	54%	75%	40%	45%	71%	31%	21%	71%
Prefer not to say	2%	1%	2%	2%	2%	1%	3%	2%	1%	4%	4%	1%
Chi2:	-	-		99.9			99.9			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.49	4.45	4.47	4.12	4.40	4.70	3.86	4.16	4.66	3.44	3.73	4.64
Standard Deviation:	0.81	0.85	0.85	1.06	0.78	0.59	1.25	0.93	0.62	1.36	0.95	0.63
Student's T:	*	-	-	99.9	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Group health insurance and other health benefits

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2C **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	3%	3%	6% ++++	2% -	2%	3%	3%	4% ++	2% --	5% ++	4%	2%	1% -	3% --
MODERATELY IMPORTANT (3)	10%	6%	13% ++	9%	11%	11%	9%	10%	10%	16% ++++	11%	8% -	5% ----	7% --
QUITE IMPORTANT (4-5)	85%	91% +	79% ----	88% ++	83%	86%	86%	84%	86%	77% ----	83%	89% ++	92% ++++	88% +
1 Not at all important	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
2	2%	2%	4%	2%	1%	2%	2%	3%	2%	3%	3%	1%	0%	3%
3	10%	6%	13%	9%	11%	11%	9%	10%	10%	16%	11%	8%	5%	7%
4	26%	21%	29%	26%	28%	24%	22%	27%	24%	31%	26%	28%	22%	19%
5 Very important	59%	70%	50%	62%	55%	62%	64%	57%	62%	46%	57%	61%	70%	69%
Prefer not to say	2%	1%	3%	1%	3%	1%	2%	2%	1%	2%	2%	2%	1%	1%
Chi2:	-	(95)						95		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.43	4.58	4.25	4.48	4.39	4.46	4.49	4.38	4.47	4.19	4.37	4.50	4.62	4.55
Standard Deviation:	0.845	0.762	0.966	0.785	0.839	0.815	0.820	0.892	0.796	0.931	0.895	0.737	0.697	0.814
Student's T:	*	95	99.9	95	-	-	-	95	95	99.9	-	95	99.9	99.9

Group health insurance and other health benefits

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2C **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	3%	3%	4%	**3%** ---	**6%** ++++	4%	3%	3%	3%	2%	**2%** --	**4%** +++	4%	3%	4%
MODERATELY IMPORTANT (3)	10%	10%	11%	**9%** --	**13%** ++	**13%** ++	**9%** --	**11%** ++	**8%** --	**8%** --	10%	11%	10%	11%	10%
QUITE IMPORTANT (4-5)	85%	85%	83%	**87%** ++++	**78%** ----	83%	**86%** +	84%	86%	**88%** +	87%	**83%** --	84%	85%	86%
1 Not at all important	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
2	2%	2%	3%	2%	4%	3%	2%	2%	2%	1%	2%	3%	3%	2%	3%
3	10%	10%	11%	9%	13%	13%	9%	11%	8%	8%	10%	11%	10%	11%	10%
4	26%	26%	25%	24%	29%	30%	24%	28%	23%	24%	24%	28%	24%	25%	28%
5 Very important	59%	60%	59%	63%	49%	53%	62%	57%	63%	64%	63%	54%	60%	61%	57%
Prefer not to say	2%	2%	1%	1%	3%	0%	2%	1%	2%	2%	1%	2%	2%	1%	1%
Chi2:	-	-	-	99.9		95		90		95			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.43	4.43	4.40	**4.49**	**4.23**	**4.32**	**4.47**	**4.39**	**4.48**	**4.51**	**4.49**	**4.33**	4.43	4.44	4.39
Standard Deviation:	0.845	0.842	0.873	0.802	0.966	0.881	0.820	0.838	0.842	0.797	0.780	0.901	0.866	0.825	0.851
Student's T:	*	-	-	99.9	99.9	99	99.9	95	95	99	95	99.9	-	-	-

Group health insurance and other health benefits

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2C For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	3%	2%	4% ++	10% ++++	2% --	1% ----	17% ++++	4%	1% ----	25% ++++	8% ++++	1% ----
MODERATELY IMPORTANT (3)	10%	12%	10%	16% ++++	14% +++	5% ----	19% ++++	20% ++++	6% ----	20% ++++	33% ++++	6% ----
QUITE IMPORTANT (4-5)	85%	85%	85%	72% ----	83% -	93% ++++	60% ----	74% ----	91% ++++	52% ----	55% ----	91% ++++
1 Not at all important	1%	1%	2%	4%	0%	0%	8%	1%	0%	12%	2%	0%
2	2%	1%	2%	6%	1%	1%	9%	3%	1%	13%	6%	1%
3	10%	12%	10%	16%	14%	5%	19%	20%	6%	20%	33%	6%
4	26%	26%	25%	27%	31%	22%	21%	33%	24%	25%	31%	25%
5 Very important	59%	59%	60%	45%	52%	71%	38%	41%	68%	27%	24%	66%
Prefer not to say	2%	1%	2%	2%	2%	1%	4%	2%	1%	3%	4%	1%
Chi2:	-	-		99.9			99.9			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.43	4.43	4.41	4.06	4.35	4.64	3.76	4.12	4.60	3.43	3.72	4.58
Standard Deviation:	0.84	0.79	0.88	1.11	0.79	0.64	1.30	0.92	0.68	1.37	0.97	0.68
Student's T:	*	-	-	99.9	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Disability benefits

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2D **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	1%	0%	**3%** ++++	1% -	2%	1%	1%	**2%** ++++	**1%** ----	2% +	2%	1%	1%	1%
MODERATELY IMPORTANT (3)	6%	7%	7%	5%	5%	5%	5%	5%	6%	**11%** ++++	4%	4%	**2%** ---	**3%** --
QUITE IMPORTANT (4-5)	92%	93%	**87%** ----	93% +	91%	93%	93%	**90%** --	93% +	85% ----	92%	**94%** ++	**96%** +++	**94%** ++
1 Not at all important	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
2	1%	0%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	0%	1%
3	6%	7%	7%	5%	5%	5%	5%	5%	6%	11%	4%	4%	2%	3%
4	18%	17%	23%	15%	16%	20%	19%	19%	17%	26%	19%	15%	13%	14%
5 Very important	74%	76%	64%	79%	75%	73%	74%	71%	76%	59%	73%	79%	83%	81%
Prefer not to say	1%	1%	2%	1%	2%	0%	1%	2%	1%	1%	2%	1%	1%	1%
Chi2:	-	(95)						99		(99.9)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.65	4.69	**4.50**	**4.72**	4.67	4.66	4.69	**4.61**	**4.69**	4.43	4.65	**4.74**	**4.80**	**4.76**
Standard Deviation:	0.676	0.591	0.820	0.621	0.674	0.623	0.607	0.744	0.604	0.794	0.711	0.585	0.521	0.588
Student's T:	*	-	99.9	99.9	-	-	-	99	99	99.9	-	99	99.9	99.9

Disability benefits

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	**No**	**English**	**French**	**Yes**	**No**	**Yes**	**No**	**HS**	**Coll**	**Univ**	**<$60K**	**$60K-$100K**	**$100K+**
Q2D **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	1%	1%	2%	**1%** ---	**3%** ++++	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%
MODERATELY IMPORTANT (3)	6%	6%	5%	**5%** --	**8%** ++	7%	5%	6% +	4% -	4%	5%	7%	6%	5%	5%
QUITE IMPORTANT (4-5)	92%	92%	92%	**93%** ++++	**87%** ----	92%	92%	91%	93%	94% +	92%	90% -	91%	92%	92%
1 Not at all important	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%
2	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	6%	6%	5%	5%	8%	7%	5%	6%	4%	4%	5%	7%	6%	5%	5%
4	18%	18%	17%	16%	24%	21%	17%	20%	16%	15%	19%	19%	18%	19%	18%
5 Very important	74%	74%	75%	77%	63%	70%	75%	71%	77%	79%	73%	71%	73%	73%	74%
Prefer not to say	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Chi2:	-	-	-	99.9		-		-		-			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.65	4.66	4.65	**4.70**	**4.49**	4.61	**4.67**	**4.62**	**4.70**	**4.72**	4.66	**4.61**	4.64	4.66	4.65
Standard Deviation:	0.676	0.663	0.742	0.619	0.828	0.685	0.662	0.684	0.653	0.621	0.636	0.723	0.685	0.656	0.696
Student's T:	*	-	-	99.9	99.9	90	95	95	95	99	-	95	-	-	-

Disability benefits

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2D **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	1%	1%	2%	**4%** ++++	**1%**	**0%** ----	**10%** ++++	**2%**	**0%** ----	**17%** ++++	**4%** ++++	**0%** ----
MODERATELY IMPORTANT (3)	6%	9% +	5%	**9%** ++++	**9%** ++++	**2%** ----	**12%** ++++	**13%** ++++	**3%** ----	**14%** ++++	**25%** ++++	**3%** ----
QUITE IMPORTANT (4-5)	92%	90%	92%	**84%** ----	**89%** --	**97%** ++++	**75%** ----	**84%** ----	**96%** ++++	**66%** ----	**67%** ----	**96%** ++++
1 Not at all important	0%	1%	1%	1%	0%	0%	3%	0%	0%	5%	0%	0%
2	1%	1%	1%	3%	1%	0%	7%	2%	0%	12%	4%	0%
3	6%	9%	5%	9%	9%	2%	12%	13%	3%	14%	25%	3%
4	18%	21%	18%	24%	24%	13%	22%	26%	16%	22%	31%	16%
5 Very important	74%	69%	74%	60%	66%	84%	53%	59%	81%	45%	36%	80%
Prefer not to say	1%	0%	2%	2%	1%	1%	2%	1%	1%	3%	3%	1%
Chi2:	-	-		99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.65	4.57	4.66	4.42	4.55	4.81	4.18	4.41	4.78	3.91	4.02	4.78
Standard Deviation:	0.68	0.74	0.68	0.88	0.71	0.48	1.10	0.81	0.49	1.26	0.92	0.49
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Mental health support

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2E **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	1%	1%	1%	1%	0%	0%	0%	**1%** ++	**0%** --	1%	1%	1%	1%	0%
MODERATELY IMPORTANT (3)	4%	3%	5%	4%	4%	4%	3%	**5%** ++	**3%** --	**7%** ++++	4%	**2%** --	**2%** ---	4%
QUITE IMPORTANT (4-5)	94%	95%	**92%** --	94%	96%	95%	96%	**92%** ----	**96%** ++++	**90%** ----	93%	**97%** ++	**97%** ++	95%
1 Not at all important	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
2	1%	1%	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%
3	4%	3%	5%	4%	4%	4%	3%	5%	3%	7%	4%	2%	2%	4%
4	14%	12%	17%	13%	14%	18%	14%	18%	11%	19%	13%	13%	14%	11%
5 Very important	80%	84%	75%	81%	82%	78%	82%	75%	84%	71%	81%	84%	83%	84%
Prefer not to say	1%	1%	2%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%
Chi2:	-	-						99		(99)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.74	4.79	**4.68**	4.74	4.78	4.73	4.78	**4.67**	**4.81**	**4.61**	4.75	**4.81**	**4.79**	**4.79**
Standard Deviation:	0.596	0.534	0.673	0.613	0.496	0.549	0.513	0.670	0.505	0.705	0.615	0.497	0.521	0.536
Student's T:	*	-	95	-	-	-	-	99.9	99.9	99.9	-	99	95	95

Mental health support

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2E **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
MODERATELY IMPORTANT (3)	4%	4%	5%	4% --	5%	4%	4%	4%	4%	4%	4%	4%	5%	5%	2% --
QUITE IMPORTANT (4-5)	94%	94% +	92%	95% +++	91% ---	95%	94%	94%	94%	94%	95%	94%	93%	94%	96% ++
1 Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%
2	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	4%	4%	5%	4%	5%	4%	4%	4%	4%	4%	4%	4%	5%	5%	2%
4	14%	14%	15%	13%	17%	19%	13%	16%	13%	14%	14%	15%	15%	13%	15%
5 Very important	80%	80%	77%	82%	74%	76%	81%	79%	81%	79%	81%	78%	78%	81%	81%
Prefer not to say	1%	1%	1%	0%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Chi2:	-	-	-	-		-		-		-			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.74	4.74	4.68	4.76	4.67	4.70	4.76	4.73	4.75	4.73	4.77	4.72	4.72	4.75	4.76
Standard Deviation:	0.596	0.586	0.683	0.573	0.662	0.587	0.590	0.592	0.597	0.612	0.531	0.633	0.624	0.568	0.576
Student's T:	*	-	-	99	95	-	90	-	-	-	95	-	-	-	-

Mental health support

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2E **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	1%	1%	1%	3% ++++	0%	0% --	4% ++++	2% ++	0% ----	7% ++++	2% ++	0% ----
MODERATELY IMPORTANT (3)	4%	8% +++	4%	6% +++	7% ++++	2% ----	10% ++++	10% ++++	2% ----	17% ++++	15% ++++	2% ----
QUITE IMPORTANT (4-5)	94%	91% --	94%	90% ----	91% ---	97% ++++	84% ----	86% ----	98% ++++	74% ----	79% ----	97% ++++
1 Not at all important	0%	0%	1%	1%	0%	0%	3%	0%	0%	4%	1%	0%
2	1%	1%	1%	1%	0%	0%	2%	2%	0%	3%	2%	0%
3	4%	8%	4%	6%	7%	2%	10%	10%	2%	17%	15%	2%
4	14%	18%	14%	20%	18%	10%	22%	19%	12%	23%	31%	12%
5 Very important	80%	73%	80%	70%	73%	87%	62%	68%	85%	51%	49%	86%
Prefer not to say	1%	1%	1%	1%	1%	0%	2%	1%	0%	2%	3%	0%
Chi2:	-	(95)		(99.9)			(99.9)			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.74	4.64	4.74	4.58	4.66	4.85	4.41	4.54	4.84	4.16	4.29	4.83
Standard Deviation:	0.60	0.66	0.62	0.77	0.63	0.45	0.94	0.77	0.44	1.08	0.84	0.46
Student's T:	*	95	-	99.9	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Rehabilitation services, including medical, psychosocial and vocational family support

Q2F For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	1%	0%	3% +++	0% ---	2%	2%	1%	2%	1%	2%	2%	1%	1%	1%
MODERATELY IMPORTANT (3)	6%	4%	8% +	6%	6%	5%	4%	7% ++	5% --	12% ++++	4%	3% --	4% --	3% ---
QUITE IMPORTANT (4-5)	91%	95%	87% ----	93% ++	90%	92%	93%	89% ---	93% +++	85% ----	92%	95% ++	94% +	95% +++
1 Not at all important	0%	0%	1%	0%	2%	0%	0%	1%	0%	1%	0%	0%	1%	0%
2	1%	0%	2%	0%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%
3	6%	4%	8%	6%	6%	5%	4%	7%	5%	12%	4%	3%	4%	3%
4	18%	18%	21%	17%	12%	18%	19%	20%	16%	24%	21%	16%	13%	14%
5 Very important	73%	77%	65%	76%	78%	74%	74%	70%	77%	61%	71%	78%	80%	81%
Prefer not to say	1%	1%	3%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%
Chi2:	-	(95)						95		(99.9)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.65	4.74	4.52	4.70	4.68	4.66	4.68	4.59	4.71	4.47	4.63	4.74	4.74	4.76
Standard Deviation:	0.676	0.529	0.810	0.608	0.759	0.678	0.613	0.737	0.612	0.785	0.687	0.576	0.630	0.572
Student's T:	*	90	99.9	95	-	-	-	99.9	99.9	99.9	-	99	99	99.9

Rehabilitation services, including medical, psychosocial and vocational family support

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2F **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	1%	1%	2%	**1%** --	**3%** ++++	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%
MODERATELY IMPORTANT (3)	6%	6%	5%	**5%** ---	**8%** ++	7%	5%	6%	5%	6%	6%	6%	7%	6%	5%
QUITE IMPORTANT (4-5)	91%	92%	91%	**93%** ++++	**87%** ----	91%	92%	91%	92%	91%	92%	91%	91%	91%	92%
1 Not at all important	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
2	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	6%	6%	5%	5%	8%	7%	5%	6%	5%	6%	6%	6%	7%	6%	5%
4	18%	18%	19%	17%	21%	19%	18%	20%	15%	15%	18%	20%	19%	16%	18%
5 Very important	73%	74%	72%	76%	65%	71%	74%	71%	77%	76%	74%	72%	72%	75%	74%
Prefer not to say	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
Chi2:	-	-	-	99.9		-		-		-			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.65	4.66	4.62	**4.70**	**4.51**	4.61	**4.67**	4.63	4.69	4.67	4.67	4.63	4.64	4.68	4.65
Standard Deviation:	0.676	0.669	0.740	0.629	0.822	0.717	0.650	0.672	0.672	0.677	0.635	0.702	0.657	0.654	0.711
Student's T:	*	-	-	99.9	99.9	90	95	-	90	-	-	-	-	-	-

Rehabilitation services, including medical, psychosocial and vocational family support

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2F **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	1%	2%	1%	**4%** ++++	1%	**0%** ----	**8%** ++++	**2%** ++	**0%** ----	**13%** ++++	**3%** ++	**0%** ----
MODERATELY IMPORTANT (3)	6%	8%	6%	**9%** ++++	**11%** ++++	**2%** ----	**11%** +++	**15%** ++++	**3%** ----	**18%** ++++	**26%** ++++	**3%** ----
QUITE IMPORTANT (4-5)	91%	87% -	91%	**84%** ----	**87%** ----	**97%** ++++	**77%** ----	**82%** ----	**96%** ++++	**67%** ----	**67%** ----	**96%** ++++
1 Not at all important	0%	0%	1%	2%	0%	0%	4%	1%	0%	7%	0%	0%
2	1%	2%	1%	3%	0%	0%	4%	2%	0%	6%	3%	0%
3	6%	8%	6%	9%	11%	2%	11%	15%	3%	18%	26%	3%
4	18%	20%	18%	25%	19%	14%	23%	24%	16%	25%	32%	16%
5 Very important	73%	67%	73%	59%	68%	83%	54%	58%	80%	42%	35%	80%
Prefer not to say	1%	3%	1%	2%	1%	1%	4%	1%	1%	2%	4%	1%
Chi2:	-	-		99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.65	4.57	4.65	**4.40**	**4.56**	**4.81**	**4.24**	**4.38**	**4.78**	**3.92**	**4.03**	**4.77**
Standard Deviation:	0.68	0.73	0.69	0.90	0.72	0.46	1.07	0.85	0.50	1.22	0.88	0.51
Student's T:	*	-	-	99.9	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Veterans Independence Program which is a national home care program that helps Veterans remain healthy and independent in their own homes or communities

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2G For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	4%	4%	**8%** ++++	**3%** --	3%	4%	3%	**5%** ++	**3%** --	**8%** ++++	5%	**2%** --	3%	**2%** --
MODERATELY IMPORTANT (3)	12%	11%	14%	10% -	13%	14%	11%	11%	12%	**17%** ++++	14% +	11%	**6%** ----	**8%** ---
QUITE IMPORTANT (4-5)	82%	84%	**75%** ----	**86%** +++	83%	81%	84%	82%	83%	**73%** ----	**78%** --	85% +	**90%** ++++	**89%** ++++
1 Not at all important	1%	2%	3%	0%	1%	2%	1%	2%	1%	2%	2%	1%	0%	1%
2	3%	2%	5%	3%	2%	3%	2%	4%	2%	6%	3%	1%	3%	2%
3	12%	11%	14%	10%	13%	14%	11%	11%	12%	17%	14%	11%	6%	8%
4	27%	21%	30%	27%	29%	23%	29%	31%	25%	32%	28%	27%	25%	23%
5 Very important	55%	63%	45%	58%	54%	58%	56%	51%	59%	40%	49%	59%	65%	66%
Prefer not to say	2%	1%	3%	1%	2%	1%	2%	2%	1%	3%	3%	1%	1%	0%
Chi2:	-	99						90		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.34	4.42	**4.14**	**4.43**	4.36	4.34	4.38	**4.28**	**4.40**	**4.07**	**4.23**	**4.43**	**4.53**	**4.53**
Standard Deviation:	0.90	0.93	1.03	0.80	0.83	0.94	0.84	0.93	0.86	1.00	0.96	0.82	0.76	0.77
Student's T:	*	-	99.9	99.9	-	-	-	99	99	99.9	95	95	99.9	99.9

Veterans Independence Program which is a national home care program that helps Veterans remain healthy and independent in their own homes or communities

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2G **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	4%	4%	4%	3% ----	8% ++++	6% ++	4% --	5%	4%	3% -	5%	5%	4%	4%	5%
MODERATELY IMPORTANT (3)	12%	12%	10%	10% ---	15% ++	16% ++++	10% ----	13% ++	10% --	7% ---	11%	14% +++	10%	13%	12%
QUITE IMPORTANT (4-5)	82%	82%	84%	85% ++++	75% ----	76% ----	85% ++++	80% ---	86% ++++	89% ++++	83%	79% ----	84%	81%	81%
1 Not at all important	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%
2	3%	3%	3%	2%	6%	4%	3%	3%	2%	2%	3%	3%	3%	3%	3%
3	12%	12%	10%	10%	15%	16%	10%	13%	10%	7%	11%	14%	10%	13%	12%
4	27%	27%	30%	27%	30%	32%	26%	30%	25%	24%	26%	31%	27%	27%	29%
5 Very important	55%	55%	54%	58%	45%	45%	59%	51%	61%	65%	57%	48%	57%	54%	52%
Prefer not to say	2%	2%	1%	1%	3%	2%	2%	2%	1%	1%	1%	2%	2%	2%	1%
Chi2:	-	-	-	99.9		99.9		95		99			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.34	4.34	4.34	4.41	4.12	4.16	4.41	4.27	4.43	4.51	4.36	4.23	4.38	4.33	4.28
Standard Deviation:	0.90	0.90	0.87	0.85	1.03	0.96	0.86	0.91	0.85	0.78	0.90	0.93	0.87	0.88	0.93
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	-	99.9	-	-	90

Veterans Independence Program which is a national home care program that helps Veterans remain healthy and independent in their own homes or communities												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2G For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	4%	2%	5% ++	12% ++++	2% ---	2% ----	21% ++++	6% ++	2% ----	25% ++++	13% ++++	2% ----
MODERATELY IMPORTANT (3)	12%	11%	12%	17% ++++	17% ++++	7% ----	20% ++++	23% ++++	7% ----	21% +++	34% ++++	8% ----
QUITE IMPORTANT (4-5)	82%	85%	81% --	68% ----	78% ---	91% ++++	56% ----	68% ----	90% ++++	52% ----	48% ----	89% ++++
1 Not at all important	1%	0%	2%	4%	1%	0%	8%	2%	0%	11%	4%	0%
2	3%	2%	3%	9%	1%	1%	13%	4%	1%	14%	9%	2%
3	12%	11%	12%	17%	17%	7%	20%	23%	7%	21%	34%	8%
4	27%	30%	27%	32%	35%	22%	30%	31%	26%	29%	31%	27%
5 Very important	55%	55%	54%	36%	43%	70%	25%	37%	64%	23%	17%	62%
Prefer not to say	2%	1%	2%	2%	3%	0%	4%	3%	1%	2%	6%	1%
Chi2:	-	-		99.9			99.9			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.34	4.39	4.31	3.90	4.22	4.60	3.54	3.99	4.53	3.41	3.52	4.50
Standard Deviation:	0.90	0.79	0.94	1.11	0.83	0.69	1.24	0.98	0.72	1.29	1.03	0.75
Student's T:	*	-	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Treatment benefits like hearing aids, medications, etc.

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2H **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	4%	3%	**6%** **++++**	**2%** **--**	1%	4%	3%	**4%** **++**	**3%** **--**	4%	**6%** **++**	2%	**3%** **-**	3%
MODERATELY IMPORTANT (3)	9%	12%	10%	9%	11%	9%	7%	10%	9%	**13%** **+++**	**13%** **++**	**6%** **---**	**4%** **----**	9%
QUITE IMPORTANT (4-5)	86%	84%	**81%** **---**	88%	**87%** **+**	86%	88%	**84%** **-**	**87%** **+**	**81%** **----**	**79%** **----**	**91%** **++++**	**92%** **++++**	86%
1 Not at all important	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	1%	0%	1%	1%
2	3%	2%	4%	2%	1%	3%	3%	3%	2%	3%	5%	2%	2%	2%
3	9%	12%	10%	9%	11%	9%	7%	10%	9%	13%	13%	6%	4%	9%
4	25%	20%	26%	24%	22%	24%	28%	26%	23%	30%	20%	26%	25%	19%
5 Very important	61%	64%	55%	63%	64%	63%	60%	58%	64%	51%	59%	66%	66%	67%
Prefer not to say	1%	1%	3%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%
Chi2:	-	(95)						90		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.44	4.45	**4.31**	**4.49**	4.52	4.46	4.46	**4.38**	**4.50**	**4.28**	4.35	**4.56**	**4.57**	**4.51**
Standard Deviation:	0.846	0.870	0.972	0.785	0.745	0.846	0.809	0.892	0.797	0.917	0.944	0.707	0.734	0.828
Student's T:	*	-	99	95	-	-	-	99	99	99.9	90	99.9	99.9	95

Treatment benefits like hearing aids, medications, etc.

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2H **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	4%	3%	5%	**3%** ----	**6%** ++++	4%	3%	4%	3%	2% -	4%	4%	4%	3%	4%
MODERATELY IMPORTANT (3)	9%	9%	10%	9%	11%	**12%** ++	**8%** ---	10%	9%	8%	9%	**11%** ++	**11%** ++	**7%** --	10%
QUITE IMPORTANT (4-5)	86%	86%	83%	**87%** ++++	**81%** ----	**82%** --	**87%** +++	85%	87%	**89%** ++	86%	**84%** --	**83%** --	**88%** +	85%
1 Not at all important	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	3%	2%	4%	2%	5%	4%	2%	3%	2%	1%	3%	3%	2%	2%	3%
3	9%	9%	10%	9%	11%	12%	8%	10%	9%	8%	9%	11%	11%	7%	10%
4	25%	25%	23%	24%	27%	24%	25%	27%	22%	21%	24%	27%	24%	26%	24%
5 Very important	61%	61%	60%	63%	54%	58%	62%	59%	65%	67%	62%	57%	60%	63%	61%
Prefer not to say	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Chi2:	-	-	-	99.9		99		-		90			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.44	4.45	4.38	**4.49**	**4.30**	**4.37**	**4.47**	4.41	**4.49**	**4.55**	4.45	**4.37**	4.40	4.49	4.42
Standard Deviation:	0.846	0.838	0.935	0.802	0.961	0.896	0.817	0.850	0.833	0.772	0.850	0.875	0.886	0.790	0.873
Student's T:	*	-	-	99.9	99.9	95	95	90	95	99.9	-	99	-	90	-

Treatment benefits like hearing aids, medications, etc.

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2H **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	4%	2%	4% +	**11%** ++++	**2%** --	**1%** ----	**19%** ++++	**6%** ++	**1%** ----	**26%** ++++	**12%** ++++	**1%** ----
MODERATELY IMPORTANT (3)	9%	9%	10%	**14%** ++++	**14%** ++++	**5%** ----	13% +	**20%** ++++	**6%** ----	14%	**32%** ++++	**6%** ----
QUITE IMPORTANT (4-5)	86%	88%	85%	**73%** ----	84%	**93%** ++++	**65%** ----	**74%** ----	**92%** ++++	**58%** ----	**52%** ----	**92%** ++++
1 Not at all important	1%	0%	1%	3%	0%	0%	7%	1%	0%	9%	3%	0%
2	3%	2%	3%	8%	1%	1%	12%	5%	1%	17%	9%	1%
3	9%	9%	10%	14%	14%	5%	13%	20%	6%	14%	32%	6%
4	25%	31%	23%	28%	30%	21%	31%	28%	23%	26%	26%	24%
5 Very important	61%	57%	61%	45%	53%	73%	34%	45%	69%	32%	26%	68%
Prefer not to say	1%	1%	1%	2%	1%	1%	3%	1%	1%	2%	4%	1%
Chi2:	-	-		99.9			99.9			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.44	4.44	4.43	**4.05**	**4.36**	**4.67**	**3.76**	**4.14**	**4.61**	**3.56**	**3.66**	**4.60**
Standard Deviation:	0.85	0.75	0.88	1.11	0.80	0.61	1.26	0.95	0.67	1.35	1.08	0.66
Student's T:	*	-	-	99.9	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Long Term Care

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2I For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	3%	5%	5% ++	2%	3%	2%	2%	4% +++	2% ---	5% ++	5% ++	2%	1% --	2% -
MODERATELY IMPORTANT (3)	9%	6%	12% +++	8%	8%	8%	7%	8%	9%	15% ++++	10%	6% --	5% ---	5% ---
QUITE IMPORTANT (4-5)	87%	89%	80% ----	89% ++	88%	90%	89%	86%	88%	79% ----	82% --	91% +++	93% ++++	91% +++
1 Not at all important	1%	2%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	0%	0%
2	2%	3%	4%	2%	2%	1%	2%	3%	1%	3%	4%	1%	1%	2%
3	9%	6%	12%	8%	8%	8%	7%	8%	9%	15%	10%	6%	5%	5%
4	24%	24%	24%	23%	27%	28%	24%	26%	23%	30%	22%	23%	25%	19%
5 Very important	62%	65%	56%	65%	61%	62%	65%	59%	65%	49%	60%	68%	68%	72%
Prefer not to say	2%	1%	4%	1%	2%	1%	2%	2%	1%	2%	3%	1%	1%	2%
Chi2:	-	(95)						99		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.48	4.47	4.35	4.52	4.48	4.50	4.54	4.43	4.53	4.24	4.40	4.58	4.61	4.65
Standard Deviation:	0.812	0.904	0.907	0.775	0.795	0.754	0.738	0.853	0.762	0.929	0.903	0.718	0.660	0.676
Student's T:	*	-	99	95	-	-	-	95	99	99.9	-	99	99.9	99.9

Long Term Care

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2I **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	3%	3%	3%	**2%** ---	**5%** +++	**4%** ++	**2%** ---	3%	2%	**2%** --	2%	**4%** ++	2%	2%	**4%** +
MODERATELY IMPORTANT (3)	9%	8%	11%	**8%** --	**11%** ++	**11%** ++	**8%** --	10% +	7%	**5%** ---	8%	**11%** ++	9%	7%	9%
QUITE IMPORTANT (4-5)	87%	87% +	84%	**89%** ++++	**81%** ----	**83%** ---	**88%** +++	86%	88%	**92%** ++++	87%	**84%** ----	87%	88%	85%
1 Not at all important	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	0%	1%
2	2%	2%	2%	1%	4%	3%	2%	2%	2%	1%	2%	3%	2%	2%	3%
3	9%	8%	11%	8%	11%	11%	8%	10%	7%	5%	8%	11%	9%	7%	9%
4	24%	25%	22%	24%	25%	28%	23%	26%	22%	23%	23%	27%	23%	23%	26%
5 Very important	62%	63%	62%	65%	56%	55%	65%	59%	66%	69%	65%	57%	64%	65%	59%
Prefer not to say	2%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%
Chi2:	-	-	-	99.9		99		-		99			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.48	4.48	4.45	**4.53**	**4.34**	**4.34**	**4.53**	**4.43**	**4.54**	**4.60**	4.52	**4.37**	4.50	**4.54**	**4.41**
Standard Deviation:	0.812	0.807	0.842	0.774	0.925	0.906	0.757	0.832	0.773	0.700	0.777	0.879	0.798	0.755	0.865
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99	99	99.9	90	99.9	-	95	95

Long Term Care

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2I **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	3%	1%	3%	9% ++++	2%	0% ----	14% ++++	6% ++++	1% ----	22% ++++	9% ++++	1% ----
MODERATELY IMPORTANT (3)	9%	10%	10% ++	16% ++++	12% +++	4% ----	18% ++++	18% ++++	5% ----	21% ++++	32% ++++	5% ----
QUITE IMPORTANT (4-5)	87%	86%	85% ---	73% ----	83% --	95% ++++	64% ----	73% ----	94% ++++	54% ----	54% ----	93% ++++
1 Not at all important	1%	0%	1%	3%	0%	0%	6%	1%	0%	5%	3%	0%
2	2%	1%	2%	6%	2%	0%	9%	5%	1%	17%	6%	1%
3	9%	10%	10%	16%	12%	4%	18%	18%	5%	21%	32%	5%
4	24%	25%	24%	25%	32%	20%	22%	31%	23%	21%	31%	24%
5 Very important	62%	61%	61%	48%	51%	75%	42%	43%	71%	34%	23%	69%
Prefer not to say	2%	3%	2%	3%	2%	1%	4%	2%	1%	2%	5%	1%
Chi2:	-	-		99.9			99.9			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.48	4.50	4.44	4.12	4.35	4.71	3.89	4.11	4.65	3.62	3.69	4.63
Standard Deviation:	0.81	0.74	0.85	1.07	0.80	0.56	1.24	0.96	0.61	1.27	1.01	0.64
Student's T:	*	-	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Funeral and burial assistance

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2J **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	8%	9%	14% ++++	6% ---	6%	6%	7%	10% +++	6% ----	9%	11% ++	7%	5% --	8%
MODERATELY IMPORTANT (3)	16%	10% -	20% ++	15%	17%	14%	18%	16%	17%	18%	15%	12% --	17%	18%
QUITE IMPORTANT (4-5)	74%	79%	64% ----	78% ++++	74%	78%	74%	72% --	76% ++	71% -	71%	79% +++	77%	73%
1 Not at all important	3%	5%	5%	2%	2%	2%	1%	3%	3%	3%	5%	3%	2%	3%
2	5%	4%	9%	3%	4%	4%	6%	7%	3%	6%	6%	4%	4%	5%
3	16%	10%	20%	15%	17%	14%	18%	16%	17%	18%	15%	12%	17%	18%
4	25%	20%	24%	26%	25%	23%	24%	25%	24%	28%	20%	25%	27%	22%
5 Very important	49%	58%	39%	52%	50%	55%	50%	47%	51%	43%	51%	54%	50%	51%
Prefer not to say	2%	2%	3%	2%	4%	2%	2%	3%	2%	3%	3%	1%	1%	2%
Chi2:	-	99.9						99		90				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.15	4.25	3.86	4.24	4.21	4.28	4.18	4.08	4.21	4.05	4.10	4.26	4.22	4.16
Standard Deviation:	1.06	1.13	1.20	0.98	0.98	0.97	1.00	1.10	1.01	1.06	1.17	1.02	0.96	1.06
Student's T:	*	-	99.9	99	-	95	-	99	99	95	-	95	-	-

Funeral and burial assistance

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	**No**	**English**	**French**	**Yes**	**No**	**Yes**	**No**	**HS**	**Coll**	**Univ**	**<$60K**	**$60K-$100K**	**$100K+**
Q2J **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	8%	8%	7%	**6%** ----	**14%** ++++	9%	7%	8%	8%	**4%** ---	8%	**10%** +++	8%	9%	8%
MODERATELY IMPORTANT (3)	16%	16%	15%	**15%** ---	**20%** +++	16%	16%	16%	17%	**13%** --	17%	17%	16%	14%	16%
QUITE IMPORTANT (4-5)	74%	74%	76%	**77%** ++++	**63%** ----	73%	74%	75%	73%	**81%** ++++	74%	**70%** ---	74%	75%	74%
1 Not at all important	3%	3%	3%	2%	5%	4%	2%	3%	3%	2%	2%	4%	3%	3%	4%
2	5%	5%	4%	4%	9%	5%	5%	5%	5%	3%	5%	6%	5%	6%	5%
3	16%	16%	15%	15%	20%	16%	16%	16%	17%	13%	17%	17%	16%	14%	16%
4	25%	25%	24%	25%	25%	25%	25%	26%	23%	22%	23%	27%	23%	24%	28%
5 Very important	49%	49%	52%	53%	38%	48%	50%	49%	50%	58%	51%	43%	51%	51%	47%
Prefer not to say	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%
Chi2:	-	-	-	99.9		-		-		99.9			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.15	4.14	4.20	**4.24**	**3.84**	4.10	4.17	4.16	4.13	**4.36**	4.17	**4.01**	4.17	4.16	4.10
Standard Deviation:	1.06	1.06	1.04	1.00	1.19	1.10	1.04	1.04	1.08	0.92	1.04	1.12	1.06	1.07	1.07
Student's T:	*	-	-	99.9	99.9	-	-	-	-	99.9	-	99.9	-	-	-

Funeral and burial assistance

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2J For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	8%	6%	9% +++	20% ++++	8%	2% ----	29% ++++	13% ++++	4% ----	37% ++++	21% ++++	4% ----
MODERATELY IMPORTANT (3)	16%	21% +	15%	22% ++++	20% +++	12% ----	17%	31% ++++	12% ----	22%	29% ++++	14% ----
QUITE IMPORTANT (4-5)	74%	72%	73%	55% ----	69% --	85% ++++	50% ----	53% ----	83% ++++	38% ----	45% ----	80% ++++
1 Not at all important	3%	3%	4%	8%	1%	1%	14%	4%	1%	18%	7%	1%
2	5%	3%	6%	11%	7%	1%	16%	9%	3%	19%	14%	3%
3	16%	21%	15%	22%	20%	12%	17%	31%	12%	22%	29%	14%
4	25%	29%	23%	22%	31%	23%	28%	23%	25%	15%	30%	25%
5 Very important	49%	43%	50%	33%	38%	62%	22%	30%	58%	22%	14%	55%
Prefer not to say	2%	2%	2%	3%	3%	1%	4%	3%	1%	4%	5%	1%
Chi2:	-	90		99.9			99.9			99.9		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.15	4.08	4.13	3.63	4.01	4.45	3.29	3.68	4.38	3.06	3.32	4.31
Standard Deviation:	1.06	1.01	1.10	1.29	0.99	0.83	1.37	1.13	0.88	1.43	1.13	0.93
Student's T:	*	-	-	99.9	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Education benefits

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2K **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	6%	4%	**10%** ++++	5%	5%	4%	5%	7%	6%	**9%** ++	**10%** +++	4% -	**3%** --	5%
MODERATELY IMPORTANT (3)	19%	17%	21%	17%	16%	20%	20%	17%	20%	**22%** ++	19%	17%	17%	17%
QUITE IMPORTANT (4-5)	73%	77%	**65%** ----	**76%** +++	74%	74%	73%	74%	72%	**67%** ----	68% --	78% ++	78% +++	77% ++
1 Not at all important	2%	2%	3%	2%	0%	1%	2%	2%	1%	3%	3%	1%	1%	0%
2	5%	2%	8%	4%	5%	3%	4%	5%	5%	6%	7%	3%	2%	4%
3	19%	17%	21%	17%	16%	20%	20%	17%	20%	22%	19%	17%	17%	17%
4	33%	34%	34%	32%	36%	32%	29%	35%	31%	32%	27%	36%	35%	33%
5 Very important	40%	43%	32%	44%	38%	43%	44%	39%	42%	34%	41%	42%	43%	44%
Prefer not to say	2%	2%	4%	1%	5%	1%	2%	2%	2%	3%	3%	2%	1%	1%
Chi2:	-	99						-		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.08	4.16	**3.87**	**4.15**	4.13	4.12	4.12	4.07	4.09	**3.92**	3.99	**4.17**	**4.18**	**4.17**
Standard Deviation:	0.97	0.93	1.06	0.94	0.88	0.93	0.97	0.97	0.96	1.04	1.09	0.88	0.89	0.90
Student's T:	*	-	99.9	99	-	-	-	-	-	99.9	-	95	95	95

Education benefits

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2K **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	6%	6%	5%	**5%** ----	**11%** ++++	8% +	**6%** --	6%	6%	6%	**4%** --	**8%** +++	7%	5%	7% -
MODERATELY IMPORTANT (3)	19%	19%	17%	18%	19%	21%	18%	19%	18%	17%	19%	18%	18%	20%	18%
QUITE IMPORTANT (4-5)	73%	73%	77%	**76%** ++++	**66%** ----	70% -	74% +	72%	74%	74%	74%	72%	72%	73%	73%
1 Not at all important	2%	2%	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%	3%	1%	2%
2	5%	5%	3%	4%	8%	6%	4%	5%	4%	4%	3%	6%	5%	4%	5%
3	19%	19%	17%	18%	19%	21%	18%	19%	18%	17%	19%	18%	18%	20%	18%
4	33%	33%	29%	33%	36%	32%	33%	31%	35%	33%	32%	33%	34%	33%	31%
5 Very important	40%	40%	48%	43%	30%	37%	41%	41%	39%	41%	42%	39%	39%	40%	42%
Prefer not to say	2%	2%	1%	2%	4%	2%	2%	2%	2%	3%	2%	2%	2%	2%	1%
Chi2:	-	-	-	99.9		95		-		95			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.08	4.07	4.18	**4.14**	**3.85**	**3.99**	**4.11**	4.07	4.08	4.11	4.12	**4.02**	4.04	4.10	4.08
Standard Deviation:	0.97	0.97	0.98	0.93	1.06	1.01	0.95	0.98	0.95	0.94	0.94	1.01	1.01	0.92	0.99
Student's T:	*	-	90	99.9	99.9	95	95	-	-	-	-	95	-	-	-

Education benefits

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2K **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	6%	5%	**7%** ++	**15%** ++++	7%	**2%** ----	**25%** ++++	**9%** ++	**3%** ----	**31%** ++++	**18%** ++++	**3%** ----
MODERATELY IMPORTANT (3)	19%	18%	20%	**25%** ++++	**25%** ++++	**13%** ----	23% +	**33%** ++++	**14%** ----	25% +	**40%** ++++	**16%** ----
QUITE IMPORTANT (4-5)	73%	76%	**71%** ---	**57%** ----	**65%** ----	**85%** ++++	**50%** ----	**56%** ----	**81%** ++++	**42%** ----	**38%** ----	**80%** ++++
1 Not at all important	2%	1%	2%	5%	1%	0%	11%	2%	0%	14%	4%	1%
2	5%	5%	5%	10%	6%	1%	14%	7%	3%	17%	13%	3%
3	19%	18%	20%	25%	25%	13%	23%	33%	14%	25%	40%	16%
4	33%	34%	30%	28%	35%	34%	27%	31%	34%	21%	26%	34%
5 Very important	40%	42%	41%	29%	30%	51%	23%	25%	47%	21%	12%	45%
Prefer not to say	2%	1%	2%	3%	3%	1%	2%	3%	2%	2%	5%	1%
Chi2:	-	-		99.9			99.9			99.9		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.08	4.13	**4.04**	**3.67**	**3.91**	**4.35**	**3.37**	**3.73**	**4.26**	**3.19**	**3.30**	**4.23**
Standard Deviation:	0.97	0.92	1.01	1.16	0.93	0.78	1.29	0.99	0.84	1.34	1.00	0.85
Student's T:	*	-	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Pension for Life

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2L **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	6%	5%	9% ++	6%	3%	6%	5%	8% ++++	4% ----	9% +++	10% +++	5%	3% --	4% --
MODERATELY IMPORTANT (3)	16%	15%	18%	14% -	16%	18%	15%	15%	15%	21% ++++	19% +	13%	11% ---	12% --
QUITE IMPORTANT (4-5)	75%	79%	70% ---	78% ++	77%	73%	77%	73% --	78% +++	68% ----	68% ----	81% ++	83% ++++	80% +++
1 Not at all important	2%	2%	4%	2%	2%	2%	1%	3%	1%	4%	3%	1%	1%	1%
2	4%	3%	5%	4%	1%	4%	4%	5%	3%	5%	6%	3%	2%	3%
3	16%	15%	18%	14%	16%	18%	15%	15%	15%	21%	19%	13%	11%	12%
4	24%	19%	28%	23%	22%	22%	22%	23%	25%	30%	20%	24%	23%	18%
5 Very important	52%	60%	43%	55%	55%	50%	55%	50%	53%	39%	47%	57%	60%	63%
Prefer not to say	3%	2%	3%	2%	4%	3%	3%	3%	2%	2%	4%	2%	3%	3%
Chi2:	-	-						99		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.22	4.34	4.04	4.28	4.31	4.19	4.30	4.16	4.29	3.97	4.05	4.34	4.42	4.42
Standard Deviation:	1.01	0.96	1.09	0.99	0.95	1.00	0.96	1.08	0.93	1.07	1.13	0.93	0.88	0.91
Student's T:	*	-	99.9	95	-	-	-	99	99	99.9	99	95	99.9	99.9

Pension for Life														
		Born in Canada		**First language**		**Children under 18**		**Employed**		**Education**			**Household income**		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2L **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	6%	6%	6%	**6%** --	**9%** +++	8% +	6% -	**7%** ++	**5%** --	**4%** --	6%	**8%** ++	6%	5%	7%
MODERATELY IMPORTANT (3)	16%	15%	16%	**14%** ---	17%	**20%** +++	**14%** ----	17%	14% -	**12%** --	15%	**18%** +++	14%	**12%** ---	**19%** +++
QUITE IMPORTANT (4-5)	75%	76%	73%	**78%** ++++	**71%** ---	**71%** ---	**78%** ++++	74% -	**78%** ++	**80%** +++	77%	**72%** ---	76%	**79%** ++	73%
1 Not at all important	2%	2%	3%	2%	4%	3%	2%	3%	2%	1%	3%	3%	2%	2%	3%
2	4%	4%	3%	4%	5%	4%	4%	5%	3%	3%	3%	5%	5%	3%	4%
3	16%	15%	16%	14%	17%	20%	14%	17%	14%	12%	15%	18%	14%	12%	19%
4	24%	24%	23%	22%	28%	26%	23%	25%	21%	21%	21%	27%	22%	24%	25%
5 Very important	52%	52%	51%	56%	43%	45%	55%	49%	57%	59%	56%	44%	54%	55%	48%
Prefer not to say	3%	2%	4%	2%	3%	1%	3%	2%	3%	4%	2%	2%	3%	3%	1%
Chi2:	-	-	-	99		99.9		95		99			95		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.22	4.23	4.20	**4.29**	**4.03**	**4.07**	**4.29**	**4.15**	**4.33**	**4.40**	4.27	**4.09**	4.26	**4.31**	**4.14**
Standard Deviation:	1.01	1.01	1.04	0.98	1.11	1.07	0.97	1.04	0.96	0.89	1.02	1.04	0.99	0.96	1.04
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	-	99.9	-	95	95

Pension for Life												
	Total	**Aware of Veteran's ads**		**Importance of ads to promote Canada's Veterans**			**Importance of activities to remember/honour Canada's Veterans**			**Importance of programs/benefits to support Veterans/families**		
		Yes	**No**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**
Q2L **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	6%	3% -	8% ++++	15% ++++	5%	2% ----	23% ++++	11% ++++	3% ----	34% ++++	16% ++++	3% ----
MODERATELY IMPORTANT (3)	16%	14%	16%	24% ++++	20% +++	9% ----	26% ++++	25% ++++	12% ----	22% +	37% ++++	12% ----
QUITE IMPORTANT (4-5)	75%	80% ---	73%	57% ----	72% --	86% ++++	48% ----	61% ----	83% ++++	40% ----	43% ----	82% ++++
1 Not at all important	2%	2%	3%	7%	1%	1%	14%	3%	1%	23%	4%	1%
2	4%	1%	5%	8%	5%	2%	8%	8%	2%	11%	12%	2%
3	16%	14%	16%	24%	20%	9%	26%	25%	12%	22%	37%	12%
4	24%	24%	23%	25%	31%	20%	23%	30%	22%	19%	28%	23%
5 Very important	52%	56%	50%	33%	41%	67%	25%	31%	61%	21%	15%	59%
Prefer not to say	3%	3%	3%	4%	2%	2%	4%	2%	2%	4%	5%	2%
Chi2:	-	90		99.9			99.9			99.9		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.22	4.34	4.17	3.71	4.10	4.53	3.37	3.80	4.45	3.06	3.40	4.40
Standard Deviation:	1.01	0.93	1.06	1.22	0.94	0.80	1.35	1.08	0.84	1.47	1.03	0.86
Student's T:	*	90	99	99.9	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Centre of Excellence on Post Traumatic Stress Disorder

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2M **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	2%	2%	3%	2%	2%	3%	2%	**3%** +++	**2%** ---	3%	4% +	2%	1%	2%
MODERATELY IMPORTANT (3)	6%	3%	6%	6%	6%	6%	7%	**8%** +++	**4%** ---	**9%** ++++	7%	5%	**3%** ---	4%
QUITE IMPORTANT (4-5)	89%	93%	89%	89%	88%	88%	88%	**86%** ----	**92%** ++++	**85%** ----	**85%** --	**92%** ++	**93%** +++	91%
1 Not at all important	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%
2	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%
3	6%	3%	6%	6%	6%	6%	7%	8%	4%	9%	7%	5%	3%	4%
4	17%	12%	18%	17%	18%	16%	17%	19%	15%	22%	15%	15%	15%	13%
5 Very important	73%	81%	71%	73%	70%	72%	71%	67%	78%	63%	71%	77%	79%	78%
Prefer not to say	3%	2%	2%	3%	4%	3%	2%	3%	2%	2%	4%	1%	2%	2%
Chi2:	-	-						99.9		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.63	**4.76**	4.59	4.64	4.62	4.60	4.61	**4.53**	**4.71**	**4.48**	4.57	**4.70**	**4.74**	**4.71**
Standard Deviation:	0.744	0.625	0.789	0.715	0.726	0.803	0.758	0.842	0.631	0.812	0.855	0.665	0.621	0.684
Student's T:	*	95	-	-	-	-	-	99.9	99.9	99.9	-	95	99.9	99

Centre of Excellence on Post Traumatic Stress Disorder

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2M **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	2%	2%	2%	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%	2%	3%
MODERATELY IMPORTANT (3)	6%	5% --	8%	6%	6%	7%	6%	6%	5%	5%	5%	7%	6%	6%	5%
QUITE IMPORTANT (4-5)	89%	90% ++	87%	89%	89%	89%	90%	89%	91% +	91%	89%	89%	90%	90%	90%
1 Not at all important	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
2	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%
3	6%	5%	8%	6%	6%	7%	6%	6%	5%	5%	5%	7%	6%	6%	5%
4	17%	17%	16%	16%	19%	19%	16%	18%	15%	15%	16%	18%	16%	17%	17%
5 Very important	73%	73%	71%	74%	71%	70%	74%	71%	76%	75%	74%	71%	73%	72%	73%
Prefer not to say	3%	2%	3%	3%	2%	2%	3%	3%	2%	3%	2%	2%	2%	3%	2%
Chi2:	-	-	-	-		-		-		-			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.63	4.63	4.58	4.64	4.59	**4.57**	**4.65**	4.60	**4.66**	4.68	4.63	4.60	4.63	4.64	4.62
Standard Deviation:	0.744	0.738	0.787	0.735	0.784	0.797	0.713	0.759	0.710	0.693	0.771	0.735	0.726	0.699	0.763
Student's T:	*	-	-	-	-	95	95	90	95	90	-	-	-	-	-

Centre of Excellence on Post Traumatic Stress Disorder

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2M **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	2%	4%	3%	7% ++++	2%	1% ----	8% ++++	5% ++++	1% ----	14% ++++	6% ++++	1% ----
MODERATELY IMPORTANT (3)	6%	9% ++	6%	9% +++	9% ++++	3% ----	14% ++++	12% ++++	3% ----	19% ++++	18% ++++	4% ----
QUITE IMPORTANT (4-5)	89%	85% -	88%	82% ----	86% --	94% ++++	76% ----	81% ----	93% ++++	65% ----	72% ----	93% ++++
1 Not at all important	1%	3%	1%	2%	0%	0%	4%	0%	1%	7%	0%	0%
2	2%	2%	2%	4%	2%	0%	4%	4%	1%	7%	6%	1%
3	6%	9%	6%	9%	9%	3%	14%	12%	3%	19%	18%	4%
4	17%	20%	16%	23%	19%	13%	20%	19%	15%	20%	27%	15%
5 Very important	73%	65%	72%	59%	67%	82%	55%	61%	78%	45%	45%	78%
Prefer not to say	3%	1%	3%	3%	3%	2%	3%	2%	2%	2%	3%	2%
Chi2:	-	-		99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.63	4.45	4.61	4.36	4.56	4.78	4.23	4.40	4.74	3.90	4.15	4.73
Standard Deviation:	0.74	0.92	0.77	0.98	0.75	0.55	1.09	0.90	0.60	1.27	0.96	0.61
Student's T:	*	95	-	99.9	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Caregiver Recognition Benefit

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2N **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
NOT IMPORTANT (1-2)	5%	6%	8% +++	3% ---	4%	6%	5%	6% ++	4% --	7% ++	8% +++	4%	3% --	4%
MODERATELY IMPORTANT (3)	16%	16%	19% +	16%	14%	14%	17%	17%	16%	21% ++++	14%	14%	14%	15%
QUITE IMPORTANT (4-5)	73%	73%	69% --	75% +	75%	73%	70%	72%	74%	65% ----	70%	76%	79% +++	77% +++
1 Not at all important	1%	2%	2%	1%	1%	3%	1%	2%	1%	2%	2%	1%	1%	1%
2	4%	4%	5%	3%	4%	4%	4%	4%	3%	5%	6%	3%	2%	3%
3	16%	16%	19%	16%	14%	14%	17%	17%	16%	21%	14%	14%	14%	15%
4	29%	26%	28%	31%	34%	26%	26%	30%	28%	29%	31%	30%	30%	26%
5 Very important	44%	48%	41%	44%	40%	47%	45%	41%	46%	36%	39%	45%	49%	52%
Prefer not to say	6%	5%	4%	6%	6%	6%	8%	6%	6%	7%	8%	7%	4%	3%
Chi2:	-	90						-		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53
Mean:	4.16	4.19	4.04	4.22	4.17	4.19	4.18	4.11	4.21	3.98	4.06	4.25	4.29	4.29
Standard Deviation:	0.95	0.99	1.04	0.88	0.89	1.01	0.95	0.99	0.92	1.02	1.02	0.88	0.86	0.90
Student's T:	*	-	99	95	-	-	-	95	95	99.9	90	90	99	99

Caregiver Recognition Benefit

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2N **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
NOT IMPORTANT (1-2)	5%	5%	4%	**4%** ---	**9%** ++++	**7%** ++	**4%** ---	5%	5%	**3%** --	5%	**7%** +++	4%	5%	**7%** ++
MODERATELY IMPORTANT (3)	16%	17%	16%	15% -	18%	19%	16%	17%	15%	16%	16%	17%	16%	17%	17%
QUITE IMPORTANT (4-5)	73%	72%	74%	74% +	69% -	**68%** ---	**75%** +++	71% -	**75%** ++	75%	75%	**70%** --	75%	73%	70%
1 Not at all important	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%
2	4%	4%	3%	3%	6%	5%	3%	4%	4%	2%	4%	5%	3%	4%	5%
3	16%	17%	16%	15%	18%	19%	16%	17%	15%	16%	16%	17%	16%	17%	17%
4	29%	29%	27%	29%	30%	30%	29%	29%	29%	27%	26%	33%	29%	27%	31%
5 Very important	44%	43%	47%	45%	40%	38%	46%	42%	46%	48%	48%	37%	46%	46%	40%
Prefer not to say	6%	6%	6%	6%	4%	6%	6%	6%	5%	6%	5%	6%	5%	6%	6%
Chi2:	-	-	-	99		99		-		95			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07
Mean:	4.16	4.15	4.24	**4.21**	**4.02**	**4.03**	**4.22**	4.13	4.20	**4.26**	**4.24**	**4.04**	4.21	4.19	**4.08**
Standard Deviation:	0.95	0.96	0.91	0.93	1.05	1.02	0.91	0.96	0.94	0.91	0.92	1.00	0.92	0.95	1.00
Student's T:	*	-	-	99	99	99.9	99.9	90	-	95	99	99.9	-	-	95

Caregiver Recognition Benefit

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2N For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
NOT IMPORTANT (1-2)	5%	1% --	6% +++	14% ++++	4%	1% ----	23% ++++	10% ++++	2% ----	29% ++++	13% ++++	3% ----
MODERATELY IMPORTANT (3)	16%	22% ++	17%	22% ++++	23% ++++	11% ----	28% ++++	25% ++++	13% ----	27% +++	37% ++++	13% ----
QUITE IMPORTANT (4-5)	73%	74%	71% --	55% ----	66% ----	84% ++++	41% ----	58% ----	81% ++++	39% ----	41% ----	79% ++++
1 Not at all important	1%	0%	2%	5%	1%	0%	10%	2%	0%	13%	5%	0%
2	4%	1%	5%	10%	4%	1%	12%	8%	2%	17%	8%	2%
3	16%	22%	17%	22%	23%	11%	28%	25%	13%	27%	37%	13%
4	29%	30%	28%	28%	34%	27%	20%	31%	29%	16%	29%	30%
5 Very important	44%	45%	43%	27%	32%	57%	21%	27%	51%	23%	12%	49%
Prefer not to say	6%	2%	6%	9%	7%	3%	8%	8%	4%	5%	10%	5%
Chi2:	-	99		99.9			99.9			99.9		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39
Mean:	4.16	4.20	4.12	3.69	4.00	4.45	3.32	3.79	4.36	3.20	3.39	4.31
Standard Deviation:	0.95	0.85	1.00	1.15	0.90	0.76	1.28	1.02	0.80	1.35	1.00	0.83
Student's T:	*	-	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

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

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Working full-time (30 or more hours per week)	41%	39%	**35%** ⁻⁻⁻	**46%** ++++	36%	44%	37%	**49%** ++++	**33%** ⁻⁻⁻⁻	**54%** ++++	**66%** ++++	**59%** ++++	**25%** ⁻⁻⁻⁻	**2%** ⁻⁻⁻⁻
Working part-time (less than 30 hours per week)	8%	**13%** ++	**6%** ⁻	8%	10%	8%	9%	**7%** ⁻⁻	**9%** ++	**12%** ++++	8%	6%	8%	**3%** ⁻⁻⁻⁻
Self-employed	9%	**4%** ⁻	9%	8%	11%	**14%** +++	9%	10%	8%	**5%** ⁻⁻⁻⁻	10%	**14%** ++++	**13%** +++	6%
Unemployed, but looking for work	3%	2%	4%	3%	2%	5%	3%	3%	3%	**5%** ++	**6%** ++	4%	**2%** ⁻	**0%** ⁻⁻⁻⁻
A student attending school full-time	5%	4%	5%	4%	5%	6%	5%	**4%** ⁻⁻	**6%** ++	**16%** ++++	**1%** ⁻⁻⁻⁻	**1%** ⁻⁻⁻⁻	**0%** ⁻⁻⁻⁻	**0%** ⁻⁻⁻⁻
Retired	26%	27%	**33%** ++++	24%	22%	**15%** ⁻⁻⁻⁻	29%	**23%** ⁻⁻	**29%** +++	**0%** ⁻⁻⁻⁻	**1%** ⁻⁻⁻⁻	**4%** ⁻⁻⁻⁻	**39%** ++++	**88%** ++++
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	5%	7%	5%	5%	6%	6%	4%	**2%** ⁻⁻⁻⁻	**8%** ++++	5%	7%	6%	7%	**1%** ⁻⁻⁻⁻
DISABILITY, LONG TERM DISABILITY	2%	2%	**1%** ⁻	2%	**6%** +++	2%	4%	2%	2%	**1%** ⁻⁻⁻	1%	**5%** ++++	**6%** ++++	**0%** ⁻⁻⁻⁻
STUDENT AND WORKING	0%	0%	0%	0%	0%	**1%** ++++	0%	**0%** ⁻	0%	**1%** +++	0%	0%	0%	0%
MATERNAL/PATERNAL LEAVE	0%	**1%** +	0%	0%	0%	0%	0%	**0%** ⁻	**0%** +	**1%** +++	0%	0%	0%	0%
Other employment status (please specify)	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	**1%** ++	0%
Prefer not to say	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%
Chi2:	-	(99.9)						(99.9)		(99.9)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

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

D1		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Working full-time (30 or more hours per week)	41%	41%	34% --	42% +	36% --	58% ++++	34% ----	71% ++++	0% ----	25% ----	43%	48% ++++	23% ----	44% +	62% ++++
Working part-time (less than 30 hours per week)	8%	7% --	11% +	8%	6%	9%	7%	14% ++++	0% ----	5% ---	8%	9% +	10% +++	9%	5% ---
Self-employed	9%	9%	10%	9%	9%	12% +++	8% ---	16% ++++	0% ----	7%	10%	10%	7% --	7% --	11% ++
Unemployed, but looking for work	3%	3% ----	8% ++++	3%	3%	4%	3%	0% ----	8% ++++	4%	3%	4%	6% ++++	3%	1% ---
A student attending school full-time	5%	4% -	8% ++	5%	5%	3% -	5% +	0% ----	11% ++++	8% ++++	3% --	4%	7% ++++	4%	3% --
Retired	26%	26%	26%	24% ---	33% ++++	3% ----	35% ++++	0% ----	62% ++++	35% ++++	27%	20% ----	31% ++++	30% +++	14% ----
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	5%	5%	3%	5%	5%	8% ++++	4% ---	0% ----	12% ++++	10% ++++	4%	3% ----	8% ++++	3% ---	3% ---
DISABILITY, LONG TERM DISABILITY	2%	3% ++	0% --	3%	2%	1% ---	3% +++	0% ----	6% ++++	4% +++	2%	1% --	6% ++++	0% ---	1% ---
STUDENT AND WORKING	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MATERNAL/PATERNAL LEAVE	0%	0%	0%	0%	0%	0%	0%	0% --	0% ++	0%	0%	0%	0%	0%	0%
Other employment status (please specify)	0%	0%	0%	0%	0%	0%	0%	0% --	0% -	1% +	0%	0%	0%	0%	0%
Prefer not to say	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-	-	(90)		(99.9)		(99.9)		(99.9)			(99.9)		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

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

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D1												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Working full-time (30 or more hours per week)	41%	36%	**44%** ++++	**48%** ++++	44%	**36%** ----	44%	43%	40%	41%	47% +	40%
Working part-time (less than 30 hours per week)	8%	10%	7%	8%	6% -	9% +	7%	8%	8%	7%	8%	8%
Self-employed	9%	9%	9%	9%	10%	8%	5% -	10%	9%	10%	7%	9%
Unemployed, but looking for work	3%	3%	3%	4%	3%	3%	3%	4%	3%	6%	5%	3% -
A student attending school full-time	5%	5%	4%	3% -	**7%** +++	4%	8% +	**7%** +++	**4%** ---	6%	**8%** ++	**4%** --
Retired	26%	**33%** ++	24% -	**20%** ----	**21%** ---	**31%** ++++	20% -	**21%** --	**28%** ++++	21%	**16%** ---	**27%** +++
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	5%	4%	5%	4%	5%	5%	8% +	4%	5%	2%	6%	5%
DISABILITY, LONG TERM DISABILITY	2%	1%	2%	2%	3%	2%	**5%** ++	2%	2%	**6%** ++	1%	2%
STUDENT AND WORKING	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MATERNAL/PATERNAL LEAVE	0%	1% +	0%	0%	1% +	0%	0%	0%	0%	0%	1%	0%
Other employment status (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	1%	0%	1%	1%	1%	0%	0%	1%	0%	2%	1%	0%
Chi2:	-	-		(99.9)			(95)			(99)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

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

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D2														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Grade 8 or less	1%	2%	**2%** ++++	**0%** ---	0%	0%	0%	1%	0%	1%	0%	0%	**1%** ++	0%
Some high school	3%	4%	4%	3%	3%	2%	2%	3%	3%	4%	**0%** ---	2%	4%	4%
High school diploma or equivalent	20%	21%	17%	19%	25%	19%	24% +	19%	20%	18%	**11%** ----	17%	**23%** ++	**27%** ++++
Registered Apprenticeship or other trades certificate or diploma	6%	5%	**8%** ++	**3%** ----	5%	**10%** ++	8%	**8%** ++++	**4%** ----	5%	8%	7%	7%	4% -
College, CEGEP or other non-university certificate or diploma	22%	**28%** ++	19%	22%	15% -	26% +	19%	**20%** --	23% +	19% -	19%	23%	**28%** ++++	20%
University certificate or diploma below bachelor's level	8%	6%	9%	7%	**12%** ++	6%	8%	8%	8%	7%	7%	6%	8%	10% +
Bachelor's degree	26%	20% -	24%	28%	24%	29%	26%	27%	26%	**33%** ++++	**35%** ++++	26%	**15%** ----	**20%** ----
Post graduate degree above bachelor's level	15%	14%	17%	**17%** ++	14%	**8%** ---	12%	14%	15%	13%	**19%** ++	18%	12% -	14%
Prefer not to say	1%	0%	1%	0%	**2%** ++	0%	**2%** ++	1%	1%	0%	1%	1%	1%	0%
Chi2:	-	(99.9)						95		(99.9)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

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

D2		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Grade 8 or less	1%	1%	1%	**0%** ----	**2%** ++++	1%	0%	**0%** --	1%	**3%** ++++	**0%** --	**0%** ---	**2%** ++++	0%	**0%** --
Some high school	3%	3% +	1%	3%	4% +	3%	3%	**2%** ----	**4%** +++	**13%** ++++	**0%** ----	**0%** ----	**7%** ++++	2%	**1%** ----
High school diploma or equivalent	20%	20% +	16%	**21%** ++	18%	**12%** ----	**22%** ++++	**13%** ----	**29%** ++++	**85%** ++++	**0%** ----	**0%** ----	**30%** ++++	18%	**11%** ----
Registered Apprenticeship or other trades certificate or diploma	6%	6%	6%	**5%** --	**8%** ++	5%	6%	**7%** ++	**5%** --	**0%** ----	**17%** ++++	**0%** ----	7%	5%	6%
College, CEGEP or other non-university certificate or diploma	22%	**23%** ++++	**13%** ----	22%	21%	22%	22%	23%	20%	**0%** ----	**61%** ++++	**0%** ----	20%	24% +	20%
University certificate or diploma below bachelor's level	8%	8%	7%	8%	8%	7%	8%	7%	8%	**0%** ----	**22%** ++++	**0%** ----	7%	8%	8%
Bachelor's degree	26%	**25%** --	30%	26%	24%	**31%** +++	**24%** ----	**30%** ++++	**21%** ----	**0%** ----	**0%** ----	**64%** ++++	**20%** ----	27%	**32%** ++++
Post graduate degree above bachelor's level	15%	**14%** ----	**25%** ++++	14% -	15%	**18%** ++	**14%** --	**17%** ++++	**12%** ----	**0%** ----	**0%** ----	**36%** ++++	**8%** ----	16%	**22%** ++++
Prefer not to say	1%	**1%** ---	1%	1%	0%	0%	1%	0% -	0%	**0%** --	**0%** ---	**0%** ---	0% -	**0%** --	0%
Chi2:	-	-	-	(99.9)		(99.9)		(99.9)		(99.9)			(99.9)		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

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

D2	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Grade 8 or less	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0% --
Some high school	3%	2%	3%	2%	2%	4%	3%	3%	3%	1%	3%	3%
High school diploma or equivalent	20%	27% +++	18% ---	14% ----	16% --	24% ++++	16%	16% -	21% ++	12% --	14% --	21% +++
Registered Apprenticeship or other trades certificate or diploma	6%	6%	6%	6%	6%	6%	5%	6%	6%	8%	5%	6%
College, CEGEP or other non-university certificate or diploma	22%	16% -	22%	20%	21%	22%	16% -	17% --	24% ++++	18%	17%	22% ++
University certificate or diploma below bachelor's level	8%	14% +++	8%	7%	7%	8%	8%	7%	8%	8%	9%	8%
Bachelor's degree	26%	20% --	27%	30% ++	29%	23% ---	31%	31% ++	24% ---	31%	36% +++	25% ---
Post graduate degree above bachelor's level	15%	14%	17% ++	20% +++	17% +	12% ----	20% +	18% +	14% ---	21% +	14%	15%
Prefer not to say	1%	1%	0%	0%	1%	1%	1%	1%	1%	2%	1%	0% --
Chi2:	-	(99)		(99.9)			(95)			(95)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

Are there any children under the age of 18 currently living in your household?

D3	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Yes	28%	29%	28%	26%	31%	36% +++	23% -	28%	28%	34% ++++	62% ++++	37% ++++	7% ----	2% ----
No	71%	70%	71%	73%	66%	63% ---	76%	71%	72%	65% ----	35% ----	62% ----	93% ++++	98% ++++
Prefer not to say	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	0%	0%
Chi2:	-	95						-		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

Are there any children under the age of 18 currently living in your household?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D3															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Yes	28%	27%	28%	27%	28%	**100%** ++++	**0%** ----	**38%** ++++	**13%** ----	**19%** ----	27%	**33%** ++++	**18%** ----	27%	**42%** ++++
No	71%	72%	72%	72%	72%	**0%** ----	**100%** ++++	**60%** ----	**87%** ++++	**80%** ++++	72%	**66%** ----	**82%** ++++	73%	**57%** ----
Prefer not to say	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	1%
Chi2:	-	-	-	-		99.9		99.9		99.9			99.9		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

Are there any children under the age of 18 currently living in your household?

D3	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Yes	28%	22% -	**29%** ++	**34%** ++++	29%	**24%** ----	30%	30%	27%	**37%** ++	29%	27%
No	71%	77% +	**70%** --	**64%** ----	71%	**75%** ++++	68%	69%	73% +	**61%** --	70%	72% +
Prefer not to say	1%	1%	1%	2%	1%	0%	2%	1%	1%	2%	1%	1%
Chi2:	-	95		99.9			-			95		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D4														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Under $20,000	6%	9%	7%	5% --	12% +++	4%	7%	4% ---	8% +++	10% ++++	5%	5%	5%	3% ---
Between $20,000 and $39,999	12%	15%	17% ++++	10% --	13%	5% ----	13%	10% ---	14% +++	14%	6% ---	6% ----	12%	20% ++++
Between $40,000 and $59,999	13%	13%	15%	14%	11%	12%	12%	12%	14%	16% ++	8% ---	9% ---	13%	18% +++
Between $60,000 and $79,999	13%	17%	12%	13%	15%	12%	13%	13%	14%	15%	11%	9% ---	14%	17% ++
Between $80,000 and $99,999	13%	11%	12%	12%	8%	16%	16% +	14% ++	11% --	13%	14%	12%	13%	12%
Between $100,000 and $149,999	18%	14%	17%	18%	13%	21%	17%	21% ++++	14% ----	16%	24% ++++	24% ++++	18%	8% ----
$150,000 or above	12%	8%	10%	14% ++	11%	16% ++	9%	15% ++++	9% ----	7% ----	21% ++++	21% ++++	8% ---	5% ----
Prefer not to say	13%	14%	10%	14%	16%	14%	13%	10%	16%	9%	10%	14%	18%	17%
Chi2:	-	99.9						99.9		99.9				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D4															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Under $20,000	6%	6%	7%	6%	8% +	4% ---	7% +++	2% ----	11% ++++	13% ++++	4% --	4% ----	19% ++++	0% ----	0% ----
Between $20,000 and $39,999	12%	12%	15%	11% --	17% ++++	8% ----	14% ++++	7% ----	18% ++++	22% ++++	12%	7% ----	38% ++++	0% ----	0% ----
Between $40,000 and $59,999	13%	13%	13%	13%	15%	9% ----	15% ++++	13%	15%	17% ++	14%	11% --	42% ++++	0% ----	0% ----
Between $60,000 and $79,999	13%	13%	14%	14% ++	12%	11%	14%	13%	14%	12%	15%	13%	0% ----	51% ++++	0% ----
Between $80,000 and $99,999	13%	13%	12%	12%	13%	14%	12%	13%	12%	10% -	13%	14%	0% ----	49% ++++	0% ----
Between $100,000 and $149,999	18%	18%	19%	18%	15%	24% ++++	15% ----	23% ++++	11% ----	12% ----	18%	20% ++	0% ----	0% ----	60% ++++
$150,000 or above	12%	12%	9%	13% ++	9% --	21% ++++	8% ----	17% ++++	5% ----	3% ----	10% -	18% ++++	0% ----	0% ----	40% ++++
Prefer not to say	13%	13%	10%	13%	12%	9%	14%	11%	15%	11%	14%	13%	0%	0%	0%
Chi2:	-	-	-	99.9		99.9		99.9		99.9			99.9		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D4												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Under $20,000	6%	10% ++	6%	5%	6%	7%	8%	7%	6%	5%	7%	6%
Between $20,000 and $39,999	12%	9%	11%	8% ---	12%	14% +++	12%	12%	12%	13%	13%	12%
Between $40,000 and $59,999	13%	17%	13%	12%	13%	14%	13%	13%	13%	15%	15%	13%
Between $60,000 and $79,999	13%	13%	14%	13%	12%	14%	12%	13%	13%	13%	14%	13%
Between $80,000 and $99,999	13%	14%	13%	13%	12%	13%	10%	14%	13%	13%	12%	13%
Between $100,000 and $149,999	18%	16%	18%	20% +	19%	16% -	16%	14% --	19% ++	12%	16%	18% +
$150,000 or above	12%	7% --	12%	15% +++	14%	9% ----	15%	14% +	11% --	19% ++	11%	11%
Prefer not to say	13%	14%	13%	14%	13%	12%	13%	13%	13%	10%	13%	13%
Chi2:	-	90		99			-			-		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

Where were you born?

	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
				Region				**Gender**				**Age**		
								Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D5														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
Born in Canada	88%	**98%** ++++	91% +	**85%** ----	86%	92% +	87%	88%	89%	86% -	86%	89%	**94%** ++++	88%
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	2%	1%	**1%** --	**4%** +++	2%	2%	2%	**3%** ++	**1%** --	**0%** ---	**1%** --	3%	2%	**5%** ++++
OTHER WESTERN EUROPE (FRANCE, GERMANY, BELGIUM...)	2%	1%	**4%** ++++	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%
NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND, SWEDEN, DENMARK...)	0%	0%	0%	0%	**1%** ++	0%	0%	0%	0%	0%	0%	0%	0%	**1%** ++++
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA, UKRAINE, HUNGARY, BELARUS, CROATIA....)	1%	0%	0%	**1%** ++	1%	0%	1%	1%	1%	1%	**2%** ++	1%	0%	0%
SOUTH ASIA (PAKISTAN, INDIA...)	2%	0%	**0%** ---	**3%** ++++	3%	1%	1%	2%	2%	**3%** ++++	2%	1%	**0%** --	**0%** --
SOUTHEAST ASIA (CHINA, HONG, KONG, PHILLIPINES...)	1%	0%	1%	1%	0%	1%	**2%** ++	1%	1%	**2%** +++	1%	1%	1%	0%
CARIBBEAN (JAMAICA, HAITI...)	0%	0%	0%	**1%** ++	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR...)	1%	0%	1%	0%	0%	1%	**2%** +++	0%	1%	**1%** ++	1%	0%	0% -	0%
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	**2%** ++	1%	0%	0%
RUSSIA	0%	0%	0%	0%	0%	0%	**0%** +++	0%	0%	0%	**0%** ++	0%	0%	0%
WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL, EGYPT...)	0%	0%	0%	**1%** +++	1%	0%	0%	1%	0%	**1%** ++	1%	1%	0%	0% -
U.S.A.	1%	0%	1%	1%	**2%** +	1%	2%	1%	1%	0% -	1%	1%	1%	**2%** ++
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	1%	0%	1%	2%	1%	0%	0%	1%	1%	1%	2%	1%	0%	0%
Chi2:	-	(99.9)						-		(99.9)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

Where were you born?

D5	Total	Born in Canada Yes	Born in Canada No	First language English	First language French	Children under 18 Yes	Children under 18 No	Employed Yes	Employed No	Education HS	Education Coll	Education Univ	Household income <$60K	Household income $60K-$100K	Household income $100K+
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
Born in Canada	88%	100% ++++	0% ----	91% ++++	96% ++++	88%	89%	89%	88%	92% ++	92% ++++	84% ----	87%	88%	89%
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	2%	0% ----	21% ++++	3% ++++	0% ----	1% -	3% +	2% --	3% ++	2%	2%	2%	2%	3%	2%
OTHER WESTERN EUROPE (FRANCE, GERMANY, BELGIUM...)	2%	0% ----	15% ++++	0% ----	2%	2%	2%	2%	2%	2%	1% -	2% +	2%	2%	1%
NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND, SWEDEN, DENMARK...)	0%	0% ----	3% ++++	0% ---	0%	0%	0%	0% --	1% ++	1%	0%	0%	0%	0%	0%
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA, UKRAINE, HUNGARY, BELARUS, CROATIA....)	1%	0% ----	7% ++++	0% ----	0% --	1%	1%	1%	0%	0% --	1%	1% ++	1%	1%	1%
SOUTH ASIA (PAKISTAN, INDIA...)	2%	0% ----	14% ++++	2%	0% ---	3% ++	1% --	2%	2%	1%	1% --	3% +++	2% +	1% -	2%
SOUTHEAST ASIA (CHINA, HONG, KONG, PHILLIPINES...)	1%	0% ----	7% ++++	1% --	0%	1%	1%	1%	1%	0%	0%	1% ++	1%	1%	1%
CARIBBEAN (JAMAICA, HAITI...)	0%	0% ----	2% ++++	0%	0%	1% +	0%	0%	0%	0%	0%	0%	0%	0%	0%
CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR...)	1%	0% ----	6% ++++	0% ----	0%	1%	1%	1%	1%	0%	0%	1% ++	1%	1%	0%
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	1%	0% ----	7% ++++	1% --	0%	1%	1%	1%	1%	1%	0% --	1% +++	1% ++	1%	0%
RUSSIA	0%	0% ---	1% +++	0% -	0%	0% +	0% -	0%	0%	0%	0%	0%	0%	0%	0% +
WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL, EGYPT...)	0%	0% ----	5% ++++	0% ---	0%	0%	1%	1%	0%	0%	0%	1% +	1%	0%	0%
U.S.A.	1%	0% ----	9% ++++	1% ++	0% -	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	0%	0% ----	1% ++++	0%	0%	0%	0%	0% -	0% +	0%	0%	0%	0%	0% +	0%
Prefer not to say	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Chi2:	-	-	-	(99.9)		(90)		(95)		(99)			-		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

Where were you born?

D5	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
Born in Canada	88%	89%	88%	92% +++	89%	86% ---	91%	90%	88%	90%	88%	88%
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	2%	0%	2%	2%	1% -	3%	1%	1% -	3% +++	1%	2%	2%
OTHER WESTERN EUROPE (FRANCE, GERMANY, BELGIUM...)	2%	2%	2%	2%	2%	1%	3%	1%	2%	3%	2%	2%
NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND, SWEDEN, DENMARK...)	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA, UKRAINE, HUNGARY, BELARUS, CROATIA....)	1%	1%	1%	0%	1% +	1%	1%	1%	1%	0%	1%	1%
SOUTH ASIA (PAKISTAN, INDIA...)	2%	3%	1%	1% --	1%	2% ++	0% -	1%	2%	0%	2%	2%
SOUTHEAST ASIA (CHINA, HONG, KONG, PHILLIPINES...)	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	1% -
CARIBBEAN (JAMAICA, HAITI...)	0%	0%	0%	0%	0%	0%	0%	1% ++++	0% --	0%	0%	0%
CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR...)	1%	2% ++	1%	1%	0%	1%	0%	1%	1%	2% +	1%	1%
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%
RUSSIA	0%	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%
WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL, EGYPT...)	0%	0%	1%	0% -	0%	1%	0%	0%	1%	0%	0%	1%
U.S.A.	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +	0%	0%
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Chi2:	-	-		(90)			-			-		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

In what year did you first move to Canada?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D6														
Weighted Total:	217	2	40	106	18	18	34	107	108	71	38	36	22	50
Total:	215	2	37	106	19	18	33	108	105	62	35	36	25	57
1983 and before (more than 35 years ago)	46%	100%	39%	45%	39%	45%	55%	47%	44%	**0%** ----	**28%** --	**66%** +++	71%	**97%** ++++
Since 1983 (last 35 years)	50%	0%	52%	51%	61%	49%	41%	50%	49%	**91%** ++++	**66%** ++	**28%** ---	29%	**3%** ----
Prefer not to say	5%	0%	9%	4%	0%	5%	4%	3%	6%	9%	6%	6%	0%	0%
Chi2:	-	-						-		99.9				
Margin of error around 50%	6.68	69.30	16.11	9.52	22.48	23.10	17.06	9.43	9.56	12.45	16.56	16.33	19.60	12.98

In what year did you first move to Canada?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D6															
Weighted Total:	217	0	207	128	18	66	152	123	94	37	54	123	78	57	59
Total:	215	0	206	130	16	60	155	117	97	37	56	119	75	58	58
1983 and before (more than 35 years ago)	46%	0%	48%	**55%** ++++	27%	**28%** ---	**53%** +++	**35%** ----	**59%** ++++	49%	**60%** ++	**37%** ---	**32%** ---	56% +	47%
Since 1983 (last 35 years)	50%	0%	52%	**41%** ---	52%	60% +	45% -	**58%** +++	**39%** ---	48%	**38%** --	**57%** ++	**63%** +++	**38%** --	53%
Prefer not to say	5%	0%	0%	4%	20%	12%	2%	7%	2%	3%	2%	6%	6%	6%	0%
Chi2:	-	-	-	90		99		99		95			95		
Margin of error around 50%	6.68	*	6.83	8.60	24.50	12.65	7.87	9.06	9.95	16.11	13.10	8.98	11.32	12.87	12.87

In what year did you first move to Canada?

D6	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	217	18	143	35	49	131	13	36	164	10	25	180
Total:	215	17	142	36	47	130	13	35	163	10	24	179
1983 and before (more than 35 years ago)	46%	20%	48%	51%	39%	46%	40%	39%	48%	54%	26%	48%
Since 1983 (last 35 years)	50%	80%	47%	42%	56%	50%	60%	51%	49%	46%	64%	48%
Prefer not to say	5%	0%	5%	7%	5%	3%	0%	10%	3%	0%	10%	4%
Chi2:	-	95		-			-			-		
Margin of error around 50%	6.68	23.77	8.22	16.33	14.29	8.60	27.18	16.56	7.68	30.99	20.00	7.32

What is the language you first learned at home as a child and still understand?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D7														
Weighted Total:	2000	136	465	766	130	225	275	963	1019	554	321	358	348	418
Total:	2000	133	434	778	147	233	271	979	1003	478	296	353	405	468
English	74%	**94%** ++++	**18%** ----	**89%** ++++	**91%** ++++	**93%** ++++	**91%** ++++	75%	72%	72%	75%	**79%** ++	71%	73%
French	23%	**11%** ----	**83%** ++++	**5%** ----	**7%** ----	**3%** ----	**2%** ----	22%	24%	**27%** ++	19% -	**15%** ----	**28%** +++	23%
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	2%	0% -	3%	2%	1%	2%	**4%** ++	2%	2%	1% -	3%	3%	1%	3%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%
EASTERN//CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	1%	0%	0% -	**2%** ++	2%	0%	1%	1%	1%	1%	2%	2%	1%	1%
SOUTH ASIAN LAGUAGES (URDU, HINDI...)	1%	0%	**0%** ---	**3%** ++++	2%	0% -	1%	**2%** +	1%	**2%** +++	2%	1%	**0%** --	**0%** --
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	1%	0%	0%	1%	0%	2%	2%	1%	1%	**2%** ++++	1%	1%	1%	0%
AFRICAN LANGUAGES	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
RUSSIAN	0%	0%	0%	0%	**1%** +++	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN, EXCLUDING ARABIC...)	0%	0%	0%	**1%** ++	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%
OTHER	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%
Chi2:	-	(99.9)						-		(99.9)				
Margin of error around 50%	2.19	8.50	4.70	3.51	8.08	6.42	5.95	3.13	3.09	4.48	5.70	5.22	4.87	4.53

What is the language you first learned at home as a child and still understand?

		Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D7															
Weighted Total:	2000	1767	207	1474	457	553	1429	1153	830	460	704	822	632	517	587
Total:	2000	1770	206	1500	430	513	1470	1108	875	472	712	802	628	519	579
English	74%	76% ++++	59% ----	100% ++++	11% ----	73%	74%	76% ++	71% --	75%	74%	72%	69% ----	75%	78% +++
French	23%	25% ++++	7% ----	3% ----	100% ++++	23%	23%	20% ---	26% +++	23%	24%	22%	29% ++++	22%	19% ---
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	2%	1% ----	14% ++++	0% ----	0% --	2%	2%	2%	2%	2%	2%	3%	3%	1% -	2%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	0%	0% --	1% ++	0% ----	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
EASTERN//CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	1%	1% ----	6% ++++	0% ----	0% --	2% ++	1% --	2%	1%	1%	0% --	2% +++	1%	1%	2%
SOUTH ASIAN LAGUAGES (URDU, HINDI...)	1%	0% ----	9% ++++	1% ---	0% --	2% +	1%	1%	1%	1%	0% --	2% +++	1%	2%	1%
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	1%	1% ----	5% ++++	0% ----	0% --	1%	1%	1%	1%	1%	1%	1%	1%	2% +++	1%
AFRICAN LANGUAGES	0%	0% ----	3% ++++	0% ---	0%	0%	0%	0%	0%	0%	0%	0%	1% ++	0%	0%
RUSSIAN	0%	0% ----	2% ++++	0% --	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%
OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN, EXCLUDING ARABIC...)	0%	0% ----	3% ++++	0%	1%	0%	0%	1% ++	0% --	0%	0%	0%	1% +	0%	0%
OTHER	0%	0% ----	1% ++++	0% --	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%
Prefer not to say	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%
Chi2:	-	-	-	(99.9)		-		(95)		(90)			(99)		
Margin of error around 50%	2.19	2.33	6.83	2.53	4.73	4.33	2.56	2.94	3.31	4.51	3.67	3.46	3.91	4.30	4.07

What is the language you first learned at home as a child and still understand?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D7												
Weighted Total:	2000	173	1217	480	485	1015	172	400	1414	105	214	1666
Total:	2000	171	1215	473	473	1035	163	388	1435	101	200	1684
English	74%	61% ----	74%	66% ----	72%	78% ++++	61% ----	65% ----	78% ++++	55% ----	61% ----	77% ++++
French	23%	39% ++++	21% --	29% ++++	25%	19% ----	40% ++++	30% ++++	19% ----	40% ++++	35% ++++	20% ----
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	2%	2%	2%	4% ++	2%	2%	2%	2%	2%	8% ++++	1%	2%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	0%	1%	0%	1% +	0%	0%	0%	0%	0%	1%	0%	0%
EASTERN//CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	1%	0%	1%	1%	2% ++	1%	1%	2%	1%	1%	1%	1%
SOUTH ASIAN LAGUAGES (URDU, HINDI...)	1%	1%	1%	1%	1%	2% ++	0%	1%	1%	0%	2%	1%
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	1%	1%	1% +	1%	0% --	1%	1%	1%	1%	2%	1%	1%
AFRICAN LANGUAGES	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%
RUSSIAN	0%	0%	0%	0%	1% ++	0%	0%	0%	0%	0%	0%	0%
OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN, EXCLUDING ARABIC...)	0%	1%	0%	0%	0%	1% +	0%	1%	0%	0%	1%	0%
OTHER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%
Prefer not to say	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%
Chi2:	-	(99.9)		(99.9)			(99.9)			(99.9)		
Margin of error around 50%	2.19	7.49	2.81	4.51	4.51	3.05	7.68	4.98	2.59	9.75	6.93	2.39

Are you...

D1B	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Male gender	48%	46%	47%	49%	49%	48%	46%	**100%** ++++	**0%** ----	45%	48%	**56%** ++++	43% -	48%
Female gender	51%	52%	52%	49%	49%	50%	51%	**0%** ----	**100%** ++++	53%	50%	**42%** ----	55% +	52%
Gender diverse	1%	1%	0%	1%	1%	0%	1%	**0%** ----	**0%** ----	**1%** ++	0%	1%	0%	0%
Prefer not to say	1%	1%	1%	1%	2%	1%	1%	0%	0%	0%	2%	1%	2%	0%
Chi2:	-	-						99.9		(99)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

Are you...															
		Born in Canada		**First language**		**Children under 18**		**Employed**		**Education**			**Household income**		
	Total	**Yes**	**No**	**English**	**French**	**Yes**	**No**	**Yes**	**No**	**HS**	**Coll**	**Univ**	**<$60K**	**$60K-$100K**	**$100K+**
D1B															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Male gender	48%	48%	48%	48%	47%	45%	49%	**53%** ++++	**40%** ----	46%	48%	48%	**40%** ----	**52%** ++	**56%** ++++
Female gender	51%	51%	50%	50%	52%	53%	50%	**45%** ----	**58%** ++++	53%	50%	50%	**59%** ++++	48%	**42%** ----
Gender diverse	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	**1%** ++	0%	1%
Prefer not to say	1%	1%	0%	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	0%	1%
Chi2:	-	-	-	-		-		99.9		-			(99.9)		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

Are you...												
	Total	**Aware of Veteran's ads**		**Importance of ads to promote Canada's Veterans**			**Importance of activities to remember/honour Canada's Veterans**			**Importance of programs/benefits to support Veterans/families**		
		Yes	**No**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**
D1B												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Male gender	48%	**53%** ++	48%	**53%** +++	46%	46% -	49%	**42%** --	49%	**59%** +++	**41%** --	48%
Female gender	51%	**45%** --	50%	**44%** ---	52%	**53%** ++	49%	**56%** ++	50%	**38%** ---	**58%** ++	51%
Gender diverse	1%	0%	**1%** ++	1%	1%	0%	**2%** ++	1%	**0%** --	1%	0%	1%
Prefer not to say	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	0%	1%
Chi2:	-	-		(95)			(95)			(95)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

In which of the following age categories do you belong?

	Total		Region					Gender			Age			
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1C														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
18 to 24	7%	5%	5%	8% +	7%	6%	8%	**5%** ---	**8%** +++	**26%** ++++	**0%** ----	**0%** ----	**0%** ----	**0%** ----
25 to 34	20%	19%	20%	20%	17%	24%	20%	21%	20%	**74%** ++++	**0%** ----	**0%** ----	**0%** ----	**0%** ----
35 to 44	16%	13%	14% -	18%	16%	19%	17%	16%	16%	**0%** ----	**100%** ++++	**0%** ----	**0%** ----	**0%** ----
45 to 54	18%	21%	17%	17%	**27%** ++	18%	18%	**21%** ++++	**15%** ----	**0%** ----	**0%** ----	**100%** ++++	**0%** ----	**0%** ----
55 to 64	18%	20%	**21%** ++	16%	14%	18%	16%	16% -	19% +	**0%** ----	**0%** ----	**0%** ----	**100%** ++++	**0%** ----
65 or older	21%	22%	23%	21%	20%	**14%** ---	21%	21%	21%	**0%** ----	**0%** ----	**0%** ----	**0%** ----	**100%** ++++
Chi2:	-	-						99.9		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

In which of the following age categories do you belong?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D1C															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
18 to 24	7%	**6%** --	**11%** ++	7%	7%	7%	7%	**6%** --	8% +	**13%** ++++	6% -	6% -	**11%** ++++	5%	4% ----
25 to 34	20%	20%	21%	20%	22%	**30%** ++++	**17%** ----	**29%** ++++	**9%** ----	15% ---	18% --	25% ++++	22%	25% +++	18% --
35 to 44	16%	17%	**12%** --	17%	15%	**36%** ++++	**8%** ----	**23%** ++++	**6%** ----	10% ----	15%	20% ++++	**11%** ----	15%	24% ++++
45 to 54	18%	**19%** ++	**12%** --	19% +	17%	**22%** +++	**16%** ---	**24%** ++++	**9%** ----	16%	19%	18%	**14%** ---	15% --	24% ++++
55 to 64	18%	**18%** ++	14%	17%	19%	**4%** ----	**23%** ++++	**14%** ----	**23%** ++++	20%	21% +++	14% ----	17%	17%	18%
65 or older	21%	**20%** ---	**30%** ++++	20%	21%	**1%** ----	**29%** ++++	**4%** ----	**45%** ++++	**27%** +++	22%	17% ----	**24%** ++	23%	**13%** ----
Chi2:	-	-	-	-		99.9		99.9		99.9			99.9		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

In which of the following age categories do you belong?

D1C	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
18 to 24	7%	5%	**8%** ++	5% -	8%	7%	10%	9% +	**6%** ---	6%	9%	7%
25 to 34	20%	20%	**22%** ++	19%	23% +	20%	23%	**26%** +++	19% ---	21%	**28%** +++	**19%** --
35 to 44	16%	16%	**18%** ++	**22%** ++++	18%	**13%** ----	16%	**21%** ++	15% -	15%	16%	16%
45 to 54	18%	**13%** --	18%	21% +	18%	17%	20%	16%	18%	17%	18%	18%
55 to 64	18%	18%	**16%** --	18%	17%	18%	17%	15%	18% +	**26%** +++	17%	17%
65 or older	21%	**28%** +++	**19%** ---	**16%** ---	**15%** ----	**26%** ++++	**14%** ---	**14%** ----	**23%** ++++	15% -	**12%** ----	**22%** ++++
Chi2:	-	99		99.9			99.9			99		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

In which province or territory do you live?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1E														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Newfoundland and Labrador	2%	23% ++++	0% ---	0% ----	0%	0% --	0% --	2%	1%	2%	1%	2%	1%	2%
Prince Edward Island	0%	3% ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +
Nova Scotia	3%	42% ++++	0% ----	0% ----	0% -	0% ---	0% ---	3%	3%	2%	3%	3%	4%	3%
New Brunswick	2%	32% ++++	0% ----	0% ----	0% -	0% --	0% ---	2%	2%	2%	2%	2%	3%	2%
Quebec	23%	0% ----	100% ++++	0% ----	0% ----	0% ----	0% ----	23%	24%	22%	19%	21% -	28% ++	26%
Ontario	38%	0% ----	0% ----	100% ++++	0% ----	0% ----	0% ----	39%	37%	40%	41%	36%	35%	39%
Manitoba	4%	0% --	0% ----	0% ----	54% ++++	0% ---	0% ----	4%	3%	3%	2%	7% ++++	2% --	3%
Saskatchewan	3%	0% --	0% ----	0% ----	46% ++++	0% ---	0% ---	3%	3%	3%	4%	2%	3%	3%
Alberta	11%	0% ----	0% ----	0% ----	0% ----	100% ++++	0% ----	11%	11%	12%	13%	11%	11%	8% ---
British Columbia	14%	0% ----	0% ----	0% ----	0% ----	0% ----	100% ++++	13%	14%	14%	14%	13%	13%	14%
Yukon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% ++	0%
Northwest Territories	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +
Chi2:	-	(99.9)						-		(90)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

In which province or territory do you live?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D1E															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Newfoundland and Labrador	2%	2%	1%	**2%** ++++	**0%** --	2%	2%	1%	2%	1%	**2%** ++	1%	**2%** ++	1%	1%
Prince Edward Island	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nova Scotia	3%	3%	2%	**4%** ++++	**1%** ---	3%	3%	3%	3%	**5%** +++	3%	2%	**4%** +++	2%	2%
New Brunswick	2%	**2%** ++	**0%** --	**3%** +++	1%	3%	2%	2%	2%	**4%** +++	2%	2%	2%	3%	2%
Quebec	23%	**25%** ++++	**11%** ----	**6%** ----	**85%** ++++	**18%** ----	**25%** ++++	**21%** --	**26%** ++	**17%** ----	25%	25%	**27%** +++	25%	**20%** --
Ontario	38%	**36%** ----	**51%** ++++	**45%** ++++	**9%** ----	39%	38%	39%	36%	38%	**33%** ----	**43%** ++++	**33%** ---	37%	**42%** ++
Manitoba	4%	4%	3%	**4%** ++++	**0%** ----	4%	4%	4%	3%	5%	4%	3%	4%	4%	3%
Saskatchewan	3%	3%	2%	**4%** +++	**0%** ----	3%	3%	3%	3%	4%	3%	3%	3%	3%	2%
Alberta	11%	11%	9%	**14%** ++++	**1%** ----	**15%** ++++	**10%** ----	**13%** +++	**9%** ---	10%	**14%** +++	**9%** --	**9%** --	10%	**14%** +++
British Columbia	14%	**13%** ---	**20%** +++	**17%** ++++	**2%** ----	13%	14%	13%	15%	16%	14%	13%	14%	14%	12%
Yukon	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%	0%	0%	0%	0%
Northwest Territories	0%	0%	0%	0%	0%	**0%** ++	**0%** --	0%	0%	0%	0%	0%	0%	0%	**0%** ++
Nunavut	0%	**0%** --	**0%** +++	0%	0%	0%	0%	0%	0%	**0%** ++	0%	0%	0%	0%	0%
Chi2:	-	-	-	(99.9)		(99)		(95)		(99.9)			(99)		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

In which province or territory do you live?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D1E												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Newfoundland and Labrador	2%	2%	**1%** ---	2%	2%	1%	0% -	1%	2%	0%	1%	2%
Prince Edward Island	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Nova Scotia	3%	3%	3%	2% -	3%	3%	2%	4%	3%	3%	3%	3%
New Brunswick	2%	1%	2%	1%	3%	2%	1%	2%	2%	1%	2%	2%
Quebec	23%	**30%** +++	23%	**32%** ++++	**27%** ++	**18%** ----	**35%** ++++	**33%** ++++	**19%** ----	**39%** ++++	**36%** ++++	**20%** ----
Ontario	38%	**30%** ---	39%	**33%** --	39%	**40%** ++	**31%** --	**33%** --	**41%** ++++	33%	33% -	**40%** ++
Manitoba	4%	**6%** ++	4%	4%	3%	4%	2%	3%	4%	4%	2% -	4%
Saskatchewan	3%	3%	3%	2%	2%	**4%** ++	2%	2%	3%	3%	4%	3%
Alberta	11%	9%	11%	9%	10%	**13%** ++	10%	10%	12%	**5%** --	9%	**12%** ++
British Columbia	14%	15%	13%	14%	13%	14%	16%	11%	14%	11%	10% -	14% +
Yukon	0%	0%	0%	0% +	0%	0%	**0%** +++	0%	0%	**1%** ++++	0%	**0%** --
Northwest Territories	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	(95)		(99.9)			(99.9)			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q1														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Yes	52%	57%	58% +++	51%	53%	47%	46% --	55% ++	49% ---	56% ++	44% ----	48% -	55%	54%
No / Do not remember	48%	43%	42% ---	49%	46%	52%	54% ++	45% --	51% +++	44% --	56% +++	52%	44%	46%
Prefer not to say	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Chi2:	-	95						99		99				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?															
		Born in Canada		First language		Children under 18		Employed		Education			Household income		
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q1															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Yes	52%	52%	50%	50% ---	59% ++++	49% -	54% ++	53%	51%	54%	52%	51%	53%	54%	50%
No / Do not remember	48%	47%	50%	50% +++	41% ----	51% +	46% --	47%	49%	46%	48%	49%	47%	46%	50%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Chi2:	-	-	-	99.9		95		-		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?												
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q1												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Yes	52%	**75%** ++++	**45%** ----	**46%** ---	50%	**56%** ++++	**45%** --	49%	**54%** ++	47%	55%	52%
No / Do not remember	48%	**25%** ----	**54%** ++++	**53%** +++	50%	**44%** ----	**55%** ++	50%	**46%** --	53%	45%	48%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Chi2:	-	99.9		99			95			-		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_A														
Weighted Total:	1041	77	270	388	69	106	127	525	496	306	143	172	194	226
Total:	1037	80	264	389	63	111	127	528	489	264	153	162	213	245
Television	65%	66%	69%	64%	67%	63%	60%	64%	67%	46% ----	59% -	62%	81% ++++	85% ++++
Facebook	21%	33% +++	14% ----	20%	26%	30% ++	23%	20%	23%	31% ++++	21%	19%	16% --	15% ---
Radio	21%	21%	21%	22%	15%	23%	17%	22%	19%	20%	25%	28% ++	20%	14% ---
Internet website	15%	14%	11% --	17%	17%	19%	15%	18% +++	12% --	20% +++	12%	16%	12%	12%
Youtube	13%	13%	8% --	15%	17%	14%	13%	15% ++	10% ---	24% ++++	18% ++	10%	4% ----	3% ----
Newspaper (daily)	12%	5% -	13%	12%	13%	16% +	7% -	15% ++++	8% ----	5% ----	6% --	7% --	15% +	25% ++++
Public transit (bus or subway)	7%	8%	3% --	9% +++	2%	4%	9%	6%	6%	13% ++++	7%	4% -	3% --	3% --
Twitter	5%	5%	2% --	5%	8%	9% ++	5%	5%	5%	8% ++	5%	6%	3% -	3%
Cinema	5%	6%	3%	3%	6%	10% +++	7%	5%	5%	8% +++	5%	5%	3%	3% -
Outdoor billboard	5%	1%	5%	5%	11% ++	4%	4%	6% +	3% -	10% ++++	4%	3%	1% --	3% -
Instagram	4%	2%	3%	6% ++	4%	3%	3%	3%	5%	11% ++++	2%	1% --	1% --	0% ---
Newspaper (weekly or community)	3%	5%	5% +	1% ---	2%	4%	5%	4%	3%	3%	3%	2%	3%	6% ++
Pamphlet or brochure in the mail	2%	3%	3%	1% -	7% +++	3%	1%	3%	2%	3%	2%	4%	2%	1% -
Magazines	2%	1%	1%	1%	3%	4%	3%	2%	2%	2%	1%	3%	1%	3%
Spotify	1%	0%	1%	1%	2%	1%	1%	0% --	1% +	3% ++++	0%	1%	0%	0% -
Snapchat	1%	2%	1%	0%	2%	2%	0%	0% --	1%	3% ++++	0%	0%	0%	0%
LinkedIn	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1% +	0%	0%	0%
E-MAIL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%
Other	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	2% +	0%	0%
Prefer not to say	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Chi2:	-	(99)						(99.9)		(99.9)				
Margin of error around 50%	3.04	10.96	6.03	4.97	12.35	9.30	8.70	4.26	4.43	6.03	7.92	7.70	6.71	6.26

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2_A															
Weighted Total:	1041	907	121	724	264	270	769	610	418	205	369	452	339	276	293
Total:	1037	905	119	725	259	260	775	592	432	205	371	445	331	276	296
Television	65%	67% ++	57% -	64%	68%	56% ----	68% ++++	60% ----	73% ++++	70%	68%	60% ---	62%	66%	65%
Facebook	21%	22%	18%	24% +++	15% ---	24%	20%	22%	21%	27% ++	23%	17% ---	25% +	22%	19%
Radio	21%	20%	20%	21%	21%	25% ++	19% --	25% ++++	14% ----	19%	23%	20%	18%	20%	22%
Internet website	15%	16%	12%	16%	13%	16%	15%	16%	13%	15%	14%	16%	14%	17%	16%
Youtube	13%	12% ---	19% ++	13%	10%	15%	12%	16% ++++	9% ----	11%	12%	15%	16% ++	11%	12%
Newspaper (daily)	12%	11%	13%	11%	12%	9% -	13% +	11%	13%	9%	12%	12%	7% ---	12%	14%
Public transit (bus or subway)	7%	6%	8%	7%	4% --	5%	7%	8% ++	5% --	3% --	5%	9% +++	10% +++	4% -	6%
Twitter	5%	5%	5%	6% ++	3% -	7% +	4% -	7% ++	3% ---	3%	4%	6% +	3% --	5%	7% +
Cinema	5%	5%	5%	6% +	2% --	7% +	4% -	6% ++	3% --	4%	4%	6%	5%	5%	6%
Outdoor billboard	5%	4%	8%	4%	5%	5%	5%	6% ++	3% --	2% --	6%	5%	6%	5%	4%
Instagram	4%	4%	6%	4%	3%	5%	4%	4%	4%	7% ++	3%	4%	4%	6%	3%
Newspaper (weekly or community)	3%	4%	2%	3% -	4%	5%	3%	3%	4%	4%	5%	2%	3%	4%	3%
Pamphlet or brochure in the mail	2%	2%	1%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	4% ++	2%
Magazines	2%	2%	3%	2%	1%	3%	2%	2%	2%	1%	3%	2%	2%	2%	3% +
Spotify	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Snapchat	1%	1%	2%	1%	1%	2% +++	0% ---	0% ---	2% +++	2% +++	1%	0%	1%	1%	0% -
LinkedIn	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%
E-MAIL	0%	0% ---	1% +++	0%	0%	0% +	0% -	0%	0%	0%	0%	0%	0%	0%	0%
Other	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Chi2:	-	-	-	(90)		(99)		(99.9)		(99)			(90)		
Margin of error around 50%	3.04	3.26	8.98	3.64	6.09	6.08	3.52	4.03	4.71	6.84	5.09	4.65	5.39	5.90	5.70

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_A												
Weighted Total:	1041	211	510	209	257	567	92	167	777	63	120	851
Total:	1037	211	505	207	255	568	90	162	780	64	117	850
Television	65%	70%	62% --	56% ---	63%	70% ++++	58%	58% --	68% +++	56%	62%	67% ++
Facebook	21%	28% ++	18% --	20%	17% -	24% ++	21%	17%	22%	14%	17%	23% ++
Radio	21%	22%	19%	29% ++++	17% -	19%	24%	18%	21%	32% ++	17%	20%
Internet website	15%	16%	15%	13%	13%	17%	15%	13%	15%	8% -	12%	16% +
Youtube	13%	17% +	13%	18% ++	13%	11% --	11%	15%	13%	8%	12%	13%
Newspaper (daily)	12%	19% ++++	10% --	11%	8% --	13% +	9%	6% ---	13% ++	10%	6% -	12%
Public transit (bus or subway)	7%	9%	7%	7%	6%	6%	10%	8%	6% -	3%	7%	7%
Twitter	5%	6%	4% -	6%	2% --	6%	3%	4%	6%	1%	2% -	6% ++
Cinema	5%	6%	4%	4%	6%	4%	6%	4%	5%	7%	6%	5%
Outdoor billboard	5%	7% +	4%	4%	5%	5%	6%	8% ++	4% --	6%	4%	5%
Instagram	4%	4%	4%	2% -	6%	4%	3%	6%	4%	0% -	5%	4%
Newspaper (weekly or community)	3%	7% ++++	2%	3%	1% --	5% ++	4%	2%	4%	1%	1%	4% +
Pamphlet or brochure in the mail	2%	5% ++	1% -	2%	2%	3%	2%	2%	2%	1%	2%	2%
Magazines	2%	6% ++++	1% -	1%	3%	2%	1%	1%	2%	0%	3%	2%
Spotify	1%	1%	0% --	2%	1%	0% -	0%	2% +	1%	0%	2%	1%
Snapchat	1%	1%	1%	1%	1%	1%	1%	2% ++	0% --	0%	2%	1%
LinkedIn	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%
E-MAIL	0%	0%	0%	0%	0%	0%	0%	1% ++	0% -	0%	0%	0%
Other	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Prefer not to say	0%	0%	1%	0%	0%	0%	1%	0%	0%	2%	1%	0%
Chi2:	-	(99.9)		(95)			(90)			-		
Margin of error around 50%	3.04	6.75	4.36	6.81	6.14	4.11	10.33	7.70	3.51	12.25	9.06	3.36

What do you remember about this ad?

		Region						Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+

Q3

	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Weighted Total:	1041	77	270	388	69	106	127	525	496	306	143	172	194	226
Total:	1037	80	264	389	63	111	127	528	489	264	153	162	213	245
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	11%	5% -	17% ++++	11%	3% --	10%	6% -	10%	12%	8% -	10%	10%	16% +++	12%
CARBON TAX, POLICY/REGS/REBATE, CLIMATE CHANGE/ENVIRONMENT	6%	5%	5%	7%	9%	4%	8%	7%	5%	3% --	8%	7%	7%	9%
PARKS CANADA, FREE ACCESS, PARKS	6%	1% --	7%	6%	3%	13% +++	6%	7%	6%	8%	9%	9%	5%	2% ---
SENIORS, PENSIONS	4%	7%	5%	2% --	7%	5%	4%	3%	5% +	1% ----	0% ---	2% -	9% ++++	9% ++++
WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	4%	7%	1% --	4%	2%	7%	7% +	5% ++	3% --	0% ----	4%	7% ++	6%	5%
PIPELINES	3%	3%	2%	3%	3%	0% --	11% ++++	4%	3%	1% ---	1% --	7% +++	4%	5%
OPIOID ISSUES, DRUG/DANGERS OF	4%	4%	5%	4%	3%	2%	2%	5%	3% -	6% +++	5%	2%	3%	1% ---
MARIJUANA LEGISLATION/AWARENESS	3%	1%	5%	3%	4%	4%	2%	3%	3%	4%	6% +	5%	2%	2% -
MILITARY RELATED, RECRUITMENT FOR ARMED FORCES	3%	3%	2%	3%	5%	3%	4%	4%	2% -	4%	2%	2%	4%	3%
ANTI VAPING/SMOKING	3%	2%	1%	3%	5%	3%	4%	2% --	4% ++	6% ++++	5%	1%	0% ---	0% --
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	2%	1%	6% ++++	0% ---	2%	0% -	3%	1% --	4% ++	1%	1%	3%	4% ++	3%
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	3%	3%	1%	3%	4%	2%	3%	2%	4% +	5% +++	3%	2%	2%	0% --
HEALTH CARE RELATED (CUTS, REFORM)	2%	8% ++++	1% -	2%	5%	1%	1%	1%	3%	2%	5% +++	1%	1%	3%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO	2%	0%	3%	3%	0%	3%	1%	2%	3%	3%	1%	2%	4%	0% --
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	2%	1%	4% +++	1%	0%	1%	2%	2%	3%	2%	1%	1%	3%	2%
ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING	2%	0%	4% ++	2%	4%	1%	1%	2%	2%	2%	1%	4% +	2%	2%

VETERAN'S AFFAIRS SERVICES/SUPPORTS, PENSION FOR LIFE/SUPPORT AFTER RETIREMENT	2%	0%	**4%** +++	**1%** --	5% +	0%	2%	**3%** +++	**1%** --	2%	**4%** ++	3%	1%	0% -
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	1%	0%	0%	1%	0%	2%	3% +	1%	1%	**2%** ++	1%	2% -	0%	0% -
POSITIVE, GOOD IMPRESSION, LIKED IT	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%
AFFORDABLE HOUSING INITIATIVES (FIRST TIME HOME BUYERS, TENANT'S RIGHTS, SOCIAL HOUSING FOR LOW INCOME)	1%	0%	1%	1%	2%	2%	2%	1%	1%	0%	1%	2%	0%	1%
PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	1%	0%	0% -	1%	0%	0%	**2%** ++	1%	1%	1%	1%	1%	0%	1%
ECONOMY, JOB CREATION, BUSINESS/INDUSTRY DEVELOPMENT INITIATIVES	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%
OTHER NEGATIVES (VARIOUS)	1%	1%	0%	1% +	1%	0%	0%	1%	1%	0%	1%	0%	0%	**2%** +++
FAMILY TAX CREDITS/BENEFITS	1%	0%	0%	0%	0%	2% +	**2%** ++	1%	1%	1%	1%	0%	1%	1%
TOURISM, CANADA	1%	0%	0%	1%	0%	**3%** ++++	1%	0%	1%	1%	0%	1%	1%	0%
OTHER TAX BENEFITS/CREDITS	0%	1%	0%	0%	0%	1%	1%	**0%** --	**1%** ++	0%	1%	0%	0%	1% +
INTERNATIONAL INVESTMENT IN CANADA, EXPORT/IMPORT, TRADE DEALS	0%	0%	**1%** ++	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%
DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	0%	**4%** ++++	0%	0%	0%	0%	0%	1%	0%	**1%** ++	0%	0%	0%	0%
CANADA'S CULTURE, DIVERSITY	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%
WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	**1%** ++	1%	0%	0%
EMPLOYMENT OPPORTUNITIES, GOVERNMENTJOB OPENINGS/HIRING (SPECIFIC TO CSIS)	0%	0%	0%	0%	0%	**2%** +++	0%	0%	0%	0%	1%	1%	0%	0%
REMEMBRANCE DAY, VETERANS	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
TRANSPORTATION INFRASTRUCTURE	0%	0%	**1%** +++	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** ++++	0%
TAXES, CRA, REMINDERS TO FILE TAXES/SERVICES	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	0%	0%	0%	1% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
EDUCATION, TRAINING/JOB TRAINING	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%

TAX CREDITS/BENEFITS TO LOW INCOME	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +
FARMERS, AGRICULTURE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%
OTHER	2%	3%	3%	2%	**7%** +++	1%	1%	1% -	3% +	3%	3%	**4%** ++	0% -	1%
Don't remember	34%	40%	27%	39%	30%	38%	30%	35%	33%	37%	30%	29%	31%	39%
Chi2:	-	(99.9)						(95)		(99.9)				
Margin of error around 50%	3.04	10.96	6.03	4.97	12.35	9.30	8.70	4.26	4.43	6.03	7.92	7.70	6.71	6.26

What do you remember about this ad?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q3															
Weighted Total:	1041	907	121	724	264	270	769	610	418	205	369	452	339	276	293
Total:	1037	905	119	725	259	260	775	592	432	205	371	445	331	276	296
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	11%	11%	10%	8% ----	17% ++++	8% -	12%	10%	13%	11%	12%	9%	12%	12%	10%
CARBON TAX, POLICY/REGS/REBATE, CLIMATE CHANGE/ENVIRONMENT	6%	6%	7%	6%	6%	7%	6%	6%	6%	6%	5%	7%	4% -	7%	7%
PARKS CANADA, FREE ACCESS, PARKS	6%	6%	8%	7%	5%	7%	6%	7%	6%	4%	6%	8%	3% ---	6%	11% ++++
SENIORS, PENSIONS	4%	4%	2%	4%	5%	1% ---	5% +++	2% ----	7% ++++	5%	5%	3%	5%	3%	4%
WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	4%	4%	5%	5% ++	2% --	3%	4%	4%	4%	5%	4%	4%	3%	2% --	6% +
PIPELINES	3%	3% -	6%	3%	3%	2%	4%	3%	4%	3%	3%	4%	4%	2%	3%
OPIOID ISSUES, DRUG/DANGERS OF	4%	4%	4%	4%	4%	4%	4%	4%	2% -	2%	3%	4%	4%	3%	4%
MARIJUANA LEGISLATION/AWARENESS	3%	3%	3%	3%	4%	3%	4%	4% ++	2% --	3%	3%	4%	1% ---	4%	5%
MILITARY RELATED, RECRUITMENT FOR ARMED FORCES	3%	3%	4%	3%	1% -	4%	3%	3%	3%	3%	3%	4%	3%	5% +	3%
ANTI VAPING/SMOKING	3%	3%	2%	3%	2%	4%	2%	3%	3%	5% ++	2%	2%	3%	2%	3%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	2%	2%	1%	1% ----	5% ++++	2%	3%	2%	3%	3%	2%	2%	2%	4% ++	1%
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	3%	3%	3%	3% +	2%	2%	3%	3%	2%	3%	2%	3%	4%	1%	2%
HEALTH CARE RELATED (CUTS, REFORM)	2%	2%	3%	3% ++	0% --	3%	2%	2%	3% +	3%	2%	2%	2%	2%	2%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO	2%	2%	2%	2%	2%	2%	2%	3% +	1%	0% --	2%	3% ++	1% --	2%	4% ++
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	2%	2%	3%	1% --	4% ++	2%	2%	2%	2%	1%	2%	3%	2%	3%	2%

Category															
ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING	2%	2%	1%	2%	4% ++	2%	2%	2%	2%	2%	3%	1%	2%	3% +	1% -
VETERAN'S AFFAIRS SERVICES/SUPPORTS, PENSION FOR LIFE/SUPPORT AFTER RETIREMENT	2%	2%	3%	1% --	3%	4% ++	1% --	3% ++	1% --	1%	1%	3%	2%	2%	3%
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	1%	1%	0%	1%	0%	1%	1%	2% +++	0% ---	2%	1%	1%	1%	1%	1%
POSITIVE, GOOD IMPRESSION, LIKED IT	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
AFFORDABLE HOUSING INITIATIVES (FIRST TIME HOME BUYERS, TENANT'S RIGHTS, SOCIAL HOUSING FOR LOW INCOME)	1%	1%	1%	1% -	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0% --	2% +++	0%	1%	1%
ECONOMY, JOB CREATION, BUSINESS/INDUSTRY DEVELOPMENT INITIATIVES	1%	1%	0%	0% --	2% ++	0%	1%	1%	1%	1%	1%	0%	1%	0%	1%
OTHER NEGATIVES (VARIOUS)	1%	1%	1%	1% +	0%	1%	1%	0% --	1% ++	1%	1%	0%	1%	1%	0%
FAMILY TAX CREDITS/BENEFITS	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0% -	1%	1%
TOURISM, CANADA	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%
OTHER TAX BENEFITS/CREDITS	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1% +	0%	0%	1%	0%
INTERNATIONAL INVESTMENT IN CANADA, EXPORT/IMPORT, TRADE DEALS	0%	0%	0%	0% ---	1% ++	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%
DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	0%	0%	1%	0%	0%	0%	0%	1%	0%	1% +++	0%	0%	1%	0%	0%
CANADA'S CULTURE, DIVERSITY	0%	0% --	2% ++	0%	0%	0%	1%	0%	1%	0%	0%	1%	1% +	0%	0%
WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY	0%	0%	1%	0%	0%	1% ++	0% --	0%	0%	0%	1%	0%	0%	0%	1%
EMPLOYMENT OPPORTUNITIES, GOVERNMENTJOB OPENINGS/HIRING (SPECIFIC TO CSIS)	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%
REMEMBRANCE DAY, VETERANS	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TRANSPORTATION INFRASTRUCTURE	0%	0%	0%	0% --	1% +++	0%	0%	0%	0%	1% ++	0%	0%	0%	0%	0%
TAXES, CRA, REMINDERS TO FILE TAXES/SERVICES	0% -	0%	1% +	0%	0%	0%	0%	0% -	1% +	1%	0%	0%	1% ++	0%	0%

IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	0%	0% -	**1%** ++	0%	0%	0%	0%	0%	0%	0%	0%	0% +	**1%** ++	0%	0%
EDUCATION, TRAINING/JOB TRAINING	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TAX CREDITS/BENEFITS TO LOW INCOME	0%	0%	0%	0%	0% +	0%	0%	0%	0%	**0%** ++	0%	0%	0%	0%	0%
FARMERS, AGRICULTURE	0%	0%	0%	0%	0%	0% +	0% -	0%	0%	0%	0%	0%	0%	0%	0% +
OTHER	2%	2%	1%	2%	3%	3%	2%	2%	2%	2%	3%	2%	3%	2%	3%
Don't remember	34%	34%	32%	37%	28%	38%	33%	33%	35%	37%	34%	32%	36%	35%	29%
Chi2:	-	-	-	(99.9)		(90)		(99)		-			(90)		
Margin of error around 50%	3.04	3.26	8.98	3.64	6.09	6.08	3.52	4.03	4.71	6.84	5.09	4.65	5.39	5.90	5.70

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q3												
Weighted Total:	1041	211	510	209	257	567	92	167	777	63	120	851
Total:	1037	211	505	207	255	568	90	162	780	64	117	850
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	11%	9%	11%	9%	11%	12%	12%	8%	11%	15%	17% ++	10% --
CARBON TAX, POLICY/REGS/REBATE, CLIMATE CHANGE/ENVIRONMENT	6%	5%	8%	7%	5%	7%	7%	6%	6%	11% +	7%	6%
PARKS CANADA, FREE ACCESS, PARKS	6%	7%	7%	12% ++++	6%	5% --	13% ++	6%	6%	1% -	7%	7%
SENIORS, PENSIONS	4%	5%	3%	1% ---	4%	5% ++	2%	4%	4%	2%	3%	5%
WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	4%	4%	4%	6%	3%	4%	6%	2% -	4%	3%	5%	4%
PIPELINES	3%	2%	4%	2%	5%	3%	3%	1%	4%	0%	3%	4%
OPIOID ISSUES, DRUG/DANGERS OF	4%	5%	3%	6% +	3%	3%	3%	4%	4%	2%	4%	4%
MARIJUANA LEGISLATION/AWARENESS	3%	3%	3%	3%	4%	3%	3%	5%	3%	2%	3%	4%
MILITARY RELATED, RECRUITMENT FOR ARMED FORCES	3%	4%	3%	1%	2%	4% ++	1%	3%	3%	0%	1%	4% ++
ANTI VAPING/SMOKING	3%	0% ---	4% +++	2%	4%	2%	2%	5% ++	2%	1%	5% ++	2%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	2%	2%	3%	3%	3%	2%	3%	5% ++	2% --	1%	6% +++	-
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	3%	1%	2%	2%	5% ++	2%	2%	7% ++++	2% ---	0%	5% ++	2%
HEALTH CARE RELATED (CUTS, REFORM)	2%	3%	3%	2%	3%	2%	3%	5% ++	2% --	0%	3%	2%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO	2%	2%	2%	2%	3%	2%	1%	4%	2%	1%	7% ++++	2% ---
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	2%	2%	2%	3%	1%	2%	2%	3%	2%	2%	2%	2%

ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING	2%	**4%** ++	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%
VETERAN'S AFFAIRS SERVICES/SUPPORTS, PENSION FOR LIFE/SUPPORT AFTER RETIREMENT	2%	**9%** ++++	**0%** ----	4% +	2% -	1%	0%	**6%** ++++	**1%** ---	3%	0%	2%
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	1%	0% -	2%	0%	2%	1%	0%	1%	1%	2%	1%	1%
POSITIVE, GOOD IMPRESSION, LIKED IT	1%	2%	1%	2%	1%	0% -	**3%** ++	1%	1%	1%	2%	1%
AFFORDABLE HOUSING INITIATIVES (FIRST TIME HOME BUYERS, TENANT'S RIGHTS, SOCIAL HOUSING FOR LOW INCOME)	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%
PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%
ECONOMY, JOB CREATION, BUSINESS/INDUSTRY DEVELOPMENT INITIATIVES	1%	1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%
OTHER NEGATIVES (VARIOUS)	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	2%	1%
FAMILY TAX CREDITS/BENEFITS	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	0%	1%
TOURISM, CANADA	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%
OTHER TAX BENEFITS/CREDITS	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%
INTERNATIONAL INVESTMENT IN CANADA, EXPORT/IMPORT, TRADE DEALS	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	0%	0%	1%	0%	0%	1% +	0%	0%	1%	0%	0%	0%
CANADA'S CULTURE, DIVERSITY	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%
WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY	0%	0%	0%	0%	0%	1% +	0%	0%	1%	0%	0%	0%
EMPLOYMENT OPPORTUNITIES, GOVERNMENTJOB OPENINGS/HIRING (SPECIFIC TO CSIS)	0%	0%	1% +	0%	0%	0%	1%	0%	0%	0%	0%	0%
REMEMBRANCE DAY, VETERANS	0%	**1%** ++++	0%	0%	0%	0%	0%	**1%** ++	0%	0%	**2%** +++	**0%** --
TRANSPORTATION INFRASTRUCTURE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TAXES, CRA, REMINDERS TO FILE TAXES/SERVICES	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +	0%

IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
EDUCATION, TRAINING/JOB TRAINING	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
TAX CREDITS/BENEFITS TO LOW INCOME	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
FARMERS, AGRICULTURE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER	2%	3%	2%	2%	2%	2%	0%	3%	2%	3%	1%	2%
Don't remember	34%	36%	32%	34%	35%	33%	33%	28%	35%	49%	25%	34%
Chi2:	-	(99.9)		-			(95)			-		
Margin of error around 50%	3.04	6.75	4.36	6.81	6.14	4.11	10.33	7.70	3.51	12.25	9.06	3.36

How did you know that it was an ad from the Government of Canada?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q4														
Weighted Total:	1041	77	270	388	69	106	127	525	496	306	143	172	194	226
Total:	1037	80	264	389	63	111	127	528	489	264	153	162	213	245
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	35%	44%	**18%** ----	38% +	**50%** +++	36%	**46%** +++	34%	37%	38%	39%	37%	35%	**29%** --
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF	25%	18%	25%	27%	20%	26%	25%	27%	**22%** --	**30%** ++	29%	30%	**19%** --	**16%** ----
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	10%	7%	**27%** ++++	**4%** ----	**2%** --	**2%** ---	**5%** --	8% -	**12%** ++	**6%** --	**5%** --	9%	**16%** ++++	13% +
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	8%	3%	9%	8%	11%	**14%** ++	7%	9%	8%	8%	8%	7%	6%	11% +
SUBJECT/CONTENT	4%	4%	6% +	3% -	3%	7%	3%	4%	4%	3%	3%	3%	5%	6% +
IDENTIFIED/INDICATED, GENERAL MENTION	4%	0% -	**7%** +++	4%	3%	1% -	4%	4%	3%	3%	4%	2%	4%	**7%** ++
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	1%	1%	0%	1%	3%	3%	1%	1%	2%	0%	1%	**3%** ++	0% -	2%
WRITTEN/PRINTED IN THE AD	1%	1%	**2%** ++	1%	0%	1%	0%	1%	1%	2%	1%	1%	1%	0%
ASSUMED TO BE, IT WAS OBVIOUS	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	**2%** ++
MINISTERS/FEDERAL AGENTS FEATURED IN IT	1%	1%	1% +	0%	2%	0%	0%	1%	1%	0%	1%	1%	1%	1%
Don't remember	16%	19%	10%	21%	16%	13%	16%	16%	16%	16%	15%	10%	17%	20%
Chi2:	-	(99.9)						-		(99.9)				
Margin of error around 50%	3.04	10.96	6.03	4.97	12.35	9.30	8.70	4.26	4.43	6.03	7.92	7.70	6.71	6.26

How did you know that it was an ad from the Government of Canada?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q4															
Weighted Total:	1041	907	121	724	264	270	769	610	418	205	369	452	339	276	293
Total:	1037	905	119	725	259	260	775	592	432	205	371	445	331	276	296
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	35%	34%	40%	41% ++++	16% ----	37%	35%	36%	34%	43% ++	34%	33%	35%	35%	36%
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF	25%	25%	23%	26%	25%	29% +	23% -	28% ++	21% --	15% ----	23%	31% ++++	22%	22%	29% ++
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	10%	11% +++	4% --	4% ----	27% ++++	6% --	11% ++	8% --	13% +++	10%	14% +++	7% ---	13% ++	12%	6% ---
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	8%	8%	10%	8%	8%	8%	9%	9%	7%	8%	6% -	10% +	7%	10%	10%
SUBJECT/CONTENT	4%	4%	4%	4%	6%	3%	5%	3% -	6% +	5%	4%	4%	6% +	2% -	4%
IDENTIFIED/INDICATED, GENERAL MENTION	4%	4%	4%	3% --	6% +	3%	4%	3%	5%	4%	4%	4%	4%	4%	3%
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	1%	1%	0%	2% +	0%	1%	1%	1%	1%	2%	1%	1%	0% -	1%	2% ++
WRITTEN/PRINTED IN THE AD	1%	1%	1%	0% ----	3% ++++	2% +	1% -	1%	1%	1%	2%	1%	1%	1%	1%
ASSUMED TO BE, IT WAS OBVIOUS	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%
MINISTERS/FEDERAL AGENTS FEATURED IN IT	1%	1%	0%	0%	2% +	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%
Don't remember	16%	15%	18%	17%	12%	15%	16%	15%	17%	16%	16%	15%	17%	15%	15%
Chi2:	-	-	-	(99.9)		(90)		(95)		(99)			(95)		
Margin of error around 50%	3.04	3.26	8.98	3.64	6.09	6.08	3.52	4.03	4.71	6.84	5.09	4.65	5.39	5.90	5.70

How did you know that it was an ad from the Government of Canada?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q4												
Weighted Total:	1041	211	510	209	257	567	92	167	777	63	120	851
Total:	1037	211	505	207	255	568	90	162	780	64	117	850
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	35%	33%	37%	35%	34%	36%	32%	36%	35%	26%	32%	36%
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF	25%	27%	20% ---	22%	29% +	24%	19%	26%	25%	20%	26%	25%
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	10%	7%	12% +	12%	11%	9%	14%	11%	9%	16% +	14% +	9% --
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	8%	10%	9%	10%	8%	8%	14% +	10%	7% --	3%	7%	9%
SUBJECT/CONTENT	4%	7% ++	3%	4%	4%	4%	5%	2%	4%	6%	4%	4%
IDENTIFIED/INDICATED, GENERAL MENTION	4%	4%	4%	5%	4%	4%	5%	2%	4%	1%	5%	4%
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	1%	1%	1%	1%	0% --	2% +	1%	1%	1%	0%	1%	1%
WRITTEN/PRINTED IN THE AD	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
ASSUMED TO BE, IT WAS OBVIOUS	1%	1%	1%	0%	0%	1%	1%	0%	1%	3% ++	0%	1%
MINISTERS/FEDERAL AGENTS FEATURED IN IT	1%	0%	1%	2% ++	1%	0% --	1%	3% +++	0% ---	5% ++++	2%	0% ----
Don't remember	16%	15%	17%	11%	15%	18%	13%	13%	17%	20%	14%	16%
Chi2:	-	-		-			(90)			(99)		
Margin of error around 50%	3.04	6.75	4.36	6.81	6.14	4.11	10.33	7.70	3.51	12.25	9.06	3.36

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1A														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Yes	14%	15%	**18%** +++	**11%** ---	18%	12%	15%	16% +	**13%** --	13%	14%	**10%** --	15%	**19%** +++
No	56%	52%	56%	58%	53%	57%	55%	57%	55%	**62%** +++	**61%** ++	55%	**50%** --	**50%** ---
I don't remember / Not sure	30%	32%	**25%** --	31%	28%	32%	30%	**27%** --	**32%** +++	**25%** ---	**25%** --	**35%** ++	**35%** ++	31%
Prefer not to say	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	95						95		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1A															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Yes	14%	15%	11%	13% ---	19% +++	15%	14%	13% -	16%	13%	16% +	13%	15%	15%	12% -
No	56%	55% ---	64% +++	56%	55%	60% ++	54% --	57%	54%	57%	53% -	58%	53% -	56%	60% ++
I don't remember / Not sure	30%	30% +	25% -	31% +++	26% --	24% ---	32% ++++	30%	30%	29%	31%	29%	31%	29%	28%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-	-	99		99		-		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?												
		Yes	**No**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**
T1A												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Yes	14%	**100%** ++++	**0%** ----	**11%** --	12%	**17%** ++++	**9%** --	13%	**15%** ++	15%	**7%** ---	**15%** ++
No	56%	**0%** ----	**100%** ++++	**65%** ++++	55%	**53%** ---	**67%** ++++	58%	**54%** ---	**69%** +++	59%	**55%** ---
I don't remember / Not sure	30%	**0%** ----	**0%** ----	**24%** ---	32%	31%	24% -	28%	31%	**14%** ----	34%	30%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Chi2:	-	99.9		99.9			99			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

Where have you seen, read or heard this Government of Canada ad about Canadian Veterans?													
		Region						**Gender**		**Age**				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1B														
Weighted Total:	282	20	85	84	24	26	42	150	127	71	44	37	52	78
Total:	284	22	84	87	21	27	43	151	128	60	47	35	57	85
Television	58%	69%	63%	59%	56%	51%	48%	53% -	64% +	**45%** --	**44%** --	51%	68% +	**75%** ++++
Facebook	17%	20%	**7%** ---	17%	32%	23%	25%	15%	19%	**26%** ++	19%	11%	14%	12%
Internet website	14%	4%	14%	14%	9%	12%	24% +	16%	11%	16%	11%	17%	13%	14%
Radio	13%	13%	19% +	8% -	14%	18%	9%	14%	12%	10%	17%	14%	19%	9%
Newspaper (daily)	11%	5%	11%	12%	8%	17%	7%	11%	10%	**3%** --	4%	8%	12%	**21%** ++++
Youtube	10%	0%	5% -	11%	21%	16%	12%	**14%** +++	**4%** ---	**20%** +++	17% +	8%	**2%** --	**2%** ---
Twitter	5%	4%	2%	7%	0%	0%	**12%** ++	6%	3%	6%	8%	3%	4%	4%
Newspaper (weekly or community)	4%	9%	2%	3%	9%	4%	0%	3%	5%	3%	0%	6%	3%	5%
Outdoor billboard	4%	0%	**10%** ++++	1%	0%	4%	0%	**6%** ++	**1%** --	**8%** ++	2%	9%	0% -	1%
Magazines	3%	0%	5%	3%	4%	0%	2%	**1%** --	**5%** +	5%	2%	0%	4%	2%
Public transit (bus or subway)	2%	10%	3%	2%	0%	0%	0%	1%	3%	5%	0%	3%	0%	3%
TIM HORTON'S TV/MEDIA IN STORES	2%	0%	1%	2%	4%	7%	0%	1%	3%	0%	4%	**8%** +++	2%	0%
Cinema	2%	5%	2%	1%	0%	0%	3%	1%	3%	**5%** ++	0%	3%	0%	1%
Pamphlet or brochure in the mail	1%	9%	3%	0%	0%	0%	0%	1%	2%	3%	2%	3%	0%	0%
Instagram	0%	0%	0%	0%	4%	0%	0%	0%	1%	0%	0%	0%	**2%** ++	0%
Spotify	0%	0%	0%	1%	0%	0%	0%	0%	0%	1% +	0%	0%	0%	0%
REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES	0%	0%	0%	0%	0%	3%	0%	0%	1%	0%	0%	0%	0%	1%
Other	2%	0%	1%	1%	6%	0%	2%	1%	2%	2%	2%	3%	2%	0%
Don't know	2%	11%	0%	5%	0%	0%	0%	3%	2%	7%	2%	2%	0%	0%
Chi2:	-	(95)						(95)		(99)				
Margin of error around 50%	5.82	20.89	10.69	10.51	21.38	18.86	14.94	7.97	8.66	12.65	14.29	16.56	12.98	10.63

Where have you seen, read or heard this Government of Canada ad about Canadian Veterans?

	Total	Born in Canada Yes	Born in Canada No	First language English	First language French	Children under 18 Yes	Children under 18 No	Employed Yes	Employed No	Education HS	Education Coll	Education Univ	Household income <$60K	Household income $60K-$100K	Household income $100K+
T1B															
Weighted Total:	282	252	28	185	84	84	197	151	127	49	115	112	99	77	71
Total:	284	255	27	188	83	81	202	146	134	50	115	113	98	78	72
Television	58%	58%	63%	56%	64%	45% ---	64% +++	49% ----	70% ++++	63%	61%	53%	55%	66% +	53%
Facebook	17%	17%	12%	22% +++	10% --	26% +++	13% ---	17%	18%	21%	18%	15%	23% +	11% -	13%
Internet website	14%	14%	12%	14%	14%	15%	14%	15%	13%	16%	13%	15%	18%	13%	8% -
Radio	13%	13%	12%	11%	20% ++	12%	13%	14%	11%	4% --	20% +++	10%	13%	13%	14%
Newspaper (daily)	11%	11%	3%	10%	13%	6%	13%	7% --	15% ++	9%	8%	13%	12%	11%	7%
Youtube	10%	9%	15%	9%	6%	16% ++	7% --	16% ++++	2% ----	5%	12%	11%	9%	13%	10%
Twitter	5%	5%	0%	6%	2%	11% +++	2% ---	6%	3%	7%	6%	3%	4%	3%	8%
Newspaper (weekly or community)	4%	4%	3%	4%	3%	4%	3%	1% ---	7% +++	8% +	4%	1% -	8% +++	0% --	3%
Outdoor billboard	4%	4%	4%	1% ---	10% ++++	6%	3%	6% +	2% -	0%	4%	6%	6%	4%	3%
Magazines	3%	2%	8%	1% --	5%	4%	3%	2%	4%	0%	4%	3%	3%	2%	5%
Public transit (bus or subway)	2%	2%	4%	2%	3%	3%	2%	3%	2%	2%	3%	2%	3%	3%	1%
TIM HORTON'S TV/MEDIA IN STORES	2%	2%	0%	3% +	0%	5% ++	1% --	3%	1%	0%	3%	2%	2%	0%	4%
Cinema	2%	2%	0%	2%	3%	3%	2%	2%	2%	4%	1%	2%	4% ++	2%	0%
Pamphlet or brochure in the mail	1%	2%	0%	1%	3%	2%	1%	2%	1%	2%	1%	2%	3%	2%	0%
Instagram	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%
Spotify	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1% +
REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%
Other	2%	1%	5%	2%	1%	2%	1%	1%	1%	0%	1%	3%	1%	3%	0%
Don't know	2%	2%	4%	3%	0%	3%	2%	4%	0%	0%	2%	3%	2%	2%	3%
Chi2:	-	-	-	(99)		(99)		(99.9)		-			-		
Margin of error around 50%	5.82	6.14	18.86	7.15	10.76	10.89	6.90	8.11	8.47	13.86	9.14	9.22	9.90	11.10	11.55

Where have you seen, read or heard this Government of Canada ad about Canadian Veterans?												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1B												
Weighted Total:	282	282	0	50	63	169	18	45	219	21	15	246
Total:	284	284	0	50	62	172	17	45	222	21	14	249
Television	58%	58%	0%	53%	57%	60%	47%	63%	58%	65%	54%	58%
Facebook	17%	17%	0%	12%	10%	21% ++	5%	6% --	20% +++	10%	0%	19% +
Internet website	14%	14%	0%	16%	15%	13%	12%	18%	13%	10%	14%	15%
Radio	13%	13%	0%	15%	11%	13%	11%	11%	14%	13%	14%	13%
Newspaper (daily)	11%	11%	0%	6%	9%	13%	5%	4%	12% +	5%	7%	11%
Youtube	10%	10%	0%	16% +	13%	7% --	12%	9%	10%	9%	15%	9%
Twitter	5%	5%	0%	9% +	3%	4%	10%	3%	5%	10%	0%	5%
Newspaper (weekly or community)	4%	4%	0%	0%	0% -	6% +++	0%	0%	5% +	0%	0%	4%
Outdoor billboard	4%	4%	0%	4%	9% ++	2% --	13%	10% ++	2% ---	10%	7%	3% -
Magazines	3%	3%	0%	4%	0%	4%	0%	0%	4%	0%	0%	3%
Public transit (bus or subway)	2%	2%	0%	4%	0%	2%	0%	3%	2%	0%	0%	3%
TIM HORTON'S TV/MEDIA IN STORES	2%	2%	0%	6% ++	3%	1% --	0%	2%	2%	0%	7%	2%
Cinema	2%	2%	0%	2%	0%	3%	6%	0%	2%	6%	0%	2%
Pamphlet or brochure in the mail	1%	1%	0%	0%	3%	1%	5%	3%	1%	0%	8%	1%
Instagram	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Spotify	0%	0%	0%	2% ++	0%	0%	0%	0%	0%	0%	0%	0%
REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Other	2%	2%	0%	2%	2%	1%	0%	5% ++	1% -	0%	0%	2%
Don't know	2%	2%	0%	2%	2%	2%	13%	2%	2%	6%	9%	2%
Chi2:	-	-		(90)			-			-		
Margin of error around 50%	5.82	5.82	*	13.86	12.45	7.47	23.77	14.61	6.58	21.38	26.19	6.21

What do you remember about this ad? What words, sounds or images come to mind?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1C														
Weighted Total:	275	18	85	80	24	26	42	145	125	66	43	36	52	78
Total:	278	20	84	83	21	27	43	147	126	56	46	34	57	85
SUPPORT/BENEFITS/JOBS/HEALTH CARE FOR VETERANS AND RETURNING SOLDERS/VETS, PENSION FOR LIFE, HANGES/COMMITTMENT MADE TO VETERANS FOR BETTER CARE OR ADDRESSING SERVICE/RESOURCE CONCERNS	35%	26%	36%	35%	31%	37%	39%	40%	30% -	26% -	44%	62% ++++	30%	29%
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY, DDAY COMMEMORATIONS	15%	4%	17%	18%	17%	3%	12%	11%	17% -	4% ---	7%	12% -	25% ++	22% ++
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	7%	18%	5%	4%	5%	4%	16% ++	7%	7%	7%	6%	6%	8%	7%
SOLDIERS COMING HOME INJURED/PTSD, WOUNDED VETS/VETS IN WHEELCHAIRS, VETS WITH PROSTHETIC LEGS IN RECENT COMMERCIAL	6%	0%	6%	11% ++	0%	7%	2%	3% --	10% +++	5%	2%	12%	4%	8%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	4%	0%	7% +	2%	4%	0%	4%	5%	2%	0% -	13% ++++	3%	2%	4%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	3%	6%	2%	1%	9%	4%	0%	2%	3%	4%	4%	0%	4%	1%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	2%	0%	2%	5%	0%	4%	0%	3%	2%	0%	6% ++	3%	3%	1%
LIBERAL PROMISES, REOPENING CENTRES/SERVICES, ELECTION CAMPAIGN/ISSUE	2%	4%	1%	2%	0%	7%	2%	4%	1%	0%	2%	0%	3%	5% +
General message of supporting / honouring / remembering Veterans	2%	6%	1%	3%	6%	0%	0%	1%	4%	4%	2%	0%	2%	2%
SOLDIERS/ARMY (GENERAL)	2%	0%	1%	1%	0%	4%	8% +++	2%	2%	5% +	0%	3%	0%	2%
OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)	2%	0%	4% ++	1%	0%	0%	0%	1%	2%	0%	2%	0%	5% ++	1%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	1%	6%	1%	1%	0%	3%	0%	2%	1%	0%	0%	0%	3%	3%
EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)	1%	0%	3% ++	1%	0%	0%	0%	1%	2%	0%	0%	3%	0%	4% +
AD BY THE GOVERNMENT OF CANADA, JINGLE, LOGO	2%	0%	1%	1%	4%	4%	0%	1%	2%	4%	4% +	0%	0%	0%
REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES	1%	4%	1%	1%	0%	0%	0%	1%	1%	0%	2%	0%	2%	1%

WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)	1%	10%	0%	0%	6%	0%	0%	0%-	**3%**++	2%	0%	0%	0%	2%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	1%	0%	0%	2%	0%	0%	2%	1%	1%	0%	2%	3%	0%	1%
Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE OF DISASTER RELIEF EFFORTS	1%	0%	1%	0%	0%	3%	0%	1%	0%	0%	0%	0%	0%	**2%**++
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITTMENT, COURAGE)	1%	0%	1%	0%	0%	0%	2%	1%	1%	0%	0%	0%	0%	**2%**++
FAMILY MEMBERS WHO ARE VETS, PERSONAL MEMORIES	1%	0%	0%	1%	0%	3%	0%	1%	1%	0%	2%	0%	0%	1%
TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER…)	1%	0%	**2%**++	0%	0%	0%	0%	0%	2%	0%	0%	0%	2%	1%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED…)	1%	0%	0%	0%	10%	0%	0%	2%	0%	2%	0%	0%	0%	1%
Different images of soldiers (black & white)	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	**2%**++	0%	0%	0%
Climbing out of/action in trenches	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Boats/planes/tanks of the Canadian Forces	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Fighting/wounded/dead soldiers	0%	0%	0%	0%	0%	0%	**2%**++	1%	0%	0%	0%	0%	0%	1%
LEST WE FORGET	0%	6%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%+
HISTORY, A PART OF HISTORY	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	**3%**+++	0%	0%
IMAGES OF WAR(S) (GENERAL MENTION)	0%	0%	0%	0%	0%	3%	0%	1%	0%	0%	0%	0%	2%+	0%
PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VeteranS, THOSE CURRENTLY FIGHTING	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	0%	0%	0%	0%	4%	0%	0%	1%	0%	0%	0%	0%	0%	1%
GOV'T PROMOTION OF AGENDA, HYPOCRITICAL OF CONSERVATIVES	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	**3%**+++	0%	0%
SURVIVORS	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
ROYAL CANADIAN MINT, COMMEMORATIVE COIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	**2%**++	0%	0%	0%

ARMED FORCES RECRUITMENT/ENCORAGEMENT TO ENLIST	0%	0%	0%	0%	0%	3%	0%	1%	0%	0%	0%	0%	2% +	0%
ENCOURAGING RECRUITMENT OF WOMEN INTO ARMED FORCES	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	2% +	0%
OTHER	4%	4%	4%	4%	0%	0%	7%	2%	5%	7%	4%	0%	4%	2%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	7%	18%	5%	4%	5%	4%	16%	7%	7%	7%	6%	6%	8%	7%
Prefer not to say	18%	25%	12%	22%	17%	22%	17%	17%	19%	36%	13%	9%	12%	14%
Chi2:	-	(90)						-		-				
Margin of error around 50%	5.88	21.91	10.69	10.76	21.38	18.86	14.94	8.08	8.73	13.10	14.45	16.81	12.98	10.63

What do you remember about this ad? What words, sounds or images come to mind?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1C															
Weighted Total:	275	247	27	179	84	82	193	144	127	49	113	109	97	76	69
Total:	278	250	26	183	83	79	198	140	134	50	113	110	96	77	70
SUPPORT/BENEFITS/JOBS/HEALTH CARE FOR VETERANS AND RETURNING SOLDERS/VETS, PENSION FOR LIFE, HANGES/COMMITTMENT MADE TO VETERANS FOR BETTER CARE OR ADDRESSING SERVICE/RESOURCE CONCERNS	35%	37%	18%	36%	34%	43% +	32% -	**42%** ++	**28%** --	31%	34%	40%	**27%** --	30%	**54%** ++++
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY, DDAY COMMEMORATIONS	15%	15%	7%	13%	**21%** ++	**7%** --	**18%** ++	**9%** ---	**21%** +++	12%	17%	12%	13%	16%	14%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	7%	6%	15%	9%	**2%** --	5%	8%	8%	6%	**17%** +++	5%	4%	9%	9%	3% -
SOLDIERS COMING HOME INJURED/PTSD, WOUNDED VETS/VETS IN WHEELCHAIRS, VETS WITH PROSTHETIC LEGS IN RECENT COMMERCIAL	6%	7%	0%	6%	6%	5%	7%	6%	7%	4%	6%	7%	9%	**1%** --	7%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	4%	4%	4%	3%	6%	2%	4%	4%	4%	2%	3%	5%	3%	6%	3%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	3%	2%	5%	3%	1%	**7%** +++	**1%** ---	2%	3%	2%	2%	4%	**5%** ++	1%	1%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	2%	2%	4%	3%	2%	2%	2%	2%	3%	0%	3%	3%	1%	3%	4%
LIBERAL PROMISES, REOPENING CENTRES/SERVICES, ELECTION CAMPAIGN/ISSUE	2%	3%	0%	3%	1%	0%	3%	1%	3%	5% +	2%	1%	1%	1%	4%
General message of supporting / honouring / remembering Veterans	2%	2%	5%	3%	1%	0%	3% +	1% -	4% +	0%	**6%** +++	**0%** --	3%	2%	2%
SOLDIERS/ARMY (GENERAL)	2%	2%	9%	3%	1%	**5%** ++	**1%** --	2%	1%	0%	4%	2%	1%	**5%** ++	2%
OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)	2%	2%	0%	**1%** --	**4%** ++	0%	2%	2%	1%	0%	1%	3% +	3%	1%	1%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	1%	1%	4%	2%	0%	0%	2%	1%	2%	0%	2%	2%	2%	2%	0%
EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)	1%	2%	0%	**0%** ---	**5%** +++	0%	2%	1%	2%	0%	1%	3%	0%	**4%** ++	1%
AD BY THE GOVERNMENT OF CANADA, JINGLE, LOGO	2%	1%	3%	2%	1%	3%	1%	**3%** ++	**0%** --	0%	2%	2%	1%	**4%** ++	0%

REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES	1%	1%	0%	1%	1%	0%	1%	0% -	2% +	0%	2% ++	0%	1%	0%	1%
WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)	1%	0%	9%	2%	0%	2%	1%	0% -	3% +	3%	2%	0%	3% ++	0%	0%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	1%	1%	0%	2%	0%	2%	0%	1%	1%	0%	1%	2%	0%	2%	2%
Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE OF DISASTER RELIEF EFFORTS	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	2% +	0%	1%	0%
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITTMENT, COURAGE)	1%	0%	3%	0% -	2% ++	0%	1%	0%	1%	2%	1%	0%	2% +	0%	0%
FAMILY MEMBERS WHO ARE VETS, PERSONAL MEMORIES	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%
TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	2% ++	0%	0%
Different images of soldiers (black & white)	0%	0%	3%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%
Climbing out of/action in trenches	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%
Boats/planes/tanks of the Canadian Forces	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%
Fighting/wounded/dead soldiers	0%	0%	3%	0%	1%	0%	0%	0%	1%	2% ++	0%	0%	1%	0%	0%
LEST WE FORGET	0%	0%	4%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%
HISTORY, A PART OF HISTORY	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	2% +
IMAGES OF WAR(S) (GENERAL MENTION)	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%
PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VeteranS, THOSE CURRENTLY FIGHTING	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%
GOV'T PROMOTION OF AGENDA, HYPOCRITICAL OF CONSERVATIVES	0%	0%	0%	1%	0%	0%	0%	0%	1%	2% ++	0%	0%	1%	0%	0%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1% +	0%
SURVIVORS	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1% +

ROYAL CANADIAN MINT, COMMEMORATIVE COIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%
ARMED FORCES RECRUITMENT/ENCORAGEMENT TO ENLIST	0%	0%	3%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%
ENCOURAGING RECRUITMENT OF WOMEN INTO ARMED FORCES	0%	0%	0%	1%	0%	0%	0%	0%	1%	**2% ++**	0%	0%	1%	0%	0%
OTHER	4%	4%	4%	3%	4%	5%	3%	4%	3%	0%	3%	6%	1%	2%	**8% ++**
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	7%	6%	15%	9%	2%	5%	8%	8%	6%	17%	5%	4%	9%	9%	3%
Prefer not to say	18%	18%	16%	19%	14%	21%	16%	19%	17%	25%	16%	17%	22%	18%	7%
Chi2:	-	-	-	(90)		(90)		-		-			(90)		
Margin of error around 50%	5.88	6.20	19.22	7.24	10.76	11.03	6.96	8.28	8.47	13.86	9.22	9.34	10.00	11.17	11.71

What do you remember about this ad? What words, sounds or images come to mind?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1C												
Weighted Total:	275	275	0	49	62	165	16	44	216	20	14	242
Total:	278	278	0	49	61	168	15	44	219	20	13	245
SUPPORT/BENEFITS/JOBS/HEALTH CARE FOR VETERANS AND RETURNING SOLDERS/VETS, PENSION FOR LIFE, HANGES/COMMITTMENT MADE TO VETERANS FOR BETTER CARE OR ADDRESSING SERVICE/RESOURCE CONCERNS	35%	35%	0%	52% +++	35%	30% --	35%	46%	33%	30%	32%	36%
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY, DDAY COMMEMORATIONS	15%	15%	0%	12%	15%	15%	6%	13%	16%	10%	15%	15%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	7%	7%	0%	4%	6%	8%	11%	5%	7%	5%	0%	8%
SOLDIERS COMING HOME INJURED/PTSD, WOUNDED VETS/VETS IN WHEELCHAIRS, VETS WITH PROSTHETIC LEGS IN RECENT COMMERCIAL	6%	6%	0%	11%	7%	5%	21%	4%	6%	10%	8%	6%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	4%	4%	0%	0%	6%	4%	0%	4%	4%	0%	0%	4%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	3%	3%	0%	4%	1%	3%	0%	2%	3%	5%	0%	3%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	2%	2%	0%	0%	3%	3%	0%	2%	3%	0%	0%	3%
LIBERAL PROMISES, REOPENING CENTRES/SERVICES, ELECTION CAMPAIGN/ISSUE	2%	2%	0%	4%	1%	2%	6%	0%	2%	5%	0%	2%
General message of supporting / honouring / remembering Veterans	2%	2%	0%	0%	6% ++	2%	0%	3%	2%	0%	0%	3%
SOLDIERS/ARMY (GENERAL)	2%	2%	0%	0%	0%	4% ++	0%	0%	3%	5%	0%	2%
OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)	2%	2%	0%	0%	3%	2%	0%	0%	2%	5%	0%	2%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	1%	1%	0%	0%	0%	2%	0%	0%	2%	0%	0%	2%
EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)	1%	1%	0%	4%	0%	1%	0%	0%	2%	5%	0%	1%

AD BY THE GOVERNMENT OF CANADA, JINGLE, LOGO	2%	2%	0%	4% +	2%	1%	7%	5% +	**0%** ---	0%	15%	**1%** --
REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES	1%	1%	0%	0%	1%	1%	0%	2%	1%	0%	0%	1%
WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)	1%	1%	0%	0%	0%	2%	0%	0%	2%	0%	0%	1%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	1%	1%	0%	0%	3% +	1%	0%	0%	1%	0%	8%	1%
Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE OF DISASTER RELIEF EFFORTS	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITTMENT, COURAGE)	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
FAMILY MEMBERS WHO ARE VETS, PERSONAL MEMORIES	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%
TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER…)	1%	1%	0%	0%	2%	1%	0%	0%	1%	0%	0%	1%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED…)	1%	1%	0%	2%	0%	1%	6%	0%	1%	5%	0%	1%
Different images of soldiers (black & white)	0%	0%	0%	0%	0%	1%	0%	**2%** ++	0% -	0%	7%	**0%** ---
Climbing out of/action in trenches	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Boats/planes/tanks of the Canadian Forces	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Fighting/wounded/dead soldiers	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
LEST WE FORGET	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
HISTORY, A PART OF HISTORY	0%	0%	0%	0%	2% +	0%	0%	0%	0%	0%	8%	**0%** ---
IMAGES OF WAR(S) (GENERAL MENTION)	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VeteranS, THOSE CURRENTLY FIGHTING	0%	0%	0%	**2%** ++	0%	0%	6%	0%	0%	5% -	0%	**0%** ---
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	0%	0%	0%	**2%** ++	0%	0%	6%	0%	0%	5% -	0%	**0%** ---
GOV'T PROMOTION OF AGENDA, HYPOCRITICAL OF CONSERVATIVES	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	0%	0%	0%	0%	0%	1%	0%	**2%** ++	**0%** --	0%	0%	0%
SURVIVORS	0%	0%	0%	**2%** ++	0%	0%	0%	0%	0%	0%	0%	0%

ROYAL CANADIAN MINT, COMMEMORATIVE COIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE	0%	0%	0%	**2%** ++	0%	0%	6% -	0%	0%	0%	0%	0%
ARMED FORCES RECRUITMENT/ENCORAGEMENT TO ENLIST	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
ENCOURAGING RECRUITMENT OF WOMEN INTO ARMED FORCES	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
OTHER	4%	4%	0%	**10%** +++	2%	2%	8%	6%	3%	5%	0%	4%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	7%	7%	0%	4%	6%	8%	11%	5%	7%	5%	0%	8%
Prefer not to say	18%	18%	0%	13%	20%	19%	15%	17%	18%	22%	30%	17%
Chi2:	-	-		-			(95)			(95)		
Margin of error around 50%	5.88	5.88	*	14.00	12.55	7.56	25.30	14.77	6.62	21.91	27.18	6.26

Which sources would you rely on when looking for information about services and benefits for Canada's Veterans?														
		Region						**Gender**		**Age**				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1D														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Internet website NET	57%	**65%** ++	60%	54%	54%	59%	53%	55% -	58%	54%	**62%** ++	**67%** ++++	56%	**47%** ----
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	41%	**51%** ++	41%	**39%** --	46%	45%	39%	**39%** --	44% +	**37%** --	**48%** +++	**50%** ++++	42%	**34%** ----
GOOGLE, SEARCH ENGINES	11%	8%	13%	11%	**5%** --	13%	10%	11%	11%	**15%** +++	11%	12%	10%	**6%** ----
CBC.CA	2%	4% +	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1% -	2%
VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)	1%	2%	**3%** ++++	**1%** --	1%	1%	1%	1%	1%	1%	1%	2%	**2%** ++	1%
NEWS SITES, GENERAL MENTION	1%	1%	0%	**1%** +	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%
LA PRESSE ON LINE	0%	0%	**2%** ++++	0%	0%	0%	0%	**1%** ++	**0%** --	0%	0%	0%	1%	1%
REDDIT	0%	0%	0%	**1%** +++	0%	0%	0%	**1%** ++	**0%** ---	**1%** ++	1%	0%	0%	0%
YAHOO	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	**1%** +++	0%	0%
CTV ON LINE	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
GLOBAL NEWS ON LINE	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	**1%** ++	0%	0%
ROYAL CANADIAN LEGION ON LINE	0%	0%	0%	**1%** ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RADIO CANADA ON LINE	0%	0%	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
NATIONAL POST ON LINE	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GLOBE AND MAIL ON LINE	0%	0%	0%	**0%** ++	0%	0%	0%	0%	0%	0%	**1%** ++	0%	0%	0%
PROVINCIAL GOVERNMENT ON LINE	0%	1% +	0%	0%	0%	1%	0%	0% -	0%	0%	0%	0%	0%	0%
HUFFINGTON POST SITE	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** +++
MSN	0%	0%	0%	0%	0%	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	0%
THE STAR ON LINE	0%	0%	0%	**0%** +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BBC ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%
WIKIPEDIA	0%	0%	0%	0%	0%	0%	**0%** +++	0%	0%	**0%** +	0%	0%	0%	0%

Source													
REBEL MEDIA ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% (+)
Internet website, OTHER	1%	2%	2% (+)	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Television	25%	24%	23%	28% (++)	20%	27%	22%	26%	25%	22% (-)	18% (---)	20% (--)	31% (+++)	34% (++++)
Newspaper (daily), NET	11%	8%	10%	16% (++++)	7%	9%	8% (-)	12%	11%	6% (----)	6% (----)	10%	16% (++++)	19% (++++)
GLOBE AND MAIL NEWSPAPER	3%	1% (-)	1% (---)	6% (++++)	1%	2%	3%	4%	3%	2% (--)	2%	4%	4%	5% (++)
THE TORONTO STAR NEWSPAPER	3%	0% (--)	0% (----)	7% (++++)	0% (-)	0% (---)	0% (---)	3%	3%	2%	2%	2%	3%	5% (+++)
THE SUN NEWSPAPER (VARIOUS CITIES)	1%	0%	1%	1%	0%	2%	2%	2% (++)	1% (-)	0% (--)	1%	1%	2%	3% (++++)
NATIONAL POST NEWSPAPER	1%	1%	0% (--)	3% (++++)	1%	0%	0%	2% (-)	1% (+)	1%	1%	1%	2%	2%
OTTAWA CITIZEN NEWSPAPER	1%	0%	0% (--)	2% (++++)	0%	0%	0%	1%	1%	0% (--)	1%	1%	1%	2% (+)
LA PRESSE NEWSPAPER	1%	0%	3% (++++)	0% (---)	0%	0%	0% (-)	0% (--)	1% (+++)	0%	0% (-)	1%	2% (+)	1%
JOURNAL DE MONTREAL NEWSPAPER	1%	0%	3% (++++)	0% (---)	0%	0%	0%	1%	0%	0%	0%	0%	1% (+)	1%
LE DEVOIR NEWSPAPER	0%	0%	1% (++++)	0% (-)	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
THE MONTREAL GAZETTE NEWSPAPER	0%	0%	1% (++++)	0% (-)	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
CALGARY HERALD NEWSPAPER	0%	0%	0%	0% (-)	0%	2% (++++)	0%	0%	0%	0%	0%	0%	1% (+)	0%
THE PROVINCE NEWSPAPER	0%	0%	0%	0% (-)	0%	0%	2% (++++)	1% (+)	0%	0%	1%	0% (-)	0%	0%
JOURNAL DE QUEBEC NEWSPAPER	0%	0%	1% (++++)	0%	0%	0%	0%	0%	0%	0%	0%	1% (+)	0%	0%
LONDON FREE PRESS NEWSPAPER	0%	0%	0%	1% (++)	0%	0%	0%	0% (++)	0% (--)	0%	0%	0%	0%	1% (++)
LOCAL NEWSPAPER (UNSPECIFIED)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
EDMONTON JOURNAL NEWSPAPER	0%	0%	0%	0%	0%	1% (++++)	0%	0%	0%	0%	0%	0%	1% (++++)	0%
SASKATOON STAR PHOENIX NEWSPAPER	0%	0%	0%	0%	2% (++++)	0%	0%	0% (+)	0% (-)	0%	0%	0%	0%	0% (+)
WINDSOR STAR NEWSPAPER	0%	0%	0%	0%	0%	0% (++)	0%	0%	0%	0%	0%	0%	0%	0%
THE TELEGRAM NEWSPAPER	0%	2% (++++)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
WINNIPEG FREE PRESS NEWSPAPER	0%	0%	0%	0%	2% (++++)	0%	0%	0%	0%	0%	0%	0%	0%	0%
LE DROÎT NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% (+++)
HAMILTON SPECTATOR NEWSPAPER	0%	0%	0%	0% (+)	0%	0%	0%	0%	0%	0%	0%	0%	1% (+++)	0%
CHRONICLE HERALD NEWSPAPER	0%	1% (++++)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TRIBUNE NEWSPAPER	0%	0%	0% (+++)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
KITCHENER WATERLOO RECORD NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% (++)	0%

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
METRO NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%
REGINA LEADER POST NEWSPAPER	0%	0%	0%	0%	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%
VICTORIA TIMES COLONIST	0%	0%	0%	0%	0%	0%	**0%** ++	0%	0%	0%	0%	0%	**0%** ++	0%
LE QUOTIDIEN NEWSPAPER	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%
BRANTFORD EXPOSITOR NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%
RED DEER ADVOCATE	0%	0%	0%	0%	0%	**1%** +++	0%	0%	0%	0% +	0%	0%	0%	0%
Newspaper (daily), OTHER	1%	**4%** ++++	**0%** --	1%	1%	2%	1%	1%	1%	1%	1%	1%	2% +	1%
Facebook	11%	9%	11%	12%	9%	12%	12%	12%	11%	**18%** ++++	**15%** ++	10%	**7%** ---	**4%** ----
YouTube	5%	3%	4%	6%	5%	5%	6%	**7%** +++	**4%** ---	**11%** ++++	5%	3% -	**2%** ---	**2%** ----
Twitter	3%	3%	2%	**5%** ++++	1%	4%	2%	4%	3%	**6%** ++++	4%	4%	**1%** ---	**1%** ----
Magazine, NET	2%	2%	**1%** --	2%	1%	3%	2%	2%	2%	**0%** ---	2%	**0%** --	2%	**5%** ++++
MACLEANS MAGAZINE	1%	1%	0% -	1% +	0%	1%	2%	1%	1%	**0%** --	1%	**0%** --	1%	**2%** ++++
LEGION MAGAZINE	0%	1%	0%	0%	1%	1% +	0%	1%	0%	0%	0%	0%	0%	**1%** ++
WALRUS MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** ++++
SAGE MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
L'ACTUALITÉ MAGAZINE	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +
ESPRITS DE CORPS MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%
Magazines, OTHER	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	**1%** ++
Journal or newspaper (weekly or community)	2%	3%	1%	1%	3%	**3%** ++	1%	2%	1%	1%	**0%** ---	1%	**3%** +++	2%
Instagram	1%	0%	2%	2%	1%	1%	1%	1%	2%	**3%** ++	**3%** ++	2%	**0%** ---	**0%** --
LinkedIn	1%	0%	2%	2% +	1%	1%	0%	2%	1%	2% +	2%	1%	1%	0% -
OTHER, NET	7%	8%	5% -	6%	**11%** ++	**11%** +++	6%	**5%** --	**8%** ++	**3%** ----	5%	8%	**10%** +++	**9%** ++
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	3%	5%	2%	2% -	**8%** ++++	4%	2%	3%	3%	**1%** ---	**1%** --	3%	4% +	**5%** +++
RADIO	1%	0%	0%	1%	1%	2%	0%	0%	1% +	0%	1%	1%	**2%** ++	1%
ROYAL CANADIAN LEGION	1%	2%	0%	0%	1%	**2%** +++	0%	1%	1%	0%	1%	0%	1%	1% +
CBC RADIO	1%	0%	0% -	1%	1%	1%	0%	0%	1%	0%	1%	1% +	1%	0%
FAMILY/FRIENDS, WORD OF MOUTH	0%	1%	1%	0%	0%	1%	0%	0% -	1% +	0%	**1%** +++	0%	0%	0%

TALKING TO VETERANS	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
LIBRARY	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER	1%	2%	2%	1%	1%	1%	2%	1% -	2%	1%	1%	2%	**3%** ++	2%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	5%	2%	4%	5%	4%	3%	8%	5%	4%	3%	8%	5%	5%	5%
Prefer not to say	7%	8%	7%	7%	8%	4%	7%	7%	7%	10%	7%	5%	5%	6%
Chi2:	-	(99.9)						(95)		(99.9)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

Which sources would you rely on when looking for information about services and benefits for Canada's Veterans?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1D															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Internet website NET	57%	58% ++++	47% ---	57%	60%	58%	56%	61% ++++	51% ----	47% ----	54% -	64% ++++	49% ----	56%	66% ++++
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	41%	43% ++++	31% ----	42%	40%	42%	41%	44% ++	38% --	34% ---	37% ---	48% ++++	35% ----	40%	49% ++++
GOOGLE, SEARCH ENGINES	11%	11%	12%	11%	13%	14% ++	10% -	13% +++	9% ---	8% --	12%	12%	10%	12%	12%
CBC.CA	2%	2%	1%	2% ++++	0% --	2%	2%	2% ++	1% --	1%	2%	2%	1%	2%	3% ++
VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)	1%	1%	2%	1% ----	3% ++++	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
NEWS SITES, GENERAL MENTION	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% +	1%	1%	1%	0%	1%
LA PRESSE ON LINE	0%	1%	0%	0% ----	2% ++++	0% -	1%	0%	1%	0%	1%	0%	0%	1%	1%
REDDIT	0%	0%	1%	1% +	0%	0%	0%	1% ++	0% --	0%	1%	0%	0% -	0%	1% +
YAHOO	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +	0%	0%
CTV ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +++	0%	0%	0%	0%	0%
GLOBAL NEWS ON LINE	0%	0%	0%	0%	0%	0%	0%	0% --	1% ++	1%	0%	0%	0%	0%	0%
ROYAL CANADIAN LEGION ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
RADIO CANADA ON LINE	0%	0%	0%	0% ---	1% ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NATIONAL POST ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% ++
GLOBE AND MAIL ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +++
PROVINCIAL GOVERNMENT ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +++	0%	0%
HUFFINGTON POST SITE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MSN	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%
THE STAR ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BBC ON LINE	0%	0% --	0% +++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

WIKIPEDIA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% ++	0%	0%	0%	0%	0%
REBEL MEDIA ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%	0%
Internet website, OTHER	1%	1%	1%	**1%** --	**3%** +++	1%	1%	1%	1%	1%	2%	1%	2% +	1%	1%
Television	25%	**24%** ----	**32%** +++	25%	23%	23%	26%	**21%** ----	**31%** ++++	**34%** ++++	27%	**19%** ----	26%	28% +	**20%** ---
Newspaper (daily), NET	11%	11%	12%	12%	9%	**7%** ----	**13%** ++++	**9%** ----	**15%** ++++	10%	10%	**13%** ++	**8%** ---	11%	**14%** ++
GLOBE AND MAIL NEWSPAPER	3%	3%	3%	**4%** +++	**1%** --	**1%** ---	**4%** +++	3%	3%	**1%** ---	**2%** ---	**5%** ++++	**1%** ----	3%	**5%** +++
THE TORONTO STAR NEWSPAPER	3%	**2%** --	**5%** ++	**3%** ++	**0%** ----	**1%** --	**3%** ++	**2%** --	3%	3%	**1%** --	**4%** ++	2%	3%	3%
THE SUN NEWSPAPER (VARIOUS CITIES)	1%	1%	2%	1%	2%	1%	2%	**1%** -	**2%** ++	1%	1%	2%	1%	1%	2%
NATIONAL POST NEWSPAPER	1%	**1%** --	**2%** +	**1%** ++	**0%** --	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
OTTAWA CITIZEN NEWSPAPER	1%	1%	0%	1%	1%	1%	1%	1%	**1%** +	0%	1%	1%	**0%** -	1%	1%
LA PRESSE NEWSPAPER	1%	1%	0%	**0%** ----	**3%** +++	**0%** --	**1%** ++	**0%** ---	**2%** +++	0%	1%	1%	1%	1%	1%
JOURNAL DE MONTREAL NEWSPAPER	1%	1%	0%	**0%** ----	**3%** ++++	0%	1%	**0%** ---	**1%** +++	1%	**1%** +	**0%** --	1%	1%	0%
LE DEVOIR NEWSPAPER	0%	0%	0%	**0%** --	**1%** +++	0%	0%	0%	0%	0%	**0%** -	**1%** +++	**0%** -	**1%** ++	0%
THE MONTREAL GAZETTE NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CALGARY HERALD NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
THE PROVINCE NEWSPAPER	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	**0%** -	0%	0%
JOURNAL DE QUEBEC NEWSPAPER	0%	0%	0%	**0%** ---	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LONDON FREE PRESS NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LOCAL NEWSPAPER (UNSPECIFIED)	0%	**0%** --	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
EDMONTON JOURNAL NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SASKATOON STAR PHOENIX NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
WINDSOR STAR NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
THE TELEGRAM NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
WINNIPEG FREE PRESS NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	**0%** -	**0%** +	0%	0%	0%	0%	0%	0%
LE DROÎT NEWSPAPER	0%	0%	0%	**0%** --	**0%** ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++
HAMILTON SPECTATOR NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CHRONICLE HERALD NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** +	0%	0%
TRIBUNE NEWSPAPER	0%	0%	0%	**0%** --	**0%** +++	0%	0%	**0%** -	**0%** +	0%	0%	0%	**0%** ++	0%	0%

KITCHENER WATERLOO RECORD NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
METRO NEWSPAPER	0%	0% --	0% ++	0%	0%	0%	0%	0%	0%	0% ++	0%	0%	0%	0%	0%
REGINA LEADER POST NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VICTORIA TIMES COLONIST	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%	0%
LE QUOTIDIEN NEWSPAPER	0%	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BRANTFORD EXPOSITOR NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RED DEER ADVOCATE	0%	0%	0%	0%	0%	0% +	0% -	0%	0%	0%	0%	0%	0%	0%	0%
Newspaper (daily), OTHER	1%	1%	1%	1% ++	0% --	1%	1%	1%	1%	2% +	1%	1%	1%	1%	1%
Facebook	11%	11%	13%	11%	11%	17% ++++	9% ----	13% ++	10% --	14% +	12%	10% --	14% ++	12%	10%
YouTube	5%	4% ----	10% ++++	5%	4%	7% +++	4% --	6% +++	4% --	5%	5%	6%	6% +	7% ++	4% --
Twitter	3%	3%	4%	4%	3%	5% ++	3% --	4% +	2% --	3%	3%	4%	3%	4%	4%
Magazine, NET	2%	2%	2%	2% ++	0% --	1% -	2% +	1% ----	3% ++++	2%	1%	2%	1%	2%	2%
MACLEANS MAGAZINE	1%	1%	1%	1% ++	0% --	1%	1%	1% --	1% +	1%	0% --	1% ++	1%	1%	1%
LEGION MAGAZINE	0%	1%	0%	1%	0%	0% -	1% +	1%	0%	0%	1%	0%	0%	1%	1%
WALRUS MAGAZINE	0%	0% --	1% ++	0%	0%	0%	0%	0% --	0% ++	0%	0%	0%	0%	0%	0%
SAGE MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% ++
L'ACTUALITÉ MAGAZINE	0%	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ESPRITS DE CORPS MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Magazines, OTHER	0%	0%	0%	0%	0%	0%	0%	0% -	0%	1% +	0%	0%	0%	0%	0%
Journal or newspaper (weekly or community)	2%	2%	2%	2% +	1% -	1%	2%	1%	2% +	2%	2%	1%	1%	2%	2%
Instagram	1%	1%	3% +	1%	2%	2%	1%	2% +	1% -	1%	2%	1%	2%	2%	2%
LinkedIn	1%	1%	2%	1% -	2%	2%	1%	2% ++	1% --	0% -	1%	2% +++	1% -	1%	2% +++
OTHER, NET	7%	7%	7%	7%	5%	5% -	7% +	6% -	8% +	7%	8%	6%	6%	8%	5%
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	3%	3%	4%	3%	2%	2%	3%	2% --	4% ++	4% +	3%	2%	3%	4% +	2%
RADIO	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0% -	0% --	1%	1%
ROYAL CANADIAN LEGION	1%	1%	1%	1%	0%	0%	1%	0% -	1% +	1%	1%	0% --	1%	1%	0%
CBC RADIO	1%	0%	1%	1%	0%	1%	0%	1% +	0%	0%	0%	1% ++	0%	1%	1%

FAMILY/FRIENDS, WORD OF MOUTH	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0% -
TALKING TO VETERANS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LIBRARY	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER	1%	2%	0%	1%	1%	1% -	2% +	1%	2%	1%	2%	1%	2%	1%	1%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	5%	5%	6%	5%	4%	4%	5%	5%	4%	5%	5%	5%	5%	3%	6%
Prefer not to say	7%	7%	6%	7%	7%	7%	7%	7%	7%	7%	7%	7%	11%	5%	4%
Chi2:	-	-	-	(99.9)		(99.9)		(99.9)		(99.9)			(99.9)		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

Which sources would you rely on when looking for information about services and benefits for Canada's Veterans?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1D												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Internet website NET	57%	53%	55%	62% +++	59%	53% ---	51% -	61% +	57%	47% --	56%	58% +
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	41%	39%	40%	45% +	44%	39% --	36% -	43%	42%	30% ---	36% -	43% ++++
GOOGLE, SEARCH ENGINES	11%	8% -	11%	14% ++	11%	10% --	12%	14% ++	10% -	12%	19% ++++	10% ---
CBC.CA	2%	2%	2%	1% -	1%	2% +	0%	1%	2%	1%	1%	2%
VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)	1%	2%	1% --	1%	2%	1%	1%	1%	1%	1%	1%	1%
NEWS SITES, GENERAL MENTION	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% +	1%
LA PRESSE ON LINE	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%
REDDIT	0%	1%	0%	1%	0%	0%	1% +	0%	0%	1%	0%	0%
YAHOO	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
CTV ON LINE	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%
GLOBAL NEWS ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ROYAL CANADIAN LEGION ON LINE	0%	0%	0% -	0%	0%	0%	1% ++	0%	0%	1%	0%	0%
RADIO CANADA ON LINE	0%	0%	0%	0%	0%	0%	1%	0%	0%	1% +	0%	0%
NATIONAL POST ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% +	0%	0%
GLOBE AND MAIL ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
PROVINCIAL GOVERNMENT ON LINE	0%	0%	0%	0%	0%	0%	1%	1% ++	0% ---	0%	0%	0%
HUFFINGTON POST SITE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MSN	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
THE STAR ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BBC ON LINE	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%

WIKIPEDIA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REBEL MEDIA ON LINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Internet website, OTHER	1%	**3%** +++	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Television	25%	**33%** +++	23% --	**15%** ----	21% --	32% ++++	16% ---	19% ---	28% ++++	20%	21%	**26%** ++
Newspaper (daily), NET	11%	11%	11%	10%	12%	12%	9%	10%	12%	7%	9%	12% +
GLOBE AND MAIL NEWSPAPER	3%	3%	4%	3%	3%	3%	3%	3%	3%	1% -	1% -	**4%** ++
THE TORONTO STAR NEWSPAPER	3%	2%	3%	**1%** --	3%	**3%** ++	1%	3%	3%	1%	2%	3%
THE SUN NEWSPAPER (VARIOUS CITIES)	1%	1%	1%	1%	2%	1%	0%	1%	**2%** ++	1%	1%	2%
NATIONAL POST NEWSPAPER	1%	**0%** --	2% ++	1%	2%	1%	0%	1%	1%	1%	0%	1%
OTTAWA CITIZEN NEWSPAPER	1%	0%	1%	1%	1%	1%	1%	0% -	1%	0%	1%	1%
LA PRESSE NEWSPAPER	1%	2% +	1%	1%	1%	0% -	0%	1%	1%	2%	1%	1%
JOURNAL DE MONTREAL NEWSPAPER	1%	1%	1%	**1%** ++	1%	**0%** --	2% +	1%	0%	**3%** ++++	0%	0% -
LE DEVOIR NEWSPAPER	0%	1%	0%	0%	**1%** ++	0%	0%	1%	0%	0%	1% +	0%
THE MONTREAL GAZETTE NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CALGARY HERALD NEWSPAPER	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
THE PROVINCE NEWSPAPER	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%
JOURNAL DE QUEBEC NEWSPAPER	0%	1% +	**0%** --	0%	0%	0%	0%	0%	0%	0%	0%	0%
LONDON FREE PRESS NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
LOCAL NEWSPAPER (UNSPECIFIED)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
EDMONTON JOURNAL NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SASKATOON STAR PHOENIX NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
WINDSOR STAR NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
THE TELEGRAM NEWSPAPER	0%	0%	0% -	0%	0%	0%	0%	0%	0%	0%	0%	0%
WINNIPEG FREE PRESS NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%
LE DROÎT NEWSPAPER	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%	0%
HAMILTON SPECTATOR NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CHRONICLE HERALD NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TRIBUNE NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

KITCHENER WATERLOO RECORD NEWSPAPER	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0% +++	0% --
METRO NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REGINA LEADER POST NEWSPAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VICTORIA TIMES COLONIST	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LE QUOTIDIEN NEWSPAPER	0%	**0%** ++	0%	0% +	0%	0%	0%	**0%** ++	0%	**1%** ++++	0%	**0%** --
BRANTFORD EXPOSITOR NEWSPAPER	0%	**0%** ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RED DEER ADVOCATE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Newspaper (daily), OTHER	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Facebook	11%	14%	12%	**5%** ----	12%	**14%** ++++	9%	10%	12% +	7%	12%	12%
YouTube	5%	**8%** ++	5%	**2%** ----	5%	**6%** +++	4%	4%	6% +	4%	5%	5%
Twitter	3%	4%	3%	**1%** ----	4%	4%	2%	3%	4%	2%	4%	3%
Magazine, NET	2%	3%	2%	**1%** --	2%	2%	0%	2%	2%	0% -	1%	**2%** ++
MACLEANS MAGAZINE	1%	2% +	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%
LEGION MAGAZINE	0%	0%	1%	0% -	1%	1%	0%	1%	0%	0%	0%	1%
WALRUS MAGAZINE	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%
SAGE MAGAZINE	0%	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
L'ACTUALITÉ MAGAZINE	0%	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%
ESPRITS DE CORPS MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Magazines, OTHER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Journal or newspaper (weekly or community)	2%	1%	1%	2%	1%	2%	2%	2%	2%	0%	2%	2%
Instagram	1%	1%	2%	1%	2% +	1%	2%	2%	1%	0%	2%	1%
LinkedIn	1%	**0%** --	2%	1%	**2%** ++	1%	1%	1%	1%	1%	2%	1%
OTHER, NET	7%	7%	6%	5%	5%	**8%** ++	7%	6%	7%	4%	5%	7% +
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	3%	2%	2%	2%	3%	3%	3%	2%	3%	2%	2%	3%
RADIO	1%	0%	**1%** ++	0%	0%	**1%** ++	1%	1%	1%	0%	0%	1%
ROYAL CANADIAN LEGION	1%	1%	**0%** --	0%	0%	1%	1%	0%	1%	0%	0%	1%
CBC RADIO	1%	1%	0%	1% +	0%	0%	0%	0%	1%	0%	0%	1%

FAMILY/FRIENDS, WORD OF MOUTH	0%	0%	0%	0%	1% +	0%	0%	1%	0%	0%	0%	0%
TALKING TO VETERANS	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
LIBRARY	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
OTHER	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	5%	3%	6%	8%	4%	3%	9%	5%	4%	12%	6%	4%
Prefer not to say	7%	4%	8%	10%	6%	5%	13%	9%	5%	15%	12%	5%
Chi2:	-	-		(99.9)			-			-		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

Over the past three weeks, have you seen or read content related to Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1E														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Yes	14%	**23%** +++	**9%** ----	14%	15%	**19%** ++	17%	15%	13%	16%	15%	14%	12%	14%
No	85%	**75%** ----	**91%** ++++	85%	85%	81% -	83%	84%	86% +	84%	84%	86%	87%	85%
Prefer not to say	1%	3%	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	1%
Chi2:	-	99.9						-		-				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

Over the past three weeks, have you seen or read content related to Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1E															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Yes	14%	15% +	9% --	16% ++++	11% --	17% ++	13% --	15%	13%	13%	18% ++++	12% ---	15%	13%	14%
No	85%	84% --	91% +++	83% ----	88% ++	82% --	86% ++	85%	86%	86%	82% ---	88% +++	84%	86%	86%
Prefer not to say	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%
Chi2:	-	-	-	99		95		-		99			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

Over the past three weeks, have you seen or read content related to Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1E												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Yes	14%	**36%** ++++	**7%** ----	**11%** --	12%	**17%** ++++	**9%** --	**11%** --	**16%** ++++	11%	11%	**15%** ++
No	85%	**61%** ----	**92%** ++++	**89%** ++	87% +	**82%** ---	**90%** ++	**89%** ++	**83%** ---	88%	88%	84%
Prefer not to say	1%	3%	0%	0%	1%	1%	1%	1%	1%	2%	0%	1%
Chi2:	-	99.9		99			99			-		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

Advertising to promote services and benefits for Canadian Veterans

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1GA **How important do you think it is for the Government of Canada to invest in...**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	23%	16% -	**31%** ++++	**20%** --	21%	19%	24%	**25%** +++	**20%** ---	20% -	**30%** ++++	26% +	23%	**17%** ---
MODERATELY IMPORTANT (3)	26%	30%	**30%** ++	26%	**18%** --	22%	24%	25%	27%	**30%** ++	29%	27%	25%	**18%** ----
QUITE IMPORTANT (4-5)	51%	53%	**39%** ----	**54%** ++	**60%** ++	**58%** ++	51%	49% -	**53%** ++	49%	**40%** ----	47% -	52%	**63%** ++++
1 Not at all important	10%	7%	14%	10%	10%	8%	10%	13%	8%	9%	12%	13%	11%	8%
2	12%	9%	17%	10%	11%	11%	13%	12%	12%	11%	18%	13%	12%	9%
3	26%	30%	30%	26%	18%	22%	24%	25%	27%	30%	29%	27%	25%	18%
4	23%	15%	22%	24%	26%	25%	22%	24%	22%	27%	23%	20%	20%	22%
5 Very important	28%	38%	17%	30%	34%	33%	29%	25%	31%	23%	17%	27%	32%	42%
Prefer not to say	1%	1%	0%	1%	1%	0%	2%	1%	0%	1%	0%	1%	0%	1%
Chi2:	-	99.9						99		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	3.46	**3.68**	**3.11**	**3.55**	3.64	**3.65**	3.47	**3.36**	**3.57**	3.44	**3.15**	3.34	3.51	**3.80**
Standard Deviation:	1.30	1.27	1.28	1.28	1.33	1.27	1.32	1.33	1.25	1.21	1.25	1.35	1.34	1.30
Student's T:	*	95	99.9	95	-	95	-	99.9	99.9	-	99.9	90	-	99.9

Advertising to promote services and benefits for Canadian Veterans

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1GA How important do you think it is for the Government of Canada to invest in...															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	23%	23%	19%	**21%** ----	**31%** ++++	**28%** ++++	**20%** ----	**26%** ++++	**17%** ----	**14%** ----	22%	**27%** ++++	**17%** ----	21%	**29%** ++++
MODERATELY IMPORTANT (3)	26%	26%	23%	25%	29% +	25%	26%	**29%** ++++	**22%** ---	**20%** ---	25%	**30%** ++++	27%	26%	28%
QUITE IMPORTANT (4-5)	51%	**50%** --	**57%** ++	**54%** ++++	**40%** ----	**46%** --	**53%** ++	**44%** ----	**60%** ++++	**65%** ++++	53%	**43%** ----	**56%** +++	53%	**43%** ----
1 Not at all important	10%	10%	10%	9%	14%	14%	9%	12%	7%	5%	10%	13%	8%	9%	13%
2	12%	13%	9%	11%	17%	14%	11%	14%	10%	9%	12%	14%	9%	11%	16%
3	26%	26%	23%	25%	29%	25%	26%	29%	22%	20%	25%	30%	27%	26%	28%
4	23%	23%	22%	23%	21%	22%	23%	22%	23%	24%	23%	22%	22%	26%	22%
5 Very important	28%	27%	35%	30%	18%	24%	30%	22%	36%	41%	30%	20%	33%	27%	21%
Prefer not to say	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%
Chi2:	-	-	-	99.9		99		99.9		99.9			99.9		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	3.46	**3.44**	**3.63**	**3.54**	**3.13**	**3.30**	**3.53**	**3.28**	**3.72**	**3.88**	3.51	**3.23**	**3.65**	3.51	**3.21**
Standard Deviation:	1.30	1.29	1.32	1.28	1.29	1.34	1.27	1.29	1.26	1.19	1.31	1.28	1.25	1.26	1.30
Student's T:	*	95	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	-	99.9	99.9	-	99.9

Advertising to promote services and benefits for Canadian Veterans

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1GA **How important do you think it is for the Government of Canada to invest in...**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	23%	**18%** --	**26%** ++++	**100%** ++++	**0%** ----	**0%** ----	**69%** ++++	**31%** ++++	**14%** ----	**89%** ++++	**28%** +	**17%** ----
MODERATELY IMPORTANT (3)	26%	22%	26%	**0%** ----	**100%** ++++	**0%** ----	**19%** --	**47%** ++++	**22%** ----	**7%** ----	**64%** ++++	**23%** ----
QUITE IMPORTANT (4-5)	51%	**60%** ++++	**48%** ---	**0%** ----	**0%** ----	**100%** ++++	**12%** ----	**22%** ----	**63%** ++++	**4%** ----	**8%** ----	**61%** ++++
1 Not at all important	10%	8%	12%	46%	0%	0%	40%	13%	6%	55%	10%	7%
2	12%	10%	14%	54%	0%	0%	28%	19%	8%	34%	17%	10%
3	26%	22%	26%	0%	100%	0%	19%	47%	22%	7%	64%	23%
4	23%	21%	22%	0%	0%	45%	6%	13%	27%	3%	8%	26%
5 Very important	28%	39%	25%	0%	0%	55%	5%	9%	36%	1%	0%	34%
Prefer not to say	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	99		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	3.46	**3.73**	**3.35**	**1.54**	**3.00**	**4.55**	**2.08**	**2.87**	**3.79**	**1.62**	**2.71**	**3.71**
Standard Deviation:	1.30	1.29	1.33	0.50	0.00	0.50	1.16	1.09	1.18	0.85	0.77	1.23
Student's T:	*	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Activities to remember and honour Canadian Veterans

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1GB **How important do you think it is for the Government of Canada to invest in...**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	10%	**5%** --	**15%** ++++	**8%** --	7%	9%	12%	10%	10%	12% +	10%	11%	10%	**7%** ---
MODERATELY IMPORTANT (3)	17%	19%	**24%** ++++	**15%**	15%	16%	14%	**15%** --	**19%** ++	**22%** ++++	**22%** ++	15%	14%	**11%** ----
QUITE IMPORTANT (4-5)	72%	75%	**60%** ----	**77%** ++++	78%	75%	73%	74%	71%	**65%** ----	68% -	73%	76% +	**81%** ++++
1 Not at all important	4%	1%	6%	3%	4%	3%	4%	5%	2%	3%	3%	5%	4%	2%
2	7%	4%	9%	6%	3%	6%	7%	6%	7%	9%	7%	6%	6%	5%
3	17%	19%	24%	15%	15%	16%	14%	15%	19%	22%	22%	15%	14%	11%
4	28%	22%	31%	28%	27%	24%	27%	27%	29%	34%	30%	25%	23%	24%
5 Very important	45%	53%	29%	48%	51%	52%	46%	47%	42%	31%	38%	47%	53%	57%
Prefer not to say	0%	1%	0%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%
Chi2:	-	99.9						90		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.04	**4.23**	**3.69**	**4.15**	4.18	4.15	4.05	4.07	4.01	**3.81**	**3.93**	4.04	**4.15**	**4.31**
Standard Deviation:	1.10	0.96	1.16	1.03	1.07	1.08	1.14	1.13	1.06	1.08	1.08	1.17	1.12	0.98
Student's T:	*	95	99.9	99.9	-	90	-	-	-	99.9	95	-	95	99.9

Activities to remember and honour Canadian Veterans

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1GB **How important do you think it is for the Government of Canada to invest in…**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	10%	10%	10%	9% ----	16% ++++	10%	10%	12% +++	8% ---	7% --	11%	11%	10%	10%	10%
MODERATELY IMPORTANT (3)	17%	17%	17%	15% ----	25% ++++	18%	17%	19% ++	15% --	15%	15% --	20% +++	19%	18%	15%
QUITE IMPORTANT (4-5)	72%	72%	72%	76% ++++	58% ----	72%	72%	69% ----	77% ++++	77% ++	74%	69% ---	71%	71%	75% +
1 Not at all important	4%	3%	4%	3%	6%	3%	4%	4%	2%	3%	4%	3%	3%	2%	4%
2	7%	7%	7%	6%	9%	6%	7%	7%	6%	4%	7%	8%	6%	8%	6%
3	17%	17%	17%	15%	25%	18%	17%	19%	15%	15%	15%	20%	19%	18%	15%
4	28%	27%	29%	27%	31%	28%	28%	28%	27%	25%	24%	32%	25%	29%	30%
5 Very important	45%	45%	42%	49%	28%	44%	45%	41%	50%	52%	50%	36%	45%	42%	45%
Prefer not to say	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%
Chi2:	-	-	-	99.9		-		99.9		99			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.04	4.04	4.01	4.14	3.64	4.03	4.04	3.94	4.17	4.20	4.09	3.92	4.03	4.01	4.06
Standard Deviation:	1.10	1.09	1.10	1.05	1.17	1.08	1.10	1.13	1.02	1.04	1.13	1.07	1.10	1.07	1.09
Student's T:	*	-	-	99.9	99.9	-	-	99.9	99.9	99	90	99.9	-	-	-

Activities to remember and honour Canadian Veterans

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1GB **How important do you think it is for the Government of Canada to invest in…**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	10%	**6%** --	**12%** ++++	**31%** ++++	**8%** --	**2%** ----	**100%** ++++	**0%** ----	**0%** ----	**58%** ++++	**17%** ++++	**5%** ----
MODERATELY IMPORTANT (3)	17%	16%	18%	**24%** ++++	**31%** ++++	**7%** ----	**0%** ----	**100%** ++++	**0%** ----	17%	**47%** ++++	**13%** ----
QUITE IMPORTANT (4-5)	72%	**78%** ++	**70%** ---	**45%** ----	**62%** ----	**90%** ++++	**0%** ----	**0%** ----	**100%** ++++	**25%** ----	**36%** ----	**81%** ++++
1 Not at all important	4%	3%	5%	14%	1%	0%	35%	0%	0%	33%	3%	1%
2	7%	3%	7%	17%	7%	2%	65%	0%	0%	25%	14%	4%
3	17%	16%	18%	24%	31%	7%	0%	100%	0%	17%	47%	13%
4	28%	19%	28%	23%	33%	27%	0%	0%	38%	15%	22%	30%
5 Very important	45%	59%	42%	23%	29%	63%	0%	0%	62%	10%	14%	52%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	99		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.04	**4.27**	**3.95**	**3.23**	**3.82**	**4.51**	**1.65**	**3.00**	**4.62**	**2.44**	**3.30**	**4.27**
Standard Deviation:	1.10	1.04	1.15	1.35	0.96	0.74	0.48	0.00	0.49	1.35	0.99	0.92
Student's T:	*	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

A wide range of programs and benefits to support Veterans and their families

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1GC **How important do you think it is for the Government of Canada to invest in...**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	7%	4%	**11%** ++++	6%	7%	**3%** --	5%	**8%** +++	**5%** ---	7%	6%	6%	**10%** +++	5% -
MODERATELY IMPORTANT (3)	11%	11%	**17%** ++++	9% -	9%	9%	8%	**9%** --	**13%** ++	**15%** +++	11%	11%	11%	**6%** ----
QUITE IMPORTANT (4-5)	82%	85%	**71%** ----	**84%** ++	83%	**87%** ++	86% +	82%	82%	**78%** --	82%	82%	80%	**88%** ++++
1 Not at all important	3%	1%	5%	2%	3%	2%	2%	4%	1%	2%	2%	4%	4%	2%
2	4%	3%	6%	3%	4%	1%	4%	4%	4%	4%	4%	3%	6%	3%
3	11%	11%	17%	9%	9%	9%	8%	9%	13%	15%	11%	11%	11%	6%
4	25%	21%	32%	24%	22%	20%	24%	25%	25%	33%	31%	22%	18%	18%
5 Very important	57%	65%	39%	61%	61%	67%	62%	56%	57%	46%	52%	60%	61%	70%
Prefer not to say	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%
Chi2:	-	99.9						99		99				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.30	**4.45**	**3.94**	**4.37**	4.34	**4.50**	**4.42**	4.26	4.33	**4.15**	4.26	4.33	4.27	**4.52**
Standard Deviation:	1.00	0.88	1.13	0.96	1.02	0.86	0.92	1.06	0.93	0.98	0.96	1.02	1.12	0.90
Student's T:	*	95	99.9	99	-	99.9	95	-	-	99.9	-	-	-	99.9

A wide range of programs and benefits to support Veterans and their families

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1GC **How important do you think it is for the Government of Canada to invest in...**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	7%	7%	6%	**5%** ----	**12%** ++++	8%	6%	**8%** ++	**5%** --	**4%** --	8% +	6%	6%	6%	7%
MODERATELY IMPORTANT (3)	11%	11%	10%	**9%** ----	**17%** ++++	13%	11%	12%	10%	9%	10%	**13%** ++	10%	12%	11%
QUITE IMPORTANT (4-5)	82%	82%	84%	**85%** ++++	**71%** ----	80%	83%	**80%** --	**84%** ++	**86%** ++	82%	80%	83%	82%	82%
1 Not at all important	3%	3%	3%	2%	5%	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%
2	4%	4%	3%	3%	8%	5%	3%	4%	3%	2%	5%	4%	3%	4%	5%
3	11%	11%	10%	9%	17%	13%	11%	12%	10%	9%	10%	13%	10%	12%	11%
4	25%	25%	25%	24%	31%	26%	24%	27%	22%	21%	21%	30%	25%	28%	25%
5 Very important	57%	57%	60%	62%	40%	54%	58%	53%	62%	65%	60%	51%	58%	54%	57%
Prefer not to say	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%
Chi2:	-	-	-	99.9		-		90		95			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.30	4.30	4.36	**4.41**	**3.93**	4.24	4.32	**4.23**	**4.39**	**4.45**	4.31	**4.23**	4.33	4.28	4.29
Standard Deviation:	1.00	1.00	0.98	0.91	1.14	1.02	0.99	1.03	0.95	0.91	1.04	0.98	0.98	0.98	0.99
Student's T:	*	-	-	99.9	99.9	90	90	99.9	99.9	99.9	-	99	-	-	-

A wide range of programs and benefits to support Veterans and their families

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1GC **How important do you think it is for the Government of Canada to invest in...**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	7%	7%	8% +++	26% ++++	2% ----	1% ----	38% ++++	7%	2% ----	100% ++++	0% ----	0% ----
MODERATELY IMPORTANT (3)	11%	5% ---	12%	13% +	27% ++++	2% ----	19% ++++	30% ++++	5% ----	0% ----	100% ++++	0% ----
QUITE IMPORTANT (4-5)	82%	87% +++	80% ---	60% ----	71% ----	98% ++++	43% ----	63% ----	92% ++++	0% ----	0% ----	100% ++++
1 Not at all important	3%	3%	4%	12%	0%	0%	19%	2%	1%	42%	0%	0%
2	4%	4%	4%	15%	2%	0%	19%	4%	2%	58%	0%	0%
3	11%	5%	12%	13%	27%	2%	19%	30%	5%	0%	100%	0%
4	25%	23%	26%	20%	35%	22%	19%	30%	25%	0%	0%	30%
5 Very important	57%	65%	54%	40%	36%	76%	24%	33%	68%	0%	0%	70%
Prefer not to say	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	99		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.30	4.42	4.22	3.62	4.05	4.73	3.09	3.87	4.57	1.58	3.00	4.70
Standard Deviation:	1.00	0.98	1.06	1.42	0.84	0.53	1.45	1.00	0.73	0.49	0.00	0.46
Student's T:	*	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

What word best describes how you feel about Canadian Veterans?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1H														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
GRATEFUL, THANKFUL, APPRECIATION	23%	26%	**10%** ----	**27%** +++	29% +	26%	**29%** ++	21% --	26% +++	16% ----	20%	**31%** ++++	26%	26% +
HEROES, COURAGEOUS, BRAVE	13%	9%	**32%** ++++	**7%** ----	7% -	**6%** ----	**7%** ----	11% --	15% ++	15%	**9%** --	10%	15%	14%
PROUD, PRIDE, PATROTISM	12%	14%	**5%** ----	13%	17% +	14%	**16%** ++	13% +	11% --	**8%** ----	**17%** +++	13%	13%	13%
RESPECT, RESPECTFUL, ADMIRATION	8%	6%	7%	8%	9%	9%	8%	8%	7%	8%	6%	6%	8%	10% +
HONOUR/HONOURED, HONOURABLE	7%	5%	**4%** --	7%	10%	7%	9%	7%	6%	6%	7%	8%	7%	5% -
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	3%	**6%** ++	3%	3%	3%	5%	3%	3%	3%	4%	4%	**1%** --	4%	3%
DEDICATED, DEVOTED, COMMITTED, LOYAL	3%	2%	**4%** ++	2%	4%	1% -	3%	3%	3%	2%	3%	2%	3%	2%
NEUTRAL, INDIFFERENT	2%	3%	2%	3%	1%	3%	3%	2%	3%	3%	3%	1%	2%	2%
GOOD, POSITIVE	2%	3%	1%	2%	1%	3%	2%	2%	1%	2%	2%	2%	1%	2%
SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	2%	2%	**0%** ---	2%	**4%** ++	3%	1%	1%	2% +	2%	1%	1%	2%	3%
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	2%	2%	1% -	2%	1%	2%	3%	2% +	1%	2%	2%	2%	0% --	2%
ARMED FORCES/TROOPS, ARMY, MILITARY, SERVICE, CIVIL SERVANTS	1%	1%	**4%** ++++	1% -	1%	0%	**0%** --	2% +++	1% --	1%	1%	1%	1%	3% ++++
SACRIFICE	1%	1%	2% +	1%	2%	2%	**0%** --	1%	1%	1%	2%	1%	1%	1%
SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	2% ++	1%
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	1%	1%	2% +++	0% ---	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%
NECESSARY, IMPORTANT	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1% +	1%	0%
CONFLICTED, COMPLICATED	1%	1%	0% -	1%	1%	1%	1%	0% -	1%	0%	2% +++	1%	1%	0% -
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1% ++
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	0%	0%	0%	0%	1%	0%	1%	**1%** +++	**0%** ---	0%	0%	**1%** +++	0% -	1%
HUMBLE/HUMBLED	0%	0%	0%	1%	0%	0%	1%	**0%** ---	**1%** +++	0%	1%	1%	1%	0%

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING, PHYSICAL INJURIES/WOUNDED	0%	0%	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** +++
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	0%	0%	0%	0%	**2%** +++	0%	0%	**1%** ++	**0%** --	0%	0%	1%	0%	0%
OLD, OLDER/AGING	0%	0%	1%	0%	0%	0%	0%	**0%** --	**0%** ++	**1%** ++++	0%	0%	0%	0%
SURVIVORS	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	**1%** +++	0%
SORRY, REMORSE	0%	1%	0%	0%	0%	0%	0%	0% -	0% +	0%	0%	1% +	0%	0%
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +
Other	3%	3%	**5%** ++	3%	1%	3%	2%	4% +	2% -	4% +	3%	**1%** --	3%	3%
Prefer not to say	12%	13%	13%	14%	6%	11%	11%	13%	12%	23%	13%	9%	6%	6%
Chi2:	-	(99.9)						(99.9)		(99.9)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	19.7	20.6	21.3	20.9	**11.8**	19.1	17.7	20.8	18.4	**30.7**	21.4	**14.6**	**12.9**	**14.0**
Standard Deviation:	32.7	33.7	33.9	33.8	23.4	31.8	31.4	33.3	31.9	40.5	33.6	27.8	24.6	26.0
Student's T:	*	-	-	-	99.9	-	-	-	90	99.9	-	99.9	99.9	99.9

What word best describes how you feel about Canadian Veterans?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1H															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
GRATEFUL, THANKFUL, APPRECIATION	23%	24%	22%	**28%** ++++	**8%** ----	23%	23%	23%	24%	20% -	24%	23%	21%	21%	**28%** +++
HEROES, COURAGEOUS, BRAVE	13%	13%	12%	**6%** ----	**33%** ++++	12%	14%	12% -	**15%** ++	**16%** ++	15%	**10%** ---	**17%** ++++	12%	**10%** --
PROUD, PRIDE, PATROTISM	12%	12%	11%	**14%** ++++	**5%** ----	11%	12%	12%	12%	**16%** +++	12%	**10%** -	10% -	11%	**14%** +
RESPECT, RESPECTFUL, ADMIRATION	8%	**7%** ---	**11%** ++	8%	6%	6%	8%	**6%** --	**9%** ++	9%	6% -	8%	6%	**11%** +++	7%
HONOUR/HONOURED, HONOURABLE	7%	**7%** ++	**3%** --	**8%** +++	**4%** --	6%	7%	6%	7%	8%	8%	**5%** --	6%	6%	7%
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	3%	3%	4%	**4%** +++	2%	3%	3%	3%	3%	2%	3%	**4%** ++	3%	3%	4%
DEDICATED, DEVOTED, COMMITTED, LOYAL	3%	3%	4%	2% -	**5%** +++	3%	3%	3%	3%	3%	2%	3%	2%	4%	3%
NEUTRAL, INDIFFERENT	2%	3%	2%	**3%** ++	1% -	3%	2%	3% +	2% -	2%	2% -	**3%** ++	2% -	3%	3%
GOOD, POSITIVE	2%	2%	3% +	2%	**1%** --	2%	2%	2%	1%	1%	2%	2% +	2%	**4%** ++++	**1%** ---
SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	2%	2%	3%	2%	**0%** --	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	2%	2%	0% -	2%	1% -	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%
ARMED FORCES/TROOPS, ARMY, MILITARY, SERVICE, CIVIL SERVANTS	1%	**2%** ++	**0%** --	**1%** ----	**4%** ++++	**1%** --	**2%** ++	1%	2% +	0% -	2%	2%	2%	1%	1%
SACRIFICE	1%	1%	1%	**1%** --	**2%** ++	1%	1%	1%	1%	**0%** --	2%	1%	1%	2%	1%
SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	1%	1%	0%	**0%** ---	**2%** ++++	1%	1%	1%	1%	0%	**1%** ++	1%	1%	1%	0%
NECESSARY, IMPORTANT	1%	**1%** ---	**3%** ++++	1%	1%	1%	1%	1%	1%	0%	**1%** ++	1%	0%	1%	1%
CONFLICTED, COMPLICATED	1%	1%	0%	**1%** ++	0%	1%	1%	1%	0%	0% -	0%	**1%** +++	0%	0%	**1%** ++
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	0%
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
HUMBLE/HUMBLED	0%	0%	0%	1% +	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING, PHYSICAL INJURIES/WOUNDED	0%	0%	0%	**0%** ---	**1%** ++++	0%	0%	0%	0%	0%	0% -	**1%** +++	0%	0%	0%
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% -	**1%** +++
OLD, OLDER/AGING	0%	0%	0%	**0%** ----	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SURVIVORS	0%	0%	0%	**0%** --	**1%** +++	0%	0%	0%	0%	0%	0% +	0%	**0%** ++	0%	0%
SORRY, REMORSE	0%	0%	0%	0%	0%	0%	0%	0% +	0% -	0%	0% +	0%	0%	0%	0%
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	3% -	3%	4%	**2%** ----	**5%** +++	3%	3%	3%	3%	**1%** --	3%	4%	4% +	2%	3%
Prefer not to say	12%	12%	13%	12%	14%	16%	11%	14%	10%	14%	11%	12%	15%	12%	8%
Chi2:	-	-	-	(99.9)		-		-		(99.9)			(99.9)		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	19.7	**19.0**	21.4	**18.6**	**22.8**	**22.9**	**18.3**	**21.3**	**17.0**	19.3	18.4	20.5	**22.3**	19.2	**15.8**
Standard Deviation:	32.7	32.1	34.0	31.6	34.8	35.5	31.4	33.9	30.3	33.8	31.8	32.6	35.3	32.0	27.9
Student's T:	*	95	-	95	95	95	99	99	99	-	-	-	95	-	99.9

What word best describes how you feel about Canadian Veterans?

T1H	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
GRATEFUL, THANKFUL, APPRECIATION	23%	21%	21% ---	19% --	23%	25% ++	6% ----	15% ----	28% ++++	8% ----	15% ---	26% ++++
HEROES, COURAGEOUS, BRAVE	13%	15%	14%	12%	13%	14%	8% --	14%	14%	10%	17% +	13%
PROUD, PRIDE, PATROTISM	12%	13%	10% ---	8% ---	11%	15% ++++	3% ----	8% --	14% ++++	4% ---	7% --	13% ++++
RESPECT, RESPECTFUL, ADMIRATION	8%	6%	9% +++	7%	8%	8%	3% --	8%	8% +	6%	7%	8%
HONOUR/HONOURED, HONOURABLE	7%	7%	7%	4% ---	7%	8% ++	2% ---	3% ---	8% ++++	2% --	4% -	7% +++
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	3%	2%	4%	4% +	3%	3%	5% +	5% +	3% ---	4%	2%	3%
DEDICATED, DEVOTED, COMMITTED, LOYAL	3%	4%	3%	3%	2%	3%	3%	3%	3%	2%	4%	3%
NEUTRAL, INDIFFERENT	2%	3%	3%	6% ++++	3%	1% ----	13% ++++	4% ++	1% ----	9% ++++	7% ++++	1% ----
GOOD, POSITIVE	2%	2%	1%	1%	3%	2%	2%	3% ++	2%	0%	3%	2%
SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	2%	1%	2%	1%	2%	2% +	1%	2%	2%	0%	1%	2% ++
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	2%	2%	2%	2%	2%	1%	4% ++	2%	1% -	1%	1%	2%
ARMED FORCES/TROOPS, ARMY, MILITARY, SERVICE, CIVIL SERVANTS	1%	2%	1%	2%	2%	1%	1%	2% +	1%	3%	3%	1% --
SACRIFICE	1%	2%	2% +	2%	1%	1%	0%	2%	1%	1%	0%	1%
SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	2%	1% -
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	1%	0%	1%	2% +++	1% +	0% ----	3% ++++	1%	0% ----	4% ++++	1%	1% --
NECESSARY, IMPORTANT	1%	2% ++	1%	0%	0%	1% +	1%	1%	1%	1%	0%	1%
CONFLICTED, COMPLICATED	1%	1%	1%	1% +	1%	0% --	2% ++	1% ++	0% ----	1%	1%	1%
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	1%	1% ++	0%	1%	0% -	1%	1%	0%	1% +	2%	0%	0%
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	0%	0%	1%	1% ++	1%	0% ---	4% ++++	0%	0% ----	1%	2% ++++	0% ----

HUMBLE/HUMBLED	0%	0%	1% +	0%	0%	1%	0%	0%	0%	0%	0%	0%
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING, PHYSICAL INJURIES/WOUNDED	0%	0%	0%	1% ++	0%	0%	0%	0%	0%	0%	0%	0%
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	0%	0%	**0%** --	0%	0%	0%	0%	0%	0%	0%	0%	0%
OLD, OLDER/AGING	0%	0%	**0%** --	**1%** +++	0%	0%	1%	**1%** ++++	**0%** ----	1%	1%	0% -
SURVIVORS	0%	0%	0%	0%	0%	0%	**1%** +++	0%	0%	0%	1%	0%
SORRY, REMORSE	0%	0%	0%	0%	0%	0%	1%	1%	**0%** --	0%	0%	0%
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	0%	0%	0%	0% +	0%	0% -	0%	0%	0%	1% +	0%	0%
Other	3%	2%	3%	**6%** ++++	3%	**2%** ----	**13%** ++++	2%	**2%** ----	**17%** ++++	**6%** ++	**2%** ----
Prefer not to say	12%	11%	13%	13%	14%	11%	21%	20%	9%	21%	16%	11%
Chi2:	-	-		(99.9)			(99.9)			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	19.7	18.5	**20.9**	**24.2**	20.9	**16.4**	**39.7**	**27.5**	**14.7**	**39.7**	**26.3**	**16.9**
Standard Deviation:	32.7	31.3	33.4	34.2	33.8	30.4	38.3	38.0	28.4	39.7	36.1	30.6
Student's T:	*	-	95	99	-	99.9	99.9	99.9	99.9	99.9	99	99.9

Over the past three weeks, have you seen this ad?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1H2														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Yes	12%	8%	14% +	10%	14%	10%	14%	**13%** ++	**10%** --	12%	13%	12%	10%	11%
No	88%	89%	**85%** --	89% +	86%	90%	86%	**86%** --	**90%** ++	87%	85%	88%	90%	89%
Prefer not to say	1%	2%	1%	0%	0%	0%	0%	1%	0%	1%	1%	1%	0%	0%
Chi2:	-	-						95		-				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

Over the past three weeks, have you seen this ad?

	Total	Born in Canada Yes	Born in Canada No	First language English	First language French	Children under 18 Yes	Children under 18 No	Employed Yes	Employed No	Education HS	Education Coll	Education Univ	Household income <$60K	Household income $60K-$100K	Household income $100K+
T1H2															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Yes	12%	12%	10%	11%	14%	13%	11%	13% +	10% -	9%	12%	12%	12%	11%	12%
No	88%	87%	90%	88%	85% --	86%	89% +	86% --	90% ++	90% +	87%	87%	88%	89%	88%
Prefer not to say	1%	1%	0%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%
Chi2:	-	-	-	-		-		90		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

Over the past three weeks, have you seen this ad?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1H2												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Yes	12%	**40%** ++++	**6%** ----	13%	11%	12%	9%	12%	12%	13%	8% -	12%
No	88%	**58%** ----	**94%** ++++	87%	89%	88%	90%	87%	88%	86%	91% +	87%
Prefer not to say	1%	2%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%
Chi2:	-	99.9		-			-			-		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

Where have you seen this ad?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1I														
Weighted Total:	232	11	65	78	18	22	38	127	102	65	44	43	35	46
Total:	230	11	62	79	17	23	38	125	102	56	46	40	38	50
Television	69%	80%	68%	73%	65%	65%	62%	62% --	76% ++	63%	54% --	65%	82% +	84% +++
YouTube	20%	0%	15%	25%	31%	22%	20%	29% ++++	9% ----	37% ++++	28%	20%	5% --	0% ----
Facebook	14%	11%	11%	15%	18%	17%	17%	18% +	8% --	23% ++	13%	13%	10%	8%
Internet website	10%	11%	8%	14%	0%	9%	11%	12%	8%	14%	2% --	15%	8%	10%
TIM HORTON'S TV/MEDIA IN STORES	3%	0%	3%	4%	5%	8%	0%	3%	4%	0% -	6%	7%	5%	0%
Cinema	3%	0%	3%	4%	0%	4%	3%	3%	4%	5%	6%	0%	3%	0%
Radio	3%	0%	2%	6% +	0%	5%	0%	4%	2%	4%	4%	0%	3%	4%
Twitter	3%	0%	0%	5%	5%	0%	6%	1% --	5%	5%	2%	0%	3%	4%
Newspaper (daily)	1%	7%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	3%	2%
Newspaper (weekly or community)	1%	9%	0%	0%	0%	5%	0%	2%	0%	3% ++	0%	0%	0%	0%
Outdoor billboard	1%	0%	3% ++	0%	0%	0%	0%	2%	0%	0%	2%	3%	0%	0%
Instagram	1%	0%	0%	0%	0%	0%	6% ++++	1%	1%	4% ++	0%	0%	0%	0%
Magazines	0%	0%	0%	0%	0%	5%	0%	1%	0%	2% +	0%	0%	0%	0%
Public transit (bus or subway)	0%	0%	0%	1%	0%	0%	0%	1%	0%	2% +	0%	0%	0%	0%
Spotify	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
Other	1%	0%	1%	0%	5%	0%	3%	2%	1%	0%	0%	2%	0%	4% +
Don't know	4%	0%	5%	2%	5%	5%	5%	3%	5%	2%	7%	5%	0%	6%
Chi2:	-	-						(95)		(95)				
Margin of error around 50%	6.46	29.55	12.45	11.03	23.77	20.43	15.90	8.77	9.70	13.10	14.45	15.49	15.90	13.86

Where have you seen this ad?

T1I	Total	Born in Canada Yes	No	First language English	French	Children under 18 Yes	No	Employed Yes	No	Education HS	Coll	Univ	Household income <$60K	$60K-$100K	$100K+
Weighted Total:	232	205	23	160	61	73	156	148	83	36	88	105	75	55	70
Total:	230	203	24	160	59	69	158	143	86	36	88	103	73	55	69
Television	69%	69%	67%	71%	65%	57% --	74% ++	62% ---	80% +++	62%	72%	68%	68%	68%	67%
YouTube	20%	19%	26%	20%	16%	22%	19%	29% ++++	5% ----	18%	17%	23%	22%	29% +	17%
Facebook	14%	14%	22%	15%	12%	21% +	11% --	17% +	9% -	21%	15%	12%	18%	19%	13%
Internet website	10%	10%	12%	9%	9%	9%	10%	14% ++	4% --	8%	8%	13%	9%	8%	12%
TIM HORTON'S TV/MEDIA IN STORES	3%	4%	0%	5% +	0% -	5%	2% -	4%	2%	0%	6%	3%	5%	0%	4%
Cinema	3%	3%	4%	4%	2%	6% +	2% -	4%	1%	3%	0% --	6% ++	4%	4%	1%
Radio	3%	3%	4%	3%	2%	3%	3%	2%	4%	3%	3%	2%	1%	4%	4%
Twitter	3%	3%	0%	4%	1%	3%	3%	2%	5%	6%	2%	3%	4%	0%	4%
Newspaper (daily)	1%	1%	0%	0%	2%	0%	1%	1%	1%	2%	1%	0%	0%	0%	1%
Newspaper (weekly or community)	1%	1%	0%	1%	2%	3% ++	0% --	1%	1%	0%	1%	1%	1%	2%	0%
Outdoor billboard	1%	0%	5%	0% --	3% ++	1%	1%	1%	0%	0%	0%	2%	0%	2%	2%
Instagram	1%	1%	0%	1%	0%	2%	1%	1%	1%	6% ++++	0%	0%	3% ++	0%	0%
Magazines	0%	1%	0%	1%	0%	2%	0%	1%	0%	0%	0%	1%	0%	2% +	0%
Public transit (bus or subway)	0%	1%	0%	1%	0%	2%	0%	1%	0%	0%	0%	1%	0%	0%	2%
Spotify	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%
Other	1%	1%	0%	2%	0%	0%	2%	1%	2%	0%	1%	1%	3%	0%	0%
Don't know	4%	4%	4%	3%	5%	1%	5%	4%	3%	3%	1%	7%	1%	4%	4%
Chi2:	-	-	-	-		(95)		(99)		-			-		
Margin of error around 50%	6.46	6.88	20.00	7.75	12.76	11.80	7.80	8.20	10.57	16.33	10.45	9.66	11.47	13.21	11.80

Where have you seen this ad?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1I												
Weighted Total:	232	113	66	57	55	120	18	40	174	18	18	196
Total:	230	111	66	56	54	120	17	40	173	18	18	194
Television	69%	66%	73%	55% ---	72%	74% +	75%	66%	68%	71%	72%	68%
YouTube	20%	23%	20%	24%	15%	20%	19%	13%	22%	6%	17%	22%
Facebook	14%	14%	11%	7% -	6% --	22% ++++	0%	5% -	18% +++	5%	0%	17% ++
Internet website	10%	11%	9%	18% ++	4% -	9%	6%	11%	11%	5%	0%	12% +
TIM HORTON'S TV/MEDIA IN STORES	3%	6% ++	1%	7% +	4%	1%	0%	3%	4%	0%	6%	3%
Cinema	3%	3%	4%	2%	7% +	2%	6%	2%	3%	6%	10%	2% --
Radio	3%	4%	3%	3%	0%	4%	0%	2%	3%	5%	0%	3%
Twitter	3%	3%	3%	4%	0%	4%	0%	0%	4%	0%	0%	4%
Newspaper (daily)	1%	1%	0%	0%	0%	1%	0%	0%	1%	4%	0%	0%
Newspaper (weekly or community)	1%	1%	0%	2%	0%	1%	0%	2%	1%	6%	0%	1%
Outdoor billboard	1%	2%	0%	2%	2%	0%	0%	5% +++	0% --	0%	0%	1%
Instagram	1%	2%	0%	0%	0%	2%	0%	0%	1%	0%	0%	1%
Magazines	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
Public transit (bus or subway)	0%	0%	2% +	0%	0%	1%	0%	0%	1%	0%	0%	1%
Spotify	0%	1%	0%	2% +	0%	0%	0%	0%	1%	0%	0%	1%
Other	1%	1%	3%	2%	0%	2%	0%	3%	1%	0%	0%	1%
Don't know	4%	0%	8%	7%	5%	2%	6%	5%	3%	7%	5%	3%
Chi2:	-	-		(90)			-			-		
Margin of error around 50%	6.46	9.30	12.06	13.10	13.34	8.95	23.77	15.49	7.45	23.10	23.10	7.04

What do you think is the main point this ad is trying to get across?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1J														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
PENSION FOR LIFE PROGRAM, SPECIFIC TO PENSION SUPPORT	23%	19%	23%	24%	25%	18% -	**28%** ++	23%	24%	24%	21%	25%	**29%** +++	**18%** ---
GOVERNMENT SERVICES AVAILABLE FOR SPECIFICS (TRANSITION TO RETIREMENT/CILVILIAN LIFE/AFTER SERVICE, INJURIES/SUSTAINED INJURIES...)	18%	18%	**13%** ---	**20%** ++	20%	20%	16%	**14%** ----	**21%** ++++	16%	21%	21% +	17% +	16%
GOVERNMENT OF CANADA SUPPORTS/TAKES CARE OF VETERANS, IMPROVING CARE	12%	13%	13%	11%	14%	13%	10%	12%	12%	10%	10%	12%	13%	**15%** ++
FINANCIAL SERVICES/SUPPORT AVAILABLE FOR VETERANS	9%	5% -	11%	9%	9%	10%	7%	9%	9%	10%	10%	8%	12% +	7% -
NEGATIVES TOWARDS GOVERNMENT (FOREIGN/WAR POLICY, PERSONALLY SERVING/AGENDAS SUPPORT ISSUES, HYPOCRITICAL/DISHONEST ABOUT SUPPORT THEY SAY THEY GIVE)	6%	6%	**2%** ----	6%	4%	**8%** ++	7%	**8%** ++++	**3%** ----	**2%** ----	5%	**8%** ++	7%	**8%** ++
WHAT WE SHOULD BE DOING FOR THEM, DESERVE PENSIONS/INJURY COMPENSATION/MORE SUPPORT/COMPENSATION, SHOULD BE DOING MORE	6%	7%	**3%** ---	6%	7%	4%	8% +	**4%** --	**7%** ++	4%	4%	**3%** --	7%	**10%** ++++
VETERANS CAN STILL LEAD A HEALTHY/HAPPY LIFE AFTER SERVICE/LIVING WITH DISABILITIES OR INJURIES	2%	1%	3%	2%	2%	1%	3%	2%	2%	3%	3%	2%	1%	2%
RECRUITMENT AD	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%
REASONS WHY VETS SHOULD BE REMEMBERED/APPRECIATED, ALL VETERANS HAVE DONE FOR US	1%	1%	**2%** +++	**0%** --	0%	1%	1%	1%	1%	1%	1%	0% -	0%	1%
REMEMBER VETERANS, IMPORTANCE OF REMEMBERING VETS, RESPECT/THANKFUL FOR VETERANS	1%	0%	1%	1%	0%	0%	**1%** ++	1%	0%	1%	1%	1%	0%	1%
RESPECT/APPRECIATION/PROUD OF SOLDIERS AND/OR TROOPS, RESPECT FOR THE MILITARY, APPRECIATION FOR THOSE THAT ARE IN THE MILITARY/ARMED FORCES	0%	0%	**1%** +++	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1% +

GLORIFYING WAR/SOLDIERS, CARRYING OUT VIOLENCE/ORDERS OF GOVERNMENT, GLORIFYING MURDER	0%	1%	1%	0%	1%	0%	0%	**1%** ++	**0%** --	0%	0%	**1%** ++++	0%	0%
REMEMBER, TAKE TIME TO REMEMBER, RESPECT/HONOUR	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%
REMEMBER THEIR SACRIFICES/RISK TO THEIR LIVES, FOUGHT FOR OUR FREEDOM, SAVED OUR COUNTRY/DEMOCRACY	0%	**1%** +++	0%	0% -	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
AWARENESS, INFORMATION FOR VETERANS (GENERAL)	0%	0%	**1%** ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ATTRIBUTES OF VETERANS/SOLDIERS/ARMY: HEROS, BRAVERY, COMRADERIE	0%	0%	0%	0%	0%	1%	0%	0%	0%	0% +	0%	0%	0%	0%
VETS/SOLDIERS AMONGST US/LIVE WITH US, A PART OF OUR SOCIETY/COMMUNITY, PERSONAL CONNECTIONS TO ALL OF THEM/NEIGHBOURS, WE ALL KNOW A VET/SOLDIER	0%	0%	0%	0%	0%	0%	0%	0% +	0% -	0%	0%	0%	0%	0% +
EVOKING PRIDE/PATRIOTIC FEELINGS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REMEMBER FALLEN SOLDIERS, THOSE WHO HAVE DIED/SACRIFICED THEIR LIFE/THOSE WE HAVE LOST	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%
CAMPAIGNS/FUNDRAISING FOR VETERANS (VARIOUS, MAINLY POPPIES)	0%	0%	0%	0%	0%	**0%** +++	0%	0%	0%	0% +	0%	0%	0%	0%
GOVERNMENT OF CANADA SUPPORTS/TAKES CARE OF VETERANS, IMPROV	1%	2%	2% +	1%	0%	1%	0% -	1%	1%	1%	1%	0%	1%	**2%** ++
NEGATIVES, VARIOUS (INACCURATE/SKEWED, WHITE ETHNIC GROUP MI	3%	5%	3%	3%	3%	1%	4%	3%	2%	2%	2%	3%	3%	4%
PENSION FOR LIFE PROGRAM, SPECIFIC TO PENSION SUPPORT (NEW)	16%	19%	20%	14%	14%	17%	11%	17%	14%	22%	19%	14%	9%	11%
Chi2:	-	(95)						(99.9)		(99.9)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

What do you think is the main point this ad is trying to get across?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1J															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
PENSION FOR LIFE PROGRAM, SPECIFIC TO PENSION SUPPORT	23%	23%	27%	24%	20% -	23%	24%	24%	22%	20% -	**21%** --	**28%** ++++	22%	24%	25%
GOVERNMENT SERVICES AVAILABLE FOR SPECIFICS (TRANSITION TO RETIREMENT/CILVILIAN LIFE/AFTER SERVICE, INJURIES/SUSTAINED INJURIES...)	18%	18%	15%	**19%** +++	**15%** --	20%	17%	17%	19%	**14%** --	19%	18%	**15%** --	20%	18%
GOVERNMENT OF CANADA SUPPORTS/TAKES CARE OF VETERANS, IMPROVING CARE	12%	12%	12%	11%	14%	11%	12%	12%	12%	12%	14% +	11% -	12%	13%	11%
FINANCIAL SERVICES/SUPPORT AVAILABLE FOR VETERANS	9%	9%	11%	**8%** --	11%	8%	10%	9%	10%	9%	8%	10%	9%	8%	11%
NEGATIVES TOWARDS GOVERNMENT (FOREIGN/WAR POLICY, PERSONALLY SERVING/AGENDAS SUPPORT ISSUES, HYPOCRITICAL/DISHONEST ABOUT SUPPORT THEY SAY THEY GIVE)	6%	5%	7%	**6%** +++	**3%** ---	**3%** ---	**6%** ++	5%	6%	6%	7%	**4%** --	4%	5%	6%
WHAT WE SHOULD BE DOING FOR THEM, DESERVE PENSIONS/INJURY COMPENSATION/MORE SUPPORT/COMPENSATION, SHOULD BE DOING MORE	6%	5%	7%	**6%** ++	**3%** ---	4%	6%	**4%** ---	**7%** +++	6%	6%	5%	**7%** ++	5%	5%
VETERANS CAN STILL LEAD A HEALTHY/HAPPY LIFE AFTER SERVICE/LIVING WITH DISABILITIES OR INJURIES	2%	2%	2%	2%	3%	3% +	2% -	3%	2%	3%	2%	3%	2%	3%	2%
RECRUITMENT AD	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%
REASONS WHY VETS SHOULD BE REMEMBERED/APPRECIATED, ALL VETERANS HAVE DONE FOR US	1%	1%	1%	**0%** ---	**2%** ++++	1%	1%	1%	0%	0%	**1%** ++	0%	**1%** +++	0%	0%
REMEMBER VETERANS, IMPORTANCE OF REMEMBERING VETS, RESPECT/THANKFUL FOR VETERANS	1%	1%	0%	1%	1%	1%	1%	1% +	0% -	0%	0%	1%	1%	0%	1%

RESPECT/APPRECIATION/PROUD OF SOLDIERS AND/OR TROOPS, RESPECT FOR THE MILITARY, APPRECIATION FOR THOSE THAT ARE IN THE MILITARY/ARMED FORCES	0%	0%	0%	**0%** ----	**1%** ++++	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
GLORIFYING WAR/SOLDIERS, CARRYING OUT VIOLENCE/ORDERS OF GOVERNMENT, GLORIFYING MURDER	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
REMEMBER, TAKE TIME TO REMEMBER, RESPECT/HONOUR	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REMEMBER THEIR SACRIFICES/RISK TO THEIR LIVES, FOUGHT FOR OUR FREEDOM, SAVED OUR COUNTRY/DEMOCRACY	0%	0%	1% +	0%	0%	0%	0%	0% -	0% +	0%	0%	0%	1% ++	0%	0%
AWARENESS, INFORMATION FOR VETERANS (GENERAL)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ATTRIBUTES OF VETERANS/SOLDIERS/ARMY: HEROS, BRAVERY, COMRADERIE	0%	0%	0%	0%	0% +	0% +	0% -	0%	0%	0%	0%	0%	0%	0%	0%
VETS/SOLDIERS AMONGST US/LIVE WITH US, A PART OF OUR SOCIETY/COMMUNITY, PERSONAL CONNECTIONS TO ALL OF THEM/NEIGHBOURS, WE ALL KNOW A VET/SOLDIER	0%	0%	0%	0%	0%	0%	0%	**0%** --	**0%** ++	0%	0%	0%	0%	0%	0%
EVOKING PRIDE/PATRIOTIC FEELINGS	0%	0% -	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%	0%
REMEMBER FALLEN SOLDIERS, THOSE WHO HAVE DIED/SACRIFICED THEIR LIFE/THOSE WE HAVE LOST	0%	0%	0%	0%	0%	0% +	0% -	0%	0%	**0%** ++	0%	0%	0%	0%	0% +
CAMPAIGNS/FUNDRAISING FOR VETERANS (VARIOUS, MAINLY POPPIES)	0%	**0%** ---	**0%** +++	0%	0%	0% +	0% -	0%	0%	0%	0%	0%	0%	0% +	0%
GOVERNMENT OF CANADA SUPPORTS/TAKES CARE OF VETERANS, IMPROV	1%	1%	0%	1%	2% +	1%	1%	1%	1%	1%	1%	1%	2% +	1%	0%
NEGATIVES, VARIOUS (INACCURATE/SKEWED, WHITE ETHNIC GROUP MI	3%	3%	3%	3%	2%	3%	3%	3%	3%	5%	3%	2%	4%	2%	2%
PENSION FOR LIFE PROGRAM, SPECIFIC TO PENSION SUPPORT (NEW)	16%	16%	11%	14%	20%	19%	14%	16%	13%	20%	15%	13%	16%	14%	15%
Chi2:	-	-	-	(99.9)		(95)		-		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

What do you think is the main point this ad is trying to get across?

T1J

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
PENSION FOR LIFE PROGRAM, SPECIFIC TO PENSION SUPPORT	23%	22%	22%	23%	25%	23%	23%	24%	23%	20%	25%	24%
GOVERNMENT SERVICES AVAILABLE FOR SPECIFICS (TRANSITION TO RETIREMENT/CILVILIAN LIFE/AFTER SERVICE, INJURIES/SUSTAINED INJURIES...)	18%	17%	18%	17%	16%	19% +	16%	16%	19%	10% --	18%	19% +
GOVERNMENT OF CANADA SUPPORTS/TAKES CARE OF VETERANS, IMPROVING CARE	12%	14%	11% --	10% -	12%	13%	8% -	11%	13% +	8%	8% --	13% +++
FINANCIAL SERVICES/SUPPORT AVAILABLE FOR VETERANS	9%	6% --	10%	9%	10%	9%	5% --	12% +	9%	6%	8%	10%
NEGATIVES TOWARDS GOVERNMENT (FOREIGN/WAR POLICY, PERSONALLY SERVING/AGENDAS SUPPORT ISSUES, HYPOCRITICAL/DISHONEST ABOUT SUPPORT THEY SAY THEY GIVE)	6%	6%	6%	10% ++++	3% ---	5%	10% +++	2% ---	6%	10% ++	3% --	6%
WHAT WE SHOULD BE DOING FOR THEM, DESERVE PENSIONS/INJURY COMPENSATION/MORE SUPPORT/COMPENSATION, SHOULD BE DOING MORE	6%	7%	6%	3% ---	6%	6% +	3% -	4%	6% +	2% -	4%	6% +
VETERANS CAN STILL LEAD A HEALTHY/HAPPY LIFE AFTER SERVICE/LIVING WITH DISABILITIES OR INJURIES	2%	3%	2%	2%	2%	3%	2%	3%	2%	1%	3%	2%
RECRUITMENT AD	2%	2%	1%	2%	2%	1% -	4% ++	2%	1% ---	5% +++	2%	1% --
REASONS WHY VETS SHOULD BE REMEMBERED/APPRECIATED, ALL VETERANS HAVE DONE FOR US	1%	2% +++	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%
REMEMBER VETERANS, IMPORTANCE OF REMEMBERING VETS, RESPECT/THANKFUL FOR VETERANS	1%	0%	1% ++	0%	1%	1%	1%	1%	1%	1%	1% +	0%

RESPECT/APPRECIATION/PROUD OF SOLDIERS AND/OR TROOPS, RESPECT FOR THE MILITARY, APPRECIATION FOR THOSE THAT ARE IN THE MILITARY/ARMED FORCES	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%
GLORIFYING WAR/SOLDIERS, CARRYING OUT VIOLENCE/ORDERS OF GOVERNMENT, GLORIFYING MURDER	0%	0%	0%	1% +	1%	0% --	2% ++++	1%	0% ---	2% ++++	1%	0% ---
REMEMBER, TAKE TIME TO REMEMBER, RESPECT/HONOUR	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
REMEMBER THEIR SACRIFICES/RISK TO THEIR LIVES, FOUGHT FOR OUR FREEDOM, SAVED OUR COUNTRY/DEMOCRACY	0%	1% +++	0%	0%	1%	0%	0%	1%	0%	0%	1% ++	0%
AWARENESS, INFORMATION FOR VETERANS (GENERAL)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ATTRIBUTES OF VETERANS/SOLDIERS/ARMY: HEROS, BRAVERY, COMRADERIE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VETS/SOLDIERS AMONGST US/LIVE WITH US, A PART OF OUR SOCIETY/COMMUNITY, PERSONAL CONNECTIONS TO ALL OF THEM/NEIGHBOURS, WE ALL KNOW A VET/SOLDIER	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%
EVOKING PRIDE/PATRIOTIC FEELINGS	0%	0%	0%	0%	0%	0%	1% ++	0%	0%	1% +++	0%	0%
REMEMBER FALLEN SOLDIERS, THOSE WHO HAVE DIED/SACRIFICED THEIR LIFE/THOSE WE HAVE LOST	0%	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%
CAMPAIGNS/FUNDRAISING FOR VETERANS (VARIOUS, MAINLY POPPIES)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GOVERNMENT OF CANADA SUPPORTS/TAKES CARE OF VETERANS, IMPROV	1%	2% +++	1% -	1%	2% +	1%	2% +	1%	1%	1%	2%	1%
NEGATIVES, VARIOUS (INACCURATE/SKEWED, WHITE ETHNIC GROUP MI	3%	4%	3%	4%	2%	3%	4%	3%	3%	6%	3%	2%
PENSION FOR LIFE PROGRAM, SPECIFIC TO PENSION SUPPORT (NEW)	16%	12%	17%	15%	16%	14%	19%	17%	14%	25%	20%	14%
Chi2:	-	(95)		(99)			(99)			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

This ad catches my attention

	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
				Region				Gender		Age				
T1KA **Please indicate your level of agreement with the following statements about this ad.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
DISAGREE (1-2)	26%	22%	**32%** +++	**22%** ---	28%	26%	25%	**29%** ++++	**22%** ----	27%	**34%** ++++	23%	25%	**20%** ---
NEITHER (3)	32%	33%	**28%** --	31%	26%	**40%** +++	**38%** ++	30% -	34% +	32%	30%	**39%** +++	31%	30%
AGREE (4-5)	38%	36%	35% -	**43%** ++++	42%	33%	33% -	36% -	**41%** ++	38%	**32%** --	35%	40%	**45%** +++
1 Strongly Disagree	10%	8%	16%	9%	8%	9%	8%	14%	7%	11%	11%	9%	11%	9%
2	15%	13%	16%	14%	20%	17%	17%	15%	15%	16%	23%	14%	14%	11%
3	32%	33%	28%	31%	26%	40%	38%	30%	34%	32%	30%	39%	31%	30%
4	23%	23%	19%	27%	26%	21%	18%	22%	24%	22%	22%	25%	22%	24%
5 Strongly Agree	15%	13%	15%	16%	16%	12%	15%	14%	17%	16%	10%	10%	18%	21%
Prefer not to say	4%	8%	5%	3%	4%	1%	4%	4%	3%	3%	4%	4%	4%	5%
Chi2:	-	99.9						99.9		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	3.18	3.21	**3.03**	**3.29**	3.23	3.11	3.15	**3.06**	**3.30**	3.15	**2.97**	3.12	3.22	**3.39**
Standard Deviation:	1.19	1.14	1.30	1.17	1.20	1.11	1.15	1.24	1.13	1.21	1.17	1.08	1.24	1.21
Student's T:	*	-	99	99	-	-	-	99.9	99.9	-	99.9	-	-	99.9

This ad catches my attention

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1KA **Please indicate your level of agreement with the following statements about this ad.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
DISAGREE (1-2)	26%	26%	26%	**24%** ---	**32%** +++	26%	26%	**29%** ++++	**21%** ----	23%	24%	**28%** ++	**22%** --	26%	**30%** +++
NEITHER (3)	32%	33%	29%	**34%** +++	29%	32%	33%	33%	31%	28% -	33%	34%	31%	31%	34%
AGREE (4-5)	38%	38%	41%	38%	35% -	40%	37%	**35%** ----	**43%** ++++	**44%** +++	40%	**34%** ---	**42%** +++	41%	**33%** ---
1 Strongly Disagree	10%	10%	10%	8%	16%	10%	10%	12%	8%	8%	11%	10%	8%	11%	12%
2	15%	15%	17%	16%	16%	16%	15%	17%	13%	15%	13%	18%	14%	15%	18%
3	32%	33%	29%	34%	29%	32%	33%	33%	31%	28%	33%	34%	31%	31%	34%
4	23%	23%	20%	24%	20%	26%	22%	22%	24%	27%	21%	22%	23%	27%	22%
5 Strongly Agree	15%	14%	21%	14%	15%	14%	16%	13%	19%	17%	18%	12%	19%	14%	12%
Prefer not to say	4%	4%	4%	4%	5%	2%	4%	3%	5%	5%	3%	3%	5%	2%	3%
Chi2:	-	-	-	99		-		99.9		99			99		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	3.18	3.16	3.26	3.21	**3.03**	3.19	3.18	**3.07**	**3.33**	**3.33**	3.22	**3.08**	**3.32**	3.19	**3.04**
Standard Deviation:	1.19	1.18	1.26	1.14	1.29	1.17	1.20	1.19	1.19	1.18	1.23	1.15	1.20	1.18	1.18
Student's T:	*	-	-	-	99	-	-	99.9	99.9	99	-	99.9	99.9	-	99.9

This ad catches my attention

T1KA **Please indicate your level of agreement with the following statements about this ad.**	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
DISAGREE (1-2)	26%	**17%** ----	**30%** ++++	**52%** ++++	25%	**15%** ----	**55%** ++++	**34%** ++++	**20%** ----	**63%** ++++	**35%** +++	**22%** ----
NEITHER (3)	32%	**27%** --	31%	29% -	**43%** ++++	28% ----	24% ---	**40%** +++	32%	18% ----	**41%** +++	33%
AGREE (4-5)	38%	**54%** ++++	**34%** ----	**15%** ----	**29%** ----	**54%** ++++	**14%** ----	**22%** ----	**45%** ++++	**12%** ----	**21%** ----	**43%** ++++
1 Strongly Disagree	10%	8%	13%	27%	7%	4%	32%	12%	7%	41%	13%	7%
2	15%	9%	17%	24%	18%	11%	23%	22%	13%	22%	21%	14%
3	32%	27%	31%	29%	43%	28%	24%	40%	32%	18%	41%	33%
4	23%	24%	21%	10%	21%	30%	11%	17%	26%	8%	16%	25%
5 Strongly Agree	15%	30%	13%	5%	8%	23%	4%	5%	19%	4%	5%	17%
Prefer not to say	4%	2%	5%	4%	3%	3%	6%	4%	3%	7%	3%	3%
Chi2:	-	99.9		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	3.18	**3.60**	**3.05**	**2.38**	**3.04**	**3.60**	**2.26**	**2.82**	**3.39**	**2.05**	**2.77**	**3.32**
Standard Deviation:	1.19	1.23	1.22	1.15	1.01	1.10	1.17	1.04	1.15	1.18	1.05	1.15
Student's T:	*	99.9	99.9	99.9	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9

This ad is relevant to me

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1KB **Please indicate your level of agreement with the following statements about this ad.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
DISAGREE (1-2)	65%	**57%** --	67%	65%	65%	65%	67%	**62%** --	68% ++	68%	**71%** ++	65%	65%	**58%** ----
NEITHER (3)	16%	17%	**13%** --	18% +	16%	18%	16%	16%	16%	15%	13% -	19% +	17%	18%
AGREE (4-5)	14%	19% +	14%	14%	17%	14%	12%	**16%** ++	13% --	14%	12%	11% -	14%	19% +++
1 Strongly Disagree	44%	36%	50%	42%	44%	36%	46%	43%	45%	47%	48%	42%	42%	40%
2	21%	22%	17%	22%	21%	28%	20%	19%	23%	21%	22%	23%	23%	18%
3	16%	17%	13%	18%	16%	18%	16%	16%	16%	15%	13%	19%	17%	18%
4	7%	9%	6%	7%	8%	6%	5%	7%	6%	7%	6%	5%	6%	9%
5 Strongly Agree	8%	10%	8%	7%	9%	9%	7%	9%	6%	7%	7%	6%	8%	10%
Prefer not to say	4%	7%	6%	4%	3%	3%	5%	5%	4%	4%	4%	4%	4%	6%
Chi2:	-	-						95		99				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	2.09	**2.31**	**1.98**	2.10	2.14	2.20	2.01	**2.15**	**2.03**	2.03	**1.96**	2.07	2.11	**2.27**
Standard Deviation:	1.27	1.36	1.30	1.24	1.32	1.25	1.25	1.33	1.22	1.26	1.23	1.20	1.27	1.36
Student's T:	*	95	95	-	-	-	-	95	95	-	95	-	-	99

This ad is relevant to me

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1KB **Please indicate your level of agreement with the following statements about this ad.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
DISAGREE (1-2)	65%	66%	63%	64%	67%	67%	64%	68% +++	62% --	58% ----	63% -	71% ++++	60% ----	66%	70% +++
NEITHER (3)	16%	16%	16%	17% ++	14%	15%	17%	16%	16%	17%	17%	15%	17%	16%	15%
AGREE (4-5)	14%	14%	16%	14%	14%	14%	14%	13% --	17% +++	19% +++	16% +	11% ----	18% +++	15%	11% --
1 Strongly Disagree	44%	44%	45%	41%	49%	42%	44%	46%	42%	36%	41%	50%	40%	42%	49%
2	21%	22%	18%	23%	17%	25%	20%	22%	20%	22%	21%	21%	20%	24%	21%
3	16%	16%	16%	17%	14%	15%	17%	16%	16%	17%	17%	15%	17%	16%	15%
4	7%	7%	6%	7%	7%	6%	7%	5%	9%	9%	8%	5%	9%	6%	5%
5 Strongly Agree	8%	7%	10%	7%	7%	8%	7%	7%	8%	10%	8%	6%	9%	8%	6%
Prefer not to say	4%	4%	5%	4%	5%	3%	5%	3%	5%	6%	4%	3%	5%	3%	4%
Chi2:	-	-	-	-		-		95		99.9			99		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	2.09	2.08	2.13	**2.13**	2.01	2.10	2.09	**2.03**	**2.17**	**2.31**	**2.17**	**1.93**	**2.24**	2.12	**1.95**
Standard Deviation:	1.27	1.26	1.35	1.25	1.29	1.26	1.27	1.24	1.31	1.34	1.30	1.19	1.35	1.27	1.20
Student's T:	*	-	-	95	-	-	-	95	95	99.9	95	99.9	99.9	-	99

This ad is relevant to me

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1KB **Please indicate your level of agreement with the following statements about this ad.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
DISAGREE (1-2)	65%	**56%** ----	**67%** ++	**83%** ++++	**71%** +++	**54%** ----	**84%** ++++	**75%** ++++	**61%** ----	**77%** +++	**73%** +++	**63%** ----
NEITHER (3)	16%	17%	15% -	**9%** ----	17%	**19%** ++++	**6%** ----	15%	**18%** +++	10% -	19%	16%
AGREE (4-5)	14%	**23%** ++++	**13%** --	**4%** ----	**9%** ----	**22%** ++++	**5%** ----	**6%** ----	**18%** ++++	**7%** ---	**5%** ----	**16%** ++++
1 Strongly Disagree	44%	35%	49%	67%	47%	32%	71%	51%	38%	64%	50%	41%
2	21%	21%	18%	16%	24%	22%	13%	23%	22%	13%	23%	22%
3	16%	17%	15%	9%	17%	19%	6%	15%	18%	10%	19%	16%
4	7%	10%	6%	2%	5%	10%	2%	5%	8%	4%	2%	8%
5 Strongly Agree	8%	14%	7%	2%	4%	12%	3%	1%	10%	3%	3%	9%
Prefer not to say	4%	4%	5%	4%	4%	5%	4%	4%	4%	6%	3%	4%
Chi2:	-	99.9		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	2.09	**2.43**	**1.98**	**1.51**	**1.91**	**2.45**	**1.47**	**1.76**	**2.25**	**1.60**	**1.80**	**2.17**
Standard Deviation:	1.27	1.42	1.26	0.91	1.09	1.38	0.97	0.98	1.33	1.03	1.00	1.31
Student's T:	*	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

This ad is difficult to follow

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1KC **Please indicate your level of agreement with the following statements about this ad.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
DISAGREE (1-2)	71%	65% -	72%	71%	74%	76%	71%	**67%** ----	**76%** ++++	**77%** +++	76% +	74%	**67%** --	**62%** ----
NEITHER (3)	15%	19%	13%	16%	10%	16%	15%	**18%** ++++	**12%** ----	**11%** ---	14%	15%	**18%** ++	**18%** ++
AGREE (4-5)	9%	8%	9%	10%	12%	7%	10%	**11%** ++	**8%** --	9%	**6%** --	7% -	10%	**14%** ++++
1 Strongly Disagree	45%	37%	48%	45%	41%	45%	46%	40%	50%	50%	48%	43%	44%	39%
2	26%	28%	23%	26%	33%	31%	25%	26%	26%	27%	28%	31%	23%	23%
3	15%	19%	13%	16%	10%	16%	15%	18%	12%	11%	14%	15%	18%	18%
4	5%	4%	5%	6%	7%	4%	5%	5%	5%	5%	3%	4%	6%	9%
5 Strongly Agree	4%	4%	5%	4%	5%	3%	6%	5%	3%	5%	3%	3%	3%	6%
Prefer not to say	4%	7%	6%	3%	4%	2%	4%	4%	4%	3%	5%	4%	5%	5%
Chi2:	-	-						99.9		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	1.92	2.03	1.87	1.93	1.98	1.87	1.95	**2.05**	**1.80**	**1.83**	**1.80**	1.88	1.96	**2.14**
Standard Deviation:	1.11	1.09	1.13	1.10	1.14	1.03	1.16	1.16	1.04	1.11	1.01	1.03	1.11	1.23
Student's T:	*	-	-	-	-	-	-	99.9	99.9	95	95	-	-	99.9

This ad is difficult to follow

	Total	Born in Canada Yes	Born in Canada No	First language English	First language French	Children under 18 Yes	Children under 18 No	Employed Yes	Employed No	Education HS	Education Coll	Education Univ	Household income <$60K	Household income $60K-$100K	Household income $100K+
T1KC **Please indicate your level of agreement with the following statements about this ad.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
DISAGREE (1-2)	71%	72%	72%	71%	73%	75% ++	70% -	75% ++++	67% ---	68% -	70%	74% ++	72%	72%	73%
NEITHER (3)	15%	15%	12%	16% ++	13%	12% --	16% ++	14%	16%	15%	15%	15%	13% -	15%	16%
AGREE (4-5)	9% -	9%	12% +	9%	9%	9%	10%	8% ---	12% +++	12%	11%	8% --	11% ++	10%	7% --
1 Strongly Disagree	45%	45%	45%	44%	48%	47%	45%	47%	43%	42%	45%	47%	46%	45%	46%
2	26%	26%	27%	27%	25%	28%	26%	28%	25%	25%	25%	27%	26%	27%	27%
3	15%	15%	12%	16%	13%	12%	16%	14%	16%	15%	15%	15%	13%	15%	16%
4	5%	5%	6%	5%	4%	4%	6%	4%	7%	7%	5%	5%	5%	5%	5%
5 Strongly Agree	4%	4%	6%	4%	5%	5%	4%	4%	5%	4%	6%	3%	6%	4%	3%
Prefer not to say	4%	4%	4%	4%	5%	3%	4%	3%	5%	5%	4%	3%	4%	3%	4%
Chi2:	-	-	-	-		90		99		90			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	1.92	1.91	1.99	1.94	1.88	1.89	1.94	**1.86**	**2.02**	2.00	1.98	**1.85**	1.95	1.94	1.87
Standard Deviation:	1.11	1.10	1.20	1.10	1.14	1.13	1.11	1.06	1.17	1.15	1.17	1.04	1.18	1.12	1.04
Student's T:	*	-	-	-	-	-	-	99	99	-	-	95	-	-	-

This ad is difficult to follow

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1KC **Please indicate your level of agreement with the following statements about this ad.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
DISAGREE (1-2)	71%	72%	70% -	69%	72%	73%	66% -	73%	72%	**60%** ---	69%	**73%** +++
NEITHER (3)	15%	14%	15%	16%	**18%** ++	**13%** --	17%	17%	14%	17%	**22%** +++	**14%** --
AGREE (4-5)	9%	12%	10%	9%	**6%** ---	**11%** +++	10%	**6%** --	**10%** ++	**15%** ++	6% -	9%
1 Strongly Disagree	45%	48%	46%	43%	43%	47%	39%	42%	47%	37%	37%	47%
2	26%	25%	24%	25%	29%	25%	27%	32%	25%	23%	33%	26%
3	15%	14%	15%	16%	18%	13%	17%	17%	14%	17%	22%	14%
4	5%	4%	6%	5%	5%	6%	3%	5%	6%	7%	5%	5%
5 Strongly Agree	4%	7%	4%	5%	1%	5%	7%	1%	5%	8%	1%	4%
Prefer not to say	4%	2%	5%	6%	4%	3%	7%	4%	3%	8%	3%	4%
Chi2:	-	-		99			90			99		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	1.92	1.97	1.94	1.96	1.88	1.93	2.05	1.87	1.92	**2.20**	1.98	**1.90**
Standard Deviation:	1.11	1.22	1.13	1.13	0.97	1.17	1.18	0.96	1.13	1.29	0.95	1.11
Student's T:	*	-	-	-	-	-	-	-	-	95	-	95

This ad does not favour one political party over another

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1KD **Please indicate your level of agreement with the following statements about this ad.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
DISAGREE (1-2)	11%	12%	12%	10%	14%	12%	10%	**15%** **++++**	**7%** **----**	**8%** **--**	9%	**15%** **++**	12%	**14%** **++**
NEITHER (3)	14%	16%	16%	13%	9% -	18%	16%	13%	15%	15%	16%	12%	15%	14%
AGREE (4-5)	68%	61% -	**64%** --	**72%** +++	69%	67%	69%	**65%** ---	**72%** ++++	71% +	68%	68%	68%	**64%** --
1 Strongly Disagree	6%	10%	5%	6%	6%	8%	6%	9%	4%	4%	5%	8%	7%	9%
2	5%	2%	7%	4%	8%	4%	5%	7%	3%	4%	4%	7%	5%	6%
3	14%	16%	16%	13%	9%	18%	16%	13%	15%	15%	16%	12%	15%	14%
4	19%	22%	15%	20%	18%	20%	20%	18%	21%	24%	20%	19%	18%	13%
5 Strongly Agree	49%	39%	49%	52%	52%	47%	48%	47%	51%	48%	49%	49%	50%	51%
Prefer not to say	6%	11%	8%	5%	8%	3%	5%	7%	6%	6%	7%	5%	5%	8%
Chi2:	-	-						99.9		95				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.06	3.88	4.04	4.13	4.10	3.98	4.06	**3.94**	**4.19**	4.13	4.10	4.00	4.05	4.00
Standard Deviation:	1.22	1.31	1.23	1.20	1.26	1.25	1.19	1.33	1.09	1.09	1.15	1.30	1.25	1.34
Student's T:	*	-	-	90	-	-	-	99.9	99.9	-	-	-	-	-

This ad does not favour one political party over another

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1KD **Please indicate your level of agreement with the following statements about this ad.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
DISAGREE (1-2)	11%	11%	13%	11%	13%	11%	12%	12%	11%	11%	12%	11%	11%	10%	12%
NEITHER (3)	14%	15%	12%	14%	15%	14%	14%	15%	13%	14%	16% +	13%	14%	16%	14%
AGREE (4-5)	68%	68%	68%	69%	65%	70%	68%	68%	69%	64% --	67%	72% +++	69%	70%	68%
1 Strongly Disagree	6%	6%	8%	6%	6%	5%	7%	6%	7%	6%	8%	5%	6%	6%	6%
2	5%	5%	5%	5%	7%	6%	5%	6%	4%	5%	4%	6%	4%	5%	7%
3	14%	15%	12%	14%	15%	14%	14%	15%	13%	14%	16%	13%	14%	16%	14%
4	19%	19%	20%	20%	17%	22%	18%	20%	18%	20%	18%	20%	20%	21%	17%
5 Strongly Agree	49%	49%	48%	49%	49%	48%	50%	48%	51%	44%	49%	52%	49%	48%	52%
Prefer not to say	6%	6%	6%	6%	7%	6%	6%	5%	7%	11%	5%	4%	7%	4%	5%
Chi2:	-	-	-	-		-		-		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.06	4.07	4.03	4.07	4.03	4.08	4.06	4.04	4.09	4.02	4.02	**4.13**	4.08	4.06	4.08
Standard Deviation:	1.22	1.22	1.27	1.21	1.24	1.17	1.23	1.20	1.24	1.22	1.26	1.17	1.21	1.18	1.23
Student's T:	*	-	-	-	-	-	-	-	-	-	-	95	-	-	-

This ad does not favour one political party over another

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1KD **Please indicate your level of agreement with the following statements about this ad.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
DISAGREE (1-2)	11%	**16%** ++	10%	**19%** ++++	10%	**9%** ----	**18%** +++	12%	11% -	**26%** ++++	12%	**10%** ----
NEITHER (3)	14%	**10%** --	15%	15%	**17%** ++	12% --	17%	17% +	**13%** --	14%	**23%** ++++	13% ---
AGREE (4-5)	68%	71%	68%	**59%** ----	68%	**73%** ++++	**58%** ---	66%	**70%** +++	**50%** ----	61% --	**71%** ++++
1 Strongly Disagree	6%	9%	6%	10%	5%	6%	11%	5%	6%	12%	7%	6%
2	5%	7%	4%	9%	5%	3%	7%	7%	5%	14%	6%	4%
3	14%	10%	15%	15%	17%	12%	17%	17%	13%	14%	23%	13%
4	19%	15%	20%	17%	23%	18%	21%	20%	19%	14%	22%	19%
5 Strongly Agree	49%	56%	48%	42%	46%	55%	37%	46%	52%	36%	39%	52%
Prefer not to say	6%	4%	7%	6%	4%	6%	7%	5%	6%	10%	4%	6%
Chi2:	-	99		99.9			99			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.06	4.07	4.06	**3.77**	4.04	**4.21**	**3.72**	4.01	**4.12**	**3.53**	**3.85**	**4.14**
Standard Deviation:	1.22	1.33	1.20	1.39	1.14	1.16	1.37	1.19	1.20	1.48	1.22	1.19
Student's T:	*	-	-	99.9	-	99.9	99.9	-	99.9	99.9	99	99.9

This ad talks about an important topic

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1KE **Please indicate your level of agreement with the following statements about this ad.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
DISAGREE (1-2)	9%	6%	**14%** ++++	8%	10%	**4%** --	7%	**11%** ++++	**6%** ----	9%	11% +	9%	8%	**6%** --
NEITHER (3)	15%	15%	**19%** ++	14%	12%	18%	13%	16%	15%	16%	17%	15%	16%	**12%** --
AGREE (4-5)	73%	72%	**62%** ----	**75%** ++	76%	76%	**78%** ++	**68%** ----	**77%** ++++	71%	**68%** --	74%	73%	**77%** ++
1 Strongly Disagree	3%	1%	5%	3%	3%	2%	3%	5%	1%	4%	3%	4%	2%	2%
2	5%	4%	9%	5%	6%	2%	4%	6%	5%	5%	8%	5%	6%	4%
3	15%	15%	19%	14%	12%	18%	13%	16%	15%	16%	17%	15%	16%	12%
4	29%	19%	28%	29%	36%	29%	30%	28%	29%	34%	33%	31%	23%	22%
5 Strongly Agree	44%	53%	34%	47%	40%	46%	48%	40%	47%	37%	35%	43%	50%	55%
Prefer not to say	4%	7%	5%	3%	3%	2%	3%	4%	3%	3%	4%	2%	3%	5%
Chi2:	-	99.9						99.9		-				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.08	**4.27**	**3.81**	**4.15**	4.06	4.18	**4.20**	**3.96**	**4.20**	**3.98**	**3.92**	4.06	4.17	**4.30**
Standard Deviation:	1.06	0.99	1.18	1.03	1.05	0.96	0.99	1.15	0.96	1.07	1.07	1.08	1.04	1.00
Student's T:	*	95	99.9	95	-	-	95	99.9	99.9	99	99	-	90	99.9

This ad talks about an important topic

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1KE **Please indicate your level of agreement with the following statements about this ad.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
DISAGREE (1-2)	9%	9%	8%	**7%** ----	**14%** ++++	9%	8%	**10%** ++	**7%** --	**3%** ----	8%	**12%** ++++	**7%** --	10%	**11%** ++
NEITHER (3)	15%	16%	14%	**14%** --	**19%** ++	17%	15%	16% +	14%	13%	15%	**17%** ++	13% -	16%	17%
AGREE (4-5)	73%	73%	73%	**76%** ++++	**63%** ----	71%	73%	71%	75% +	**80%** ++++	75%	**68%** ----	**76%** ++	73%	69% -
1 Strongly Disagree	3%	3%	3%	3%	4%	3%	3%	4%	2%	1%	4%	4%	3%	3%	4%
2	5%	5%	4%	4%	10%	7%	5%	6%	5%	2%	4%	8%	4%	6%	6%
3	15%	16%	14%	14%	19%	17%	15%	16%	14%	13%	15%	17%	13%	16%	17%
4	29%	28%	32%	30%	26%	32%	27%	32%	25%	29%	25%	32%	26%	32%	29%
5 Strongly Agree	44%	44%	42%	46%	37%	39%	46%	40%	50%	51%	49%	36%	50%	41%	41%
Prefer not to say	4%	3%	5%	3%	4%	3%	4%	2%	4%	4%	3%	3%	4%	1%	3%
Chi2:	-	-	-	99.9		-		95		99.9			95		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.08	4.09	4.10	**4.16**	**3.85**	**4.00**	**4.11**	**3.99**	**4.21**	**4.32**	**4.16**	**3.92**	**4.21**	4.02	**3.98**
Standard Deviation:	1.06	1.06	1.04	1.01	1.17	1.05	1.06	1.09	1.01	0.87	1.07	1.10	1.01	1.07	1.12
Student's T:	*	-	-	99.9	99.9	95	95	99.9	99.9	99.9	95	99.9	99.9	-	99

This ad talks about an important topic

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1KE **Please indicate your level of agreement with the following statements about this ad.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
DISAGREE (1-2)	9%	9%	9%	24% ++++	8%	2% ----	32% ++++	12% +++	5% ----	46% ++++	16% ++++	5% ----
NEITHER (3)	15%	13%	17% ++	27% ++++	22% ++++	7% ----	25% ++++	29% ++++	11% ----	22% ++	36% ++++	12% ----
AGREE (4-5)	73%	76%	69% ----	44% ----	67% ----	88% ++++	37% ----	54% ----	82% ++++	24% ----	46% ----	80% ++++
1 Strongly Disagree	3%	4%	4%	11%	1%	1%	15%	3%	2%	23%	4%	1%
2	5%	5%	6%	13%	7%	1%	16%	10%	3%	23%	12%	3%
3	15%	13%	17%	27%	22%	7%	25%	29%	11%	22%	36%	12%
4	29%	22%	29%	21%	37%	28%	18%	31%	30%	11%	26%	30%
5 Strongly Agree	44%	54%	40%	22%	30%	61%	19%	23%	52%	14%	19%	50%
Prefer not to say	4%	2%	4%	5%	3%	2%	7%	4%	3%	8%	2%	3%
Chi2:	-	-		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.08	4.19	4.00	3.33	3.91	4.50	3.10	3.65	4.32	2.66	3.46	4.28
Standard Deviation:	1.06	1.12	1.09	1.29	0.96	0.76	1.35	1.04	0.90	1.36	1.07	0.91
Student's T:	*	90	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

This ad provides new information

	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
				Region				**Gender**				**Age**		
T1KF **Please indicate your level of agreement with the following statements about this ad.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
DISAGREE (1-2)	20%	15%	21%	19%	19%	18%	22%	**24%** ++++	**16%** ----	**15%** ---	**24%** ++	18%	22%	22%
NEITHER (3)	27%	30%	27%	26%	22%	29%	30%	27%	27%	29%	28%	28%	27%	24% -
AGREE (4-5)	47%	45%	**42%** --	50% +	52%	49%	44%	**43%** ---	**51%** ++++	**52%** ++	**42%** --	48%	45%	45%
1 Strongly Disagree	9%	8%	10%	9%	8%	9%	9%	12%	6%	6%	11%	10%	11%	11%
2	11%	7%	11%	10%	11%	10%	13%	12%	9%	9%	13%	9%	12%	11%
3	27%	30%	27%	26%	22%	29%	30%	27%	27%	29%	28%	28%	27%	24%
4	28%	24%	26%	29%	32%	33%	25%	27%	29%	31%	27%	29%	25%	25%
5 Strongly Agree	19%	22%	16%	21%	21%	16%	19%	16%	22%	21%	15%	18%	20%	20%
Prefer not to say	6%	9%	9%	5%	7%	3%	4%	6%	6%	4%	6%	6%	6%	9%
Chi2:	-	-						99.9		95				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	3.39	3.48	3.30	3.44	3.50	3.39	3.33	**3.25**	**3.54**	**3.54**	**3.23**	3.41	3.34	3.36
Standard Deviation:	1.21	1.20	1.21	1.22	1.20	1.15	1.22	1.24	1.15	1.12	1.21	1.20	1.26	1.28
Student's T:	*	-	90	-	-	-	-	99.9	99.9	99	99	-	-	-

This ad provides new information

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1KF **Please indicate your level of agreement with the following statements about this ad.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
DISAGREE (1-2)	20%	20% +	15% -	20%	20%	20%	20%	20%	20%	15% --	22%	20%	16% ---	19%	26% ++++
NEITHER (3)	27%	28%	23%	28%	28%	27%	27%	28%	26%	30%	28%	26%	25%	30%	26%
AGREE (4-5)	47%	46% ---	55% +++	47%	44%	49%	46%	47%	47%	48%	46%	48%	52% +++	47%	43% --
1 Strongly Disagree	9%	9%	9%	9%	9%	9%	9%	9%	9%	7%	10%	9%	7%	8%	12%
2	11%	11%	6%	10%	11%	11%	10%	10%	11%	8%	12%	11%	9%	10%	13%
3	27%	28%	23%	28%	28%	27%	27%	28%	26%	30%	28%	26%	25%	30%	26%
4	28%	27%	34%	28%	28%	30%	27%	29%	27%	25%	26%	31%	28%	30%	26%
5 Strongly Agree	19%	19%	21%	20%	16%	19%	19%	18%	20%	22%	20%	17%	24%	18%	17%
Prefer not to say	6%	6%	6%	5%	9%	4%	7%	5%	7%	7%	5%	6%	6%	4%	5%
Chi2:	-	-	-	-		-		-		-			99.9		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	3.39	3.37	3.56	3.40	3.34	3.41	3.39	3.38	3.42	3.52	3.35	3.38	3.56	3.40	3.24
Standard Deviation:	1.21	1.21	1.19	1.21	1.18	1.19	1.21	1.20	1.22	1.17	1.23	1.20	1.19	1.16	1.27
Student's T:	*	95	95	-	-	-	-	-	-	95	-	-	99.9	-	99.9

This ad provides new information

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1KF **Please indicate your level of agreement with the following statements about this ad.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
DISAGREE (1-2)	20%	20%	21% ++	35% ++++	20%	13% ----	36% ++++	22%	17% ----	46% ++++	20%	18% ----
NEITHER (3)	27%	29%	26%	26%	36% ++++	24% ----	24%	35% ++++	26% -	23%	41% ++++	26% ---
AGREE (4-5)	47%	48%	45%	30% ----	40% ----	58% ++++	28% ----	37% ----	52% ++++	21% ----	34% ----	51% ++++
1 Strongly Disagree	9%	9%	10%	20%	8%	5%	22%	7%	8%	25%	7%	8%
2	11%	11%	11%	15%	12%	8%	14%	14%	9%	21%	12%	9%
3	27%	29%	26%	26%	36%	24%	24%	35%	26%	23%	41%	26%
4	28%	22%	27%	21%	28%	31%	22%	26%	29%	12%	23%	30%
5 Strongly Agree	19%	26%	19%	9%	12%	27%	6%	11%	23%	9%	11%	21%
Prefer not to say	6%	3%	7%	9%	4%	5%	12%	7%	5%	11%	6%	5%
Chi2:	-	-		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	3.39	3.47	3.35	**2.82**	**3.26**	**3.71**	**2.73**	**3.21**	**3.52**	**2.54**	**3.18**	**3.49**
Standard Deviation:	1.21	1.25	1.23	1.29	1.09	1.13	1.28	1.09	1.19	1.29	1.06	1.19
Student's T:	*	-	90	99.9	99	99.9	99.9	99	99.9	99.9	99	99.9

This ad clearly conveys that the Government of Canada wants you to know that there are services and benefits for Canadian Veterans

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1KG **Please indicate your level of agreement with the following statements about this ad.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
DISAGREE (1-2)	7%	6%	6%	8%	8%	7%	5%	10% ++++	4% ----	4% ---	6%	6%	8%	10% +++
NEITHER (3)	14%	16%	12%	14%	10%	15%	16%	14%	13%	14%	14%	15%	15%	12%
AGREE (4-5)	76%	69% --	78%	75%	78%	77%	76%	72% ----	80% ++++	79% ++	75%	76%	73%	74%
1 Strongly Disagree	3%	5%	2%	3%	5%	3%	2%	4%	1%	1%	2%	4%	3%	4%
2	4%	1%	3%	5%	3%	5%	3%	5%	3%	3%	4%	3%	5%	6%
3	14%	16%	12%	14%	10%	15%	16%	14%	13%	14%	14%	15%	15%	12%
4	30%	29%	30%	29%	33%	34%	30%	30%	31%	31%	32%	31%	29%	28%
5 Strongly Agree	46%	39%	49%	46%	45%	43%	46%	42%	49%	48%	43%	45%	45%	46%
Prefer not to say	3%	9%	4%	3%	3%	1%	3%	4%	3%	3%	4%	3%	4%	4%
Chi2:	-	-						99.9		95				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.16	4.07	4.24	4.14	4.14	4.11	4.18	4.04	4.27	4.25	4.16	4.14	4.10	4.10
Standard Deviation:	1.01	1.06	0.97	1.03	1.08	1.01	0.97	1.10	0.90	0.91	0.96	1.03	1.06	1.11
Student's T:	*	-	95	-	-	-	-	99.9	99.9	95	-	-	-	-

This ad clearly conveys that the Government of Canada wants you to know that there are services and benefits for Canadian Veterans

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
T1KG **Please indicate your level of agreement with the following statements about this ad.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
DISAGREE (1-2)	7%	7%	9%	7%	6%	6%	7%	**6%**	**8%** ++	9% +	7%	**5%** --	6%	7%	6%
NEITHER (3)	14%	14%	12%	15% +	12%	14%	14%	14%	14%	13%	**17%** +++	13%	14%	13%	14%
AGREE (4-5)	76%	76%	75%	75%	79% +	77%	76%	**78%** ++	74%	74%	74% -	**79%** +++	75%	79% +	78%
1 Strongly Disagree	3%	3%	4%	3%	3%	3%	3%	3%	3%	5%	3%	2%	3%	3%	2%
2	4%	4%	5%	4%	3%	3%	4%	3%	5%	4%	4%	3%	3%	4%	4%
3	14%	14%	12%	15%	12%	14%	14%	14%	14%	13%	17%	13%	14%	13%	14%
4	30%	31%	28%	30%	33%	31%	30%	31%	30%	31%	29%	31%	27%	32%	33%
5 Strongly Agree	46%	45%	47%	45%	46%	46%	46%	47%	44%	43%	45%	48%	48%	46%	44%
Prefer not to say	3%	3%	4%	3%	3%	3%	4%	2%	4%	4%	3%	3%	4%	2%	3%
Chi2:	-	-	-	-		-		90		95			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.16	4.16	4.14	4.14	4.21	4.18	4.16	4.19	4.11	4.08	4.12	**4.24**	4.18	4.17	4.17
Standard Deviation:	1.01	1.00	1.09	1.01	0.97	0.98	1.01	0.98	1.05	1.09	1.03	0.94	1.02	1.00	0.97
Student's T:	*	-	-	-	-	-	-	90	-	-	-	99	-	-	-

This ad clearly conveys that the Government of Canada wants you to know that there are services and benefits for Canadian Veterans												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1KG **Please indicate your level of agreement with the following statements about this ad.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
DISAGREE (1-2)	7%	**10%** ++	7%	**10%** +++	6%	6%	**15%** ++++	**3%** ---	6%	**17%** ++++	4% -	6%
NEITHER (3)	14%	**8%** ---	**16%** ++++	16%	**18%** +++	**11%** ----	**20%** +++	**19%** +++	**12%** ----	18%	**28%** ++++	**12%** ----
AGREE (4-5)	76%	80%	**73%** ----	**70%** ----	73%	**80%** ++++	**59%** ----	74%	**79%** ++++	**56%** ----	**66%** ----	**79%** ++++
1 Strongly Disagree	3%	5%	3%	6%	1%	3%	8%	1%	2%	11%	0%	3%
2	4%	6%	3%	4%	5%	3%	7%	2%	4%	6%	3%	4%
3	14%	8%	16%	16%	18%	11%	20%	19%	12%	18%	28%	12%
4	30%	27%	30%	28%	34%	30%	24%	37%	30%	25%	34%	30%
5 Strongly Agree	46%	53%	42%	42%	39%	51%	35%	37%	49%	32%	32%	49%
Prefer not to say	3%	2%	4%	4%	3%	2%	6%	4%	2%	9%	2%	3%
Chi2:	-	99.9		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.16	4.20	**4.10**	**4.01**	4.09	**4.25**	**3.76**	4.11	**4.22**	**3.66**	**3.95**	**4.22**
Standard Deviation:	1.01	1.11	1.02	1.14	0.94	0.98	1.26	0.88	0.99	1.34	0.89	0.98
Student's T:	*	-	99	99	90	99.9	99.9	-	99.9	99.9	99.9	99.9

How familiar are you with Veterans Affairs Canada? Please use a scale from 1 to 5, where 1 means not at all familiar and 5 means very familiar.

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q1A														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT FAMILIAR (1-2)	53%	**40%** ---	57% +	51%	59%	53%	57%	**50%** ---	**56%** +++	**62%** ++++	50%	53%	49% -	**47%** ---
SOMEWHAT (3)	24%	30%	22%	26%	20%	27%	22%	26%	23%	**19%** ----	27%	24%	27%	**29%** ++
QUITE FAMILIAR (4-5)	21%	**30%** +++	19%	22%	20%	20%	19%	22%	19% -	**17%** ---	23%	22%	23%	23%
1 Not at all familiar	32%	23%	38%	28%	37%	34%	34%	29%	35%	42%	29%	27%	32%	27%
2	21%	17%	19%	23%	23%	19%	23%	21%	21%	20%	21%	26%	17%	21%
3	24%	30%	22%	26%	20%	27%	22%	26%	23%	19%	27%	24%	27%	29%
4	13%	21%	11%	14%	13%	10%	13%	13%	13%	10%	15%	14%	13%	16%
5 Very familiar	8%	9%	8%	8%	7%	10%	7%	9%	6%	7%	8%	8%	10%	7%
Don't know/Prefer not to say / No answer	2%	0%	3%	1%	1%	1%	2%	2%	1%	3%	1%	1%	2%	1%
Chi2:	-	95						95		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	2.43	**2.76**	**2.30**	**2.50**	2.31	2.42	2.34	**2.52**	**2.33**	**2.17**	2.51	2.50	2.51	**2.56**
Standard Deviation:	1.28	1.27	1.31	1.26	1.29	1.31	1.26	1.29	1.26	1.28	1.28	1.26	1.33	1.24
Student's T:	*	99	95	95	-	-	-	99	99.9	99.9	-	-	-	95

How familiar are you with Veterans Affairs Canada? Please use a scale from 1 to 5, where 1 means not at all familiar and 5 means very familiar.

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q1A															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT FAMILIAR (1-2)	53%	**52%** ---	**62%** +++	**50%** ----	57% +	52%	53%	53%	53%	53%	54%	53%	55%	54%	50% -
SOMEWHAT (3)	24%	25%	21%	**26%** ++	21%	24%	25%	25%	24%	24%	23%	25%	23%	26%	26%
QUITE FAMILIAR (4-5)	21%	**22%** ++	**15%** ---	**23%** +++	19%	23%	20%	20%	22%	20%	22%	21%	20%	18%	**24%** ++
1 Not at all familiar	32%	31%	42%	28%	38%	32%	32%	32%	33%	33%	35%	30%	35%	32%	29%
2	21%	21%	20%	22%	18%	21%	21%	21%	20%	20%	18%	24%	20%	22%	21%
3	24%	25%	21%	26%	21%	24%	25%	25%	24%	24%	23%	25%	23%	26%	26%
4	13%	14%	10%	14%	11%	13%	13%	12%	14%	11%	13%	14%	11%	11%	16%
5 Very familiar	8%	8%	5%	8%	8%	10%	7%	8%	8%	9%	9%	6%	9%	8%	8%
Don't know/Prefer not to say / No answer	2%	2%	2%	2%	3%	1%	2%	1%	2%	3%	1%	1%	2%	1%	0%
Chi2:	-	-	-	95		-		-		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	2.43	**2.47**	**2.13**	**2.52**	**2.31**	2.48	2.40	2.43	2.42	2.41	2.41	2.44	2.37	2.40	**2.52**
Standard Deviation:	1.28	1.29	1.21	1.27	1.32	1.33	1.26	1.28	1.29	1.31	1.33	1.23	1.30	1.25	1.27
Student's T:	*	99.9	99.9	99.9	95	-	-	-	-	-	-	-	-	-	95

How familiar are you with Veterans Affairs Canada? Please use a scale from 1 to 5, where 1 means not at all familiar and 5 means very familiar.

Q1A	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT FAMILIAR (1-2)	53%	40% ----	58% ++++	57% ++	58% +++	49% ----	65% ++++	59% ++	50% ----	60%	59% +	52% --
SOMEWHAT (3)	24%	28%	22% ---	26%	23%	24%	17% --	25%	25%	21%	23%	25%
QUITE FAMILIAR (4-5)	21%	29% ++++	19% -	15% ----	18% -	25% ++++	14% --	15% ---	24% ++++	14% -	17%	22% +++
1 Not at all familiar	32%	23%	36%	37%	32%	30%	41%	36%	30%	44%	36%	31%
2	21%	18%	21%	20%	25%	19%	24%	23%	20%	15%	22%	21%
3	24%	28%	22%	26%	23%	24%	17%	25%	25%	21%	23%	25%
4	13%	15%	13%	9%	13%	15%	9%	10%	15%	10%	12%	14%
5 Very familiar	8%	15%	7%	6%	5%	10%	6%	4%	9%	4%	5%	9%
Don't know/Prefer not to say / No answer	2%	3%	1%	2%	1%	1%	4%	1%	1%	6%	1%	1%
Chi2:	-	99.9		99.9			99.9			95		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	2.43	2.80	2.32	2.25	2.32	2.57	2.11	2.22	2.52	2.09	2.26	2.48
Standard Deviation:	1.28	1.35	1.27	1.21	1.20	1.34	1.22	1.17	1.30	1.23	1.22	1.29
Student's T:	*	99.9	99.9	99.9	95	99.9	99.9	99.9	99.9	99	95	99.9

Can you name any Veterans Affairs Canada programs you may have heard of?													
			Region				**Gender**		**Age**				
	Total	**Atl**	**QC**	**ON**	**Prairies**	**AB**	**BC**	**Male**	**Female**	**<35**	**35 to 44**	**45 to 54**	**55 to 64**	**65+**
Q1B														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
PENSIONS (GENERAL MENTION)	5%	5%	6%	5%	8%	5%	2% --	6%	5%	3% --	4%	5%	9% +++	6%
PENSIONS/BENEFITS FOR LIFE	5%	4%	4%	4%	2%	8% ++	5%	6% ++	3% --	5%	7% +++	3%	5%	3%
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	4%	5%	5%	4%	2%	5%	2% -	4%	4%	1% ----	2% --	5%	6% ++	7% ++++
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	4%	5%	3%	4%	5%	5%	2% -	3%	4%	1% ----	2% --	3%	8% ++++	5%
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	2%	4% +	1% --	3%	4%	2%	1% -	2%	2%	1% --	1%	1%	3%	4% ++++
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	2%	4% +	2%	2%	0%	2%	1%	1% ----	3% ++++	0% ----	1%	2%	2%	5% ++++
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	2%	3%	3%	2%	3%	1%	1%	1% -	2% ++	1% --	1% -	3% +	2%	3% +++
VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	2%	4% ++	3% +++	1%	0%	1%	0% -	1%	2%	0% ---	1%	1%	2%	4% ++++
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	2%	2%	1%	1%	3%	2%	2%	1% --	2% +	1%	2%	2%	2%	1%
LACK OF SERVICES/SUPPORT	2%	2%	1% -	2%	0%	4% ++++	1%	2%	1%	0% ---	1%	1%	4% ++++	2%
HOME CARE, PERSONAL HOME CARE SERVICES	1%	1%	1%	2%	0%	2%	1%	0% ---	2% +++	0% ---	1%	1%	2%	3% ++++
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	2% +	1%
REHABILITATION	1%	2%	1%	1%	1%	0%	1%	1% --	2% ++	0%	1%	2%	1%	1%
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	1%	3% ++	0%	1%	1%	0%	2%	0% ---	2% +++	0% --	1%	1%	2%	2% ++
EDUCATION/TRAINING/RETRAINING	1%	3% ++	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%
WAR AMPS PROGRAMS/FUNDS	1%	0%	3% ++++	0% -	1%	0%	0% -	1%	1%	0%	0% -	1%	2% +++	1%
HEARING IMPAIRED PROGRAMS/SUPPORTS	1%	1%	0%	1%	2%	1%	1%	1%	1%	0% --	0%	2% +++	2%	1%

VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTED INCOME	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	1%	1%	1%	1%	0%	1%	1%	**0%** --	1%	0% -	1%	1%	1%	2% +
EMPLOYMENT SERVICES, JOB PLACEMENT	1%	0%	1%	1%	1%	0%	2% +	1%	1%	1%	1%	1%	1%	1%
TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT	1%	1%	1%	1%	1%	0%	0%	1% +	0%	0%	1%	1%	2% +	1%
POPPY CAMPAIGN	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0% -	1%	1%
CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	1%	**3%** +++	**0%** --	1%	0%	1%	1%	0% -	1% +	0%	1%	**1%** ++	0%	0%
VETERAN'S INDEPENDENT PROGRAM (VIP)	1%	**4%** ++++	0%	0%	0%	1%	0%	1%	1%	**0%** --	1%	0%	**1%** ++	1%
LONG TERM CARE, RETIREMENT CARE	1%	**2%** ++	1%	1%	2%	0%	0%	1%	1%	0%	0%	0%	**2%** ++	1%
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	1%	1%	0%	1%	1%	1% +	0%	1%	0%	1%	0%	0%	**1%** ++	1%
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	1%	1%	0%	1%	1%	0%	1%	**0%** ---	**1%** +++	0% -	1%	1%	1%	1%
COUNSELLING SERVICES (GENERAL MENTION)	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1% +	0%	1%	0%
LUMP SUM PAYMENT FOR INJURIES/DISABILITY/SERVICE	0%	0%	0%	0%	0%	1% +	0%	0%	0%	0%	0%	0%	1%	0%
TRAVEL/TRANSPORTATION SUPPORT	0%	0%	0%	0%	**1%** ++	0%	0%	0%	0%	0%	0%	0%	0%	0%
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** ++	0%
DVA, DEPARTMENTS/MINISTIES/OFFICES, UNSPECIFIED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CANNABIS/MEDICAL CANNABIS PRROGRAM	0%	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SERVICE ANIMALS/DOGS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++
VETERAN'S LAND ACT	0%	0%	0%	0%	0%	**1%** ++++	0%	0%	0%	0%	0%	0%	0%	0%
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** +++
MEMORY PROJECT	0%	**1%** ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** +++	0%	0%
ADVOCACY FOR NAVIGATING SERVICES/OBTAINING RIGHTS AND COMPENSATION FOR SERVICE	0%	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%	0%	0%
EMERGENCY FUNDS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%

INVICTUS GAMES	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +
OTHER	1%	**3%** ++	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	**2%** ++	1%
DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGRAMS	42%	34%	42%	42%	51%	41%	46%	42%	43%	40%	39%	46%	44%	44%
Prefer not to say	30%	32%	29%	31%	26%	26%	32%	31%	28%	43%	38%	28%	16%	19%
Chi2:	-	(99.9)						(99.9)		(99.9)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

Can you name any Veterans Affairs Canada programs you may have heard of?

Q1B

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
PENSIONS (GENERAL MENTION)	5%	5%	4%	5%	7%	4% --	6% ++	5%	6%	3% -	5%	6%	3% ---	6%	7% ++
PENSIONS/BENEFITS FOR LIFE	5%	5%	5%	5%	4%	4%	5%	6% +++	3% ---	4%	4%	6% ++	3% --	5%	6% ++
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	4%	4%	4%	4% -	6% ++	3%	4%	3% ---	5% +++	3%	4%	5% +	4%	5% +	3%
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	4%	4% ++	1% --	4%	3%	2% --	4% ++	3% ---	5% +++	3%	4%	4%	3%	4%	4%
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	2%	2%	2%	2%	1%	1% --	3% ++	2%	3%	3%	2%	1% --	1%	3%	2%
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	2%	2% ++	0% -	2%	2%	1%	2% +	1%	3% +	2%	1%	2%	2%	2%	2%
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	2%	2%	2%	2%	3%	1% --	2% ++	2%	2%	1%	2%	2%	2%	2%	2%
VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	2%	2%	1%	2%	2%	1%	2%	1% --	3% +++	1%	1%	2% +	1%	2% +	1%
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	2%	2%	1%	2%	1% -	2%	1%	2%	2%	2%	0% ---	3% +++	1% -	1%	3% ++
LACK OF SERVICES/SUPPORT	2%	2% +	1%	2% +	0% --	1%	2%	1%	2%	1%	2% ++	1% -	1%	1%	2% +
HOME CARE, PERSONAL HOME CARE SERVICES	1%	1%	0%	1%	1%	1%	1%	1% --	2% ++	1%	1%	1%	1%	1%	1%
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	1%	1% -	2%	1%	1%	1%	1%	1%	1%	1%	2% +	1% -	2% +	1%	1%
REHABILITATION	1%	1%	1%	1% -	0%	1%	1%	1%	1%	1%	1% -	2% ++	0% -	1%	2% ++
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	1%	1% +	0%	1%	0%	1%	1%	1%	1% +	1%	1%	1%	1%	1%	1%
EDUCATION/TRAINING/RETRAINING	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
WAR AMPS PROGRAMS/FUNDS	1%	1% +	0%	0% ----	3% ++++	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
HEARING IMPAIRED PROGRAMS/SUPPORTS	1%	1%	0%	**1%** ++	0% -	**0%** --	**1%** ++	1%	1%	1%	1%	1%	1%	1%	1%
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTED INCOME	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**0%** --	**2%** ++
EMPLOYMENT SERVICES, JOB PLACEMENT	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	**1%** ++	1%
POPPY CAMPAIGN	1%	1%	1%	1%	1%	0% -	1% +	1%	1%	0% -	1%	1% +	1%	1%	1%
CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	1%	1%	1%	**1%** ++	**0%** --	1%	1%	1%	0%	0%	1%	1%	0%	1%	1% +
VETERAN'S INDEPENDENT PROGRAM (VIP)	1%	1%	0%	1%	0%	0%	1%	**0%** --	1% +	1%	1%	0%	0%	1%	1%
LONG TERM CARE, RETIREMENT CARE	1%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	**1%** +++	0% --	0%	**2%** ++++
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	1% +	1%	1%	1%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	1%	1%	0% -	1%	1%
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	**1%** ++	0%	0%
COUNSELLING SERVICES (GENERAL MENTION)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
LUMP SUM PAYMENT FOR INJURIES/DISABILITY/SERVICE	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
TRAVEL/TRANSPORTATION SUPPORT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DVA, DEPARTMENTS/MINISTIES/OFFICES, UNSPECIFIED	0%	0%	0%	0%	0%	0% +	**0%** ---	0%	0%	0%	0%	0%	0%	0%	0%
CANNABIS/MEDICAL CANNABIS PRROGRAM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SERVICE ANIMALS/DOGS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%
VETERAN'S LAND ACT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MEMORY PROJECT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ADVOCACY FOR NAVIGATING SERVICES/OBTAINING RIGHTS AND COMPENSATION FOR SERVICE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

EMERGENCY FUNDS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
INVICTUS GAMES	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGRAMS	42%	42%	51%	42%	42%	41%	43%	43%	42%	43%	44%	42%	45%	42%	42%
Prefer not to say	30%	29%	29%	29%	30%	37%	27%	32%	26%	33%	30%	28%	33%	28%	26%
Chi2:	-	-	-	(99)		(99)		(99.9)		(90)			(95)		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

Can you name any Veterans Affairs Canada programs you may have heard of?

Q1B	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
PENSIONS (GENERAL MENTION)	5%	6%	5%	5%	6%	5%	4%	6%	5%	6%	5%	5%
PENSIONS/BENEFITS FOR LIFE	5%	5%	5%	5%	5%	4%	5%	3%	5%	1% --	3%	5% ++
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	4%	7% ++	3% --	4%	4%	4%	4%	5%	4%	1%	4%	4%
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	4%	6% ++	3% --	4%	3%	4%	2%	2%	4% ++	3%	3%	4%
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	2%	3%	2%	3% -	2% +	2%	1%	2%	2%	3%	0%	2% -
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	2%	3% ++	1% -	2%	1%	2%	2%	1%	2%	1%	2%	2%
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	2%	3%	1% ---	1%	2%	2%	2%	2%	2%	1%	3%	2%
VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	2%	3%	1%	1%	2%	2%	1%	1%	2%	0%	2%	2%
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	2%	3%	2%	1%	2%	2%	0%	2%	2%	0%	3%	2%
LACK OF SERVICES/SUPPORT	2%	2%	1%	1%	1%	2%	0%	1%	2%	0%	1%	2% ++
HOME CARE, PERSONAL HOME CARE SERVICES	1%	2%	1%	1%	1%	2% +	1%	1%	1%	0%	0% -	1% ++
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	1%	2%	1%	1%	0% --	2% +++	2%	1%	1%	2%	1%	1%
REHABILITATION	1%	2% +	1%	1%	1%	1%	0%	1%	1% +	0%	1%	1%
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	1%
EDUCATION/TRAINING/RETRAINING	1%	2% ++	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%
WAR AMPS PROGRAMS/FUNDS	1%	2% +	1%	1%	1%	1%	1%	1%	1%	2%	2% ++	1% --

HEARING IMPAIRED PROGRAMS/SUPPORTS	1%	1%	**0%** --	1%	**0%** --	1%	1%	1%	1%	1%	0%	1%
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTED INCOME	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%
EMPLOYMENT SERVICES, JOB PLACEMENT	1%	**2%** ++	1% -	**2%** +++	0%	1%	2%	0%	1%	1%	1%	1%
TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT	1%	1%	1%	0%	**2%** +++	1%	0%	0%	1%	0%	0%	1%
POPPY CAMPAIGN	1%	1%	1%	1%	0% -	1% +	1%	1%	1%	0%	0%	1%
CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	1%	0%	1%	1%	1%	1%	2%	1%	1%	0%	0%	1% +
VETERAN'S INDEPENDENT PROGRAM (VIP)	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1% +
LONG TERM CARE, RETIREMENT CARE	1%	1%	0%	1%	1%	1%	0%	1%	1%	**2%** ++	1%	1%
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	1%	0%	0%	0%	0%	1% +	0%	1%	1%	1%	1%	1%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	1%	**2%** +++	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%
COUNSELLING SERVICES (GENERAL MENTION)	0%	0%	0%	0%	0%	0%	0%	0%	0%	**1%** ++	0%	0%
LUMP SUM PAYMENT FOR INJURIES/DISABILITY/SERVICE	0%	1%	0%	1%	0%	0%	0%	**1%** ++	0%	1%	**1%** ++	**0%** --
TRAVEL/TRANSPORTATION SUPPORT	0%	0%	**0%** --	0%	0%	0% +	1% +	0%	0%	0%	0%	0%
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DVA, DEPARTMENTS/MINISTIES/OFFICES, UNSPECIFIED	0%	0%	0%	**0%** ++	0%	0%	0%	0%	0%	0%	0%	0%
CANNABIS/MEDICAL CANNABIS PRROGRAM	0%	0%	0%	**0%** +++	0%	0%	0%	0%	0%	0%	0%	0%
SERVICE ANIMALS/DOGS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
VETERAN'S LAND ACT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MEMORY PROJECT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ADVOCACY FOR NAVIGATING SERVICES/OBTAINING RIGHTS AND COMPENSATION FOR SERVICE	0%	0%	0%	0%	0%	0%	**1%** ++	0%	0%	**1%** +++	0%	0%
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	0%	**0%** ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

EMERGENCY FUNDS	0%	**0%** ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
INVICTUS GAMES	0%	**0%** ++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER	1%	**2%** ++	1%	1%	1%	1%	2%	1%	1%	2% +	0%	1%
DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGRAMS	42%	33%	45%	42%	43%	43%	38%	40%	44%	40%	41%	43%
Prefer not to say	30%	24%	31%	31%	29%	29%	37%	35%	27%	40%	33%	28%
Chi2:	-	(99.9)		-			-			-		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

Career Transition Services

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2A For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	4%	2%	4%	4%	6%	3%	3%	4%	3%	4%	4%	5%	4%	3%
MODERATELY IMPORTANT (3)	12%	10%	13%	13%	8%	9%	9%	13% ++	10% --	15% +++	10%	11%	11%	10%
QUITE IMPORTANT (4-5)	82%	82%	80%	81%	84%	86% +	86% +	80% -	84% ++	78% --	84%	81%	84%	85% +
1 Not at all important	1%	1%	1%	2%	3%	1%	1%	2%	1%	1%	2%	2%	1%	1%
2	3%	1%	3%	3%	4%	1%	2%	2%	3%	3%	1%	3%	3%	2%
3	12%	10%	13%	13%	8%	9%	9%	13%	10%	15%	10%	11%	11%	10%
4	29%	25%	34%	27%	30%	28%	26%	30%	28%	32%	33%	28%	26%	24%
5 Very important	53%	57%	46%	53%	54%	58%	60%	51%	56%	46%	52%	53%	58%	61%
Don't know/Prefer not to say / No answer	3%	5%	3%	2%	2%	2%	2%	2%	3%	3%	2%	3%	1%	3%
Chi2:	-	-						90		90				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.34	4.43	4.26	4.31	4.32	4.43	4.46	4.29	4.39	4.24	4.33	4.31	4.38	4.46
Standard Deviation:	0.880	0.834	0.855	0.922	0.959	0.821	0.803	0.911	0.841	0.871	0.889	0.939	0.876	0.818
Student's T:	*	-	95	-	-	90	95	95	99	99	-	-	-	99.9

Career Transition Services

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2A **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	5% ++
MODERATELY IMPORTANT (3)	12%	12%	10%	11%	13%	12%	11%	12%	11%	13%	12%	11%	11%	12%	11%
QUITE IMPORTANT (4-5)	82%	82%	84%	82%	80%	80%	83%	81%	83%	80%	82%	83%	83%	83%	82%
1 Not at all important	1%	1%	0%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%
2	3%	2%	3%	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%	3%	3%
3	12%	12%	10%	11%	13%	12%	11%	12%	11%	13%	12%	11%	11%	12%	11%
4	29%	29%	27%	28%	32%	30%	28%	30%	27%	24%	27%	32%	25%	33%	30%
5 Very important	53%	53%	57%	55%	48%	51%	55%	51%	56%	56%	55%	51%	58%	49%	53%
Don't know/Prefer not to say / No answer	3%	3%	2%	2%	3%	3%	2%	2%	2%	3%	2%	3%	3%	2%	2%
Chi2:	-	-	-	-		-		-		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.34	4.34	4.40	4.35	4.28	4.29	4.36	**4.30**	4.38	4.36	4.34	4.32	4.39	4.30	4.30
Standard Deviation:	0.880	0.879	0.833	0.893	0.862	0.909	0.865	0.895	0.860	0.902	0.894	0.863	0.875	0.841	0.939
Student's T:	*	-	-	-	-	-	90	95	90	-	-	-	90	-	-

Career Transition Services

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2A **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	4%	3%	4%	8% ++++	5%	1% ----	16% ++++	4%	2% ----	19% ++++	7% +++	2% ----
MODERATELY IMPORTANT (3)	12%	13%	12%	16% ++++	16% ++++	7% ----	20% ++++	18% ++++	9% ----	25% ++++	24% ++++	9% ----
QUITE IMPORTANT (4-5)	82%	81%	81%	73% ----	77% ----	89% ++++	57% ----	75% ----	88% ++++	47% ----	66% ----	87% ++++
1 Not at all important	1%	2%	1%	4%	1%	0%	7%	1%	0%	11%	3%	0%
2	3%	2%	3%	4%	4%	1%	9%	3%	1%	8%	5%	2%
3	12%	13%	12%	16%	16%	7%	20%	18%	9%	25%	24%	9%
4	29%	24%	29%	32%	34%	25%	26%	35%	28%	26%	40%	27%
5 Very important	53%	57%	52%	41%	43%	65%	31%	40%	60%	21%	26%	60%
Don't know/Prefer not to say / No answer	3%	2%	3%	3%	3%	2%	7%	3%	2%	9%	3%	2%
Chi2:	-	-		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.34	4.37	4.31	4.04	4.18	4.55	3.69	4.13	4.47	3.41	3.85	4.47
Standard Deviation:	0.88	0.90	0.90	1.06	0.90	0.71	1.25	0.90	0.76	1.27	0.96	0.76
Student's T:	*	-	90	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Financial benefits such as providing benefits to replace loss of earnings, benefits for severe physical and/or mental impairments and additional retirement benefits														
		Region						Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2B For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	3%	1%	3%	3%	2%	2%	1%	**4%** +++	**1%** ----	3%	3%	3%	3%	1% -
MODERATELY IMPORTANT (3)	7%	6%	8%	8%	4%	8%	5%	8%	7%	**11%** ++++	8%	7%	5% -	**4%** ---
QUITE IMPORTANT (4-5)	87%	89%	86%	86%	91%	89%	90%	**86%** --	**89%** ++	**84%** ---	86%	87%	90%	**92%** ++++
1 Not at all important	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%
2	1%	1%	2%	2%	0%	1%	1%	2%	1%	2%	1%	1%	2%	0%
3	7%	6%	8%	8%	4%	8%	5%	8%	7%	11%	8%	7%	5%	4%
4	21%	15%	26%	21%	23%	15%	21%	24%	19%	26%	23%	21%	19%	16%
5 Very important	66%	73%	60%	65%	67%	74%	70%	62%	70%	58%	62%	66%	71%	76%
Don't know/Prefer not to say / No answer	3%	5%	3%	2%	3%	1%	3%	2%	3%	3%	4%	3%	2%	2%
Chi2:	-	-						99		99				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.54	**4.68**	**4.46**	4.50	4.60	4.62	**4.63**	**4.46**	**4.62**	**4.43**	4.49	4.52	4.59	**4.70**
Standard Deviation:	0.793	0.671	0.837	0.836	0.727	0.747	0.693	0.869	0.703	0.820	0.826	0.832	0.787	0.664
Student's T:	*	95	95	-	-	90	95	99.9	99.9	99.9	-	-	-	99.9

Financial benefits such as providing benefits to replace loss of earnings, benefits for severe physical and/or mental impairments and additional retirement benefits

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2B **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	3%	2%	2%	2% --	4%	3%	2%	3% +	2% -	3%	2%	3%	2%	2%	3%
MODERATELY IMPORTANT (3)	7%	7%	7%	7%	9%	9% ++	6% --	9% +++	6% --	7%	7%	8%	7%	7%	7%
QUITE IMPORTANT (4-5)	87%	88%	88%	89% ++	84% --	84% ---	89% ++++	86% --	90% +++	88%	89%	86%	88%	89%	88%
1 Not at all important	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%
2	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%
3	7%	7%	7%	7%	9%	9%	6%	9%	6%	7%	7%	8%	7%	7%	7%
4	21%	21%	23%	20%	28%	21%	21%	23%	20%	17%	20%	24%	20%	24%	22%
5 Very important	66%	67%	66%	69%	57%	63%	68%	63%	70%	71%	69%	62%	68%	65%	67%
Don't know/Prefer not to say / No answer	3%	3%	2%	2%	3%	4%	2%	2%	3%	3%	2%	3%	3%	2%	2%
Chi2:	-	-	-	90		95		99		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.54	4.55	4.54	4.58	4.41	4.48	4.57	4.48	4.62	4.60	4.57	4.49	4.58	4.53	4.53
Standard Deviation:	0.793	0.784	0.781	0.762	0.858	0.839	0.768	0.838	0.721	0.783	0.789	0.793	0.765	0.767	0.815
Student's T:	*	-	-	99	99.9	95	95	99.9	99.9	-	-	95	-	-	-

Financial benefits such as providing benefits to replace loss of earnings, benefits for severe physical and/or mental impairments and additional retirement benefits												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2B For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	3%	2%	3%	9% ++++	2%	0% ----	16% ++++	2%	1% ----	20% ++++	6% ++++	1% ----
MODERATELY IMPORTANT (3)	7%	4% --	9% +++	12% ++++	11% ++++	3% ----	15% ++++	16% ++++	4% ----	22% ++++	21% ++++	4% ----
QUITE IMPORTANT (4-5)	87%	91% ++	86% --	76% ----	84% --	95% ++++	63% ----	78% ----	93% ++++	48% ----	68% ----	94% ++++
1 Not at all important	1%	1%	1%	4%	1%	0%	9%	1%	0%	12%	3%	0%
2	1%	2%	2%	4%	2%	0%	7%	1%	1%	9%	3%	1%
3	7%	4%	9%	12%	11%	3%	15%	16%	4%	22%	21%	4%
4	21%	18%	22%	23%	29%	16%	23%	30%	19%	19%	30%	20%
5 Very important	66%	73%	64%	53%	55%	78%	39%	49%	74%	29%	38%	73%
Don't know/Prefer not to say / No answer	3%	2%	3%	3%	3%	2%	7%	4%	2%	10%	5%	2%
Chi2:	-	95		99.9			99.9			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.54	4.65	4.49	4.19	4.41	4.76	3.84	4.28	4.69	3.50	4.02	4.69
Standard Deviation:	0.79	0.71	0.83	1.11	0.79	0.51	1.31	0.86	0.60	1.37	1.02	0.59
Student's T:	*	99	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Group health insurance and other health benefits

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2C **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	3%	1% -	**5%** ++	3%	3%	2%	3%	**4%** +++	**2%** ----	4%	3%	4%	2%	2%
MODERATELY IMPORTANT (3)	9%	8%	9%	**11%** ++	6%	8%	8%	**11%** ++	**8%** --	11% +	11%	8%	9%	**7%** --
QUITE IMPORTANT (4-5)	85%	86%	84%	84%	90%	89%	85%	**82%** ----	**88%** ++++	82% --	83%	85%	87%	**89%** +++
1 Not at all important	1%	0%	2%	1%	1%	1%	1%	2%	0%	1%	2%	2%	1%	1%
2	2%	1%	3%	2%	2%	1%	2%	2%	1%	3%	1%	1%	1%	1%
3	9%	8%	9%	11%	6%	8%	8%	11%	8%	11%	11%	8%	9%	7%
4	23%	20%	29%	21%	28%	22%	19%	25%	21%	28%	25%	25%	21%	16%
5 Very important	62%	67%	55%	62%	62%	67%	66%	57%	67%	54%	58%	60%	67%	73%
Don't know/Prefer not to say / No answer	2%	5%	2%	2%	2%	1%	4%	2%	2%	3%	3%	3%	1%	2%
Chi2:	-	-						99.9		-				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.46	**4.61**	**4.36**	4.44	4.51	4.54	4.54	**4.37**	**4.56**	**4.35**	4.40	4.44	4.53	**4.62**
Standard Deviation:	0.842	0.665	0.898	0.871	0.757	0.785	0.813	0.924	0.735	0.866	0.877	0.884	0.796	0.756
Student's T:	*	95	99	-	-	-	-	99.9	99.9	99.9	-	-	90	99.9

Group health insurance and other health benefits

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2C **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	3%	3%	2%	3%	**5%** - ++	3%	3%	4%	3%	2%	3%	4%	3%	3%	3%
MODERATELY IMPORTANT (3)	9%	**8%** ---	**14%** +++	9%	12% +	10%	9%	**10%** ++	8% -	9%	9%	10%	7% -	10%	11%
QUITE IMPORTANT (4-5)	85%	**86%** ++	81% -	**86%** ++	82% --	84%	86%	**84%** --	**88%** +++	86%	87% +	83% -	87%	86%	84%
1 Not at all important	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
2	2%	2%	1%	1%	3%	1%	2%	2%	2%	1%	1%	3%	2%	2%	2%
3	9%	8%	14%	9%	12%	10%	9%	10%	8%	9%	9%	10%	7%	10%	11%
4	23%	24%	20%	22%	28%	25%	23%	26%	20%	19%	22%	27%	20%	26%	24%
5 Very important	62%	62%	61%	64%	54%	59%	63%	58%	68%	68%	66%	57%	67%	60%	60%
Don't know/Prefer not to say / No answer	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	1%	3%	3%	2%	2%
Chi2:	-	-	-	95		-		95		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.46	4.47	4.43	**4.50**	**4.32**	4.44	4.48	**4.39**	**4.56**	**4.55**	4.50	**4.39**	**4.54**	4.45	4.43
Standard Deviation:	0.842	0.836	0.860	0.818	0.915	0.835	0.842	0.877	0.784	0.791	0.840	0.858	0.797	0.817	0.867
Student's T:	*	-	-	99	99.9	-	-	99.9	99.9	95	-	99	99	-	-

Group health insurance and other health benefits

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2C For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	3%	3%	3%	9% ++++	3%	1% ----	18% ++++	3%	1% ----	20% ++++	7% ++++	1% ----
MODERATELY IMPORTANT (3)	9%	7% -	9%	14% ++++	14% ++++	5% ----	17% ++++	16% ++++	7% ----	18% ++++	20% ++++	7% ----
QUITE IMPORTANT (4-5)	85%	88%	84%	73% ----	81% ---	93% ++++	59% ----	77% ----	91% ++++	53% ----	70% ----	90% ++++
1 Not at all important	1%	1%	1%	4%	1%	0%	7%	1%	1%	13%	3%	0%
2	2%	2%	2%	5%	2%	1%	10%	2%	0%	8%	4%	1%
3	9%	7%	9%	14%	14%	5%	17%	16%	7%	18%	20%	7%
4	23%	22%	25%	29%	28%	18%	25%	34%	21%	28%	33%	21%
5 Very important	62%	67%	60%	44%	53%	75%	34%	44%	70%	24%	37%	69%
Don't know/Prefer not to say / No answer	2%	2%	3%	4%	3%	1%	7%	3%	1%	8%	3%	2%
Chi2:	-	-		99.9			99.9			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.46	4.53	4.43	4.08	4.33	4.70	3.73	4.21	4.62	3.48	3.99	4.60
Standard Deviation:	0.84	0.82	0.86	1.10	0.85	0.60	1.27	0.87	0.69	1.34	1.01	0.68
Student's T:	*	-	90	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Disability benefits

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2D **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	1%	1%	2% +	2%	1%	1%	1%	**2%** ++	**1%** --	2%	2%	1%	2%	**0%** --
MODERATELY IMPORTANT (3)	4%	1% -	5%	5%	3%	5%	2% -	5%	4%	**7%** ++++	5%	3%	**2%** --	**2%** --
QUITE IMPORTANT (4-5)	92%	95%	**89%** --	92%	95%	93%	94%	91% -	93% +	**87%** ----	91%	93%	**96%** +++	**96%** ++++
1 Not at all important	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%
2	1%	1%	2%	1%	0%	0%	0%	1%	1%	2%	1%	0%	1%	0%
3	4%	1%	5%	5%	3%	5%	2%	5%	4%	7%	5%	3%	2%	2%
4	17%	17%	21%	16%	16%	14%	15%	18%	16%	20%	19%	19%	16%	11%
5 Very important	75%	78%	68%	75%	79%	79%	80%	73%	77%	67%	72%	74%	80%	85%
Don't know/Prefer not to say / No answer	2%	3%	3%	2%	2%	1%	3%	2%	2%	4%	3%	2%	1%	2%
Chi2:	-	-						95		(99.9)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.69	**4.78**	**4.60**	4.68	4.76	4.73	**4.78**	**4.65**	**4.73**	**4.57**	4.65	4.68	4.75	**4.84**
Standard Deviation:	0.648	0.495	0.718	0.678	0.572	0.622	0.537	0.709	0.578	0.729	0.696	0.668	0.608	0.455
Student's T:	*	95	99	-	-	-	99	99	99	99.9	-	-	90	99.9

Disability benefits

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2D For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	1%	1%	1%	**1%** --	**3%** ++	1%	1%	2%	1%	1% -	2%	2%	1%	1%	2%
MODERATELY IMPORTANT (3)	4%	4%	3%	4% -	6% +	5%	4% -	**5%** ++	**3%** --	4%	4%	4%	4%	5%	4%
QUITE IMPORTANT (4-5)	92%	92%	94%	**93%** +++	**88%** ----	90% -	**93%** ++	91% -	**94%** +++	94%	93%	91%	92%	92%	93%
1 Not at all important	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%
2	1%	1%	0%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
3	4%	4%	3%	4%	6%	5%	4%	5%	3%	4%	4%	4%	4%	5%	4%
4	17%	17%	20%	16%	22%	18%	17%	19%	15%	16%	14%	20%	15%	18%	19%
5 Very important	75%	75%	74%	78%	66%	72%	76%	72%	79%	78%	78%	71%	77%	74%	74%
Don't know/Prefer not to say / No answer	2%	2%	2%	2%	4%	3%	2%	2%	2%	2%	2%	3%	3%	2%	1%
Chi2:	-	-	-	99		-		95		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.69	4.69	4.70	**4.73**	**4.57**	4.66	4.71	**4.64**	**4.76**	4.74	4.71	**4.65**	4.72	4.67	4.68
Standard Deviation:	0.648	0.648	0.596	0.615	0.745	0.660	0.637	0.696	0.574	0.575	0.665	0.667	0.629	0.664	0.666
Student's T:	*	-	-	99.9	99.9	-	-	99.9	99.9	90	-	99	-	-	-

Disability benefits

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2D **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	1%	2%	1%	5% ++++	1%	0% ----	10% ++++	2%	0% ----	15% ++++	1%	0% ----
MODERATELY IMPORTANT (3)	4%	3%	5%	7% ++++	7% ++++	1% ----	13% ++++	8% ++++	2% ----	14% ++++	15% ++++	2% ----
QUITE IMPORTANT (4-5)	92%	94%	91%	84% ----	88% ----	98% ++++	69% ----	86% ----	97% ++++	62% ----	80% ----	96% ++++
1 Not at all important	1%	0%	1%	2%	0%	0%	4%	1%	0%	7%	1%	0%
2	1%	2%	1%	3%	1%	0%	5%	2%	0%	9%	0%	0%
3	4%	3%	5%	7%	7%	1%	13%	8%	2%	14%	15%	2%
4	17%	12%	17%	22%	22%	12%	20%	27%	14%	20%	34%	14%
5 Very important	75%	81%	74%	62%	67%	86%	50%	58%	83%	42%	46%	82%
Don't know/Prefer not to say / No answer	2%	1%	3%	3%	3%	1%	8%	3%	1%	9%	4%	1%
Chi2:	-	-		99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.69	4.74	4.67	4.45	4.58	4.85	4.15	4.46	4.82	3.90	4.28	4.80
Standard Deviation:	0.65	0.64	0.67	0.91	0.70	0.39	1.15	0.78	0.44	1.28	0.81	0.47
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Mental health support

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2E **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	1%	1%	1%	2%	0%	1%	2%	2%	1%	2%	2%	1%	1%	**0%** --
MODERATELY IMPORTANT (3)	4%	1%	5% +	4%	2%	6% +	**1%** --	**4%** ++	3% -	**6%** ++++	3%	**2%** --	**2%** --	3%
QUITE IMPORTANT (4-5)	93%	95%	**91%** --	93%	96%	92%	95%	**92%** --	**94%** ++	**90%** ----	93%	95%	**96%** ++	94%
1 Not at all important	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	0%
2	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%
3	4%	1%	5%	4%	2%	6%	1%	4%	3%	6%	3%	2%	2%	3%
4	13%	14%	16%	12%	14%	10%	13%	16%	11%	13%	16%	15%	14%	10%
5 Very important	80%	81%	75%	81%	82%	82%	82%	75%	84%	77%	78%	80%	82%	84%
Don't know/Prefer not to say / No answer	2%	3%	3%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%
Chi2:	-	-						95		(99)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.74	4.81	4.69	4.73	4.81	4.73	4.78	**4.67**	**4.80**	**4.68**	4.70	4.75	4.77	**4.81**
Standard Deviation:	0.633	0.503	0.650	0.674	0.454	0.668	0.583	0.708	0.536	0.701	0.684	0.636	0.582	0.521
Student's T:	*	-	90	-	90	-	-	99.9	99.9	95	-	-	-	99

Mental health support

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2E **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	1%	1%	2%	1%	1%	2%	1%	2% ++	1% --	2%	1%	1%	2%	1%	1%
MODERATELY IMPORTANT (3)	4%	4%	4%	3%	5% +	4%	4%	4%	3%	4%	4%	4%	4%	6% ++++	2% --
QUITE IMPORTANT (4-5)	93%	93%	92%	94% +	91% -	92%	93%	93%	94%	93%	94%	93%	92%	91% -	96% +++
1 Not at all important	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
2	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%
3	4%	4%	4%	3%	5%	4%	4%	4%	3%	4%	4%	4%	4%	6%	2%
4	13%	13%	14%	13%	17%	14%	13%	14%	13%	12%	11%	15%	12%	14%	15%
5 Very important	80%	80%	79%	81%	75%	78%	80%	79%	81%	81%	82%	78%	80%	77%	81%
Don't know/Prefer not to say / No answer	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	1%	2%	2%	1%	1%
Chi2:	-	-	-	-		-		95		-			99		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.74	4.75	4.71	4.75	**4.68**	4.71	4.75	**4.71**	**4.78**	4.75	4.76	4.72	4.75	**4.68**	4.76
Standard Deviation:	0.633	0.621	0.666	0.623	0.648	0.689	0.605	0.690	0.546	0.648	0.631	0.633	0.636	0.677	0.614
Student's T:	*	-	-	90	95	-	-	99	95	-	-	-	-	95	-

Mental health support

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2E **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	1%	2%	2%	**4%** ++++	2%	**0%** ----	**10%** ++++	1%	**0%** ----	**14%** ++++	3% +	**0%** ----
MODERATELY IMPORTANT (3)	4%	2%	4% +	**6%** +++	**6%** +++	**2%** ----	**7%** +++	**8%** ++++	**2%** ----	**12%** ++++	**11%** ++++	**2%** ----
QUITE IMPORTANT (4-5)	93%	95%	92% ---	**87%** ----	**91%** --	**97%** ++++	**77%** ----	**89%** ----	**97%** ++++	**65%** ----	**84%** ----	**97%** ++++
1 Not at all important	1%	1%	1%	3%	1%	0%	5%	1%	0%	10%	1%	0%
2	1%	1%	1%	1%	1%	0%	5%	0%	0%	5%	2%	0%
3	4%	2%	4%	6%	6%	2%	7%	8%	2%	12%	11%	2%
4	13%	12%	13%	19%	16%	9%	16%	19%	12%	17%	26%	11%
5 Very important	80%	83%	79%	68%	75%	88%	61%	70%	85%	48%	59%	85%
Don't know/Prefer not to say / No answer	2%	1%	2%	3%	2%	1%	6%	2%	1%	9%	2%	1%
Chi2:	-	-		99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.74	4.77	4.72	**4.53**	**4.66**	**4.87**	**4.30**	**4.61**	**4.83**	**3.99**	**4.42**	**4.84**
Standard Deviation:	0.63	0.61	0.67	0.89	0.70	0.38	1.16	0.72	0.46	1.35	0.85	0.43
Student's T:	*	-	-	99.9	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Rehabilitation services, including medical, psychosocial and vocational family support

Q2F For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	2%	1%	1%	2%	1%	2%	3%	2% +	1% --	2%	2%	3%	2%	1%
MODERATELY IMPORTANT (3)	5%	4%	7% ++	5%	5%	4%	3% -	6% ++	4% --	8% ++++	5%	3%	5%	3% --
QUITE IMPORTANT (4-5)	91%	92%	89% --	91%	92%	92%	93%	90% --	93% +++	88% ----	91%	92%	92%	95% +++
1 Not at all important	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%
2	1%	0%	1%	1%	0%	1%	2%	1%	1%	2%	1%	1%	1%	0%
3	5%	4%	7%	5%	5%	4%	3%	6%	4%	8%	5%	3%	5%	3%
4	18%	15%	23%	17%	16%	16%	15%	20%	16%	18%	21%	20%	16%	14%
5 Very important	73%	77%	66%	74%	77%	76%	78%	69%	77%	69%	69%	72%	77%	80%
Don't know/Prefer not to say / No answer	2%	3%	3%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%
Chi2:	-	-						95		99				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.65	4.73	4.58	4.66	4.70	4.69	4.69	4.59	4.72	4.58	4.62	4.63	4.69	4.76
Standard Deviation:	0.698	0.601	0.704	0.703	0.637	0.680	0.737	0.765	0.609	0.749	0.717	0.743	0.659	0.584
Student's T:	*	-	99	-	-	-	-	99.9	99.9	95	-	-	-	99.9

Rehabilitation services, including medical, psychosocial and vocational family support

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2F **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	2%	2%	3%	2%	1%	2%	2%	3% +++	1% ---	2%	2%	2%	2%	1%	2%
MODERATELY IMPORTANT (3)	5%	5%	6%	4% -	7% +	5%	5%	6% ++	4% --	5%	5%	5%	5%	6%	5%
QUITE IMPORTANT (4-5)	91%	91%	90%	92% ++	89% -	90%	92%	90% --	94% +++	91%	92%	91%	90%	92%	92%
1 Not at all important	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
2	1%	1%	2%	1%	1%	1%	1%	2%	0%	1%	1%	1%	2%	0%	1%
3	5%	5%	6%	4%	7%	5%	5%	6%	4%	5%	5%	5%	5%	6%	5%
4	18%	18%	18%	17%	23%	20%	17%	19%	17%	16%	18%	19%	15%	19%	20%
5 Very important	73%	74%	72%	75%	66%	71%	74%	71%	77%	75%	74%	72%	75%	73%	72%
Don't know/Prefer not to say / No answer	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%
Chi2:	-	-	-	-		-		99		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.65	4.66	4.61	4.67	**4.58**	4.62	4.67	**4.60**	**4.72**	4.66	4.65	4.65	4.66	4.64	4.64
Standard Deviation:	0.698	0.687	0.753	0.692	0.702	0.727	0.681	0.753	0.608	0.732	0.713	0.675	0.718	0.702	0.706
Student's T:	*	-	-	90	95	-	-	99.9	99.9	-	-	-	-	-	-

Rehabilitation services, including medical, psychosocial and vocational family support

Q2F For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	2%	2%	2%	6% ++++	1%	0% ----	12% ++++	1%	1% ----	16% ++++	3%	1% ----
MODERATELY IMPORTANT (3)	5%	4%	5%	7% ++	8% ++++	2% ----	11% ++++	9% ++++	3% ----	13% ++++	15% ++++	3% ----
QUITE IMPORTANT (4-5)	91%	92%	90% --	84% ----	88% ---	96% ++++	71% ----	87% ---	95% ++++	61% ----	80% ----	95% ++++
1 Not at all important	1%	0%	1%	3%	0%	0%	5%	1%	0%	10%	1%	0%
2	1%	1%	1%	3%	1%	0%	6%	1%	0%	7%	1%	1%
3	5%	4%	5%	7%	8%	2%	11%	9%	3%	13%	15%	3%
4	18%	17%	18%	22%	24%	13%	22%	27%	15%	25%	33%	15%
5 Very important	73%	75%	72%	62%	64%	83%	49%	60%	80%	37%	47%	80%
Don't know/Prefer not to say / No answer	2%	1%	2%	3%	2%	1%	7%	2%	1%	9%	2%	1%
Chi2:	-	-		99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.65	4.68	4.63	4.42	4.54	4.81	4.10	4.48	4.77	3.79	4.26	4.77
Standard Deviation:	0.70	0.66	0.73	0.96	0.73	0.48	1.19	0.75	0.53	1.33	0.87	0.52
Student's T:	*	-	90	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Veterans Independence Program which is a national home care program that helps Veterans remain healthy and independent in their own homes or communities

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2G **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	4%	**1%** --	**6%** ++	5%	2%	3%	3%	**5%** +++	**3%** ---	5%	4%	6%	3%	**2%** --
MODERATELY IMPORTANT (3)	10%	11%	11%	10%	10%	9%	9%	11%	9%	12% +	**14%** ++	10%	8%	**6%** ---
QUITE IMPORTANT (4-5)	83%	83%	**79%** --	83%	87%	86%	85%	**81%** --	**85%** +++	79% ---	79% --	82%	**88%** ++	**89%** ++++
1 Not at all important	1%	1%	2%	2%	1%	1%	1%	3%	0%	1%	1%	2%	1%	1%
2	3%	0%	4%	3%	1%	2%	2%	3%	2%	4%	3%	3%	2%	1%
3	10%	11%	11%	10%	10%	9%	9%	11%	9%	12%	14%	10%	8%	6%
4	26%	21%	32%	25%	30%	27%	21%	28%	25%	30%	30%	26%	26%	19%
5 Very important	57%	63%	48%	58%	56%	59%	64%	53%	60%	49%	49%	56%	61%	70%
Don't know/Prefer not to say / No answer	3%	5%	3%	2%	2%	1%	3%	3%	3%	4%	3%	2%	1%	3%
Chi2:	-	-						99		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.38	**4.53**	**4.23**	4.38	4.43	4.43	**4.50**	**4.29**	**4.46**	**4.25**	**4.27**	4.33	**4.46**	**4.61**
Standard Deviation:	0.885	0.757	0.958	0.906	0.775	0.821	0.828	0.963	0.795	0.928	0.906	0.959	0.830	0.729
Student's T:	*	95	99.9	-	-	-	95	99.9	99.9	99.9	95	-	95	99.9

Veterans Independence Program which is a national home care program that helps Veterans remain healthy and independent in their own homes or communities

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2G **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	4%	4%	4%	3% ---	7% ++++	4%	4%	5%	3%	3%	4%	5%	4%	4%	4%
MODERATELY IMPORTANT (3)	10%	10%	10%	10%	11%	12% +	9% -	12% +++	8% --	9%	10%	11%	10%	10%	11%
QUITE IMPORTANT (4-5)	83%	83%	84%	84% ++	78% ---	81%	84% ++	81% --	86% +++	86% +	84%	81% --	84%	84%	83%
1 Not at all important	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%
2	3%	3%	3%	2%	5%	3%	3%	3%	2%	2%	2%	3%	3%	3%	3%
3	10%	10%	10%	10%	11%	12%	9%	12%	8%	9%	10%	11%	10%	10%	11%
4	26%	26%	28%	25%	31%	28%	26%	29%	23%	22%	25%	30%	21%	32%	29%
5 Very important	57%	57%	56%	60%	47%	53%	58%	52%	63%	64%	59%	51%	62%	52%	54%
Don't know/Prefer not to say / No answer	3%	3%	2%	2%	4%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Chi2:	-	-	-	99		-		95		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.38	4.39	4.37	4.43	4.21	4.33	4.40	4.30	4.49	4.49	4.41	4.31	4.44	4.34	4.33
Standard Deviation:	0.885	0.878	0.891	0.849	0.985	0.890	0.875	0.919	0.826	0.838	0.887	0.899	0.887	0.857	0.898
Student's T:	*	-	-	99.9	99.9	-	90	99.9	99.9	99	-	99	95	-	-

Veterans Independence Program which is a national home care program that helps Veterans remain healthy and independent in their own homes or communities												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2G **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	4%	3%	4%	**11%** ++++	4%	**1%** ----	**20%** ++++	5%	**2%** ----	**25%** ++++	**9%** ++++	**2%** ----
MODERATELY IMPORTANT (3)	10%	**7%** --	**12%** ++	**17%** ++++	**16%** ++++	**4%** ----	**15%** ++	**19%** ++++	**7%** ----	**19%** ++++	**24%** ++++	**7%** ----
QUITE IMPORTANT (4-5)	83%	**88%** ++	**81%** --	**67%** ----	**77%** ----	**94%** ++++	**57%** ----	**72%** ----	**90%** ++++	**44%** ----	**64%** ----	**89%** ++++
1 Not at all important	1%	1%	2%	6%	1%	0%	9%	1%	0%	15%	3%	0%
2	3%	2%	2%	6%	4%	1%	12%	3%	1%	9%	7%	2%
3	10%	7%	12%	17%	16%	4%	15%	19%	7%	19%	24%	7%
4	26%	22%	27%	27%	35%	22%	24%	37%	24%	26%	34%	25%
5 Very important	57%	66%	54%	40%	42%	72%	33%	35%	65%	18%	29%	64%
Don't know/Prefer not to say / No answer	3%	2%	3%	4%	3%	1%	8%	4%	1%	12%	3%	2%
Chi2:	-	95		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.38	**4.53**	**4.34**	**3.95**	**4.18**	**4.67**	**3.67**	**4.06**	**4.55**	**3.25**	**3.83**	**4.54**
Standard Deviation:	0.89	0.81	0.90	1.17	0.88	0.60	1.33	0.90	0.73	1.36	1.03	0.72
Student's T:	*	99	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Treatment benefits like hearing aids, medications, etc.

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2H **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	3%	2%	3%	3%	1%	2%	3%	3%	2%	3%	3%	2%	3%	2%
MODERATELY IMPORTANT (3)	8%	8%	8%	9% +	5%	7%	7%	8%	8%	9%	11% +	8%	**5%** --	7%
QUITE IMPORTANT (4-5)	87%	86%	86%	86%	91%	90%	88%	87%	87%	85% -	**83%** ---	87%	**91%** +++	89%
1 Not at all important	1%	0%	1%	1%	1%	1%	1%	2%	0%	0%	1%	2%	1%	1%
2	2%	2%	2%	2%	1%	0%	3%	1%	2%	3%	2%	1%	2%	1%
3	8%	8%	8%	9%	5%	7%	7%	8%	8%	9%	11%	8%	5%	7%
4	23%	23%	28%	22%	23%	21%	20%	26%	20%	26%	26%	27%	21%	16%
5 Very important	64%	63%	59%	64%	68%	69%	68%	61%	67%	59%	57%	61%	71%	73%
Don't know/Prefer not to say / No answer	2%	4%	3%	2%	2%	2%	2%	2%	2%	3%	3%	3%	1%	2%
Chi2:	-	-						-		-				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.51	4.53	4.45	4.49	4.61	4.58	4.55	**4.45**	**4.56**	**4.45**	**4.40**	4.48	**4.60**	**4.63**
Standard Deviation:	0.798	0.740	0.821	0.823	0.692	0.751	0.795	0.844	0.749	0.807	0.865	0.813	0.740	0.744
Student's T:	*	-	90	-	-	-	-	99	99	95	95	-	95	99.9

Treatment benefits like hearing aids, medications, etc.

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2H **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	3%	3%	3%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	3%	3%
MODERATELY IMPORTANT (3)	8%	8%	8%	8%	9%	10% +	7% -	**9%** ++	7% -	6%	8%	9% +	7%	7%	10% +
QUITE IMPORTANT (4-5)	87%	87%	87%	88%	85%	**84%** --	**88%** ++	86%	89% +	89%	89% +	**85%** --	89%	89%	86%
1 Not at all important	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
2	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%
3	8%	8%	8%	8%	9%	10%	7%	9%	7%	6%	8%	9%	7%	7%	10%
4	23%	23%	19%	23%	27%	24%	23%	26%	19%	17%	23%	26%	22%	25%	24%
5 Very important	64%	64%	68%	65%	58%	61%	66%	60%	70%	72%	65%	60%	66%	64%	62%
Don't know/Prefer not to say / No answer	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	1%	3%	3%	1%	2%
Chi2:	-	-	-	-		-		-		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.51	4.51	4.54	4.53	**4.43**	4.47	4.53	**4.45**	**4.58**	**4.62**	4.53	**4.45**	**4.56**	4.50	4.46
Standard Deviation:	0.798	0.794	0.801	0.782	0.843	0.801	0.792	0.820	0.764	0.746	0.781	0.825	0.738	0.786	0.834
Student's T:	*	-	-	-	95	-	-	99.9	99.9	99	-	99	95	-	90

Treatment benefits like hearing aids, medications, etc.

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2H **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	3%	2%	3% +	8% ++++	3%	0% ----	14% ++++	3%	1% ----	16% ++++	7% ++++	1% ----
MODERATELY IMPORTANT (3)	8%	5% --	9%	13% ++++	11% +++	4% ----	17% ++++	13% ++++	6% ----	18% ++++	20% ++++	6% ----
QUITE IMPORTANT (4-5)	87%	92% +++	86% --	75% ----	83% ---	95% ++++	63% ----	80% ----	92% ++++	58% ----	71% ----	92% ++++
1 Not at all important	1%	1%	1%	4%	1%	0%	7%	1%	0%	10%	2%	0%
2	2%	1%	2%	4%	2%	0%	7%	2%	1%	6%	4%	1%
3	8%	5%	9%	13%	11%	4%	17%	13%	6%	18%	20%	6%
4	23%	21%	23%	26%	33%	17%	23%	33%	21%	29%	38%	21%
5 Very important	64%	71%	63%	50%	50%	78%	40%	48%	72%	29%	33%	71%
Don't know/Prefer not to say / No answer	2%	1%	2%	3%	3%	1%	6%	3%	1%	9%	3%	2%
Chi2:	-	95		99.9			99.9			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.51	4.63	4.48	4.18	4.33	4.75	3.88	4.28	4.65	3.66	3.98	4.65
Standard Deviation:	0.80	0.69	0.83	1.07	0.82	0.53	1.25	0.84	0.64	1.29	0.96	0.64
Student's T:	*	99	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Long Term Care

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2I **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	3%	**0%** --	4%	3%	2%	2%	3%	3%	2%	4%	3%	4%	2%	2% -
MODERATELY IMPORTANT (3)	7%	7%	9% +	9%	4%	7%	**3%** ---	8%	7%	**11%** +++	7%	8%	6%	**4%** ----
QUITE IMPORTANT (4-5)	87%	88%	**84%** --	86%	93% +	89%	**91%** ++	86%	88%	**82%** ----	86%	86%	90%	**93%** ++++
1 Not at all important	1%	0%	1%	1%	1%	1%	1%	2%	0%	1%	1%	2%	1%	0%
2	2%	0%	3%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%
3	7%	7%	9%	9%	4%	7%	3%	8%	7%	11%	7%	8%	6%	4%
4	22%	22%	26%	21%	21%	24%	20%	23%	22%	25%	27%	25%	19%	17%
5 Very important	65%	66%	58%	65%	72%	65%	71%	63%	66%	58%	59%	61%	71%	76%
Don't know/Prefer not to say / No answer	3%	5%	3%	3%	2%	2%	3%	2%	3%	3%	3%	3%	2%	2%
Chi2:	-	(95)						-		99				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.52	**4.63**	**4.41**	4.50	**4.65**	4.54	**4.62**	**4.47**	**4.56**	**4.40**	4.46	4.45	**4.60**	**4.70**
Standard Deviation:	0.804	0.614	0.864	0.841	0.676	0.761	0.750	0.859	0.744	0.875	0.819	0.863	0.748	0.638
Student's T:	*	95	99	-	95	-	95	95	95	99.9	-	90	95	99.9

Long Term Care														
		Born in Canada		**First language**		**Children under 18**		**Employed**		**Education**			**Household income**		
	Total	**Yes**	**No**	**English**	**French**	**Yes**	**No**	**Yes**	**No**	**HS**	**Coll**	**Univ**	**<$60K**	**$60K-$100K**	**$100K+**
Q2I **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	3%	3%	2%	3%	4%	3%	3%	**4%** +++	**2%** ---	2%	3%	3%	3%	3%	3%
MODERATELY IMPORTANT (3)	7%	7%	6%	7%	**10%** ++	9%	7%	**9%** +++	**6%** --	5% -	7%	**9%** ++	7%	8%	7%
QUITE IMPORTANT (4-5)	87%	87%	90%	**88%** ++	**84%** --	86%	88%	**85%** ---	**90%** ++++	**90%** ++	89%	**85%** ---	88%	88%	88%
1 Not at all important	1%	1%	1%	1%	1%	1%	1%	2%	0%	2%	1%	1%	1%	1%	1%
2	2%	2%	1%	1%	3%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%
3	7%	7%	6%	7%	10%	9%	7%	9%	6%	5%	7%	9%	7%	8%	7%
4	22%	22%	26%	21%	25%	24%	22%	24%	21%	20%	21%	25%	20%	24%	26%
5 Very important	65%	65%	64%	67%	58%	62%	66%	61%	70%	70%	68%	60%	68%	63%	62%
Don't know/Prefer not to say / No answer	3%	3%	1%	3%	3%	3%	2%	2%	2%	2%	1%	3%	3%	1%	2%
Chi2:	-	-	-	95		-		99.9		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.52	4.52	4.53	**4.55**	**4.41**	4.48	4.54	**4.45**	**4.62**	**4.60**	4.54	**4.45**	4.56	4.48	4.49
Standard Deviation:	0.804	0.804	0.752	0.785	0.868	0.825	0.790	0.869	0.695	0.771	0.798	0.825	0.791	0.823	0.802
Student's T:	*	-	-	99	99	-	-	99.9	99.9	95	-	99	-	-	-

Long Term Care												
	Total	**Aware of Veteran's ads**		**Importance of ads to promote Canada's Veterans**			**Importance of activities to remember/honour Canada's Veterans**			**Importance of programs/benefits to support Veterans/families**		
		Yes	**No**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**
Q2I **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	3%	3%	3%	9% ++++	3%	0% ----	17% ++++	2%	1% ----	22% ++++	5% ++	1% ----
MODERATELY IMPORTANT (3)	7%	4% --	8%	13% ++++	11% ++++	3% ----	14% ++++	17% ++++	4% ----	18% ++++	20% ++++	5% ----
QUITE IMPORTANT (4-5)	87%	91% ++	86% -	75% ----	83% ---	95% ++++	61% ----	78% ----	93% ++++	50% ----	72% ----	92% ++++
1 Not at all important	1%	0%	1%	4%	1%	0%	8%	1%	0%	12%	2%	0%
2	2%	2%	2%	4%	2%	0%	10%	2%	1%	10%	3%	1%
3	7%	4%	8%	13%	11%	3%	14%	17%	4%	18%	20%	5%
4	22%	17%	23%	24%	30%	17%	25%	32%	20%	22%	36%	21%
5 Very important	65%	74%	63%	50%	53%	77%	36%	46%	73%	29%	36%	72%
Don't know/Prefer not to say / No answer	3%	2%	3%	4%	3%	1%	7%	4%	1%	9%	3%	2%
Chi2:	-	95		99.9			99.9			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.52	4.65	4.49	4.17	4.37	4.74	3.78	4.26	4.68	3.49	4.04	4.66
Standard Deviation:	0.80	0.70	0.83	1.10	0.82	0.53	1.29	0.84	0.62	1.39	0.94	0.63
Student's T:	*	99.9	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Funeral and burial assistance

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2J **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	7%	3% -	8%	7%	8%	3% --	7%	7%	6%	7%	8%	8%	5%	4% --
MODERATELY IMPORTANT (3)	15%	17%	17% +	15%	8% --	14%	12%	16% ++	13%	15%	15%	14%	15%	14%
QUITE IMPORTANT (4-5)	75%	75%	71% --	75%	81%	80% +	77%	74% -	77%	73%	74%	74%	77%	79% ++
1 Not at all important	2%	1%	3%	3%	2%	1%	2%	3%	2%	2%	3%	4%	2%	2%
2	4%	3%	5%	4%	6%	2%	5%	4%	5%	5%	6%	5%	3%	3%
3	15%	17%	17%	15%	8%	14%	12%	16%	13%	15%	15%	14%	15%	14%
4	23%	18%	27%	22%	26%	22%	18%	23%	22%	23%	23%	24%	22%	22%
5 Very important	53%	57%	44%	53%	56%	59%	59%	50%	55%	51%	51%	51%	55%	57%
Don't know/Prefer not to say / No answer	3%	4%	3%	3%	2%	3%	4%	3%	4%	4%	3%	4%	3%	2%
Chi2:	-	95						90		-				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.23	4.34	**4.07**	4.22	4.30	**4.38**	4.32	**4.17**	**4.28**	4.19	4.17	4.17	4.28	**4.33**
Standard Deviation:	1.02	0.91	1.08	1.04	0.99	0.89	1.03	1.05	0.99	1.04	1.06	1.08	1.00	0.94
Student's T:	*	-	99.9	-	-	99	-	95	95	-	-	-	-	95

Funeral and burial assistance

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2J **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	7%	7%	6%	6%	8%	8% +	6% -	8% ++	5% --	4% --	7%	8%	5% -	8%	8%
MODERATELY IMPORTANT (3)	15%	14%	16%	13% --	18% ++	16%	14%	15%	15%	11% --	14%	17% ++	13%	14%	17%
QUITE IMPORTANT (4-5)	75%	76%	76%	77% +++	70% ---	73% -	77% +	74%	77%	83% ++++	76%	72% ----	78% +	76%	73% -
1 Not at all important	2%	2%	2%	2%	3%	4%	2%	3%	2%	1%	3%	2%	2%	2%	3%
2	4%	4%	4%	4%	5%	5%	4%	5%	3%	3%	4%	5%	3%	6%	5%
3	15%	14%	16%	13%	18%	16%	14%	15%	15%	11%	14%	17%	13%	14%	17%
4	23%	22%	24%	22%	25%	22%	23%	22%	23%	22%	21%	24%	21%	24%	23%
5 Very important	53%	53%	52%	56%	45%	50%	54%	52%	54%	61%	56%	47%	57%	52%	50%
Don't know/Prefer not to say / No answer	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	2%	4%	3%	2%	2%
Chi2:	-	-	-	99		-		90		99			90		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.23	4.23	4.23	4.29	4.08	4.15	4.26	4.19	4.27	4.41	4.24	4.13	4.32	4.20	4.14
Standard Deviation:	1.02	1.03	1.00	1.00	1.08	1.09	0.99	1.05	0.98	0.89	1.05	1.05	0.97	1.04	1.07
Student's T:	*	-	-	99.9	99.9	95	95	95	-	99.9	-	99.9	99	-	95

Funeral and burial assistance

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2J **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	7%	6%	7%	17% ++++	7%	2% ----	27% ++++	8%	4% ----	31% ++++	13% ++++	4% ----
MODERATELY IMPORTANT (3)	15%	12%	16%	19% +++	21% ++++	10% ----	16%	28% ++++	12% ----	20% +	27% ++++	13% ----
QUITE IMPORTANT (4-5)	75%	79%	74%	59% ----	68% ----	87% ++++	50% ----	61% ----	83% ++++	41% ----	54% ----	81% ++++
1 Not at all important	2%	3%	3%	8%	2%	0%	12%	3%	1%	19%	3%	1%
2	4%	3%	4%	10%	5%	1%	15%	5%	3%	12%	10%	3%
3	15%	12%	16%	19%	21%	10%	16%	28%	12%	20%	27%	13%
4	23%	23%	21%	21%	27%	21%	18%	27%	22%	15%	26%	23%
5 Very important	53%	57%	53%	39%	41%	66%	32%	33%	61%	26%	28%	58%
Don't know/Prefer not to say / No answer	3%	2%	3%	5%	3%	2%	8%	4%	2%	8%	6%	2%
Chi2:	-	-		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.23	4.30	4.20	3.76	4.04	4.53	3.47	3.87	4.41	3.19	3.71	4.38
Standard Deviation:	1.02	1.00	1.06	1.30	1.03	0.76	1.43	1.04	0.88	1.50	1.11	0.89
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Education benefits

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2K **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	7%	**1%** ---	**10%** +++	7%	5%	5%	**4%** --	**8%** ++	**5%** --	8% +	8%	7%	6%	**3%** ----
MODERATELY IMPORTANT (3)	17%	18%	**20%** ++	17%	14%	15%	**12%** --	17%	16%	19% +	17%	18%	16%	**12%** ---
QUITE IMPORTANT (4-5)	74%	75%	**66%** ----	73%	78%	77%	**83%** ++++	72%	75%	**68%** ----	71%	72%	77%	**83%** ++++
1 Not at all important	2%	1%	3%	2%	2%	2%	2%	3%	1%	3%	3%	3%	2%	1%
2	4%	0%	7%	5%	4%	3%	2%	5%	4%	6%	6%	4%	4%	2%
3	17%	18%	20%	17%	14%	15%	12%	17%	16%	19%	17%	18%	16%	12%
4	30%	28%	32%	27%	39%	28%	34%	32%	28%	28%	32%	30%	30%	30%
5 Very important	44%	47%	34%	46%	39%	49%	49%	41%	47%	40%	38%	42%	46%	53%
Don't know/Prefer not to say / No answer	3%	6%	4%	2%	2%	3%	2%	3%	3%	4%	4%	3%	2%	2%
Chi2:	-	99.9						90		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.12	**4.28**	**3.92**	4.12	4.13	4.23	**4.29**	**4.05**	**4.19**	**4.01**	4.02	4.06	4.18	**4.33**
Standard Deviation:	1.00	0.86	1.06	1.03	0.91	0.95	0.88	1.05	0.94	1.05	1.03	1.04	0.96	0.86
Student's T:	*	95	99.9	-	-	90	99	99	99	99	90	-	-	99.9

Education benefits

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2K **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	7%	7%	5%	**6%** --	**9%** +++	8%	6%	**8%** +++	**5%** --	7%	7%	7%	6%	8%	7%
MODERATELY IMPORTANT (3)	17%	17%	16%	**15%** ---	**20%** ++	**20%** ++	**16%** --	**18%** +	15%	16%	17%	17%	15%	16%	18%
QUITE IMPORTANT (4-5)	74%	73%	76%	**76%** ++++	**66%** ----	**69%** ---	**76%** +++	**72%** ---	**77%** +++	74%	74%	74%	75%	74%	74%
1 Not at all important	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	3%	2%	2%	2%	3%
2	4%	5%	3%	4%	6%	5%	4%	5%	3%	5%	4%	4%	4%	6%	4%
3	17%	17%	16%	15%	20%	20%	16%	18%	15%	16%	17%	17%	15%	16%	18%
4	30%	30%	29%	30%	30%	30%	30%	30%	31%	26%	29%	33%	27%	32%	33%
5 Very important	44%	43%	47%	46%	36%	39%	46%	42%	46%	48%	45%	41%	48%	41%	40%
Don't know/Prefer not to say / No answer	3%	3%	3%	2%	5%	4%	3%	3%	3%	3%	2%	3%	4%	2%	1%
Chi2:	-	-	-	99.9		95		99		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.12	4.11	4.18	**4.17**	**3.93**	**4.02**	**4.16**	**4.05**	**4.20**	4.18	4.12	4.09	**4.20**	4.08	4.06
Standard Deviation:	1.00	1.00	0.97	0.97	1.07	1.02	0.99	1.04	0.94	0.99	1.02	0.99	0.99	0.99	1.00
Student's T:	*	-	-	99.9	99.9	95	99	99.9	99	-	-	-	95	-	90

Education benefits

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	**No**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**	**Not imprtnt.**	**Mod. imprtnt.**	**Quite imprtnt.**
Q2K **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	7%	5%	**8%** +++	**18%** ++++	6%	**2%** ----	**28%** ++++	8%	**3%** ----	**30%** ++++	**15%** ++++	**4%** ----
MODERATELY IMPORTANT (3)	17%	16%	17%	**23%** ++++	**24%** ++++	**10%** ----	21% +	**29%** ++++	**13%** ----	**26%** +++	**29%** ++++	**14%** ----
QUITE IMPORTANT (4-5)	74%	76%	72% -	**54%** ----	**67%** ----	**86%** ++++	**43%** ----	**60%** ----	**81%** ++++	**33%** ----	**52%** ----	**80%** ++++
1 Not at all important	2%	2%	3%	8%	1%	0%	13%	2%	1%	18%	4%	1%
2	4%	4%	5%	10%	5%	1%	15%	5%	3%	12%	11%	3%
3	17%	16%	17%	23%	24%	10%	21%	29%	13%	26%	29%	14%
4	30%	28%	29%	26%	36%	29%	21%	32%	31%	17%	31%	31%
5 Very important	44%	48%	43%	29%	30%	58%	23%	28%	51%	16%	21%	49%
Don't know/Prefer not to say / No answer	3%	3%	3%	5%	3%	2%	7%	3%	2%	10%	4%	2%
Chi2:	-	-		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.12	4.20	**4.08**	**3.60**	**3.93**	**4.44**	**3.27**	**3.81**	**4.31**	**3.01**	**3.56**	**4.28**
Standard Deviation:	1.00	0.96	1.05	1.25	0.93	0.77	1.37	1.00	0.85	1.37	1.09	0.87
Student's T:	*	-	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Pension for Life

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2L For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	5%	2%	6% +	5%	4%	3%	4%	**6%** ++	**4%** --	6%	5%	5%	5%	2% ---
MODERATELY IMPORTANT (3)	11%	8%	13%	11%	8%	10%	8%	11%	10%	**13%** ++	13% +	11%	**8%** --	7% --
QUITE IMPORTANT (4-5)	81%	84%	78% -	80%	84%	82%	83%	79%	82%	**77%** --	77% -	80%	**84%** ++	**85%** +++
1 Not at all important	2%	1%	3%	2%	3%	2%	1%	3%	1%	2%	3%	2%	2%	1%
2	3%	2%	3%	3%	2%	2%	3%	3%	2%	4%	2%	3%	3%	1%
3	11%	8%	13%	11%	8%	10%	8%	11%	10%	13%	13%	11%	8%	7%
4	23%	18%	29%	20%	28%	21%	19%	24%	22%	26%	24%	24%	21%	17%
5 Very important	58%	65%	49%	60%	56%	61%	64%	56%	60%	51%	53%	57%	64%	68%
Don't know/Prefer not to say / No answer	4%	6%	4%	4%	3%	4%	5%	4%	4%	4%	5%	4%	3%	5%
Chi2:	-	-						90		99				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.37	**4.55**	**4.22**	4.38	4.38	4.44	**4.50**	**4.32**	**4.43**	**4.25**	**4.28**	4.35	4.45	**4.58**
Standard Deviation:	0.94	0.78	1.00	0.96	0.92	0.88	0.85	0.99	0.87	0.98	0.99	0.95	0.92	0.79
Student's T:	*	99	99.9	-	-	-	95	95	95	99	95	-	90	99.9

Pension for Life														
		Born in Canada		**First language**		**Children under 18**		**Employed**		**Education**			**Household income**		
	Total	**Yes**	**No**	**English**	**French**	**Yes**	**No**	**Yes**	**No**	**HS**	**Coll**	**Univ**	**<$60K**	**$60K-$100K**	**$100K+**
Q2L **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	5%	5%	4%	4%	**7%** ++	5%	5%	**6%** ++	**3%** --	3% -	5%	6%	5%	5%	5%
MODERATELY IMPORTANT (3)	11%	11%	10%	**9%** ---	**14%** +++	**14%** +++	**10%** --	**12%** +++	**9%** --	9%	10%	12%	**8%** ---	9% -	**14%** +++
QUITE IMPORTANT (4-5)	81%	81%	82%	**82%** +++	**75%** ----	**78%** --	**82%** ++	**79%** --	**83%** ++	**85%** ++	82%	**78%** ---	**83%** ++	**84%** ++	78% -
1 Not at all important	2%	2%	2%	2%	3%	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%
2	3%	3%	2%	3%	4%	3%	3%	3%	2%	2%	2%	4%	3%	3%	3%
3	11%	11%	10%	9%	14%	14%	10%	12%	9%	9%	10%	12%	8%	9%	14%
4	23%	23%	21%	21%	28%	24%	22%	24%	21%	17%	21%	27%	20%	27%	24%
5 Very important	58%	58%	61%	61%	47%	54%	60%	55%	62%	68%	61%	51%	64%	56%	54%
Don't know/Prefer not to say / No answer	4%	4%	5%	4%	4%	4%	4%	3%	5%	3%	3%	5%	4%	3%	3%
Chi2:	-	-	-	99.9		95		99		90			99		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.37	4.37	4.43	**4.44**	**4.17**	**4.30**	**4.40**	**4.30**	**4.47**	**4.54**	4.40	**4.28**	**4.46**	4.38	**4.29**
Standard Deviation:	0.94	0.94	0.89	0.90	1.02	0.95	0.93	0.98	0.86	0.83	0.95	0.96	0.91	0.90	0.97
Student's T:	*	-	-	99.9	99.9	95	95	99.9	99.9	99.9	-	99.9	99	-	95

Pension for Life

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2L **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	5%	4%	6% ++	14% ++++	4%	1% ----	24% ++++	5%	2% ----	33% ++++	10% ++++	2% ----
MODERATELY IMPORTANT (3)	11%	6% ---	12% ++	16% ++++	16% ++++	6% ----	18% ++++	19% ++++	8% ----	17% +++	24% ++++	8% ----
QUITE IMPORTANT (4-5)	81%	87% +++	78% ---	65% ----	76% ---	90% ++++	51% ----	71% ----	87% ++++	39% ----	62% ----	87% ++++
1 Not at all important	2%	2%	2%	7%	2%	0%	13%	2%	1%	16%	6%	0%
2	3%	2%	3%	7%	2%	1%	12%	4%	1%	17%	4%	1%
3	11%	6%	12%	16%	16%	6%	18%	19%	8%	17%	24%	8%
4	23%	22%	22%	25%	30%	18%	19%	33%	21%	15%	31%	22%
5 Very important	58%	65%	56%	40%	46%	73%	32%	38%	67%	24%	31%	65%
Don't know/Prefer not to say / No answer	4%	3%	4%	6%	4%	3%	6%	5%	3%	11%	5%	3%
Chi2:	-	99		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.37	4.51	4.32	3.90	4.22	4.66	3.49	4.07	4.56	3.17	3.81	4.54
Standard Deviation:	0.94	0.84	0.99	1.23	0.92	0.66	1.41	0.96	0.74	1.46	1.12	0.75
Student's T:	*	99	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Centre of Excellence on Post Traumatic Stress Disorder

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2M **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	2%	0% -	2%	3%	3%	2%	3%	**3%** ++	**2%** --	3%	2%	3%	2%	2%
MODERATELY IMPORTANT (3)	5%	5%	6%	6%	4%	5%	**2%** ---	6% +	4% -	**7%** ++	5%	5%	3%	4%
QUITE IMPORTANT (4-5)	90%	91%	90%	88% -	89%	91%	92%	**88%** ---	**92%** +++	87% --	90%	89%	92% +	92%
1 Not at all important	1%	0%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%
2	1%	0%	1%	1%	3%	1%	2%	1%	1%	2%	1%	2%	2%	0%
3	5%	5%	6%	6%	4%	5%	2%	6%	4%	7%	5%	5%	3%	4%
4	18%	15%	19%	18%	21%	15%	17%	21%	15%	17%	24%	19%	17%	13%
5 Very important	72%	76%	71%	70%	69%	76%	75%	67%	77%	70%	65%	70%	75%	79%
Don't know/Prefer not to say / No answer	3%	4%	2%	3%	4%	2%	3%	3%	3%	3%	3%	3%	2%	3%
Chi2:	-	-						99		-				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.63	**4.75**	4.62	4.60	4.60	4.66	4.69	**4.55**	**4.72**	4.59	4.56	4.59	4.69	**4.73**
Standard Deviation:	0.737	0.534	0.718	0.783	0.755	0.720	0.713	0.816	0.635	0.773	0.755	0.798	0.667	0.663
Student's T:	*	95	-	-	-	-	-	99.9	99.9	-	90	-	90	99

Centre of Excellence on Post Traumatic Stress Disorder

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2M **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	3%	2%
MODERATELY IMPORTANT (3)	5%	5%	7%	5%	6%	6%	5%	6%	4%	5%	5%	5%	6% +	5%	4%
QUITE IMPORTANT (4-5)	90%	90%	88%	90%	90%	89%	90%	89%	91%	90%	90%	90%	89%	90%	91%
1 Not at all important	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
2	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
3	5%	5%	7%	5%	6%	6%	5%	6%	4%	5%	5%	5%	6%	5%	4%
4	18%	17%	19%	18%	20%	20%	17%	19%	16%	13%	17%	21%	14%	19%	22%
5 Very important	72%	73%	70%	72%	70%	69%	74%	70%	75%	77%	74%	69%	75%	71%	69%
Don't know/Prefer not to say / No answer	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	2%	2%
Chi2:	-	-	-	-		-		-		-			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.63	4.64	4.59	4.64	4.61	4.59	4.65	**4.59**	**4.68**	4.69	4.64	4.61	4.66	4.60	4.60
Standard Deviation:	0.737	0.725	0.764	0.733	0.724	0.742	0.727	0.774	0.683	0.722	0.757	0.718	0.715	0.767	0.764
Student's T:	*	90	-	-	-	-	90	99	95	-	-	-	-	-	-

Centre of Excellence on Post Traumatic Stress Disorder

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2M **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	2%	1%	3% ++	6% ++++	3% ++	0% ----	13% ++++	2%	1% ----	14% ++++	7% ++++	1% ----
MODERATELY IMPORTANT (3)	5%	6%	5%	9% ++++	7% +++	2% ----	10% ++++	10% ++++	3% ----	16% ++++	13% ++++	3% ----
QUITE IMPORTANT (4-5)	90%	90%	88% --	81% ----	86% ---	96% ++++	70% ----	85% ---	94% ++++	61% ----	77% ----	94% ++++
1 Not at all important	1%	0%	1%	4%	1%	0%	5%	1%	0%	9%	2%	0%
2	1%	1%	2%	2%	3%	0%	7%	1%	0%	5%	4%	1%
3	5%	6%	5%	9%	7%	2%	10%	10%	3%	16%	13%	3%
4	18%	14%	18%	25%	23%	12%	21%	24%	16%	21%	28%	16%
5 Very important	72%	76%	70%	56%	63%	84%	49%	61%	78%	40%	49%	78%
Don't know/Prefer not to say / No answer	3%	2%	3%	4%	3%	1%	7%	3%	2%	9%	4%	2%
Chi2:	-	-		99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.63	4.68	4.60	4.33	4.50	4.83	4.09	4.48	4.74	3.86	4.21	4.75
Standard Deviation:	0.74	0.67	0.79	1.00	0.82	0.45	1.21	0.81	0.58	1.31	0.99	0.56
Student's T:	*	-	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Caregiver Recognition Benefit

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2N **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
NOT IMPORTANT (1-2)	6%	4%	8% ++	6%	4%	4%	4%	7% ++	5% -	7% +	7%	6%	5%	3% ---
MODERATELY IMPORTANT (3)	14%	9% -	15%	15%	8% -	14%	15%	14%	14%	16% +	15%	15%	11% -	12%
QUITE IMPORTANT (4-5)	73%	79%	72%	71%	78%	77%	72%	71% --	75% +	67% ----	68% --	73%	80% ++++	80% ++++
1 Not at all important	2%	0%	3%	2%	2%	2%	1%	3%	1%	2%	2%	3%	2%	2%
2	4%	4%	5%	4%	3%	3%	3%	4%	4%	6%	5%	4%	4%	1%
3	14%	9%	15%	15%	8%	14%	15%	14%	14%	16%	15%	15%	11%	12%
4	26%	26%	30%	24%	32%	29%	22%	28%	25%	27%	28%	27%	29%	22%
5 Very important	47%	53%	42%	47%	46%	48%	50%	43%	50%	40%	40%	46%	52%	58%
Don't know/Prefer not to say / No answer	7%	8%	5%	8%	9%	5%	9%	8%	6%	10%	10%	6%	3%	5%
Chi2:	-	90						90		99				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59
Mean:	4.21	4.39	4.09	4.20	4.30	4.26	4.28	4.13	4.28	4.08	4.10	4.17	4.30	4.41
Standard Deviation:	0.98	0.83	1.04	1.00	0.89	0.92	0.93	1.02	0.93	1.02	1.02	1.01	0.93	0.88
Student's T:	*	95	99	-	-	-	-	99	99	99	95	-	95	99.9

Caregiver Recognition Benefit

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
Q2N **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
NOT IMPORTANT (1-2)	6%	6%	5%	**5%** ---	**8%** ++	6%	5%	**7%** ++	**4%** --	4%	5%	7%	5%	7%	6%
MODERATELY IMPORTANT (3)	14%	14%	14%	13%	16%	16% +	13% -	**15%** ++	12% -	11% -	14%	15%	**11%** ---	14%	**17%** ++
QUITE IMPORTANT (4-5)	73%	73%	74%	74%	71%	**70%** --	**75%** ++	**70%** ----	**78%** ++++	**80%** +++	75%	**70%** ----	**79%** ++++	72%	**70%** --
1 Not at all important	2%	2%	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%
2	4%	4%	3%	3%	5%	5%	4%	4%	3%	3%	3%	5%	3%	5%	4%
3	14%	14%	14%	13%	16%	16%	13%	15%	12%	11%	14%	15%	11%	14%	17%
4	26%	27%	27%	26%	30%	26%	27%	27%	26%	22%	26%	29%	26%	26%	30%
5 Very important	47%	47%	47%	48%	41%	44%	48%	43%	52%	57%	49%	40%	53%	46%	40%
Don't know/Prefer not to say / No answer	7%	7%	7%	8%	6%	8%	7%	8%	5%	5%	6%	9%	5%	8%	7%
Chi2:	-	-	-	95		-		99		95			95		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01
Mean:	4.21	4.21	4.23	**4.25**	**4.06**	4.14	4.24	**4.13**	**4.31**	**4.38**	4.23	**4.11**	**4.31**	4.20	**4.09**
Standard Deviation:	0.98	0.98	0.96	0.94	1.04	1.00	0.97	1.01	0.92	0.91	0.98	1.00	0.94	0.99	1.00
Student's T:	*	-	-	99	99	90	90	99.9	99.9	99.9	-	99.9	99	-	99

Caregiver Recognition Benefit												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2N **For each of the items, how important is it for Veterans to receive these services from Veteran Affairs Canada? Please use a 5-point scale this time, where 5 means it is very important and 1 means it is not important at all.**												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
NOT IMPORTANT (1-2)	6%	4%	6%	15% ++++	5%	2% ----	24% ++++	7%	3% ----	27% ++++	15% ++++	3% ----
MODERATELY IMPORTANT (3)	14%	10% --	14%	20% ++++	21% ++++	8% ----	22% ++++	19% +++	12% ----	23% +++	28% ++++	11% ----
QUITE IMPORTANT (4-5)	73%	80% +++	72%	56% ----	65% ----	86% ++++	43% ----	64% ----	80% ++++	37% ----	49% ----	80% ++++
1 Not at all important	2%	1%	2%	7%	1%	0%	12%	1%	1%	15%	6%	0%
2	4%	3%	4%	8%	4%	2%	11%	6%	2%	12%	10%	2%
3	14%	10%	14%	20%	21%	8%	22%	19%	12%	23%	28%	11%
4	26%	25%	27%	23%	31%	26%	14%	34%	26%	16%	28%	27%
5 Very important	47%	55%	45%	32%	34%	60%	29%	29%	54%	21%	21%	53%
Don't know/Prefer not to say / No answer	7%	6%	8%	10%	9%	4%	11%	10%	6%	13%	8%	6%
Chi2:	-	95		99.9			99.9			99.9		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42
Mean:	4.21	4.37	4.17	3.73	4.02	4.50	3.41	3.93	4.38	3.19	3.53	4.38
Standard Deviation:	0.98	0.89	1.01	1.25	0.95	0.73	1.40	0.97	0.84	1.40	1.13	0.82
Student's T:	*	99	90	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

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

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Working full-time (30 or more hours per week)	41%	41%	41%	42%	43%	45%	36% --	49% ++++	34% ----	56% ++++	68% ++++	58% ++++	23% ----	3% ----
Working part-time (less than 30 hours per week)	7%	4%	5% --	8%	11%	9%	7%	5% ----	10% ++++	11% ++++	6%	4% --	10% ++	3% ----
Self-employed	9%	10%	8%	8%	7%	13% ++	11%	10% +	8% --	6% ---	9%	16% ++++	12% ++	5%
Unemployed, but looking for work	4%	3%	4%	3%	6%	3%	3%	4%	3%	4%	4%	7% +++	3%	0% ----
A student attending school full-time	4%	2%	5%	4%	3%	5%	6%	3% ---	5% ++	14% ++++	2% --	1% ----	0% ----	0%
Retired	26%	30%	31% +++	25%	23%	16% ----	26%	25%	27%	0% ----	0% ----	3% ----	39% ++++	87% ++++
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	5%	7%	4%	5%	4%	6%	6%	2% ----	9% ++++	6%	6%	7% +	6%	0% ----
DISABILITY, LONG TERM DISABILITY	2%	1%	2%	1%	2%	1%	3%	1%	2%	0% ---	1%	3% ++	4% ++++	0% --
STUDENT AND WORKING	0%	0%	0%	1% +++	0%	0%	0%	0%	0%	1% +++	0%	0%	0%	0%
MATERNAL/PATERNAL LEAVE	0%	0%	0%	0%	1%	0%	1%	0% ---	1% +++	1%	1% +++	0%	0%	0%
Prefer not to say	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	2% +	0% ---
Chi2:	-	(90)						(99.9)		(99.9)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

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

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D1															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Working full-time (30 or more hours per week)	41%	42%	38%	42%	42%	63% ++++	33% ----	71% ++++	0% ----	28% ----	40%	49% ++++	25% ----	47% +++	60% ++++
Working part-time (less than 30 hours per week)	7%	7%	10% +	7%	5% --	7%	7%	12% ++++	0% ----	6%	7%	8%	11% ++++	6%	5% --
Self-employed	9%	9%	10%	10% +	8%	9%	9%	16% ++++	0% ----	7%	9%	10%	8%	8%	11%
Unemployed, but looking for work	4%	3%	4%	3%	5% ++	3%	4%	0% ----	9% ++++	5% +	3%	3%	6% ++++	2%	1% ----
A student attending school full-time	4%	4%	6%	4%	4%	3%	5% +	0% ----	11% ++++	8% ++++	3% --	4%	7% ++++	3% -	2% ---
Retired	26%	26%	28%	25%	28%	2% ----	35% ++++	0% ----	63% ++++	33% ++++	28% +	20% ----	29% +++	27%	17% ----
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	5%	6% ++	3% -	6%	4%	10% ++++	4% ----	0% ----	13% ++++	8% +++	6%	3% ----	8% +++	4%	4% -
DISABILITY, LONG TERM DISABILITY	2%	2%	1%	2%	1%	0% ---	2% +++	0% ----	4% ++++	1%	3% +++	1% --	3% ++++	1%	0% ----
STUDENT AND WORKING	0%	0%	0%	0%	0%	0%	0%	0% ++	0% --	0%	0%	0%	1%	0%	0%
MATERNAL/PATERNAL LEAVE	0%	0%	0%	1% +	0%	1% ++++	0% ----	0% ---	1% +++	1%	0%	0%	1%	0%	0%
Prefer not to say	1%	1%	1%	1%	1%	1%	1% -	0% ----	0% ----	2%	0% --	1%	1%	0% -	0% ---
Chi2:	-	-	-	-		(99.9)		(99.9)		(99.9)			(99.9)		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

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

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D1												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Working full-time (30 or more hours per week)	41%	38%	42%	47% +++	46% ++	37% ----	48% ++	45%	40% --	50% ++	44%	41% -
Working part-time (less than 30 hours per week)	7%	9%	8%	6%	7%	7%	7%	9%	7%	6%	11% ++	7%
Self-employed	9%	6% --	10%	14% ++++	11% +	6% ----	11%	11%	9%	11%	7%	9%
Unemployed, but looking for work	4%	3%	4%	3%	3%	5% ++	3%	4%	4%	2%	4%	4%
A student attending school full-time	4%	3%	5% +	2% ---	6% ++	5%	4%	6%	4%	2%	8% +++	4% -
Retired	26%	34% ++++	22% ----	22% --	21% ---	30% ++++	19% --	19% ---	28% ++++	23%	19% --	27% ++
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	5%	4%	6%	5%	4%	6%	6%	4%	6%	5%	5%	5%
DISABILITY, LONG TERM DISABILITY	2%	1%	2%	0% ---	1%	3% ++++	0% -	1%	2%	1%	2%	2%
STUDENT AND WORKING	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MATERNAL/PATERNAL LEAVE	0%	0%	1% +	0%	0%	1%	0%	1%	0%	0%	0%	0%
Prefer not to say	1%	1%	1%	2%	0% -	1%	2%	1%	1%	1%	1%	1%
Chi2:	-	(99)		(99.9)			(95)			(90)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

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

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D2														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Grade 8 or less	0%	0%	0%	0%	0%	0%	0%	**0%** --	0%	0%	0%	0%	0%	**1%** +++
Some high school	3%	**5%** ++	2%	2%	4%	2%	3%	3%	2%	3%	1% -	2%	3%	3%
High school diploma or equivalent	16%	**23%** ++	**11%** ----	16%	22% +	15%	19%	15%	17%	16%	**10%** ----	15%	19%	**21%** +++
Registered Apprenticeship or other trades certificate or diploma	6%	5%	**9%** +++	**4%** ----	10% +	8%	7%	**8%** ++	**5%** --	5%	6%	8% +	8%	5%
College, CEGEP or other non-university certificate or diploma	22%	27%	20%	21%	21%	**27%** ++	20%	21%	23%	20%	21%	22%	25%	21%
University certificate or diploma below bachelor's level	8%	6%	**10%** ++	**5%** ---	6%	10%	9%	8%	8%	**5%** --	5%	7%	9%	**12%** ++++
Bachelor's degree	26%	**18%** --	25%	**31%** ++++	26%	23%	24%	26%	27%	**36%** ++++	29%	26%	**20%** ---	**18%** ----
Post graduate degree above bachelor's level	18%	15%	**22%** +++	18%	**11%** --	14%	16%	19%	17%	**13%** ---	**26%** ++++	19%	15%	18%
Prefer not to say	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Chi2:	-	(99.9)						-		(99.9)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

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

	Total	Born in Canada Yes	No	First language English	French	Children under 18 Yes	No	Employed Yes	No	Education HS	Coll	Univ	Household income <$60K	$60K-$100K	$100K+
D2															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Grade 8 or less	0%	0%	0%	0% ---	1% +	0%	0%	0% --	1% +++	1% ++++	0%	0% -	1% +++	0%	0%
Some high school	3%	3%	3%	3%	2%	3%	3%	2% ---	4% +++	14% ++++	0% ----	0% ----	5% ++++	3%	1%
High school diploma or equivalent	16%	17%	15%	18% ++++	12% ---	15%	17%	12% ----	22% ++++	85% ++++	0% ----	0% ----	22% ++++	15%	11% ----
Registered Apprenticeship or other trades certificate or diploma	6%	7% ++++	2% ---	6% --	9% ++	7%	6%	7%	6%	0% ----	18% ++++	0% ----	8% ++	7%	5% --
College, CEGEP or other non-university certificate or diploma	22%	22% +	19%	22%	20%	21%	22%	21%	23%	0% ----	61% ++++	0% ----	25% ++	23%	19% --
University certificate or diploma below bachelor's level	8%	7%	9%	7%	9%	7%	8%	7% -	9% ++	0% ----	21% ++++	0% ----	8%	7%	7%
Bachelor's degree	26%	26%	28%	26%	25%	27%	26%	30% ++++	21% ----	0% ----	0% ----	60% ++++	24% --	30% +	28%
Post graduate degree above bachelor's level	18%	17% ---	24% ++	16% ---	20% +	21% ++	17% --	21% ++++	13% ----	0% ----	0% ----	40% ++++	7% ----	16%	29% ++++
Prefer not to say	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%
Chi2:	-	-	-	(99.9)		-		(99.9)		(99.9)			(99.9)		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

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

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D2												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Grade 8 or less	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Some high school	3%	3%	3%	1% --	2% -	4% ++++	2%	2%	3%	1%	2%	3%
High school diploma or equivalent	16%	15%	17%	10% ----	13% --	20% ++++	10% --	16%	17% +	10% -	14%	17% ++
Registered Apprenticeship or other trades certificate or diploma	6%	7%	7%	5%	6%	7%	8%	5%	7%	9%	7%	6%
College, CEGEP or other non-university certificate or diploma	22%	27% ++	20% --	22%	21%	22%	24%	20%	22%	26%	20%	22%
University certificate or diploma below bachelor's level	8%	7%	7%	7%	7%	8%	6%	6%	8%	8%	4% -	8%
Bachelor's degree	26%	23%	27%	27%	33% ++++	23% ----	23%	32% ++	26%	21%	33% ++	26%
Post graduate degree above bachelor's level	18%	16%	19%	26% ++++	17%	14% ----	24% ++	19%	16% --	21%	19%	17%
Prefer not to say	1%	2%	1%	1%	1%	1%	2%	0%	1%	3%	1%	1%
Chi2:	-	-		(99.9)			(95)			-		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

Are there any children under the age of 18 currently living in your household?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D3														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Yes	28%	31%	**21%** ----	28%	28%	**37%** ++++	27%	26%	29%	**37%** ++++	**61%** ++++	**33%** +++	**6%** ----	**1%** ----
No	72%	69%	**78%** ++++	71%	72%	**62%** ----	72%	73%	70%	**62%** ----	**37%** ----	**66%** ---	**93%** ++++	**99%** ++++
Prefer not to say	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	0%
Chi2:	-	99.9						-		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

Are there any children under the age of 18 currently living in your household?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D3															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Yes	28%	27%	29%	29%	23%	100%	0%	38%	13%	25%	27%	30%	18%	28%	40%
				+	--	++++	----	++++	----			+	----		++++
No	72%	72%	71%	70%	76%	0%	100%	62%	87%	74%	72%	70%	81%	72%	59%
				-	++	----	++++	----	++++				++++		----
Prefer not to say	1%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
Chi2:	-	-	-	95		99.9		99.9		-			99.9		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

Are there any children under the age of 18 currently living in your household?

D3	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Yes	28%	30%	30% ++	34% ++++	27%	25% --	26%	30%	28%	31%	32%	27%
No	72%	70%	69% --	65% ----	73%	74% +++	73%	70%	72%	67%	68%	72%
Prefer not to say	1%	0%	1%	1%	1%	0%	1%	1%	1%	2%	0%	1%
Chi2:	-	-		99			-			-		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D4														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Under $20,000	6%	10% ++	8% +++	4% --	3%	5%	5%	4% ---	7% +++	8% ++	3% --	5%	7%	4%
Between $20,000 and $39,999	12%	14%	12%	11%	17% +	13%	12%	10% ----	15% ++++	15% +	9% -	9% --	11%	16% +++
Between $40,000 and $59,999	14%	19% +	18% ++	12% -	15%	8% ---	16%	13%	15%	17% ++	10% ---	12%	14%	17%
Between $60,000 and $79,999	13%	12%	13%	12%	18% +	10%	13%	14%	12%	15% ++	9% -	7% ---	13%	16% +++
Between $80,000 and $99,999	13%	10%	14%	12%	12%	13%	14%	14%	12%	13%	14%	14%	11%	12%
Between $100,000 and $149,999	18%	16%	16%	19%	14%	22% +	16%	22% ++++	14% ----	14% --	23% +++	21% ++	19%	13% ---
$150,000 or above	12%	11%	9% --	13%	10%	16% +	11%	13% ++	11%	8% ---	21% ++++	18% ++++	11%	4% ----
Prefer not to say	13%	8%	10%	15%	10%	13%	14%	11%	14%	9%	10%	14%	15%	17%
Chi2:	-	99						99.9		99.9				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D4															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Under $20,000	6%	5%	8%	5% ---	8% ++	2% ----	7% ++++	2% ----	11% ++++	10% ++++	6%	3% ----	17% ++++	0% ----	0% ----
Between $20,000 and $39,999	12%	12%	15%	12%	14%	8% ----	14% ++++	9% ----	17% ++++	18% ++++	15% ++	8% ----	38% ++++	0% ----	0% ----
Between $40,000 and $59,999	14%	14%	17%	13% --	17% +	11% ---	16% ++	14%	16%	17% +	16% +	12% --	44% ++++	0% ----	0% ----
Between $60,000 and $79,999	13%	13%	9%	13%	13%	12%	13%	13%	13%	12%	15% ++	11%	0% ----	50% ++++	0% ----
Between $80,000 and $99,999	13%	12% -	16%	12%	15%	14%	12%	14% ++	11% --	11%	11%	15% ++	0% ----	50% ++++	0% ----
Between $100,000 and $149,999	18%	18%	18%	18%	17%	23% ++++	16% ----	21% ++++	13% ----	14% --	17%	20% +++	0% ----	0% ----	60% ++++
$150,000 or above	12%	13% +++	7% ---	13% +++	8% ---	20% ++++	9% ----	17% ++++	5% ----	5% ----	8% ----	18% ++++	0% ----	0% ----	40% ++++
Prefer not to say	13%	13%	10%	14%	9%	10%	14%	10%	15%	12%	12%	13%	0%	0%	0%
Chi2:	-	-	-	99		99.9		99.9		99.9			99.9		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

D4	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Under $20,000	6%	6%	5%	3% --	6%	6% +	4%	8% ++	5%	5%	9% ++	5% -
Between $20,000 and $39,999	12%	11%	11%	8% ---	12%	14% +++	16%	11%	12%	10%	10%	13%
Between $40,000 and $59,999	14%	18% +	14%	13%	15%	15%	11%	16%	14%	14%	12%	15%
Between $60,000 and $79,999	13%	14%	13%	11%	12%	14% +	15%	11%	13%	13%	12%	13%
Between $80,000 and $99,999	13%	14%	13%	13%	13%	13%	11%	16% +	12%	11%	15%	13%
Between $100,000 and $149,999	18%	14% -	19% ++	22% +++	19%	15% ---	19%	17%	18%	18%	19%	18%
$150,000 or above	12%	11%	12%	16% +++	13%	10% ---	9%	10%	13% +	13%	11%	12%
Prefer not to say	13%	12%	13%	15%	10%	13%	15%	11%	13%	17%	13%	12%
Chi2:	-	-		99.9			-			-		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

Where were you born?														
				Region				**Gender**		**Age**				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D5														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
Born in Canada	87%	**94%** +++	**94%** ++++	**82%** ----	91%	89%	**80%** ---	86%	87%	84% -	89%	**90%** ++	**90%** ++	82% ---
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	3%	2%	**1%** --	3% +	2%	1%	**4%** ++	3%	2%	**0%** ----	**1%** ---	2%	2%	**9%** ++++
U.S.A	1%	1%	**0%** ---	2%	1%	1%	**4%** ++++	1%	1%	1%	1%	1%	1%	2%
OTHER WESTERN EUROPE (FRANCE, GERMANY, BELGIUM...)	1%	1%	1%	1%	0%	1%	1%	1%	1%	**0%** --	1%	1%	**3%** +++	2%
SOUTHEAST ASIA (CHINA, HONG, KONG, PHILLIPINES...)	1%	0%	**0%** ---	1%	1%	1%	**4%** ++++	1%	1%	**3%** ++++	0%	0%	0% -	**0%** --
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	1%	0%	1%	1%	2%	1%	1%	1%	1%	**2%** ++	1%	0%	1%	0%
SOUTH ASIA (PAKISTAN, INDIA...)	1%	1%	**0%** --	**2%** ++	1%	0%	1%	1%	1%	**2%** +++	1%	0%	1%	0% -
WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL, EGYPT...)	1%	0%	1%	**1%** +++	0%	1%	0%	1%	1%	**2%** +++	1%	1%	1%	0%
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA, UKRAINE, HUNGARY, BELARUS, CROATIA....)	1%	0%	0%	1% +	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%
CARIBBEAN (JAMAICA, HAITI...)	1%	1%	1%	**1%** ++	0%	0%	0%	1%	1%	1%	1%	1%	1%	0%
CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR...)	1%	0%	0%	1%	2%	1%	0%	1%	1%	1%	1%	1%	0%	0%
NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND, SWEDEN, DENMARK...)	0%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	**2%** ++++
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	0%	0%	0%	0%	0%	0%	**1%** ++	0%	0%	0%	0%	1%	0%	**1%** ++
RUSSIA	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%
Unknown	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%	0%	0%	0%
Prefer not to say	1%	0%	0%	2%	0%	1%	2%	1%	1%	2%	2%	2%	1%	0%
Chi2:	-	(99.9)						-		(99.9)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

Where were you born?

D5	Total	Born in Canada Yes	No	First language English	French	Children under 18 Yes	No	Employed Yes	No	Education HS	Coll	Univ	Household income <$60K	$60K-$100K	$100K+
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
Born in Canada	87%	100% ++++	0% ----	89% ++++	95% ++++	85%	87%	86%	87%	88%	89% ++	84% ---	84% --	86%	89% ++
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	3%	0% ----	21% ++++	4% ++++	0% ---	1% ---	3% +++	2% ----	4% ++++	4% +	3%	2% --	3%	3%	3%
U.S.A	1%	0% ----	11% ++++	2% ++	0% ---	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%
OTHER WESTERN EUROPE (FRANCE, GERMANY, BELGIUM...)	1%	0% ----	10% ++++	0% ----	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
SOUTHEAST ASIA (CHINA, HONG, KONG, PHILLIPINES...)	1%	0% ----	9% ++++	1%	0% --	2% +++	1% ---	1% +	1% -	1%	0% --	2% ++	2% +	1%	1%
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	1%	0% ----	8% ++++	1% ---	1%	2% +++	1% --	1% +	0% --	1%	1%	1%	2% ++++	0% --	1%
SOUTH ASIA (PAKISTAN, INDIA...)	1%	0% ----	7% ++++	1% -	0% --	1%	1%	1%	1%	1%	0% ---	1% ++	1% +	1%	1%
WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL, EGYPT...)	1%	0% ----	7% ++++	0% ----	0%	1%	1%	1%	1%	1%	0% -	1% ++	1% ++	0%	1%
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA, UKRAINE, HUNGARY, BELARUS, CROATIA....)	1%	0% ----	6% ++++	0% ----	0% --	1% +	0% -	1%	1%	0%	1%	1%	0%	1%	1%
CARIBBEAN (JAMAICA, HAITI...)	1%	0% ----	6% ++++	1%	1%	1% ++	0% --	1%	1%	1%	1%	1%	1%	1%	1%
CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR...)	1%	0% ----	6% ++++	0% ----	0%	1%	1%	1%	0%	0% -	1%	1%	1%	0%	1%
NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND, SWEDEN, DENMARK...)	0%	0% ----	4% ++++	0% ----	0%	0% -	1% +	0%	1%	0%	0%	1% +	0%	1%	0%
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	0%	0% ----	3% ++++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% -	0% +
RUSSIA	0%	0% ----	3% ++++	0% ----	0%	1%	0%	1% ++	0% --	0%	0% -	1% +++	1%	0%	0%
Unknown	0%	0% --	0% +++	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	1%	0%	0%	1%	1%	2%	1%	2%	1%	0%	1%	2%	1%	2%	1%
Chi2:	-	-	-	(99.9)		(99.9)		(99)		(99)			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

Where were you born?												
	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D5												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
Born in Canada	87%	89%	85% ---	88%	88%	85% --	85%	87%	87%	87%	88%	86%
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	3%	2%	3%	3%	2%	3%	2%	2%	3%	1%	1%	3% ++
U.S.A	1%	0%	1%	2%	2%	1% --	3% ++	1%	1%	1%	0%	1%
OTHER WESTERN EUROPE (FRANCE, GERMANY, BELGIUM...)	1%	2%	1%	1%	0% --	2% ++	0%	1%	1%	0%	2%	1%
SOUTHEAST ASIA (CHINA, HONG, KONG, PHILLIPINES...)	1%	1%	1%	0% --	1%	1%	1%	1%	1%	1%	1%	1%
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	1%	1%	1%	0% -	1%	1% ++	1%	1%	1%	1%	1%	1%
SOUTH ASIA (PAKISTAN, INDIA...)	1%	1%	1%	1%	0% -	1%	0%	2% ++	1%	1%	2% +	1% -
WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL, EGYPT...)	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA, UKRAINE, HUNGARY, BELARUS, CROATIA....)	1%	0%	1% ++	1%	0%	1%	1%	0%	1%	2%	1%	1%
CARIBBEAN (JAMAICA, HAITI...)	1%	0%	1% +	0%	1%	1%	1%	1%	1%	1%	1%	1%
CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR...)	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%
NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND, SWEDEN, DENMARK...)	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	0%	0%	1% ++	0%	0%	0%	0%	1%	0%	0%	0%	0%
RUSSIA	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Unknown	0%	0%	0%	0% ++	0%	0%	1% +++	0%	0%	1% ++++	0%	0% --
Prefer not to say	1%	1%	2%	2%	1%	1%	3%	1%	1%	3%	1%	1%
Chi2:	-	-		(90)			-			-		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42

In what year did you first move to Canada?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D6														
Weighted Total:	243	8	28	124	12	22	48	117	123	77	29	30	34	73
Total:	243	8	28	124	10	23	49	118	122	66	31	29	37	80
1983 and before (more than 35 years ago)	49%	58%	61%	46%	36%	35%	56%	51%	48%	**0%** ----	**26%** ---	52%	**86%** ++++	**91%** ++++
Since 1983 (last 35 years)	48%	28%	39%	49%	64%	65%	42%	46%	50%	**94%** ++++	**71%** +++	45%	**14%** ----	**7%** ----
Prefer not to say	3%	14%	0%	4%	0%	0%	2%	4%	2%	6%	3%	3%	0%	1%
Chi2:	-	-						-		99.9				
Margin of error around 50%	6.29	34.65	18.52	8.80	30.99	20.43	14.00	9.02	8.87	12.06	17.60	18.20	16.11	10.96

In what year did you first move to Canada?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D6															
Weighted Total:	243	0	243	139	18	71	172	142	99	44	73	125	97	61	60
Total:	243	0	243	140	17	68	175	138	103	44	75	123	93	63	61
1983 and before (more than 35 years ago)	49%	0%	49%	**57%** +++	27%	**23%** ----	**60%** ++++	**33%** ----	**71%** ++++	57%	**66%** ++++	**36%** ----	**37%** ---	**59%** +	52%
Since 1983 (last 35 years)	48%	0%	48%	**39%** ---	73%	**72%** ++++	**38%** ----	**63%** ++++	**27%** ----	40%	**28%** ----	**63%** ++++	**58%** ++	39%	46%
Prefer not to say	3%	0%	3%	4%	0%	4%	3%	4%	2%	3%	6%	2%	5%	2%	2%
Chi2:	-	-	-	99		99.9		99.9		99.9			95		
Margin of error around 50%	6.29	*	6.29	8.28	23.77	11.88	7.41	8.34	9.66	14.77	11.32	8.84	10.16	12.35	12.55

In what year did you first move to Canada?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D6												
Weighted Total:	243	28	155	46	56	139	25	42	174	14	24	204
Total:	243	27	156	47	55	139	25	41	175	14	24	204
1983 and before (more than 35 years ago)	49%	40%	52%	57%	40%	51%	53%	42%	51%	39%	51%	50%
Since 1983 (last 35 years)	48%	57%	45%	37% -	**60%** ++	47%	42%	56%	47%	38%	49%	49%
Prefer not to say	3%	3%	3%	7%	0%	2%	5%	3%	2%	23%	0%	2%
Chi2:	-	-		-			-			-		
Margin of error around 50%	6.29	18.86	7.85	14.29	13.21	8.31	19.60	15.30	7.41	26.19	20.00	6.86

What is the language you first learned at home as a child and still understand?

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D7														
Weighted Total:	2000	136	465	766	131	224	275	955	1011	547	326	360	350	417
Total:	2000	146	456	770	118	232	274	962	1004	471	349	340	385	455
English	72%	**95%** ++++	**18%** ----	**86%** ++++	**90%** ++++	**91%** ++++	**92%** ++++	73%	71%	71%	76%	76% +	69%	71%
French	22%	**8%** ----	**82%** ++++	**5%** ----	**2%** ----	**2%** ----	**3%** ----	22%	23%	23%	20%	21%	25%	22%
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	2%	0% -	**1%** --	3%	**5%** ++	2%	3%	3%	2%	**1%** --	2%	3%	3%	3%
EASTERN/CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	1%	0%	**0%** --	**2%** +++	2%	1%	1%	1%	2%	1%	1%	**0%** --	2% +	**3%** ++
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	1%	0%	**0%** ---	2%	1%	1%	**4%** ++++	1%	2%	**4%** ++++	1%	**0%** --	**0%** --	**0%** --
OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN, EXCLUDING ARABIC...)	1%	0%	0%	1% +	1%	1%	0%	1%	1%	**2%** ++++	0%	1%	0%	0%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	1%	0%	0%	1%	0%	1%	1% +	1%	0%	0%	0%	0%	1%	**2%** +++
SOUTH ASIAN LAGUAGES (URDU, HINDI...)	1%	0%	0% -	1% +	0%	0%	1%	1%	1%	**1%** ++	1%	0%	0%	0%
RUSSIAN	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%
AFRICAN LANGUAGES	0%	0%	0%	0%	1%	0%	0%	0%	0% -	0%	1%	0%	0%	0%
OTHER	0%	0%	0% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	**0%** ++	0%
Prefer not to say	1%	0%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%
Chi2:	-	(99.9)						-		(99.9)				
Margin of error around 50%	2.19	8.11	4.59	3.53	9.02	6.43	5.92	3.16	3.09	4.52	5.25	5.31	4.99	4.59

What is the language you first learned at home as a child and still understand?

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income		
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<$60K	$60K-$100K	$100K+
D7															
Weighted Total:	2000	1730	243	1447	446	553	1434	1160	816	382	712	883	644	508	592
Total:	2000	1731	243	1456	437	536	1451	1130	846	386	716	874	637	506	596
English	72%	**75%** ++++	**57%** ----	**100%** ++++	**8%** ----	75% +	71% -	74% +	70% -	**80%** ++++	72%	69% --	67% ----	72%	76% +++
French	22%	**25%** ++++	**7%** ----	**2%** ----	**100%** ++++	19% --	24% ++	21%	24%	17% ---	24%	23%	26% +++	24%	19% --
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	2%	**1%** ----	**9%** ++++	**1%** ----	**0%** ----	2%	2%	2%	2%	3%	3%	2%	3%	1%	3%
EASTERN/CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	1%	**1%** ----	**5%** ++++	**0%** ----	**0%** ---	1%	1%	**1%** ---	**2%** +++	**0%** --	1%	**2%** ++	1%	1%	1%
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	1%	**1%** ----	**6%** ++++	**1%** ----	**0%** ---	2%	1%	2%	1%	1%	**1%** --	**2%** ++	2% +	2%	1% -
OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN, EXCLUDING ARABIC...)	1%	**0%** ----	**6%** ++++	**0%** ----	0%	1%	1%	1% +	0% -	0%	0% -	1% +++	1%	0%	1%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	1%	**0%** ----	**4%** ++++	**0%** ----	0% -	0% --	1% ++	1%	1%	0%	1%	1%	1%	1%	0%
SOUTH ASIAN LAGUAGES (URDU, HINDI...)	1%	**0%** ----	**3%** ++++	**0%** ----	0% -	1%	0%	1%	1%	0%	0% -	1% ++	1%	0%	0%
RUSSIAN	0%	**0%** ----	**3%** ++++	**0%** ----	0%	1%	0%	1% +	0% -	0%	0%	1% +++	1%	0%	1%
AFRICAN LANGUAGES	0%	**0%** ----	**2%** ++++	**0%** ----	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
OTHER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% +	0%
Prefer not to say	1%	0%	0%	0%	0%	2%	0%	1%	1%	0%	1%	1%	0%	0%	0%
Chi2:	-	-	-	(99.9)		-		(99)		(99.9)			-		
Margin of error around 50%	2.19	2.36	6.29	2.57	4.69	4.23	2.57	2.92	3.37	4.99	3.66	3.31	3.88	4.36	4.01

What is the language you first learned at home as a child and still understand?

	Total	Aware of Veteran's ads		Importance of ads to promote Canada's Veterans			Importance of activities to remember/honour Canada's Veterans			Importance of programs/benefits to support Veterans/families		
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D7												
Weighted Total:	2000	282	1122	452	519	1014	204	341	1445	134	220	1635
Total:	2000	284	1117	451	514	1021	200	335	1455	134	215	1641
English	72%	**65%** ---	72%	**66%** ----	70%	**76%** ++++	**62%** ----	**63%** ----	**76%** ++++	**50%** ----	**61%** ----	**76%** ++++
French	22%	**30%** +++	22%	**30%** ++++	25% +	**17%** ----	**35%** ++++	**33%** ++++	**18%** ----	**41%** ++++	**34%** ++++	**19%** ----
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	2%	2%	3% +	2%	2%	3%	3%	**1%** --	3%	1%	2%	2%
EASTERN/CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	1%	1%	1%	1%	1%	2%	0%	1%	2%	2%	2%	1%
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	1%	**0%** --	2%	1%	1%	1%	1%	2%	1%	1%	0%	2%
OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN, EXCLUDING ARABIC...)	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	**2%** ++	1%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%
SOUTH ASIAN LAGUAGES (URDU, HINDI...)	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	1%
RUSSIAN	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
AFRICAN LANGUAGES	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER	0%	0%	0%	0% +	0%	0%	0%	**0%** ++	0%	0%	0%	0%
Prefer not to say	1%	0%	1%	1%	1%	0%	1%	1%	1%	4%	1%	0%
Chi2:	-	-		(99)			(99.9)			(99.9)		
Margin of error around 50%	2.19	5.82	2.93	4.61	4.32	3.07	6.93	5.35	2.57	8.47	6.68	2.42