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Canada

Anciens Combattants
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EKOS Research Associates Inc.

Evaluation of the 2018 Remembrance Advertising Campaign

Methodology Report

Prepared for:
Veterans Affairs Canada

Ce rapport est aussi disponible en français

For more information on this report, please email:
For more information on this report, please email: vac.information.acc@canada.ca

Canada 

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Evaluation of the 2018 Remembrance Campaign

Methodology Report

Prepared for the Veterans Affairs Canada
Supplier name: EKOS Research Associates
February 2019

This report summarizes results from two surveys of 2000 Canadians each.

Cette publication est aussi disponible en français sous le titre : Évaluation de la campagne de publicité sur la commémoration de 2018

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SUMMARY

Introduction

As part of its mandate, Veterans Affairs Canada (VAC) seeks to engage Canadians in remembrance. In 2018 the campaign focused on engaging “Canadians in remembering and honouring Canada's brave men and women in uniform who have: served our country during times of war, military conflict and peace, and; made life better for Canadians and for the world”. The campaign was designed to encourage Canadians to remember and honour the accomplishments and sacrifices of our Veterans and invite Canadians' participation in remembrance activities, to visit VAC's website and to engage in social media. The campaign supported the Department's mandate to repay the nation's debt of gratitude toward those whose courageous efforts have given us the legacy of peace and freedom and have contributed to our growth as a nation. Advertising concepts demonstrated Canadians' commitment to remember the sacrifices and achievements of Canada's traditional and modern-day Veterans. The call to action of the campaign was to engage the pride of Canadians through the website or through social media sites.

Background

VAC's Remembrance advertising campaign, has been marketed to an extensive demographic with solid post-campaign recall. The 2018 Remembrance Campaign had a comprehensive set of advertising products that honoured the sacrifices of Canada's Veterans through commemorative events to highlight significant milestones including the centennial of the end of the First World War. Throughout this period, the campaign engaged and inspired youth, brought Canadians together and remembered the contributions of Veterans, showcased Canada's achievements as a result of Canada's Veterans and incited Canadians to explore our rich military history.

To remember Canada's Veterans, a new 30-second advertising creative was used for this campaign. As with previous campaigns, the 2018 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 engage in discussions and participate in remembrance. Specifically, this included a call to action to join the conversation on social media by using the hashtag “#CanadaRemembers” or visiting the veterans.gc.ca/CanadaRemembers website.

As the 2018 Remembrance 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 Remembrance Campaign supports the Government of Canada's goal of effectively gauging Canadians knowledge about the efforts of Veterans and those who died in service to Canada; and Canadian military milestones and the Veterans who participated in them are publicly recognized. Information obtained from this process 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 a broader Canadian public. The findings will provide useful information to improve future campaigns which are more targeted, informative and geared to the target population.

Research Purpose

Specifically, the purpose of the quantitative post-testing was to evaluate the 2018 Remembrance Campaign and to gauge:

- The effectiveness of the campaign to drive traffic to veterans.gc.ca/canadaremembers and social media sites and engage the pride of Canadians;
- Canadians' awareness/knowledge of the campaign as seen on television, Web and social media;
- Awareness of the sacrifices made by Canada's Veterans and still serving men and women;
- Knowledge of and participation in commemorative events;
- Personal relevance of the campaign (i.e., connecting to an individuals' interests and life experiences designed to increase motivation to learn more, as well as engagement and knowledge in the topic, and general recall of the message).
- Canadians' commitment to remember the sacrifices and achievements of Canada's traditional and modern-day Veterans.

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 a broader Canadian public. The findings will provide useful information to improve future campaigns which are better targeted, more informative and better geared to the target population and Canadians at large. It will also provide a comparison to previous measurement of success of the campaign.

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 through the campaign. Each survey instrument included a sample of randomly selected respondents from all provinces and territories.

Each survey sample relied on EKOS' Probit 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).

Supplier Name: EKOS Research Associates

PWGSC Contract #51019- 184023/001/CY

Contract Award Date: October 25, 2018

To obtain more information on this study, please e-mail information@vac-acc-gc.ca, or call 1-866-522-2122

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

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 of two videos key to the campaign, along with questions testing the impact of the videos on perceptions and behaviour. The average time it took respondents to complete the questionnaire was 10.2 minutes for the baseline, and 12.5 minutes for the post-campaign survey. There was a pretesting phase conducted for each survey between October 28 and 29, 2018 (baseline) and between November 13 and 14, 2018 (post-campaign) to ensure each questionnaire was working well. This entailed completing cases with 29 English and 14 French (baseline), and 23 English and 10 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' *Probit* 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 *Probit* 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, *Probit* 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 October 23 and 31, 2018. The post-campaign survey was collected between November 13 and 23, 2018.

The regional distribution of the sample is as follows:

Baseline

Province/Region	Baseline
British Columbia	264
Alberta	217
Manitoba & Saskatchewan	158
Ontario	768
Quebec	435
Atlantic	151
Territories	7
Total	2,000

Post-Campaign

Province/Region	Post-Campaign
British Columbia	274
Alberta	216
Manitoba & Saskatchewan	132
Ontario	766
Quebec	482
Atlantic	128
Territories	2
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 10.1%. 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 27,707 email invitations were sent, of which 423 were returned as undeliverable. A total of 2,000 valid cases were completed, and combined with another 743 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 7.9%, using the same formula. This includes 33,725 email invitations sent, of which 305 were returned as undeliverable. The 2,000 valid cases completed are combined with another 641 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 41% reporting university degrees in both the baseline and the post-campaign compared with 25% in the population. Each sample under represents Canadians with a high school level of education or below (23% in both the baseline and 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 (12% in the baseline survey and 13% 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 both surveys, 6% of the sample reported having a

mother tongue of something other than English or French compared to a 22% incidence in the population at-large. In the baseline survey, 74% of respondents reported English as their mother tongue and 71% 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	1
Female	2
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 [1,16]

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
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 [1,16]

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
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 remembrance and the contributions of 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

T1F

How likely are you to take part in honouring Canadian Veterans on Remembrance Day or during Veterans' Week (November 5 to 11)?

You can participate in many ways, for example: wear a poppy, attend a ceremony in person, watch a ceremony on TV, take a moment of silence, attend a talk given by a Veteran, have discussions with students, family, or friends, share posts on social media, or visit a cenotaph.

Not at all likely	1
2	2
3	3
4	5
Very likely	7
Don't know	98
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 the appreciation and remembrance of 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
2	2
3	3
4	4
Very familiar	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
2	2
3	3
4	5
Very important	7
Don't know/ Prefer not to say / No answer	99

Q2B

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

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

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 (35 or more hours per week)	1
Working part-time (less than 35 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4
A student attending full-time school	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 12 minutes to complete. This survey is being directed by EKOS Research, and is being administered according to the requirements of the *Privacy Act*.

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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	1
Female	2
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

DIE

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 [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	18
Spotify	19

Other, specify:	77
Prefer not to say	99

Q3

What do you remember about this ad?

Specify	77
Don't remember	97

Q4

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

Specify	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	18
Spotify	19
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 [1,18]

Which sources would you rely on when looking for information about remembrance and the contributions of Canada's Veterans?

Select all that apply

Facebook	1
Twitter	2
YouTube	3
Instagram	4
LinkedIn	5
Snapchat	16
Spotify	17
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

T1D2

In the past three weeks, did you take part in any commemorative activities to honour Canadian Veterans?

You may have participated in many ways, for example: wearing a poppy, attending a ceremony in person, watching a ceremony on TV, taking a moment of silence, attending a talk given by a Veteran, having discussions with students, family, or friends, sharing posts on social media, or visiting a cenotaph.

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 the appreciation and remembrance of Canada's Veterans?

Not at all important	1	1
2	2	2
3	3	3
4	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	2
3	3	3
4	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	2
3	3	3
4	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_SCREEN A

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

T1H_SCREENB

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 main 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	2
3	3	3
4	4	4
Strongly Agree	5	5
Prefer not to say		99

T1KB

This ad is relevant to me

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

T1KC

This ad is difficult to follow

Strongly Disagree	1	1
2	2	2
3	3	3
4	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	2
3	3	3
4	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	2
3	3	3
4	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 remember and honour 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_1

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.

Q2_1A

Career Transition Services

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

Q2_1B

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

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

Q2_1C

Group health insurance and other health benefits

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

Q2_1D

Disability benefits

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

Q2_1E

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

Q2_1F

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

Q2_1G

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

Q2_1H

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

Q2_1I

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

Q2_1J

Funeral and burial 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

Q2_1K

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

Q2_1L

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

Q2_1M

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

Q2_1N

Caregiver Recognition Benefit

Not at all important	1
2	2
3	3
4	5
Very important	5
Don't know/ Prefer not to say / No answer	7
	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 (35 or more hours per week)	1
Working part-time (less than 35 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4
A student attending full-time school	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

D8 [1,3]

Are you a Canadian Veteran, or do you personally know a Canadian Veteran? If so ... what is your relation to the Canadian Veteran?

Select all that apply

Yes, I am a Veteran	1
Yes, a family member is a Veteran	2
Yes, a friend/someone else is a Veteran	3
No, I do not personally know a Veteran	4
Don't know / 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Male	967 48%	70 47%	216 49%	359 47%	71 44%	111 51%	137 51%	967 100% ++++	0 0% ----	199 43% --	188 56% +++	181 53% ++	192 51%	207 42% ---
Female	1019 51%	79 52%	216 50%	405 53%	84 54%	105 48%	127 49%	0 0% ----	1019 100% ++++	258 56% +++	140 42% ----	158 46% --	184 49%	279 57% +++
Prefer not to say	14 1%	2 1%	3 1%	4 1%	3 2%	1 0%	0 0%	0 0%	0 0%	1 0%	9 3%	2 1%	1 0%	1 0%
Chi2:	-	-	-	-	-	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

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+
D1B															
Weighted Total:	2000	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
Male	967 48%	822 47%	128 53%	706 48%	205 49%	256 48%	696 48%	597 52% ++++	357 42% ----	221 48%	350 50%	387 47%	265 42% ----	247 48%	346 59% ++++
Female	1019 51%	893 52% ++	115 47%	758 52%	211 51%	259 50%	750 52%	527 47% ----	488 58% ++++	241 52%	340 49%	427 52%	364 57% ++++	260 52%	230 40% ----
Prefer not to say	14 1%	9 1%	2 1%	10 1%	1 0%	6 1%	4 0%	9 1%	3 0%	2 0%	4 1%	7 1%	2 0%	2 0%	5 1%
Chi2:	-	-	-	-	-	-	-	99.9	-	-	-	-	99.9	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07

Are you...															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
D1B															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Male	967 48%	104 43%	587 51%	211 54%	67 46%	668 47%	162 54%	215 53%	582 45%	98 56%	140 48%	721 47%	45 62%	93 52%	818 47%
		-	+++	+++		-	++	++	----	++			++		--
Female	1019 51%	140 57%	557 49%	174 45%	80 54%	741 52%	130 44%	186 47%	696 54%	71 41%	146 52%	795 52%	26 35%	83 48%	903 52%
		+	--	--		+	--	-	++++	---		+	---		+++
Prefer not to say	14 1%	1 0%	5 0%	2 0%	0 0%	11 1%	4 1%	1 0%	8 1%	4 2%	1 0%	8 1%	2 3%	1 1%	10 1%
Chi2:	-	95		95			99			95			95		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

In which of the following age categories do you belong?

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1C														
Weighted Total:	2000	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
18 to 24	100 6%	7 5%	22 6%	36 6%	8 6%	9 5%	18 8%	48 6%	52 6%	100 22% ++++	0 0% ----	0 0% ----	0 0% ----	0 0% ----
25 to 34	358 21%	22 17%	81 22%	135 21%	33 25%	39 21%	47 21%	151 19% ---	206 24% +++	358 78% ++++	0 0% ----	0 0% ----	0 0% ----	0 0% ----
35 to 44	337 16%	29 19%	73 17%	125 16%	33 21%	40 18%	37 14%	188 19% +++	140 13% ----	0 0% ----	337 100% ++++	0 0% ----	0 0% ----	0 0% ----
45 to 54	341 18%	24 17%	54 13% ---	146 20% ++	28 18%	41 20%	46 18%	181 20% ++	158 16% --	0 0% ----	0 0% ----	341 100% ++++	0 0% ----	0 0% ----
55 to 64	377 17%	30 19%	96 20%	137 16%	28 16%	36 15%	48 17%	192 18%	184 17%	0 0% ----	0 0% ----	0 0% ----	377 100% ++++	0 0% ----
65 or older	487 21%	39 23%	109 22%	189 21%	28 15%	52 21%	68 22%	207 18% ---	279 24% +++	0 0% ----	0 0% ----	0 0% ----	0 0% ----	487 100% ++++
Chi2:	-	-	-	-	-	-	-	99.9 ---	99.9 +++	99.9 ----	99.9 ----	99.9 ----	99.9 ----	99.9 ++++
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
18 to 24	100 6%	82 6%	16 7%	75 6%	23 7%	20 4%	78 7%	41 4%	58 9%	43 11%	30 5%	27 4%	44 8%	21 5%	27 5%
						-	+	----	++++	++++		----	+++		
25 to 34	358 21%	287 20%	60 29%	247 20%	86 25%	121 26%	228 19%	292 30%	61 9%	57 15%	121 21%	176 25%	135 25%	111 26%	76 16%
		----	+++	--	+	++++	----	++++	----	----		++++	+++	+++	----
35 to 44	337 16%	294 17%	37 15%	254 17%	62 15%	214 38%	116 8%	285 24%	46 6%	33 7%	100 14%	201 24%	62 10%	72 14%	176 29%
						++++	----	++++	----	----	--	++++	----	-	++++
45 to 54	341 18%	302 18%	33 14%	260 19%	56 14%	130 25%	205 15%	271 24%	66 9%	72 16%	113 17%	152 19%	81 13%	71 14%	137 25%
					--	++++	----	++++	----				----	--	++++
55 to 64	377 17%	350 19%	27 10%	275 17%	90 20%	24 4%	348 23%	189 15%	186 22%	105 21%	158 21%	110 12%	109 16%	108 20%	84 13%
		++++	---			----	++++	----	++++	++	+++	----			---
65 or older	487 21%	409 20%	72 25%	363 21%	100 21%	12 2%	475 29%	55 4%	431 47%	154 29%	172 21%	155 16%	200 28%	126 21%	81 12%
			+			----	++++	----	++++	++++		----	++++		----
Chi2:	-	99.9		90		99.9		99.9		99.9			99.9		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07

In which of the following age categories do you belong?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D1C															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
18 to 24	100 6%	13 6%	65 7%	23 7%	12 9%	58 5% ---	22 9% ++	31 9% +++	44 4% ----	12 8%	29 12% ++++	56 4% ----	9 14% +++	20 13% ++++	68 5% ----
25 to 34	358 21%	38 18%	218 22%	84 26% ++	46 36% ++++	210 18% ----	60 24% ++	89 26% ++	202 19% ----	40 27% ++	77 31% ++++	235 18% ----	16 25%	59 37% ++++	275 19% ----
35 to 44	337 16%	25 10% ---	231 19% ++++	68 17%	18 12%	242 17%	66 21% ++	74 18%	195 15% --	38 21%	51 17%	245 16%	13 18%	27 14%	294 17%
45 to 54	341 18%	41 18%	199 18%	58 15%	19 13%	261 20% +++	47 16%	64 16%	227 19%	26 15%	29 10% ----	282 20% ++++	10 14%	22 12% --	306 19% ++
55 to 64	377 17%	57 22% +	190 15% ---	69 16%	17 11% --	284 19% ++	47 14%	59 13% --	271 20% ++++	29 15%	40 12% --	308 19% +++	9 11%	23 12% --	344 18% +++
65 or older	487 21%	71 25% +	246 18% ---	85 19%	35 20%	365 22% ++	54 15% ---	85 18%	347 24% ++++	28 14% --	61 18%	398 23% ++++	16 18%	26 12% --	444 22% ++++
Chi2:	-	99.9		99.9			99.9			99.9			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

In which province or territory do you live?														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1E														
Weighted Total:	2000	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Newfoundland and Labrador	26 2%	26 22% ++++	0 0% ---	0 0% ----	0 0%	0 0% -	0 0% --	12 1%	14 2%	3 1%	7 3%	4 1%	4 1%	8 2%
Prince Edward Island	7 0%	7 4% ++++	0 0%	0 0%	0 0%	0 0%	0 0%	3 0%	4 0%	1 0%	1 0%	1 0%	2 0%	2 0%
Nova Scotia	73 3%	73 42% ++++	0 0% ----	0 0% ----	0 0% --	0 0% ---	0 0% ---	34 3%	37 3%	16 3%	16 4%	11 3%	11 2%	19 3%
New Brunswick	45 2%	45 31% ++++	0 0% ----	0 0% ----	0 0%	0 0% -	0 0% --	21 2%	24 2%	9 2%	5 1%	8 2%	13 3%	10 2%
Quebec	435 23%	0 0% ----	435 100% ++++	0 0% ----	0 0% ----	0 0% ----	0 0% ----	216 24%	216 23%	103 24%	73 23%	54 17% ---	96 27% ++	109 24%
Ontario	768 38%	0 0% ----	0 0% ----	768 100% ++++	0 0% ----	0 0% ----	0 0% ----	359 37%	405 40%	171 37%	125 37%	146 43%	137 36%	189 38%
Manitoba	90 4%	0 0% --	0 0% ----	0 0% ----	90 53% ++++	0 0% --	0 0% ----	40 3%	49 4%	24 4%	15 3%	21 5%	14 3%	16 2%
Saskatchewan	68 3%	0 0% --	0 0% ----	0 0% ----	68 47% ++++	0 0% --	0 0% ----	31 3%	35 3%	17 3%	18 5% ++	7 2%	14 3%	12 2%
Alberta	217 11%	0 0% ----	0 0% ----	0 0% ----	0 0% ----	217 100% ++++	0 0% ----	111 12%	105 11%	48 11%	40 12%	41 12%	36 10%	52 11%
British Columbia	264 13%	0 0% ----	0 0% ----	0 0% ----	0 0% ----	0 0% ----	264 100% ++++	137 14%	127 13%	65 14%	37 11%	46 14%	48 13%	68 14%
Yukon	5 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	3 0%	0 0%	0 0%	2 1%	1 0%	2 0%
Northwest Territories	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%

Nunavut	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Chi2:	-	(99.9)							-		-			
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
Newfoundland and Labrador	26 2%	22 2%	4 2%	26 2% ++++	0 0% ---	7 2%	19 2%	15 2%	11 1%	3 1%	10 2%	13 2%	5 1%	3 1%	12 3% ++
Prince Edward Island	7 0%	7 0%	0 0%	7 0%	0 0%	2 0%	5 0%	3 0%	4 0%	1 0%	4 0%	2 0%	4 1%	0 0%	3 0%
Nova Scotia	73 3%	67 3%	5 2%	72 4% ++++	1 0% ----	21 3%	50 3%	37 3%	35 3%	16 3%	30 3%	26 3%	34 4% ++	17 3%	13 2%
New Brunswick	45 2%	43 2%	2 1%	41 3% +++	5 1%	11 2%	34 2%	18 2% --	27 3% ++	12 3%	18 3%	13 1%	14 2%	13 2%	11 2%
Quebec	435 23%	392 24% +++	40 18% --	67 5% ----	361 87% ++++	98 20%	331 25% ++	242 23%	189 24%	74 17% ----	174 27% +++	185 24%	163 28% +++	123 26%	106 20% --
Ontario	768 38%	637 37% ----	112 45% ++	673 46% ++++	33 7% ----	215 41%	542 37%	448 39%	315 37%	191 41%	246 35% --	324 40%	224 36%	176 34% --	254 43% +++
Manitoba	90 4%	78 4%	12 4%	80 4% +++	0 0% ----	32 5%	56 3%	50 3%	39 4%	24 4%	31 3%	31 3%	29 4%	24 4%	21 3%
Saskatchewan	68 3%	60 3%	6 2%	62 4% +++	3 1% ---	22 4%	46 3%	46 4%	22 2%	20 4%	18 2%	29 3%	24 4%	19 3%	16 2%
Alberta	217 11%	195 12%	19 8%	199 14% ++++	5 1% ----	61 12%	151 11%	124 11%	88 11%	57 13%	80 12%	78 10%	50 8% ---	54 11%	74 13%
British Columbia	264 13%	217 13% --	45 19% ++	241 17% ++++	8 2% ----	52 10% --	211 15% +++	147 13%	115 14%	66 15%	81 12%	115 14%	81 13%	79 16%	69 12%
Yukon	5 0%	5 0%	0 0%	5 0%	1 0%	0 0%	4 0%	3 0%	2 0%	0 0%	1 0%	4 0%	1 0%	1 0%	2 0%
Northwest Territories	2 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	2 0% ++	0 0%	0 0%

Nunavut	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
Chi2:	-	(95)	(99.9)	(90)	-	(95)	(99.9)								
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07

In which province or territory do you live?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
D1E															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Newfoundland and Labrador	26 2%	4 2%	13 1%	1 0% --	1 1% --	24 2% ++	1 0%	7 2%	18 2%	1 1%	2 1%	23 2%	1 2%	2 1%	23 2%
Prince Edward Island	7 0%	0 0%	3 0%	0 0%	1 1%	6 0%	1 0%	3 1%	3 0%	0 0%	1 0%	6 0%	0 0%	1 0%	6 0%
Nova Scotia	73 3%	8 3%	39 3%	5 1% --	6 3%	58 3%	8 2%	13 3%	51 3%	5 2%	10 3%	57 3%	1 1%	3 1%	68 3%
New Brunswick	45 2%	5 2%	23 2%	6 1%	0 0%	39 3% ++	4 1%	5 1%	36 3% ++	3 2%	5 2%	37 2%	2 3%	3 2%	40 2%
Quebec	435 23%	53 23%	269 25% ++	221 59% ++++	43 31% ++	156 12% ----	100 36% ++++	114 30% ++++	216 18% ----	73 45% ++++	104 38% ++++	253 18% ----	36 51% ++++	63 38% ++++	329 20% ----
Ontario	768 38%	106 43% +	435 38%	71 18% ----	50 34%	637 45% ++++	96 32% --	131 32% --	537 42% ++++	48 27% --	86 30% --	632 41% ++++	18 25% --	55 31% --	692 40% ++++
Manitoba	90 4%	12 4%	48 3%	12 2%	11 6%	64 4%	13 3%	13 3%	63 4%	7 3%	12 3%	69 4%	3 3%	8 3%	78 4%
Saskatchewan	68 3%	4 1%	38 3%	8 2% -	3 2%	56 4% ++	4 1% --	6 1% --	57 4% ++++	3 1%	4 1%	60 4% ++	0 0%	1 0% --	66 3% ++
Alberta	217 11%	22 9%	125 11%	23 6% ----	13 9%	174 13% ++++	20 7% ---	50 12%	145 12%	12 7% -	29 10%	174 12% +	4 5% -	16 9%	194 12%
British Columbia	264 13%	30 13%	152 13%	39 10% --	18 13%	202 15% ++	47 15%	59 15%	156 13%	19 11%	34 12%	208 14%	7 10%	23 12%	231 14%
Yukon	5 0%	0 0%	4 0%	1 0%	0 0%	4 0%	1 0%	0 0%	4 0%	1 1%	0 0%	4 0%	0 0%	1 1%	4 0%

Northwest Territories	2 0%	1 0%	0 0%	0 0%	1 1% ++	0 0% --	1 0%	1 0%	0 0%	1 1% ++	0 0%	1 0%	1 1% ++++	1 0%	0 0% ---
Nunavut	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	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	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Yes	1019 51%	68 46%	236 54%	404 53%	74 46%	118 54%	117 45%	533 55%	483 48%	244 53%	155 47%	183 54%	203 54%	234 48%
No / Do not remember	975 48%	83 54%	198 45%	362 47%	83 53%	98 46%	147 55%	429 44%	536 52%	209 45%	182 53%	158 46%	174 46%	252 52%
Prefer not to say	6 0%	0 0%	1 0%	2 0%	1 1%	1 1%	0 0%	5 1%	0 0%	5 1%	0 0%	0 0%	0 0%	1 0%
Chi2:	-	90						99.9		-				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

Over the past three weeks, have you seen, read or heard any advertising 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+
Q1															
Weighted Total:	2000	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
Yes	1019 51%	888 52%	117 49%	734 50%	228 55% +	264 52%	744 52%	581 52%	428 51%	232 50%	362 53%	415 51%	324 52%	263 52%	305 53%
No / Do not remember	975 48%	833 48%	126 50%	738 50% +	187 45% -	255 48%	703 48%	548 48%	419 49%	228 49%	331 47%	405 49%	303 48%	244 48%	276 47%
Prefer not to say	6 0%	3 0%	2 1%	2 0%	2 1%	2 0%	3 0%	4 0%	1 0%	4 1%	1 0%	1 0%	4 1%	2 0%	0 0%
Chi2:	-	-	-	90	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	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		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
Q1															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Yes	1019 51%	174 72% ++++	537 47% ----	179 47% --	70 49%	753 53% +++	128 44% ---	184 46% --	701 55% ++++	83 48%	130 46% --	800 53% ++	32 43%	78 44%	905 53% +++
No / Do not remember	975 48%	70 28% ----	610 52% ++++	208 53% ++	76 50%	665 46% ---	165 55% ++	217 54% ++	583 45% ----	88 51%	154 53%	723 47% --	39 54%	98 55%	824 47% ---
Prefer not to say	6 0%	1 0%	2 0%	0 0%	1 1%	2 0%	3 1%	1 0%	2 0%	2 1%	3 1%	1 0%	2 3%	1 1%	2 0%
Chi2:	-	99.9		95			99.9			90			95		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard 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+
Q2														
Weighted Total:	1027	63	255	405	61	120	121	534	490	291	154	192	187	203
Total:	1019	68	236	404	74	118	117	533	483	244	155	183	203	234
Cinema	17 2%	2 3%	3 1%	6 2%	1 1%	2 2%	3 3%	15 3%	2 0%	10 4%	0 0%	5 3%	2 1%	0 0%
								+++	---	+++	-			--
Internet website	156 16%	12 18%	35 16%	60 15%	13 19%	16 14%	20 18%	92 18%	64 14%	61 25%	19 12%	26 14%	25 12%	25 11%
								+	-	++++				--
Magazines	25 3%	3 5%	4 2%	7 2%	3 4%	4 4%	4 4%	19 4%	6 1%	12 5%	2 1%	4 2%	1 1%	6 3%
								++	--	+++			--	
Newspaper (daily)	167 16%	8 12%	58 23%	67 16%	6 8%	14 11%	14 12%	93 17%	74 15%	25 10%	15 10%	25 14%	38 19%	64 28%
			++++		-					---	--			++++
Newspaper (weekly or community)	52 5%	2 3%	13 5%	25 6%	1 1%	4 3%	7 6%	28 5%	24 5%	14 6%	1 1%	9 5%	8 4%	20 9%
											---			+++
Outdoor billboard	57 6%	6 9%	7 3%	17 5%	8 11%	13 12%	6 5%	30 6%	27 6%	26 10%	11 7%	11 6%	5 2%	4 2%
			--		++	+++				++++			--	---
Pamphlet or brochure in the mail	100 10%	7 11%	22 9%	48 12%	2 2%	8 7%	13 11%	49 9%	51 11%	20 8%	23 15%	15 8%	14 7%	28 12%
				+	--						++			
Public transit (bus or subway)	57 6%	5 9%	3 1%	33 9%	6 9%	3 3%	7 6%	29 6%	28 6%	34 14%	8 5%	9 5%	3 1%	3 1%
			----	+++						++++			---	----
Radio	216 22%	13 21%	46 20%	90 23%	10 14%	34 29%	23 21%	105 21%	110 23%	70 29%	42 27%	31 17%	36 18%	37 16%
						++				+++	+	-		--
Television	712 69%	42 59%	183 76%	272 66%	55 72%	79 66%	79 66%	381 70%	330 67%	125 52%	101 65%	132 72%	165 81%	189 81%
			++++							----			++++	++++
Twitter	38 4%	2 3%	7 3%	21 5%	0 0%	5 5%	3 3%	20 4%	16 3%	14 6%	7 5%	7 4%	5 3%	5 2%
				+	-					+				
Facebook	151 16%	15 25%	27 12%	60 15%	13 20%	17 16%	19 17%	75 15%	76 16%	65 26%	25 16%	23 13%	19 9%	19 8%
		++	-							++++			---	----

Youtube	60 6%	4 6%	11 5%	22 6%	8 12% ++	6 6%	9 9%	41 8% +++	19 4% ---	35 14% ++++	9 6%	12 7%	3 1% ---	1 0% ---
Instagram	21 2%	1 1%	4 2%	10 3%	1 1%	3 3%	2 2%	12 2%	8 2%	13 5% ++++	3 2%	2 1%	3 1%	0 0% ---
LinkedIn	3 0%	0 0%	1 0%	2 1%	0 0%	0 0%	0 0%	2 0%	1 0%	2 1%	0 0%	1 1%	0 0%	0 0%
E-MAIL	4 0%	0 0%	0 0%	1 0%	0 0%	1 1%	2 2% ++	1 0%	3 1%	1 0%	1 1%	0 0%	1 1%	1 0%
Other, specify:	8 1%	0 0%	2 1%	1 0%	1 1%	2 2%	2 2%	5 1%	3 1%	6 2% +++	1 1%	1 1%	0 0%	0 0%
Prefer not to say	5 0%	1 1%	0 0%	1 0%	0 0%	3 2%	0 0%	2 0%	3 1%	0 0%	0 0%	2 1%	0 0%	3 1%
Chi2:	-	(99)						(95)		(99.9)				
Margin of error around 50%	3.07	11.88	6.38	4.88	11.39	9.02	9.06	4.24	4.46	6.27	7.87	7.24	6.88	6.41

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															
Weighted Total:	1027	890	122	725	245	280	735	614	402	225	363	430	326	266	311
Total:	1019	888	117	734	228	264	744	581	428	232	362	415	324	263	305
Cinema	17 2%	12 1%	5 4%	14 2%	3 1%	7 3%	10 2%	13 2%	4 1%	4 2%	6 2%	7 2%	7 2%	3 1%	7 3%
Internet website	156 16%	132 15%	21 19%	116 16%	36 17%	52 20%	103 15%	102 18%	54 13%	22 10%	52 15%	82 21%	56 18%	34 14%	48 16%
Magazines	25 3%	21 3%	3 2%	18 3%	5 2%	11 4%	14 2%	13 2%	12 3%	4 2%	11 3%	10 2%	8 3%	7 3%	7 2%
Newspaper (daily)	167 16%	143 16%	22 18%	108 14%	50 21%	27 10%	137 18%	74 13%	92 21%	33 14%	55 15%	78 18%	62 18%	40 15%	43 14%
Newspaper (weekly or community)	52 5%	48 5%	4 3%	39 5%	14 6%	9 4%	42 6%	22 4%	30 7%	15 6%	24 7%	13 3%	23 7%	15 6%	6 2%
Outdoor billboard	57 6%	49 6%	5 5%	45 6%	7 3%	16 6%	40 6%	42 7%	14 3%	13 6%	24 7%	20 5%	20 6%	15 6%	16 5%
Pamphlet or brochure in the mail	100 10%	89 10%	9 8%	76 10%	18 8%	23 8%	74 10%	58 10%	39 9%	16 7%	31 9%	51 12%	28 8%	26 10%	30 10%
Public transit (bus or subway)	57 6%	45 5%	11 10%	49 7%	5 2%	21 8%	35 5%	40 7%	17 4%	12 6%	16 5%	28 7%	17 6%	14 6%	23 8%
Radio	216 22%	184 22%	27 23%	162 23%	43 20%	85 33%	130 18%	153 27%	62 15%	37 17%	90 26%	86 21%	66 21%	61 25%	66 22%
Television	712 69%	645 72%	61 51%	499 66%	176 76%	159 60%	549 72%	382 65%	325 75%	183 78%	261 71%	263 62%	226 68%	182 68%	211 69%
Twitter	38 4%	29 3%	6 5%	29 4%	5 2%	10 4%	27 4%	29 5%	8 2%	5 2%	11 3%	20 5%	12 4%	6 3%	19 6%
Facebook	151 16%	127 15%	23 21%	118 17%	26 12%	50 20%	99 14%	89 16%	62 15%	36 16%	55 16%	58 15%	64 21%	38 16%	37 12%

Youtube	60 6%	44 5% ----	15 14% ++++	45 7%	10 5%	29 11% ++++	30 5% ----	44 8% ++	16 4% --	14 7%	14 4% --	30 8%	22 7%	16 7%	18 6%
Instagram	21 2%	15 2% --	4 4%	16 2%	2 1%	5 2%	16 2%	16 3%+	5 1%	4 2%	8 2%	9 2%	7 2%	5 2%	6 2%
LinkedIn	3 0%	2 0%	1 1%	3 0%	0 0%	3 1% +++	0 0% ---	3 1%	0 0%	0 0%	2 1%	1 0%	0 0%	1 0%	2 1%
E-MAIL	4 0%	4 0%	0 0%	4 1%	0 0%	1 0%	3 0%	3 1%	1 0%	0 0%	2 1%	2 0%	1 0%	0 0%	2 1%
Other, specify:	8 1%	3 0% ----	4 4% ++++	4 1%	2 1%	4 2%	4 1%	6 1%	2 1%	2 1%	3 1%	3 1%	3 1%	2 1%	1 0%
Prefer not to say	5 0%	4 0%	0 0%	5 1%	0 0%	1 0%	4 0%	1 0%	4 1%	2 1%	2 1%	1 0%	1 0%	3 1%	0 0%
Chi2:	-	(99.9)		(99)		(99.9)		(99.9)		(95)			-		
Margin of error around 50%	3.07	3.29	9.06	3.62	6.49	6.03	3.59	4.07	4.74	6.43	5.15	4.81	5.44	6.04	5.61

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		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
Q2															
Weighted Total:	1027	174	551	189	75	745	134	191	695	86	138	796	33	85	905
Total:	1019	174	537	179	70	753	128	184	701	83	130	800	32	78	905
Cinema	17 2%	2 1%	12 2%	3 2%	2 3%	12 2%	4 3%	1 1%	12 2%	4 5%	1 1%	12 2%	2 7%	1 1%	14 2%
Internet website	156 16%	32 19%	79 15%	24 14%	12 18%	118 16%	23 19%	30 17%	102 15%	17 22%	16 12%	122 16%	4 13%	17 23%	134 15%
Magazines	25 3%	13 8%	6 1%	3 2%	2 3%	20 3%	5 4%	6 3%	14 2%	7 8%	3 2%	15 2%	2 6%	5 6%	18 2%
Newspaper (daily)	167 16%	37 21%	67 12%	37 19%	15 21%	114 15%	23 18%	30 15%	113 16%	15 18%	23 17%	128 16%	8 25%	14 18%	144 15%
Newspaper (weekly or community)	52 5%	22 13%	19 3%	8 4%	4 6%	39 5%	6 5%	12 6%	34 5%	8 10%	5 4%	39 5%	2 6%	4 5%	46 5%
Outdoor billboard	57 6%	14 9%	32 6%	10 6%	7 11%	37 5%	10 8%	12 7%	35 5%	8 9%	9 7%	40 5%	2 6%	9 11%	46 5%
Pamphlet or brochure in the mail	100 10%	23 13%	44 8%	21 12%	5 7%	72 10%	19 14%	19 10%	61 9%	10 11%	14 11%	74 9%	3 8%	8 10%	88 10%
Public transit (bus or subway)	57 6%	14 9%	26 5%	9 5%	6 10%	40 6%	14 11%	8 5%	35 5%	11 14%	9 7%	37 5%	3 10%	7 9%	47 6%
Radio	216 22%	38 23%	112 21%	36 21%	21 31%	155 21%	29 24%	46 26%	141 21%	20 26%	34 27%	162 21%	6 20%	25 33%	185 21%
Television	712 69%	129 72%	362 66%	127 70%	41 57%	532 69%	73 56%	124 67%	509 71%	49 57%	80 61%	578 71%	20 62%	48 61%	640 69%
Twitter	38 4%	6 4%	14 3%	3 2%	4 5%	30 4%	4 3%	7 4%	27 4%	2 2%	2 2%	34 5%	1 3%	0 0%	37 4%

Facebook	151 16%	33 20% +	68 13% --	19 11% -	14 21%	115 16%	18 15%	22 13%	110 17%	10 12%	18 15%	122 16%	2 6%	11 15%	137 16%
Youtube	60 6%	13 8%	26 5%	10 6%	6 10%	44 6%	9 8%	6 4% -	45 7%	5 7%	8 7%	47 6%	0 0%	3 4%	57 7%
Instagram	21 2%	7 5% ++	9 2%	3 2%	2 3%	16 2%	4 3%	5 3%	12 2%	3 4%	3 2%	15 2%	0 0%	4 5% +	17 2%
LinkedIn	3 0%	1 1%	1 0%	1 1%	1 2% +	1 0%	1 1%	0 0%	2 0%	1 1%	0 0%	2 0%	0 0%	0 0%	3 0%
E-MAIL	4 0%	0 0%	2 0%	0 0%	0 0%	4 1%	0 0%	0 0%	4 1%	0 0%	0 0%	4 1%	0 0%	0 0%	4 0%
Other, specify:	8 1%	0 0%	6 1%	0 0%	0 0%	7 1%	2 2%	1 1%	5 1%	1 1%	1 1%	6 1%	0 0%	2 2%	6 1%
Prefer not to say	5 0%	0 0%	2 0%	0 0%	0 0%	5 1%	1 1%	1 0%	3 0%	0 0%	1 0%	4 0%	1 2%	0 0%	4 0%
Chi2:	-	(99.9)		-			-			(95)			(95)		
Margin of error around 50%	3.07	7.43	4.23	7.32	11.71	3.57	8.66	7.22	3.70	10.76	8.60	3.46	17.32	11.10	3.26

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														
Weighted Total:	1027	63	255	405	61	120	121	534	490	291	154	192	187	203
Total:	1019	68	236	404	74	118	117	533	483	244	155	183	203	234
PARKS CANADA, FREE ACCESS, PARKS	3 0%	0 0%	1 0%	2 0%	0 0%	0 0%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	1 0%	2 1%
WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	27 2%	1 1%	1 0%	12 3%	6 9%	3 3%	4 3%	20 3%	6 1%	2 1%	6 4%	6 3%	8 4%	5 2%
ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING	22 2%	0 0%	4 2%	5 1%	2 3%	5 5%	6 5%	7 1%	15 3%	13 5%	1 0%	2 1%	3 2%	3 1%
TAX REFORM/CHANGES, TAX RISING	6 1%	1 2%	0 0%	4 1%	0 0%	1 1%	0 0%	3 1%	2 0%	1 0%	1 1%	1 1%	2 1%	1 1%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	8 1%	0 0%	3 1%	4 1%	0 0%	0 0%	1 1%	4 1%	4 1%	1 0%	1 1%	1 1%	3 2%	2 1%
MARIJUANA LEGISLATION/AWARENESS	477 46%	33 48%	122 52%	189 46%	34 43%	41 35%	58 49%	261 49%	215 44%	93 38%	76 49%	100 54%	108 53%	100 43%
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	13 1%	2 3%	4 2%	2 1%	1 1%	1 1%	3 3%	5 1%	8 2%	6 2%	2 1%	1 1%	3 1%	1 1%
MILITARY RELATED, RECRUITMENT FOR ARMED FORCES	8 1%	0 0%	2 1%	5 1%	0 0%	0 0%	1 1%	7 1%	1 0%	4 2%	2 1%	1 1%	1 1%	0 0%
OTHER NEGATIVES (VARIOUS)	15 1%	1 1%	2 1%	6 1%	0 0%	3 3%	3 2%	8 1%	7 2%	3 1%	2 1%	1 1%	5 2%	4 2%
NAFTA NEGOTIATIONS BETWEEN USA/CANADA, EXPORT/IMPORT, TRADE DEALS	7 1%	0 0%	5 2%	1 0%	0 0%	1 1%	0 0%	2 0%	5 1%	1 0%	0 0%	1 1%	1 1%	4 2%
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	5 0%	0 0%	0 0%	4 1%	0 0%	0 0%	1 1%	0 0%	5 1%	1 0%	0 0%	1 1%	2 1%	1 0%
IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	5 1%	1 2%	1 1%	0 0%	1 2%	0 0%	2 2%	3 1%	2 0%	4 2%	0 0%	0 0%	0 0%	1 1%

HEALTH CARE RELATED (FREQUENT MENTIONS OF CUTS TO DIABETES MEDICATION)	3 0%	0 0%	2 1%	1 0%	0 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 1%	0 0%	0 0%	1 0%
PIPELINES	6 1%	0 0%	2 1%	2 1%	1 2%	1 1%	0 0%	2 0%	4 1%	0 0%	0 0%	3 2% ++	1 1%	2 1%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO	11 1%	1 2%	0 0%	7 2% +	1 2%	0 0%	1 1%	5 1%	6 1%	2 1%	1 1%	4 2%	3 1%	1 0%
DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1% +	2 0%	0 0%	2 1% ++	0 0%	0 0%	0 0%	0 0%
EMPLOYMENT OPPORTUNITIES, GOVERNMENT JOB OPENINGS/HIRING (SPECIFIC TO CSIS)	3 0%	0 0%	0 0%	0 0%	0 0%	3 3% ++++	0 0%	3 1% +	0 0%	1 0%	2 1% ++	0 0%	0 0%	0 0%
ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS	37 3%	1 2%	5 2%	20 5% +	4 5%	7 6%	0 0% --	21 4%	16 3%	3 1% --	2 1%	7 4%	7 3%	18 8% ++++
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	62 6%	1 1%	5 2% ---	36 9% +++	7 10%	8 7%	5 4%	27 5%	35 7%	22 9% ++	9 6%	14 7%	8 4%	9 4%
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	51 5%	4 6%	7 3%	23 5%	5 7%	8 7%	3 2%	29 5%	22 4%	8 3%	10 7%	8 4%	10 5%	15 6%
REMEMBRANCE DAY, VETERANS	5 1%	0 0%	3 1% ++	2 0%	0 0%	0 0%	0 0%	2 0%	3 1%	2 1%	0 0%	1 1%	1 0%	1 0%
STATISTICS CANADA	3 0%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	1 0%	2 0%	2 1% +	0 0%	0 0%	1 1%	0 0%
CANADA'S CULTURE, DIVERSITY	4 0%	0 0%	1 0%	1 0%	0 0%	1 1%	1 1%	1 0%	3 1%	1 0%	0 0%	0 0%	0 0%	3 1% ++
WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY	5 0%	2 3% +++	2 1%	1 0%	0 0%	0 0%	0 0%	1 0%	4 1%	0 0%	0 0%	0 0%	1 1%	4 2% +++
POSITIVE, GOOD IMPRESSION, LIKED IT	10 1%	0 0%	1 0%	7 2% ++	1 1%	0 0%	1 1%	3 1%	7 1%	2 1%	4 2% ++	1 1%	2 1%	1 0%
SENIORS, PENSIONS	2 0%	0 0%	2 1% +++	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%
PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	5 0%	1 2%	3 1% +	0 0%	1 1%	0 0%	0 0%	3 1%	2 0%	0 0%	1 1%	0 0%	2 1%	2 1%

RCMP RECRUITMENT/PROMOTION	2 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1% +	2 0%	0 0%	2 1% +++	0 0%	0 0%	0 0%	0 0%
PRIVACY OF INFORMATION CONCERNS, GOVERNMENT OBTAINING INFORMATION	3 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 1%	2 0%	1 0%	0 0%	0 0%	0 0%	2 1% ++	1 0%
TOURISM, CANADA	3 0%	0 0%	2 1% ++	0 0%	0 0%	0 0%	1 1%	2 0%	1 0%	1 0%	0 0%	1 1%	1 1%	0 0%
Other	19 2%	3 4%	4 2%	6 1%	1 1%	1 1%	4 4%	9 2%	10 2%	7 3%	0 0%	4 2%	6 3%	2 1%
Don't remember	264 26%	20 30%	61 26%	100 25%	15 21%	43 36%	25 22%	132 25%	132 28%	71 29%	40 26%	39 22%	39 19%	75 32%
Chi2:	-	(99.9)						(95)		(99.9)				
Margin of error around 50%	3.07	11.88	6.38	4.88	11.39	9.02	9.06	4.24	4.46	6.27	7.87	7.24	6.88	6.41

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:	1027	890	122	725	245	280	735	614	402	225	363	430	326	266	311
Total:	1019	888	117	734	228	264	744	581	428	232	362	415	324	263	305
PARKS CANADA, FREE ACCESS, PARKS	3 0%	3 0%	0 0%	2 0%	1 0%	0 0%	3 0%	1 0%	2 0%	1 0%	0 0%	2 0%	1 0%	0 0%	2 1%
WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	27 2%	24 3%	2 1%	23 3%	2 1%	7 2%	19 2%	16 3%	10 2%	8 3%	11 3%	6 1%	8 2%	5 2%	11 3%
ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING	22 2%	18 2%	4 4%	17 2%	4 2%	5 2%	17 3%	14 3%	7 2%	5 2%	11 3%	5 1%	10 3%	5 2%	5 2%
TAX REFORM/CHANGES, TAX RISING	6 1%	4 0%	1 1%	5 1%	1 0%	1 0%	5 1%	5 1%	1 0%	2 1%	4 1%	0 0%	4 1%	0 0%	2 1%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	8 1%	8 1%	0 0%	5 1%	3 1%	2 1%	6 1%	3 1%	4 1%	2 1%	2 1%	4 1%	3 1%	1 0%	3 1%
MARIJUANA LEGISLATION/AWARENESS	477 46%	425 48%	50 42%	339 46%	113 50%	113 42%	357 48%	271 46%	201 47%	108 47%	166 45%	200 48%	128 39%	135 51%	155 51%
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	13 1%	11 1%	2 2%	8 1%	4 2%	5 2%	8 1%	11 2%	2 0%	1 1%	5 1%	6 2%	4 1%	3 1%	5 2%
MILITARY RELATED, RECRUITMENT FOR ARMED FORCES	8 1%	7 1%	1 1%	7 1%	1 0%	3 1%	4 1%	6 1%	2 1%	1 1%	2 1%	5 1%	2 1%	1 0%	4 1%
OTHER NEGATIVES (VARIOUS)	15 1%	14 2%	1 1%	12 2%	2 1%	3 1%	12 2%	7 1%	8 2%	6 3%	4 1%	5 1%	4 1%	5 2%	4 1%
NAFTA NEGOTIATIONS BETWEEN USA/CANADA, EXPORT/IMPORT, TRADE DEALS	7 1%	7 1%	0 0%	2 0%	5 2%	0 0%	7 1%	2 0%	5 1%	0 0%	3 1%	4 1%	4 1%	1 0%	2 1%
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	5 0%	4 0%	1 1%	5 1%	0 0%	1 0%	3 0%	3 1%	2 0%	1 0%	1 0%	3 1%	1 0%	1 0%	2 1%

IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	5 1%	2 0% ----	1 1%	3 0%	1 1%	1 0%	4 1%	4 1%	1 0%	2 1%	0 0%	3 1%	5 2% ++++	0 0%	0 0%
HEALTH CARE RELATED (FREQUENT MENTIONS OF CUTS TO DIABETES MEDICATION)	3 0%	2 0%	1 1%	2 0%	0 0%	0 0%	3 0%	1 0%	2 0%	0 0%	0 0%	3 1% ++	1 0%	0 0%	2 1%
PIPELINES	6 1%	5 1%	1 1%	5 1%	1 0%	0 0%	6 1%	1 0% --	5 1% ++	3 1%	2 1%	1 0%	4 1%	1 0%	1 0%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO	11 1%	10 1%	1 1%	10 1%	0 0%	4 1%	7 1%	8 1%	3 1%	2 1%	2 1%	7 2%	2 1%	1 0%	7 2% ++
DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	2 0%	2 0%	0 0%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 1%	0 0%	1 0%	1 0%	0 0%	1 0%
EMPLOYMENT OPPORTUNITIES, GOVERNMENT JOB OPENINGS/HIRING (SPECIFIC TO CSIS)	3 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	3 1%	0 0%	1 1%	2 1%	0 0%	1 0%	0 0%	1 0%
ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS	37 3%	32 3%	4 3%	31 4%	3 1% --	7 3%	30 4%	14 2% --	23 5% ++	12 5%	8 2%	17 4%	15 4%	4 2%	14 4%
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	62 6%	55 6%	7 6%	51 7% ++	9 4%	22 8%	40 5%	33 6%	29 7%	16 7%	19 5%	27 7%	20 6%	20 8%	16 5%
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	51 5%	47 5%	4 3%	41 5%	9 4%	13 5%	38 5%	27 4%	23 5%	12 5%	20 5%	17 4%	11 3%	15 5%	17 5%
REMEMBRANCE DAY, VETERANS	5 1%	3 0%	2 2% ++	2 0%	2 1%	0 0%	5 1%	3 1%	2 0%	1 0%	2 1%	2 1%	1 0%	0 0%	3 1%
STATISTICS CANADA	3 0%	2 0%	0 0%	2 0%	1 1%	1 0%	2 0%	3 1%	0 0%	0 0%	2 1%	1 0%	2 1%	0 0%	1 0%
CANADA'S CULTURE, DIVERSITY	4 0%	4 0%	0 0%	3 0%	1 0%	2 1%	2 0%	2 0%	2 0%	0 0%	2 0%	2 1%	4 1% +++	0 0%	0 0%
WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY	5 0%	4 0%	1 1%	3 0%	2 1%	0 0%	5 1%	0 0% --	5 1% +++	2 1%	1 0%	2 0%	2 0%	0 0%	0 0%
POSITIVE, GOOD IMPRESSION, LIKED IT	10 1%	9 1%	0 0%	8 1%	1 0%	2 1%	7 1%	5 1%	4 1%	2 1%	4 1%	4 1%	4 1%	3 1%	1 0%
SENIORS, PENSIONS	2 0%	2 0%	0 0%	0 0% --	2 1% +++	0 0%	2 0%	1 0%	1 0%	0 0%	2 1% ++	0 0%	2 1% ++	0 0%	0 0%

PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	5 0%	4 0%	1 1%	2 0%	2 1%	1 0%	4 1%	1 0%	4 1%	1 0%	2 1%	2 0%	3 1%	1 0%	0 0%	
RCMP RECRUITMENT/PROMOTION	2 0%	2 0%	0 0%	1 0%	2 1% +++	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%
PRIVACY OF INFORMATION CONCERNS, GOVERNMENT OBTAINING INFORMATION	3 0%	3 0%	0 0%	2 0%	1 0%	0 0%	3 0%	1 0%	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	3 1% ++	
TOURISM, CANADA	3 0%	2 0%	1 1%	1 0%	2 1% ++	1 0%	2 0%	3 1%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%
Other	19 2%	13 1% ---	6 5% +++	11 1%	5 2%	5 2%	14 2%	11 2%	8 2%	3 1%	9 3%	7 2%	11 3% ++	1 0% -	4 1%	
Don't remember	264 26%	223 25%	34 29%	188 26%	61 26%	78 30%	185 25%	151 26%	112 26%	61 26%	95 27%	107 26%	91 28%	70 27%	64 21%	
Chi2:	-	-		(99)		-		(95)		-			(99)			
Margin of error around 50%	3.07	3.29	9.06	3.62	6.49	6.03	3.59	4.07	4.74	6.43	5.15	4.81	5.44	6.04	5.61	

What do you remember about this ad?

	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
Q3															
Weighted Total:	1027	174	551	189	75	745	134	191	695	86	138	796	33	85	905
Total:	1019	174	537	179	70	753	128	184	701	83	130	800	32	78	905
PARKS CANADA, FREE ACCESS, PARKS	3 0%	2 1%	1 0%	1 0%	0 0%	2 0%	0 0%	1 0%	2 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%
WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	27 2%	3 2%	17 3%	1 1%	0 0%	25 3%	3 2%	3 1%	20 3%	2 2%	4 3%	20 2%	1 3%	0 0%	26 3%
ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING	22 2%	3 2%	9 2%	2 1%	2 3%	18 3%	1 1%	1 1%	20 3%	1 1%	3 3%	18 2%	1 4%	1 2%	20 2%
TAX REFORM/CHANGES, TAX RISING	6 1%	0 0%	5 1%	2 1%	0 0%	4 1%	2 2%	1 1%	3 0%	2 2%	0 0%	4 1%	1 4%	1 1%	4 0%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	8 1%	2 1%	4 1%	4 2%	0 0%	4 1%	1 1%	2 1%	5 1%	1 1%	1 1%	6 1%	0 0%	1 2%	7 1%
MARIJUANA LEGISLATION/AWARENESS	477 46%	57 32%	278 52%	80 45%	35 50%	353 46%	62 48%	99 54%	312 44%	36 43%	62 47%	375 46%	14 43%	30 38%	430 47%
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	13 1%	2 1%	5 1%	2 1%	1 2%	10 1%	2 2%	2 1%	9 1%	2 2%	2 1%	9 1%	1 3%	0 0%	12 1%
MILITARY RELATED, RECRUITMENT FOR ARMED FORCES	8 1%	6 4%	0 0%	2 1%	1 2%	5 1%	1 1%	2 1%	5 1%	0 0%	3 2%	5 1%	0 0%	1 1%	7 1%
OTHER NEGATIVES (VARIOUS)	15 1%	2 1%	9 2%	3 2%	0 0%	12 2%	5 4%	1 0%	9 1%	3 3%	2 2%	10 1%	1 3%	2 3%	12 1%
NAFTA NEGOTIATIONS BETWEEN USA/CANADA, EXPORT/IMPORT, TRADE DEALS	7 1%	0 0%	5 1%	5 3%	0 0%	2 0%	3 2%	1 0%	3 0%	3 4%	1 1%	3 0%	0 0%	2 3%	5 1%
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	5 0%	0 0%	3 1%	1 0%	0 0%	4 1%	0 0%	0 0%	5 1%	0 0%	0 0%	5 1%	0 0%	0 0%	5 1%

IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	5 1%	1 1%	1 0%	0 0%	0 0%	5 1%	0 0%	2 1%	3 1%	0 0%	1 1%	4 1%	0 0%	1 1%	4 1%
HEALTH CARE RELATED (FREQUENT MENTIONS OF CUTS TO DIABETES MEDICATION)	3 0%	1 1%	1 0%	1 1%	0 0%	2 0%	0 0%	0 0%	3 0%	0 0%	1 1%	2 0%	1 3%	0 0%	2 0%
PIPELINES	6 1%	0 0%	2 0%	1 0%	0 0%	5 1%	1 1%	1 0%	4 1%	1 1%	1 1%	4 0%	0 0%	0 0%	6 1%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO	11 1%	3 2%	6 1%	1 0%	2 3%	8 1%	1 1%	5 3%	5 1%	1 1%	2 1%	8 1%	1 4%	1 1%	9 1%
DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	2 0%	1 1%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
EMPLOYMENT OPPORTUNITIES, GOVERNMENT JOB OPENINGS/HIRING (SPECIFIC TO CSIS)	3 0%	0 0%	3 1%	1 1%	0 0%	2 0%	1 1%	1 1%	1 0%	1 1%	0 0%	2 0%	0 0%	1 1%	2 0%
ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS	37 3%	7 4%	23 4%	6 3%	1 1%	29 4%	4 3%	2 1%	31 4%	3 4%	2 2%	32 4%	0 0%	2 3%	35 4%
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	62 6%	7 4%	37 7%	14 8%	4 6%	43 6%	10 8%	12 7%	40 6%	4 5%	11 9%	47 6%	0 0%	11 15%	51 6%
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF SAFE USE	51 5%	9 5%	23 4%	11 6%	3 4%	36 5%	8 6%	11 6%	31 4%	7 8%	2 2%	41 5%	1 2%	2 3%	47 5%
REMEMBRANCE DAY, VETERANS	5 1%	4 2%	1 0%	0 0%	0 0%	5 1%	0 0%	1 1%	4 1%	0 0%	0 0%	5 1%	0 0%	0 0%	5 1%
STATISTICS CANADA	3 0%	1 1%	1 0%	0 0%	0 0%	3 0%	1 1%	1 1%	1 0%	1 1%	0 0%	2 0%	0 0%	0 0%	3 0%
CANADA'S CULTURE, DIVERSITY	4 0%	0 0%	2 0%	0 0%	1 1%	3 0%	0 0%	1 1%	3 0%	0 0%	0 0%	4 0%	0 0%	0 0%	4 0%
WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY	5 0%	3 1%	2 0%	2 1%	0 0%	3 0%	0 0%	0 0%	5 1%	0 0%	0 0%	5 1%	0 0%	1 1%	4 0%
POSITIVE, GOOD IMPRESSION, LIKED IT	10 1%	2 1%	5 1%	0 0%	0 0%	9 1%	0 0%	1 1%	9 1%	2 2%	1 1%	7 1%	1 3%	0 0%	9 1%
SENIORS, PENSIONS	2 0%	1 1%	1 0%	1 1%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%

PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	5 0%	0 0%	2 0%	1 0%	0 0%	4 1%	0 0%	1 1%	4 1%	0 0%	0 0%	5 1%	0 0%	1 1%	4 0%
RCMP RECRUITMENT/PROMOTION	2 0%	1 1%	0 0%	0 0%	1 2% ++	1 0%	0 0%	0 0%	2 0%	0 0%	1 1%	1 0%	0 0%	0 0%	2 0%
PRIVACY OF INFORMATION CONCERNS, GOVERNMENT OBTAINING INFORMATION	3 0%	0 0%	1 0%	1 1%	0 0%	2 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%
TOURISM, CANADA	3 0%	2 1% ++	1 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%
Other	19 2%	8 4% ++	8 2%	3 2%	1 1%	15 2%	2 2%	2 1%	15 2%	1 1%	1 1%	17 2%	0 0%	1 1%	18 2%
Don't remember	264 26%	59 34%	123 23%	45 25%	18 25%	196 26%	30 23%	46 25%	188 27%	19 23%	37 28%	208 26%	11 34%	25 32%	228 25%
Chi2:	-	(99.9)		-			-			-			-		
Margin of error around 50%	3.07	7.43	4.23	7.32	11.71	3.57	8.66	7.22	3.70	10.76	8.60	3.46	17.32	11.10	3.26

How did you know that it was an ad from the Government of Canada?														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q4														
Weighted Total:	1027	63	255	405	61	120	121	534	490	291	154	192	187	203
Total:	1019	68	236	404	74	118	117	533	483	244	155	183	203	234
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	360 35%	22 31%	52 22% ----	162 41% +++	33 45% +	42 36%	49 41%	183 34%	174 37%	89 36%	70 45% +++	70 38%	69 33%	62 26% ---
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF	240 24%	13 21%	67 29% +	87 22%	9 12% --	33 29%	31 28%	146 28% +++	94 20% ---	67 28%	54 35% +++	45 25%	35 18% --	39 17% ---
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	40 4%	4 7%	10 4%	18 4%	4 5%	2 1%	2 2%	22 4%	18 3%	6 2%	1 1% --	8 4%	8 4%	17 7% +++
ASSUMED TO BE, IT WAS OBVIOUS	13 1%	2 3%	1 0%	5 1%	2 2%	1 1%	2 2%	7 1%	6 1%	1 0%	0 0%	2 1%	6 3% ++	4 2%
WRITTEN/PRINTED IN THE AD	31 3%	2 3%	11 5%	13 3%	1 1%	3 2%	1 1%	11 2%	20 4% +	11 5%	4 3%	2 1%	3 2%	11 5% +
IDENTIFIED/INDICATED, GENERAL MENTION	86 8%	5 6%	37 15% ++++	30 7%	4 5%	4 3% --	6 6%	44 8%	42 9%	16 7%	5 3% --	20 11%	22 11%	23 10%
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	8 1%	1 1%	2 1%	2 0%	0 0%	2 2%	1 1%	3 1%	5 1%	3 1%	1 1%	2 1%	2 1%	0 0%
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	24 2%	2 2%	6 2%	7 2%	2 3%	1 1%	6 5% ++	9 2%	15 3%	3 1%	3 2%	6 3%	3 2%	9 4%
MINISTERS/FEDERAL AGENTS FEATURED IN IT	31 3%	2 3%	6 2%	12 3%	5 7% ++	4 4%	2 1%	13 2%	18 4%	7 3%	1 1%	6 3%	7 4%	10 4%
SUBJECT/CONTENT	96 9%	5 7%	33 14% +++	36 9%	8 11%	8 7%	5 4% --	46 8%	50 10%	16 7%	11 7%	14 8%	25 13% +	30 13% ++
Don't remember	159 15%	12 17%	29 12%	64 16%	12 16%	24 19%	17 14%	86 16%	73 15%	37 15%	16 11%	27 15%	33 16%	46 19%
Chi2:	-	(99.9)						(90)		(99.9)				
Margin of error around 50%	3.07	11.88	6.38	4.88	11.39	9.02	9.06	4.24	4.46	6.27	7.87	7.24	6.88	6.41

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:	1027	890	122	725	245	280	735	614	402	225	363	430	326	266	311
Total:	1019	888	117	734	228	264	744	581	428	232	362	415	324	263	305
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	360 35%	313 35%	42 36%	296 40%	46 21%	116 43%	240 32%	229 39%	127 30%	94 41%	120 33%	142 34%	111 34%	103 39%	109 35%
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF	240 24%	211 25%	28 25%	161 23%	63 28%	56 21%	183 26%	156 27%	82 20%	38 17%	84 24%	117 29%	62 20%	61 24%	86 29%
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	40 4%	37 4%	3 2%	29 4%	10 4%	10 4%	30 4%	19 3%	21 5%	13 5%	13 4%	14 3%	18 5%	8 3%	14 5%
ASSUMED TO BE, IT WAS OBVIOUS	13 1%	10 1%	3 2%	10 1%	1 0%	2 1%	10 1%	6 1%	6 1%	1 0%	6 1%	5 1%	3 1%	3 1%	3 1%
WRITTEN/PRINTED IN THE AD	31 3%	23 3%	7 6%	17 2%	10 4%	6 2%	24 3%	14 2%	16 4%	4 2%	12 3%	15 4%	9 3%	12 5%	6 2%
IDENTIFIED/INDICATED, GENERAL MENTION	86 8%	80 9%	5 4%	47 6%	42 18%	16 6%	69 9%	43 8%	42 10%	21 9%	29 8%	36 8%	30 9%	18 7%	29 9%
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	8 1%	5 1%	2 2%	6 1%	1 0%	2 1%	6 1%	5 1%	2 0%	2 1%	2 1%	2 0%	3 1%	1 0%	3 1%
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	24 2%	21 2%	3 2%	19 2%	4 2%	2 1%	21 3%	10 2%	14 3%	2 1%	12 3%	10 2%	10 3%	4 1%	6 2%
MINISTERS/FEDERAL AGENTS FEATURED IN IT	31 3%	27 3%	4 4%	20 3%	6 2%	5 2%	25 3%	13 2%	18 4%	9 4%	10 3%	12 3%	10 3%	6 2%	9 3%
SUBJECT/CONTENT	96 9%	85 9%	11 9%	55 7%	35 15%	22 8%	74 10%	46 8%	49 11%	21 9%	39 11%	35 8%	31 9%	23 9%	29 9%
Don't remember	159 15%	135 15%	19 17%	125 17%	23 10%	39 15%	119 16%	81 14%	77 18%	38 16%	56 15%	63 15%	57 18%	42 16%	34 11%
Chi2:	-	-	-	(99.9)	-	(95)	-	(99)	-	-	-	-	-	-	-
Margin of error around 50%	3.07	3.29	9.06	3.62	6.49	6.03	3.59	4.07	4.74	6.43	5.15	4.81	5.44	6.04	5.61

How did you know that it was an ad from the Government of Canada?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q4															
Weighted Total:	1027	174	551	189	75	745	134	191	695	86	138	796	33	85	905
Total:	1019	174	537	179	70	753	128	184	701	83	130	800	32	78	905
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	360 35%	53 31%	196 36%	45 25% ---	31 46% ++	278 37%	47 37%	63 34%	248 35%	22 26%	46 36%	290 36%	12 38%	25 33%	322 35%
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF	240 24%	34 21%	138 27%	48 28%	14 20%	176 24%	43 34% +++	50 28%	147 22% ---	29 35% ++	28 22%	183 24%	7 23%	16 20%	217 25%
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	40 4%	2 1% --	18 3%	7 4%	4 5%	28 4%	4 3%	5 3%	31 4%	4 5%	3 2%	33 4%	0 0%	2 3%	38 4%
ASSUMED TO BE, IT WAS OBVIOUS	13 1%	5 2% +	3 1%	2 1%	1 2%	10 1%	1 1%	2 1%	10 1%	1 1%	4 3% ++	8 1%	1 4%	0 0%	12 1%
WRITTEN/PRINTED IN THE AD	31 3%	9 5% +	14 3%	7 4%	0 0%	23 3%	1 1%	6 3%	23 3%	0 0%	5 4%	25 3%	0 0%	2 3%	28 3%
IDENTIFIED/INDICATED, GENERAL MENTION	86 8%	17 10%	43 8%	21 12% +	5 6%	57 7%	7 6%	14 8%	65 9%	7 9%	11 8%	68 8%	1 3%	8 10%	77 8%
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	8 1%	3 2%	5 1%	2 1%	1 1%	5 1%	1 1%	1 0%	6 1%	1 1%	2 1%	5 1%	1 3%	2 2%	5 1% --
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	24 2%	7 4%	10 2%	3 2%	2 3%	19 2%	3 2%	3 2%	18 2%	2 2%	2 2%	20 2%	1 3%	2 2%	21 2%
MINISTERS/FEDERAL AGENTS FEATURED IN IT	31 3%	2 1% -	16 3%	2 1% -	3 4%	24 3%	0 0% --	3 2%	28 4% ++	0 0%	3 3%	28 3%	0 0%	0 0%	31 3% ++
SUBJECT/CONTENT	96 9%	19 11%	46 8%	26 14% +++	4 5%	66 8%	13 10%	21 11%	60 8%	10 13%	11 8%	73 9%	3 8%	6 8%	86 9%
Don't remember	159 15%	32 18%	81 15%	27 15%	10 15%	120 16%	17 13%	32 17%	109 15%	14 17%	23 17%	121 15%	8 24%	19 24%	131 14%
Chi2:	-	(95)		(95)			-				-				

Margin of error around 50%	3.07	7.43	4.23	7.32	11.71	3.57	8.66	7.22	3.70	10.76	8.60	3.46	17.32	11.10	3.26
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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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Yes	245 12%	17 11%	53 12%	106 14%	16 10%	22 10%	30 12%	104 11%	140 13%	51 11%	25 8%	41 12%	57 15%	71 15%
				+				-	+				+	+
No	1149 58%	78 52%	269 63%	435 57%	86 54%	125 58%	152 58%	587 61%	557 56%	283 62%	231 69%	199 59%	190 50%	246 51%
		-	++					+++	--	++	++++		----	----
I don't remember / Not sure	603 30%	56 37%	112 25%	226 29%	56 36%	69 31%	82 31%	273 28%	322 31%	124 27%	81 24%	100 29%	130 35%	168 34%
Prefer not to say	3 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	3 0%	0 0%	0 0%	0 0%	1 0%	0 0%	2 0%
Chi2:	-	-						95		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
Yes	245 12%	208 12%	34 14%	191 13%	44 11%	48 9%	192 13%	127 11%	115 13%	61 13%	94 13%	89 11%	98 16%	51 10%	58 10%
				+		--	++						+++	-	--
No	1149 58%	985 58%	146 60%	831 57%	253 61%	328 63%	810 57%	697 62%	441 53%	252 55%	382 56%	503 62%	319 51%	301 60%	379 66%
				-		++	-	++++	----			+++	----		++++
I don't remember / Not sure	603 30%	528 30%	65 26%	450 30%	119 28%	145 28%	446 30%	308 27%	290 34%	150 32%	217 31%	228 27%	214 33%	155 30%	144 25%
Prefer not to say	3 0%	3 0%	0 0%	2 0%	1 0%	0 0%	2 0%	1 0%	2 0%	1 0%	1 0%	1 0%	0 0%	2 0%	0 0%
Chi2:	-	-		90		99		99		90			99.9		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	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		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1A															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Yes	245 12%	245 100% ++++	0 0% ----	32 8% ---	12 8% ---	197 14% ++++	22 7% ---	25 6% ----	198 15% ++++	14 8% -	22 8% --	208 14% ++++	9 12% -	14 8% -	222 13% ++
No	1149 58%	0 0% ----	1149 100% ++++	270 70% ++++	86 60% ---	766 54% ----	207 71% ++++	255 64% +++	675 53% ----	116 68% +++	192 67% ++++	828 55% ----	45 61% ---	125 71% ++++	964 56% ----
I don't remember / Not sure	603 30%	0 0%	0 0%	84 21%	49 32%	455 32%	66 21%	120 29%	413 32%	43 24%	72 25%	486 31%	18 25%	37 21%	544 31%
Prefer not to say	3 0%	0 0%	0 0%	1 0%	0 0%	2 0%	1 0%	2 0%	0 0%	0 0%	1 0%	2 0%	1 1%	1 0%	1 0%
Chi2:	-	99.9		99.9			99.9			99.9			99		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

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:	242	15	56	104	13	22	31	104	137	60	25	43	52	62
Total:	245	17	53	106	16	22	30	104	140	51	25	41	57	71
Cinema	2 1%	1 6%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	1 1%	1 2%	0 0%	0 0%	1 2%	0 0%
Internet website	25 10%	2 11%	2 4%	8 8%	4 26%	4 19%	5 16%	11 11%	14 10%	10 19%	2 8%	2 5%	5 8%	6 9%
Magazines	5 2%	1 6%	2 4%	2 2%	0 0%	0 0%	0 0%	2 2%	3 2%	2 4%	0 0%	1 2%	1 2%	1 1%
Newspaper (daily)	34 14%	3 16%	8 14%	11 10%	1 5%	4 18%	7 25%	18 17%	16 11%	8 16%	2 8%	4 10%	5 8%	15 22%
Newspaper (weekly or community)	16 7%	2 12%	2 4%	8 8%	2 13%	1 6%	1 3%	7 7%	9 7%	6 11%	2 8%	2 4%	2 4%	4 6%
Outdoor billboard	6 3%	0 0%	2 4%	2 2%	0 0%	2 11%	0 0%	3 3%	3 3%	4 8%	0 0%	2 5%	0 0%	0 0%
Pamphlet or brochure in the mail	6 2%	2 13%	2 4%	2 2%	0 0%	0 0%	0 0%	2 2%	4 3%	1 2%	1 4%	0 0%	3 5%	1 2%
Public transit (bus or subway)	8 3%	1 6%	0 0%	4 4%	0 0%	2 11%	1 4%	4 4%	4 3%	4 8%	2 8%	1 2%	0 0%	1 1%
Radio	27 11%	2 12%	5 9%	13 13%	2 11%	4 22%	1 4%	11 11%	16 12%	10 20%	0 0%	5 13%	5 9%	7 9%
Television	152 60%	12 70%	34 62%	65 60%	8 47%	12 51%	21 69%	67 62%	84 59%	18 36%	12 47%	27 65%	41 72%	54 76%
Twitter	3 1%	0 0%	0 0%	3 3%	0 0%	0 0%	0 0%	1 1%	2 2%	1 2%	1 4%	0 0%	0 0%	1 1%
Facebook	49 20%	7 40%	10 20%	19 18%	6 39%	3 15%	4 13%	18 18%	31 22%	14 27%	5 21%	8 18%	12 21%	10 14%

Youtube	13 6%	1 6%	2 4%	4 4%	0 0%	1 6%	5 18% +++	10 11% +++	3 3% --	9 18% ++++	1 4%	2 5%	0 0% --	1 1%
Instagram	1 1%	1 8%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 3% ++	0 0%	0 0%
LinkedIn	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
E-MAIL	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%
REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES	6 2%	1 5%	2 3%	3 3%	0 0%	0 0%	0 0%	1 1%	5 3%	1 2%	0 0%	0 0%	2 4%	3 4%
Other, specify:	3 1%	0 0%	1 2%	1 1%	0 0%	1 5%	0 0%	1 1%	2 1%	0 0%	2 8%	0 0%	1 2%	0 0%
Don't know	6 2%	0 0%	0 0%	3 3%	1 7%	1 5%	0 0%	1 1%	5 4%	2 3%	0 0%	1 3%	1 2%	2 3%
Chi2:	-	(90)						-		(99)				
Margin of error around 50%	6.26	23.77	13.46	9.52	24.50	20.89	17.89	9.61	8.28	13.72	19.60	15.30	12.98	11.63

Where have you seen, read or heard this Government of Canada ad 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+
T1B															
Weighted Total:	242	205	35	186	47	51	186	132	107	57	92	92	98	51	58
Total:	245	208	34	191	44	48	192	127	115	61	94	89	98	51	58
Cinema	2 1%	1 0%	1 3%	2 1%	0 0%	1 2%	1 0%	1 1%	1 1%	1 2%	0 0%	1 1%	1 1%	0 0%	1 2%
Internet website	25 10%	24 12% +	1 3%	21 11%	4 9%	6 12%	19 10%	18 14% +	7 7% -	5 9%	10 11%	10 11%	10 10%	9 19% ++	4 6%
Magazines	5 2%	4 2%	1 3%	3 2%	2 5%	2 4%	3 2%	2 2%	3 3%	1 2%	1 1%	3 4%	3 3%	1 2%	1 2%
Newspaper (daily)	34 14%	28 13%	5 15%	26 14%	5 11%	11 24% ++	23 11% -	15 12%	19 16%	5 8%	14 15%	15 16%	16 16%	8 17%	7 11%
Newspaper (weekly or community)	16 7%	12 6%	4 11%	13 7%	1 2%	7 14% ++	9 5% --	10 7%	6 6%	5 8%	6 7%	5 6%	10 10% +	5 10%	0 0% --
Outdoor billboard	6 3%	5 3%	1 3%	4 3%	2 5%	0 0%	6 4%	5 4%	1 1%	1 2%	3 4%	2 2%	4 5%	0 0%	2 4%
Pamphlet or brochure in the mail	6 2%	4 2%	2 6%	4 2%	2 4%	1 2%	5 3%	1 1% -	5 4% +	2 3%	2 2%	2 2%	2 2%	2 4%	0 0%
Public transit (bus or subway)	8 3%	7 4%	1 3%	8 5%	0 0%	3 6%	5 3%	4 3%	4 4%	1 2%	3 4%	4 4%	4 4%	2 5%	2 4%
Radio	27 11%	23 11%	4 13%	25 14% ++	3 6%	9 20% ++	18 9% -	19 16% ++	8 7% --	5 7%	12 14%	10 12%	8 8%	11 23% +++	5 9%
Television	152 60%	133 62%	19 54%	115 59%	28 61%	23 48% --	127 65% ++	71 54% --	80 68% ++	45 74% ++	60 62%	47 51% --	57 57%	35 66%	36 61%
Twitter	3 1%	2 1%	1 3%	3 2%	0 0%	0 0%	3 2%	1 1%	2 2%	0 0%	1 1%	2 2%	2 2%	0 0%	1 2%
Facebook	49 20%	44 21%	5 16%	43 22% +	5 12%	12 24%	35 18%	29 23%	19 16%	14 23%	21 22%	14 17%	20 20%	10 20%	9 16%

Youtube	13 6%	8 4% --	5 16% +++	10 6%	2 5%	5 11%	8 5%	9 8%	4 4%	3 6%	2 2%	7 9%	8 9%	3 7%	2 4%
Instagram	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 2% ++
LinkedIn	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
E-MAIL	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%
REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES	6 2%	5 2%	1 3%	4 2%	3 7% ++	1 2%	5 3%	2 2%	4 3%	0 0%	2 2%	4 4%	3 3%	3 6%	0 0% +
Other, specify:	3 1%	1 0% --	1 3%	3 2%	1 2%	2 4%	1 1%	1 1%	1 1%	1 2%	2 2%	0 0%	3 3% ++	0 0%	0 0%
Don't know	6 2%	4 2%	1 2%	5 2%	0 0%	2 4%	3 1%	2 2%	4 3%	1 2%	2 2%	3 3%	1 1%	0 0%	1 1%
Chi2:	-	-	-	-	(95)	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	6.26	6.79	16.81	7.09	14.77	14.14	7.07	8.70	9.14	12.55	10.11	10.39	9.90	13.72	12.87

Where have you seen, read or heard this Government of Canada ad about Canadian Veterans?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
T1B															
Weighted Total:	242	242	0	33	12	193	23	25	195	15	23	204	9	15	218
Total:	245	245	0	32	12	197	22	25	198	14	22	208	9	14	222
Cinema	2 1%	2 1%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%
Internet website	25 10%	25 10%	0 0%	3 10%	2 18%	20 10%	2 8%	7 30%	16 8%	0 0%	6 25%	19 9%	1 10%	2 13%	22 10%
Magazines	5 2%	5 2%	0 0%	1 3%	0 0%	4 2%	0 0%	1 4%	4 2%	0 0%	2 9%	3 2%	0 0%	1 7%	4 2%
Newspaper (daily)	34 14%	34 14%	0 0%	3 10%	0 0%	31 16%	3 16%	4 17%	27 13%	4 33%	3 14%	27 12%	2 24%	3 23%	29 13%
Newspaper (weekly or community)	16 7%	16 7%	0 0%	2 6%	1 7%	13 7%	1 4%	2 8%	13 7%	1 8%	2 8%	13 6%	1 11%	1 8%	14 6%
Outdoor billboard	6 3%	6 3%	0 0%	0 0%	1 10%	5 3%	0 0%	1 5%	5 3%	0 0%	1 5%	5 3%	0 0%	0 0%	6 3%
Pamphlet or brochure in the mail	6 2%	6 2%	0 0%	1 3%	0 0%	5 3%	0 0%	0 0%	6 3%	0 0%	0 0%	6 3%	0 0%	0 0%	6 3%
Public transit (bus or subway)	8 3%	8 3%	0 0%	0 0%	1 10%	7 4%	0 0%	2 8%	6 3%	0 0%	0 0%	8 4%	0 0%	0 0%	8 4%
Radio	27 11%	27 11%	0 0%	2 6%	3 24%	22 12%	1 5%	5 21%	21 11%	2 16%	3 14%	22 11%	0 0%	3 24%	24 11%
Television	152 60%	152 60%	0 0%	19 56%	5 41%	126 63%	11 46%	13 50%	128 63%	7 44%	11 48%	134 63%	3 31%	6 40%	143 63%
Twitter	3 1%	3 1%	0 0%	0 0%	0 0%	3 2%	0 0%	0 0%	3 2%	0 0%	0 0%	3 1%	0 0%	0 0%	3 1%

Facebook	49 20%	49 20%	0 0%	5 17%	2 17%	41 21%	7 34%	3 12%	39 20%	2 17%	6 27%	40 19%	4 48%	2 14%	43 19%
Youtube	13 6%	13 6%	0 0%	2 6%	2 20%	9 5%	2 8%	1 5%	10 6%	0 0%	1 4%	12 7%	0 0%	1 6%	12 6%
Instagram	1 1%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%
LinkedIn	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
E-MAIL	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 3%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES	6 2%	6 2%	0 0%	2 6%	0 0%	4 2%	1 4%	0 0%	5 2%	1 6%	0 0%	5 2%	1 10%	0 0%	5 2%
Other, specify:	3 1%	3 1%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	3 2%	0 0%	0 0%	3 1%	0 0%	0 0%	3 1%
Don't know	6 2%	6 2%	0 0%	0 0%	1 8%	4 2%	0 0%	2 7%	4 2%	0 0%	1 5%	5 2%	0 0%	2 14%	4 2%
Chi2:	-	-		-			-			-			-		
Margin of error around 50%	6.26	6.26	*	17.32	28.29	6.98	20.89	19.60	6.96	26.19	20.89	6.79	32.67	26.19	6.58

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:	237	15	56	102	12	21	31	103	132	58	25	42	51	60
Total:	239	17	53	103	15	21	30	103	135	49	25	40	56	69
Soldiers marching	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%
Climbing out of/action in trenches	3 1%	0 0%	0 0%	2 2%	0 0%	1 5%	0 0%	1 1%	2 1%	0 0%	0 0%	0 0%	1 2%	2 3%
Images of nurse	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 2% ++	0 0%	0 0%
Fighting/wounded/dead soldiers	2 1%	0 0%	0 0%	0 0%	0 0%	1 4%	1 3%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	2 3% ++
Poppies (poppy campaigns/importance of our support)	30 13%	1 6%	9 17%	12 12%	2 13%	4 20%	2 6%	9 9%	21 16% +	6 12%	5 21%	5 12%	6 11%	8 12%
General message of supporting / honouring / remembering Veterans	23 10%	0 0%	6 12%	7 6%	1 7%	2 10%	7 24% +++	12 12%	11 8%	6 13%	2 8%	5 13%	1 2% --	9 13%
Specific war footage / images of World War I and World War I	5 2%	0 0%	1 2%	2 2%	0 0%	2 9%	0 0%	1 1%	4 3%	0 0%	1 4%	0 0%	3 6% ++	1 1%
SUPPORT/BENEFITS/JOB/HEALTH CARE FOR VETERANS AND RETURNING SOLDERS/VETS (LEVEL OF SERVICES, ISSUES AROUND LACK OF SUPPORT/NEED FOR BENEFITS, BEING TREATED BETTER...)	27 11%	3 17%	4 7%	9 9%	2 13%	2 9%	7 25% ++	15 14%	12 9%	6 12%	3 12%	5 12%	3 5% -	10 15%
REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES)	30 13%	0 0%	5 10%	19 18% ++	1 7%	2 9%	3 10%	13 13%	17 13%	6 13%	2 8%	7 17%	6 11%	9 13%
ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)	2 1%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	1 4%	0 0%	0 0%	1 1%
LEST WE FORGET	2 1%	2 12%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	2 3% ++	0 0%

WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)	4 1%	0 0%	1 2%	3 3%	0 0%	0 0%	0 0%	2 2%	2 1%	0 0%	0 0%	0 0%	0 0%	4 6% +++
HISTORY, A PART OF HISTORY	1 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	8 3%	0 0%	1 2%	4 4%	0 0%	1 4%	2 6%	1 1%	7 5% +	1 2%	4 16%	0 0%	2 4%	1 1%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	4 2%	0 0%	0 0%	2 2%	1 6%	0 0%	1 3%	0 0%	4 3% +	1 2%	0 0%	1 3%	1 1%	1 1%
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 3% ++	1 1%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%
EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)	3 1%	0 0%	0 0%	2 2%	0 0%	0 0%	1 3%	2 2%	1 1%	0 0%	0 0%	1 2%	2 4% +	0 0%
MUSIC/BAGPIPES PLAYING	2 1%	0 0%	2 4% +++	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	1 2%	0 0%	0 0%	0 0%	1 2%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	15 7%	1 7%	6 11%	6 6%	0 0%	0 0%	2 7%	7 7%	8 6%	3 6%	1 4%	4 11%	4 7%	3 5%
IMAGES OF WAR(S) (GENERAL MENTION)	5 2%	0 0%	2 3%	3 3%	0 0%	0 0%	0 0%	0 0%	5 4% +	0 0%	1 4%	0 0%	2 4%	2 3%
PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VETERANS, THOSE CURRENTLY FIGHTING	2 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 4% +	1 1%	1 1%	1 2%	0 0%	0 0%	0 0%	1 1%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	1 0%	0 0%	1 2% +	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2% +	0 0%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	3 1%	0 0%	1 2%	1 1%	0 0%	0 0%	1 3%	2 2%	1 1%	0 0%	1 4%	2 5% ++	0 0%	0 0%
FAMILY MEMBERS WHO ARE VETS, PERSONAL MEMORIES	1 0%	0 0%	1 2% +	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 4%	0 0%	0 0%	0 0%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2% +	0 0%
SOLDIERS/ARMY (GENERAL)	9 4%	0 0%	3 6%	4 4%	0 0%	0 0%	2 7%	2 2%	7 5%	2 4%	1 4%	1 2%	1 2%	4 6%

OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE	3 1%	0 0%	0 0%	3 3% ++	0 0%	0 0%	0 0%	0 0%	3 2%	1 2%	0 0%	1 2%	0 0%	1 1%
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	1 1%	0 0%	0 0%	0 0%	0 0%	1 6%	0 0%	0 0%	1 1%	1 2% ++	0 0%	0 0%	0 0%	0 0%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	1 0%	1 6%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 2% +	0 0%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2% +	0 0%
RECENT EVENTS WITH SOLDER SHOT AT MEMORIAL, ACTS OF TERRORISM	2 1%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	1 4%	0 0%	0 0%	1 1%
YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO VETERAN	1 0%	0 0%	1 2% +	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 3% ++	0 0%	0 0%
ROYAL CANADIAN MINT, COMMEMORATIVE CPIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE	29 12%	1 4%	9 17%	13 12%	2 14%	1 5%	3 9%	18 17% ++	11 8% --	2 4%	0 0%	6 15%	13 24% +++	8 11%
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY	16 6%	1 5%	3 5%	11 10% ++	1 7%	0 0%	0 0%	7 6%	9 6%	0 0% --	0 0%	1 2%	6 11%	9 13% +++
DIGITAL/VIRTUAL POPPY	7 3%	0 0%	2 4%	4 4%	1 7%	0 0%	0 0%	2 2%	5 4%	1 2%	2 8%	1 3%	2 3%	1 1%
INVICTUS GAMES	2 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 3%	0 0%	2 1%	0 0%	0 0%	0 0%	1 2%	1 1%
Specify	12 5%	2 13%	2 4%	4 4%	1 5%	2 10%	1 4%	6 6%	6 4%	5 10% +	0 0%	2 5%	2 4%	3 4%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	22 9%	2 14%	2 3%	10 10%	3 21%	3 14%	2 7%	10 10%	12 9%	8 16% +	1 4%	4 9%	2 4%	7 10%
Prefer not to say	26 11%	6 35%	4 9%	8 8%	3 21%	4 19%	1 3%	11 11%	14 10%	9 18%	3 11%	3 8%	5 9%	6 8%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	(90)	-	-
Margin of error around 50%	6.34	23.77	13.46	9.66	25.30	21.38	17.89	9.66	8.43	14.00	19.60	15.49	13.10	11.80

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:	237	201	34	182	47	49	184	130	103	57	91	88	97	51	57
Total:	239	204	33	186	44	46	189	125	111	60	92	86	97	51	57
Soldiers marching	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 2%	0 0%
Climbing out of/action in trenches	3 1%	3 1%	0 0%	3 1%	0 0%	0 0%	3 1%	0 0%	3 3%	0 0%	2 2%	1 1%	0 0%	2 3%	0 0%
Images of nurse	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%
Fighting/wounded/dead soldiers	2 1%	2 1%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	2 2%	0 0%	1 1%	1 1%	1 1%	1 2%	0 0%
Poppies (poppy campaigns/importance of our support)	30 13%	25 12%	5 15%	21 11%	8 18%	8 17%	21 11%	19 15%	11 10%	3 5%	13 14%	14 16%	10 10%	11 22%	5 9%
General message of supporting / honouring / remembering Veterans	23 10%	18 9%	5 16%	16 9%	6 14%	7 15%	16 9%	13 11%	10 9%	5 8%	10 11%	7 9%	6 6%	6 13%	6 11%
Specific war footage / images of World War I and World War I	5 2%	5 2%	0 0%	5 3%	0 0%	0 0%	5 3%	2 2%	3 3%	1 2%	1 1%	3 3%	1 1%	1 2%	0 0%
SUPPORT/BENEFITS/JOB/HEALTH CARE FOR VETERANS AND RETURNING SOLDERS/VETS (LEVEL OF SERVICES, ISSUES AROUND LACK OF SUPPORT/NEED FOR BENEFITS, BEING TREATED BETTER...)	27 11%	25 12%	2 5%	24 13%	3 7%	6 14%	20 10%	13 10%	13 12%	10 17%	10 11%	7 8%	13 13%	5 10%	5 9%
REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES)	30 13%	27 13%	3 8%	27 15%	3 7%	6 13%	24 13%	17 14%	13 12%	10 17%	10 11%	10 12%	13 14%	7 13%	7 12%
ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)	2 1%	1 0%	1 3%	2 1%	0 0%	0 0%	2 1%	1 1%	1 1%	0 0%	0 0%	2 2%	0 0%	2 4%	0 0%
LEST WE FORGET	2 1%	2 1%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	2 2%	1 2%	0 0%	1 1%	2 2%	0 0%	0 0%

WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)	4 1%	3 1%	1 3%	4 2%	0 0%	4 2%	0 0%	4 3%	0 0%	3 3%	1 1%	2 2%	1 2%	1 1%
HISTORY, A PART OF HISTORY	1 0%	1 0%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	8 3%	7 3%	1 3%	6 3%	1 2%	5 3%	5 4%	3 3%	2 3%	3 3%	3 3%	2 2%	2 4%	3 5%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	4 2%	3 1%	1 3%	3 2%	0 0%	3 1%	2 1%	2 2%	0 0%	1 1%	3 3%	1 1%	1 2%	2 3%
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)	1 0%	1 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%
EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)	3 1%	3 1%	0 0%	3 2%	0 0%	2 1%	1 2%	2 2%	1 2%	2 2%	0 0%	3 3%	0 0%	0 0%
MUSIC/BAGPIPES PLAYING	2 1%	0 0%	2 7%	0 0%	1 3%	2 1%	1 1%	1 1%	0 0%	0 0%	2 2%	1 1%	1 2%	0 0%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	15 7%	11 6%	4 13%	8 5%	5 11%	8 5%	7 15%	8 5%	11 9%	4 4%	6 7%	3 4%	3 6%	7 13%
IMAGES OF WAR(S) (GENERAL MENTION)	5 2%	4 2%	1 3%	2 1%	2 4%	3 2%	3 2%	2 2%	2 3%	3 3%	0 0%	3 3%	0 0%	2 3%
PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VETERANS, THOSE CURRENTLY FIGHTING	2 1%	2 1%	0 0%	2 1%	0 0%	1 2%	1 0%	1 1%	1 1%	1 0%	0 0%	2 2%	0 0%	0 0%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	1 0%	1 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	3 1%	2 1%	1 3%	2 1%	1 2%	1 1%	2 4%	1 1%	3 2%	0 0%	2 2%	0 0%	0 0%	3 6%
FAMILY MEMBERS WHO ARE VETS, PERSONAL MEMORIES	1 0%	0 0%	0 0%	1 1%	1 2%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	1 0%	1 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%
SOLDIERS/ARMY (GENERAL)	9 4%	8 4%	1 3%	6 3%	2 5%	2 5%	0 0%	9 5%	3 2%	6 6%	6 7%	1 2%	2 2%	1 2%

OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE	3 1%	2 1%	0 0%	2 1%	0 0%	1 2%	2 1%	2 2%	1 1%	1 2%	1 1%	1 1%	0 0%	2 4%	0 0%
														+	
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%
														++	
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	1 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 0%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	1 2%
										+					+
RECENT EVENTS WITH SOLDER SHOT AT MEMORIAL, ACTS OF TERRORISM	2 1%	2 1%	0 0%	2 1%	0 0%	1 2%	1 0%	1 1%	1 1%	0 0%	2 2%	0 0%	1 1%	0 0%	1 1%
											+				
YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO VETERAN	1 0%	1 1%	0 0%	0 0%	1 2%	1 2%	0 0%	0 1%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%
				--	++	++	--								
ROYAL CANADIAN MINT, COMMEMORATIVE CPIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE	29 12%	27 13%	2 5%	20 10%	7 16%	2 5%	27 14%	12 9%	16 14%	9 16%	10 11%	10 11%	8 8%	6 11%	7 13%
						-	+								
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY	16 6%	15 7%	1 3%	13 6%	2 4%	0 0%	16 8%	5 4%	11 9%	5 8%	8 8%	3 3%	6 6%	3 5%	4 6%
						-	++	-	+						
DIGITAL/VIRTUAL POPPY	7 3%	5 2%	2 6%	7 4%	0 0%	1 2%	6 3%	5 4%	2 2%	0 0%	2 2%	5 6%	3 3%	1 2%	3 6%
												+			
INVICTUS GAMES	2 1%	2 1%	0 0%	1 0%	1 2%	0 0%	2 1%	0 0%	2 2%	0 0%	0 0%	2 2%	0 0%	1 2%	0 0%
												+			
Specify	12 5%	8 4%	4 13%	10 6%	2 5%	5 11%	7 4%	6 5%	6 6%	1 1%	5 5%	6 8%	4 4%	4 9%	3 5%
			++			++	-								
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	22 9%	21 11%	1 3%	18 10%	2 4%	3 7%	18 10%	13 11%	9 8%	2 3%	11 12%	9 11%	10 10%	6 12%	5 9%
										-					
Prefer not to say	26 11%	21 10%	5 15%	20 11%	4 10%	5 10%	20 11%	13 10%	13 12%	10 16%	8 9%	8 9%	14 15%	2 4%	5 9%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	6.34	6.86	17.06	7.19	14.77	14.45	7.13	8.77	9.30	12.65	10.22	10.57	9.95	13.72	12.98

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

	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
T1C															
Weighted Total:	237	237	0	33	11	190	23	23	191	15	22	199	9	13	215
Total:	239	239	0	32	11	193	22	23	194	14	21	203	9	12	218
Soldiers marching	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
Climbing out of/action in trenches	3 1%	3 1%	0 0%	0 0%	0 0%	3 1%	0 0%	0 0%	3 1%	0 0%	0 0%	3 1%	0 0%	0 0%	3 1%
Images of nurse	1 0%	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 0%
Fighting/wounded/dead soldiers	2 1%	2 1%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%
Poppies (poppy campaigns/importance of our support)	30 13%	30 13%	0 0%	5 15%	0 0%	24 13%	3 13%	4 19%	23 12%	3 21%	3 15%	24 12%	2 20%	1 9%	27 13%
General message of supporting / honouring / remembering Veterans	23 10%	23 10%	0 0%	1 3%	0 0%	22 12%	2 8%	2 10%	19 10%	0 0%	1 4%	22 11%	0 0%	2 14%	21 10%
Specific war footage / images of World War I and World War I	5 2%	5 2%	0 0%	0 0%	0 0%	5 2%	0 0%	0 0%	5 2%	0 0%	0 0%	5 2%	0 0%	0 0%	5 2%
SUPPORT/BENEFITS/JOBS/HEALTH CARE FOR VETERANS AND RETURNING SOLDERS/VETS (LEVEL OF SERVICES, ISSUES AROUND LACK OF SUPPORT/NEED FOR BENEFITS, BEING TREATED BETTER...)	27 11%	27 11%	0 0%	3 10%	0 0%	23 12%	4 19%	4 16%	19 10%	3 21%	3 14%	20 10%	1 11%	1 7%	25 11%
REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES)	30 13%	30 13%	0 0%	2 6%	2 18%	26 14%	1 5%	3 13%	26 14%	1 8%	5 24%	24 12%	1 11%	3 26%	26 12%
ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)	2 1%	2 1%	0 0%	0 0%	0 0%	2 1%	0 0%	1 4%	1 0%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%

LEST WE FORGET	2 1%	2 1%	0 0%	0 0%	0 1%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%
WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)	4 1%	4 1%	0 0%	0 0%	0 2%	4 2%	0 0%	1 4%	3 1%	0 0%	0 0%	4 2%	0 0%	0 0%	4 2%
HISTORY, A PART OF HISTORY	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	8 3%	8 3%	0 0%	2 6%	0 0%	6 3%	0 0%	2 8%	6 3%	0 0%	1 4%	7 4%	0 0%	0 0%	8 4%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	4 2%	4 2%	0 0%	0 0%	0 2%	4 2%	0 0%	0 0%	4 2%	0 0%	0 0%	4 2%	0 0%	0 0%	4 2%
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)	3 1%	3 1%	0 0%	0 0%	0 2%	3 2%	0 0%	0 0%	3 2%	0 0%	0 0%	3 1%	0 0%	0 0%	3 1%
MUSIC/BAGPIPES PLAYING	2 1%	2 1%	0 0%	0 0%	0 1%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	15 7%	15 7%	0 0%	2 7%	1 9%	12 7%	1 4%	1 5%	13 7%	0 0%	1 5%	14 7%	0 0%	1 9%	14 7%
IMAGES OF WAR(S) (GENERAL MENTION)	5 2%	5 2%	0 0%	2 6%	0 0%	3 1%	0 0%	0 0%	5 2%	0 0%	0 0%	5 2%	0 0%	0 0%	5 2%
PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VETERANS, THOSE CURRENTLY FIGHTING	2 1%	2 1%	0 0%	0 0%	0 0%	2 1%	1 5%	1 4%	0 0%	1 8%	0 0%	1 0%	0 0%	0 0%	2 1%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	1 0%	1 0%	0 0%	0 0%	0 1%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 0%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	3 1%	3 1%	0 0%	1 3%	0 0%	2 1%	1 5%	0 0%	2 1%	1 7%	0 0%	2 1%	1 11%	0 0%	2 1%
FAMILY MEMBERS WHO ARE VETS, PERSONAL MEMORIES	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 0%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%

SOLDIERS/ARMY (GENERAL)	9 4%	9 4%	0 0%	2 7%	3 27%	4 2% ---	0 0%	1 6%	8 4%	0 0%	0 0%	9 5%	0 0%	0 0%	9 4%
OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE	3 1%	3 1%	0 0%	0 0%	0 0%	3 2%	0 0%	0 0%	3 2%	0 0%	0 0%	3 2%	0 0%	0 0%	3 1%
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	1 1%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 5%	0 0%	0 0%	1 6%	0 0%	0 0%	0 0%	1 1%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
RECENT EVENTS WITH SOLDER SHOT AT MEMORIAL, ACTS OF TERRORISM	2 1%	2 1%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%
YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO VETERAN	1 0%	1 0%	0 0%	0 0%	1 10%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%
ROYAL CANADIAN MINT, COMMEMORATIVE CPIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE	29 12%	29 12%	0 0%	6 19%	1 8%	22 11%	2 8%	2 9%	25 13%	2 12%	3 13%	24 12%	0 0%	2 15%	27 12%
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY	16 6%	16 6%	0 0%	1 3%	0 0%	15 7%	1 4%	0 0%	15 7%	0 0%	0 0%	16 7% +	0 0%	0 0%	16 7%
DIGITAL/VIRTUAL POPPY	7 3%	7 3%	0 0%	1 3%	0 0%	6 3%	1 5%	2 8%	4 2%	0 0%	1 5%	6 3%	0 0%	0 0%	7 3%
INVICTUS GAMES	2 1%	2 1%	0 0%	0 0%	1 8%	1 0%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%
Specify	12 5%	12 5%	0 0%	2 6%	0 0%	10 6%	0 0%	4 18%	8 4%	0 0%	1 4%	11 6%	0 0%	0 0%	12 6%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	22 9%	22 9%	0 0%	2 6%	2 16%	18 10%	4 18%	1 5%	17 9%	3 23%	2 10%	17 8%	3 32%	1 10%	18 8%
Prefer not to say	26 11%	26 11%	0 0%	5 17%	2 19%	19 9%	4 21%	1 4%	21 11%	2 16%	3 15%	21 10%	1 14%	2 17%	23 10%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	6.34	6.34	*	17.32	29.55	7.05	20.89	20.43	7.04	26.19	21.38	6.88	32.67	28.29	6.64

Which sources would you rely on when looking for information about remembrance and the contributions of 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Facebook	506 26%	48 32% +	67 16% ----	201 27%	45 30%	69 33% ++	74 29%	215 23% ---	290 29% +++	171 37% ++++	97 29%	76 22%	84 22% -	78 16% ----
Twitter	145 8%	16 11%	15 3% ----	71 10% +++	7 5%	17 8%	19 8%	72 8%	73 7%	53 11% ++++	29 9%	29 9%	18 5% --	16 3% ----
YouTube	185 10%	14 10%	25 6% ---	78 11%	14 9%	25 13%	28 11%	122 13% ++++	61 6% ----	84 18% ++++	32 10%	28 8%	24 6% --	17 3% ----
Instagram	91 5%	7 5%	9 2% ---	42 6%	6 4%	12 6%	15 6%	43 5%	48 5%	54 12% ++++	20 6%	6 2% ---	4 1% ----	7 1% ----
LinkedIn	41 2%	1 1%	6 1%	18 2%	3 2%	8 4% ++	5 2%	25 3%	16 2%	14 3%	10 3%	10 3%	5 1%	2 0% --
Internet website, please specify:	65 3%	8 6% +	7 2% --	27 3%	3 2%	5 2%	15 6% ++	29 3%	35 3%	8 2% --	15 4%	17 5% +	12 3%	13 3%
Magazines, please specify:	12 1%	1 1%	2 0%	6 1%	1 1%	1 0%	1 0%	4 0%	8 1%	0 0% -	0 0%	1 0%	5 1% ++	6 1% ++
Newspaper (daily), please specify:	40 2%	8 5% +++	8 2%	12 2%	0 0% -	5 2%	6 2%	13 1% --	27 3% ++	4 1% -	3 1%	8 2%	9 2%	16 3% ++
Journal or newspaper (weekly or community), please specify:	73 3%	2 1%	16 3%	23 3%	7 4%	6 3%	18 6% +++	26 3% --	47 4% ++	5 1% ----	6 2% -	13 4%	16 4%	33 7% ++++
Television	1086 53%	81 52%	239 53%	435 56% ++	80 49%	115 52%	133 49%	533 54%	549 53%	187 41% ----	147 44% ----	177 52%	247 66% ++++	328 67% ++++
RADIO	48 2%	7 4%	7 1%	18 2%	3 2%	8 4%	4 2%	29 3% +	19 2% -	5 1% --	8 2%	13 4% +	14 4% +	8 2%
ROYAL CANADIAN LEGION	23 1%	3 2%	2 0%	6 1%	5 3% ++	2 1%	4 2%	9 1%	14 1%	4 1%	4 1%	5 1%	4 1%	6 1%

BOOKS, HISTORY BOOKS	19 1%	2 1%	1 0%	5 1%	2 1%	5 2% ++	4 2%	8 1%	11 1%	3 1%	4 1%	2 0%	5 1%	5 1%
GOOGLE, SEARCH ENGINES	196 10%	10 6%	51 12%	67 9%	22 14%	18 8%	28 11%	94 10%	101 10%	51 11%	37 11%	46 13% ++	33 9%	29 6% ---
TALKING TO VETERANS	13 1%	3 2% +++	1 0%	4 0%	0 0%	3 1%	2 1%	2 0% --	11 1% ++	0 0% --	3 1%	3 1%	2 1%	5 1%
FAMILY/FRIENDS, WORD OF MOUTH	11 1%	3 2% +++	0 0%	4 0%	1 1%	1 0%	2 1%	5 1%	6 1%	1 0%	2 1%	3 1%	1 0%	4 1%
SCHOOL (AS A STUDENT/PARENT OF A CHILD/EMPLOYMENT)	3 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%	1 0%
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	7 0%	1 0%	2 0%	3 0%	0 0%	0 0%	1 0%	3 0%	4 0%	0 0%	0 0%	0 0%	4 1% +++	3 1%
NEWS SITES, GENERAL MENTION	21 1%	3 2%	2 1%	8 1%	0 0%	3 1%	5 2%	10 1%	11 1%	8 2%	6 2%	2 1%	0 0% --	5 1%
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	192 10%	15 10%	59 14% ++++	75 10%	14 9%	15 7%	14 5% ---	73 8% ---	118 12% +++	51 11%	44 13% ++	32 9%	34 9%	31 6% ---
CBC.CA	96 5%	13 9% ++	5 1% ----	39 5%	7 4%	10 5%	21 8% ++	52 5%	42 4%	10 2% ---	34 10% ++++	26 8% +++	8 2% ---	18 4%
CANADIAN ARMY/FORCES/AIR FORCE WEBSITES	7 0%	0 0%	4 1% ++	1 0%	1 1%	0 0%	1 0%	1 0%	6 1%	0 0%	2 1%	2 1%	0 0%	3 1%
LA PRESSE ON LINE	7 0%	0 0%	7 2% ++++	0 0% --	0 0%	0 0%	0 0%	5 1%	2 0%	2 0%	2 1%	0 0%	0 0%	3 1%
MSN	11 1%	0 0%	1 0%	4 0%	2 1%	4 2% +++	0 0%	9 1% ++	2 0%	2 0%	0 0%	2 1%	3 1%	4 1%
REDDIT	13 1%	2 2%	2 1%	6 1%	0 0%	1 0%	2 1%	11 1% +++	2 0% ---	8 2% ++++	4 1%	1 0%	0 0%	0 0% --
CTV ON LINE	18 1%	1 1%	2 0%	9 1%	1 1%	3 1%	2 1%	7 1%	11 1%	3 1%	4 1%	6 2%	3 1%	2 0%
GLOBAL NEWS ON LINE	7 0%	1 1%	1 0%	2 0%	1 1%	2 1%	0 0%	1 0%	6 1%	1 0%	3 1%	2 1%	0 0%	1 0%

BRANTFORD EXPOSITOR NEWSPAPER	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%
				+										++
KITCHENER WATERLOO HERALD NEWSPAPER	8 0%	0 0%	0 0%	8 1%	0 0%	0 0%	0 0%	4 0%	4 0%	2 0%	0 0%	0 0%	2 1%	4 1%
				++++										+
CITY/MUNICIPAL ON LINE	5 0%	0 0%	1 0%	3 0%	0 0%	1 0%	0 0%	2 0%	3 0%	1 0%	1 0%	1 0%	1 0%	1 0%
MUSEUM SITES	6 0%	1 1%	1 0%	3 0%	1 1%	0 0%	0 0%	3 0%	3 0%	1 0%	1 0%	2 1%	0 0%	2 0%
MACLEANS MAGAZINE	47 2%	0 0%	0 0%	32 4%	2 1%	4 2%	9 3%	16 2%	31 3%	3 1%	9 3%	11 3%	5 1%	19 4%
		-	----	++++				-	++	---				+++
L'ACTUALITÉ MAGAZINE	4 0%	0 0%	3 1%	1 0%	0 0%	0 0%	0 0%	1 0%	3 0%	0 0%	0 0%	1 0%	1 0%	2 0%
			++											
LEGION MAGAZINE	12 1%	2 1%	0 0%	7 1%	0 0%	1 0%	2 1%	6 1%	6 0%	0 0%	0 0%	1 0%	2 1%	9 2%
			-							-				++++
WALRUS MAGAZINE	10 0%	0 0%	1 0%	4 0%	1 1%	2 1%	2 1%	5 0%	5 0%	0 0%	3 1%	3 1%	0 0%	4 1%
										-				
TIME MAGAZINE	5 0%	0 0%	0 0%	3 0%	0 0%	2 1%	0 0%	2 0%	3 0%	2 0%	0 0%	0 0%	1 0%	2 0%
						+								
HISTORY MAGAZINES (VARIOUS)	5 0%	1 0%	0 0%	2 0%	1 1%	0 0%	1 0%	3 0%	2 0%	0 0%	0 0%	1 0%	0 0%	4 1%
														+++
LA PRESSE NEWSPAPER	48 3%	0 0%	47 11%	0 0%	0 0%	0 0%	1 0%	22 2%	26 3%	8 2%	8 3%	6 2%	12 3%	14 3%
		--	++++	----	--	--	--							
THE SUN NEWSPAPER (VARIOUS CITIES)	60 3%	0 0%	13 3%	19 2%	2 1%	12 5%	14 5%	31 3%	29 3%	8 2%	4 1%	14 4%	14 4%	20 4%
		--				++	++			-	--			+
GLOBE AND MAIL NEWSPAPER	94 4%	0 0%	8 2%	60 8%	3 2%	9 4%	14 5%	43 4%	51 5%	9 2%	17 5%	15 4%	19 5%	34 7%
		---	----	++++	-					---				+++
NATIONAL POST NEWSPAPER	40 2%	0 0%	4 1%	24 3%	2 1%	3 1%	7 3%	26 3%	14 1%	4 1%	8 2%	3 1%	13 3%	12 2%
		-	-	+++				++	-	-			++	
LE DEVOIR NEWSPAPER	14 1%	0 0%	14 3%	0 0%	0 0%	0 0%	0 0%	8 1%	6 1%	3 1%	0 0%	3 1%	2 1%	6 1%
			++++	---							-			

OTTAWA CITIZEN NEWSPAPER	28 1%	0 0%	2 0%	25 3% - +++++	0 0%	0 0%	1 0%	6 1% ---	22 2% +++	2 0%	6 2%	2 1%	4 1%	14 3% +++
THE TELEGRAM NEWSPAPER	4 0%	4 3% ++++	0 0%	0 0%	0 0%	0 0%	0 0%	0 0% --	4 0% ++	0 0%	1 0%	0 0%	0 0%	3 1% +++
SASKATOON STAR PHOENIX NEWSPAPER	6 0%	0 0%	0 0%	0 0%	6 4% - +++++	0 0%	0 0%	2 0%	4 0%	1 0%	1 0%	0 0%	2 0%	2 0%
WINNIPEG FREE PRESS NEWSPAPER	12 0%	0 0%	0 0%	0 0% --	12 7% ++++	0 0%	0 0%	5 0%	6 0%	0 0%	3 1%	1 0%	2 0%	6 1% +
VICTORIA TIMES COLONIST	12 1%	0 0%	0 0%	0 0% ---	0 0%	0 0%	12 4% ++++	4 0%	8 1%	0 0%	1 0%	2 1%	2 1%	7 1% +++
HUFFINGTON POST SITE	6 0%	1 1%	1 0%	1 0%	0 0%	1 1%	2 1%	5 1% +	1 0% -	2 0%	2 1%	1 0%	0 0%	1 0%
LE DROÏT NEWSPAPER	2 0%	0 0%	2 1% +++	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%
THE CHRONICLE JOURNAL NEWSPAPER	2 0%	0 0%	0 0%	2 0% +	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%
HAMILTON SPECTATOR NEWSPAPER	9 0%	0 0%	0 0%	9 1% ++++	0 0%	0 0%	0 0%	4 0%	5 0%	0 0%	0 0%	2 1%	1 0%	6 1% +++
CHRONICLE HERALD NEWSPAPER	13 0%	13 7% ++++	0 0%	0 0% --	0 0%	0 0%	0 0%	5 0%	8 1%	1 0%	0 0%	3 1%	3 1%	6 1% +
THE GUARDIAN NEWSPAPER	4 0%	2 1% +++	0 0%	0 0%	0 0%	1 0%	1 0%	3 0%	1 0%	1 0%	0 0%	1 0%	0 0%	2 0%
TV CHANNELS/SPECIAL INTEREST TV SITES	2 0%	0 0%	1 0%	0 0%	0 0%	1 0% +	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%
LIBRARY	6 0%	0 0%	1 0%	3 0%	1 1%	0 0%	1 0%	3 0%	3 0%	1 0%	1 0%	1 0%	2 1%	1 0%
HISTORY SITES, TOURISM/CANADA SITES	3 0%	0 0%	2 0% +	1 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	2 1% ++	1 0%	0 0%	0 0%
MEDICINE HAT NEWSPAPER	2 0%	0 0%	0 0%	0 0%	0 0%	2 1% ++++	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%

LE QUOTIDIEN NEWSPAPER	2 0%	0 0%	2 0% +++	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%
PENTICTON HERALD NEWSPAPER	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1% ++++	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0% ++
PRINCE GEORGE CITIZEN NEWSPAPER	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1% ++++	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%
LOCAL NEWSPAPER (UNSPECIFIED)	11 1%	2 1%	0 0%	6 1%	0 0%	0 0%	2 1%	5 1%	6 1%	2 0%	3 1%	1 0%	1 0%	4 1%
TRIBUNE NEWSPAPER	3 0%	0 0%	3 1% +++	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 0% +
DAILY COURIER NEWSPAPER	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1% ++++	2 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
CANADIAN MILITARY JOURNAL	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
GEORGIA STRAIGHT NEWSPAPER	3 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 1% ++++	1 0%	2 0%	1 0%	0 0%	0 0%	0 0%	2 0%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	42 2%	2 1%	12 3%	13 2%	3 2%	4 2%	7 2%	26 3%	15 2%	7 1%	8 2%	12 4%	9 2%	6 1%
Prefer not to say	93 5%	10 7%	33 8%	21 3%	8 5%	12 5%	9 4%	56 6%	35 4%	30 7%	25 8%	12 4%	9 2%	17 4%
Chi2:	-	(99.9)						(99.9)		(99.9)				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

BOOKS, HISTORY BOOKS	19 1%	18 1%	1 0%	18 1% +	1 0%	5 1%	13 1%	12 1%	7 1%	4 1%	9 1%	6 1%	9 1% +	2 0%	5 1%
GOOGLE, SEARCH ENGINES	196 10%	174 10%	21 9%	134 9% -	47 11%	61 12%	133 9%	123 11%	71 9%	41 9%	71 10%	81 10%	54 9%	52 11%	61 11%
TALKING TO VETERANS	13 1%	13 1%	0 0%	11 1%	2 0%	1 0%	12 1%	2 0% ---	11 1% +++	4 1%	3 0%	6 1%	3 0%	7 1% ++	1 0%
FAMILY/FRIENDS, WORD OF MOUTH	11 1%	10 1%	1 0%	8 1%	2 0%	3 1%	8 1%	4 0%	7 1%	5 1% ++	2 0%	4 0%	4 1%	3 1%	1 0%
SCHOOL (AS A STUDENT/PARENT OF A CHILD/EMPLOYMENT)	3 0%	2 0%	1 0%	0 0% ---	1 0%	2 0% +	1 0%	2 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	7 0%	7 0%	0 0%	5 0%	2 0%	0 0%	7 0%	4 0%	3 0%	1 0%	3 0%	3 0%	4 1%	3 1%	0 0%
NEWS SITES, GENERAL MENTION	21 1%	18 1%	3 1%	17 1%	2 1%	7 1%	14 1%	16 2% ++	5 1% -	2 0% -	6 1%	12 2% +	7 1%	5 1%	6 1%
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	192 10%	168 10%	23 10%	124 8% ----	59 15% ++++	51 10%	139 10%	120 11% +	71 8% -	24 5% ----	58 9%	108 13% ++++	44 7% ---	49 10%	65 12%
CBC.CA	96 5%	78 4%	15 6%	84 6% +++	3 1% ----	44 8% ++++	51 3% ----	68 6% +++	28 3% ---	10 2% ---	22 3% --	64 8% ++++	19 3% ---	23 4%	44 7% ++++
CANADIAN ARMY/FORCES/AIR FORCE WEBSITES	7 0%	6 0%	1 0%	4 0%	3 1%	2 0%	5 0%	3 0%	4 0%	1 0%	0 0%	6 1% ++	4 1%	1 0%	2 0%
LA PRESSE ON LINE	7 0%	7 0%	0 0%	0 0% ----	7 2% ++++	3 1%	4 0%	3 0%	4 1%	0 0%	1 0%	6 1% ++	0 0% -	5 1% +++	1 0%
MSN	11 1%	10 1%	1 0%	9 1%	2 0%	4 1%	7 0%	4 0%	7 1%	7 1% +++	1 0% -	3 0%	2 0%	1 0%	6 1% ++
REDDIT	13 1%	11 1%	2 1%	12 1%	1 0%	2 0%	11 1%	11 1% ++	2 0% -	2 1%	6 1%	5 1%	3 1%	5 1%	4 1%
CTV ON LINE	18 1%	14 1%	3 1%	14 1%	0 0% --	7 1%	11 1%	12 1%	6 1%	4 1%	5 1%	9 1%	6 1%	4 1%	6 1%
GLOBAL NEWS ON LINE	7 0%	7 0%	0 0%	7 0%	0 0%	4 1% ++	3 0% -	4 0%	3 0%	3 1%	3 0%	1 0%	2 0%	3 1%	2 0%

BBC ON LINE	5 0%	2 0% ---	3 1% ++++	3 0%	0 0%	3 1% ++	2 0%	3 0%	2 0%	0 0%	2 0%	3 0%	4 1% ++	1 0%	0 0%
CNN ON LINE	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	2 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%
YAHOO	5 0%	5 0%	0 0%	5 0%	0 0%	1 0%	4 0%	3 0%	2 0%	2 0%	2 0%	1 0%	1 0%	1 0%	3 0%
RADIO CANADA ON LINE	8 0%	7 0%	0 0%	0 0% ----	8 2% ++++	1 0%	7 1%	4 0%	4 1%	1 0%	2 0%	5 1%	3 1%	5 1% +++	0 0%
ROYAL CANADIAN LEGION ON LINE	33 2%	29 2%	4 2%	30 2% ++	3 1%	10 2%	23 2%	20 2%	13 2%	6 1%	6 1% --	20 2% ++	6 1%	9 2%	15 3% ++
WIKIPEDIA	39 2%	34 2%	5 2%	30 2%	9 2%	14 3%	25 2%	29 3% ++	10 1% --	6 2%	12 2%	21 3%	10 2%	10 2%	11 2%
NATIONAL POST ON LINE	8 0%	8 0%	0 0%	8 1% +	0 0%	5 1% ++	3 0% --	5 0%	3 0%	2 0%	2 0%	4 1%	1 0%	1 0%	5 1% ++
THE SUN ON LINE	4 0%	4 0%	0 0%	3 0%	1 0%	4 1% ++++	0 0% ---	3 0%	1 0%	0 0%	1 0%	3 0%	0 0%	0 0%	3 1% ++
GLOBE AND MAIL ON LINE	17 1%	15 1%	1 0%	17 1% ++	0 0% --	5 1%	12 1%	11 1%	6 1%	2 0%	3 0%	12 1% ++	4 1%	3 1%	7 1%
THE STAR ON LINE	9 0%	7 0%	2 1%	7 0%	0 0%	2 0%	7 0%	6 1%	3 0%	1 0%	3 0%	5 1%	1 0%	4 1%	4 1%
TVA ON LINE	3 0%	2 0%	0 0%	0 0% ---	3 1% ++++	1 0%	2 0%	2 0%	1 0%	0 0%	1 0%	2 0%	1 0%	1 0%	1 0%
PROVINCIAL GOVERNMENT ON LINE	3 0%	2 0%	1 0%	2 0%	0 0%	1 0%	2 0%	2 0%	1 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0% +
REBEL MEDIA ON LINE	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	0 0%	2 0% ++
VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)	11 1%	9 1%	2 1%	9 1%	1 0%	1 0%	10 1%	2 0% --	9 1% ++	0 0%	6 1%	5 1%	5 1%	4 1%	2 0%
SARNIA OBSERVER NEWSPAPER	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	2 0% ++	0 0%	0 0%	1 0%	0 0%	1 0%

BRANTFORD EXPOSITOR NEWSPAPER	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	1 0%	0 0%	1 0%	2 0%	0 0%	0 0%
KITCHENER WATERLOO HERALD NEWSPAPER	8 0%	7 0%	1 0%	6 0%	0 0%	8 1%	- +	5 0%	3 0%	3 1%	2 0%	3 0%	2 0%	3 1%	3 1%
CITY/MUNICIPAL ON LINE	5 0%	5 0%	0 0%	4 0%	0 0%	1 0%	4 0%	3 0%	2 0%	1 0%	1 0%	3 0%	3 0%	0 0%	1 0%
MUSEUM SITES	6 0%	6 0%	0 0%	4 0%	2 0%	3 1%	3 0%	2 0%	4 0%	3 1%	1 0%	2 0%	2 0%	0 0%	3 1%
MACLEANS MAGAZINE	47 2%	38 2%	8 3%	40 3%	1 0%	13 2%	34 2%	26 2%	20 2%	8 2%	9 1%	30 3%	9 1%	11 2%	20 3%
L'ACTUALITÉ MAGAZINE	4 0%	3 0%	0 0%	1 0%	3 1%	1 0%	3 0%	1 0%	3 0%	0 0%	1 0%	3 0%	3 0%	1 0%	0 0%
LEGION MAGAZINE	12 1%	11 1%	1 0%	12 1%	0 0%	0 0%	12 1%	2 0%	10 1%	8 2%	3 0%	1 0%	3 0%	3 1%	3 0%
WALRUS MAGAZINE	10 0%	8 0%	2 1%	10 1%	0 0%	4 1%	6 0%	4 0%	6 1%	1 0%	1 0%	8 1%	5 1%	1 0%	4 1%
TIME MAGAZINE	5 0%	3 0%	2 1%	4 0%	0 0%	1 0%	4 0%	1 0%	4 0%	0 0%	1 0%	4 0%	2 0%	0 0%	3 0%
HISTORY MAGAZINES (VARIOUS)	5 0%	5 0%	0 0%	5 0%	0 0%	0 0%	5 0%	0 0%	5 1%	1 0%	1 0%	3 0%	2 0%	3 0%	0 0%
LA PRESSE NEWSPAPER	48 3%	48 3%	0 0%	3 0%	47 11%	10 2%	38 3%	27 3%	21 3%	4 1%	12 2%	32 4%	10 2%	10 2%	19 3%
THE SUN NEWSPAPER (VARIOUS CITIES)	60 3%	54 3%	6 2%	42 3%	15 3%	12 2%	48 3%	32 3%	28 3%	19 4%	22 3%	19 2%	19 3%	11 2%	21 4%
GLOBE AND MAIL NEWSPAPER	94 4%	80 4%	13 5%	83 5%	4 1%	26 5%	65 4%	51 4%	42 5%	10 2%	18 2%	66 8%	12 2%	20 4%	44 7%
NATIONAL POST NEWSPAPER	40 2%	37 2%	3 1%	38 2%	2 0%	12 2%	27 2%	26 2%	14 2%	6 1%	16 2%	17 2%	6 1%	10 2%	19 3%
LE DEVOIR NEWSPAPER	14 1%	14 1%	0 0%	0 0%	14 3%	2 0%	12 1%	5 0%	9 1%	3 1%	1 0%	10 1%	6 1%	2 0%	4 1%

THE TORONTO STAR NEWSPAPER	91 4%	75 4%	14 6%	77 5% ++	2 0% ----	26 5%	64 4%	48 4%	43 5%	16 3%	28 4%	44 5% +	17 3% ---	24 5%	27 5%
THE MONTREAL GAZETTE NEWSPAPER	15 1%	11 1%	4 2%	15 1% ++	1 0%	13 1%	6 1%	9 1%	4 1%	2 0%	9 1%	5 1%	2 0%	4 1%	
JOURNAL DE MONTREAL NEWSPAPER	18 1%	17 1%	1 0%	1 0% ----	15 4% ++++	2 0%	15 1%	8 1%	10 1%	6 1%	7 1%	5 1%	6 1%	5 1%	4 1%
CALGARY HERALD NEWSPAPER	14 1%	12 1%	2 1%	11 1%	1 0%	4 1%	10 1%	9 1%	5 1%	1 0%	7 1%	6 1%	2 0%	3 1%	8 1% ++
CBC RADIO	26 1%	22 1%	4 2%	25 2% +++	0 0% --	5 1%	21 1%	15 1%	11 1%	1 0% --	8 1%	17 2% ++	9 1%	7 1%	7 1%
METRO NEWSPAPER	7 0%	4 0% --	3 1% ++	4 0%	1 0%	2 0%	5 0%	4 0%	3 0%	1 0%	2 0%	4 0%	2 0%	2 0%	1 0%
JOURNAL DE QUEBEC NEWSPAPER	9 0%	9 1%	0 0%	0 0% ----	9 2% ++++	3 1%	6 0%	6 1%	3 0%	3 1%	3 0%	3 0%	3 0%	3 1%	2 0%
LONDON FREE PRESS NEWSPAPER	8 0%	8 0%	0 0%	8 1%	0 0%	2 0%	6 0%	4 0%	4 0%	4 1% +	2 0%	2 0%	4 1%	0 0%	4 1%
EDMONTON JOURNAL NEWSPAPER	12 1%	11 1%	1 0%	10 1%	0 0% -	5 1%	7 0%	5 0%	7 1%	0 0% -	3 0%	9 1% ++	2 0%	4 1%	3 0%
24 HEURES NEWSPAPER	2 0%	1 0%	1 0%	0 0% --	1 0%	0 0%	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
THE RECORD NEWSPAPER	2 0%	0 0% ----	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%
THE PROVINCE NEWSPAPER	13 1%	13 1%	0 0%	13 1% ++	0 0% -	2 0%	11 1%	5 0%	8 1%	6 1% ++	6 1%	1 0% --	5 1%	6 1% +	1 0% -
WINDSOR STAR NEWSPAPER	6 0%	4 0%	2 1%	5 0%	0 0%	4 1% ++	2 0% --	4 0%	2 0%	1 0%	0 0%	5 1% ++	1 0%	2 0%	1 0%
Other, specify:	45 2%	40 2%	4 2%	32 2%	11 3%	10 2%	34 2%	21 2%	23 3%	8 2%	15 2%	22 2%	15 2%	10 2%	8 1% -
REGINA LEADER POST NEWSPAPER	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%	0 0%	2 0% +	0 0%	0 0%

LE QUOTIDIEN NEWSPAPER	2 0%	2 0%	0 0%	1 0%	2 1% +++	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%
PENTICTON HERALD NEWSPAPER	2 0%	1 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%
PRINCE GEORGE CITIZEN NEWSPAPER	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%
LOCAL NEWSPAPER (UNSPECIFIED)	11 1%	11 1%	0 0%	10 1%	1 0%	4 1%	7 0%	7 1%	4 0%	3 1%	3 0%	5 1%	3 1%	3 1%	3 0%
TRIBUNE NEWSPAPER	3 0%	3 0%	0 0%	0 0%	3 1% ---	1 0%	2 0%	1 0%	2 0%	1 0%	1 0%	1 0%	0 0%	2 0%	1 0%
DAILY COURIER NEWSPAPER	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%
CANADIAN MILITARY JOURNAL	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0% ++
GEORGIA STRAIGHT NEWSPAPER	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	1 0%	2 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0% +
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	42 2%	39 2%	2 1%	31 2%	11 3%	9 2%	31 2%	23 2%	15 2%	10 2%	16 2%	12 1%	17 3%	6 1%	12 2%
Prefer not to say	93 5%	81 5%	7 3%	58 4%	34 8%	28 5%	63 5%	58 5%	32 4%	22 5%	28 4%	42 5%	32 5%	22 4%	25 4%
Chi2:	-	(99)		(99.9)		(99)		(99.9)		(99.9)			(99.9)		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07

Which sources would you rely on when looking for information about remembrance and the contributions of Canada's Veterans?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
T1D															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Facebook	506 26%	52 21%	275 25%	49 13% ----	40 28%	407 29% ++++	44 15% ----	98 25%	360 29% ++++	25 15% ----	67 24%	411 28% +++	11 15% --	49 28%	443 26%
Twitter	145 8%	7 3% ---	86 8%	17 5% --	10 7%	115 8% ++	12 4% --	32 8%	99 8%	2 1% ----	23 8%	116 8%	4 6%	11 6%	126 8%
YouTube	185 10%	21 9%	111 10%	23 6% ---	11 8%	144 11% ++	22 8%	38 10%	123 10%	11 7%	32 12%	142 10%	7 10%	22 13%	156 10%
Instagram	91 5%	6 3%	62 6%	13 4%	5 4%	70 5%	5 2% ---	27 7% ++	58 5%	3 2% --	21 8% +++	66 5%	2 2%	12 7%	76 5%
LinkedIn	41 2%	3 1%	31 3% ++	4 1%	2 2%	34 3%	5 2%	12 3%	23 2%	5 3%	5 2%	31 2%	0 0%	8 4% ++	33 2%
Internet website, please specify:	65 3%	12 5%	36 3%	12 3%	3 2%	50 4%	13 4%	15 4%	37 3%	5 3%	10 4%	50 3%	2 3%	3 2%	60 3%
Magazines, please specify:	12 1%	4 1% ++	3 0% --	0 0%	1 1%	11 1%	1 0%	3 1%	8 1%	0 0%	2 1%	10 1%	0 0%	3 2% ++	9 0%
Newspaper (daily), please specify:	40 2%	4 1%	21 2%	4 1%	2 1%	34 2% ++	8 3%	9 2%	23 2%	3 2%	8 3%	29 2%	0 0%	0 0% --	40 2% ++
Journal or newspaper (weekly or community), please specify:	73 3%	11 4%	39 3%	9 2%	5 3%	59 4%	13 4%	12 3%	48 3%	5 3%	11 4%	57 4%	0 0%	6 3%	67 4%
Television	1086 53%	142 56%	588 50% ---	172 44% ----	77 52%	819 57% ++++	119 40% ----	177 43% ----	783 60% ++++	64 37% ----	135 46% --	881 57% ++++	30 43%	88 49%	961 54% ++
RADIO	48 2%	9 4%	32 3%	8 2%	1 1%	37 3%	6 2%	11 3%	31 2%	4 2%	7 2%	37 2%	2 3%	4 2%	42 2%

GLOBAL NEWS ON LINE	7 0%	0 0%	4 0%	0 0%	0 0%	7 1%	0 0%	1 0%	6 0%	0 0%	1 0%	6 0%	0 0%	1 1%	6 0%
BBC ON LINE	5 0%	0 0%	4 0%	1 0%	0 0%	4 0%	1 0%	0 0%	4 0%	1 1%	0 0%	4 0%	0 0%	0 0%	5 0%
CNN ON LINE	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
YAHOO	5 0%	0 0%	2 0%	0 0%	1 1%	4 0%	0 0%	1 0%	4 0%	0 0%	1 0%	4 0%	0 0%	1 0%	4 0%
RADIO CANADA ON LINE	8 0%	1 0%	5 0%	5 1%	0 0%	2 0%	2 1%	4 1%	2 0%	1 1%	3 1%	4 0%	0 0%	1 1%	7 0%
ROYAL CANADIAN LEGION ON LINE	33 2%	7 3%	13 1%	0 0%	2 1%	31 2%	3 1%	8 2%	22 2%	2 1%	3 1%	28 2%	0 0%	0 0%	33 2%
WIKIPEDIA	39 2%	3 1%	27 2%	13 4%	3 2%	23 2%	12 4%	10 3%	16 1%	5 3%	8 3%	25 2%	0 0%	3 2%	35 2%
NATIONAL POST ON LINE	8 0%	0 0%	5 0%	0 0%	0 0%	8 1%	1 0%	3 1%	4 0%	0 0%	0 0%	8 1%	2 3%	0 0%	6 0%
THE SUN ON LINE	4 0%	0 0%	2 0%	0 0%	0 0%	4 0%	1 0%	1 0%	2 0%	0 0%	0 0%	4 0%	0 0%	0 0%	4 0%
GLOBE AND MAIL ON LINE	17 1%	1 0%	11 1%	1 0%	0 0%	16 1%	4 1%	7 2%	6 0%	1 1%	2 1%	14 1%	1 2%	2 1%	14 1%
THE STAR ON LINE	9 0%	2 1%	7 1%	0 0%	0 0%	9 1%	2 1%	2 0%	5 0%	0 0%	1 0%	8 1%	0 0%	0 0%	9 1%
TVA ON LINE	3 0%	0 0%	2 0%	1 0%	1 1%	1 0%	1 0%	2 1%	0 0%	0 0%	1 0%	2 0%	0 0%	0 0%	3 0%
PROVINCIAL GOVERNMENT ON LINE	3 0%	0 0%	1 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%
REBEL MEDIA ON LINE	2 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)	11 1%	2 1%	6 1%	0 0%	0 0%	11 1%	0 0%	2 1%	9 1%	0 0%	1 0%	10 1%	0 0%	0 0%	11 1%

SARNIA OBSERVER NEWSPAPER	2 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
BRANTFORD EXPOSITOR NEWSPAPER	2 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
KITCHENER WATERLOO HERALD NEWSPAPER	8 0%	1 0%	4 0%	1 0%	1 1%	6 0%	2 1%	0 0%	6 0%	0 0%	2 1%	6 0%	0 0%	0 0%	8 0%
CITY/MUNICIPAL ON LINE	5 0%	1 0%	4 0%	1 0%	0 0%	4 0%	1 0%	1 0%	3 0%	2 1%	0 0%	3 0%	1 1%	0 0%	4 0%
MUSEUM SITES	6 0%	1 0%	2 0%	1 0%	0 0%	5 0%	1 0%	1 0%	4 0%	1 0%	0 0%	5 0%	1 1%	1 0%	4 0%
MACLEANS MAGAZINE	47 2%	8 3%	23 2%	2 0%	4 3%	41 3%	4 1%	5 1%	38 3%	3 1%	2 1%	42 3%	0 0%	0 0%	47 3%
L'ACTUALITÉ MAGAZINE	4 0%	1 0%	1 0%	3 1%	1 1%	0 0%	2 1%	0 0%	2 0%	2 1%	0 0%	2 0%	0 0%	0 0%	4 0%
LEGION MAGAZINE	12 1%	3 1%	3 0%	0 0%	0 0%	12 1%	0 0%	0 0%	12 1%	0 0%	0 0%	12 1%	0 0%	0 0%	12 1%
WALRUS MAGAZINE	10 0%	2 1%	7 1%	1 0%	1 1%	8 1%	4 1%	3 1%	3 0%	1 0%	2 1%	7 0%	0 0%	1 1%	9 0%
TIME MAGAZINE	5 0%	1 0%	3 0%	0 0%	0 0%	5 0%	0 0%	0 0%	5 0%	0 0%	0 0%	5 0%	0 0%	0 0%	5 0%
HISTORY MAGAZINES (VARIOUS)	5 0%	2 1%	2 0%	0 0%	0 0%	5 0%	0 0%	1 0%	4 0%	0 0%	0 0%	5 0%	0 0%	1 0%	4 0%
LA PRESSE NEWSPAPER	48 3%	4 2%	32 3%	27 7%	5 3%	16 1%	12 4%	10 3%	25 2%	5 3%	13 5%	29 2%	4 5%	6 4%	36 2%
THE SUN NEWSPAPER (VARIOUS CITIES)	60 3%	9 4%	29 2%	6 2%	7 5%	47 3%	2 1%	9 2%	48 4%	0 0%	7 2%	52 3%	0 0%	5 3%	54 3%
GLOBE AND MAIL NEWSPAPER	94 4%	11 4%	58 5%	12 3%	3 2%	78 5%	16 5%	27 6%	51 4%	6 3%	11 4%	77 5%	1 1%	3 2%	90 5%
NATIONAL POST NEWSPAPER	40 2%	5 2%	25 2%	1 0%	1 1%	38 3%	4 1%	8 2%	28 2%	1 1%	1 0%	38 2%	0 0%	2 1%	38 2%

LE DEVOIR NEWSPAPER	14 1%	2 1%	11 1%	8 2% ++++	2 1%	3 0% ----	5 2% ++	0 0%	8 1%	2 1%	1 0%	10 1%	1 1%	0 0%	12 1%
THE TORONTO STAR NEWSPAPER	91 4%	12 5%	48 4%	7 2% ---	8 5%	75 5% ++	8 3%	16 4%	66 5%	3 2%	8 3%	79 5% ++	0 0%	7 4%	83 5%
THE MONTREAL GAZETTE NEWSPAPER	15 1%	1 0%	8 1%	0 0%	0 0%	15 1% ++	1 0%	5 1%	9 1%	0 0%	1 0%	14 1%	0 0%	1 1%	14 1%
JOURNAL DE MONTREAL NEWSPAPER	18 1%	3 1%	10 1%	5 1%	5 3% +++	7 1% ---	4 1%	4 1%	10 1%	3 2%	3 1%	12 1%	1 1%	1 1%	16 1%
CALGARY HERALD NEWSPAPER	14 1%	1 0%	8 1%	1 0%	2 1%	11 1%	0 0%	4 1%	10 1%	0 0%	0 0%	14 1% ++	0 0%	0 0%	14 1%
CBC RADIO	26 1%	1 0%	15 1%	3 1%	0 0%	23 2% ++	6 2%	6 2%	14 1%	3 2%	4 1%	19 1%	1 1%	2 1%	23 1%
METRO NEWSPAPER	7 0%	1 0%	6 1%	2 0%	3 2% ++++	2 0% --	1 0%	0 0%	6 1%	0 0%	1 0%	6 0%	1 2%	0 0%	6 0%
JOURNAL DE QUEBEC NEWSPAPER	9 0%	1 0%	7 1%	4 1%	0 0%	5 0%	1 0%	1 0%	7 1%	1 1%	0 0%	8 1%	0 0%	0 0%	9 1%
LONDON FREE PRESS NEWSPAPER	8 0%	0 0%	6 0%	0 0%	0 0%	8 1%	1 0%	1 0%	6 0%	0 0%	1 0%	7 0%	0 0%	1 1%	7 0%
EDMONTON JOURNAL NEWSPAPER	12 1%	1 0%	7 1%	2 0%	1 1%	9 1%	2 1%	2 0%	8 1%	1 1%	2 1%	9 1%	1 1%	2 1%	9 1%
24 HEURES NEWSPAPER	2 0%	0 0%	2 0%	1 0%	1 1% +++	0 0% --	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%
THE RECORD NEWSPAPER	2 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 0%
THE PROVINCE NEWSPAPER	13 1%	5 2% +++	6 0%	3 1%	1 1%	9 1%	1 0%	3 1%	9 1%	0 0%	2 1%	11 1%	0 0%	2 1%	11 1%
WINDSOR STAR NEWSPAPER	6 0%	0 0%	3 0%	0 0%	1 1%	5 0%	0 0%	2 0%	3 0%	0 0%	1 0%	4 0%	0 0%	0 0%	5 0%
Other, specify:	45 2%	9 3%	23 2%	4 1%	4 3%	36 2%	9 3%	11 3%	25 2%	2 1%	9 3%	34 2%	2 2%	3 2%	40 2%

REGINA LEADER POST NEWSPAPER	2 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
OTTAWA CITIZEN NEWSPAPER	28 1%	6 2%	11 1%	2 0%	3 2%	23 2%	4 1%	5 1%	19 1%	2 1%	2 1%	24 1%	2 2%	0 0%	26 1%
THE TELEGRAM NEWSPAPER	4 0%	0 0%	1 0%	0 0%	0 0%	4 0%	0 0%	3 1%	1 0%	0 0%	1 0%	3 0%	0 0%	1 1%	3 0%
SASKATOON STAR PHOENIX NEWSPAPER	6 0%	1 0%	4 0%	0 0%	0 0%	6 0%	0 0%	0 0%	6 0%	0 0%	0 0%	6 0%	0 0%	0 0%	6 0%
WINNIPEG FREE PRESS NEWSPAPER	12 0%	1 0%	4 0%	1 0%	2 1%	9 0%	2 0%	0 0%	9 0%	0 0%	1 0%	10 0%	0 0%	1 0%	10 0%
VICTORIA TIMES COLONIST	12 1%	1 0%	5 0%	3 1%	1 1%	8 1%	4 1%	2 0%	6 0%	2 1%	0 0%	10 1%	2 2%	0 0%	10 1%
HUFFINGTON POST SITE	6 0%	1 0%	4 0%	1 0%	1 1%	4 0%	1 0%	2 1%	3 0%	1 1%	1 0%	4 0%	0 0%	1 1%	5 0%
LE DROÏT NEWSPAPER	2 0%	1 0%	1 0%	1% +++	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	2 1%	0 0%	1 1%	1 1%	0 0%
THE CHRONICLE JOURNAL NEWSPAPER	2 0%	1 0%	1 0%	0 0%	1 1%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
HAMILTON SPECTATOR NEWSPAPER	9 0%	0 0%	3 0%	1 0%	1 1%	7 0%	3 1%	1 0%	5 0%	2 1%	0 0%	7 0%	0 0%	0 0%	9 0%
CHRONICLE HERALD NEWSPAPER	13 0%	1 0%	7 0%	1 0%	1 1%	11 1%	1 0%	2 0%	10 1%	0 0%	1 0%	12 1%	0 0%	0 0%	13 1%
THE GUARDIAN NEWSPAPER	4 0%	0 0%	4 0%	0 0%	0 0%	4 0%	0 0%	2 0%	2 0%	0 0%	1 0%	3 0%	0 0%	1 0%	3 0%
TV CHANNELS/SPECIAL INTEREST TV SITES	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
LIBRARY	6 0%	1 1%	1 0%	1 0%	0 0%	5 0%	3 1%	2 0%	1 0%	2 1%	1 0%	3 0%	0 0%	0 0%	6 0%
HISTORY SITES, TOURISM/CANADA SITES	3 0%	0 0%	2 0%	0 0%	0 0%	3 0%	0 0%	2 1%	1 0%	0 0%	1 0%	2 0%	0 0%	1 1%	2 0%

MEDICINE HAT NEWSPAPER	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
LE QUOTIDIEN NEWSPAPER	2 0%	0 0%	2 0%	0 0%	1 1% +++	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
PENTICTON HERALD NEWSPAPER	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
PRINCE GEORGE CITIZEN NEWSPAPER	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
LOCAL NEWSPAPER (UNSPECIFIED)	11 1%	0 0%	6 1%	0 0%	1 1%	10 1%	0 0%	4 1%	7 1%	0 0%	0 0%	11 1%	0 0%	1 1%	10 1%
TRIBUNE NEWSPAPER	3 0%	0 0%	1 0%	1 0%	1 1%	1 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%
DAILY COURIER NEWSPAPER	2 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
CANADIAN MILITARY JOURNAL	2 0%	1 0%	1 0%	0 0%	1 1% ++	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
GEORGIA STRAIGHT NEWSPAPER	3 0%	2 1% +++	0 0% --	0 0%	0 0%	3 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	0 0%	0 0%	3 0%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	42 2%	4 2%	31 3%	24 6%	3 2%	12 1%	20 6%	9 2%	12 1%	15 8%	8 2%	18 1%	4 5%	5 3%	32 2%
Prefer not to say	93 5%	8 3%	66 6%	38 10%	7 5%	40 3%	29 10%	26 6%	34 3%	20 12%	22 8%	46 3%	7 10%	15 9%	64 4%
Chi2:	-	(99.9)		(99.9)			(99.9)			(95)			-		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Yes	373 18%	40 27% +++	43 10% ----	153 19%	41 27% +++	50 23%	45 17%	158 16% --	214 20% ++	73 15%	50 15%	77 22% ++	86 23% ++	87 18%
No	1614 81%	111 73% --	389 89% ++++	611 80%	116 73% ---	166 77%	216 81%	805 83% ++	797 79% --	378 83%	286 85%	263 77%	289 77% --	398 82%
Prefer not to say	13 1%	0 0%	3 1%	4 0%	1 1%	1 1%	3 1%	4 0%	8 1%	7 2%	1 0%	1 0%	2 1%	2 0%
Chi2:	-	99.9						95		95				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
Yes	373 18%	319 18%	51 21%	317 21% ++++	36 9% ----	97 18%	274 18%	208 18%	163 19%	102 21%	149 21% ++	116 14% ----	134 21% ++	88 17%	101 17%
No	1614 81%	1397 81%	191 78%	1151 78% ----	379 91% ++++	422 81%	1168 81%	917 81%	681 81%	359 78%	542 79%	698 85% ++++	492 78% --	417 82%	479 83%
Prefer not to say	13 1%	8 0%	3 1%	6 0%	2 1%	2 0%	8 1%	8 1%	4 0%	3 1%	3 0%	7 1%	5 1%	4 1%	1 0%
Chi2:	-	-	-	99.9	-	-	-	-	-	99	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	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		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
T1E															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Yes	373 18%	99 41%	132 11%	21 5%	20 13%	327 23%	27 9%	49 12%	296 23%	16 9%	29 10%	326 21%	8 10%	15 8%	350 20%
		++++	----	----		++++	----	----	++++	---	----	++++	-	----	++++
No	1614 81%	144 58%	1015 89%	363 94%	127 87%	1085 77%	267 90%	350 87%	982 76%	155 90%	256 89%	1189 78%	64 89%	161 91%	1370 79%
		----	++++	++++	+	----	++++	++++	----	+++	++++	----	+	++++	----
Prefer not to say	13 1%	2 1%	2 0%	3 1%	0 0%	8 1%	2 1%	3 1%	8 1%	2 1%	2 1%	9 1%	1 1%	1 1%	11 1%
Chi2:	-	99.9		99.9			99.9			99.9			99.9		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

How likely are you to take part in honouring Canadian Veterans on Remembrance Day or during Veterans' Week (November 5 to 11)?														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1F														
Weighted Total:	2000	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT LIKELY (1-2)	387 20%	12 9% ----	221 51% ++++	71 10% ----	20 12% ---	23 11% ----	39 15% --	211 23% +++	174 18% --	107 24% +++	68 21%	58 17%	69 19%	85 18%
MODERATELY LIKELY (3)	147 8%	8 5%	43 10% ++	50 7%	14 9%	13 6%	18 7%	67 7%	80 8%	58 13% ++++	18 5%	19 5%	17 5% --	35 7%
QUITE LIKELY (4-5)	1420 70%	127 84% ++++	156 35% ----	637 82% ++++	120 76% +	174 79% ++++	202 76% ++	668 68% -	741 71% +	268 58% ----	242 71%	261 76% +++	284 75% ++	365 74% ++
1 Not at all likely	270 14%	7 5%	172 40%	41 5%	12 7%	15 7%	22 8%	151 16%	118 12%	75 17%	48 15%	37 11%	53 15%	57 12%
2	117 6%	5 4%	49 11%	30 4%	8 5%	8 4%	17 6%	60 7%	56 6%	32 7%	20 6%	21 6%	16 4%	28 6%
3	147 8%	8 5%	43 10%	50 7%	14 9%	13 6%	18 7%	67 7%	80 8%	58 13%	18 5%	19 5%	17 5%	35 7%
4	256 13%	19 13%	50 12%	103 14%	28 19%	17 9%	37 14%	132 14%	123 12%	82 17%	48 14%	36 11%	42 11%	48 10%
5 Very likely	1164 57%	108 71%	106 23%	534 69%	92 58%	157 71%	165 62%	536 54%	618 59%	186 40%	194 57%	225 66%	242 63%	317 65%
Don't know	42 2%	4 2%	14 3%	10 1%	4 3%	5 3%	5 2%	18 2%	24 3%	22 5%	8 2%	3 1%	7 2%	2 0%
Prefer not to say	4 0%	0 0%	1 0%	0 0%	0 0%	2 1%	0 0%	3 0%	0 0%	3 1%	1 0%	0 0%	0 0%	0 0%
Chi2:	-	99.9						95		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	3.94	4.45	2.66	4.38	4.17	4.38	4.17	3.85	4.03	3.60	3.95	4.15	4.06	4.09
Standard Deviation:	1.49	1.09	1.66	1.14	1.24	1.21	1.30	1.54	1.44	1.53	1.51	1.40	1.49	1.43
Student's T:	*	99.9	99.9	99.9	95	99.9	99	99	95	99.9	-	99	90	95

How likely are you to take part in honouring Canadian Veterans on Remembrance Day or during Veterans' Week (November 5 to 11)?

	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+
T1F															
Weighted Total:	2000	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT LIKELY (1-2)	387 20%	345 21% ++	36 15% --	157 11% ----	215 52% ++++	85 17% --	297 22% ++	217 20%	163 20%	73 16% --	141 22%	168 21%	139 23% ++	107 22%	96 17% --
MODERATELY LIKELY (3)	147 8%	119 7%	25 11%	94 7% ---	40 10% +	46 9% +	97 7% --	82 8%	64 8%	34 8%	47 7%	65 8%	58 10% ++	39 8%	31 5% --
QUITE LIKELY (4-5)	1420 70%	1227 70%	177 71%	1199 81% ++++	147 34% ----	382 72%	1022 69%	808 70%	605 70%	334 71%	498 70%	574 69%	411 63% ----	348 67%	451 77% ++++
1 Not at all likely	270 14%	244 15%	23 9%	92 6%	170 41%	63 13%	204 15%	152 14%	113 14%	51 12%	105 16%	110 14%	103 17%	74 15%	64 12%
2	117 6%	101 6%	13 5%	65 5%	45 11%	22 5%	93 7%	65 6%	50 6%	22 5%	36 6%	58 7%	36 6%	33 7%	32 6%
3	147 8%	119 7%	25 11%	94 7%	40 10%	46 9%	97 7%	82 8%	64 8%	34 8%	47 7%	65 8%	58 10%	39 8%	31 5%
4	256 13%	204 12%	47 20%	186 13%	49 12%	75 14%	177 13%	156 14%	99 12%	56 12%	80 12%	117 14%	80 13%	76 15%	65 12%
5 Very likely	1164 57%	1023 58%	130 51%	1013 68%	98 23%	307 58%	845 57%	652 56%	506 58%	278 58%	418 58%	457 55%	331 51%	272 52%	386 65%
Don't know	42 2%	31 2%	7 3%	21 1%	14 4%	8 2%	31 2%	25 2%	15 2%	20 5%	8 1%	13 2%	20 3%	14 3%	3 1%
Prefer not to say	4 0%	2 0%	0 0%	3 0%	1 0%	0 0%	3 0%	1 0%	1 0%	3 1%	0 0%	1 0%	3 1%	1 0%	0 0%
Chi2:	-	95		99.9		95		-		-			99.9		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	3.94	3.93	4.02	4.33	2.62	4.02	3.91	3.94	3.96	4.07	3.91	3.91	3.77	3.85	4.13
Standard Deviation:	1.49	1.51	1.32	1.19	1.66	1.42	1.52	1.48	1.49	1.41	1.54	1.48	1.56	1.51	1.40
Student's T:	*	-	-	99.9	99.9	-	-	-	-	95	-	-	99	-	99.9

Advertising to promote the appreciation and remembrance of 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+
T1GA How important do you think it is for the Government of Canada to invest in...														
Weighted Total:	2000	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	296 15%	14 10% --	100 24% ++++	96 13% --	17 10% -	20 9% ---	47 18%	162 17% ++	130 13% ---	82 18% ++	66 20% ++	47 14%	47 13%	54 11% ---
MODERATELY IMPORTANT (3)	402 21%	28 19%	114 27% ++++	131 17% ---	19 12% ---	50 23%	59 23%	215 23% ++	186 19%	120 26% ++++	74 22%	64 19%	59 16% ---	85 18%
QUITE IMPORTANT (4-5)	1286 63%	108 71% ++	216 48% ----	537 69% ++++	120 76% ++++	145 66%	156 59%	582 59% ----	696 67% ++++	246 53% ----	195 57% --	227 66%	271 72% ++++	347 71% ++++
1 Not at all important	130 7%	9 6%	45 11%	31 4%	7 4%	11 5%	25 9%	86 9%	41 4%	33 7%	31 9%	21 6%	25 7%	20 4%
2	166 9%	5 3%	55 13%	65 9%	10 6%	9 4%	22 8%	76 8%	89 9%	49 11%	35 11%	26 8%	22 6%	34 7%
3	402 21%	28 19%	114 27%	131 17%	19 12%	50 23%	59 23%	215 23%	186 19%	120 26%	74 22%	64 19%	59 16%	85 18%
4	437 22%	30 19%	96 22%	168 22%	47 30%	42 20%	50 19%	205 21%	230 23%	110 24%	79 23%	69 20%	87 23%	92 19%
5 Very important	849 41%	78 51%	120 26%	369 47%	73 47%	103 47%	106 40%	377 38%	466 44%	136 29%	116 34%	158 46%	184 49%	255 52%
Prefer not to say	16 1%	1 1%	5 1%	4 1%	2 1%	2 1%	2 1%	8 1%	7 1%	10 2%	2 1%	3 1%	0 0%	1 0%
Chi2:	-	99.9						99		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	3.83	4.07	3.40	4.00	4.10	4.00	3.73	3.71	3.95	3.58	3.63	3.93	4.01	4.08
Standard Deviation:	1.25	1.19	1.30	1.17	1.11	1.16	1.32	1.30	1.17	1.23	1.30	1.24	1.22	1.16
Student's T:	*	95	99.9	99.9	99	95	-	99.9	99.9	99.9	99	90	99	99.9

Advertising to promote the appreciation and remembrance of 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+
T1GA How important do you think it is for the Government of Canada to invest in...															
Weighted Total:	2000	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	296 15%	248 15%	40 16%	184 13% ----	98 24% ++++	77 15%	211 15%	178 16%	111 14%	45 10% ----	98 15%	147 18% +++	100 16%	73 15%	88 15%
MODERATELY IMPORTANT (3)	402 21%	353 21%	41 16%	272 19% ---	108 27% ++++	121 24%	277 20%	256 23% +++	145 18% ---	83 19%	132 20%	187 23% ++	112 18%	109 22%	130 23%
QUITE IMPORTANT (4-5)	1286 63%	1110 63%	163 67%	1007 67% ++++	206 48% ----	320 61%	949 64%	694 60% ---	581 67% +++	328 69% +++	461 65%	482 58% ----	410 64%	322 62%	363 61%
1 Not at all important	130 7%	111 7%	14 5%	79 5%	44 11%	31 6%	94 7%	78 7%	47 6%	24 6%	45 7%	57 7%	44 7%	32 7%	40 7%
2	166 9%	137 8%	26 11%	105 7%	54 14%	46 9%	117 8%	100 9%	64 8%	21 5%	53 8%	90 11%	56 9%	41 8%	48 8%
3	402 21%	353 21%	41 16%	272 19%	108 27%	121 24%	277 20%	256 23%	145 18%	83 19%	132 20%	187 23%	112 18%	109 22%	130 23%
4	437 22%	370 21%	58 24%	314 21%	91 22%	124 24%	303 21%	249 22%	182 22%	105 22%	134 19%	196 24%	149 24%	110 21%	121 21%
5 Very important	849 41%	740 42%	105 43%	693 46%	115 26%	196 37%	646 43%	445 38%	399 46%	223 47%	327 46%	286 34%	261 40%	212 40%	242 41%
Prefer not to say	16 1%	13 1%	1 0%	11 1%	5 1%	3 1%	13 1%	5 1%	11 2%	8 2%	3 0%	5 1%	9 2%	5 1%	0 0%
Chi2:	-	-	-	99.9	-	-	-	99	-	99.9	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	3.83	3.84	3.89	3.96	3.40	3.77	3.87	3.76	3.95	4.02	3.90	3.68	3.81	3.82	3.80
Standard Deviation:	1.25	1.24	1.23	1.20	1.30	1.22	1.25	1.25	1.22	1.18	1.26	1.24	1.26	1.24	1.25
Student's T:	*	-	-	99.9	99.9	-	95	99	99.9	99.9	90	99.9	-	-	-

Activities to remember and honour 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+
T1GB How important do you think it is for the Government of Canada to invest in...														
Weighted Total:	2000	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	173 9%	9 7%	73 17% ++++	48 6% ---	10 6%	12 6%	19 7%	98 11% ++	71 7% ---	52 12% ++	38 11% +	26 8%	29 8%	28 6% ---
MODERATELY IMPORTANT (3)	287 15%	18 12%	104 24% ++++	86 12% ---	16 10%	29 14%	34 13%	140 15%	146 15%	106 23% ++++	51 15%	29 9% ----	40 11% --	61 13%
QUITE IMPORTANT (4-5)	1524 75%	123 81%	253 57% + ----	632 81% ++++	129 82% +	174 80% +	208 78%	721 74%	795 77% +	291 63% ----	245 72%	282 83% ++++	308 81% +++	398 81% ++++
1 Not at all important	61 3%	4 3%	24 6%	16 2%	4 2%	5 2%	7 3%	39 4%	20 2%	17 4%	16 5%	8 2%	13 4%	7 2%
2	112 6%	5 4%	49 12%	32 4%	6 4%	7 3%	12 4%	59 6%	51 5%	35 8%	22 7%	18 5%	16 4%	21 4%
3	287 15%	18 12%	104 24%	86 12%	16 10%	29 14%	34 13%	140 15%	146 15%	106 23%	51 15%	29 9%	40 11%	61 13%
4	461 23%	21 14%	119 27%	172 23%	42 27%	45 21%	62 24%	218 23%	242 24%	123 27%	75 22%	85 25%	72 19%	106 22%
5 Very important	1063 52%	102 67%	134 30%	460 59%	87 55%	129 59%	146 55%	503 51%	553 53%	168 36%	170 50%	197 58%	236 62%	292 59%
Prefer not to say	16 1%	1 1%	5 1%	2 0%	3 2%	2 1%	3 1%	8 1%	7 1%	9 2%	3 1%	4 1%	0 0%	0 0%
Chi2:	-	99.9						95		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.16	4.40	3.64	4.32	4.31	4.32	4.25	4.11	4.21	3.85	4.07	4.32	4.32	4.33
Standard Deviation:	1.08	1.02	1.19	0.99	0.97	0.99	1.03	1.14	1.02	1.12	1.17	1.00	1.06	0.96
Student's T:	*	99	99.9	99.9	95	95	-	90	95	99.9	-	99	99	99.9

Activities to remember and honour 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+
T1GB How important do you think it is for the Government of Canada to invest in...															
Weighted Total:	2000	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	173 9%	152 9%	15 6%	92 6%	74 18%	51 10%	116 8%	105 10%	62 8%	30 7%	56 9%	81 10%	66 11%	44 9%	43 8%
MODERATELY IMPORTANT (3)	287 15%	243 15%	38 16%	169 12%	102 25%	74 15%	208 15%	171 16%	114 14%	62 14%	89 14%	134 17%	98 16%	77 16%	79 14%
QUITE IMPORTANT (4-5)	1524 75%	1314 75%	191 78%	1203 81%	237 56%	393 74%	1114 76%	851 74%	663 77%	367 78%	545 77%	600 73%	460 72%	384 74%	458 78%
1 Not at all important	61 3%	56 3%	4 2%	35 2%	25 6%	16 3%	42 3%	36 3%	22 3%	14 3%	21 3%	24 3%	27 4%	15 3%	15 3%
2	112 6%	96 6%	11 5%	57 4%	49 12%	35 7%	74 5%	69 6%	40 5%	16 4%	35 5%	57 7%	39 6%	29 6%	28 5%
3	287 15%	243 15%	38 16%	169 12%	102 25%	74 15%	208 15%	171 16%	114 14%	62 14%	89 14%	134 17%	98 16%	77 16%	79 14%
4	461 23%	387 23%	64 27%	312 21%	116 28%	134 26%	321 23%	265 24%	193 23%	102 22%	143 21%	214 26%	145 23%	113 22%	139 24%
5 Very important	1063 52%	927 52%	127 51%	891 59%	121 28%	259 49%	793 53%	586 50%	470 54%	265 56%	402 56%	386 46%	315 48%	271 52%	319 54%
Prefer not to say	16 1%	15 1%	1 0%	10 1%	4 1%	3 1%	12 1%	6 1%	9 1%	5 1%	4 1%	6 1%	7 1%	4 1%	1 0%
Chi2:	-	-	-	99.9	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.16	4.16	4.22	4.32	3.60	4.10	4.19	4.12	4.22	4.25	4.22	4.07	4.06	4.15	4.21
Standard Deviation:	1.08	1.09	0.97	1.00	1.19	1.10	1.07	1.10	1.04	1.05	1.08	1.09	1.15	1.09	1.04
Student's T:	*	-	-	99.9	99.9	-	90	90	95	95	95	99	95	-	-

A wide range of programs and benefits to support Veterans and their families														
	Region							Gender		Age				
	Total	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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	73 4%	4 3%	36 8% ++++	18 2% --	3 2%	4 2%	7 3%	45 5% ++	26 3% ---	25 6% ++	13 4%	10 3%	9 2%	16 3%
MODERATELY IMPORTANT (3)	177 10%	9 6%	63 15% ++++	55 8% --	9 6%	16 8%	23 9%	93 10%	83 9%	79 18% ++++	27 8%	22 6% --	23 6% --	26 6% ---
QUITE IMPORTANT (4-5)	1731 86%	137 90%	329 75% ----	692 89% ++++	144 91% ++	194 89%	231 87%	818 84% --	903 88% +++	343 74% ----	294 87%	306 90% ++	344 91% +++	444 91% ++++
1 Not at all important	28 1%	2 1%	12 3%	7 1%	2 1%	1 0%	3 1%	21 2%	6 1%	10 2%	3 1%	4 1%	3 1%	8 2%
2	45 2%	2 2%	24 6%	11 2%	1 1%	3 1%	4 2%	24 3%	20 2%	15 3%	10 3%	6 2%	6 2%	8 2%
3	177 10%	9 6%	63 15%	55 8%	9 6%	16 8%	23 9%	93 10%	83 9%	79 18%	27 8%	22 6%	23 6%	26 6%
4	395 20%	22 16%	110 26%	145 19%	39 24%	31 15%	46 18%	200 21%	193 20%	111 24%	77 23%	66 20%	64 17%	77 16%
5 Very important	1336 65%	115 74%	219 49%	547 70%	105 67%	163 74%	185 69%	618 63%	710 68%	232 50%	217 64%	240 70%	280 74%	367 75%
Prefer not to say	19 1%	1 1%	7 2%	3 0%	2 1%	3 1%	3 1%	11 1%	7 1%	11 2%	3 1%	3 1%	1 0%	1 0%
Chi2:	-	99.9						95		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.47	4.61	4.14	4.56	4.58	4.64	4.55	4.41	4.54	4.20	4.47	4.57	4.62	4.62
Standard Deviation:	0.87	0.79	1.06	0.78	0.73	0.72	0.81	0.94	0.79	1.00	0.85	0.79	0.75	0.80
Student's T:	*	95	99.9	99.9	90	99.9	-	99	99.9	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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	73 4%	65 4%	5 2%	33 2%	32 8%	14 3%	53 4%	34 3%	35 4%	16 4%	25 4%	30 4%	29 5%	18 4%	18 3%
				----	++++				-						
MODERATELY IMPORTANT (3)	177 10%	144 9%	25 11%	101 7%	64 16%	53 11%	121 9%	109 10%	67 9%	34 8%	59 10%	83 10%	65 11%	44 9%	45 8%
		--		----	++++								+		
QUITE IMPORTANT (4-5)	1731 86%	1499 86%	213 86%	1329 89%	313 74%	451 86%	1261 86%	982 86%	736 86%	409 87%	604 86%	702 85%	530 83%	440 85%	517 88%
				++++	----								--		++
1 Not at all important	28 1%	25 2%	2 1%	14 1%	11 3%	5 1%	22 2%	12 1%	15 2%	7 2%	9 1%	11 1%	13 2%	8 2%	6 1%
2	45 2%	40 2%	3 1%	19 1%	21 5%	9 2%	31 2%	22 2%	20 3%	9 2%	16 3%	19 2%	16 3%	10 2%	12 2%
3	177 10%	144 9%	25 11%	101 7%	64 16%	53 11%	121 9%	109 10%	67 9%	34 8%	59 10%	83 10%	65 11%	44 9%	45 8%
4	395 20%	332 20%	55 23%	265 18%	105 26%	120 23%	267 19%	249 22%	144 17%	77 17%	126 19%	190 23%	119 19%	99 19%	125 22%
5 Very important	1336 65%	1167 66%	158 63%	1064 71%	208 48%	331 62%	994 67%	733 63%	592 68%	332 70%	478 67%	512 61%	411 63%	341 66%	392 66%
Prefer not to say	19 1%	16 1%	2 1%	11 1%	8 2%	3 1%	15 1%	8 1%	10 1%	5 1%	6 1%	6 1%	7 1%	7 2%	1 0%
Chi2:	-	-	-	99.9	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.47	4.48	4.47	4.59	4.14	4.45	4.50	4.46	4.50	4.54	4.49	4.42	4.41	4.48	4.51
Standard Deviation:	0.87	0.87	0.81	0.77	1.05	0.84	0.87	0.85	0.89	0.86	0.87	0.88	0.95	0.88	0.82
Student's T:	*	-	-	99.9	99.9	-	90	-	-	90	-	95	95	-	-

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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
GRATEFUL, THANKFUL, APPRECIATION	564 27%	47 30%	50 11% ----	239 31% +++	50 32%	81 37% ++++	94 34% +++	213 21% ----	344 33% ++++	82 18% ----	86 25%	104 30%	117 31%	175 36% ++++
HEROS, COURAGEOUS, BRAVE	215 11%	8 5% --	125 29% ++++	45 6% ----	14 9%	12 6% --	11 4% ----	109 12%	105 11%	55 12%	27 8%	30 9%	45 13%	58 12%
HONOUR/HONOURED, HONOURABLE	153 8%	12 8%	28 7%	56 7%	16 10%	14 6%	27 10%	75 8%	78 8%	38 8%	23 7%	25 7%	36 10%	31 6%
PROUD, PRIDE, PATRIOTISM	283 14%	32 22% +++	23 5% ----	138 18% ++++	26 16%	37 17%	27 11%	136 14%	147 14%	52 11% --	54 16%	61 18% ++	50 13%	66 13%
GOOD, POSITIVE	12 1%	0 0%	0 0%	6 1%	3 2% ++	1 1%	2 1%	6 1%	5 0%	4 1%	5 1% ++	2 1%	1 0%	0 0%
RESPECT, RESPECTFUL, ADMIRATION	149 7%	10 7%	26 6%	59 8%	11 7%	16 7%	26 10%	82 8%	67 7%	29 6%	29 9%	24 7%	27 7%	40 8%
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	18 1%	0 0%	15 4% ++++	1 0% --	1 1%	1 0%	0 0%	10 1%	8 1%	4 1%	5 1%	3 1%	5 1%	1 0%
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	35 2%	2 1%	8 2%	16 2%	2 1%	3 1%	4 2%	17 2%	16 2%	8 2%	5 2%	5 2%	7 2%	10 2%
OLD, OLDER/AGING	7 0%	0 0%	6 1% ++++	0 0% --	1 1%	0 0%	0 0%	4 0%	3 0%	2 0%	1 0%	0 0%	2 1%	2 0%
SURVIVORS	2 0%	0 0%	2 0% +++	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING	5 0%	0 0%	5 1% ++++	0 0%	0 0%	0 0%	0 0%	4 0%	1 0%	2 0%	2 1%	0 0%	0 0%	1 0%
ARMED FORCES/TROOPS, ARMY, MILITARY	3 0%	0 0%	3 1% ++++	0 0%	0 0%	0 0%	0 0%	1 0%	2 0%	1 0%	1 0%	0 0%	1 0%	0 0%

SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	37 2%	2 1%	6 1%	17 2%	4 3%	4 2%	4 1%	21 2%	16 2%	5 1%	8 2%	7 2%	9 2%	8 2%
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	48 2%	1 1%	10 2%	21 3%	4 3%	2 1%	10 4% +	20 2%	28 3%	14 3%	6 2%	8 2%	5 1%	15 3%
DEDICATED, DEVOTED, COMMITTED, LOYAL	15 1%	1 1%	7 2% ++	4 0%	0 0%	1 0%	2 1%	11 1% ++	4 0% --	0 0% --	1 0%	3 1%	5 1% +	6 1%
SACRIFICE	36 2%	2 1%	14 3% ++	9 1% -	1 1%	4 2%	5 2%	24 3% ++	12 1% --	9 2%	5 1%	6 2%	8 2%	8 2%
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	22 1%	1 1%	3 1%	14 2% ++	1 1%	1 0%	2 1%	10 1%	12 1%	6 1%	2 1%	6 2%	4 1%	4 1%
HUMBLE/HUMBLED	22 1%	3 2%	2 0%	8 1%	2 1%	2 1%	5 2%	8 1%	14 1%	1 0% --	10 3% ++++	4 1%	5 1%	2 0%
NECESSARY, IMPORTANT	9 0%	0 0%	3 1%	3 0%	0 0%	1 1%	2 1%	6 1%	3 0%	1 0%	1 0%	2 1%	1 0%	4 1%
NEUTRAL, INDIFFERENT	28 1%	2 2%	8 2%	11 1%	0 0%	2 1%	5 2%	18 2% +	10 1%	9 2%	5 2%	5 1%	6 2%	3 1% -
CONFLICTED, COMPLICATED	12 1%	1 1%	1 0%	4 1%	1 1%	0 0%	5 2% +++	5 1%	7 1%	4 1%	3 1%	2 1%	1 0%	2 0%
SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	32 2%	1 1%	14 3% +++	11 1%	0 0% -	3 1%	3 1%	13 1%	19 2%	6 1%	4 1%	5 2%	7 2%	10 2%
SORRY, REMORSE	5 0%	0 0%	0 0%	4 0% +	0 0%	0 0%	1 0%	2 0%	3 0%	1 0%	1 0%	1 0%	0 0%	2 0%
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	6 0%	0 0%	1 0%	3 0%	0 0%	1 0%	1 0%	3 0%	3 0%	1 0%	1 0%	1 0%	1 0%	2 0%
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	7 0%	0 0%	3 1%	2 0%	1 1%	0 0%	1 0%	3 0%	4 0%	3 1%	2 1%	1 0%	1 0%	0 0%
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	13 1%	5 3% ++++	0 0% -	3 0%	0 0%	5 2% ++++	0 0%	9 1%	4 0%	2 0%	0 0%	3 1%	2 1%	6 1%
Specify	29 2%	2 1%	9 2%	12 2%	1 1%	3 1%	1 0%	19 2% +	10 1% -	12 3% ++	1 0% --	7 2%	7 2%	2 0% --

Prefer not to say, DO NOT KNOW	233 12%	19 13%	63 16%	82 11%	19 12%	23 11%	26 10%	137 15%	93 10%	107 23%	48 14%	26 8%	24 6%	28 6%
Chi2:	-	(99.9)						(99)		(99)				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
GRATEFUL, THANKFUL, APPRECIATION	564 27%	497 28%	63 24%	494 33% ++++	36 8% ----	149 28%	410 27%	298 26% --	262 30% ++	131 27%	183 25%	245 29%	152 23% ---	157 30%	175 29%
HEROS, COURAGEOUS, BRAVE	215 11%	186 11%	24 11%	76 5% ----	128 30% ++++	48 10%	166 12%	117 11%	96 11%	48 10%	95 14% +++	70 9% --	95 15% ++++	47 10%	48 9% --
HONOUR/HONoured, HONOURABLE	153 8%	135 8%	17 7%	120 8%	28 7%	42 8%	110 8%	87 8%	65 8%	38 8%	57 8%	58 7%	40 6%	44 9%	50 9%
PROUD, PRIDE, PATROTISM	283 14%	247 14%	32 13%	245 16% ++++	23 5% ----	77 14%	202 14%	178 15% ++	104 12% --	81 17% ++	104 15%	94 11% ---	81 12%	63 12%	95 16% ++
GOOD, POSITIVE	12 1%	8 0%	3 1%	10 1%	0 0%	7 1% ++	5 0% --	8 1%	4 1%	2 0%	2 0%	8 1%	4 1%	2 0%	4 1%
RESPECT, RESPECTFUL, ADMIRATION	149 7%	133 8%	14 6%	116 8%	28 6%	37 7%	108 7%	83 7%	66 8%	26 6%	46 7%	74 9% ++	40 6%	37 7%	46 8%
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	18 1%	17 1%	1 0%	3 0% ----	15 4% ++++	7 1%	11 1%	13 1%	5 1%	2 0%	8 1%	8 1%	6 1%	7 2%	4 1%
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	35 2%	28 2%	5 2%	25 2%	7 2%	8 2%	26 2%	19 2%	15 2%	13 3%	10 2%	11 1%	11 2%	9 2%	9 2%
OLD, OLDER/AGING	7 0%	7 0%	0 0%	1 0% ----	6 1% ++++	0 0%	7 0%	4 0%	3 0%	1 0%	3 0%	3 0%	2 0%	0 0%	4 1%
SURVIVORS	2 0%	2 0%	0 0%	0 0% --	2 0% +++	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	2 0% ++	0 0%	0 0%
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING	5 0%	5 0%	0 0%	0 0% ----	5 1% ++++	1 0%	4 0%	3 0%	2 0%	0 0%	3 0%	2 0%	3 1%	1 0%	0 0%
ARMED FORCES/TROOPS, ARMY, MILITARY	3 0%	2 0%	1 0%	0 0% ----	3 1% ++++	1 0%	2 0%	2 0%	1 0%	0 0%	0 0%	3 0% ++	0 0%	1 0%	2 0%

SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	37 2%	30 2%	7 3%	29 2%	8 2%	10 2%	27 2%	22 2%	14 2%	10 2%	13 2%	13 2%	8 1%	11 2%	16 3%	+
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	48 2%	40 2%	6 2%	36 2%	8 2%	14 3%	34 2%	31 3%	17 2%	11 2%	18 3%	19 2%	14 2%	16 3%	16 3%	
DEDICATED, DEVOTED, COMMITTED, LOYAL	15 1%	12 1%	3 1%	7 0%	6 1%	1 0%	13 1%	3 0%	11 1%	4 1%	3 0%	8 1%	6 1%	3 1%	2 0%	
SACRIFICE	36 2%	35 2%	1 0%	20 1%	13 3%	9 2%	27 2%	26 2%	10 1%	5 1%	17 2%	14 2%	12 2%	12 2%	7 1%	
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	22 1%	17 1%	4 1%	17 1%	3 1%	2 0%	19 1%	12 1%	9 1%	4 1%	5 1%	13 2%	8 1%	5 1%	5 1%	
HUMBLE/HUMBLED	22 1%	20 1%	2 1%	20 1%	0 0%	5 1%	16 1%	15 1%	7 1%	5 1%	4 0%	13 1%	6 1%	4 1%	9 1%	
NECESSARY, IMPORTANT	9 0%	9 1%	0 0%	6 0%	3 1%	3 1%	6 0%	3 0%	6 1%	2 0%	3 0%	4 0%	1 0%	3 1%	2 0%	
NEUTRAL, INDIFFERENT	28 1%	24 1%	4 2%	21 2%	6 1%	8 2%	20 1%	14 1%	14 2%	8 2%	6 1%	14 2%	7 1%	8 2%	9 2%	
CONFLICTED, COMPLICATED	12 1%	10 1%	2 1%	10 1%	2 1%	3 1%	9 1%	8 1%	4 0%	1 0%	3 0%	8 1%	4 1%	3 1%	5 1%	
SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	32 2%	28 2%	4 2%	17 1%	14 3%	9 2%	23 2%	14 1%	18 2%	7 2%	16 2%	9 1%	12 2%	9 2%	5 1%	
SORRY, REMORSE	5 0%	4 0%	1 0%	5 0%	0 0%	2 0%	3 0%	1 0%	4 0%	1 0%	1 0%	3 0%	3 0%	1 0%	0 0%	
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	6 0%	6 0%	0 0%	5 0%	1 0%	1 0%	5 0%	2 0%	3 0%	0 0%	2 0%	3 0%	3 0%	1 0%	0 0%	
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	7 0%	5 0%	2 1%	4 0%	3 1%	5 1%	2 0%	6 1%	1 0%	0 0%	2 0%	5 1%	2 0%	2 0%	3 1%	
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	13 1%	11 1%	2 1%	13 1%	0 0%	0 0%	13 1%	3 0%	10 1%	7 1%	4 1%	2 0%	8 1%	1 0%	4 1%	
Specify	29 2%	27 2%	2 1%	20 1%	9 2%	6 1%	22 2%	17 2%	12 2%	9 2%	9 1%	11 1%	12 2%	7 1%	6 1%	

Prefer not to say, DO NOT KNOW	233 12%	179 11%	45 19%	154 11%	60 16%	65 13%	159 12%	143 13%	84 11%	48 11%	76 12%	105 13%	89 15%	55 12%	55 10%
Chi2:	-	-	(99.9)	-	(95)	(99)	(95)								
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07

What word best describes how you feel about Canadian Veterans?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
T1H															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
GRATEFUL, THANKFUL, APPRECIATION	564 27%	72 29%	307 26%	46 11% ----	21 14% ----	491 34% ++++	43 14% ----	85 21% ----	435 33% ++++	11 6% ----	48 16% ----	504 32% ++++	4 5% ----	29 16% ----	530 30% ++++
HEROS, COURAGEOUS, BRAVE	215 11%	28 12%	119 11%	72 19% ++++	28 19% +++	109 8% ----	23 8%	50 13%	142 11%	19 11%	29 10%	166 11%	9 13%	21 12%	183 11%
HONOUR/HONOURED, HONOURABLE	153 8%	21 9%	82 7%	17 5% --	15 10%	117 8%	13 5% --	25 6%	115 9% +++	3 2% --	18 6%	132 9% +++	4 5%	13 7%	136 8%
PROUD, PRIDE, PATROTISM	283 14%	40 15%	163 14%	22 6% ----	14 9%	244 17% ++++	18 6% ----	59 14%	204 16% +++	7 4% ----	28 10% --	247 16% ++++	6 8%	17 9%	258 15% ++
GOOD, POSITIVE	12 1%	3 1%	5 0%	1 0%	1 1%	10 1%	2 1%	2 1%	8 1%	1 1%	2 1%	9 1%	0 0%	1 1%	11 1%
RESPECT, RESPECTFUL, ADMIRATION	149 7%	16 6%	82 7%	15 4% --	13 9%	120 8% +++	18 6%	33 8%	98 8%	7 4%	20 7%	122 8% +	3 5%	9 5%	137 8% ++
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	18 1%	2 1%	13 1%	15 4% ++++	1 1%	2 0% ----	11 4% ++++	2 1%	5 0% ----	9 5% ++++	3 1%	6 0% ----	2 3%	0 0%	16 1%
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	35 2%	6 2%	20 2%	8 2%	2 1%	23 2%	4 1%	8 2%	23 2%	2 1%	7 2%	26 2%	1 1%	1 1%	33 2%
OLD, OLDER/AGING	7 0%	2 1%	3 0%	6 2% ++++	0 0%	1 0% ----	4 1% +++	3 1%	0 0% ----	3 2% +++	3 1% ++	1 0% ----	2 2% +++	0 0%	5 0%
SURVIVORS	2 0%	0 0%	2 0%	2 0% +++	0 0%	0 0% --	2 1% ++++	0 0%	0 0% -	1 1%	1 0%	0 0% --	0 0%	0 0%	2 0%
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING	5 0%	0 0%	5 0% ++	4 1% ++++	0 0%	1 0% --	3 1% +++	1 0%	1 0% --	2 1% +++	2 1%	1 0% --	0 0%	3 2% ++++	2 0% --

Specify	29 2%	5 2%	21 2% +	18 5% ++++	1 1%	10 1% ----	16 6% ++++	5 1%	8 1% ----	15 9% ++++	7 3% +	7 0% ----	6 8% ++++	5 3% +	18 1% ----
Prefer not to say, DO NOT KNOW	233 12%	19 8%	139 13%	79 21%	25 18%	111 8%	64 22%	65 17%	92 8%	45 26%	64 24%	115 8%	20 29%	52 31%	148 9%
Chi2:	-	-	-	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT FAMILIAR (1-2)	902 46%	50 35% ---	240 56% ++++	341 45%	80 51%	89 41%	99 38% ---	445 46%	449 45%	249 55% ++++	172 51% ++	143 42%	151 40% --	187 39% ---
SOMEWHAT (3)	611 30%	52 34%	96 22% ----	243 31%	50 32%	75 35%	92 35% +	280 28%	328 31%	101 22% ----	90 26%	122 36% ++	125 33%	173 36% +++
QUITE FAMILIAR (4-5)	463 23%	47 30% ++	89 20%	179 23%	28 18%	49 22%	71 26%	228 23%	234 22%	91 20%	72 21%	73 21%	101 27% ++	126 26%
1 Not at all familiar	450 24%	20 15%	162 38%	153 21%	34 22%	32 15%	48 19%	223 24%	220 23%	152 34%	77 24%	66 20%	71 19%	84 18%
2	452 22%	30 20%	78 18%	188 25%	46 29%	57 27%	51 19%	222 23%	229 22%	97 21%	95 28%	77 22%	80 21%	103 21%
3	611 30%	52 34%	96 22%	243 31%	50 32%	75 35%	92 35%	280 28%	328 31%	101 22%	90 26%	122 36%	125 33%	173 36%
4	305 15%	23 14%	58 13%	130 17%	21 13%	26 12%	47 17%	146 15%	159 15%	53 12%	59 17%	47 14%	69 18%	77 16%
5 Very familiar	158 8%	24 15%	31 7%	49 6%	7 5%	23 10%	24 9%	82 8%	75 7%	38 8%	13 4%	26 8%	32 9%	49 10%
Don't know/Prefer not to say / No answer	24 1%	2 2%	10 3%	5 1%	0 0%	4 2%	2 1%	14 2%	8 1%	17 4%	3 1%	3 1%	0 0%	1 0%
Chi2:	-	99.9						-		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	2.60	2.95	2.31	2.63	2.50	2.76	2.79	2.61	2.61	2.37	2.50	2.67	2.76	2.79
Standard Deviation:	1.22	1.26	1.30	1.17	1.12	1.16	1.21	1.24	1.20	1.30	1.15	1.17	1.21	1.20
Student's T:	*	99.9	99.9	-	-	95	99	-	-	99.9	90	-	99	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	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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT FAMILIAR (1-2)	902 46%	787 47%	103 42%	619 43% ----	231 56% ++++	260 50% ++	627 44% --	534 48%	356 43% --	212 46%	318 47%	361 45%	283 46%	233 47%	259 45%
SOMEWHAT (3)	611 30%	521 29%	82 33%	488 33% ++++	90 21% ----	145 28%	455 31%	333 29%	274 32%	147 31%	199 28%	257 31%	180 28%	163 31%	176 30%
QUITE FAMILIAR (4-5)	463 23%	402 23%	54 22%	354 24%	87 20%	106 20%	355 24% ++	253 22%	209 24%	99 21%	168 24%	194 23%	157 24%	105 20%	142 24%
1 Not at all familiar	450 24%	386 24%	57 24%	268 19%	158 39%	121 24%	323 24%	270 25%	174 22%	112 25%	164 25%	168 21%	156 26%	118 24%	119 21%
2	452 22%	401 23%	46 18%	351 24%	73 17%	139 26%	304 21%	264 23%	182 21%	100 21%	154 22%	193 23%	127 20%	115 22%	140 24%
3	611 30%	521 29%	82 33%	488 33%	90 21%	145 28%	455 31%	333 29%	274 32%	147 31%	199 28%	257 31%	180 28%	163 31%	176 30%
4	305 15%	266 15%	34 14%	230 15%	57 14%	74 14%	230 16%	174 15%	131 15%	54 11%	107 15%	143 17%	101 16%	62 12%	102 17%
5 Very familiar	158 8%	136 8%	20 8%	124 8%	30 7%	32 6%	125 9%	79 7%	78 9%	45 9%	61 9%	51 6%	56 9%	43 8%	40 7%
Don't know/Prefer not to say / No answer	24 1%	14 1%	6 3%	13 1%	9 2%	10 2%	13 1%	13 1%	9 1%	6 2%	9 1%	9 1%	11 2%	8 2%	4 1%
Chi2:	-	-	-	99.9	-	95	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	2.60	2.60	2.64	2.70	2.31	2.51	2.64	2.56	2.68	2.58	2.60	2.63	2.60	2.57	2.64
Standard Deviation:	1.22	1.22	1.24	1.19	1.31	1.18	1.24	1.22	1.23	1.25	1.26	1.18	1.28	1.22	1.19
Student's T:	*	-	-	99.9	99.9	95	95	90	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	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q1A															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT FAMILIAR (1-2)	902 46%	78 33%	560 50%	258 67%	80 55%	537 38%	177 61%	210 54%	507 40%	109 64%	165 59%	619 41%	44 61%	112 64%	737 43%
		----	++++	++++	++	----	++++	++++	----	++++	++++	----	+++	++++	----
SOMEWHAT (3)	611 30%	80 31%	333 28%	71 18%	38 25%	497 35%	69 23%	115 28%	425 33%	41 23%	62 21%	507 33%	13 17%	30 16%	566 32%
				----		++++	---		++++	--	----	++++	--	----	++++
QUITE FAMILIAR (4-5)	463 23%	84 35%	239 20%	54 14%	28 19%	380 27%	46 15%	73 18%	343 27%	19 11%	55 19%	388 25%	13 17%	30 16%	419 24%
		++++	---	----		++++	----	---	++++	----	-	++++	--	---	+++
1 Not at all familiar	450 24%	25 10%	313 28%	178 47%	31 22%	225 16%	111 39%	103 27%	228 18%	80 47%	90 33%	273 19%	33 46%	68 41%	341 20%
2	452 22%	53 22%	247 21%	80 20%	49 33%	312 22%	66 22%	107 26%	279 22%	29 16%	75 26%	346 23%	11 15%	44 24%	396 23%
3	611 30%	80 31%	333 28%	71 18%	38 25%	497 35%	69 23%	115 28%	425 33%	41 23%	62 21%	507 33%	13 17%	30 16%	566 32%
4	305 15%	44 19%	160 14%	31 8%	24 17%	249 17%	34 11%	51 12%	220 17%	14 8%	34 12%	257 17%	7 9%	23 13%	275 16%
5 Very familiar	158 8%	40 16%	79 7%	23 6%	4 3%	131 9%	12 4%	22 5%	123 9%	5 3%	21 7%	131 9%	6 8%	7 4%	144 8%
Don't know/Prefer not to say / No answer	24 1%	3 1%	17 2%	4 1%	1 1%	6 0%	4 2%	4 1%	11 1%	4 3%	5 2%	10 1%	3 5%	5 3%	9 1%
Chi2:	-	99.9		99.9			99.9			99.9			99.9		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	2.60	3.08	2.48	2.03	2.45	2.81	2.18	2.42	2.78	2.00	2.32	2.74	2.14	2.12	2.68
Standard Deviation:	1.22	1.22	1.23	1.23	1.09	1.18	1.19	1.17	1.21	1.15	1.25	1.19	1.34	1.20	1.20
Student's T:	*	99.9	99.9	99.9	90	99.9	99.9	99.9	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?														
	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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	134 6%	17 11% ++	26 6%	57 7%	8 5%	9 4%	17 6%	55 5%	78 7%	14 3% ----	19 5%	19 6%	34 9% ++	48 10% ++++
POPPY CAMPAIGN	42 2%	1 1%	15 3% ++	15 2%	4 2%	5 2%	2 1%	18 2%	23 2%	4 1%	5 2%	6 2%	10 3%	17 4% +++
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	31 1%	2 1%	5 1%	7 1%	2 1%	8 3% ++	7 3%	13 1%	18 2%	1 0% ---	3 1%	5 1%	13 3% ++++	9 2%
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	104 5%	15 9% +++	16 3%	28 3% --	15 9% ++	14 7%	16 6%	54 5%	50 4%	13 3% ---	14 4%	11 3%	26 7%	40 8% ++++
WAR AMPS PROGRAMS/FUNDS	21 1%	0 0%	18 4% ++++	1 0% ---	0 0%	2 1%	0 0%	10 1%	11 1%	2 0%	0 0% --	3 1%	8 2% ++	8 2%
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	33 2%	1 1%	9 2%	13 2%	3 2%	2 1%	5 2%	11 1%	21 2%	7 1%	3 1%	8 2%	8 2%	7 2%
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	41 2%	2 1%	10 2%	15 2%	4 2%	4 2%	6 2%	15 1%	26 2%	6 1%	5 2%	7 2%	8 2%	15 3% +
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	51 2%	2 1%	4 1% --	21 3%	5 3%	10 5% ++	8 3%	17 2% --	34 3% ++	2 0% ---	6 2%	12 3%	8 2%	23 5% ++++
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTEED INCOME	24 1%	3 2%	2 0%	11 1%	0 0%	4 2%	4 1%	12 1%	12 1%	6 1%	4 1%	4 1%	3 1%	7 1%
PENSIONS (GENERAL MENTION)	78 4%	3 2%	11 2%	33 4%	8 5%	10 4%	12 4%	44 4%	34 3%	4 1% ----	11 3%	9 3%	21 6% ++	33 7% ++++
HEARING IMPAIRED PROGRAMS/SUPPORTS	4 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	2 0%	1 0%	0 0%	1 0%	1 0%	1 0%
VETERAN'S INDEPENDENT PROGRAM (VIP)	14 1%	2 1%	2 1%	4 0%	1 1%	3 1%	2 1%	8 1%	6 1%	2 0%	0 0%	3 1%	3 1%	6 1%

VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	40 2%	1 1%	18 4% ++++	18 2%	1 1%	2 1%	0 0% --	18 2%	22 2%	1 0% ---	5 2%	10 3%	10 3%	14 3%
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	5 0%	0 0%	0 0%	1 0%	0 0%	4 2% ++++	0 0%	0 0% --	5 0% ++	0 0%	0 0%	1 0%	2 1%	2 0%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	22 1%	5 3% ++	1 0%	10 1%	2 1%	2 1%	2 1%	10 1%	12 1%	1 0% --	2 1%	4 1%	6 1%	9 2%
EDUCATION/TRAINING/RETRAINING	31 2%	4 3%	6 2%	8 1%	3 2%	7 3% ++	3 1%	12 1%	19 2%	10 2%	5 1%	5 1%	7 2%	4 1%
CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	30 1%	6 4% +++	3 1%	10 1%	1 1%	6 3%	4 1%	15 2%	15 1%	8 2%	3 1%	3 1%	11 3% ++	5 1%
TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT	6 0%	0 0%	1 0%	2 0%	2 1% ++	1 0%	0 0%	4 0%	2 0%	0 0%	0 0%	4 1% +++	1 0%	1 0%
COUNSELLING SERVICES (GENERAL MENTION)	5 0%	1 1%	0 0%	1 0%	1 1%	2 1% ++	0 0%	3 0%	2 0%	0 0%	1 0%	2 1%	0 0%	2 0%
CANNABIS/MEDICAL CANNABIS PROGRAM	6 0%	3 2% ++++	1 0%	0 0% --	0 0%	1 0%	1 0%	3 0%	3 0%	1 0%	1 0%	1 0%	0 0%	3 1%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	22 1%	4 2%	4 1%	7 1%	2 1%	1 0%	4 2%	7 1%	15 1%	1 0% --	5 1%	4 1%	4 1%	8 2%
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	52 2%	10 6% +++	6 1%	22 3%	6 4%	2 1%	6 2%	18 2%	34 3%	4 1% --	6 2%	4 1%	9 2%	29 6% ++++
DVA, DEPARTMENTS/MINISTRIES/OFFICES, UNSPECIFIED	6 0%	0 0%	0 0%	4 1%	0 0%	1 0%	1 0%	1 0%	5 1%	1 0%	0 0%	2 1%	2 1%	1 0%
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	33 2%	4 3%	2 0% --	13 2%	4 2%	6 3%	4 2%	9 1% --	24 2% ++	2 0% --	6 2%	6 2%	5 1%	14 3% +++
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	6 0%	0 0%	3 1%	2 0%	0 0%	0 0%	1 0%	2 0%	4 0%	1 0%	0 0%	3 1% ++	0 0%	2 0%
EMPLOYMENT SERVICES, JOB PLACEMENT	6 0%	1 1%	1 0%	3 0%	1 1%	0 0%	0 0%	2 0%	4 0%	1 0%	1 0%	2 1%	1 0%	1 0%

HOME CARE, PERSONAL HOME CARE SERVICES	20 1%	6 1% 3% ++++	2 0%	7 1%	1 0%	0 0%	4 1%	6 1%	14 1%	3 1%	3 1%	1 0%	3 1%	10 2% ++
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	19 1%	1 1%	2 0%	10 1%	3 2%	0 0%	3 1%	5 0%	14 1% - +	0 0% --	0 0% -	0 0% -	7 2% ++	12 2% ++++
REHABILITATION	17 1%	4 2% ++	1 0%	7 1%	1 1%	0 0%	4 2%	3 0% --	14 1% ++	1 0%	1 0%	4 1%	5 1%	6 1%
EMERGENCY FUNDS	2 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%
LONG TERM CARE, RETIREMENT CARE	12 1%	1 1%	1 0%	5 1%	0 0%	0 0%	5 2% +++	3 0%	9 1%	2 0%	2 1%	1 0%	3 1%	4 1%
SERVICE ANIMALS/DOGS	7 0%	1 1%	1 0%	1 0%	2 1% +	1 0%	1 0%	1 0%	6 1%	0 0%	2 1%	1 0%	3 1%	1 0%
LACK OF SERVICES/SUPPORT	30 1%	1 1%	6 1%	6 1% --	3 2%	6 3% +	8 3% ++	16 2%	13 1%	1 0% --	4 1%	6 2%	10 3% ++	9 2%
INVICTUS GAMES	7 0%	0 0%	0 0%	5 1% +	0 0%	2 1%	0 0%	1 0% -	6 1% +	0 0%	0 0%	1 0%	1 0%	5 1% +++
TRAVEL/TRANSPORTATION SUPPORT	2 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
VETERAN'S LAND ACT	3 0%	0 0%	0 0%	3 0% ++	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	1 0%	0 0%	2 1% ++	0 0%
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	5 0%	0 0%	1 0%	2 0%	2 1% +++	0 0%	0 0%	1 0%	4 0%	1 0%	1 0%	1 0%	2 0%	0 0%
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	11 1%	0 0%	2 0%	5 1%	2 1%	0 0%	2 1%	1 0% ---	10 1% +++	0 0% -	2 1%	4 1%	2 1%	3 1%
MEMORY PROJECT	3 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	2 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%
Specify	19 1%	4 3% ++	4 1%	6 1%	0 0%	3 1%	2 1%	11 1%	8 1%	4 1%	1 0%	5 2%	2 1%	7 1%
DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGR	740 37%	46 31%	152 35%	294 39%	57 36%	77 35%	111 42%	363 37%	373 37%	163 36%	123 37%	143 42%	141 37%	170 35%

Prefer not to say	625 33%	46 31%	151 36%	239 32%	51 34%	65 31%	70 28%	333 36%	285 29%	224 49%	137 41%	94 28%	80 21%	90 18%
Chi2:	-	(99.9)						(99)		(99.9)				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

Can you name any Veterans Affairs Canada programs you may have heard of?															
	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+
Q1B															
Weighted Total:	2000	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	134 6%	122 7% +	12 5%	108 7% +	25 6%	25 5% -	108 7% ++	50 4% ----	84 10% ++++	28 6%	42 6%	63 7%	50 7%	27 5%	40 7%
POPPY CAMPAIGN	42 2%	40 2% +	2 1%	26 2% -	16 4% +++	5 1% --	37 2% ++	19 2%	23 3%	8 2%	19 3%	15 2%	13 2%	13 2%	9 2%
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	31 1%	30 2% +	1 0%	25 2%	7 2%	2 0% --	29 2% ++	15 1%	16 2%	8 2%	12 2%	11 1%	12 2%	4 1%	10 2%
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	104 5%	96 5%	8 3%	85 5% +	18 4%	19 3% -	84 5% +	47 4% --	57 6% ++	14 3% --	39 5%	51 6%	31 4%	27 5%	29 5%
WAR AMPS PROGRAMS/FUNDS	21 1%	20 1%	1 0%	3 0% ----	18 4% ++++	1 0% --	20 1% ++	11 1%	10 1%	3 1%	10 1%	8 1%	10 2%	7 1%	3 1%
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	33 2%	30 2%	3 1%	26 2%	8 2%	10 2%	23 2%	21 2%	12 1%	8 2%	8 1%	17 2%	6 1%	10 2%	11 2%
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	41 2%	35 2%	6 2%	29 2%	11 3%	9 2%	31 2%	18 2%	23 3% +	5 1% -	15 2%	21 2%	12 2%	10 2%	13 2%
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	51 2%	43 2%	8 3%	46 3% +++	2 0% ---	9 2%	42 3%	16 1% ----	34 4% ++++	10 2%	17 2%	24 3%	13 2%	10 2%	16 3%
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTEED INCOME	24 1%	21 1%	3 1%	20 1%	3 1%	5 1%	19 1%	13 1%	11 1%	6 1%	5 1%	13 2%	6 1%	5 1%	10 2%
PENSIONS (GENERAL MENTION)	78 4%	72 4%	6 2%	61 4%	9 2% -	16 3%	62 4%	34 3% --	43 5% ++	10 2% --	32 4%	36 4%	24 3%	20 4%	28 5%
HEARING IMPAIRED PROGRAMS/SUPPORTS	4 0%	4 0%	0 0%	2 0%	2 1% +	1 0%	3 0%	1 0%	3 0%	0 0%	2 0%	2 0%	1 0%	1 0%	1 0%
VETERAN'S INDEPENDENT PROGRAM (VIP)	14 1%	14 1%	0 0%	11 1%	3 1%	1 0%	13 1%	4 0%	10 1% +	4 1%	2 0%	8 1%	4 1%	4 1%	3 0%

VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	40 2%	36 2%	3 1%	23 2%	14 3%	12 2%	28 2%	20 2%	20 2%	5 1%	11 1%	24 3%	7 1%	10 2%	17 3%
				--	++					-		++	--		+
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	5 0%	5 0%	0 0%	5 0%	0 0%	0 0%	5 0%	1 0%	4 0%	2 0%	2 0%	1 0%	2 0%	2 0%	0 0%
								-	+						
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	22 1%	21 1%	1 0%	18 1%	4 1%	6 1%	16 1%	8 1%	14 1%	5 1%	11 1%	6 1%	5 1%	5 1%	10 2%
								-	+						+
EDUCATION/TRAINING/RETRAINING	31 2%	28 2%	2 1%	26 2%	8 2%	9 2%	21 2%	22 2%	9 1%	8 2%	8 1%	15 2%	6 1%	6 1%	14 2%
								+					-		++
CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	30 1%	25 1%	5 2%	27 2%	4 1%	3 1%	27 2%	14 1%	16 2%	6 1%	9 1%	15 2%	8 1%	4 1%	12 2%
				++		--	++								
TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT	6 0%	6 0%	0 0%	3 0%	2 0%	2 0%	4 0%	4 0%	2 0%	0 0%	1 0%	5 1%	1 0%	1 0%	2 0%
												+			
COUNSELLING SERVICES (GENERAL MENTION)	5 0%	5 0%	0 0%	5 0%	0 0%	1 0%	4 0%	2 0%	3 0%	0 0%	2 0%	3 0%	2 0%	1 0%	1 0%
CANNABIS/MEDICAL CANNABIS PROGRAM	6 0%	6 0%	0 0%	5 0%	1 0%	3 1%	3 0%	2 0%	4 1%	1 0%	2 0%	3 0%	2 0%	0 0%	3 1%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	22 1%	22 1%	0 0%	18 1%	3 1%	7 1%	15 1%	14 1%	8 1%	4 1%	9 1%	9 1%	7 1%	3 1%	11 2%
			+												++
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	52 2%	47 2%	5 2%	43 3%	7 2%	10 2%	42 3%	15 1%	37 4%	11 2%	19 2%	21 2%	18 3%	13 2%	18 3%
								----	++++						
DVA, DEPARTMENTS/MINISTRIES/OFFICES, UNSPECIFIED	6 0%	6 0%	0 0%	5 0%	1 0%	2 0%	4 0%	3 0%	3 0%	3 1%	1 0%	2 0%	2 0%	2 0%	1 0%
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	33 2%	31 2%	2 1%	29 2%	1 0%	10 2%	23 1%	16 1%	17 2%	7 1%	10 1%	16 2%	8 1%	9 2%	14 2%
				++	--										+
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	6 0%	6 0%	0 0%	3 0%	3 1%	2 0%	4 0%	4 0%	2 0%	2 0%	4 1%	0 0%	2 0%	1 0%	2 0%
					++						+	--			
EMPLOYMENT SERVICES, JOB PLACEMENT	6 0%	3 0%	2 1%	4 0%	0 0%	3 1%	2 0%	4 0%	2 0%	1 0%	0 0%	5 1%	0 0%	1 0%	3 0%
		--	+				--				-	+			

HOME CARE, PERSONAL HOME CARE SERVICES	20 1%	19 1%	1 0%	18 1%	2 0%	6 1%	14 1%	4 0%	16 2%	1 0%	10 1%	9 1%	8 1%	5 1%	5 1%
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	19 1%	18 1%	1 0%	16 1%	2 0%	0 0%	19 1%	6 0%	13 1%	3 1%	10 1%	6 1%	4 1%	7 1%	6 1%
REHABILITATION	17 1%	14 1%	3 1%	16 1%	1 0%	2 0%	15 1%	7 1%	10 1%	2 0%	7 1%	8 1%	4 1%	4 1%	7 1%
EMERGENCY FUNDS	2 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	1 0%	1 0%	0 0%	2 0%	0 0%	2 0%	0 0%	0 0%
LONG TERM CARE, RETIREMENT CARE	12 1%	11 1%	1 0%	11 1%	1 0%	3 1%	9 1%	6 0%	6 1%	1 0%	3 0%	7 1%	3 0%	3 1%	2 0%
SERVICE ANIMALS/DOGS	7 0%	7 0%	0 0%	6 0%	1 0%	0 0%	7 0%	4 0%	3 0%	0 0%	2 0%	5 1%	1 0%	5 1%	1 0%
LACK OF SERVICES/SUPPORT	30 1%	29 2%	1 0%	23 1%	5 1%	3 1%	27 2%	19 2%	10 1%	7 1%	9 1%	12 1%	7 1%	8 1%	10 2%
INVICTUS GAMES	7 0%	7 0%	0 0%	7 0%	1 0%	0 0%	7 0%	1 0%	6 1%	2 0%	3 0%	2 0%	2 0%	1 0%	0 0%
TRAVEL/TRANSPORTATION SUPPORT	2 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%
VETERAN'S LAND ACT	3 0%	2 0%	1 0%	2 0%	0 0%	1 0%	2 0%	1 0%	2 0%	1 0%	2 0%	0 0%	1 0%	0 0%	2 0%
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	5 0%	5 0%	0 0%	4 0%	2 1%	1 0%	4 0%	3 0%	2 0%	0 0%	0 0%	5 1%	0 0%	2 0%	2 0%
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	11 1%	9 0%	2 1%	8 0%	1 0%	3 1%	8 1%	6 0%	5 1%	4 1%	3 0%	4 0%	3 0%	3 1%	1 0%
MEMORY PROJECT	3 0%	3 0%	0 0%	2 0%	1 0%	1 0%	2 0%	1 0%	2 0%	0 0%	1 0%	2 0%	1 0%	1 0%	1 0%
Specify	19 1%	16 1%	3 1%	13 1%	4 1%	2 0%	17 1%	10 1%	9 1%	3 1%	8 1%	8 1%	3 0%	8 1%	7 1%
DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGR	740 37%	641 37%	89 36%	552 38%	141 34%	206 40%	525 36%	452 40%	283 33%	184 39%	269 39%	279 34%	234 37%	200 39%	215 37%

Prefer not to say	625 33%	507 31%	100 43%	443 31%	142 35%	193 37%	415 30%	391 35%	222 27%	154 35%	207 31%	255 32%	206 35%	148 31%	167 29%
Chi2:	-	-		(99.9)		(99)		(99.9)		-			-		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07

Can you name any Veterans Affairs Canada programs you may have heard of?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
Q1B															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	134 6%	17 7%	63 5%	21 5%	11 7%	102 7%	21 6%	29 7%	84 6%	9 5%	17 5%	108 7%	3 3%	6 3%	125 7%
			--											-	++
POPPY CAMPAIGN	42 2%	8 3%	17 1%	8 2%	3 2%	31 2%	7 2%	6 1%	29 2%	6 3%	3 1%	33 2%	3 4%	3 2%	36 2%
			--												
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	31 1%	5 2%	15 1%	5 1%	2 1%	24 2%	4 1%	5 1%	22 2%	1 1%	3 1%	27 2%	1 1%	0 0%	30 2%
														-	+
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	104 5%	15 6%	48 4%	8 2%	6 4%	90 6%	13 4%	20 5%	71 5%	4 2%	11 3%	89 6%	1 1%	4 2%	99 5%
			--	---		++++				-		++		-	+++
WAR AMPS PROGRAMS/FUNDS	21 1%	4 2%	12 1%	8 2%	2 1%	11 1%	6 2%	6 2%	9 1%	5 3%	7 2%	9 1%	1 1%	4 2%	16 1%
				++		-	+		--	++	++	---		+	
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	33 2%	8 3%	14 1%	6 1%	2 2%	25 2%	7 2%	3 1%	23 2%	4 2%	3 1%	26 2%	1 1%	3 2%	29 2%
			-					-							
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	41 2%	11 4%	18 2%	6 1%	0 0%	35 2%	4 1%	5 1%	32 2%	2 1%	5 2%	34 2%	0 0%	5 3%	36 2%
			+++		-	++			+						
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	51 2%	9 3%	17 1%	3 1%	3 2%	45 3%	4 1%	8 2%	38 3%	3 2%	4 1%	43 3%	0 0%	1 0%	49 3%
			----	--		+++								-	++
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTEED INCOME	24 1%	3 1%	13 1%	2 1%	0 0%	22 2%	0 0%	6 1%	18 1%	0 0%	4 1%	20 1%	1 1%	1 1%	22 1%
						++	--								
PENSIONS (GENERAL MENTION)	78 4%	17 7%	31 3%	9 2%	6 3%	63 4%	11 3%	17 4%	49 4%	5 3%	11 4%	61 4%	0 0%	7 4%	70 4%
			+++	-		++							-		
HEARING IMPAIRED PROGRAMS/SUPPORTS	4 0%	0 0%	1 0%	1 0%	0 0%	3 0%	1 0%	2 0%	1 0%	0 0%	1 0%	3 0%	0 0%	1 1%	3 0%

VETERAN'S INDEPENDENT PROGRAM (VIP)	14 1%	3 1%	6 0%	1 0%	0 0%	13 1% +	0 0%	2 0%	12 1%	0 0%	0 0%	14 1% ++	0 0%	0 0%	14 1%
VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	40 2%	8 3%	20 2%	15 4% +++	3 2%	22 2% --	6 2%	8 2%	26 2%	4 2%	2 1%	34 2% -	1 1%	3 2%	35 2%
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	5 0%	0 0%	3 0%	0 0%	0 0%	5 0%	0 0%	0 0%	4 0%	0 0%	0 0%	4 0%	0 0%	0 0%	4 0%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	22 1%	2 1%	8 1%	0 0% --	0 0%	22 1% +++	2 1%	2 1%	18 1%	1 0%	1 0%	20 1%	0 0%	1 1%	21 1%
EDUCATION/TRAINING/RETRAINING	31 2%	5 2%	10 1% ---	1 0% --	3 2%	27 2% ++	1 0%	5 1%	24 2%	0 0%	6 2%	25 2%	0 0%	1 0%	29 2%
CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	30 1%	4 2%	12 1%	1 0% --	0 0%	29 2% +++	2 1%	8 2%	20 2%	1 1%	3 1%	26 2%	0 0%	1 0%	29 2% +
TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT	6 0%	1 0%	2 0%	1 0%	0 0%	5 0%	1 0%	1 0%	4 0%	0 0%	0 0%	5 0%	0 0%	1 0%	5 0%
COUNSELLING SERVICES (GENERAL MENTION)	5 0%	0 0%	3 0%	0 0%	0 0%	5 0%	0 0%	1 0%	4 0%	0 0%	0 0%	5 0%	0 0%	1 0%	4 0%
CANNABIS/MEDICAL CANNABIS PROGRAM	6 0%	1 1%	3 0%	2 1%	0 0%	4 0%	2 1%	0 0%	4 0%	1 1%	0 0%	5 0%	0 0%	0 0%	6 0%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	22 1%	3 1%	13 1%	0 0% --	1 1%	21 1% ++	3 1%	3 1%	16 1%	2 1%	1 0%	19 1%	0 0%	1 0%	21 1%
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	52 2%	11 4% +	22 2% --	4 1% --	3 2%	45 3% ++	2 1% --	10 2%	40 3% +	1 0% -	7 2%	44 3%	1 1%	4 2%	47 2%
DVA, DEPARTMENTS/MINISTRIES/OFFICES, UNSPECIFIED	6 0%	2 1% +	1 0% --	0 0%	0 0%	5 0%	1 0%	0 0%	5 0%	1 1%	0 0%	5 0%	0 0%	1 1%	5 0%
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	33 2%	5 2%	17 1%	1 0% --	2 1%	30 2% +++	4 1%	5 1%	24 2%	1 0%	4 1%	27 2%	0 0%	3 1%	30 2%
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	6 0%	1 0%	3 0%	0 0%	0 0%	6 0%	0 0%	0 0%	6 1% +	0 0%	0 0%	6 0%	0 0%	1 0%	5 0%

EMPLOYMENT SERVICES, JOB PLACEMENT	6 0%	1 0%	4 0%	0 0%	2 1% ++	4 0%	1 0%	1 0%	4 0%	0 0%	1 0%	5 0%	0 0%	1 1%	5 0%
HOME CARE, PERSONAL HOME CARE SERVICES	20 1%	3 1%	12 1%	1 0%	1 1%	18 1%	2 1%	2 0%	16 1%	1 0%	1 0%	18 1%	0 0%	0 0%	20 1%
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	19 1%	5 2%	10 1%	3 1%	1 1%	15 1%	3 1%	1 0%	15 1%	1 1%	1 0%	17 1%	2 2%	1 0%	16 1%
REHABILITATION	17 1%	4 2%	9 1%	0 0%	0 0%	17 1% ++	3 1%	1 0%	13 1%	0 0%	2 1%	15 1%	0 0%	2 1%	15 1%
EMERGENCY FUNDS	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
LONG TERM CARE, RETIREMENT CARE	12 1%	6 2% ++++	5 0%	2 0%	0 0%	10 1%	2 1%	4 1%	6 0%	1 1%	1 0%	10 1%	0 0%	0 0%	12 1%
SERVICE ANIMALS/DOGS	7 0%	1 0%	2 0%	1 0%	0 0%	6 0%	0 0%	1 0%	6 0%	0 0%	0 0%	7 0%	0 0%	0 0%	7 0%
LACK OF SERVICES/SUPPORT	30 1%	5 2%	17 1%	3 1%	1 1%	26 2% ++	5 2%	3 1%	22 2%	4 2%	2 1%	24 2%	0 0%	0 0%	30 2% ++
INVICTUS GAMES	7 0%	2 1%	2 0%	0 0%	0 0%	7 0%	1 0%	1 0%	5 0%	1 0%	1 0%	5 0%	0 0%	1 0%	6 0%
TRAVEL/TRANSPORTATION SUPPORT	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
VETERAN'S LAND ACT	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	5 0%	0 0%	2 0%	1 0%	0 0%	4 0%	0 0%	1 0%	4 0%	1 0%	1 0%	3 0%	0 0%	1 0%	4 0%
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	11 1%	3 1%	4 0%	1 0%	0 0%	10 1%	2 1%	1 0%	8 1%	1 1%	0 0%	10 1%	0 0%	0 0%	11 1%
MEMORY PROJECT	3 0%	1 0%	1 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%
Specify	19 1%	4 2%	10 1%	2 1%	2 1%	15 1%	3 1%	3 1%	13 1%	3 2%	1 0%	15 1%	3 4% ++	1 0%	15 1%

DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGR	740 37%	80 33%	473 41%	154 40%	59 41%	507 36%	111 38%	151 38%	475 37%	66 39%	100 35%	570 38%	26 35%	68 38%	643 37%
Prefer not to say	625 33%	58 25%	369 33%	143 38%	53 37%	404 29%	99 35%	139 36%	376 30%	58 35%	117 43%	440 30%	32 47%	69 41%	511 30%
Chi2:	-	(99.9)		(99.9)			-			-			-		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

Career Transition Services														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1A 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	62 3%	4 3%	20 5% ++	22 3%	3 2%	3 1%	8 3%	38 4% ++	23 2% --	21 5% ++	8 2%	8 2%	11 3%	14 3%
MODERATELY IMPORTANT (3)	281 14%	23 16%	75 18% ++	102 13%	19 12%	31 14%	30 11%	144 15%	134 14%	84 18% +++	41 12%	47 14%	50 13%	59 12%
QUITE IMPORTANT (4-5)	1610 80%	122 80%	329 75% ---	631 82%	126 80%	176 81%	222 84%	753 78% ---	848 83% +++	342 75% ----	280 83%	278 82%	310 82%	400 82%
1 Not at all important	19 1%	2 2%	9 2%	4 1%	1 1%	1 0%	1 0%	13 2%	5 0%	9 2%	2 1%	4 1%	0 0%	4 1%
2	43 2%	2 1%	11 3%	18 2%	2 1%	2 1%	7 3%	25 3%	18 2%	12 3%	6 2%	4 1%	11 3%	10 2%
3	281 14%	23 16%	75 18%	102 13%	19 12%	31 14%	30 11%	144 15%	134 14%	84 18%	41 12%	47 14%	50 13%	59 12%
4	621 31%	40 26%	150 35%	223 29%	53 34%	53 25%	100 38%	313 33%	305 30%	156 34%	122 36%	93 27%	118 31%	132 27%
5 Very important	989 49%	82 54%	179 40%	408 53%	73 46%	123 57%	122 46%	440 45%	543 52%	186 41%	158 47%	185 54%	192 51%	268 55%
Don't know / Prefer not to say / No answer	47 2%	2 1%	11 2%	13 2%	10 6%	7 3%	4 2%	32 3%	14 1%	11 2%	8 2%	8 2%	6 2%	14 3%
Chi2:	-	(90)						95		95				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.28	4.31	4.11	4.33	4.32	4.41	4.28	4.21	4.34	4.11	4.29	4.35	4.32	4.37
Standard Deviation:	0.869	0.898	0.942	0.844	0.803	0.805	0.804	0.910	0.818	0.939	0.807	0.854	0.817	0.849
Student's T:	*	-	99.9	95	-	95	-	99	99.9	99.9	-	90	-	99

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+
Q2_1A 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	62 3%	53 3%	5 2%	37 3%	19 5%	14 3%	45 3%	36 3%	25 3%	13 3%	20 3%	29 4%	22 4%	11 2%	21 4%
MODERATELY IMPORTANT (3)	281 14%	249 15%	28 11%	197 14%	75 18%	78 15%	198 14%	172 16%	107 13%	61 13%	111 17%	106 13%	87 14%	79 16%	77 14%
QUITE IMPORTANT (4-5)	1610 80%	1391 80%	198 81%	1212 82%	308 73%	417 80%	1173 81%	908 80%	689 81%	379 81%	544 78%	671 81%	502 79%	404 79%	476 82%
1 Not at all important	19 1%	17 1%	1 1%	9 1%	8 2%	5 1%	13 1%	10 1%	8 1%	6 1%	4 1%	9 1%	10 2%	2 0%	5 1%
2	43 2%	36 2%	4 2%	28 2%	11 3%	9 2%	32 2%	26 2%	17 2%	7 1%	16 2%	20 3%	12 2%	9 2%	16 3%
3	281 14%	249 15%	28 11%	197 14%	75 18%	78 15%	198 14%	172 16%	107 13%	61 13%	111 17%	106 13%	87 14%	79 16%	77 14%
4	621 31%	528 31%	84 34%	442 30%	141 34%	180 35%	433 30%	375 33%	244 29%	137 29%	208 30%	271 33%	183 29%	167 34%	188 33%
5 Very important	989 49%	863 49%	114 46%	770 52%	167 39%	237 45%	740 50%	533 47%	445 52%	242 52%	336 48%	400 48%	319 50%	237 46%	288 49%
Don't know/ Prefer not to say / No answer	47 2%	31 2%	14 6%	28 2%	15 4%	12 2%	34 2%	17 1%	27 3%	11 2%	19 3%	15 2%	20 3%	15 3%	7 1%
Chi2:	-	-	-	99	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.28	4.28	4.32	4.33	4.09	4.23	4.30	4.24	4.33	4.32	4.26	4.27	4.27	4.26	4.27
Standard Deviation:	0.869	0.872	0.793	0.835	0.942	0.856	0.866	0.871	0.857	0.873	0.864	0.872	0.913	0.821	0.869
Student's T:	*	-	-	99.9	99.9	-	90	95	95	-	-	-	-	-	-

Career Transition Services															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1A 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	62 3%	12 5%	40 4%	26 7% ++++	8 6% +	23 2% ----	34 12% ++++	11 3%	17 1% ----	26 15% ++++	14 5%	22 1% ----	21 29% ++++	13 7% ++++	28 2% ----
MODERATELY IMPORTANT (3)	281 14%	34 14%	164 15%	82 22% ++++	20 15%	172 12% ----	63 22% ++++	85 22% ++++	131 10% ----	47 28% ++++	70 25% ++++	162 11% ----	19 27% +++	54 31% ++++	205 12% ----
QUITE IMPORTANT (4-5)	1610 80%	197 80%	916 79%	264 68% ----	117 78%	1201 85% ++++	192 64% ----	294 73% ----	1115 87% ++++	96 55% ----	189 65% ----	1316 86% ++++	29 39% ----	102 57% ----	1471 85% ++++
1 Not at all important	19 1%	4 2%	13 1%	12 3%	1 1%	4 0%	16 6%	1 0%	2 0%	14 8%	2 1%	3 0%	13 18%	4 2%	2 0%
2	43 2%	8 3%	27 2%	14 4%	7 5%	19 1%	18 6%	10 2%	15 1%	12 7%	12 4%	19 1%	8 11%	9 5%	26 2%
3	281 14%	34 14%	164 15%	82 22%	20 15%	172 12%	63 22%	85 22%	131 10%	47 28%	70 25%	162 11%	19 27%	54 31%	205 12%
4	621 31%	69 29%	354 31%	126 33%	63 42%	421 30%	92 31%	146 37%	381 30%	48 28%	95 33%	476 32%	16 22%	59 34%	542 32%
5 Very important	989 49%	128 52%	562 48%	138 35%	54 36%	780 55%	100 33%	148 36%	734 57%	48 27%	94 32%	840 55%	13 17%	43 24%	929 53%
Don't know/ Prefer not to say / No answer	47 2%	2 1%	29 2%	15 4%	2 1%	24 2%	7 2%	12 3%	23 2%	4 2%	14 4%	24 2%	4 5%	8 4%	27 1%
Chi2:	-	-		(99.9)			99.9			99.9			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.28	4.27	4.26	3.96	4.09	4.40	3.81	4.09	4.45	3.59	3.96	4.42	3.09	3.74	4.39

Financial benefits such as providing benefits to replace loss of earnings, allowances 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+
Q2_1B 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	51 3%	2 2%	24 6% ++++	12 2% --	1 1%	5 2%	6 2%	31 3%	19 2% +	20 4% +++	11 3%	5 2%	6 2%	9 2%
MODERATELY IMPORTANT (3)	169 9%	10 7%	53 13% +++	70 9%	8 5%	13 6%	12 5% ---	88 10%	81 8%	65 15% ++++	23 7%	20 6% --	24 7%	37 8%
QUITE IMPORTANT (4-5)	1735 86%	136 89%	346 79% ----	679 88%	140 89%	190 87%	241 91% ++	821 84% --	903 88% ++	360 78% ----	294 87%	309 91% +++	343 91% +++	429 88%
1 Not at all important	14 1%	1 1%	6 1%	6 1%	0 0%	0 0%	0 0%	9 1%	4 0%	6 1%	2 1%	4 1%	1 0%	1 0%
2	37 2%	1 1%	18 4%	6 1%	1 1%	5 2%	6 2%	22 2%	15 2%	14 3%	9 3%	1 0%	5 1%	8 2%
3	169 9%	10 7%	53 13%	70 9%	8 5%	13 6%	12 5%	88 10%	81 8%	65 15%	23 7%	20 6%	24 7%	37 8%
4	468 24%	30 20%	123 29%	170 23%	39 25%	40 18%	66 26%	235 25%	231 23%	145 32%	80 24%	67 20%	79 21%	97 20%
5 Very important	1267 62%	106 69%	223 50%	509 65%	101 64%	150 69%	175 65%	586 59%	672 65%	215 47%	214 63%	242 71%	264 70%	332 68%
Don't know/ Prefer not to say / No answer	45 2%	3 2%	12 3%	7 1%	9 6%	9 4%	5 2%	27 3%	16 2%	13 3%	9 3%	7 2%	4 1%	12 2%
Chi2:	-	(99.9)						90		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.48	4.59	4.25	4.52	4.61	4.61	4.57	4.43	4.53	4.22	4.50	4.62	4.60	4.58
Standard Deviation:	0.804	0.737	0.947	0.769	0.619	0.709	0.699	0.849	0.752	0.910	0.804	0.723	0.695	0.731
Student's T:	*	90	99.9	90	95	99	95	99	99	99.9	-	99.9	99.9	99

Financial benefits such as providing benefits to replace loss of earnings, allowances 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+
Q2_1B 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	51 3%	43 3%	4 2%	25 2%	22 5%	12 2%	35 3%	32 3%	16 2%	8 2%	12 2%	29 4%	16 3%	13 3%	13 2%
				----	++++							++			
MODERATELY IMPORTANT (3)	169 9%	143 9%	22 9%	104 7%	52 13%	37 7%	126 9%	96 9%	72 9%	24 5%	60 9%	85 11%	46 8%	50 10%	52 9%
				----	++++					---		++			
QUITE IMPORTANT (4-5)	1735 86%	1506 87%	208 84%	1317 89%	329 78%	462 88%	1256 86%	981 86%	741 87%	425 91%	609 87%	683 82%	552 87%	431 84%	510 87%
			+	++++	----	+				++++		----			
1 Not at all important	14 1%	12 1%	0 0%	6 0%	7 2%	4 1%	9 1%	9 1%	4 1%	4 1%	3 0%	7 1%	6 1%	3 1%	2 0%
2	37 2%	31 2%	4 2%	19 1%	15 4%	8 2%	26 2%	23 2%	12 1%	4 1%	9 1%	22 3%	10 2%	10 2%	11 2%
3	169 9%	143 9%	22 9%	104 7%	52 13%	37 7%	126 9%	96 9%	72 9%	24 5%	60 9%	85 11%	46 8%	50 10%	52 9%
4	468 24%	400 24%	57 24%	322 22%	119 29%	142 28%	319 22%	297 27%	167 20%	94 20%	154 23%	217 27%	142 23%	124 25%	141 25%
5 Very important	1267 62%	1106 63%	151 60%	995 67%	210 49%	320 61%	937 63%	684 59%	574 67%	331 71%	455 64%	466 55%	410 64%	307 59%	369 62%
Don't know/ Prefer not to say / No answer	45 2%	32 2%	11 4%	28 2%	14 3%	10 2%	33 2%	24 2%	19 2%	7 2%	13 2%	24 3%	17 3%	15 3%	6 1%
Chi2:	-	-		99.9		-		-		99.9			-		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.48	4.49	4.50	4.56	4.24	4.49	4.49	4.44	4.55	4.62	4.52	4.37	4.51	4.44	4.48
Standard Deviation:	0.804	0.800	0.746	0.730	0.950	0.773	0.802	0.819	0.763	0.718	0.760	0.865	0.803	0.819	0.782
Student's T:	*	-	-	99.9	99.9	-	-	99	99	99.9	-	99.9	-	-	-

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

	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1B 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	51 3%	10 4%	30 3%	27 7% ++++	5 4%	17 1% ----	29 10% ++++	11 3%	11 1% ----	29 18% ++++	9 3%	12 1% ----	22 31% ++++	16 9% ++++	13 1% ----
MODERATELY IMPORTANT (3)	169 9%	14 6%	107 10%	64 17% ++++	14 10%	87 6% ----	51 18% ++++	50 13% ++++	68 5% ----	36 21% ++++	48 18% ++++	85 6% ----	17 24% ++++	49 28% ++++	103 6% ----
QUITE IMPORTANT (4-5)	1735 86%	217 88%	986 85%	282 72% ----	127 86%	1294 91% ++++	206 69% ----	331 82% ---	1188 92% ++++	103 58% ----	219 75% ----	1404 92% ++++	29 40% ----	104 58% ----	1592 92% ++++
1 Not at all important	14 1%	3 1%	8 1%	9 2%	0 0%	3 0%	11 4%	2 1%	1 0%	11 7%	2 1%	1 0%	10 15%	3 2%	1 0%
2	37 2%	7 3%	22 2%	18 5%	5 4%	14 1%	18 6%	9 2%	10 1%	18 11%	7 2%	11 1%	12 16%	13 8%	12 1%
3	169 9%	14 6%	107 10%	64 17%	14 10%	87 6%	51 18%	50 13%	68 5%	36 21%	48 18%	85 6%	17 24%	49 28%	103 6%
4	468 24%	56 23%	284 25%	110 29%	44 30%	301 22%	79 27%	122 31%	264 21%	42 24%	94 33%	329 22%	15 20%	56 32%	393 23%
5 Very important	1267 62%	161 65%	702 60%	172 44%	83 55%	993 69%	127 41%	209 51%	924 71%	61 34%	125 42%	1075 70%	14 19%	48 27%	1199 68%
Don't know/ Prefer not to say / No answer	45 2%	4 2%	26 2%	14 3%	1 1%	22 2%	10 3%	10 2%	19 2%	5 3%	11 4%	23 2%	5 6%	8 4%	23 1%
Chi2:	-	-	-	(99.9)	-	-	99.9	-	-	(99.9)	-	-	(99.9)	-	-
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

Group health insurance and other health benefits														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1C 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	59 3%	2 1%	18 4%	22 3%	1 1%	7 3%	7 3%	33 4%	25 3%	18 4%	11 3%	13 4%	6 2%	11 2%
MODERATELY IMPORTANT (3)	193 10%	12 8%	61 14% ++++	77 10%	12 7%	11 5% --	20 8%	105 11% +	87 9% -	59 13% +++	50 15% ++++	16 4% ----	34 9%	34 7% --
QUITE IMPORTANT (4-5)	1700 85%	134 88%	343 78% ----	656 85%	137 87%	193 89% ++	232 88%	799 82% --	891 87% +++	369 80% --	265 78% ----	304 89% +++	330 87%	432 89% +++
1 Not at all important	22 1%	1 1%	8 2%	8 1%	0 0%	3 1%	1 0%	16 2%	5 1%	7 2%	2 1%	7 2%	2 1%	4 1%
2	37 2%	1 1%	10 2%	14 2%	1 1%	4 2%	6 2%	17 2%	20 2%	11 2%	9 3%	6 2%	4 1%	7 1%
3	193 10%	12 8%	61 14%	77 10%	12 7%	11 5%	20 8%	105 11%	87 9%	59 13%	50 15%	16 4%	34 9%	34 7%
4	517 26%	32 21%	118 27%	189 25%	43 28%	59 28%	73 28%	266 28%	248 25%	141 31%	86 25%	88 26%	90 24%	112 23%
5 Very important	1183 58%	102 67%	225 51%	467 60%	94 59%	134 62%	159 60%	533 55%	643 62%	228 50%	179 53%	216 63%	240 63%	320 66%
Don't know / Prefer not to say / No answer	48 2%	3 2%	13 3%	13 2%	8 5%	6 3%	5 2%	30 3%	16 2%	12 3%	11 3%	8 2%	7 2%	10 2%
Chi2:	-	(99)						95		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.42	4.56	4.27	4.44	4.54	4.51	4.47	4.35	4.48	4.27	4.32	4.50	4.51	4.54
Standard Deviation:	0.843	0.751	0.940	0.839	0.667	0.788	0.772	0.891	0.785	0.902	0.881	0.841	0.756	0.764
Student's T:	*	95	99.9	-	95	90	-	99	99.9	99.9	95	95	95	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+
Q2_1C 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	59 3%	49 3%	6 3%	36 3%	18 5%	16 3%	42 3%	37 3%	19 2%	11 2%	13 2%	34 4%	19 3%	13 3%	17 3%
MODERATELY IMPORTANT (3)	193 10%	167 10%	24 10%	124 9%	65 16%	66 13%	123 9%	129 12%	63 8%	26 6%	76 11%	89 11%	49 8%	53 10%	64 11%
QUITE IMPORTANT (4-5)	1700 85%	1474 85%	203 82%	1285 87%	319 76%	429 82%	1251 86%	945 83%	744 87%	417 90%	589 84%	678 82%	544 85%	428 84%	494 85%
1 Not at all important	22 1%	20 1%	1 0%	12 1%	8 2%	4 1%	17 1%	14 1%	6 1%	6 1%	4 1%	11 1%	11 2%	2 0%	4 1%
2	37 2%	29 2%	5 2%	24 2%	10 3%	12 2%	25 2%	23 2%	13 2%	5 1%	9 1%	23 3%	8 1%	11 2%	13 2%
3	193 10%	167 10%	24 10%	124 9%	65 16%	66 13%	123 9%	129 12%	63 8%	26 6%	76 11%	89 11%	49 8%	53 10%	64 11%
4	517 26%	443 26%	60 24%	372 26%	107 26%	147 28%	361 25%	314 28%	199 24%	112 25%	156 23%	248 31%	160 26%	140 28%	155 27%
5 Very important	1183 58%	1031 59%	143 58%	913 62%	212 50%	282 54%	890 61%	631 55%	545 64%	305 65%	433 62%	430 52%	384 60%	288 56%	339 58%
Don't know / Prefer not to say / No answer	48 2%	34 2%	12 5%	29 2%	15 4%	10 2%	34 2%	22 2%	22 3%	10 2%	16 2%	20 3%	19 3%	15 3%	6 1%
Chi2:	-	-	-	99.9	-	95	-	99	-	99.9	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.42	4.43	4.44	4.48	4.24	4.34	4.46	4.36	4.52	4.54	4.47	4.31	4.44	4.41	4.40
Standard Deviation:	0.843	0.841	0.809	0.794	0.962	0.855	0.833	0.869	0.775	0.778	0.800	0.893	0.861	0.804	0.835
Student's T:	*	-	-	99.9	99.9	95	99	99.9	99.9	99.9	90	99.9	-	-	-

Group health insurance and other health benefits															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1C 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	59 3%	7 3%	38 3%	27 7% ++++	4 3%	26 2% ----	30 11% ++++	10 3%	19 2% ----	29 17% ++++	6 2%	24 2% ----	19 27% ++++	17 10% ++++	23 1% ----
MODERATELY IMPORTANT (3)	193 10%	16 7%	126 11% ++	69 18% ++++	25 18% ++++	95 7% ----	65 22% ++++	60 15% ++++	67 5% ----	43 26% ++++	48 17% ++++	100 7% ----	20 28% ++++	45 26% ++++	126 7% ----
QUITE IMPORTANT (4-5)	1700 85%	218 88%	955 83% +	275 71% ----	116 78% --	1276 90% ++++	190 64% ----	320 79% ----	1181 92% ++++	94 53% ----	222 77% ----	1377 90% ++++	29 40% ----	104 59% ----	1559 90% ++++
1 Not at all important	22 1%	2 1%	15 1%	13 3%	0 0%	7 1%	15 5%	2 1%	5 0%	14 8%	3 1%	5 0%	11 16%	6 3%	5 0%
2	37 2%	5 2%	23 2%	14 4%	4 3%	19 1%	15 5%	8 2%	14 1%	15 9%	3 1%	19 1%	8 11%	11 7%	18 1%
3	193 10%	16 7%	126 11%	69 18%	25 18%	95 7%	65 22%	60 15%	67 5%	43 26%	48 17%	100 7%	20 28%	45 26%	126 7%
4	517 26%	58 24%	297 26%	113 29%	38 26%	351 25%	79 27%	138 34%	297 24%	45 26%	96 34%	375 25%	18 24%	61 35%	436 26%
5 Very important	1183 58%	160 65%	658 57%	162 41%	78 52%	925 65%	111 37%	182 45%	884 68%	49 27%	126 43%	1002 65%	11 15%	43 24%	1123 64%
Don't know/ Prefer not to say / No answer	48 2%	4 2%	30 3%	16 4%	2 1%	23 2%	11 4%	12 3%	19 1%	7 4%	11 4%	23 1%	5 6%	11 6%	23 1%
Chi2:	-	-		(99.9)			99.9			99.9			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.42	4.52	4.38	4.06	4.29	4.55	3.88	4.25	4.60	3.58	4.21	4.56	3.13	3.74	4.55

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+
Q2_1D 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	34 2%	1 1%	16 4% ++++	8 1%	1 1%	2 1%	4 2%	20 2%	13 1%	14 3% ++	5 2%	6 2%	6 2%	3 1% --
MODERATELY IMPORTANT (3)	97 5%	6 5%	30 7% ++	31 4%	3 2% --	10 5%	17 7%	50 6%	47 5%	45 10% ++++	17 5%	3 1% ----	10 3% --	22 5%
QUITE IMPORTANT (4-5)	1835 91%	142 93%	378 86% ----	724 94% +++	146 92%	199 92%	241 91%	873 90% --	951 93% +++	390 85% ----	306 91%	327 96% ++++	358 95% +++	454 93% +
1 Not at all important	11 1%	0 0%	6 2%	4 1%	0 0%	0 0%	0 0%	8 1%	2 0%	6 1%	0 0%	3 1%	1 0%	1 0%
2	23 1%	1 1%	10 2%	4 1%	1 1%	2 1%	4 2%	12 1%	11 1%	8 2%	5 2%	3 1%	5 1%	2 0%
3	97 5%	6 5%	30 7%	31 4%	3 2%	10 5%	17 7%	50 6%	47 5%	45 10%	17 5%	3 1%	10 3%	22 5%
4	356 18%	17 12%	93 22%	134 18%	32 21%	31 14%	47 18%	189 20%	164 17%	110 24%	53 16%	51 15%	64 17%	78 16%
5 Very important	1479 73%	125 81%	285 64%	590 76%	114 72%	168 77%	194 73%	684 70%	787 76%	280 61%	253 75%	276 81%	294 78%	376 77%
Don't know / Prefer not to say / No answer	34 2%	2 1%	11 3%	5 1%	8 5%	6 3%	2 1%	24 2%	8 1%	9 2%	9 3%	5 1%	3 1%	8 2%
Chi2:	-	(99)						-		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.65	4.76	4.49	4.70	4.72	4.73	4.63	4.60	4.69	4.44	4.68	4.77	4.72	4.72
Standard Deviation:	0.696	0.568	0.856	0.633	0.531	0.591	0.681	0.745	0.637	0.851	0.649	0.603	0.612	0.588
Student's T:	*	95	99.9	99	90	95	-	99	99	99.9	-	99.9	95	99

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+
Q2_1D 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	34 2%	30 2%	2 1%	17 1% ---	15 4% ++++	8 2%	24 2%	23 2%	10 1%	6 2%	8 1%	19 2%	13 2%	5 1%	11 2%
MODERATELY IMPORTANT (3)	97 5%	81 5%	14 6%	64 5%	32 8% - +++	24 5%	71 5%	57 5%	39 5%	17 4%	32 5%	47 6%	30 5%	31 6%	24 4%
QUITE IMPORTANT (4-5)	1835 91%	1588 92%	221 90%	1373 93% ++++	358 85% ----	482 92%	1331 91%	1037 91%	784 92%	435 93%	642 92%	740 90% --	574 90%	462 90%	543 93% +
1 Not at all important	11 1%	10 1%	0 0%	4 0%	6 2%	2 0%	8 1%	6 1%	4 1%	5 1%	1 0%	5 1%	6 1%	1 0%	2 0%
2	23 1%	20 1%	2 1%	13 1%	9 2%	6 1%	16 1%	17 2%	6 1%	1 0%	7 1%	14 2%	7 1%	4 1%	9 2%
3	97 5%	81 5%	14 6%	64 5%	32 8%	24 5%	71 5%	57 5%	39 5%	17 4%	32 5%	47 6%	30 5%	31 6%	24 4%
4	356 18%	302 18%	46 19%	234 16%	91 22%	97 19%	253 18%	224 20%	130 15%	71 15%	113 17%	169 21%	105 17%	91 19%	111 20%
5 Very important	1479 73%	1286 74%	175 71%	1139 77%	267 63%	385 73%	1078 73%	813 71%	654 77%	364 78%	529 75%	571 69%	469 73%	371 72%	432 73%
Don't know/ Prefer not to say / No answer	34 2%	25 1%	8 3%	20 1%	12 3%	7 1%	24 2%	16 1%	15 2%	6 1%	12 2%	15 2%	14 2%	11 2%	3 0%
Chi2:	-	-	-	99.9	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.65	4.65	4.65	4.70	4.47	4.65	4.65	4.61	4.70	4.71	4.69	4.58	4.64	4.65	4.65
Standard Deviation:	0.696	0.696	0.641	0.630	0.866	0.671	0.696	0.717	0.650	0.677	0.631	0.748	0.744	0.660	0.677
Student's T:	*	-	-	99.9	99.9	-	-	95	99	95	95	99.9	-	-	-

Disability benefits															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1D 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	34 2%	5 2%	20 2%	20 5%	4 3%	7 1%	24 9%	7 2%	3 0%	22 13%	6 2%	6 0%	17 23%	10 6%	7 0%
				++++		----	++++		----	++++		----	++++	++++	----
MODERATELY IMPORTANT (3)	97 5%	13 6%	68 6%	40 11%	14 11%	39 3%	33 11%	29 8%	34 3%	27 16%	30 11%	39 3%	12 17%	39 22%	45 3%
			++	++++	+++	----	++++	+++	----	++++	++++	----	++++	++++	----
QUITE IMPORTANT (4-5)	1835 91%	224 91%	1043 90%	312 80%	128 86%	1361 96%	232 78%	357 88%	1237 96%	119 68%	242 84%	1466 96%	38 52%	123 69%	1665 96%
			-	----	--	++++	----	--	++++	----	----	++++	----	----	++++
1 Not at all important	11 1%	2 1%	7 1%	6 2%	0 0%	2 0%	7 3%	3 1%	1 0%	7 4%	3 1%	1 0%	6 9%	3 2%	2 0%
2	23 1%	3 1%	13 1%	14 4%	4 3%	5 0%	17 6%	4 1%	2 0%	15 9%	3 1%	5 0%	11 14%	7 4%	5 0%
3	97 5%	13 6%	68 6%	40 11%	14 11%	39 3%	33 11%	29 8%	34 3%	27 16%	30 11%	39 3%	12 17%	39 22%	45 3%
4	356 18%	45 18%	198 18%	81 21%	29 19%	235 17%	74 25%	88 22%	194 15%	32 18%	68 25%	255 17%	19 26%	52 29%	285 17%
5 Very important	1479 73%	179 73%	845 72%	231 59%	99 67%	1126 79%	158 52%	269 66%	1043 81%	87 49%	174 60%	1211 79%	19 26%	71 40%	1380 79%
Don't know/ Prefer not to say / No answer	34 2%	3 1%	18 2%	15 4%	1 1%	13 1%	7 2%	9 2%	12 1%	5 3%	9 3%	13 1%	6 7%	5 2%	14 1%
Chi2:	-	-		(99.9)			99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.65	4.63	4.63	4.37	4.50	4.75	4.22	4.55	4.78	4.02	4.44	4.76	3.50	4.04	4.76

Mental health support														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1E 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	30 2%	2 2%	9 2%	9 1%	0 0%	6 3%	3 1%	19 2%	10 1%	11 2%	4 1%	6 2%	4 1%	5 1%
MODERATELY IMPORTANT (3)	75 4%	5 3%	27 6% +++	24 3%	5 3%	4 2%	10 4%	45 5% ++	28 3% --	28 6% +++	11 3%	7 2% --	12 3%	17 3%
QUITE IMPORTANT (4-5)	1863 93%	144 96%	389 89% ----	728 94% ++	146 93%	202 93%	248 94%	881 91% ----	971 95% ++++	408 89% ----	316 94%	324 95% +	356 94%	459 94%
1 Not at all important	11 1%	1 1%	4 1%	4 1%	0 0%	1 0%	0 0%	9 1%	1 0%	5 1%	0 0%	4 1%	1 0%	1 0%
2	19 1%	1 1%	5 1%	5 1%	0 0%	5 2%	3 1%	10 1%	9 1%	6 1%	4 1%	2 1%	3 1%	4 1%
3	75 4%	5 3%	27 6%	24 3%	5 3%	4 2%	10 4%	45 5%	28 3%	28 6%	11 3%	7 2%	12 3%	17 3%
4	274 14%	13 10%	73 17%	104 14%	21 13%	24 11%	37 14%	158 17%	116 12%	80 18%	33 10%	44 13%	50 13%	67 14%
5 Very important	1589 79%	131 86%	316 72%	624 81%	125 80%	178 83%	211 79%	723 74%	855 84%	328 71%	283 84%	280 82%	306 81%	392 81%
Don't know / Prefer not to say / No answer	32 2%	0 0%	10 2%	7 1%	7 5%	5 2%	3 1%	22 2%	10 1%	11 2%	6 2%	4 1%	5 1%	6 1%
Chi2:	-	(95)						99		95				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.72	4.79	4.62	4.75	4.80	4.77	4.74	4.65	4.79	4.61	4.79	4.76	4.76	4.76
Standard Deviation:	0.643	0.605	0.754	0.604	0.469	0.644	0.577	0.720	0.541	0.764	0.557	0.640	0.572	0.574
Student's T:	*	-	99.9	-	95	-	-	99.9	99.9	99.9	95	-	-	-

Mental health support															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1E 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	30 2%	4 2%	19 2%	16 4% ++++	2 1%	10 1% ----	20 7% ++++	5 1%	5 0% ----	20 12% ++++	5 2%	5 0% ----	17 24% ++++	6 4% ++	7 0% ----
MODERATELY IMPORTANT (3)	75 4%	4 2% --	53 5% ++	31 8% ++++	5 4%	36 3% ----	21 7% ++++	31 8% ++++	23 2% ----	21 12% ++++	30 11% ++++	24 2% ----	13 18% ++++	25 15% ++++	37 2% ----
QUITE IMPORTANT (4-5)	1863 93%	234 95%	1060 92%	328 85% ----	138 94%	1362 96% ++++	245 82% ----	359 89% ----	1247 97% ++++	125 72% ----	243 85% ----	1484 97% ++++	37 51% ----	141 79% ----	1673 97% ++++
1 Not at all important	11 1%	2 1%	6 1%	6 2%	0 0%	3 0%	8 3%	2 1%	1 0%	8 5%	2 1%	1 0%	8 12%	1 1%	2 0%
2	19 1%	2 1%	13 1%	10 3%	2 1%	7 1%	12 4%	3 1%	4 0%	12 7%	3 1%	4 0%	9 12%	5 3%	5 0%
3	75 4%	4 2%	53 5%	31 8%	5 4%	36 3%	21 7%	31 8%	23 2%	21 12%	30 11%	24 2%	13 18%	25 15%	37 2%
4	274 14%	40 17%	164 15%	65 17%	30 21%	171 12%	58 20%	64 16%	148 12%	31 18%	51 18%	190 13%	15 21%	46 26%	211 12%
5 Very important	1589 79%	194 79%	896 77%	263 68%	108 73%	1191 84%	187 63%	295 73%	1099 85%	94 54%	192 67%	1294 85%	22 30%	95 53%	1462 84%
Don't know/ Prefer not to say / No answer	32 2%	3 1%	17 1%	12 3%	2 1%	12 1%	10 3%	7 2%	11 1%	7 4%	9 3%	11 1%	6 7%	5 3%	14 1%
Chi2:	-	(90)		(99.9)			(99.9)			(99.9)			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.72	4.74	4.70	4.51	4.68	4.80	4.39	4.63	4.83	4.12	4.53	4.83	3.50	4.31	4.82

Rehabilitation services, including medical, psychosocial and vocational family support														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1F 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	29 2%	3 2%	9 2%	9 1%	0 0%	2 1%	4 1%	20 2% ++	8 1% --	10 2%	6 2%	4 1%	4 1%	5 1%
MODERATELY IMPORTANT (3)	110 6%	7 5%	42 10% ++++	37 5%	4 3% -	10 5%	10 4%	65 7% ++	44 5% --	50 11% ++++	19 6%	7 2% ----	19 5%	15 3% ---
QUITE IMPORTANT (4-5)	1826 91%	141 93%	374 85% ----	712 92% +	147 93%	199 92%	248 94% +	859 88% ----	956 93% ++++	388 84% ----	305 90%	326 96% ++++	347 92%	460 94% +++
1 Not at all important	11 1%	1 1%	4 1%	5 1%	0 0%	0 0%	0 0%	9 1%	1 0%	5 1%	1 0%	4 1%	0 0%	1 0%
2	18 1%	2 1%	5 1%	4 1%	0 0%	2 1%	4 1%	11 1%	7 1%	5 1%	5 2%	0 0%	4 1%	4 1%
3	110 6%	7 5%	42 10%	37 5%	4 3%	10 5%	10 4%	65 7%	44 5%	50 11%	19 6%	7 2%	19 5%	15 3%
4	359 18%	14 9%	90 21%	128 17%	37 23%	30 14%	58 22%	192 20%	166 16%	101 22%	62 18%	53 16%	57 15%	86 18%
5 Very important	1467 73%	127 84%	284 65%	584 75%	110 69%	169 78%	190 71%	667 68%	790 77%	287 63%	243 72%	273 80%	290 77%	374 77%
Don't know / Prefer not to say / No answer	35 2%	0 0%	10 2%	10 1%	7 5%	6 3%	2 1%	23 2%	11 1%	10 2%	7 2%	4 1%	7 2%	7 1%
Chi2:	-	(99)						99		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.64	4.75	4.50	4.68	4.70	4.74	4.65	4.57	4.71	4.47	4.64	4.75	4.71	4.72
Standard Deviation:	0.693	0.678	0.813	0.663	0.515	0.583	0.632	0.769	0.596	0.825	0.696	0.613	0.613	0.583
Student's T:	*	90	99.9	90	-	95	-	99.9	99.9	99.9	-	99.9	95	99

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+
Q2_1F 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	29 2%	25 2%	2 1%	17 1%	8 2%	6 1%	20 1%	15 1%	12 1%	7 2%	7 1%	15 2%	11 2%	6 1%	7 1%
MODERATELY IMPORTANT (3)	110 6%	96 6%	9 4%	67 5%	42 11%	28 6%	81 6%	74 7%	35 4%	23 5%	41 6%	44 6%	39 7%	30 6%	32 6%
QUITE IMPORTANT (4-5)	1826 91%	1582 91%	222 90%	1371 93%	354 84%	480 92%	1323 91%	1027 90%	785 92%	427 92%	633 91%	749 91%	567 89%	462 90%	536 92%
1 Not at all important	11 1%	10 1%	0 0%	6 0%	4 1%	3 1%	7 1%	8 1%	2 0%	4 1%	2 0%	5 1%	5 1%	1 0%	3 1%
2	18 1%	15 1%	2 1%	11 1%	4 1%	3 1%	13 1%	7 1%	10 1%	3 1%	5 1%	10 1%	6 1%	5 1%	4 1%
3	110 6%	96 6%	9 4%	67 5%	42 11%	28 6%	81 6%	74 7%	35 4%	23 5%	41 6%	44 6%	39 7%	30 6%	32 6%
4	359 18%	298 17%	54 23%	242 17%	87 21%	102 19%	251 18%	215 19%	142 17%	76 16%	107 15%	173 22%	106 17%	91 18%	112 20%
5 Very important	1467 73%	1284 74%	168 68%	1129 76%	267 63%	378 72%	1072 73%	812 71%	643 75%	351 75%	526 75%	576 69%	461 72%	371 72%	424 72%
Don't know/ Prefer not to say / No answer	35 2%	21 1%	12 5%	19 1%	13 3%	7 1%	26 2%	17 1%	16 2%	7 1%	13 2%	13 2%	14 2%	11 2%	6 1%
Chi2:	-	-	-	99.9	-	-	-	90	-	-	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.64	4.65	4.65	4.69	4.49	4.64	4.65	4.61	4.69	4.67	4.68	4.60	4.62	4.65	4.64
Standard Deviation:	0.693	0.693	0.604	0.640	0.815	0.676	0.688	0.714	0.641	0.698	0.656	0.718	0.741	0.664	0.676
Student's T:	*	-	-	99.9	99.9	-	-	95	99	-	90	95	-	-	-

Rehabilitation services, including medical, psychosocial and vocational family support

	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1F 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	29 2%	7 3%	15 1%	15 4%	3 2%	8 1%	18 6%	5 1%	6 0%	16 10%	5 2%	7 0%	18 25%	6 3%	5 0%
				++++		----	++++		----	++++		----	++++	++	----
MODERATELY IMPORTANT (3)	110 6%	13 6%	70 6%	47 13%	15 11%	45 3%	36 13%	43 11%	31 2%	30 18%	46 17%	34 2%	19 27%	46 27%	45 3%
				++++	+++	----	++++	++++	----	++++	++++	----	++++	++++	----
QUITE IMPORTANT (4-5)	1826 91%	224 91%	1044 90%	313 81%	126 85%	1353 95%	234 78%	347 86%	1233 96%	120 68%	229 79%	1466 96%	32 43%	119 67%	1663 96%
				----	---	++++	----	----	++++	----	----	++++	----	----	++++
1 Not at all important	11 1%	2 1%	5 1%	7 2%	0 0%	2 0%	9 3%	1 0%	1 0%	9 6%	1 0%	1 0%	9 13%	1 1%	1 0%
2	18 1%	5 2%	10 1%	8 2%	3 2%	6 0%	9 3%	4 1%	5 0%	7 4%	4 1%	6 0%	9 12%	5 3%	4 0%
3	110 6%	13 6%	70 6%	47 13%	15 11%	45 3%	36 13%	43 11%	31 2%	30 18%	46 17%	34 2%	19 27%	46 27%	45 3%
4	359 18%	41 17%	214 19%	82 21%	29 20%	238 17%	70 24%	77 19%	209 16%	43 25%	44 16%	270 18%	13 18%	45 25%	298 17%
5 Very important	1467 73%	183 74%	830 72%	231 59%	97 65%	1115 78%	164 55%	270 66%	1024 79%	77 44%	185 63%	1196 78%	19 25%	74 41%	1365 79%
Don't know/ Prefer not to say / No answer	35 2%	1 0%	20 2%	12 3%	3 2%	14 1%	8 3%	7 2%	16 1%	7 4%	7 2%	17 1%	4 5%	6 3%	18 1%
Chi2:	-	-		(99.9)			(99.9)			(99.9)			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.64	4.62	4.63	4.38	4.51	4.74	4.26	4.53	4.77	4.01	4.43	4.76	3.33	4.07	4.76

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

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1G 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	75 4%	6 5%	29 7% ++++	20 3% --	3 2%	7 3%	7 3%	45 5% ++	28 3% --	28 6% +++	11 3%	16 5%	10 3%	10 2% --
MODERATELY IMPORTANT (3)	219 11%	11 8%	55 13%	89 12%	10 6% --	26 12%	28 11%	121 13% +	98 10% -	72 16% ++++	54 16% +++	27 8% --	26 7% ---	40 8% --
QUITE IMPORTANT (4-5)	1653 82%	129 84%	341 78% ---	649 84% +	136 86%	174 80%	220 83%	767 79% ----	876 85% ++++	341 74% ----	262 78% --	289 85%	334 89% ++++	427 87% ++++
1 Not at all important	27 2%	1 1%	13 3%	8 1%	0 0%	2 1%	2 1%	20 2%	6 1%	12 3%	4 1%	7 2%	2 1%	2 0%
2	48 2%	5 4%	16 4%	12 2%	3 2%	5 2%	5 2%	25 3%	22 2%	16 3%	7 2%	9 3%	8 2%	8 2%
3	219 11%	11 8%	55 13%	89 12%	10 6%	26 12%	28 11%	121 13%	98 10%	72 16%	54 16%	27 8%	26 7%	40 8%
4	563 29%	32 22%	150 35%	203 27%	50 31%	52 24%	75 29%	284 30%	276 27%	152 33%	108 32%	83 25%	93 25%	127 26%
5 Very important	1090 53%	97 62%	191 43%	446 57%	86 55%	122 56%	145 54%	483 49%	600 58%	189 41%	154 46%	206 60%	241 64%	300 61%
Don't know/ Prefer not to say / No answer	53 3%	5 4%	10 2%	10 1%	9 6%	10 4%	9 3%	34 4%	17 2%	17 4%	10 3%	9 3%	7 2%	10 2%
Chi2:	-	99						99		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.33	4.46	4.12	4.39	4.47	4.38	4.39	4.25	4.41	4.10	4.22	4.42	4.52	4.49
Standard Deviation:	0.89	0.87	1.01	0.85	0.71	0.87	0.82	0.95	0.82	0.99	0.89	0.91	0.77	0.76
Student's T:	*	90	99.9	95	95	-	-	99.9	99.9	99.9	95	90	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	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_1G 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	75 4%	65 4%	7 3%	40 3% ----	29 7% ++++	21 4%	50 4%	51 5% ++	21 3% --	8 2% ---	23 4%	43 6% +++	22 4%	17 4%	25 5%
MODERATELY IMPORTANT (3)	219 11%	189 11%	26 11%	154 11%	56 14% +	81 16% ++++	135 10% ----	142 13% ++	76 10% --	41 9%	69 10%	108 14% ++	58 10%	62 13%	76 13%
QUITE IMPORTANT (4-5)	1653 82%	1432 82%	202 82%	1242 84% +++	320 76% ----	406 77% ---	1228 84% ++++	915 80% --	725 85% +++	405 87% +++	584 83%	648 78% ----	531 83%	418 81%	469 80%
1 Not at all important	27 2%	24 2%	1 0%	13 1%	13 3%	11 2%	15 1%	20 2%	5 1%	4 1%	7 1%	15 2%	8 1%	5 1%	10 2%
2	48 2%	41 2%	6 2%	27 2%	16 4%	10 2%	35 3%	31 3%	16 2%	4 1%	16 2%	28 4%	14 2%	12 3%	15 3%
3	219 11%	189 11%	26 11%	154 11%	56 14%	81 16%	135 10%	142 13%	76 10%	41 9%	69 10%	108 14%	58 10%	62 13%	76 13%
4	563 29%	480 28%	75 31%	380 26%	138 34%	158 30%	398 28%	338 30%	219 26%	121 26%	181 26%	256 32%	159 26%	152 30%	180 31%
5 Very important	1090 53%	952 54%	127 51%	862 58%	182 42%	248 47%	830 56%	577 50%	506 59%	284 61%	403 57%	392 47%	372 58%	266 51%	289 49%
Don't know/ Prefer not to say / No answer	53 3%	38 2%	10 4%	38 3%	12 3%	13 2%	37 3%	25 2%	26 3%	10 2%	18 3%	22 3%	20 3%	12 2%	11 2%
Chi2:	-	-	-	99.9	-	99.9	-	99	-	99.9	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.33	4.34	4.36	4.41	4.11	4.21	4.39	4.26	4.45	4.48	4.39	4.21	4.40	4.31	4.25
Standard Deviation:	0.89	0.90	0.82	0.84	1.02	0.94	0.86	0.93	0.80	0.78	0.86	0.95	0.88	0.87	0.93
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	95	99.9	95	-	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		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1G 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	75 4%	8 3%	52 5%	40 11%	5 3%	27 2%	44 16%	17 4%	14 1%	33 20%	24 9%	17 1%	22 31%	21 12%	32 2%
			++	++++		---	++++		---	++++	++++	---	++++	++++	---
MODERATELY IMPORTANT (3)	219 11%	22 9%	138 12%	61 16%	22 16%	132 9%	62 21%	79 20%	78 6%	45 27%	60 21%	114 8%	18 25%	56 32%	143 8%
			+	++++	+	---	++++	++++	---	++++	++++	---	++++	++++	---
QUITE IMPORTANT (4-5)	1653 82%	211 86%	929 80%	274 70%	116 78%	1233 87%	178 59%	293 72%	1173 91%	88 49%	189 65%	1367 89%	29 40%	90 50%	1527 88%
			--	----		++++	----	----	++++	----	----	++++	----	----	++++
1 Not at all important	27 2%	3 1%	20 2%	20 6%	0 0%	5 0%	23 8%	4 1%	0 0%	21 13%	4 2%	2 0%	13 19%	8 5%	6 0%
2	48 2%	5 2%	32 3%	20 5%	5 3%	22 2%	21 7%	13 3%	14 1%	12 7%	20 7%	15 1%	9 12%	13 7%	26 2%
3	219 11%	22 9%	138 12%	61 16%	22 16%	132 9%	62 21%	79 20%	78 6%	45 27%	60 21%	114 8%	18 25%	56 32%	143 8%
4	563 29%	57 24%	343 30%	127 33%	51 36%	373 27%	79 27%	133 34%	349 28%	42 24%	96 34%	422 28%	14 19%	56 32%	490 29%
5 Very important	1090 53%	154 62%	586 50%	147 37%	65 43%	860 60%	99 32%	160 39%	824 63%	46 25%	93 31%	945 61%	15 20%	34 19%	1037 59%
Don't know/ Prefer not to say / No answer	53 3%	4 2%	30 3%	12 3%	4 3%	28 2%	12 4%	13 3%	21 2%	7 4%	14 5%	26 2%	4 5%	10 5%	29 2%
Chi2:	-	-		99.9			99.9			99.9			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

Treatment benefits like hearing aids, medications, etc.														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1H 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	51 3%	2 2%	13 3%	19 3%	3 2%	4 2%	8 3%	29 3%	21 2%	17 4%	9 3%	8 2%	10 3%	7 1%
MODERATELY IMPORTANT (3)	171 9%	14 10%	61 15% ++++	58 8%	7 4% --	12 5% -	18 7%	92 10% +	77 8%	51 11% ++	34 10%	21 6% --	26 7%	39 8%
QUITE IMPORTANT (4-5)	1735 86%	134 88%	351 80%	678 88%	139 88%	195 90%	234 89%	817 84%	908 89%	379 82%	285 84%	305 90%	336 89%	430 88%
1 Not at all important	14 1%	1 1%	4 1%	6 1%	0 0%	0 0%	2 1%	10 1%	3 0%	5 1%	0 0%	5 2%	2 1%	2 0%
2	37 2%	1 1%	9 2%	13 2%	3 2%	4 2%	6 2%	19 2%	18 2%	12 3%	9 3%	3 1%	8 2%	5 1%
3	171 9%	14 10%	61 15%	58 8%	7 4%	12 5%	18 7%	92 10%	77 8%	51 11%	34 10%	21 6%	26 7%	39 8%
4	503 25%	32 22%	107 25%	195 26%	43 27%	52 24%	72 27%	248 26%	253 25%	138 30%	90 26%	77 23%	89 24%	109 23%
5 Very important	1232 61%	102 66%	244 55%	483 62%	96 61%	143 67%	162 61%	569 58%	655 64%	241 52%	195 58%	228 67%	247 65%	321 66%
Don't know / Prefer not to say / No answer	43 2%	1 1%	10 2%	13 2%	9 6%	6 3%	4 2%	29 3%	13 1%	11 2%	9 3%	7 2%	5 1%	11 2%
Chi2:	-	(99.9)						95		95				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.47	4.53	4.33	4.50	4.56	4.59	4.48	4.42	4.52	4.33	4.43	4.55	4.53	4.56
Standard Deviation:	0.799	0.767	0.887	0.781	0.675	0.687	0.782	0.848	0.741	0.870	0.791	0.782	0.767	0.724
Student's T:	*	-	99.9	-	90	99	-	99	99	99.9	-	95	90	99

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+
Q2_1H 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	51 3%	45 3%	4 2%	34 2%	14 4%	10 2%	39 3%	31 3%	17 2%	12 3%	15 2%	21 3%	14 2%	15 3%	12 2%
MODERATELY IMPORTANT (3)	171 9%	142 9%	27 11%	106 7%	56 14%	46 9%	122 9%	105 10%	65 8%	22 5%	58 9%	90 11%	46 8%	50 10%	55 10%
QUITE IMPORTANT (4-5)	1735 86%	1509 87%	201 82%	1308 89%	335 79%	453 87%	1261 87%	976 86%	748 88%	422 91%	605 87%	693 84%	554 87%	432 85%	508 87%
1 Not at all important	14 1%	13 1%	0 0%	8 1%	4 1%	2 0%	11 1%	9 1%	3 0%	5 1%	4 1%	4 1%	6 1%	2 0%	3 1%
2	37 2%	32 2%	4 2%	26 2%	10 3%	8 2%	28 2%	22 2%	14 2%	7 1%	11 2%	17 2%	8 1%	13 3%	9 2%
3	171 9%	142 9%	27 11%	106 7%	56 14%	46 9%	122 9%	105 10%	65 8%	22 5%	58 9%	90 11%	46 8%	50 10%	55 10%
4	503 25%	436 26%	55 23%	365 25%	104 26%	147 28%	346 24%	307 27%	193 23%	104 22%	165 24%	231 28%	151 24%	122 24%	160 28%
5 Very important	1232 61%	1073 62%	146 59%	943 64%	231 54%	306 58%	915 62%	669 59%	555 65%	318 68%	440 62%	462 56%	403 63%	310 60%	348 60%
Don't know/ Prefer not to say / No answer	43 2%	28 2%	13 5%	26 2%	12 3%	12 2%	28 2%	21 2%	18 2%	8 2%	16 2%	17 2%	17 3%	12 2%	6 1%
Chi2:	-	-	-	99.9	-	-	-	-	-	99	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.47	4.47	4.47	4.52	4.33	4.46	4.48	4.43	4.54	4.58	4.49	4.40	4.51	4.45	4.45
Standard Deviation:	0.799	0.800	0.768	0.759	0.895	0.762	0.807	0.818	0.745	0.759	0.781	0.815	0.789	0.814	0.782
Student's T:	*	-	-	99.9	99.9	-	-	99	99	99.9	-	99.9	-	-	-

Treatment benefits like hearing aids, medications, etc.

	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1H 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	51 3%	6 2%	30 3%	23 6% ++++	4 3%	22 2% ----	30 11% ++++	6 2%	15 1% ----	28 17% ++++	5 2%	18 1% ----	20 27% ++++	13 7% ++++	18 1% ----
MODERATELY IMPORTANT (3)	171 9%	23 10%	109 10%	64 17% ++++	18 13%	85 6% ----	54 19% ++++	59 15% ++++	57 4% ----	40 24% ++++	53 19% ++++	77 5% ----	20 28% ++++	44 25% ++++	105 6% ----
QUITE IMPORTANT (4-5)	1735 86%	213 87%	985 85%	286 73% ----	124 84%	1290 91% ++++	202 67% ----	327 81% ----	1195 93% ++++	99 56% ----	220 76% ----	1406 92% ++++	28 38% ----	110 62% ----	1587 92% ++++
1 Not at all important	14 1%	2 1%	8 1%	7 2%	0 0%	5 0%	9 3%	1 0%	4 0%	10 6%	1 0%	3 0%	9 13%	1 1%	4 0%
2	37 2%	4 2%	22 2%	16 4%	4 3%	17 1%	21 7%	5 1%	11 1%	18 11%	4 1%	15 1%	11 14%	12 7%	14 1%
3	171 9%	23 10%	109 10%	64 17%	18 13%	85 6%	54 19%	59 15%	57 4%	40 24%	53 19%	77 5%	20 28%	44 25%	105 6%
4	503 25%	50 21%	299 26%	95 25%	41 28%	353 25%	80 27%	131 33%	288 23%	38 22%	83 29%	380 25%	16 22%	60 34%	425 25%
5 Very important	1232 61%	163 65%	686 59%	191 48%	83 56%	937 66%	122 40%	196 48%	907 70%	61 35%	137 47%	1026 67%	12 16%	50 28%	1162 67%
Don't know/ Prefer not to say / No answer	43 2%	3 1%	25 2%	14 3%	1 1%	23 2%	10 3%	10 2%	19 1%	6 3%	9 3%	23 1%	5 6%	10 5%	21 1%
Chi2:	-	-		(99.9)			99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.47	4.50	4.44	4.17	4.38	4.57	3.97	4.31	4.64	3.70	4.25	4.60	3.15	3.87	4.59

Long Term Care														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1I 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	51 3%	1 1%	13 3%	19 3%	3 2%	6 3%	7 3%	27 3%	23 2%	22 5% ++++	7 2%	9 3%	6 2%	7 1% --
MODERATELY IMPORTANT (3)	156 8%	11 8%	48 11% +++	66 9%	8 5%	6 3% ---	16 7%	76 8%	77 8%	55 12% ++++	41 12% +++	20 6% -	19 5% --	21 4% ----
QUITE IMPORTANT (4-5)	1744 87%	134 88%	363 83% ---	673 87%	139 88%	198 91% ++	233 88%	832 85%	904 88% ++	372 81% ----	276 82% ---	303 89%	347 92% ++++	446 92% ++++
1 Not at all important	18 1%	0 0%	4 1%	9 1%	2 1%	0 0%	2 1%	12 1%	5 0%	7 1%	2 1%	5 2%	1 0%	3 1%
2	33 2%	1 1%	9 2%	10 1%	1 1%	6 3%	5 2%	15 2%	18 2%	15 3%	5 2%	4 1%	5 1%	4 1%
3	156 8%	11 8%	48 11%	66 9%	8 5%	6 3%	16 7%	76 8%	77 8%	55 12%	41 12%	20 6%	19 5%	21 4%
4	494 25%	26 19%	126 30%	186 25%	47 30%	46 22%	60 23%	246 26%	247 25%	148 32%	87 26%	71 21%	79 21%	109 23%
5 Very important	1250 61%	108 70%	237 53%	487 63%	92 58%	152 70%	173 65%	586 60%	657 63%	224 49%	189 56%	232 68%	268 71%	337 69%
Don't know / Prefer not to say / No answer	49 2%	5 3%	11 3%	10 1%	8 5%	7 3%	8 3%	32 3%	15 1%	9 2%	13 4%	9 3%	5 1%	13 3%
Chi2:	-	(95)						-		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.48	4.62	4.35	4.48	4.51	4.63	4.53	4.45	4.51	4.26	4.40	4.57	4.63	4.63
Standard Deviation:	0.802	0.669	0.855	0.815	0.749	0.682	0.777	0.836	0.760	0.911	0.818	0.791	0.670	0.669
Student's T:	*	99	99.9	-	-	99.9	-	-	90	99.9	90	95	99.9	99.9

Long Term Care															
	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_1I 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	51 3%	43 3%	5 2%	33 2%	12 3%	13 3%	35 3%	33 3%	16 2%	10 2%	12 2%	27 4%	16 3%	17 4%	12 2%
MODERATELY IMPORTANT (3)	156 8%	136 8%	18 8%	103 7%	49 12%	51 10%	101 7%	112 10%	42 5%	21 5%	47 7%	85 11%	46 8%	38 8%	56 10%
QUITE IMPORTANT (4-5)	1744 87%	1510 87%	211 86%	1306 88%	343 82%	445 85%	1280 88%	965 85%	767 90%	424 91%	619 89%	686 83%	549 86%	441 86%	505 87%
1 Not at all important	18 1%	16 1%	1 0%	13 1%	4 1%	5 1%	12 1%	12 1%	4 0%	5 1%	4 1%	8 1%	8 1%	2 0%	5 1%
2	33 2%	27 2%	4 2%	20 1%	8 2%	8 2%	23 2%	21 2%	12 2%	5 1%	8 1%	19 3%	8 1%	15 3%	7 1%
3	156 8%	136 8%	18 8%	103 7%	49 12%	51 10%	101 7%	112 10%	42 5%	21 5%	47 7%	85 11%	46 8%	38 8%	56 10%
4	494 25%	413 24%	68 29%	335 23%	118 29%	143 28%	348 25%	291 26%	201 24%	108 23%	151 22%	235 29%	147 24%	127 25%	152 27%
5 Very important	1250 61%	1097 63%	143 57%	971 65%	225 53%	302 57%	932 63%	674 59%	566 66%	316 68%	468 66%	451 54%	402 62%	314 61%	353 60%
Don't know/ Prefer not to say / No answer	49 2%	35 2%	11 4%	32 2%	13 3%	12 2%	34 2%	23 2%	23 3%	9 2%	16 2%	23 3%	20 3%	13 2%	8 1%
Chi2:	-	-	-	99	-	-	-	99.9	-	99.9	-	99.9	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.48	4.49	4.47	4.53	4.34	4.42	4.51	4.42	4.58	4.58	4.56	4.36	4.49	4.47	4.45
Standard Deviation:	0.802	0.802	0.755	0.774	0.860	0.818	0.785	0.843	0.711	0.749	0.738	0.854	0.818	0.808	0.800
Student's T:	*	-	-	99.9	99.9	95	95	99.9	99.9	99	99.9	99.9	-	-	-

Long Term Care															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_11 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	51 3%	6 3%	33 3%	23 6% ++++	5 4%	20 1% ----	27 9% ++++	10 3%	14 1% ----	28 17% ++++	10 4%	13 1% ----	19 27% ++++	13 8% ++++	19 1% ----
MODERATELY IMPORTANT (3)	156 8%	14 6%	99 9%	51 14% ++++	14 10%	86 6% ----	49 17% ++++	52 14% ++++	55 4% ----	33 20% ++++	50 18% ++++	73 5% ----	16 23% ++++	48 27% ++++	91 5% ----
QUITE IMPORTANT (4-5)	1744 87%	220 90%	990 86%	298 76% ----	126 86%	1288 91% ++++	210 70% ----	328 81% ----	1196 93% ++++	106 60% ----	215 75% ----	1414 93% ++++	32 44% ----	106 60% ----	1597 92% ++++
1 Not at all important	18 1%	3 1%	11 1%	10 3%	0 0%	6 0%	13 4%	2 1%	3 0%	13 8%	3 1%	2 0%	11 16%	2 1%	5 0%
2	33 2%	3 1%	22 2%	13 4%	5 4%	14 1%	14 5%	8 2%	11 1%	15 9%	7 3%	11 1%	8 11%	11 7%	14 1%
3	156 8%	14 6%	99 9%	51 14%	14 10%	86 6%	49 17%	52 14%	55 4%	33 20%	50 18%	73 5%	16 23%	48 27%	91 5%
4	494 25%	53 22%	293 26%	107 28%	40 28%	334 24%	88 30%	122 31%	280 22%	44 25%	84 30%	363 24%	16 22%	61 35%	415 24%
5 Very important	1250 61%	167 67%	697 60%	191 48%	86 58%	954 66%	122 40%	206 50%	916 71%	62 35%	131 44%	1051 68%	16 22%	45 25%	1182 68%
Don't know/ Prefer not to say / No answer	49 2%	5 2%	27 2%	15 4%	2 1%	26 2%	10 3%	12 3%	21 2%	6 3%	12 4%	24 2%	6 7%	10 5%	24 1%
Chi2:	-	-		(99.9)			99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.48	4.56	4.44	4.20	4.42	4.58	4.00	4.31	4.65	3.74	4.18	4.62	3.25	3.80	4.60

Funeral and burial services														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1J 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	156 8%	6 4%	58 14% - ++++	52 7%	9 5%	8 3% ---	20 7%	83 9%	71 7%	48 11% +++	26 8%	22 7%	29 8%	31 6%
MODERATELY IMPORTANT (3)	303 15%	15 10% --	88 20% ++++	112 15%	21 13%	30 13%	36 13%	154 16%	149 14%	66 15%	48 14%	51 15%	51 14%	87 18% +
QUITE IMPORTANT (4-5)	1491 74%	126 83% +++	277 63% ----	594 77% ++	121 77%	173 81% ++	197 75%	701 72% --	779 76% ++	333 72%	251 74%	262 76%	289 77%	356 73%
1 Not at all important	51 3%	2 1%	23 5%	15 2%	3 2%	1 0%	6 2%	32 4%	17 2%	13 3%	7 2%	12 4%	9 2%	10 2%
2	105 5%	4 3%	35 9%	37 5%	6 4%	7 3%	14 5%	51 5%	54 6%	35 8%	19 6%	10 3%	20 5%	21 4%
3	303 15%	15 10%	88 20%	112 15%	21 13%	30 13%	36 13%	154 16%	149 14%	66 15%	48 14%	51 15%	51 14%	87 18%
4	491 25%	30 21%	104 24%	198 26%	35 22%	47 22%	75 29%	225 23%	263 26%	125 27%	81 24%	79 23%	95 25%	111 23%
5 Very important	1000 49%	96 63%	173 39%	396 51%	86 55%	126 59%	122 46%	476 49%	516 50%	208 45%	170 50%	183 53%	194 51%	245 50%
Don't know / Prefer not to say / No answer	50 2%	4 3%	12 3%	10 1%	7 4%	6 3%	11 4%	29 3%	20 2%	11 2%	12 3%	6 2%	8 2%	13 3%
Chi2:	-	99.9						-		-				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.16	4.44	3.85	4.21	4.31	4.39	4.17	4.12	4.20	4.06	4.19	4.22	4.20	4.18
Standard Deviation:	1.05	0.89	1.20	1.00	0.97	0.87	1.01	1.10	1.00	1.10	1.04	1.05	1.03	1.02
Student's T:	*	99.9	99.9	90	90	99.9	-	90	90	95	-	-	-	-

Funeral and burial 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+
Q2_1J 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	156 8%	138 8%	14 6%	90 6% ---	55 14% ++++	40 8%	111 8%	100 9% ++	52 6% --	22 5% ---	58 9%	73 9%	48 8%	40 8%	46 8%
MODERATELY IMPORTANT (3)	303 15%	267 16%	32 13%	204 14% ---	87 21% ++++	77 15%	222 15%	169 15%	131 15%	46 10% ----	104 15%	150 18% ++++	85 14%	86 17%	96 17%
QUITE IMPORTANT (4-5)	1491 74%	1283 74%	188 77%	1144 78% ++++	263 62% ----	395 75%	1080 74%	838 73%	644 76%	387 83% ++++	515 74%	576 70% ----	480 75%	369 73%	432 74%
1 Not at all important	51 3%	47 3%	2 1%	27 2%	19 5%	11 2%	38 3%	30 3%	18 2%	7 2%	15 2%	26 3%	17 3%	9 2%	20 3%
2	105 5%	91 6%	12 5%	63 4%	36 9%	29 6%	73 5%	70 6%	34 4%	15 3%	43 6%	47 6%	31 5%	31 6%	26 4%
3	303 15%	267 16%	32 13%	204 14%	87 21%	77 15%	222 15%	169 15%	131 15%	46 10%	104 15%	150 18%	85 14%	86 17%	96 17%
4	491 25%	420 25%	62 26%	353 24%	101 24%	138 27%	348 24%	285 25%	202 24%	108 23%	177 26%	202 25%	146 23%	124 25%	150 26%
5 Very important	1000 49%	863 49%	126 51%	791 53%	162 38%	257 49%	732 50%	553 48%	442 52%	279 60%	338 48%	374 45%	334 52%	245 48%	282 48%
Don't know/ Prefer not to say / No answer	50 2%	36 2%	11 4%	36 2%	12 3%	9 2%	37 3%	26 2%	21 2%	9 2%	17 2%	22 3%	18 3%	14 3%	7 1%
Chi2:	-	-	-	99.9	-	-	-	90	-	99.9	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.16	4.15	4.27	4.26	3.85	4.16	4.17	4.12	4.22	4.40	4.14	4.05	4.20	4.14	4.12
Standard Deviation:	1.05	1.06	0.93	0.99	1.18	1.03	1.06	1.07	1.00	0.91	1.05	1.09	1.06	1.04	1.07
Student's T:	*	-	95	99.9	99.9	-	-	90	95	99.9	-	99.9	-	-	-

Funeral and burial services															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1J 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	156 8%	18 7%	97 9%	73 20% ++++	10 7%	70 5% ----	80 28% ++++	27 7%	48 4% ----	65 39% ++++	30 11% +	60 4% ----	29 41% ++++	31 18% ++++	94 5% ----
MODERATELY IMPORTANT (3)	303 15%	25 10% --	191 17% ++	86 22% ++++	25 17%	183 13% ----	64 22% ++++	96 24% ++++	141 11% ----	37 21% ++	79 28% ++++	185 12% ----	16 21% ++	50 28% ++++	235 14% ----
QUITE IMPORTANT (4-5)	1491 74%	196 80% ++	832 72% --	212 55% ----	110 74%	1142 80% ++++	137 46% ----	268 67% ----	1077 84% ++++	64 36% ----	167 58% ----	1252 82% ++++	23 32% ----	86 48% ----	1373 79% ++++
1 Not at all important	51 3%	5 2%	37 3%	30 8%	1 1%	18 1%	35 12%	5 1%	10 1%	27 16%	10 3%	13 1%	19 27%	8 5%	23 1%
2	105 5%	13 5%	60 5%	43 12%	9 7%	52 4%	45 16%	22 6%	38 3%	38 23%	20 7%	47 3%	10 14%	23 13%	71 4%
3	303 15%	25 10%	191 17%	86 22%	25 17%	183 13%	64 22%	96 24%	141 11%	37 21%	79 28%	185 12%	16 21%	50 28%	235 14%
4	491 25%	53 21%	279 25%	83 22%	43 29%	354 25%	63 21%	114 29%	311 24%	22 13%	74 27%	394 26%	13 18%	53 30%	423 25%
5 Very important	1000 49%	143 59%	553 47%	129 33%	67 45%	788 55%	74 25%	154 38%	766 60%	42 24%	93 32%	858 56%	10 14%	33 18%	950 55%
Don't know/ Prefer not to say / No answer	50 2%	6 3%	29 2%	16 4%	2 1%	25 2%	15 5%	11 2%	20 2%	7 4%	11 3%	27 2%	5 6%	10 5%	29 2%
Chi2:	-	95		99.9			99.9			99.9			99.9		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.16	4.32	4.10	3.62	4.13	4.32	3.32	3.98	4.41	3.06	3.79	4.36	2.76	3.46	4.29

Education benefits														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1K 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	129 7%	8 6%	43 10% ++++	47 6%	6 4%	8 4%	15 6%	65 7%	63 7%	46 10% ++++	24 7%	24 7%	20 5%	15 3% ----
MODERATELY IMPORTANT (3)	393 20%	25 17%	106 25% +++	144 19%	26 17%	45 21%	46 17%	200 21%	190 19%	108 24% ++	78 23%	57 17%	64 17%	86 18%
QUITE IMPORTANT (4-5)	1417 70%	112 72%	268 60% ----	563 73% ++	116 73%	156 72%	198 75%	670 69%	739 71%	288 62% ----	223 66%	253 74%	282 74% ++	371 76% +++
1 Not at all important	40 2%	4 3%	13 3%	14 2%	2 1%	4 2%	2 1%	26 3%	13 1%	14 3%	7 2%	11 3%	5 1%	3 1%
2	89 5%	4 3%	30 7%	33 5%	4 2%	4 2%	13 5%	39 4%	50 5%	32 7%	17 5%	13 4%	15 4%	12 3%
3	393 20%	25 17%	106 25%	144 19%	26 17%	45 21%	46 17%	200 21%	190 19%	108 24%	78 23%	57 17%	64 17%	86 18%
4	631 31%	46 30%	136 31%	245 31%	57 35%	56 26%	90 34%	304 31%	325 32%	127 28%	105 31%	102 30%	138 36%	159 33%
5 Very important	786 39%	66 42%	132 30%	318 41%	59 38%	100 46%	108 41%	366 38%	414 40%	161 35%	118 35%	151 44%	144 38%	212 43%
Don't know / Prefer not to say / No answer	61 3%	6 4%	18 4%	14 2%	10 6%	8 3%	5 2%	32 3%	27 3%	16 4%	12 4%	7 2%	11 3%	15 3%
Chi2:	-	99.9						-		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.03	4.09	3.80	4.07	4.13	4.17	4.11	4.00	4.06	3.87	3.95	4.09	4.09	4.19
Standard Deviation:	1.00	1.02	1.06	0.99	0.90	0.96	0.93	1.03	0.97	1.08	1.01	1.04	0.92	0.87
Student's T:	*	-	99.9	-	-	95	-	-	-	99.9	-	-	-	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+
Q2_1K 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	129 7%	118 7%	8 3%	79 6%	43 11%	40 8%	85 6%	80 8%	46 6%	19 5%	42 6%	65 8%	40 7%	36 8%	39 7%
			+	---	++++							++			
MODERATELY IMPORTANT (3)	393 20%	342 20%	44 18%	261 18%	107 26%	124 24%	266 19%	235 21%	157 19%	74 16%	149 22%	168 21%	112 18%	117 23%	119 21%
				----	++++	+++	--			--				++	
QUITE IMPORTANT (4-5)	1417 70%	1215 69%	184 75%	1096 74%	248 58%	343 65%	1055 72%	791 69%	615 72%	359 76%	480 68%	564 68%	454 71%	342 67%	413 71%
			+	++++	----	---	+++			++++				--	
1 Not at all important	40 2%	38 2%	1 0%	26 2%	12 3%	15 3%	23 2%	28 3%	11 1%	7 2%	12 2%	19 2%	14 2%	10 2%	13 2%
2	89 5%	80 5%	7 3%	53 4%	31 8%	25 5%	62 5%	52 5%	35 4%	12 3%	30 5%	46 6%	26 4%	26 6%	26 5%
3	393 20%	342 20%	44 18%	261 18%	107 26%	124 24%	266 19%	235 21%	157 19%	74 16%	149 22%	168 21%	112 18%	117 23%	119 21%
4	631 31%	536 31%	85 34%	464 31%	134 32%	156 29%	469 32%	365 32%	264 31%	150 31%	201 29%	276 33%	206 32%	152 30%	187 32%
5 Very important	786 39%	679 39%	99 41%	632 43%	114 27%	187 36%	586 40%	426 37%	351 41%	209 45%	279 40%	288 35%	248 39%	190 37%	226 39%
Don't know/ Prefer not to say / No answer	61 3%	49 3%	9 3%	38 2%	19 5%	14 3%	44 3%	27 2%	30 4%	12 3%	23 3%	24 3%	25 4%	14 3%	10 2%
Chi2:	-	95		99.9		99		-		99			-		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.03	4.01	4.16	4.12	3.75	3.93	4.07	3.99	4.09	4.18	4.03	3.95	4.05	3.96	4.02
Standard Deviation:	1.00	1.02	0.87	0.97	1.05	1.05	0.97	1.02	0.96	0.94	1.00	1.02	1.00	1.02	1.00
Student's T:	*	90	95	99.9	99.9	99	99	95	95	99.9	-	99	-	90	-

Education benefits															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1K 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	129 7%	16 7%	83 8%	54 15%	9 7%	63 5%	60 22%	30 8%	39 3%	45 28%	29 10%	53 4%	30 42%	28 16%	70 4%
			+	++++		----	++++		----	++++	+++	----	++++	++++	----
MODERATELY IMPORTANT (3)	393 20%	38 15%	248 22%	106 28%	32 23%	246 18%	75 25%	116 29%	199 16%	49 29%	80 29%	260 17%	18 25%	63 36%	308 18%
		-	+++	++++		----	++	++++	----	+++	++++	----		++++	----
QUITE IMPORTANT (4-5)	1417 70%	185 75%	780 67%	208 53%	104 69%	1079 76%	151 50%	239 59%	1021 79%	72 40%	163 56%	1178 77%	20 27%	74 41%	1317 76%
		+	----	----		++++	----	----	++++	----	----	++++	----	----	++++
1 Not at all important	40 2%	3 2%	28 3%	23 6%	0 0%	15 1%	23 8%	8 2%	9 1%	22 13%	8 3%	9 1%	17 24%	6 3%	16 1%
2	89 5%	13 5%	55 5%	31 9%	9 7%	48 3%	37 14%	22 6%	30 2%	23 15%	21 8%	44 3%	13 18%	22 13%	54 3%
3	393 20%	38 15%	248 22%	106 28%	32 23%	246 18%	75 25%	116 29%	199 16%	49 29%	80 29%	260 17%	18 25%	63 36%	308 18%
4	631 31%	73 29%	343 29%	111 28%	53 35%	453 32%	75 25%	141 34%	413 32%	31 17%	96 33%	504 33%	11 15%	41 23%	577 33%
5 Very important	786 39%	112 46%	437 38%	97 25%	51 34%	626 44%	76 25%	98 25%	608 47%	41 23%	67 23%	674 44%	9 11%	33 19%	740 43%
Don't know/ Prefer not to say / No answer	61 3%	6 3%	38 3%	19 5%	2 2%	32 2%	10 3%	17 4%	27 2%	7 4%	15 5%	33 2%	5 6%	12 7%	36 2%
Chi2:	-	95		99.9			99.9			99.9			99.9		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.03	4.15	3.97	3.59	3.98	4.16	3.46	3.77	4.25	3.22	3.69	4.19	2.69	3.43	4.15

Pension for Life														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1L 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	122 6%	9 6%	43 10% ++++	42 6%	5 3%	10 5%	10 4%	71 8% ++	49 5% --	39 9% ++	27 8%	19 6%	18 5%	19 4% --
MODERATELY IMPORTANT (3)	270 14%	17 11%	79 19% ++++	94 12%	17 10%	28 13%	34 13%	148 16% ++	122 12% --	80 18% +++	63 19% +++	28 8% ----	41 11% -	58 12%
QUITE IMPORTANT (4-5)	1527 76%	120 79%	296 67% ----	604 78% ++	125 80%	169 79%	210 79%	705 72% ----	812 79% ++++	324 70% ----	232 69% ----	279 82% +++	303 80% ++	389 80% ++
1 Not at all important	44 2%	3 2%	15 4%	14 2%	2 1%	5 2%	3 1%	27 3%	16 2%	12 3%	11 3%	7 2%	7 2%	7 1%
2	78 4%	6 4%	28 7%	28 4%	3 2%	5 2%	7 3%	44 5%	33 3%	27 6%	16 5%	12 4%	11 3%	12 2%
3	270 14%	17 11%	79 19%	94 12%	17 10%	28 13%	34 13%	148 16%	122 12%	80 18%	63 19%	28 8%	41 11%	58 12%
4	481 25%	25 18%	120 28%	182 24%	41 27%	38 18%	75 29%	223 24%	256 26%	141 31%	85 25%	85 25%	84 22%	86 18%
5 Very important	1046 51%	95 61%	176 39%	422 54%	84 53%	131 61%	135 51%	482 49%	556 53%	183 40%	147 43%	194 57%	219 58%	303 62%
Don't know / Prefer not to say / No answer	81 4%	5 3%	17 4%	28 4%	11 7%	10 4%	10 4%	43 4%	36 3%	15 3%	15 4%	15 4%	15 4%	21 4%
Chi2:	-	99.9						99		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.23	4.37	3.96	4.29	4.38	4.38	4.30	4.16	4.30	4.02	4.05	4.36	4.37	4.43
Standard Deviation:	1.00	0.99	1.10	0.97	0.86	0.97	0.89	1.06	0.94	1.04	1.08	0.95	0.94	0.91
Student's T:	*	90	99.9	95	95	95	-	99	99	99.9	99	99	99	99.9

Pension for Life															
	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_1L 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	122 6%	109 7%	10 4%	76 5%	40 10%	34 7%	84 6%	79 7%	40 5%	17 4%	34 5%	71 9%	35 6%	28 6%	42 8%
				---	++++			+	--	--	-	++++			
MODERATELY IMPORTANT (3)	270 14%	235 14%	33 13%	178 12%	83 21%	80 15%	183 13%	172 15%	96 12%	37 8%	93 14%	140 17%	75 13%	69 14%	88 15%
				----	++++			++	--	----		++++			
QUITE IMPORTANT (4-5)	1527 76%	1316 76%	190 78%	1159 78%	276 65%	392 75%	1121 77%	844 74%	673 79%	394 84%	544 78%	571 69%	490 77%	396 78%	435 75%
				++++	----			--	++	++++		----			
1 Not at all important	44 2%	41 2%	2 1%	26 2%	15 4%	11 2%	31 2%	27 2%	15 2%	9 2%	12 2%	23 3%	18 3%	6 1%	12 2%
2	78 4%	68 4%	8 3%	50 4%	25 6%	23 5%	53 4%	52 5%	25 3%	8 2%	22 3%	48 6%	17 3%	22 5%	30 5%
3	270 14%	235 14%	33 13%	178 12%	83 21%	80 15%	183 13%	172 15%	96 12%	37 8%	93 14%	140 17%	75 13%	69 14%	88 15%
4	481 25%	411 25%	59 25%	337 23%	112 28%	146 28%	330 24%	308 28%	171 21%	101 22%	145 22%	231 29%	136 22%	134 27%	155 27%
5 Very important	1046 51%	905 51%	131 54%	822 55%	164 38%	246 47%	791 53%	536 47%	502 58%	293 62%	399 56%	340 40%	354 55%	262 50%	280 47%
Don't know/ Prefer not to say / No answer	81 4%	64 4%	12 5%	61 4%	18 4%	15 3%	62 4%	38 3%	39 5%	16 3%	23 3%	39 5%	31 5%	16 3%	16 3%
Chi2:	-	-		99.9		-		99		99.9			-		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.23	4.22	4.33	4.32	3.93	4.16	4.27	4.15	4.37	4.46	4.32	4.02	4.29	4.25	4.15
Standard Deviation:	1.00	1.02	0.90	0.96	1.10	1.00	1.00	1.02	0.95	0.89	0.96	1.07	1.02	0.94	1.02
Student's T:	*	-	90	99.9	99.9	90	95	99.9	99.9	99.9	99	99.9	90	-	95

Pension for Life															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1L 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	122 6%	11 5%	83 8%	56 15%	6 4%	58 4%	67 23%	21 5%	34 3%	50 30%	22 8%	49 3%	27 38%	32 18%	63 4%
MODERATELY IMPORTANT (3)	270 14%	24 10%	171 15%	78 21%	26 19%	160 11%	57 20%	89 22%	122 10%	39 23%	68 25%	160 11%	18 26%	44 25%	206 12%
QUITE IMPORTANT (4-5)	1527 76%	203 83%	847 73%	235 60%	111 74%	1151 81%	154 51%	274 68%	1093 85%	72 41%	186 64%	1264 83%	23 30%	89 50%	1408 81%
1 Not at all important	44 2%	5 2%	32 3%	24 6%	1 1%	17 1%	27 9%	7 2%	10 1%	21 13%	7 2%	16 1%	12 17%	11 6%	21 1%
2	78 4%	6 2%	51 5%	32 9%	5 3%	41 3%	40 14%	14 3%	24 2%	29 17%	15 5%	33 2%	15 20%	21 12%	42 3%
3	270 14%	24 10%	171 15%	78 21%	26 19%	160 11%	57 20%	89 22%	122 10%	39 23%	68 25%	160 11%	18 26%	44 25%	206 12%
4	481 25%	56 24%	280 25%	107 28%	41 28%	318 23%	74 25%	118 31%	289 23%	39 23%	71 26%	371 25%	14 19%	53 31%	414 25%
5 Very important	1046 51%	147 59%	567 48%	128 32%	70 46%	833 58%	80 26%	156 38%	804 62%	33 18%	115 38%	893 58%	9 11%	36 19%	994 57%
Don't know/ Prefer not to say / No answer	81 4%	7 3%	48 4%	18 4%	4 3%	51 4%	18 6%	18 4%	37 3%	12 6%	11 3%	51 3%	5 6%	12 6%	54 3%
Chi2:	-	95		99.9			99.9			99.9			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.23	4.39	4.16	3.74	4.18	4.38	3.47	4.04	4.47	3.17	3.95	4.41	2.86	3.47	4.37

Centre of Excellence on Post Traumatic Stress Disorder														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1M 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	47 3%	5 4%	10 2%	16 2%	0 0% --	8 4%	7 3%	32 4% +++	13 1% ----	15 3%	7 2%	14 4% ++	5 1%	6 1%
MODERATELY IMPORTANT (3)	121 6%	6 4%	31 7%	44 6%	12 7%	13 6%	13 5%	68 7% +	51 5% --	40 9% +++	9 3% ---	18 5%	26 7%	28 6%
QUITE IMPORTANT (4-5)	1773 88%	139 91%	383 88%	689 89%	136 86%	186 86%	236 89%	831 86% ----	934 92% ++++	390 85% ---	311 92% ++	299 88%	338 90%	435 89%
1 Not at all important	21 1%	2 2%	4 1%	9 1%	0 0%	4 2%	1 0%	18 2%	2 0%	7 2%	0 0%	10 3%	3 1%	1 0%
2	26 1%	3 3%	6 1%	7 1%	0 0%	4 2%	6 2%	14 2%	11 1%	8 2%	7 2%	4 1%	2 1%	5 1%
3	121 6%	6 4%	31 7%	44 6%	12 7%	13 6%	13 5%	68 7%	51 5%	40 9%	9 3%	18 5%	26 7%	28 6%
4	346 18%	25 17%	81 19%	131 17%	28 17%	28 13%	52 20%	193 20%	151 15%	97 21%	66 19%	52 15%	58 15%	73 15%
5 Very important	1427 71%	114 74%	302 68%	558 72%	108 69%	158 73%	184 69%	638 65%	783 77%	293 64%	245 73%	247 72%	280 74%	362 74%
Don't know / Prefer not to say / No answer	59 3%	1 1%	11 3%	19 2%	10 6%	10 4%	8 3%	36 4%	21 2%	13 3%	10 3%	10 3%	8 2%	18 4%
Chi2:	-	-	-	-	-	-	-	99.9	99.9	99	99	99	99	99
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.60	4.61	4.56	4.62	4.66	4.61	4.61	4.51	4.70	4.48	4.68	4.57	4.65	4.69
Standard Deviation:	0.770	0.818	0.784	0.755	0.619	0.841	0.726	0.866	0.640	0.854	0.640	0.895	0.708	0.653
Student's T:	*	-	-	-	-	-	-	99.9	99.9	99.9	95	-	-	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+
Q2_1M 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	47 3%	40 3%	5 2%	35 3%	9 2%	13 3%	32 2%	30 3%	15 2%	8 2%	13 2%	26 3%	13 2%	11 2%	15 3%
MODERATELY IMPORTANT (3)	121 6%	97 6%	18 8%	82 6%	32 8%	23 5%	93 6%	71 6%	48 6%	21 5%	49 7%	47 6%	37 6%	32 6%	37 7%
QUITE IMPORTANT (4-5)	1773 88%	1542 89%	211 86%	1315 89%	363 87%	475 91%	1278 88%	1003 88%	757 89%	420 90%	609 87%	729 89%	559 88%	451 88%	516 89%
1 Not at all important	21 1%	17 1%	2 1%	15 1%	5 1%	5 1%	15 1%	15 1%	5 1%	5 1%	6 1%	10 1%	9 2%	2 0%	4 1%
2	26 1%	23 1%	3 1%	20 1%	4 1%	8 2%	17 1%	15 1%	10 1%	3 1%	7 1%	16 2%	4 1%	9 2%	11 2%
3	121 6%	97 6%	18 8%	82 6%	32 8%	23 5%	93 6%	71 6%	48 6%	21 5%	49 7%	47 6%	37 6%	32 6%	37 7%
4	346 18%	291 17%	50 21%	242 16%	71 17%	101 19%	240 17%	216 19%	129 15%	71 15%	101 15%	173 22%	106 17%	86 17%	109 19%
5 Very important	1427 71%	1251 72%	161 65%	1073 72%	292 69%	374 72%	1038 71%	787 69%	628 74%	349 75%	508 73%	556 67%	453 71%	365 71%	407 69%
Don't know/ Prefer not to say / No answer	59 3%	45 3%	11 4%	42 3%	13 3%	10 2%	47 3%	29 3%	28 3%	15 3%	23 3%	19 2%	22 3%	15 3%	13 2%
Chi2:	-	-	-	-	-	-	-	-	-	90	-	-	-	-	-
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.60	4.62	4.55	4.62	4.57	4.62	4.60	4.57	4.66	4.68	4.62	4.55	4.61	4.62	4.58
Standard Deviation:	0.770	0.757	0.773	0.759	0.794	0.744	0.770	0.799	0.707	0.714	0.751	0.809	0.777	0.732	0.768
Student's T:	*	95	-	90	-	-	-	95	99	95	-	99	-	-	-

Centre of Excellence on Post Traumatic Stress Disorder

	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1M 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	47 3%	6 2%	32 3%	19 5% ++++	5 3%	21 2% ----	27 10% ++++	8 2%	11 1% ----	23 14% ++++	9 3%	14 1% ----	22 31% ++++	9 5% ++	16 1% ----
MODERATELY IMPORTANT (3)	121 6%	10 4%	82 7% ++	44 12% ++++	10 7%	62 4% ----	35 12% ++++	40 10% ++++	46 3% ----	27 16% ++++	41 14% ++++	53 3% ----	15 20% ++++	39 23% ++++	67 4% ----
QUITE IMPORTANT (4-5)	1773 88%	225 92%	1002 87% + --	310 80% ----	128 86%	1303 92% ++++	219 74% ----	338 84% ---	1205 94% ++++	113 64% ----	225 79% ----	1424 93% ++++	32 44% ----	118 66% ----	1611 93% ++++
1 Not at all important	21 1%	3 1%	15 1%	10 3%	1 1%	8 1%	13 5%	4 1%	3 0%	12 7%	3 1%	6 0%	11 16%	2 1%	8 0%
2	26 1%	3 1%	17 2%	9 2%	4 3%	13 1%	14 5%	4 1%	8 1%	11 7%	6 2%	8 1%	11 16%	7 4%	8 0%
3	121 6%	10 4%	82 7%	44 12%	10 7%	62 4%	35 12%	40 10%	46 3%	27 16%	41 14%	53 3%	15 20%	39 23%	67 4%
4	346 18%	46 19%	207 18%	81 21%	35 24%	222 16%	63 21%	91 23%	189 15%	35 20%	67 24%	240 16%	13 17%	52 29%	278 16%
5 Very important	1427 71%	179 73%	795 69%	229 59%	93 63%	1081 76%	156 53%	247 61%	1016 79%	78 45%	158 55%	1184 78%	19 26%	66 37%	1333 77%
Don't know/ Prefer not to say / No answer	59 3%	4 2%	33 3%	14 3%	4 3%	34 2%	15 5%	16 4%	24 2%	10 6%	12 4%	33 2%	4 5%	11 6%	37 2%
Chi2:	-	-		(99.9)			99.9			(99.9)			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.60	4.63	4.56	4.36	4.49	4.69	4.17	4.47	4.75	3.93	4.34	4.73	3.24	4.03	4.72

Caregiver Recognition Benefit														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1N 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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
NOT IMPORTANT (1-2)	114 6%	6 5%	27 7%	43 6%	10 6%	9 4%	17 6%	62 7%	50 5%	42 9% ++++	18 5%	23 7%	10 3% ---	21 4%
MODERATELY IMPORTANT (3)	316 16%	16 11%	78 18%	122 16%	19 12%	31 14%	49 19%	169 17%	145 15%	84 19%	62 18%	37 11% ---	63 17%	70 14%
QUITE IMPORTANT (4-5)	1445 72%	114 74%	313 71%	561 72%	115 73%	161 75%	178 67%	675 69% --	762 74% ++	293 64% ----	222 66% --	258 76%	294 78% +++	378 77% +++
1 Not at all important	22 1%	1 1%	6 2%	7 1%	0 0%	2 1%	5 2%	15 2%	6 1%	9 2%	2 1%	7 2%	1 0%	3 1%
2	92 5%	5 4%	21 5%	36 5%	10 6%	7 3%	12 4%	47 5%	44 4%	33 7%	16 5%	16 5%	9 2%	18 4%
3	316 16%	16 11%	78 18%	122 16%	19 12%	31 14%	49 19%	169 17%	145 15%	84 19%	62 18%	37 11%	63 17%	70 14%
4	595 30%	43 28%	127 30%	224 29%	50 31%	69 32%	81 31%	282 29%	311 31%	138 30%	107 32%	106 31%	111 29%	133 27%
5 Very important	850 42%	71 46%	186 42%	337 43%	65 41%	92 43%	97 36%	393 40%	451 43%	155 34%	115 34%	152 44%	183 49%	245 50%
Don't know / Prefer not to say / No answer	125 6%	15 11%	17 4%	42 6%	14 9%	16 7%	20 8%	61 6%	62 6%	39 8%	35 10%	23 7%	10 3%	18 4%
Chi2:	-	-	-	-	-	-	-	95	95	99.9	99.9	99.9	99.9	99.9
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44
Mean:	4.13	4.27	4.09	4.15	4.18	4.21	4.03	4.08	4.19	3.94	4.05	4.19	4.27	4.27
Standard Deviation:	0.96	0.90	0.99	0.95	0.91	0.90	0.99	1.00	0.91	1.04	0.92	0.98	0.85	0.90
Student's T:	*	90	-	-	-	-	90	95	95	99.9	90	-	99	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+
Q2_1N 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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
NOT IMPORTANT (1-2)	114 6%	94 6%	12 5%	80 6%	25 6%	37 7%	71 5%	77 7%	33 4%	19 4%	29 4%	63 8%	38 6%	25 5%	38 7%
MODERATELY IMPORTANT (3)	316 16%	278 16%	36 15%	227 16%	73 18%	93 18%	220 15%	184 16%	132 16%	58 13%	113 17%	142 17%	69 12%	95 18%	115 20%
QUITE IMPORTANT (4-5)	1445 72%	1246 72%	181 74%	1070 72%	299 71%	355 68%	1075 73%	797 70%	639 75%	364 78%	520 74%	549 66%	486 76%	358 70%	392 67%
1 Not at all important	22 1%	18 1%	2 1%	15 1%	6 2%	7 1%	14 1%	16 1%	5 1%	4 1%	8 1%	10 1%	10 2%	6 1%	4 1%
2	92 5%	76 5%	10 4%	65 5%	19 5%	30 6%	57 4%	61 6%	28 3%	15 3%	21 3%	53 7%	28 5%	19 4%	34 6%
3	316 16%	278 16%	36 15%	227 16%	73 18%	93 18%	220 15%	184 16%	132 16%	58 13%	113 17%	142 17%	69 12%	95 18%	115 20%
4	595 30%	519 30%	70 28%	439 30%	124 30%	161 31%	429 30%	355 31%	237 28%	134 29%	197 28%	260 32%	183 28%	147 30%	186 32%
5 Very important	850 42%	727 41%	111 46%	631 42%	175 41%	194 37%	646 44%	442 38%	402 47%	230 49%	323 46%	289 35%	303 47%	211 41%	206 35%
Don't know / Prefer not to say / No answer	125 6%	106 6%	16 7%	97 7%	20 5%	36 7%	84 6%	75 7%	44 5%	23 5%	32 5%	67 8%	38 6%	31 6%	36 6%
Chi2:	-	-	-	-	-	95	99	99	99	99.9	99	99	99	99	99
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
Mean:	4.13	4.13	4.22	4.15	4.09	4.03	4.18	4.07	4.24	4.28	4.20	4.00	4.23	4.12	4.01
Standard Deviation:	0.959	0.952	0.929	0.948	0.981	0.991	0.933	0.983	0.902	0.903	0.933	0.989	0.971	0.952	0.955
Student's T:	*	-	-	-	-	99	99	99.9	99.9	99.9	95	99.9	99	-	99.9

Caregiver Recognition Benefit															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
Q2_1N 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	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
NOT IMPORTANT (1-2)	114 6%	13 6%	68 6%	50 13% ++++	10 7%	50 4% ----	61 21% ++++	19 5%	33 3% ----	51 30% ++++	23 8% +	40 3% ----	26 37% ++++	30 17% ++++	58 3% ----
MODERATELY IMPORTANT (3)	316 16%	29 12% --	195 17% +	82 21% +++	25 18%	202 14% --	69 23% ++++	96 24% ++++	150 12% ----	41 24% +++	66 24% ++++	208 14% ----	16 22% +	53 30% ++++	247 14% ----
QUITE IMPORTANT (4-5)	1445 72%	195 80% +++	802 69% ---	224 57% ----	103 69%	1093 77% ++++	140 47% ----	248 61% ----	1051 81% ++++	69 39% ----	168 58% ----	1202 79% ++++	22 30% ----	74 42% ----	1341 77% ++++
1 Not at all important	22 1%	3 1%	13 1%	14 4%	1 1%	5 0%	14 5%	3 1%	4 0%	13 8%	4 1%	5 0%	9 13%	5 3%	8 0%
2	92 5%	10 4%	55 5%	36 10%	9 6%	45 3%	47 16%	16 4%	29 2%	38 22%	19 7%	35 2%	17 23%	25 14%	50 3%
3	316 16%	29 12%	195 17%	82 21%	25 18%	202 14%	69 23%	96 24%	150 12%	41 24%	66 24%	208 14%	16 22%	53 30%	247 14%
4	595 30%	66 27%	339 30%	96 25%	53 36%	439 31%	67 22%	131 33%	395 31%	26 15%	88 31%	478 31%	11 16%	42 24%	538 31%
5 Very important	850 42%	129 52%	463 40%	128 32%	50 33%	654 46%	73 24%	117 29%	656 51%	43 24%	80 27%	724 47%	11 15%	32 18%	803 46%
Don't know/ Prefer not to say / No answer	125 6%	8 3%	84 8%	31 8%	9 6%	75 5%	26 9%	39 10%	52 4%	12 7%	30 10%	74 5%	9 11%	20 11%	85 5%
Chi2:	-	95		99.9			99.9			99.9			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36
Mean:	4.13	4.29	4.09	3.78	4.01	4.25	3.49	3.93	4.35	3.27	3.84	4.29	2.94	3.45	4.25

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

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1														
Weighted Total:	2000	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Working full-time (35 or more hours per week)	778 41%	55 39%	174 43%	302 42%	64 43%	78 38%	104 42%	449 49%	322 34%	268 59%	221 66%	177 52%	100 26%	12 2%
								++++	----	++++	++++	++++	----	----
Working part-time (less than 35 hours per week)	162 8%	12 9%	31 7%	65 9%	16 10%	17 8%	19 8%	50 5%	112 11%	49 11%	25 7%	36 10%	35 9%	17 3%
								----	++++	++				----
Self-employed	190 9%	6 4%	37 9%	80 10%	16 10%	28 13%	23 9%	98 10%	90 9%	16 4%	37 11%	57 17%	54 14%	26 5%
		--				+				----		++++	++++	----
Unemployed, but looking for work	62 3%	8 6%	9 2%	26 4%	6 4%	8 4%	4 2%	37 4%	25 3%	27 6%	11 3%	17 5%	7 2%	0 0%
		+						+		++++		++	-	----
A student attending full-time school	73 4%	7 5%	16 4%	22 3%	9 6%	5 3%	14 6%	37 4%	35 4%	65 14%	7 2%	1 0%	0 0%	0 0%
							+			++++	--	----	----	----
Retired	593 26%	46 27%	153 31%	221 25%	32 17%	60 24%	79 26%	260 24%	332 29%	0 0%	2 1%	13 4%	153 41%	425 87%
			+++		---			--	+++	----	----	----	++++	++++
Not in the workforce (Full-time homemaker, unemployed but no	85 4%	10 7%	9 2%	34 5%	10 7%	10 5%	12 5%	13 1%	71 7%	22 5%	19 6%	24 7%	16 4%	4 1%
			--					----	++++			+++		----
DISABILITY, LONG TERM DISABILITY	31 1%	5 3%	1 0%	10 1%	4 2%	5 2%	6 2%	10 1%	21 2%	2 0%	6 2%	11 3%	10 3%	2 0%
		+	--					-	+	--		++	+	--
STUDENT AND WORKING	3 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	3 0%	0 0%	2 1%	1 0%	0 0%	0 0%
								-	+		++			
MATERNAL/PATERNAL LEAVE	4 0%	1 1%	1 0%	2 0%	0 0%	0 0%	0 0%	0 0%	4 0%	3 1%	1 0%	0 0%	0 0%	0 0%
								--	++	+++				
Other employment status (please specify)	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%
						+								
Prefer not to say	17 1%	1 1%	4 1%	5 1%	1 1%	4 2%	1 0%	12 1%	3 0%	6 1%	5 1%	4 1%	2 0%	0 0%
Chi2:	-	(90)						(99.9)		(99.9)				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
Working full-time (35 or more hours per week)	778 41%	665 41%	100 43%	566 41%	165 43%	327 63% ++++	441 33% ----	778 70% ++++	0 0% ----	121 27% ----	285 44% +	368 47% ++++	148 26% ----	226 47% +++	338 60% ++++
Working part-time (less than 35 hours per week)	162 8%	143 9%	15 6%	117 8%	32 8%	43 8%	114 8%	162 14% ++++	0 0% ----	36 8%	58 9%	67 8%	57 9%	40 8%	36 6% --
Self-employed	190 9%	175 10% ++	15 6% --	149 10%	36 9%	58 11%	129 9%	190 16% ++++	0 0% ----	36 8%	63 9%	88 11%	52 8%	41 8%	67 11% +
Unemployed, but looking for work	62 3%	49 3%	12 5%	50 4%	8 2%	16 3%	45 3%	0 0% ----	62 8% ++++	21 5% ++	16 2%	25 3%	36 6% ++++	11 2%	8 1% --
A student attending full-time school	73 4%	54 4% ---	18 8% +++	54 4%	15 4%	15 3%	58 5% +	0 0% ----	73 11% ++++	25 6% +++	15 3% ---	33 4%	35 7% ++++	10 2% --	18 3%
Retired	593 26%	511 26%	75 27%	424 25%	144 31% ++	11 2% ----	582 36% ++++	0 0% ----	593 66% ++++	175 34% ++++	220 28%	192 21% ----	234 33% ++++	161 28%	93 14% ----
Not in the workforce (Full-time homemaker, unemployed but no	85 4%	76 5%	9 4%	67 5%	13 3%	39 8% ++++	44 3% ----	0 0% ----	85 11% ++++	33 8% ++++	20 3% --	32 4%	44 7% ++++	11 2% --	14 2% --
DISABILITY, LONG TERM DISABILITY	31 1%	31 2% ++	0 0% --	30 2% +++	0 0% ---	4 1%	27 2% +	0 0% ----	31 4% ++++	11 2%	16 2% ++	4 0% ---	20 3% ++++	5 1%	3 1% --
STUDENT AND WORKING	3 0%	3 0%	0 0%	2 0%	0 0%	2 0%	1 0%	3 0%	0 0%	0 0%	0 0%	3 0% ++	0 0%	2 0%	1 0%
MATERNAL/PATERNAL LEAVE	4 0%	4 0%	0 0%	2 0%	2 1% +	4 1% ++++	0 0% ----	0 0% --	4 1% ++	1 0%	1 0%	2 0%	1 0%	1 0%	1 0%
Other employment status (please specify)	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
Prefer not to say	17 1%	11 1%	1 0%	11 1%	2 0%	2 0%	7 1%	0 0%	0 0%	5 1%	0 0%	6 1%	4 1%	1 0%	1 0%
Chi2:	-	(99)		(95)		(99.9)		(99.9)		(99.9)		(99.9)	(99.9)		

Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
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Which of the following categories best describes your current employment status? Are you...?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
D1															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Working full-time (35 or more hours per week)	778 41%	79 35%	487 45%	154 43%	59 43%	545 41%	125 45%	192 50%	456 38%	76 47%	118 43%	579 40%	30 44%	83 49%	659 40%
		--	++++					++++	----					++	-
Working part-time (less than 35 hours per week)	162 8%	26 11%	94 9%	32 8%	13 9%	114 8%	26 9%	25 6%	111 9%	11 7%	20 7%	130 9%	2 3%	12 7%	147 9%
		+						-					-		+
Self-employed	190 9%	22 9%	114 10%	31 8%	10 6%	146 10%	27 9%	37 9%	126 10%	18 10%	32 11%	140 9%	2 3%	14 8%	173 10%
						++							-		+
Unemployed, but looking for work	62 3%	7 3%	34 3%	12 3%	9 7%	37 3%	13 4%	9 2%	37 3%	10 6%	7 3%	43 3%	5 7%	5 3%	49 3%
					++	--				+			+		-
A student attending full-time school	73 4%	9 4%	45 5%	22 7%	7 5%	40 3%	16 6%	18 5%	35 3%	7 5%	20 8%	42 3%	6 10%	13 8%	50 3%
				+++		----	+		----		++++	----	++	+++	----
Retired	593 26%	84 31%	303 23%	113 25%	42 25%	434 27%	65 19%	102 22%	424 30%	35 17%	72 22%	485 29%	22 25%	35 17%	534 28%
		+	----				---	--	++++	---	-	++++		---	+++
Not in the workforce (Full-time homemaker, unemployed but no	85 4%	9 4%	46 4%	14 4%	4 3%	63 5%	14 5%	11 3%	58 5%	9 5%	12 4%	62 4%	2 3%	12 7%	70 4%
								-							+
DISABILITY, LONG TERM DISABILITY	31 1%	5 2%	11 1%	2 1%	1 1%	28 2%	3 1%	4 1%	24 2%	1 1%	2 1%	28 2%	0 0%	1 0%	30 2%
			--	-		++						+			+
STUDENT AND WORKING	3 0%	0 0%	2 0%	0 0%	0 0%	3 0%	0 0%	2 0%	1 0%	0 0%	1 0%	2 0%	0 0%	0 0%	3 0%
								++							
MATERNAL/PATERNAL LEAVE	4 0%	1 0%	2 0%	0 0%	1 1%	3 0%	0 0%	1 0%	3 0%	0 0%	1 0%	3 0%	0 0%	1 1%	3 0%
					+										
Other employment status (please specify)	2 0%	0 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 0%
										+					

Prefer not to say	17 1%	3 1%	9 1%	6 1%	1 1%	6 0%	6 2%	1 0%	10 1%	5 3%	2 1%	9 1%	4 5%	1 1%	11 1%
Chi2:	-	-		(95)			(99.9)			(99)			(99.9)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

What is the highest level of formal education that you have completed?														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D2														
Weighted Total:	2000	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Grade 8 or less	14 1%	3 2% +	9 2% ++++	1 0% --	0 0%	0 0%	1 0%	9 1%	5 1%	2 0%	1 0%	4 1%	0 0%	7 1% ++
Some high school	58 3%	1 1% -	12 3%	23 3%	5 3%	9 4%	8 3%	25 3%	33 3%	19 4% +	6 2%	5 1%	10 3%	18 4%
High school diploma or equivalent	392 19%	28 18%	53 12% ----	167 21% ++	39 25% +	48 22%	57 21%	187 19%	203 19%	79 17%	26 8% ----	63 18%	95 25% +++	129 26% ++++
Registered Apprenticeship or other trades certificate or diploma	118 6%	9 6%	31 8% +	27 3% ----	10 6%	23 10% +++	17 6%	75 8% +++	41 4% ----	26 6%	18 5%	18 5%	28 7%	28 6%
College, CEGEP or other non-university certificate or diploma	420 21%	46 31% +++	99 23%	162 21%	28 18%	40 19%	44 17%	200 21%	218 22%	97 21%	66 20%	78 23%	93 25% +	86 18% --
University certificate or diploma below bachelor's level	156 8%	7 4% -	44 10% +	57 7%	11 7%	17 8%	20 8%	75 8%	81 8%	28 6%	16 5% --	17 5%	37 10% +	58 12% ++++
Bachelor's degree	487 25%	30 21%	101 23%	200 27% +	38 25%	52 24%	64 25%	237 25%	247 25%	132 29% ++	115 34% ++++	93 28%	60 16% ----	87 18% ----
Post graduate degree above bachelor's level	334 17%	24 16%	84 19%	124 16%	22 14%	26 12% --	51 19%	150 16%	180 18%	71 15%	86 26% ++++	59 17%	50 13%	68 14%
Prefer not to say	21 1%	3 2%	2 0%	7 1%	5 3%	2 1%	2 1%	9 1%	11 1%	4 1%	3 1%	4 1%	4 1%	6 1%
Chi2:	-	(99.9)						90		(99.9)				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

What is the highest level of formal education that you have completed?															
	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+
D2															
Weighted Total:	2000	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
Grade 8 or less	14 1%	13 1%	0 0%	6 0%	8 2%	1 0%	13 1%	4 0%	10 1%	14 3%	0 0%	0 0%	12 2%	2 0%	0 0%
				---	++++	-	+	--	++	++++	---	---	++++		
Some high school	58 3%	54 3%	3 1%	44 3%	12 3%	12 2%	45 3%	22 2%	35 4%	58 13%	0 0%	0 0%	31 5%	14 3%	7 1%
			+					---	+++	++++	----	----	++++		
High school diploma or equivalent	392 19%	355 20%	34 13%	323 22%	58 13%	65 13%	324 22%	167 14%	221 26%	392 84%	0 0%	0 0%	178 27%	87 16%	71 12%
		+++	--	++++	----	----	++++	----	++++	++++	----	----	++++	-	----
Registered Apprenticeship or other trades certificate or diploma	118 6%	103 6%	13 5%	80 5%	31 8%	34 7%	82 6%	73 6%	45 5%	0 0%	118 17%	0 0%	45 7%	31 6%	28 5%
				-	++					----	++++	----			
College, CEGEP or other non-university certificate or diploma	420 21%	370 22%	47 19%	304 21%	99 24%	116 23%	300 21%	256 23%	164 19%	0 0%	420 61%	0 0%	146 23%	126 25%	97 17%
					+			++	-	----	++++	----	+	++	---
University certificate or diploma below bachelor's level	156 8%	129 7%	24 10%	111 7%	40 9%	29 5%	127 9%	77 7%	79 9%	0 0%	156 22%	0 0%	54 8%	43 8%	41 7%
						--	++	-	++	----	++++	----			
Bachelor's degree	487 25%	405 24%	72 30%	353 25%	97 23%	154 29%	328 24%	310 28%	174 21%	0 0%	0 0%	487 60%	105 17%	130 26%	187 33%
		--	++			+++	--	++++	----	----	----	++++	----		++++
Post graduate degree above bachelor's level	334 17%	277 16%	51 21%	237 16%	70 17%	107 20%	218 15%	216 19%	114 13%	0 0%	0 0%	334 40%	60 10%	72 14%	145 25%
			+			++	---	+++	----	----	----	++++	----	--	++++
Prefer not to say	21 1%	18 1%	1 0%	16 1%	2 0%	3 1%	13 1%	8 1%	6 1%	0 0%	0 0%	0 0%	0 0%	4 1%	5 1%
Chi2:	-	(99)		(99.9)		(99.9)		99.9		(99.9)			(99.9)		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07

What is the highest level of formal education that you have completed?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
D2															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Grade 8 or less	14 1%	2 1%	6 1%	4 1%	0 0%	5 0%	2 1%	4 1%	7 1%	2 1%	5 2%	6 0%	1 2%	3 2%	9 1%
Some high school	58 3%	7 3%	35 3%	10 3%	3 2%	41 3%	5 2%	12 3%	39 3%	5 3%	11 4%	41 3%	3 5%	6 3%	47 3%
High school diploma or equivalent	392 19%	52 20%	211 18%	59 15%	31 21%	288 20%	38 13%	67 17%	282 21%	23 13%	46 16%	320 20%	12 16%	25 14%	353 20%
Registered Apprenticeship or other trades certificate or diploma	118 6%	18 7%	65 6%	27 7%	9 6%	78 5%	15 5%	28 7%	74 6%	10 6%	19 7%	88 6%	6 8%	14 8%	97 6%
College, CEGEP or other non-university certificate or diploma	420 21%	49 20%	240 21%	86 23%	24 16%	307 22%	62 21%	68 17%	288 23%	36 21%	46 16%	335 22%	17 24%	37 22%	362 21%
University certificate or diploma below bachelor's level	156 8%	27 11%	77 7%	28 7%	14 9%	113 8%	21 7%	36 9%	99 7%	10 6%	24 8%	122 8%	2 2%	8 5%	145 8%
Bachelor's degree	487 25%	57 25%	282 25%	96 25%	39 27%	342 25%	71 24%	110 28%	303 24%	38 21%	76 27%	370 25%	12 17%	46 26%	425 25%
Post graduate degree above bachelor's level	334 17%	32 13%	221 19%	72 18%	26 18%	232 17%	76 25%	77 19%	179 14%	43 25%	58 19%	230 15%	18 25%	37 20%	277 16%
Prefer not to say	21 1%	1 0%	12 1%	5 1%	1 1%	14 1%	6 2%	0 0%	15 1%	6 3%	2 1%	12 1%	2 2%	1 1%	16 1%
Chi2:	-	-	-	-	-	-	(99.9)			(99)			(95)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Yes	521 27%	41 28%	98 24%	215 29%	54 36%	61 29%	52 21%	256 27%	259 27%	141 30%	214 63%	130 38%	24 6%	12 2%
			-	+	++		--			+	++++	++++	----	----
No	1450 71%	108 70%	331 75%	542 69%	102 63%	151 68%	211 79%	696 71%	750 72%	306 67%	116 35%	205 60%	348 92%	475 98%
			+	-	--		+++			--	----	----	++++	++++
Prefer not to say	29 2%	2 1%	6 1%	11 2%	2 1%	5 2%	1 0%	15 2%	10 1%	11 2%	7 2%	6 2%	5 1%	0 0%
Chi2:	-	99						-		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
Yes	521 27%	440 27%	72 30%	390 28%	90 23%	521 100%	0 0%	430 38%	89 12%	78 18%	179 27%	261 32%	100 17%	131 27%	239 41%
					--	++++	----	++++	----	----		++++	----		++++
No	1450 71%	1262 72%	172 69%	1063 71%	326 77%	0 0%	1450 100%	685 61%	756 88%	382 81%	509 72%	546 66%	527 83%	376 72%	340 58%
			+		+++	----	++++	----	++++	++++		----	++++		----
Prefer not to say	29 2%	22 1%	1 0%	21 1%	1 0%	0 0%	0 0%	18 2%	3 0%	4 1%	6 1%	14 2%	4 1%	2 0%	2 0%
Chi2:	-	-		95		99.9		99.9		99.9			99.9		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07

Are there any children under the age of 18 currently living in your household?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D3															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Yes	521 27%	48 21% --	328 29% ++	85 23% --	46 33% +	382 28%	77 27%	121 31%	320 26%	51 31%	74 27%	393 27%	14 21%	53 31%	451 27%
No	1450 71%	192 77% ++	810 70%	297 76% ++	97 64% --	1022 71%	211 70%	277 68%	949 73%	116 66%	208 72%	1114 72%	53 71%	121 67%	1261 72%
Prefer not to say	29 2%	5 2%	11 1%	5 1%	4 3%	16 1%	8 3%	4 1%	17 1%	6 3%	5 2%	17 1%	6 8%	3 2%	19 1%
Chi2:	-	95		95			-			-			-		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

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

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D4														
Weighted Total:	2000	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Under \$20,000	112 6%	14 9%	35 8% +++	34 5%	11 7%	10 5%	8 3%	49 5%	63 6%	38 8% +++	11 3% --	19 5%	15 4%	29 6%
Between \$20,000 and \$39,999	230 11%	20 12%	53 12%	83 11%	15 9%	20 9%	37 14%	93 10% --	137 13% ++	63 14% ++	25 7% --	24 7% ---	40 11%	78 16% ++++
Between \$40,000 and \$59,999	289 14%	23 15%	75 17% +	107 14%	27 19%	20 9% --	36 14%	123 13%	164 16%	78 16%	26 8% ----	38 11%	54 15%	93 19% ++++
Between \$60,000 and \$79,999	257 13%	18 12%	60 14%	84 11% --	22 14%	30 14%	43 16% +	119 12%	137 14%	63 14%	35 11%	37 11%	53 14%	69 14%
Between \$80,000 and \$99,999	252 13%	15 10%	63 15%	92 12%	21 13%	24 11%	36 14%	128 13%	123 12%	69 15% +	37 11%	34 10%	55 15%	57 12%
Between \$100,000 and \$149,999	342 17%	29 20%	67 16%	138 18%	22 14%	45 21%	40 15%	190 20% +++	151 15% ---	75 17%	85 25% ++++	77 23% +++	44 11% ----	61 13% ---
\$150,000 or above	239 12%	10 8%	39 9% -	116 15% --	15 9%	29 13%	29 11%	156 16% ++++	79 8% ----	28 6% ----	91 27% ++++	60 18% ++++	40 11%	20 4% ----
Prefer not to say	279 14%	22 15%	43 10%	114 14%	25 16%	39 17%	35 13%	109 11%	165 16%	44 10%	27 8%	52 15%	76 20%	80 16%
Chi2:	-	99						99.9		99.9				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
Under \$20,000	112 6%	98 6%	10 4%	79 5%	38 9%	11 2%	101 7%	27 2%	83 10%	59 13%	33 5%	20 2%	112 18%	0 0%	0 0%
					++++		----		++++			----	++++		----
Between \$20,000 and \$39,999	230 11%	197 11%	32 13%	171 11%	53 13%	37 7%	190 13%	94 9%	135 16%	87 19%	88 13%	55 7%	230 36%	0 0%	0 0%
							++++		++++			----	++++		----
Between \$40,000 and \$59,999	289 14%	242 14%	43 18%	196 13%	73 17%	52 10%	236 16%	136 12%	152 18%	75 16%	124 18%	90 11%	289 46%	0 0%	0 0%
			+	--	+	---	++++		++++		++++	----	++++		----
Between \$60,000 and \$79,999	257 13%	224 13%	31 12%	184 12%	57 14%	61 12%	196 13%	152 14%	105 12%	51 11%	108 16%	96 12%	0 0%	257 50%	0 0%
											+++	----	----	++++	----
Between \$80,000 and \$99,999	252 13%	219 13%	32 13%	179 12%	63 15%	70 14%	180 12%	157 14%	94 11%	52 11%	92 13%	106 13%	0 0%	252 50%	0 0%
					+				++			----	----	++++	----
Between \$100,000 and \$149,999	342 17%	294 17%	45 19%	272 19%	53 13%	123 24%	218 15%	246 22%	95 11%	56 12%	106 15%	179 22%	0 0%	0 0%	342 59%
				+++	---	++++	----	++++	----	----	-	++++	----	----	++++
\$150,000 or above	239 12%	213 12%	24 10%	180 12%	39 9%	116 21%	122 9%	196 17%	42 5%	22 5%	60 9%	153 19%	0 0%	0 0%	239 41%
						++++	----	++++	----	----	----	++++	----	----	++++
Prefer not to say	279 14%	237 13%	28 11%	213 14%	41 10%	51 10%	207 14%	125 11%	142 16%	62 13%	83 11%	122 15%	0 0%	0 0%	0 0%
Chi2:	-	-		99.9		99.9		99.9		99.9			99.9		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	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		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D4															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Under \$20,000	112 6%	19 8%	51 4%	33 8%	4 3%	63 4%	24 8%	21 5%	61 5%	18 10%	18 6%	72 5%	9 12%	16 9%	82 5%
			---	+++		---	+		--	+++		---	++	++	---
Between \$20,000 and \$39,999	230 11%	43 18%	118 10%	44 11%	22 16%	158 11%	36 12%	40 10%	151 12%	24 14%	32 11%	171 11%	12 16%	20 11%	196 11%
		++++	-		+										
Between \$40,000 and \$59,999	289 14%	36 15%	150 13%	62 16%	32 21%	190 13%	40 14%	51 13%	198 15%	24 14%	48 17%	217 14%	8 11%	29 17%	252 14%
			--		++	--									
Between \$60,000 and \$79,999	257 13%	28 12%	159 14%	52 14%	17 12%	181 13%	40 14%	50 12%	162 13%	21 12%	36 12%	196 13%	11 15%	23 13%	217 13%
Between \$80,000 and \$99,999	252 13%	23 9%	142 12%	55 14%	22 15%	167 12%	33 11%	59 15%	160 12%	23 13%	41 15%	188 12%	7 10%	21 12%	223 13%
Between \$100,000 and \$149,999	342 17%	41 16%	216 19%	53 14%	21 14%	267 19%	49 17%	79 20%	214 17%	25 15%	49 17%	267 18%	11 16%	28 16%	302 18%
			++	--		++++		+							
\$150,000 or above	239 12%	17 7%	163 14%	43 11%	10 7%	184 13%	39 13%	51 13%	149 12%	18 11%	30 10%	191 13%	7 9%	17 9%	215 13%
		--	++++		--	++									+
Prefer not to say	279 14%	38 15%	150 13%	45 11%	19 13%	210 14%	35 11%	51 12%	191 15%	20 12%	33 11%	222 14%	8 11%	23 13%	244 14%
Chi2:	-	99.9		99.9			-			-			(90)		
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

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	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
Born in Canada	1724 86%	139 92% ++	392 90% +++	637 83% ----	138 86%	195 90% +	217 82% --	822 85%	893 88% ++	369 81% ----	294 87%	302 88%	350 93% ++++	409 84%
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	59 3%	4 3%	2 0% ----	36 4% ++++	0 0% --	5 2%	12 4%	27 3%	32 3%	4 1% --	2 1% --	11 3%	3 1% --	39 8% ++++
OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)	30 2%	1 1%	12 3% +++	11 1%	0 0%	1 0%	5 2%	16 2%	14 1%	9 2%	4 1%	5 2%	4 1%	8 2%
NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND...)	10 0%	0 0%	1 0%	3 0%	2 1%	1 0%	3 1%	7 1%	3 0%	1 0%	2 1%	0 0%	2 0%	5 1% ++
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)	9 0%	0 0%	1 0%	5 1%	0 0%	1 0%	2 1%	4 0%	5 1%	1 0%	3 1%	4 1% ++	1 0%	0 0%
SOUTH ASIA (PAKISTAN, INDIA...)	23 1%	1 1%	0 0% ---	11 2%	5 3% ++	1 1%	5 2%	13 1%	10 1%	17 4% ++++	3 1%	3 1%	0 0% --	0 0% ---
SOUTH EAST ASIA (CHINA, HONG, KONG...)	24 1%	0 0%	3 1%	13 2%	3 2%	0 0%	5 2%	11 1%	13 1%	14 3% ++++	2 1%	4 1%	3 1%	1 0% --
CARIBBEAN (JAMAICA, HAITI...)	10 1%	0 0%	0 0%	8 1% ++	0 0%	2 1%	0 0%	5 1%	4 0%	4 1%	2 1%	0 0%	4 1%	0 0%
CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR...)	13 1%	0 0%	2 0%	6 1%	2 1%	2 1%	1 0%	8 1%	5 1%	8 2% +++	3 1%	0 0%	2 1%	0 0% --
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	24 1%	0 0%	12 3% ++++	2 0% ---	4 3%	3 1%	3 1%	13 1%	11 1%	11 2% ++	7 2%	2 1%	2 1%	2 0%
RUSSIA	1 0%	0 0%	0 0%	0 0%	1 1% ++++	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%
WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)	9 0%	0 0%	2 1%	7 1% ++	0 0%	0 0%	0 0%	5 1%	4 0%	4 1%	3 1%	2 1%	0 0%	0 0%

U.S.A	27 1%	5 4% +++	5 1%	8 1%	1 1%	3 1%	5 2%	14 1%	12 1%	1 0% --	6 2%	1 0%	4 1%	15 3% ++++
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	6 0%	0 0%	0 0%	2 0%	0 0%	0 0%	4 1% ++++	4 0%	2 0%	1 0%	0 0%	1 0%	2 1%	2 0%
Prefer not to say	31 2%	1 1%	3 1%	19 3%	2 1%	3 1%	2 1%	17 2%	11 1%	13 3%	6 2%	6 2%	0 0%	6 1%
Chi2:	-	(99.9)						-		(99.9)				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

Where were you born?															
	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+
D5															
Weighted Total:	2000	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
Born in Canada	1724 86%	1724 100% ++++	0 0% ----	1311 89% ++++	390 93% ++++	440 84%	1262 87%	986 87%	725 85%	422 91% ++++	602 87%	682 83% ----	537 85%	443 87%	507 87%
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	59 3%	0 0% ----	59 22% ++++	56 4% ++++	3 1% --	8 1% --	51 3% ++	13 1% ----	45 5% ++++	13 3%	28 4% ++	18 2%	19 3%	9 2%	22 4%
OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)	30 2%	0 0% ----	30 13% ++++	5 0% ----	9 2%	7 1%	22 2%	16 1%	14 2%	5 1%	12 2%	13 2%	12 2%	9 2%	6 1%
NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND...)	10 0%	0 0% ----	10 4% ++++	1 0% ----	0 0%	3 1%	7 0%	3 0%	7 1% ++	2 0%	4 1%	4 0%	2 0%	4 1%	2 0%
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)	9 0%	0 0% ----	9 4% ++++	2 0% ----	0 0%	4 1%	5 0%	8 1%	1 0%	0 0%	2 0%	7 1% ++	1 0%	3 1%	4 1%
SOUTH ASIA (PAKISTAN, INDIA...)	23 1%	0 0% ----	23 10% ++++	13 1%	0 0% --	10 2%	13 1%	13 1%	10 1%	2 0%	3 1% --	18 2% ++++	11 2% ++	6 1%	5 1%
SOUTH EAST ASIA (CHINA, HONG, KONG...)	24 1%	0 0% ----	24 11% ++++	10 1% ----	1 0% --	8 2%	16 1%	18 2%	6 1%	2 0%	7 1%	15 2% ++	9 2%	8 2%	5 1%
CARIBBEAN (JAMAICA, HAITI...)	10 1%	0 0% ----	10 4% ++++	9 1%	1 0%	3 1%	7 0%	8 1%	2 0%	4 1%	5 1%	1 0% --	3 1%	7 1% +++	0 0% --
CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR...)	13 1%	0 0% ----	13 6% ++++	3 0% ----	0 0%	4 1%	9 1%	10 1%	3 0%	2 0%	3 0%	8 1%	7 1%	1 0%	4 1%
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	24 1%	0 0% ----	24 10% ++++	12 1% --	8 2%	11 2% ++	13 1% --	16 2%	8 1%	3 1%	7 1%	13 2%	11 2%	3 1%	7 1%
RUSSIA	1 0%	0 0% --	1 0% +++	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%
WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)	9 0%	0 0% ----	9 4% ++++	3 0% --	1 0%	6 1% +++	3 0% --	7 1%	2 0%	0 0%	3 0%	6 1%	2 0%	3 1%	4 1%

U.S.A	27 1%	0 0% ----	27 10% ++++	26 2% +++	1 0% --	6 1%	21 1%	15 1%	12 1%	4 1%	8 1%	15 2%	6 1%	8 1%	9 2%
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	6 0%	0 0% ----	6 2% ++++	6 0%	0 0%	1 0%	5 0%	2 0%	4 0%	0 0%	2 0%	4 0%	1 0%	2 0%	1 0%
Prefer not to say	31 2%	0 0%	0 0%	17 1%	3 1%	9 2%	16 1%	17 2%	9 1%	5 1%	8 1%	16 2%	9 2%	3 1%	5 1%
Chi2:	-	(99.9)		(99.9)		(95)		(99.9)		(99)			-		
Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07

Where were you born?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
D5															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
Born in Canada	1724 86%	208 84%	985 86%	345 89%	119 81%	1227 86%	248 84%	353 88%	1110 86%	152 88%	243 85%	1314 86%	65 89%	144 81%	1499 86%
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	59 3%	7 3%	37 3%	6 1%	4 2%	48 3%	10 3%	10 2%	39 3%	5 3%	7 2%	47 3%	1 1%	5 3%	53 3%
OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)	30 2%	5 2%	19 2%	9 2%	3 2%	18 1%	6 2%	4 1%	20 2%	0 0%	5 2%	25 2%	0 0%	4 3%	26 2%
NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND...)	10 0%	1 0%	6 0%	2 0%	0 0%	8 1%	1 0%	2 0%	7 1%	1 0%	1 0%	8 0%	0 0%	1 0%	9 0%
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)	9 0%	2 1%	3 0%	1 0%	0 0%	8 1%	1 0%	1 0%	7 1%	1 1%	0 0%	8 1%	1 1%	0 0%	8 0%
SOUTH ASIA (PAKISTAN, INDIA...)	23 1%	2 1%	10 1%	4 1%	2 1%	16 1%	7 2%	3 1%	13 1%	4 2%	5 2%	14 1%	1 2%	4 2%	18 1%
SOUTH EAST ASIA (CHINA, HONG, KONG...)	24 1%	3 1%	15 1%	4 1%	5 4%	15 1%	2 1%	4 1%	18 2%	0 0%	7 3%	17 1%	1 1%	1 1%	22 1%
CARIBBEAN (JAMAICA, HAITI...)	10 1%	3 1%	4 0%	2 1%	1 1%	6 0%	0 0%	4 1%	6 1%	0 0%	2 1%	8 1%	0 0%	1 1%	8 0%
CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR...)	13 1%	2 1%	10 1%	0 0%	3 2%	9 1%	0 0%	3 1%	10 1%	0 0%	4 1%	9 1%	0 0%	3 2%	10 1%
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	24 1%	5 2%	13 1%	2 1%	4 3%	15 1%	2 1%	2 1%	19 2%	1 1%	2 1%	20 1%	0 0%	3 2%	20 1%
RUSSIA	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%

WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)	9 0%	2 1%	7 1%	2 1%	1 1%	6 0%	2 1%	1 0%	6 1%	3 2% +++	1 0%	5 0%	1 1%	3 2% +++	5 0% ---
U.S.A	27 1%	2 1%	17 1%	3 1%	1 1%	23 2% +	7 2%	6 1%	14 1%	0 0%	4 1%	23 1%	0 0%	0 0%	27 1% ++
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	6 0%	0 0%	5 0%	1 0%	1 1%	4 0%	2 1%	1 0%	3 0%	0 0%	0 0%	6 0%	0 0%	0 0%	6 0%
Prefer not to say	31 2%	3 1%	18 2%	6 2%	3 2%	16 1%	8 3%	8 2%	13 1%	6 3%	6 2%	19 1%	3 4%	8 4%	19 1%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

In what year did you first move to Canada?														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D6														
Weighted Total:	248	10	44	112	16	20	46	130	116	89	37	35	25	63
Total:	245	11	40	112	18	19	45	128	115	76	37	33	27	72
1983 and before (more than 35 years ago)	118 44%	8 71%	17 38%	56 45%	3 14%	12 60%	22 43%	58 41%	58 46%	0 0% ----	11 29%	15 46%	23 85%	69 96% ++++
Since 1983 (last 35 years)	115 51%	3 29%	21 57%	50 49%	13 74%	6 33%	22 54%	64 54%	51 49%	68 90% ++++	26 71% +++	15 44%	4 15%	2 3% ----
Prefer not to say	12 5%	0 0%	2 5%	6 6%	2 12%	1 6%	1 3%	6 5%	6 6%	8 10%	0 0%	3 10%	0 0%	1 1%
Chi2:	-	(90)						-		99.9				
Margin of error around 50%	6.26	29.55	15.49	9.26	23.10	22.48	14.61	8.66	9.14	11.24	16.11	17.06	18.86	11.55

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:	248	0	248	143	27	75	172	139	108	36	84	128	87	63	70
Total:	245	0	245	146	24	72	172	130	114	37	84	123	85	63	69
1983 and before (more than 35 years ago)	118 44%	0 0%	118 44%	88 56% ++++	6 22%	19 24% ----	99 52% ++++	39 27% ----	79 65% ++++	23 58%	47 51%	48 35% ---	35 37%	35 51%	31 41%
Since 1983 (last 35 years)	115 51%	0 0%	115 51%	51 38% ----	17 74%	47 67% +++	68 45% ---	83 66% ++++	31 31% ----	13 39%	31 41% --	70 60% +++	45 57%	25 44%	37 57%
Prefer not to say	12 5%	0 0%	12 5%	7 5%	1 4%	6 9%	5 3%	8 7%	4 4%	1 3%	6 8%	5 4%	5 6%	3 5%	1 2%
Chi2:	-	-	-	99.9		99.9		99.9		99			-		
Margin of error around 50%	6.26	*	6.26	8.11	20.00	11.55	7.47	8.60	9.18	16.11	10.69	8.84	10.63	12.35	11.80

In what year did you first move to Canada?

	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.
D6															
Weighted Total:	248	35	148	37	26	177	40	41	166	15	39	193	5	28	213
Total:	245	34	146	36	25	177	40	41	163	15	38	191	5	25	213
1983 and before (more than 35 years ago)	118 44%	18 50%	68 42%	16 40%	8 29%	94 48% ++	21 47%	18 39%	79 44%	7 42%	13 29%	98 47% +	2 37%	3 10%	113 49% ++++
Since 1983 (last 35 years)	115 51%	15 47%	72 54%	20 60%	15 63%	74 46% --	16 46%	22 58%	76 50%	6 44%	22 62%	86 49%	3 63%	21 86%	90 46% ----
Prefer not to say	12 5%	1 3%	6 4%	0 0%	2 9%	9 6%	3 7%	1 3%	8 6%	2 14%	3 8%	7 4%	0 0%	1 4%	10 5%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	(99.9)		
Margin of error around 50%	6.26	16.81	8.11	16.33	19.60	7.37	15.49	15.30	7.68	25.30	15.90	7.09	43.83	19.60	6.71

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

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D7														
Weighted Total:	2000	137	468	764	132	223	269	965	1021	544	330	358	348	420
Total:	2000	151	435	768	158	217	264	967	1019	458	337	341	377	487
English	1474 72%	146 97% ++++	67 15% ----	673 87% ++++	142 90% ++++	199 92% ++++	241 91% ++++	706 72%	758 73%	322 69% --	254 74%	260 75%	275 72%	363 73%
French	417 22%	6 4% ----	361 84% ++++	33 4% ----	3 2% ----	5 2% ----	8 3% ----	205 23%	211 22%	109 26% ++	62 20%	56 17% --	90 25%	100 22%
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	66 3%	0 0% --	10 2%	30 4%	10 6% ++	5 2%	10 4%	32 3%	33 3%	11 2%	11 3%	19 5% ++	10 3%	15 3%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	19 1%	1 1%	2 0%	8 1%	3 2%	3 1%	2 1%	10 1%	9 1%	1 0%	6 2%	2 1%	4 1%	6 1%
EASTERN/CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	8 0%	0 0%	0 0%	6 1% ++	0 0%	1 0%	1 0%	4 0%	4 0%	1 0%	0 0%	2 1%	3 1%	2 0%
SOUTH ASIAN LANGUAGES (URDU, HINDI...)	22 1%	0 0%	0 0% ---	13 2% ++	3 2%	0 0%	6 3% ++	12 1%	10 1%	14 3% ++++	4 1%	2 1%	1 0%	1 0% --
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	23 1%	0 0%	3 1%	14 2% ++	1 1%	1 1%	4 2%	12 1%	11 1%	13 3% ++++	3 1%	4 1%	2 1%	1 0% --
AFRICAN LANGUAGES	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 1% +++	0 0%	0 0%
RUSSIAN	2 0%	0 0%	0 0%	1 0%	1 1% +++	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%
OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN, EXCLUDING ARABIC...)	11 1%	0 0%	5 1% ++	6 1%	0 0%	0 0%	0 0%	8 1%	3 0%	4 1%	3 1%	3 1%	0 0%	1 0%
INDIGENOUS LANGUAGES	2 0%	0 0%	0 0%	0 0%	0 0%	2 1% ++++	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0% ++
Prefer not to say	15 1%	0 0%	2 0%	9 1%	0 0%	3 1%	0 0%	5 1%	7 1%	6 1%	3 1%	4 1%	0 0%	2 0%
Chi2:	-	(99.9)						-		(99.9)				
Margin of error around 50%	2.19	7.97	4.70	3.54	7.80	6.65	6.03	3.15	3.07	4.58	5.34	5.31	5.05	4.44

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	1720	248	1444	447	543	1427	1184	797	452	692	837	629	511	589
Total:	2000	1724	245	1474	417	521	1450	1133	848	464	694	821	631	509	581
English	1474 72%	1311 75% ++++	146 58% ----	1474 100% ++++	34 8% ----	390 74%	1063 72%	834 72%	627 73%	373 80% ++++	495 69% --	590 71%	446 69% --	363 70%	452 77% +++
French	417 22%	390 24% ++++	24 11% ----	34 3% ----	417 100% ++++	90 19% --	326 24% +++	233 22%	182 23%	78 18% --	170 27% ++++	167 22%	164 28% ++++	120 25% +	92 17% ----
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	66 3%	32 2% ----	32 13% ++++	9 1% ----	0 0% ----	18 3%	47 3%	42 4%	24 3%	12 3%	24 3%	30 4%	17 3%	11 2%	25 4%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	19 1%	9 0% ----	10 4% ++++	2 0% ----	0 0% --	7 1%	12 1%	11 1%	8 1%	5 1%	7 1%	6 1%	3 0%	7 1%	6 1%
EASTERN/CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	8 0%	5 0% --	3 1% ++	0 0% ----	0 0%	1 0%	7 0%	5 0%	3 0%	0 0%	3 0%	5 1%	0 0%	2 0%	3 1%
SOUTH ASIAN LANGUAGES (URDU, HINDI...)	22 1%	5 0% ----	16 7% ++++	6 0% ----	0 0% --	11 2% ++	10 1% --	15 1%	6 1%	1 0% --	6 1%	15 2% +++	8 1%	6 1%	6 1%
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	23 1%	7 0% ----	15 6% ++++	5 0% ----	1 0% --	4 1%	18 1%	17 2%	6 1%	3 1%	3 0% --	17 2% ++++	5 1%	7 1%	8 2%
AFRICAN LANGUAGES	2 0%	0 0% ----	2 1% ++++	0 0% --	0 0%	2 0% ++	0 0% --	1 0%	1 0%	0 0%	0 0%	2 0% +	0 0%	1 0%	0 0%
RUSSIAN	2 0%	0 0% ----	2 1% ++++	0 0% --	0 0%	2 0% ++	0 0% --	2 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%
OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN, EXCLUDING ARABIC...)	11 1%	2 0% ----	9 4% ++++	2 0% ----	1 0%	7 1% +++	4 0% --	6 1%	5 1%	1 0%	2 0%	7 1%	3 1%	4 1%	4 1%
INDIGENOUS LANGUAGES	2 0%	2 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%
Prefer not to say	15 1%	3 0%	3 1%	0 0%	0 0%	5 1%	5 0%	9 1%	2 0%	0 0%	4 1%	9 1%	2 0%	2 0%	2 0%
Chi2:	-	(99.9)		(99.9)		(99.9)		-		(99.9)			(95)		

Margin of error around 50%	2.19	2.36	6.26	2.55	4.80	4.29	2.57	2.91	3.37	4.55	3.72	3.42	3.90	4.34	4.07
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What is the language you first learned at home as a child and still understand?															
	Total	Aware of Veteran's ads		Likelihood in taking part in honouring Canadian veterans on Remembrance Day / Veteran's Week			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 likely	Mod. likely	Quite likely	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.
D7															
Weighted Total:	2000	242	1162	406	152	1393	305	415	1262	181	300	1502	77	191	1711
Total:	2000	245	1149	387	147	1420	296	402	1286	173	287	1524	73	177	1731
English	1474 72%	191 77%	831 71%	157 39%	94 63%	1199 84%	184 60%	272 66%	1007 77%	92 52%	169 57%	1203 78%	33 44%	101 56%	1329 76%
		+	-	----	---	++++	----	---	++++	----	----	++++	----	----	++++
French	417 22%	44 19%	253 24%	215 57%	40 29%	147 11%	98 35%	108 29%	206 17%	74 45%	102 37%	237 17%	32 45%	64 38%	313 19%
				++++	++	---	++++	++++	---	++++	++++	---	++++	++++	---
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	66 3%	9 4%	38 3%	11 3%	14 9%	40 3%	12 4%	16 4%	38 3%	5 3%	10 3%	50 3%	4 5%	8 4%	54 3%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	19 1%	1 0%	9 1%	2 0%	0 0%	17 1%	0 0%	4 1%	15 1%	0 0%	3 1%	16 1%	0 0%	2 1%	17 1%
						+									
EASTERN/CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	8 0%	0 0%	4 0%	2 0%	0 0%	6 0%	1 0%	2 0%	5 0%	0 0%	0 0%	8 1%	0 0%	0 0%	8 0%
SOUTH ASIAN LANGUAGES (URDU, HINDI...)	22 1%	3 1%	12 1%	4 1%	1 1%	15 1%	5 2%	5 1%	11 1%	2 1%	5 2%	14 1%	0 0%	2 1%	19 1%
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	23 1%	3 1%	14 1%	3 1%	3 2%	14 1%	2 1%	5 1%	16 1%	0 0%	8 3%	15 1%	2 3%	4 3%	17 1%
											+++				-
AFRICAN LANGUAGES	2 0%	0 0%	1 0%	0 0%	1 1%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
					++										
RUSSIAN	2 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%
OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN, EXCLUDING ARABIC...)	11 1%	2 1%	9 1%	1 0%	0 0%	9 1%	1 0%	0 0%	10 1%	1 1%	1 0%	9 1%	0 0%	2 1%	9 1%
								-	+						
INDIGENOUS LANGUAGES	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%
								+++	-						

Prefer not to say	15 1%	2 1%	7 1%	2 1%	1 1%	9 1%	4 1%	2 1%	9 1%	3 2%	3 1%	8 1%	3 4%	2 1%	10 1%
Chi2:	-	-	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)
Margin of error around 50%	2.19	6.26	2.89	4.98	8.08	2.60	5.70	4.89	2.73	7.45	5.78	2.51	11.47	7.37	2.36

APPENDIX E
POST-CAMPAIGN 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Male	959 48%	75 59% ++	253 53% ++	358 47%	53 40%	91 43%	127 47%	959 100% ++++	0 0% ----	263 44% --	150 55% ++	188 49%	180 52%	178 45%
Female	1031 51%	53 41% --	228 47% --	405 52%	77 58%	123 57%	145 52%	0 0% ----	1031 100% ++++	331 55% ++	123 45% --	198 51%	165 47%	214 54%
Prefer not to say	10 1%	0 0%	1 0%	3 0%	2 2%	2 1%	2 1%	0 0%	0 0%	4 1%	0 0%	2 1%	3 1%	1 0%
Chi2:	-	99						99.9		95				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

Are you...																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D1B																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
Male	959 48%	821 48%	123 47%	640 45% ----	262 55% ++++	232 46%	715 49%	596 53% ++++	351 43% ----	216 47%	332 48%	395 49%	287 44% ---	259 48%	309 60% ++++	47 90% ++++	249 47%	303 54% +++	422 45% ---
Female	1031 51%	882 51%	141 53%	778 54% ++++	216 45% ---	275 53%	746 51%	540 47% ----	477 57% ++++	243 53%	370 52%	408 50%	364 56% +++	283 52%	212 40% ----	5 10% ----	277 52%	259 45% ---	522 55% +++
Prefer not to say	10 1%	8 0%	1 0%	7 0%	0 0%	2 0%	7 0%	8 1%	2 0%	1 0%	1 0%	8 1%	2 0%	2 0%	1 0%	0 0%	3 1%	3 1%	2 0%
Chi2:	-	-		99.9		-		99.9		-			99.9			99.9			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

Are you...																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D1B																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Male	959 48%	321 48%	356 51%	131 55% ++	197 51%	626 46% --	76 59% ++	130 51%	750 47% --	33 65% ++	64 50%	855 48%	286 48%	664 48%	634 46% ---	310 53% ++
Female	1031 51%	346 51%	349 49%	108 44% --	194 49%	722 53% ++	51 40% ---	130 49%	843 52% ++	18 35% --	64 49%	940 52%	312 52%	714 51%	745 53% +++	280 47% --
Prefer not to say	10 1%	2 0%	3 0%	3 1%	1 0%	6 0%	2 2%	1 0%	7 0%	0 0%	1 1%	9 0%	2 0%	8 1%	6 0%	4 1%
Chi2:	-	-	-	95	95	95	95	95	95	90	-	-	-	-	99	-
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

In which of the following age categories do you belong?														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1C														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
18 to 24	167 8%	7 5%	31 6%	75 9%	7 5%	24 10%	23 8%	78 7%	87 8%	167 28% ++++	0 0% ----	0 0% ----	0 0% ----	0 0% ----
25 to 34	431 20%	32 23%	102 19%	164 20%	31 21%	52 22%	50 17%	185 18% --	244 22% ++	431 72% ++++	0 0% ----	0 0% ----	0 0% ----	0 0% ----
35 to 44	273 16%	27 24% +++	62 15%	91 14% --	22 19%	34 19%	36 15%	150 18% +++	123 14% --	0 0% ----	273 100% ++++	0 0% ----	0 0% ----	0 0% ----
45 to 54	388 18%	17 11% --	106 20%	144 17%	21 15%	41 18%	59 20%	188 18%	198 18%	0 0% ----	0 0% ----	388 100% ++++	0 0% ----	0 0% ----
55 to 64	348 18%	23 18%	84 18%	139 18%	22 17%	32 15%	47 17%	180 19%	165 16%	0 0% ----	0 0% ----	0 0% ----	348 100% ++++	0 0% ----
65 or older	393 21%	22 18%	97 22%	153 22%	29 23%	33 17%	59 23%	178 20%	214 22%	0 0% ----	0 0% ----	0 0% ----	0 0% ----	393 100% ++++
Chi2:	-	-	-	-	-	-	-	95		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

In which of the following age categories do you belong?

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
D1C																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
18 to 24	167 8%	130 7% ---	32 11% ++	119 8%	36 7%	41 7%	123 8%	58 5% ----	102 11% ++++	88 18% ++++	38 5% ----	39 4% ----	90 13% ++++	28 5% ---	30 5% --	2 3%	25 4% ----	26 4% ----	102 10% ++++
25 to 34	431 20%	340 18% ----	78 27% ++++	283 18% ---	112 22%	156 28% ++++	267 17% ----	331 27% ++++	91 10% ----	75 15% ---	165 22%	185 21%	179 25% ++++	136 23% ++	73 13% ----	6 13%	69 12% ----	94 15% ----	273 27% ++++
35 to 44	273 16%	242 17%	29 13%	205 17%	59 15%	154 35% ++++	116 9% ----	230 24% ++++	40 6% ----	34 9% ----	75 13% ---	161 23% ++++	56 10% ----	78 17%	114 25% ++++	1 2%	96 21% ++++	85 17%	113 14%
45 to 54	388 18%	344 19% +	43 15%	276 18%	104 20%	132 24% ++++	251 16% ----	297 24% ++++	85 9% ----	64 13% ---	154 20% ++	166 19%	85 12% ----	93 16%	154 27% ++++	15 26%	88 15% --	119 19%	187 19%
55 to 64	348 18%	323 19% ++++	25 10% ----	261 18%	78 17%	18 4% ----	327 22% ++++	173 15% ---	174 21% ++++	92 20%	140 20% ++	111 14% ----	106 17%	97 18%	76 14% --	12 23%	125 23% ++++	111 20%	125 14% ----
65 or older	393 21%	332 21%	58 24%	281 21%	89 20%	8 2% ----	384 28% ++++	55 5% ----	338 43% ++++	107 25% ++	131 20%	149 19%	137 23%	112 22%	75 15% ----	16 33% ++	126 25% +++	130 24% ++	146 17% ----
Chi2:	-	99.9		-		99.9		99.9		99.9			99.9			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

In which of the following age categories do you belong?

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D1C																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
18 to 24	167 8%	61 8%	58 7%	19 7%	42 10%	104 7%	12 9%	40 14% ++++	113 6% ----	8 15%	18 13% ++	138 7% ----	49 7%	115 8%	94 6% ----	67 11% +++
25 to 34	431 20%	139 19%	159 20%	62 23%	100 24% ++	263 18% ---	41 29% +++	67 24% +	318 18% ----	14 25%	44 32% ++++	368 19% ----	110 17% --	316 21% +	239 16% ----	187 29% ++++
35 to 44	273 16%	64 11% ----	119 20% +++	46 22% +++	63 19%	163 14% ---	20 18%	36 16%	216 16%	7 16%	12 11%	253 16%	45 9% ----	227 19% ++++	200 17%	70 14%
45 to 54	388 18%	126 17%	141 18%	38 14%	69 16%	278 19% +	13 9% ---	40 14%	333 19% +++	7 13%	15 11% --	362 18% ++	110 17%	276 18%	291 19% ++	95 15% --
55 to 64	348 18%	137 21% +++	105 15% --	36 15%	61 16%	251 19% +	24 19%	37 14%	287 18%	8 16%	20 16%	319 18%	115 19%	232 17%	252 18%	93 16%
65 or older	393 21%	142 23%	126 19%	41 18%	57 16% ---	295 23% ++++	19 16%	41 17%	333 22% +++	7 15%	20 17%	364 22% +	171 30% ++++	220 17% ----	309 24% ++++	82 15% ----
Chi2:	-	99.9		99.9			99.9			(99)			99.9		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

Nunavut	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Chi2:	-	(99.9)						(95)		(90)				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

Nunavut	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%		
Chi2:	-	(99.9)		(99.9)		(90)		(95)		-		(95)		(99.9)					
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

In which province or territory do you live?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D1E																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Newfoundland and Labrador	20 2%	10 2%	2 0%	1 1%	5 2%	14 2%	0 0%	3 2%	17 2%	0 0%	0 0%	20 2%	8 2%	11 1%	17 2%	2 1%
		+	---									+			+	--
Prince Edward Island	10 0%	3 0%	3 0%	0 0%	1 0%	9 1%	0 0%	1 0%	9 1%	0 0%	0 0%	10 1%	3 0%	7 0%	9 1%	1 0%
Nova Scotia	56 3%	15 2%	26 3%	7 3%	14 4%	35 2%	3 2%	5 2%	48 3%	0 0%	2 2%	54 3%	17 3%	39 3%	50 3%	5 1%
															+++	---
New Brunswick	42 2%	13 2%	15 2%	3 1%	3 1%	36 3%	2 2%	3 1%	37 2%	1 2%	1 1%	40 2%	19 3%	23 2%	37 3%	5 1%
					--	+++							++	--	+++	---
Quebec	482 23%	193 28%	154 21%	88 35%	117 29%	272 19%	65 49%	98 37%	315 19%	30 58%	57 43%	390 21%	142 23%	338 24%	186 13%	292 48%
		++++	-	++++	+++	----	++++	++++	----	++++	++++	----			----	++++
Ontario	766 38%	260 39%	278 39%	75 31%	131 33%	558 41%	30 24%	76 29%	658 41%	12 24%	47 37%	702 39%	238 39%	522 38%	595 43%	164 28%
				--	--	++++	----	----	++++	--					++++	----
Manitoba	74 4%	28 4%	22 3%	5 2%	13 3%	56 4%	2 1%	11 4%	61 4%	0 0%	3 2%	71 4%	26 4%	48 3%	61 4%	13 2%
												+			++	--
Saskatchewan	58 3%	13 2%	20 3%	2 1%	9 2%	47 4%	1 1%	5 2%	52 3%	1 2%	1 1%	56 3%	16 3%	42 3%	48 4%	9 2%
		-		--		++			+			+			++	--
Alberta	216 11%	54 8%	84 12%	24 10%	42 11%	148 11%	6 5%	19 7%	189 12%	3 6%	5 4%	205 12%	59 10%	154 12%	171 13%	41 7%
		---					--	--	+++		---	+++			++++	----
British Columbia	274 14%	79 12%	104 15%	37 16%	56 14%	178 13%	20 17%	39 15%	213 13%	4 8%	13 10%	254 14%	71 12%	201 15%	210 15%	61 10%
		-													+++	---
Yukon	2 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%
									+							

Northwest Territories	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 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 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%		
Chi2:	-	(99)		(99.9)			(99.9)			(99.9)			-	(99.9)		
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Yes	934 47%	63 50%	236 48%	359 47%	61 45%	99 46%	115 42%	485 50% +++	447 43% ---	303 51% ++	121 44%	190 49%	160 46%	160 41% --
No / Do not remember	1062 53%	65 50%	245 52%	405 53%	71 55%	116 54%	159 58%	472 50% ---	583 57% +++	292 49% ---	151 55%	198 51%	188 54%	233 59% +++
Prefer not to say	4 0%	0 0%	1 0%	2 0%	0 0%	1 0%	0 0%	2 0%	1 0%	3 1%	1 0%	0 0%	0 0%	0 0%
Chi2:	-	-	-	-	-	-	-	99	95	95	95	95	95	95
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
Q1																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
Yes	934 47%	800 47%	120 45%	654 46%	232 48%	246 48%	677 46%	546 47%	374 45%	213 46%	332 47%	375 46%	301 46%	269 49%	242 46%	30 59%	256 48%	279 49%	418 44%
No / Do not remember	1062 53%	908 53%	144 54%	768 54%	245 52%	262 52%	788 54%	594 52%	456 55%	247 54%	370 53%	433 54%	351 54%	274 50%	280 54%	22 41%	273 52%	286 51%	526 56%
Prefer not to say	4 0%	3 0%	1 0%	3 0%	1 0%	1 0%	3 0%	4 0%	0 0%	0 0%	1 0%	3 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q1																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Yes	934 47%	413 62% ++++	281 40% ----	102 42%	172 44%	654 48% ++	60 47%	108 41% --	762 48% +	20 39%	58 45%	849 47%	361 60% ++++	563 41% ----	662 48%	254 42% --
No / Do not remember	1062 53%	254 38% ----	425 60% ++++	140 58%	218 56%	698 52% --	69 53%	151 59%	836 52% +	31 61%	69 54%	953 53%	239 40% ----	819 59% ++++	722 52%	337 57% ++
Prefer not to say	4 0%	2 0%	2 0%	0 0%	2 0%	2 0%	0 0%	2 1%	2 0%	0 0%	2 2%	2 0%	0 0%	4 0%	1 0%	3 1%
Chi2:	-	99.9		90			-			-			99.9		95	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard 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+
Q2														
Weighted Total:	930	68	225	357	60	103	116	486	442	278	143	176	161	172
Total:	934	63	236	359	61	99	115	485	447	303	121	190	160	160
Cinema	24 3%	3 6% +	6 2%	9 2%	0 0%	3 3%	3 3%	15 3%	9 2%	12 4%	2 2%	7 4%	2 1%	1 1%
Internet website	148 16%	18 29% +++	30 12% -	56 16%	3 4% --	15 15%	26 23% ++	86 18% +	62 14% -	61 20% ++	23 19%	25 13%	19 12%	20 13%
Magazines	26 3%	5 9% +++	5 2%	7 2%	0 0%	4 4%	5 4%	14 3%	12 3%	10 4%	2 2%	4 2%	7 4%	3 2%
Newspaper (daily)	141 15%	16 26% ++	41 18%	48 14%	11 18%	13 13%	12 10%	79 17%	62 14%	37 13%	5 4% ----	22 12%	27 17%	50 31% ++++
Newspaper (weekly or community)	53 6%	5 9%	13 6%	18 5%	2 3%	4 4%	11 9% +	32 7%	21 5%	22 8% +	1 1% --	7 4%	7 4%	16 10% ++
Outdoor billboard	69 7%	6 11%	13 5%	29 8%	6 9%	8 8%	7 6%	34 7%	35 8%	36 12% ++++	7 6%	12 6%	10 6%	4 2% --
Pamphlet or brochure in the mail	71 8%	6 10%	23 10%	25 7%	4 6%	4 4%	9 7%	30 6%	41 9%	24 8%	8 6%	17 9%	8 5%	14 9%
Public transit (bus or subway)	68 7%	6 11%	11 5% -	37 10% +++	1 2% -	3 3%	10 8%	35 7%	32 7%	39 13% ++++	9 7%	11 6%	5 3% --	4 2% --
Radio	205 22%	23 35% +++	54 23%	68 19%	15 25%	27 27%	18 15%	104 21%	100 22%	82 27% +++	28 23%	41 21%	31 19%	23 15% --
Television	616 66%	42 68% ++++	180 76% ++++	228 64%	38 63%	61 62%	66 58% --	337 70% ++	279 63% --	148 49% ----	75 62%	149 78% ++++	120 75% +++	124 77% ++++
Twitter	40 4%	6 9% ++	7 3%	16 5%	2 3%	1 1% -	8 7%	21 4%	19 4%	17 6%	9 7% +	7 4%	4 2%	3 2% -
Facebook	196 20%	20 30% ++	42 17%	70 19%	16 25%	24 23%	23 19%	88 18% --	108 23% ++	112 37% ++++	15 12% --	28 15% --	23 14% --	18 11% --

YouTube	82 9%	3 5%	21 9%	31 8%	4 7%	6 6%	17 15% ++	49 10%	32 7%	50 17% ++++	15 12%	6 3% ---	7 4% --	4 2% --
Instagram	28 3%	4 6%	3 1%	13 3%	1 2%	5 5%	2 2%	13 3%	15 3%	25 8% ++++	2 2%	0 0% ---	1 1%	0 0% --
LinkedIn	9 1%	2 3% ++	2 1%	5 1%	0 0%	0 0%	0 0%	4 1%	5 1%	6 2% ++	0 0%	2 1%	1 1%	0 0%
E-MAIL	2 0%	0 0%	2 1% ++	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 1%	0 0%	1 1%
Snapchat	9 1%	1 2%	2 1%	6 2%	0 0%	0 0%	0 0%	5 1%	4 1%	9 3% ++++	0 0%	0 0%	0 0%	0 0%
Spotify	13 1%	1 2%	6 3%	3 1%	1 2%	1 1%	1 1%	7 2%	6 1%	9 3% +++	4 3%	0 0%	0 0%	0 0%
Other, specify:	6 1%	0 0%	0 0%	3 1%	0 0%	0 0%	3 3% +++	2 0%	4 1%	2 1%	2 2%	1 1%	0 0%	1 1%
Prefer not to say	4 0%	0 0%	3 1% ++	1 0%	0 0%	0 0%	0 0%	3 1%	1 0%	4 1% +++	0 0%	0 0%	0 0%	0 0%
Chi2:	-	(99.9)						-		(99.9)				
Margin of error around 50%	3.21	12.35	6.38	5.17	12.55	9.85	9.14	4.45	4.64	5.63	8.91	7.11	7.75	7.75

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

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2																			
Weighted Total:	930	798	118	660	222	245	674	539	378	210	330	377	295	270	244	32	261	284	406
Total:	934	800	120	654	232	246	677	546	374	213	332	375	301	269	242	30	256	279	418
Cinema	24 3%	21 3%	2 2%	17 3%	6 2%	8 4%	14 2%	19 4%	5 1%	4 2%	9 3%	10 3%	8 3%	8 3%	3 1%	3 13%	4 2%	7 3%	12 3%
Internet website	148 16%	117 15%	27 22%	101 16%	32 13%	54 22%	92 14%	102 19%	42 11%	28 13%	52 16%	66 18%	48 16%	51 20%	35 15%	8 29%	45 18%	47 17%	58 14%
Magazines	26 3%	24 3%	2 2%	19 3%	6 3%	9 4%	16 2%	14 3%	12 3%	5 2%	13 4%	8 2%	7 2%	9 4%	5 2%	3 13%	6 2%	9 3%	9 2%
Newspaper (daily)	141 15%	122 16%	17 14%	97 15%	38 17%	30 12%	108 16%	70 13%	70 19%	27 13%	53 17%	61 16%	39 13%	44 17%	39 16%	10 36%	47 18%	45 16%	52 13%
Newspaper (weekly or community)	53 6%	42 5%	11 9%	36 6%	13 6%	16 7%	37 6%	30 5%	22 6%	14 7%	20 6%	19 5%	20 6%	21 8%	9 4%	6 22%	13 5%	17 6%	20 5%
Outdoor billboard	69 7%	54 7%	14 11%	47 7%	15 6%	21 9%	46 7%	45 8%	24 6%	17 8%	18 6%	33 9%	22 7%	23 9%	14 6%	5 20%	17 7%	21 7%	33 8%
Pamphlet or brochure in the mail	71 8%	60 7%	11 9%	45 7%	22 9%	26 11%	45 7%	45 8%	26 7%	18 8%	27 9%	26 7%	24 8%	31 12%	11 5%	5 19%	20 8%	18 6%	36 9%
Public transit (bus or subway)	68 7%	53 7%	15 12%	50 8%	14 6%	14 6%	53 8%	42 8%	26 7%	17 8%	21 7%	30 8%	31 10%	21 8%	8 3%	3 13%	15 6%	21 7%	33 8%
Radio	205 22%	175 22%	27 22%	147 22%	52 22%	69 29%	132 19%	148 27%	56 15%	43 20%	90 27%	70 18%	59 19%	65 24%	54 22%	8 29%	70 27%	68 24%	76 18%
Television	616 66%	545 68%	65 55%	414 64%	179 77%	153 62%	461 69%	355 65%	256 69%	144 68%	217 65%	247 66%	186 63%	180 67%	172 71%	23 76%	176 69%	188 68%	262 63%
Twitter	40 4%	30 4%	9 7%	29 4%	7 3%	15 7%	25 4%	24 5%	16 4%	10 5%	12 4%	18 5%	12 4%	13 5%	10 4%	2 9%	9 4%	13 5%	18 4%
Facebook	196 20%	161 20%	31 25%	143 21%	44 18%	61 24%	133 19%	113 20%	75 19%	48 22%	78 23%	65 17%	83 27%	59 21%	30 12%	8 29%	58 22%	56 20%	78 18%

YouTube	82 9%	65 8%	15 12%	55 8%	20 9%	33 13% +++	47 7% ----	43 8%	36 9%	26 12%	25 7%	26 7%	40 13% +++	21 8%	11 4% ---	5 16%	17 7%	26 9%	39 9%
Instagram	28 3%	22 3%	6 5%	22 3%	5 2%	11 4%	16 2%	16 3%	12 3%	9 4%	11 3%	7 2%	14 4% ++	10 4%	2 1% --	2 7%	6 2%	5 2%	16 4%
LinkedIn	9 1%	6 1%	3 2% +	6 1%	1 0%	5 2% ++	4 1% -	6 1%	3 1%	3 1%	2 1%	4 1%	5 2%	2 1%	2 1%	1 4% ++	2 1%	0 0%	6 1%
E-MAIL	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%
Snapchat	9 1%	7 1%	2 2%	6 1%	2 1%	3 1%	6 1%	2 0%	7 2% ++	7 3% ++++	1 0%	1 0%	3 1%	3 1%	1 0%	1 4% ++	0 0%	0 0%	7 2% +
Spotify	13 1%	11 1%	2 2%	6 1%	5 2%	7 3% +++	6 1% --	8 2%	5 1%	3 1%	7 2%	2 1%	6 2%	4 2%	1 0%	1 4%	4 2%	3 1%	7 2%
Other, specify:	6 1%	5 1%	1 1%	4 1%	0 0%	1 0%	5 1%	4 1%	2 1%	2 1%	0 0%	4 1%	1 0%	1 0%	3 1%	0 0%	3 1%	2 1%	3 1%
Prefer not to say	4 0%	4 0%	0 0%	1 0%	3 1% ++	0 0%	4 1%	0 0% --	3 1%	2 1%	1 0%	0 0%	3 1%	0 0%	1 0%	0 0%	0 0%	0 0%	4 1% ++
Chi2:	-	(90)		-		(99.9)		(99.9)		(95)			(99.9)			(99.9)			
Margin of error around 50%	3.21	3.46	8.95	3.83	6.43	6.25	3.77	4.19	5.07	6.71	5.38	5.06	5.65	5.98	6.30	17.89	6.12	5.87	4.79

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2																
Weighted Total:	930	411	281	101	170	654	59	104	763	19	56	849	358	562	666	246
Total:	934	413	281	102	172	654	60	108	762	20	58	849	361	563	662	254
Cinema	24 3%	18 4% +++	3 1%	2 2%	6 3%	16 3%	2 3%	2 2%	20 3%	0 0%	2 3%	22 3%	11 3%	12 2%	17 3%	4 1%
Internet website	148 16%	78 19% ++	41 15%	17 16%	26 16%	104 16%	8 13%	15 13%	124 17%	2 10%	12 20%	133 16%	58 16%	90 16%	104 16%	39 15%
Magazines	26 3%	18 5% +++	2 1% ---	4 4%	4 2%	18 3%	3 5%	3 3%	20 3%	1 5%	3 5%	22 3%	12 4%	14 2%	22 3%	3 1%
Newspaper (daily)	141 15%	90 22% ++++	24 9% ----	17 17%	15 9% ---	108 17%	9 14%	13 12%	118 16%	3 16%	12 21%	126 15%	66 19% ++	74 13% --	110 17% ++	28 11% --
Newspaper (weekly or community)	53 6%	39 10% ++++	11 4%	3 3%	5 3%	45 7% ++	3 5%	5 5%	45 6%	0 0%	1 2%	52 6%	30 9% +++	22 4% ---	42 6%	10 4%
Outdoor billboard	69 7%	35 8%	22 8%	8 8%	13 8%	48 7%	5 8%	9 8%	55 7%	1 5%	4 7%	64 7%	27 8%	40 7%	44 7%	21 8%
Pamphlet or brochure in the mail	71 8%	38 9%	16 6%	9 9%	13 8%	49 7%	6 10%	10 9%	55 7%	2 10%	6 10%	63 7%	37 10% ++	34 6% --	56 9%	14 5%
Public transit (bus or subway)	68 7%	38 9% ++	22 8%	6 6%	16 9%	46 7%	6 9%	8 7%	54 7%	1 5%	7 12%	60 7%	28 8%	39 7%	53 8%	14 6%
Radio	205 22%	104 25% ++	45 16% ---	18 18%	29 17%	156 24% ++	14 23%	20 18%	169 22%	2 10%	10 17%	190 22%	82 23%	120 21%	150 23%	52 20%
Television	616 66%	293 71% +++	165 59% ---	66 65%	108 63%	438 67%	37 61%	67 63%	509 67%	9 47%	34 59%	567 67%	268 75% ++++	343 61% ----	439 67%	167 66%
Twitter	40 4%	24 6% ++	8 3%	5 5%	5 3%	30 5%	3 5%	7 7%	30 4%	0 0%	3 5%	37 4%	19 5%	20 4%	29 4%	9 4%

Facebook	196 20%	100 24% ++	53 18%	19 18%	39 22%	137 20%	15 23%	18 16%	162 21%	5 24%	15 25%	175 20%	81 22%	112 19%	139 20%	51 19%
YouTube	82 9%	45 11% ++	21 8%	9 9%	17 10%	56 8%	10 17% ++	12 11%	60 8% --	2 10%	6 10%	74 9%	33 9%	49 9%	53 8%	24 9%
Instagram	28 3%	16 4%	7 2%	4 4%	5 3%	19 3%	3 4%	3 3%	22 3%	0 0%	2 3%	26 3%	15 4%	13 2%	21 3%	5 2%
LinkedIn	9 1%	6 1%	0 0%	1 1%	2 1%	6 1%	1 2%	2 2%	6 1%	0 0%	2 3% ++	7 1%	6 2%	3 0%	8 1%	0 0%
E-MAIL	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%
Snapchat	9 1%	4 1%	3 1%	0 0%	3 2%	6 1%	0 0%	1 1%	8 1%	0 0%	1 2%	8 1%	5 1%	4 1%	7 1%	1 0%
Spotify	13 1%	3 1%	8 3% ++	3 3%	2 1%	8 1%	1 1%	3 3%	9 1%	0 0%	2 3%	11 1%	5 1%	8 1%	6 1%	6 2%
Other, specify:	6 1%	2 0%	4 1% ++	0 0%	2 1%	4 1%	0 0%	2 2%	4 1%	0 0%	0 0%	6 1%	3 1%	3 1%	6 1%	0 0%
Prefer not to say	4 0%	2 0%	1 0%	1 1%	0 0%	2 0%	1 2%	1 1%	2 0%	1 5%	1 2%	1 0% ----	1 0%	3 0%	2 0%	2 1%
Chi2:	-	(99.9)		-			-			-			(99)		(90)	
Margin of error around 50%	3.21	4.82	5.85	9.70	7.47	3.83	12.65	9.43	3.55	21.91	12.87	3.36	5.16	4.13	3.81	6.15

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:	930	68	225	357	60	103	116	486	442	278	143	176	161	172
Total:	934	63	236	359	61	99	115	485	447	303	121	190	160	160
PARKS CANADA, ACCESS TO PARKS FREE FOR 2018	4 0%	0 0%	0 0%	2 1%	0 0%	0 0%	2 2% ++	3 1%	1 0%	1 0%	0 0%	2 1%	0 0%	1 1%
WASTE OF TAX PAYERS MONEY, PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	9 1%	0 0%	0 0%	1 0%	1 2%	4 4% ++++	3 3%	6 1%	3 1%	0 0% --	0 0%	2 1%	4 2% ++	3 2%
ELECTIONS, VOTING, UPCOMING ELECTIONS	19 2%	0 0%	4 2%	7 2%	1 2%	0 0%	7 6% +++	6 1%	13 3%	12 4% +++	1 1%	4 2%	0 0%	2 1%
TAX REFORM/CHANGES, CRA ISSUES, TAXES RISING	13 1%	1 1%	4 2%	5 1%	0 0%	1 1%	2 2%	6 1%	7 1%	5 2%	1 1%	3 2%	2 1%	2 1%
INDIGENOUS ISSUES (MISSING/MURDERED WOMEN, RESIDENTIAL SCHOOLS)	2 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	5 1%	1 2%	1 0%	1 0%	1 2%	0 0%	1 1%	2 0%	3 1%	4 1% ++	0 0%	0 0%	0 0%	1 1%
MARIJUANA LEGISLATION/AWARENESS	355 38%	25 41%	100 43%	134 38%	29 47%	38 39%	29 25% --	188 39%	166 37%	91 30% ----	56 47% ++	83 44%	72 45%	53 33%
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	12 1%	0 0%	4 2%	5 1%	1 2%	1 1%	1 1%	5 1%	7 2%	4 1%	0 0%	2 1%	2 1%	4 2%
ECONOMY, JOB CREATION, BUSINESS, UPDATES	5 1%	0 0%	0 0%	3 1%	0 0%	0 0%	2 2% ++	0 0% --	5 1% ++	1 0%	1 1%	0 0%	0 0%	3 2% ++
DRUG USE IN CANADA, OPIOIDS	7 1%	0 0%	3 1%	4 1%	0 0%	0 0%	0 0%	5 1%	2 0%	1 0%	1 1%	1 1%	3 2%	1 1%
MILITARY RELATED	4 0%	0 0%	3 1% ++	0 0%	0 0%	0 0%	1 1%	4 1%	0 0%	2 1%	1 1%	0 0%	1 1%	0 0%
WAR/HISTORICAL EVENTS, COMMEMORATIVE COINS/EVENTS TO CELEBRATE HISTORY	9 1%	0 0%	3 1%	3 1%	1 2%	1 1%	1 1%	4 1%	5 1%	0 0% --	1 1%	3 2%	2 1%	3 2%

OTHER NEGATIVES (VARIOUS)	7 1%	0 0%	1 1%	2 1%	1 2%	0 0%	3 3% ++	4 1%	3 1%	0 0%	1 1%	2 1%	2 1%	2 1%
NAFTA NEGOTIATIONS BETWEEN USA/CANADA	6 1%	0 0%	3 1%	1 0%	0 0%	0 0%	2 2% +	4 1%	2 0%	0 0%	1 1%	0 0%	2 1%	3 2% ++
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	3 0%	1 1%	0 0%	1 0%	0 0%	1 1%	0 0%	1 0%	2 0%	2 1%	0 0%	0 0%	1 1%	0 0%
IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	5 1%	0 0%	2 1%	2 1%	0 0%	0 0%	1 1%	3 1%	2 0%	2 1%	0 0%	1 1%	1 1%	1 1%
HEALTH CARE RELATED (FREQUENT MENTIONS OF CUTS TO DIABETES MEDICATION)	14 1%	0 0%	4 2%	5 1%	2 3%	1 1%	2 2%	4 1%	10 2% +	4 1%	1 1%	3 2%	4 2%	2 1%
PIPELINES	12 1%	1 2%	1 0%	4 1%	1 2%	1 1%	4 4% ++	6 1%	6 1%	0 0% --	1 1%	4 2%	4 3%	3 2%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO (INCLUDES MENTIONS THAT THEY REMEMBER GORVERNMENT)	13 1%	1 1%	5 2%	6 2%	0 0%	0 0%	1 1%	8 2%	5 1%	7 2%	2 2%	1 1%	2 1%	1 1%
DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	12 1%	0 0%	5 2%	2 1%	1 1%	2 2%	2 2%	5 1%	7 2%	5 2%	1 1%	3 2%	2 1%	1 1%
EMPLOYMENT OPPORTUNITIES, GOVERNMENT JOB OPENINGS/HIRING	5 1%	0 0%	2 1%	1 0%	0 0%	2 2% ++	0 0%	3 1%	2 0%	2 1%	0 0%	0 0%	1 1%	2 1%
ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS	16 2%	1 1%	2 1%	8 2%	2 3%	3 3%	0 0%	10 2%	6 1%	1 0% --	1 1%	4 2%	3 2%	7 4% +++
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	50 5%	1 1%	8 3%	25 7% +	4 8%	7 7%	5 4%	19 4% --	30 7% ++	15 5%	12 10% ++	16 8% ++	3 2% --	4 2% -
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	43 5%	2 3%	12 5%	16 4%	2 3%	4 4%	7 6%	20 4%	22 5%	13 4%	6 5%	12 6%	9 6%	3 2% -
REMEMBRANCE DAY, VETERANS	41 4%	2 4%	13 6%	21 6% +	1 2%	1 1%	3 3% -	23 5%	18 4%	8 3% -	8 7%	9 5%	8 5%	8 5%
POSITIVE, GOOD IMPRESSION, LIKED IT	2 0%	1 2% ++++	0 0%	0 0%	0 0%	1 1%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 1% +
PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	5 1%	0 0%	4 2% +++	0 0% -	1 2%	0 0%	0 0%	5 1% ++	0 0% --	3 1%	2 2%	0 0%	0 0%	0 0% +

TOURISM, CANADA	2 0%	0 0%	0 0%	2 1% +	0 0%	0 0%	0 0%	1 0%	1 0%	2 1% ++	0 0%	0 0%	0 0%	0 0%
EMPLOYMENT TRAINING, GRANTS FOR TRADES/APPRENTICESHIP	5 1%	0 0%	0 0%	2 1%	0 0%	1 1%	2 2% +	4 1%	1 0%	2 1%	2 2%	1 1%	0 0%	0 0%
WEATHER/SNOW EFFECTS	2 0%	0 0%	0 0%	1 0%	0 0%	1 1% +	0 0%	1 0%	1 0%	2 1% ++	0 0%	0 0%	0 0%	0 0%
INDIGENOUS ROLE IN ARMED FORCES/SERVICE IN WARS	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 1%	1 1%
HOUSING INITIATIVES	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1%	1 0%	1 0%	0 0%	0 0%	1 1%	1 1%	0 0%
Other	31 3%	0 0%	10 4%	14 4%	0 0%	1 1%	6 5%	14 3%	17 4%	11 4%	4 3%	4 2%	3 2%	9 6% +
Don't remember	292 31%	28 42%	65 27%	111 31%	18 29%	32 32%	37 33%	151 31%	141 31%	121 40%	27 22%	46 24%	40 25%	58 36%
Chi2:	-	(90)						-		(99)				
Margin of error around 50%	3.21	12.35	6.38	5.17	12.55	9.85	9.14	4.45	4.64	5.63	8.91	7.11	7.75	7.75

What do you remember about this ad?

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q3																			
Weighted Total:	930	798	118	660	222	245	674	539	378	210	330	377	295	270	244	32	261	284	406
Total:	934	800	120	654	232	246	677	546	374	213	332	375	301	269	242	30	256	279	418
PARKS CANADA, ACCESS TO PARKS FREE FOR 2018	4 0%	0 0%	4 3%	2 0%	1 0%	1 0%	3 0%	3 1%	1 0%	0 0%	3 1%	1 0%	2 1%	1 0%	1 0%	0 0%	2 1%	0 0%	2 0%
WASTE OF TAX PAYERS MONEY, PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	9 1%	9 1%	0 0%	9 1%	0 0%	1 0%	7 1%	6 1%	3 1%	2 1%	4 1%	3 1%	0 0%	4 1%	4 2%	2 7%	3 1%	5 2%	1 0%
ELECTIONS, VOTING, UPCOMING ELECTIONS	19 2%	15 2%	3 2%	14 2%	3 1%	10 4%	8 1%	12 2%	6 2%	4 2%	8 2%	6 1%	10 3%	6 2%	1 0%	0 0%	8 3%	4 1%	8 2%
TAX REFORM/CHANGES, CRA ISSUES, TAXES RISING	13 1%	8 1%	4 3%	7 1%	2 1%	4 2%	9 1%	7 1%	6 2%	4 2%	4 1%	5 1%	4 1%	4 2%	2 1%	1 3%	4 1%	3 1%	8 2%
INDIGENOUS ISSUES (MISSING/MURDERED WOMEN, RESIDENTIAL SCHOOLS)	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 1%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	2 1%	0 0%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	5 1%	4 1%	1 1%	4 1%	1 0%	2 1%	3 0%	4 1%	1 0%	1 1%	3 1%	1 0%	2 1%	2 1%	1 0%	0 0%	1 0%	2 1%	3 1%
MARIJUANA LEGISLATION/AWARENESS	355 38%	320 40%	34 29%	250 39%	102 44%	87 36%	267 40%	210 39%	142 38%	79 37%	115 35%	157 42%	112 38%	116 43%	94 39%	10 31%	99 39%	103 37%	170 41%
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	12 1%	12 1%	0 0%	9 1%	3 1%	2 1%	10 1%	5 1%	6 2%	4 2%	3 1%	5 1%	6 2%	1 0%	3 1%	0 0%	7 3%	2 1%	4 1%
ECONOMY, JOB CREATION, BUSINESS, UPDATES	5 1%	5 1%	0 0%	5 1%	0 0%	1 0%	4 1%	1 0%	4 1%	2 1%	2 1%	1 0%	0 0%	1 0%	2 1%	0 0%	2 1%	3 1%	2 1%
DRUG USE IN CANADA, OPIOIDS	7 1%	6 1%	1 1%	2 0%	4 2%	0 0%	7 1%	2 0%	5 1%	0 0%	2 1%	5 1%	1 0%	1 0%	2 1%	0 0%	2 1%	1 0%	4 1%
MILITARY RELATED	4 0%	4 0%	0 0%	1 0%	3 1%	0 0%	4 1%	2 0%	2 1%	1 0%	1 0%	2 0%	2 1%	0 0%	2 1%	0 0%	0 0%	1 0%	3 1%

WAR/HISTORICAL EVENTS, COMMEMORATIVE COINS/EVENTS TO CELEBRATE HISTORY	9 1%	8 1%	1 1%	6 1%	3 1%	1 0%	8 1%	4 1%	5 1%	0 0%	5 2%	4 1%	1 0%	3 1%	2 1%	0 0%	5 2%	1 0%	3 1%
OTHER NEGATIVES (VARIOUS)	7 1%	7 1%	0 0%	7 1%	0 0%	3 1%	4 1%	5 1%	2 1%	0 0%	6 2%	1 0%	0 0%	2 1%	4 2%	0 0%	3 1%	3 1%	2 0%
NAFTA NEGOTIATIONS BETWEEN USA/CANADA	6 1%	6 1%	0 0%	4 1%	2 1%	1 0%	5 1%	1 0%	5 1%	2 1%	3 1%	1 0%	3 1%	1 0%	2 1%	1 3%	2 1%	4 1%	2 1%
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	3 1%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	2 1%	0 0%	0 0%	2 1%	1 0%
IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	5 1%	3 0%	2 2%	2 0%	1 0%	0 0%	4 1%	3 1%	2 1%	1 0%	2 1%	2 1%	3 1%	0 0%	1 0%	0 0%	0 0%	0 0%	3 1%
HEALTH CARE RELATED (FREQUENT MENTIONS OF CUTS TO DIABETES MEDICATION)	14 1%	9 1%	4 4%	8 1%	4 2%	3 1%	11 2%	11 2%	3 1%	2 1%	6 2%	6 2%	6 2%	2 1%	4 2%	0 0%	3 1%	1 0%	9 2%
PIPELINES	12 1%	11 1%	1 1%	8 1%	5 2%	4 2%	8 1%	8 2%	4 1%	5 2%	3 1%	4 1%	2 1%	3 1%	4 2%	0 0%	4 2%	5 2%	3 1%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO (INCLUDES MENTIONS THAT THEY REMEMBER GOVERNMENT)	13 1%	9 1%	4 3%	5 1%	5 2%	4 2%	9 1%	7 1%	6 2%	3 1%	5 2%	5 1%	7 2%	3 1%	2 1%	0 0%	4 2%	5 2%	6 1%
DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	12 1%	8 1%	3 2%	7 1%	5 2%	3 1%	9 1%	7 1%	5 1%	2 1%	3 1%	7 2%	4 1%	2 1%	3 1%	1 3%	2 1%	4 1%	5 1%
EMPLOYMENT OPPORTUNITIES, GOVERNMENT JOB OPENINGS/HIRING	5 1%	5 1%	0 0%	3 0%	2 1%	0 0%	5 1%	3 1%	1 0%	0 0%	1 0%	4 1%	1 0%	3 1%	1 0%	0 0%	3 1%	0 0%	2 0%
ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS	16 2%	14 2%	2 2%	12 2%	3 1%	0 0%	16 2%	8 2%	8 2%	4 2%	8 3%	4 1%	5 2%	6 2%	4 2%	2 6%	6 2%	6 2%	5 1%
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	50 5%	44 6%	6 5%	38 6%	7 3%	17 7%	32 5%	34 6%	16 4%	13 6%	15 4%	20 5%	16 5%	12 4%	13 5%	1 3%	14 5%	19 7%	22 5%
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	43 5%	36 4%	6 5%	27 4%	12 5%	11 4%	32 5%	26 5%	17 4%	9 4%	12 3%	21 5%	12 4%	14 5%	11 4%	1 3%	6 2%	21 7%	16 4%
REMEMBRANCE DAY, VETERANS	41 4%	36 5%	4 3%	27 4%	11 5%	11 5%	28 4%	23 4%	17 5%	7 4%	10 3%	23 6%	10 4%	13 5%	8 3%	2 6%	14 6%	16 6%	12 3%
POSITIVE, GOOD IMPRESSION, LIKED IT	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	2 1%	0 0%

PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	5 1%	4 1%	0 0%	1 0%	4 2%	3 1%	2 0%	5 1%	0 0%	0 0%	2 1%	2 0%	1 0%	1 0%	2 1%	0 0%	1 0%	1 0%	4 1%
TOURISM, CANADA	2 0%	1 0%	1 1%	1 0%	0 0%	0 0%	2 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%
EMPLOYMENT TRAINING, GRANTS FOR TRADES/APPRENTICESHIP	5 1%	3 0%	2 2%	4 1%	0 0%	1 0%	4 1%	4 1%	1 0%	0 0%	3 1%	2 1%	2 1%	1 0%	2 1%	0 0%	1 0%	0 0%	4 1%
WEATHER/SNOW EFFECTS	2 0%	1 0%	1 1%	2 0%	0 0%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	1 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%
INDIGENOUS ROLE IN ARMED FORCES/SERVICE IN WARS	2 0%	1 0%	1 1%	1 0%	1 0%	0 0%	2 0%	0 0%	2 1%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 1%	0 0%
HOUSING INITIATIVES	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	2 1%	0 0%	0 0%
Other	31 3%	22 3%	9 7%	20 3%	7 3%	9 4%	22 3%	16 3%	15 4%	6 3%	8 2%	17 5%	13 4%	6 2%	9 4%	0 0%	6 2%	11 4%	15 4%
Don't remember	292 31%	246 31%	39 32%	209 32%	66 28%	80 32%	207 30%	160 29%	123 33%	78 36%	111 33%	98 26%	99 33%	79 29%	68 28%	13 47%	77 30%	82 29%	128 30%
Chi2:	-	(99.9)		(90)		-		-		-			-			-			
Margin of error around 50%	3.21	3.46	8.95	3.83	6.43	6.25	3.77	4.19	5.07	6.71	5.38	5.06	5.65	5.98	6.30	17.89	6.12	5.87	4.79

What do you remember about this ad?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q3																
Weighted Total:	930	411	281	101	170	654	59	104	763	19	56	849	358	562	666	246
Total:	934	413	281	102	172	654	60	108	762	20	58	849	361	563	662	254
PARKS CANADA, ACCESS TO PARKS FREE FOR 2018	4 0%	3 1%	0 0%	1 1%	0 0%	3 0%	1 2%	0 0%	3 0%	0 0%	0 0%	4 0%	1 0%	2 0%	3 0%	1 0%
WASTE OF TAX PAYERS MONEY, PROPAGANDA, SELF SERVING AGENDA/FOR VOTES	9 1%	4 1%	3 1%	1 1%	4 2%	4 1%	1 2%	1 1%	7 1%	0 0%	0 0%	9 1%	3 1%	6 1%	7 1%	2 1%
ELECTIONS, VOTING, UPCOMING ELECTIONS	19 2%	12 3%	4 1%	0 0%	3 2%	16 2%	1 2%	0 0%	18 2%	0 0%	0 0%	19 2%	9 2%	9 2%	11 2%	7 3%
TAX REFORM/CHANGES, CRA ISSUES, TAXES RISING	13 1%	5 1%	4 1%	0 0%	1 1%	12 2%	0 0%	0 0%	13 2%	1 5%	0 0%	12 1%	8 2%	5 1%	8 1%	5 2%
INDIGENOUS ISSUES (MISSING/MURDERED WOMEN, RESIDENTIAL SCHOOLS)	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%
PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS	5 1%	3 1%	2 1%	1 1%	1 1%	3 0%	0 0%	1 1%	4 0%	0 0%	0 0%	5 1%	2 1%	3 1%	3 0%	1 0%
MARIJUANA LEGISLATION/AWARENESS	355 38%	139 34%	117 42%	43 42%	66 39%	245 38%	21 35%	47 43%	286 38%	7 35%	23 39%	324 38%	134 37%	218 39%	244 37%	107 42%
PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED	12 1%	8 2%	4 1%	1 1%	4 2%	7 1%	1 2%	2 2%	9 1%	0 0%	1 2%	11 1%	4 1%	8 1%	8 1%	4 1%
ECONOMY, JOB CREATION, BUSINESS, UPDATES	5 1%	3 1%	1 0%	0 0%	2 1%	3 1%	0 0%	2 2%	3 0%	0 0%	1 2%	4 1%	2 1%	3 1%	3 0%	2 1%
DRUG USE IN CANADA, OPIOIDS	7 1%	4 1%	1 0%	1 1%	2 1%	3 0%	0 0%	2 2%	5 1%	1 5%	0 0%	5 1%	2 1%	4 1%	4 1%	2 1%
MILITARY RELATED	4 0%	3 1%	1 0%	1 1%	2 1%	1 0%	2 3%	1 1%	1 0%	0 0%	0 0%	4 0%	2 1%	2 0%	1 0%	3 1%

WAR/HISTORICAL EVENTS, COMMEMORATIVE COINS/EVENTS TO CELEBRATE HISTORY	9 1%	7 2% ++	1 0%	0 0%	2 1%	7 1%	0 0%	1 1%	8 1%	0 0%	0 0%	9 1%	3 1%	6 1%	7 1%	2 1%
OTHER NEGATIVES (VARIOUS)	7 1%	3 1%	3 1%	2 2%	1 1%	4 1%	0 0%	0 0%	7 1%	0 0%	1 2%	6 1%	1 0%	6 1%	6 1%	1 0%
NAFTA NEGOTIATIONS BETWEEN USA/CANADA	6 1%	4 1%	1 0%	0 0%	0 0%	6 1% +	0 0%	1 1%	5 1%	0 0%	0 0%	6 1%	3 1%	3 1%	5 1%	1 0%
POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY	3 0%	1 0%	2 1%	1 1%	0 0%	2 0%	1 2%	0 0%	2 0%	0 0%	0 0%	3 0%	0 0%	3 0%	3 0%	0 0%
IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS	5 1%	2 0%	2 1%	0 0%	1 1%	4 1%	0 0%	1 1%	4 1%	0 0%	0 0%	5 1%	1 0%	4 1%	2 0%	2 1%
HEALTH CARE RELATED (FREQUENT MENTIONS OF CUTS TO DIABETES MEDICATION)	14 1%	5 1%	6 2%	0 0%	3 2%	11 2%	1 2%	3 3%	10 1%	1 5%	1 2%	12 1%	4 1%	10 2%	13 2% +	0 0% --
PIPELINES	12 1%	8 2%	3 1%	2 2%	2 1%	8 1%	0 0%	1 1%	11 1%	1 6%	0 0%	11 1%	5 1%	7 1%	10 2%	2 1%
CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO (INCLUDES MENTIONS THAT THEY REMEMBER GOVERNMENT)	13 1%	7 2%	3 1%	1 1%	3 2%	9 1%	1 2%	0 0%	12 2%	0 0%	1 2%	12 1%	3 1%	10 2%	9 1%	4 2%
DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY	12 1%	6 1%	3 1%	2 2%	4 2%	6 1%	3 5% +++	2 2%	7 1% --	0 0%	1 2%	11 1%	5 1%	7 1%	6 1% -	6 2% ++
EMPLOYMENT OPPORTUNITIES, GOVERNMENT JOB OPENINGS/HIRING	5 1%	5 1% ++	0 0%	0 0%	1 1%	4 1%	0 0%	1 1%	4 1%	0 0%	0 0%	5 1%	2 1%	3 1%	4 1%	1 0%
ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS	16 2%	10 2%	3 1%	2 2%	1 1%	13 2%	0 0%	1 1%	15 2%	0 0%	0 0%	16 2%	9 3%	7 1%	11 2%	4 2%
CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION	50 5%	17 4% -	22 8% ++	3 3%	7 4%	40 6% +	1 2%	3 3%	46 6% ++	0 0%	1 2%	49 6% +	10 3% ---	40 7% +++	41 6% +	9 4%
HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE	43 5%	15 4%	14 5%	3 3%	13 7% ++	26 4%	2 3%	5 4%	36 5%	0 0%	1 2%	41 5%	18 5%	25 4%	29 4%	13 5%
REMEMBRANCE DAY, VETERANS	41 4%	36 9% ++++	2 1% ----	4 4%	7 4%	30 5%	2 3%	3 3%	36 5%	0 0%	0 0%	41 5% ++	19 5%	21 4%	37 6% +++	3 1% ---
POSITIVE, GOOD IMPRESSION, LIKED IT	2 0%	1 0%	0 0%	0 0%	1 1%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 1% ++	0 0% --	2 0%	0 0%

PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES	5 1%	1 0%	3 1% +	1 1%	1 1%	3 0%	0 0%	0 0%	5 1%	0 0%	0 0%	5 1%	3 1%	2 0%	2 0%	3 1%
TOURISM, CANADA	2 0%	1 0%	1 0%	0 0%	1 1%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	2 0%	0 0%
EMPLOYMENT TRAINING, GRANTS FOR TRADES/APPRENTICESHIP	5 1%	1 0%	3 1%	0 0%	2 1%	3 0%	0 0%	1 1%	4 1%	0 0%	0 0%	5 1%	1 0%	4 1%	4 1%	1 0%
WEATHER/SNOW EFFECTS	2 0%	0 0%	2 1% ++	1 1% +	1 1%	0 0% --	0 0%	1 1% +	1 0%	0 0%	0 0%	1 0% --	1 0%	1 0%	1 0%	1 0%
INDIGENOUS ROLE IN ARMED FORCES/SERVICE IN WARS	2 0%	2 0%	0 0%	0 0%	1 1%	1 0%	0 0%	1 1% +	1 0%	0 0%	0 0%	2 0%	0 0%	2 0%	2 0%	0 0%
HOUSING INITIATIVES	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%
Other	31 3%	15 4%	12 4%	5 5%	4 2%	22 3%	4 7% +	3 3%	24 3%	0 0%	1 2%	30 4%	13 4%	18 3%	23 3%	7 3%
Don't remember	292 31%	131 32%	75 26%	33 32%	47 26%	209 32%	25 41%	34 31%	230 30%	9 44%	28 49%	252 29%	119 33%	168 29%	206 31%	78 30%
Chi2:	-	(99)		-			-			-			-			-
Margin of error around 50%	3.21	4.82	5.85	9.70	7.47	3.83	12.65	9.43	3.55	21.91	12.87	3.36	5.16	4.13	3.81	6.15

How did you know that it was an ad from the Government of Canada?														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q4														
Weighted Total:	930	68	225	357	60	103	116	486	442	278	143	176	161	172
Total:	934	63	236	359	61	99	115	485	447	303	121	190	160	160
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	359 39%	27 45%	64 27% ----	146 40%	25 41%	48 49% ++	48 42%	177 37%	181 41%	109 36%	52 44%	82 44%	64 40%	52 33%
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF/FLAG	239 25%	9 --	72 31% ++	94 26%	13 21%	22 22%	28 25%	132 27%	107 24%	79 26%	38 31%	51 27%	39 24%	32 20%
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	23 2%	2 3%	4 2%	9 3%	2 3%	4 4%	2 2%	11 2%	12 3%	5 2%	1 1%	2 1%	9 6% +++	6 4%
ASSUMED TO BE, BASED ON CONTENT, IT WAS OBVIOUS	13 1%	1 2%	2 1%	4 1%	2 3%	1 1%	3 3%	9 2%	4 1%	2 1%	2 2%	1 1%	5 3% ++	3 2%
WRITTEN/PRINTED IN THE AD	22 2%	1 2%	10 4% ++	8 2%	0 0%	1 1%	2 2%	11 2%	11 2%	9 3%	3 2%	5 3%	4 3%	1 1%
IDENTIFIED/INDICATED, GENERAL MENTION	58 6%	1 1%	25 10% +++	21 6%	2 4%	2 2%	7 6%	33 7%	25 6%	20 6%	5 4%	13 7%	9 6%	11 7%
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	11 1%	0 0%	2 1%	6 2%	3 5% +++	0 0%	0 0%	7 1%	4 1%	2 1%	1 1%	3 2%	2 1%	3 2%
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	24 3%	1 2%	10 4%	7 2%	0 0%	2 2%	4 3%	17 3%	7 2%	8 3%	3 2%	3 2%	6 4%	4 2%
MINISTERS/FEDERAL AGENTS FEATURED IN IT	18 2%	1 1%	4 2%	5 1%	4 6% +++	3 3%	1 1%	8 2%	10 2%	6 2%	1 1%	1 1%	3 2%	7 4% ++
SUBJECT/CONTENT	78 8%	2 3%	27 12% ++	30 8%	3 5%	9 9%	7 7%	29 6% ---	49 11% +++	18 6%	8 6%	18 9%	15 9%	19 12%
Don't remember	151 16%	20 30%	30 12%	55 15%	11 18%	14 14%	21 18%	81 17%	69 15%	62 21%	13 11%	26 14%	18 11%	32 20%
Chi2:	-	(99)						90		-				
Margin of error around 50%	3.21	12.35	6.38	5.17	12.55	9.85	9.14	4.45	4.64	5.63	8.91	7.11	7.75	7.75

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			Know a veteran					
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No	
Q4																				
Weighted Total:	930	798	118	660	222	245	674	539	378	210	330	377	295	270	244	32	261	284	406	
Total:	934	800	120	654	232	246	677	546	374	213	332	375	301	269	242	30	256	279	418	
ANNOUNCED/STATED IN THE COMMERCIAL, SAID IT WAS SPONSORED BY THE GOVERNMENT OF CANADA	359 39%	315 40%	41 35%	285 44%	61 26%	98 40%	260 39%	217 40%	139 37%	78 37%	124 37%	149 40%	110 37%	97 36%	96 40%	10 33%	109 43%	116 42%	151 36%	
GOVERNMENT OF CANADA LOGO, MUSICAL JINGLE, EMBLEM/MAPLE LEAF/FLAG	239 25%	203 25%	34 28%	160 24%	69 30%	69 28%	166 24%	143 26%	95 25%	39 18%	79 24%	120 32%	77 25%	75 28%	58 24%	7 22%	67 26%	80 29%	114 27%	
PRIME MINISTER TRUDEAU, TRUDEAU WAS IN IT/PICTURED IN IT	23 2%	20 3%	3 3%	20 3%	2 1%	4 2%	19 3%	11 2%	11 3%	8 4%	11 3%	4 1%	10 3%	8 3%	5 2%	0 0%	7 3%	11 4%	8 2%	
ASSUMED TO BE, BASED ON CONTENT, IT WAS OBVIOUS	13 1%	11 1%	2 2%	10 2%	3 1%	2 1%	11 2%	9 2%	4 1%	4 2%	7 2%	2 1%	5 2%	5 2%	3 1%	1 3%	1 0%	4 1%	8 2%	
WRITTEN/PRINTED IN THE AD	22 2%	22 3%	0 0%	10 2%	11 5%	5 2%	17 2%	14 3%	8 2%	5 2%	3 1%	14 4%	7 2%	7 3%	7 3%	0 0%	4 2%	6 2%	13 3%	
IDENTIFIED/INDICATED, GENERAL MENTION	58 6%	52 6%	5 4%	31 5%	27 11%	13 5%	45 7%	32 6%	26 7%	16 7%	20 6%	22 6%	19 6%	17 6%	17 7%	0 0%	13 5%	12 4%	34 8%	
WEBSITE INDICATED/PICTURED, LINK PROVIDED, OR ON THE WEBSITE AT THE TIME	11 1%	6 1%	5 4%	6 1%	1 0%	3 1%	8 1%	5 1%	5 1%	2 1%	4 1%	5 1%	3 1%	2 1%	2 1%	0 0%	3 1%	3 1%	6 1%	
DEPARTMENT IS FEDERAL, KNOWLEDGE OF THE DEPARTMENT	24 3%	16 2%	6 5%	11 2%	8 4%	4 2%	20 3%	15 3%	8 2%	2 1%	5 2%	17 4%	7 2%	3 1%	11 4%	0 0%	7 3%	2 1%	15 4%	
MINISTERS/FEDERAL AGENTS FEATURED IN IT	18 2%	16 2%	2 2%	12 2%	4 2%	6 2%	12 2%	7 1%	11 3%	3 1%	8 2%	7 2%	4 1%	9 3%	4 2%	0 0%	6 2%	6 2%	6 1%	
SUBJECT/CONTENT	78 8%	61 8%	16 13%	47 7%	26 11%	17 7%	61 9%	42 8%	35 9%	24 11%	24 7%	29 8%	27 9%	23 9%	18 7%	6 20%	21 9%	24 8%	28 7%	
Don't remember	151 16%	129 16%	16 13%	108 16%	30 13%	36 15%	109 16%	85 15%	60 16%	46 22%	64 19%	37 10%	55 18%	39 15%	32 13%	8 28%	39 15%	38 14%	57 13%	
Chi2:	-	(99)		(99.9)		-		-		(99)			-			-				
Margin of error around 50%	3.21	3.46	8.95	3.83	6.43	6.25	3.77	4.19	5.07	6.71	5.38	5.06	5.65	5.98	6.30	17.89	6.12	5.87	4.79	

Margin of error around 50%	3.21	4.82	5.85	9.70	7.47	3.83	12.65	9.43	3.55	21.91	12.87	3.36	5.16	4.13	3.81	6.15
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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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Yes	669 33%	41 33%	193 40% ++++	260 34%	41 30%	54 25% ---	79 29%	321 33%	346 33%	200 34%	64 23% ----	126 32%	137 39% +++	142 36%
No	708 35%	46 33%	154 32%	278 37%	42 32%	84 39%	104 38%	356 37%	349 34%	217 36%	119 43% +++	141 36%	105 30% --	126 32%
I don't remember / Not sure	619 31%	41 34%	134 28%	227 30%	49 38%	76 35%	91 33%	280 29%	334 33%	178 30%	90 33%	120 31%	106 30%	125 32%
Prefer not to say	4 0%	0 0%	1 0%	1 0%	0 0%	2 1%	0 0%	2 0%	2 0%	3 1%	0 0%	1 0%	0 0%	0 0%
Chi2:	-	99						-		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

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			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1A																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
Yes	669 33%	567 33%	98 37%	442 31% ----	193 40% ++++	157 30%	504 34%	350 30% ---	311 37% +++	181 39% +++	226 32%	256 31%	238 36%	186 34%	144 27% ----	30 59% ++++	208 39% ++++	191 33%	283 30% ---
No	708 35%	606 35%	94 36%	526 37% ++	156 33%	181 36%	522 36%	426 37% ++	274 33%	144 31% --	245 35%	311 38% ++	241 37%	189 35%	205 39% ++	13 24%	167 32% --	186 33%	372 39% ++++
I don't remember / Not sure	619 31%	536 32%	73 28%	454 32%	129 27%	169 33%	441 30%	367 32%	244 30%	133 29%	231 33%	244 30%	173 27%	169 31%	173 33%	9 17%	154 29%	188 33%	290 31%
Prefer not to say	4 0%	2 0%	0 0%	3 0%	0 0%	2 0%	1 0%	1 0%	1 0%	2 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
Chi2:	-	-		99		-		99		99			95			99.9			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1A																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Yes	669 33%	669 100% ++++	0 0% ----	61 25% ---	93 24% ----	513 38% ++++	43 33%	73 28% --	552 34% ++	15 29%	41 32%	608 33%	318 53% ++++	344 25% ----	493 35% +++	168 28% ---
No	708 35%	0 0% ----	708 100% ++++	122 50% ++++	164 42% +++	415 31% ----	55 43%	108 42% ++	539 34% ----	24 48%	50 39%	626 35% --	114 19% ----	594 43% ++++	447 32% ----	257 43% ++++
I don't remember / Not sure	619 31%	0 0%	0 0%	59 25%	134 34%	424 32%	31 24%	79 30%	507 32%	12 23%	38 30%	567 32%	168 28%	446 33%	444 32%	168 28%
Prefer not to say	4 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	0 0%	0 0%	3 0%	0 0%	2 0%	1 0%	1 0%
Chi2:	-	99.9		99.9			99			-			99.9		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

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:	665	45	187	258	39	56	79	322	341	185	75	116	138	152
Total:	669	41	193	260	41	54	79	321	346	200	64	126	137	142
Cinema	12 2%	3 9% ++++	2 1%	6 2%	0 0%	0 0%	1 1%	8 3%	4 1%	6 4% ++	1 2%	3 2%	1 1%	1 1%
Internet website	84 13%	11 31% ++++	11 5% ----	33 13%	1 2% --	7 13%	21 27% ++++	46 15%	38 11%	33 18% ++	8 13%	12 10%	14 11%	17 12%
Magazines	18 3%	3 9% ++	2 1% -	12 5% ++	0 0%	1 2%	0 0%	12 4%	6 2%	6 4%	0 0%	3 2%	4 3%	5 4%
Newspaper (daily)	107 16%	8 21%	43 23% +++	37 15%	4 10%	7 13%	8 10%	54 17%	53 16%	16 9% ----	1 1% ----	24 19%	17 13%	49 34% ++++
Newspaper (weekly or community)	37 6%	7 19% ++++	6 3% -	16 6%	0 0%	3 6%	5 6%	16 5%	21 6%	13 7%	1 1%	4 3%	7 5%	12 8%
Outdoor billboard	30 4%	5 14% +++	3 1% --	9 3%	3 7%	5 9%	5 6%	14 4%	16 4%	18 10% ++++	1 1%	10 8% ++	1 1% --	0 0% --
Pamphlet or brochure in the mail	11 2%	3 9% ++++	4 2%	2 1%	0 0%	1 2%	1 1%	4 2%	7 2%	5 3%	1 2%	2 2%	1 1%	2 1%
Public transit (bus or subway)	26 4%	3 9% +	5 3%	11 4%	0 0%	4 7%	3 4%	17 5%	9 3%	16 9% ++++	1 2%	2 2%	4 3%	3 2%
Radio	126 18%	10 22%	43 22%	45 17%	7 16%	10 19%	11 14%	66 20%	59 17%	41 20%	6 9% --	29 23%	21 15%	29 20%
Television	469 70%	27 64%	162 84% ++++	171 66%	27 67%	35 65%	47 60% --	224 70%	245 71%	101 50% ----	39 60%	102 81% +++	111 81% +++	116 82% ++++
Twitter	19 3%	1 3%	3 2%	6 2%	1 2%	2 4%	6 8% +++	7 2%	12 4%	5 3%	3 5%	6 5%	2 1%	3 2%
Facebook	155 23%	17 43% +++	36 18% --	61 23%	10 25%	11 20%	19 24%	72 22%	82 24%	68 35% ++++	14 22%	24 19%	30 22%	19 14% --

YouTube	43 6%	1 3%	11 5%	22 8% +	1 3%	1 2%	7 8%	28 8% ++	14 4% --	30 15% ++++	3 5%	2 2% --	5 4%	3 2% --
Instagram	22 3%	3 7%	3 2%	13 5% +	0 0%	1 2%	2 2%	6 2% -	16 4% +	18 9% ++++	1 2%	1 1% -	1 1% -	1 1% -
LinkedIn	5 1%	1 3% +	1 0%	3 1%	0 0%	0 0%	0 0%	4 1%	1 0%	4 2% +++	0 0%	1 1%	0 0%	0 0%
NEWS APPL	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%
E-MAIL	2 0%	0 0%	0 0%	2 1% +	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	1 1%	1 1%	0 0%
Snapchat	6 1%	1 3%	0 0%	3 1%	0 0%	2 3% ++	0 0%	2 1%	4 1%	6 3% ++++	0 0%	0 0%	0 0%	0 0%
Spotify	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%
Other	5 1%	0 0%	1 0%	2 1%	0 0%	0 0%	2 2% +	4 1%	1 0%	2 1%	0 0%	1 1%	1 1%	1 1%
Don't know	16 2%	1 2%	4 2%	7 3%	1 2%	1 2%	2 3%	9 3%	7 2%	4 2%	2 3%	2 2%	6 4%	2 1%
Chi2:	-	(99.9)						(95)		(99.9)				
Margin of error around 50%	3.79	15.30	7.05	6.08	15.30	13.34	11.03	5.47	5.27	6.93	12.25	8.73	8.37	8.22

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			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	(family)	Yes (friend)	Yes (friend)	No
T1B																				
Weighted Total:	665	566	96	446	186	155	502	344	313	177	225	257	233	186	145	32	212	192	274	
Total:	669	567	98	442	193	157	504	350	311	181	226	256	238	186	144	30	208	191	283	
Cinema	12 2%	11 2%	0 0%	8 2%	2 1%	6 5%	5 1%	9 3%	3 1%	1 0%	5 3%	6 2%	3 1%	5 3%	3 2%	3 13%	2 1%	2 1%	6 2%	
Internet website	84 13%	74 14%	10 10%	66 16%	14 7%	24 16%	60 12%	43 13%	40 13%	27 15%	29 14%	28 11%	30 13%	25 14%	20 14%	7 26%	25 12%	23 12%	30 11%	
Magazines	18 3%	15 3%	3 3%	13 3%	3 2%	5 4%	13 3%	10 3%	8 3%	4 2%	5 3%	9 3%	1 0%	10 6%	6 4%	6 23%	7 3%	4 2%	5 2%	
Newspaper (daily)	107 16%	92 17%	15 16%	58 14%	42 22%	17 11%	90 18%	49 14%	57 19%	34 19%	32 15%	41 16%	33 14%	31 17%	30 21%	7 26%	37 18%	32 17%	40 14%	
Newspaper (weekly or community)	37 6%	29 5%	8 8%	29 7%	6 3%	11 8%	26 5%	18 5%	19 6%	16 9%	14 7%	7 3%	15 6%	13 8%	4 3%	7 26%	12 6%	8 4%	13 5%	
Outdoor billboard	30 4%	21 4%	9 9%	22 5%	4 2%	10 7%	20 4%	21 6%	9 3%	10 5%	6 3%	14 5%	11 4%	9 5%	4 3%	4 16%	4 2%	4 2%	18 6%	
Pamphlet or brochure in the mail	11 2%	9 2%	2 2%	6 2%	4 2%	5 4%	6 1%	6 2%	5 2%	3 2%	4 2%	4 2%	3 1%	4 3%	2 1%	4 16%	1 1%	1 0%	5 2%	
Public transit (bus or subway)	26 4%	18 3%	8 8%	21 5%	4 2%	7 5%	19 4%	15 5%	10 3%	8 4%	8 4%	10 4%	8 3%	12 7%	5 3%	3 13%	6 3%	8 4%	10 3%	
Radio	126 18%	110 19%	15 15%	76 17%	45 23%	32 19%	93 18%	76 21%	48 16%	37 20%	51 22%	36 14%	36 15%	46 24%	28 19%	8 26%	39 18%	30 15%	53 18%	
Television	469 70%	418 74%	51 53%	296 67%	163 84%	98 62%	366 73%	236 67%	230 74%	130 72%	166 73%	170 66%	155 66%	133 72%	107 74%	18 59%	149 72%	145 76%	187 66%	
Twitter	19 3%	15 3%	4 4%	14 3%	3 1%	6 4%	13 3%	9 3%	10 3%	7 4%	3 2%	9 4%	6 3%	6 3%	3 2%	2 7%	6 3%	6 3%	8 3%	
Facebook	155 23%	128 23%	25 25%	109 25%	36 18%	46 29%	108 21%	82 23%	69 22%	39 21%	58 26%	56 22%	56 23%	40 22%	32 22%	14 50%	48 23%	45 23%	62 22%	

YouTube	43 6%	34 6%	9 9%	30 7%	8 4%	16 10% ++	27 5% --	22 6%	19 6%	20 11% +++	10 5%	12 5%	22 9%	9 5%	6 4%	4 13%	10 5%	13 7%	19 6%
Instagram	22 3%	15 3% --	7 7% ++	16 4%	3 2%	11 7% +++	11 2% ---	10 3%	12 4%	8 4%	4 2%	10 4%	9 4%	9 5%	4 3%	1 4%	4 2%	7 3%	12 4%
LinkedIn	5 1%	4 1%	1 1%	3 1%	0 0%	2 1%	3 1%	5 1% ++	0 0% --	1 1%	1 1%	3 1%	3 1%	2 1%	0 0%	1 4% ++	1 0%	0 0%	3 1%
NEWS APPL	1 0%	1 0%	0 0%	1 0%	0 0%	1 1% +	0 0% -	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
E-MAIL	2 0%	2 0%	0 0%	2 0%	0 0%	1 1%	1 0%	2 1%	0 0%	0 0%	0 0%	2 1% +	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%
Snapchat	6 1%	5 1%	1 1%	5 1%	0 0%	1 1%	5 1%	4 1%	2 1%	1 1%	3 1%	2 1%	3 1%	3 2%	0 0%	1 4% ++	0 0%	1 0%	4 1%
Spotify	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
Other	5 1%	4 1%	1 1%	4 1%	1 0%	0 0%	5 1%	3 1%	2 1%	2 1%	2 1%	1 0%	1 0%	1 1%	3 2% ++	1 3%	1 1%	1 0%	2 1%
Don't know	16 2%	13 2%	3 3%	10 2%	5 3%	5 3%	11 2%	8 2%	8 2%	1 0%	3 1%	12 5%	5 2%	4 2%	4 3%	1 3%	7 3%	2 1%	7 3%
Chi2:	-	-		(99.9)		(99.9)		-		-			-			(99.9)			
Margin of error around 50%	3.79	4.12	9.90	4.66	7.05	7.82	4.37	5.24	5.56	7.28	6.52	6.12	6.35	7.19	8.17	17.89	6.79	7.09	5.83

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

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1B																
Weighted Total:	665	665	0	61	92	511	42	71	551	14	39	606	318	340	496	162
Total:	669	669	0	61	93	513	43	73	552	15	41	608	318	344	493	168
Cinema	12 2%	12 2%	0 0%	0 0%	2 2%	10 2%	0 0%	1 1%	11 2%	0 0%	1 2%	11 2%	8 3%	3 1%	10 2%	0 0%
Internet website	84 13%	84 13%	0 0%	5 8%	12 14%	67 13%	3 7%	9 13%	72 13%	0 0%	4 10%	80 14%	36 12%	47 14%	64 14%	19 11%
Magazines	18 3%	18 3%	0 0%	2 3%	0 0%	16 3%	2 5%	0 0%	16 3%	0 0%	0 0%	18 3%	13 4%	5 2%	17 4%	1 1%
Newspaper (daily)	107 16%	107 16%	0 0%	6 10%	11 12%	90 18%	4 9%	12 17%	91 17%	3 20%	4 10%	100 17%	64 21%	41 12%	89 18%	18 11%
Newspaper (weekly or community)	37 6%	37 6%	0 0%	2 3%	8 8%	27 6%	2 4%	7 10%	28 5%	0 0%	5 13%	31 5%	25 8%	12 3%	29 6%	8 5%
Outdoor billboard	30 4%	30 4%	0 0%	4 6%	3 3%	23 4%	2 4%	3 4%	25 4%	1 6%	1 2%	28 5%	12 4%	18 5%	24 5%	6 3%
Pamphlet or brochure in the mail	11 2%	11 2%	0 0%	0 0%	3 3%	8 2%	0 0%	2 3%	9 2%	0 0%	2 5%	9 2%	8 3%	3 1%	10 2%	0 0%
Public transit (bus or subway)	26 4%	26 4%	0 0%	3 5%	2 2%	21 4%	2 4%	2 3%	22 4%	0 0%	2 5%	24 4%	17 5%	9 3%	21 4%	5 3%
Radio	126 18%	126 18%	0 0%	12 19%	11 12%	103 20%	10 23%	12 16%	104 18%	2 13%	7 17%	117 19%	59 19%	66 18%	93 18%	32 19%
Television	469 70%	469 70%	0 0%	40 66%	65 69%	363 71%	27 62%	55 76%	386 70%	12 81%	32 79%	421 69%	246 78%	219 63%	341 69%	126 75%
Twitter	19 3%	19 3%	0 0%	1 2%	2 2%	16 3%	0 0%	1 2%	18 3%	0 0%	0 0%	19 3%	11 3%	8 2%	16 3%	3 2%

Facebook	155 23%	155 23%	0 0%	11 17%	27 29%	117 23%	13 30%	15 20%	127 23%	3 19%	12 29%	140 23%	76 24%	77 22%	112 23%	41 24%
YouTube	43 6%	43 6%	0 0%	3 5%	6 6%	33 6%	2 4%	6 8%	35 6%	1 6%	3 7%	38 6%	20 6%	22 6%	28 6%	12 7%
Instagram	22 3%	22 3%	0 0%	2 3%	1 1%	19 4%	1 2%	1 1%	20 4%	0 0%	1 2%	21 3%	12 4%	10 3%	19 4%	2 1%
LinkedIn	5 1%	5 1%	0 0%	1 2%	0 0%	4 1%	1 2%	0 0%	4 1%	0 0%	0 0%	5 1%	5 2%	0 0%	5 1%	0 0%
NEWS APPL	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%
E-MAIL	2 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	1 0%	2 0%	0 0%
Snapchat	6 1%	6 1%	0 0%	0 0%	0 0%	6 1%	0 0%	0 0%	6 1%	0 0%	0 0%	6 1%	5 2%	1 0%	5 1%	1 1%
Spotify	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%
Other	5 1%	5 1%	0 0%	0 0%	1 1%	4 1%	0 0%	0 0%	5 1%	0 0%	0 0%	5 1%	1 0%	4 1%	4 1%	1 1%
Don't know	16 2%	16 2%	0 0%	4 7%	2 2%	10 2%	2 5%	3 4%	11 2%	0 0%	0 0%	16 3%	4 1%	12 3%	11 2%	5 3%
Chi2:	-	-		-			-			-			(99.9)		-	
Margin of error around 50%	3.79	3.79	*	12.55	10.16	4.33	14.94	11.47	4.17	25.30	15.30	3.97	5.50	5.28	4.41	7.56

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:	649	44	183	251	38	55	77	313	334	181	73	114	132	150
Total:	653	40	189	253	40	53	77	312	339	196	62	124	131	140
Different images of soldiers (black & white)	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 1% ++	0 0%	0 0%
Climbing out of/action in trenches	3 0%	0 0%	0 0%	2 1%	0 0%	1 2%	0 0%	1 0%	2 1%	0 0%	0 0%	1 1%	1 1%	1 1%
Fighting/wounded/dead soldiers	8 1%	2 4% +	1 1%	3 1%	0 0%	2 4% +	0 0%	5 2%	3 1%	1 1%	1 2%	1 1%	3 2%	2 1%
Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE	3 1%	0 0%	0 0%	2 1%	0 0%	1 2% +	0 0%	2 1%	1 0%	0 0%	2 3% ++++	0 0%	0 0%	1 1%
Poppies (poppy campaigns/importance of our support)	67 10%	3 6%	25 13% +	24 9%	1 2%	5 10%	9 11%	26 8%	41 12%	26 13% +	6 10%	17 14%	14 11%	4 3% ---
General message of supporting / honouring / remembering Veterans	36 6%	3 7%	8 4%	11 4%	4 11% +	4 7%	6 8%	15 5%	21 6%	16 8% ++	3 5%	3 2%	5 4%	9 6%
Specific war footage / images of World War I and World War I	8 1%	0 0%	4 2%	3 1%	0 0%	1 2%	0 0%	7 2% ++	1 0% --	0 0%	2 3%	3 2%	1 1%	2 1%
SUPPORT/BENEFITS/JOB/HEALTH CARE FOR VETERANS AND RETURNING SOLDIERS/VETS (LEVEL OF SERVICES, ISSUES AROUND LACK OF SUPPORT/NEED FOR BENEFITS, BEING TREATED BETTER...)	71 11%	3 7%	8 4% ----	27 11%	6 15%	11 22% +++	16 21% +++	43 14% ++	28 8% --	6 3% ----	6 10%	12 10%	20 15% +	27 19% ++++
REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES)	137 21%	13 33% ++	37 19%	56 22%	11 28%	8 15%	12 16%	56 18% -	81 24% ++	40 20%	15 25%	32 26%	23 17%	27 20%
LEST WE FORGET	9 1%	1 2%	0 0% -	5 2%	1 2%	2 3%	0 0%	4 1%	5 1%	8 4% ++++	0 0%	0 0%	1 1%	0 0%
WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)	16 3%	0 0%	6 3%	7 3%	2 5%	0 0%	1 2%	7 2%	9 3%	1 1% --	2 3%	5 4%	1 1%	7 5% ++

VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	35 6%	2 6%	10 5%	17 7%	1 2%	4 7%	1 1%	12 4%	23 7%	9 5%	4 7%	5 4%	6 5%	11 8%
HEARING STORIES/EXPERIENCES FROM VETS	5 1%	0 0%	2 1%	2 1%	0 0%	1 2%	0 0%	3 1%	2 1%	1 0%	0 0%	2 2%	1 1%	1 1%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	12 2%	1 3%	5 3%	3 1%	1 2%	2 4%	0 0%	4 1%	8 2%	1 0%	1 2%	1 1%	3 2%	6 4% ++
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)	6 1%	0 0%	3 2%	1 0%	0 0%	1 2%	1 1%	2 1%	4 1%	4 2% ++	0 0%	0 0%	2 1%	0 0%
OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)	7 1%	0 0%	1 1%	4 2%	0 0%	1 2%	1 1%	4 1%	2 1%	3 2%	0 0%	1 1%	1 1%	2 1%
EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)	13 2%	2 4%	4 2%	5 2%	1 2%	1 2%	0 0%	4 1%	9 3%	3 2%	1 2%	1 1%	4 3%	4 3%
MUSIC/BAGPIPES PLAYING	7 1%	2 4% ++	1 0%	1 0%	0 0%	1 2%	2 3%	1 0%	6 2% +	1 1%	0 0%	4 3% +++	1 1%	1 1%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	37 6%	3 8%	16 9% ++	13 5%	2 6%	0 0%	3 4%	21 7%	16 5%	8 4%	5 8%	8 6%	7 5%	9 6%
IMAGES OF WAR(S) (GENERAL MENTION)	16 2%	0 0%	3 2%	9 3%	1 2%	2 4%	1 1%	6 2%	10 3%	5 3%	1 2%	5 4%	2 2%	3 2%
PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VETERANS, THOSE CURRENTLY FIGHTING	3 0%	0 0%	1 1%	0 0%	0 0%	0 0%	2 3% +++	1 0%	2 1%	0 0%	1 2%	1 1%	0 0%	1 1%
IMAGES OF AGING PEOPLE/MEN, ELDERLY PEOPLE, AGING/GETTING OLDER	2 0%	0 0%	2 1% ++	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	2 0%	0 0%	0 0%	1 0%	0 0%	1 2%	0 0%	1 0%	1 0%	1 1%	1 2% ++	0 0%	0 0%	0 0%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	10 2%	0 0%	4 2%	5 2%	0 0%	1 2%	0 0%	5 2%	5 1%	1 0%	0 0%	3 2%	3 2%	3 2%
REMEMBER THE WAR (S)	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	2 0%	0 0%	0 0%	1 0%	0 0%	1 2% ++	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	2 2% +++	0 0%

SOLDIERS/ARMY (GENERAL)	13 2%	1 2%	3 2%	7 3%	1 2%	0 0%	1 1%	5 2%	8 2%	6 3%	2 3%	3 2%	1 1%	1 1%
TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)	18 3%	0 0%	11 6% +++	5 2%	0 0%	2 4%	0 0%	9 3%	9 3%	6 3%	3 5%	2 2%	3 2%	4 3%
OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	5 1%	0 0%	2 1%	2 1%	0 0%	1 2%	0 0%	3 1%	2 1%	0 0%	0 0%	3 2% ++	2 1%	0 0%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	2 0%	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 1%	0 0%	0 0%	0 0%	1 1%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 1%	0 0%	1 1%
HOPEFUL, FEEL GOOD MESSAGE	2 0%	1 2% ++	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 1%	0 0%	0 0%	1 1%	0 0%
FOR VETERAN'S AFFAIRS	2 0%	1 2% ++	0 0%	0 0%	0 0%	0 0%	1 1% +	1 0%	1 0%	0 0%	0 0%	0 0%	1 1%	1 1%
YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO VETERAN	13 2%	0 0%	4 2%	9 4% ++	0 0%	0 0%	0 0%	4 1%	9 3%	1 1% -	0 0%	4 3%	6 5% ++	2 1%
ENGAGING YOUTH	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 1% ++	0 0%
ROYAL CANADIAN MINT, COMMEMORATIVE CPIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE	11 2%	0 0%	7 4% ++	3 1%	0 0%	0 0%	1 1%	7 2%	4 1%	4 2%	1 2%	2 2%	3 2%	1 1%
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY	78 12%	6 15%	31 16% ++	28 11%	1 3%	4 7%	8 10%	32 10%	46 14%	8 4% ----	6 9%	22 18% ++	21 16%	21 15%
DIGITAL/VIRTUAL POPPY	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1% +
CANADA'S CONTRIBUTION TO THE WARS/EFFORTS AND ACCOMPLISHMENTS IN SERVICE	7 1%	0 0%	3 2%	3 1%	0 0%	0 0%	1 1%	3 1%	4 1%	0 0% -	2 3% +	0 0%	3 2%	2 1%
JUSTIN TRUDEAU FEATURED IN IT	4 1%	0 0%	2 1%	2 1%	0 0%	0 0%	0 0%	2 1%	2 1%	1 1%	1 2%	2 2%	0 0%	0 0%

INDIGENOUS ROLE IN ARMED FORCES/SERVICE IN WARS	3 0%	0 0%	0 0%	1 0%	1 3% ++	0 0%	1 1%	0 0%	3 1%	0 0%	0 0%	0 0%	3 2% ++++	0 0%
OTHER	27 4%	1 3%	11 6%	6 2%	4 10% ++	4 7%	1 1%	12 4%	14 4%	9 5%	2 3%	8 6%	5 4%	3 2%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	43 7%	2 6%	8 4%	25 10%	2 5%	2 4%	3 4%	19 6%	24 7%	23 12%	5 8%	3 2%	8 7%	4 3%
Prefer not to say	106 16%	8 21%	22 12%	40 15%	9 21%	6 11%	21 27%	53 17%	53 15%	51 26%	3 5%	15 12%	16 13%	21 15%
Chi2:	-	-	-	-	-	-	-	-	-	(99.9)	-	-	-	-
Margin of error around 50%	3.83	15.49	7.13	6.16	15.49	13.46	11.17	5.55	5.32	7.00	12.45	8.80	8.56	8.28

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			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T1C																			
Weighted Total:	649	553	93	436	182	150	491	336	306	176	222	245	228	182	141	31	205	190	267
Total:	653	554	95	432	188	152	493	342	303	180	223	244	233	182	140	29	201	189	276
Different images of soldiers (black & white)	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 0%	0 0%
Climbing out of/action in trenches	3 0%	3 1%	0 0%	2 0%	1 1%	0 0%	3 1%	1 0%	2 1%	2 1%	1 0%	0 0%	1 0%	1 1%	0 0%	0 0%	2 1%	1 1%	0 0%
Fighting/wounded/dead soldiers	8 1%	7 1%	1 1%	6 1%	1 1%	1 1%	7 1%	4 1%	4 1%	2 1%	1 0%	5 2%	3 1%	4 2%	0 0%	1 3%	1 0%	3 2%	5 2%
Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE	3 1%	3 1%	0 0%	3 1%	0 0%	1 1%	2 0%	1 0%	2 1%	0 0%	2 1%	1 0%	0 0%	1 1%	1 1%	0 0%	1 1%	2 1%	0 0%
Poppies (poppy campaigns/importance of our support)	67 10%	53 9%	14 15%	41 9%	21 11%	17 11%	49 10%	36 10%	30 9%	11 6%	32 14%	23 9%	22 9%	19 10%	16 11%	3 9%	12 5%	25 13%	34 12%
General message of supporting / honouring / remembering Veterans	36 6%	31 6%	5 5%	27 6%	10 5%	6 4%	29 6%	19 6%	17 6%	11 6%	7 3%	18 7%	16 7%	9 5%	8 5%	1 3%	13 7%	9 5%	17 6%
Specific war footage / images of World War I and World War I	8 1%	8 1%	0 0%	4 1%	4 2%	3 2%	5 1%	5 2%	3 1%	2 1%	3 1%	3 1%	0 0%	4 2%	4 3%	0 0%	3 2%	2 1%	3 1%
SUPPORT/BENEFITS/JOB/HEALTH CARE FOR VETERANS AND RETURNING SOLDIERS/VETS (LEVEL OF SERVICES, ISSUES AROUND LACK OF SUPPORT/NEED FOR BENEFITS, BEING TREATED BETTER...)	71 11%	64 12%	7 8%	58 14%	12 7%	10 7%	61 13%	30 9%	40 13%	26 15%	29 13%	15 6%	21 9%	21 12%	22 17%	8 27%	34 17%	21 11%	17 6%
REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES)	137 21%	122 22%	15 15%	97 23%	37 19%	40 26%	96 19%	75 22%	61 20%	39 22%	48 21%	50 21%	50 22%	34 18%	28 20%	4 15%	48 24%	49 26%	51 18%
LEST WE FORGET	9 1%	5 1%	4 4%	7 2%	0 0%	3 2%	6 1%	5 1%	4 1%	2 1%	3 1%	4 2%	3 1%	4 2%	1 1%	1 3%	1 0%	4 2%	3 1%
WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)	16 3%	12 2%	4 4%	9 2%	5 3%	3 2%	13 3%	4 1%	12 4%	4 2%	3 1%	9 4%	9 4%	2 1%	2 1%	1 3%	6 3%	4 2%	7 3%

VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	35 6%	29 5%	6 6%	22 5%	10 5%	7 5%	27 6%	15 4%	20 7%	10 6%	14 6%	11 5%	15 7%	8 4%	5 4%	1 3%	14 7%	15 8%	13 5%
																		+	
HEARING STORIES/EXPERIENCES FROM VETS	5 1%	5 1%	0 0%	3 1%	2 1%	1 1%	4 1%	2 1%	3 1%	1 1%	3 1%	1 0%	3 1%	1 1%	1 1%	0 0%	3 1%	1 0%	2 1%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	12 2%	11 2%	1 1%	7 2%	4 2%	2 1%	10 2%	4 1%	8 3%	3 2%	4 2%	5 2%	2 1%	6 3%	4 3%	0 0%	3 2%	1 1%	7 3%
														+				-	
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)	6 1%	3 1%	3 3%	3 1%	3 2%	3 2%	3 1%	2 1%	4 1%	1 1%	2 1%	3 1%	3 1%	1 0%	1 1%	0 0%	1 0%	1 0%	4 1%
		--	++																
OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)	7 1%	6 1%	1 1%	5 1%	1 1%	1 1%	6 1%	4 1%	3 1%	2 1%	0 0%	5 2%	4 2%	1 1%	1 1%	0 0%	3 1%	4 2%	2 1%
											-	+						+	
EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)	13 2%	11 2%	2 2%	9 2%	4 2%	3 2%	10 2%	7 2%	6 2%	2 1%	4 2%	7 3%	2 1%	6 3%	3 2%	0 0%	6 3%	2 1%	5 2%
MUSIC/BAGPIPES PLAYING	7 1%	6 1%	1 1%	6 1%	1 0%	2 1%	5 1%	4 1%	3 1%	1 1%	5 2%	1 0%	1 0%	2 1%	1 1%	0 0%	2 1%	3 1%	4 1%
											++								
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	37 6%	32 6%	5 5%	21 5%	16 9%	9 6%	28 6%	20 6%	17 6%	11 6%	11 5%	14 6%	15 7%	10 6%	7 5%	2 6%	11 5%	13 7%	13 5%
					++														
IMAGES OF WAR(S) (GENERAL MENTION)	16 2%	13 2%	3 3%	14 3%	2 1%	4 3%	11 2%	8 2%	8 3%	6 3%	8 4%	2 1%	4 2%	4 2%	5 4%	0 0%	4 2%	3 2%	9 3%
				+								--							
PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VETERANS, THOSE CURRENTLY FIGHTING	3 0%	3 1%	0 0%	2 0%	1 1%	1 1%	2 0%	1 0%	2 1%	1 1%	0 0%	2 1%	0 0%	1 1%	2 1%	0 0%	2 1%	1 1%	1 0%
															+				
IMAGES OF AGING PEOPLE/MEN, ELDERLY PEOPLE, AGING/GETTING OLDER	2 0%	2 0%	0 0%	0 0%	2 1%	0 0%	2 0%	1 0%	1 0%	1 1%	1 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
				-	++								+						
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	2 0%	1 0%	1 1%	1 0%	0 0%	1 1%	1 0%	2 1%	0 0%	1 1%	0 0%	1 0%	1 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 0%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	10 2%	7 1%	3 3%	7 2%	4 2%	3 2%	7 1%	5 1%	4 1%	4 2%	5 2%	1 0%	4 2%	2 1%	4 3%	0 0%	3 1%	2 1%	5 2%
												-							
REMEMBER THE WAR (S)	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%
																	++		

SOLDIERS/ARMY (GENERAL)	13 2%	11 2%	2 2%	8 2%	3 2%	5 3%	8 2%	10 3%	3 1%	4 2%	5 2%	4 2%	7 3%	5 2%	1 1%	0 0%	4 2%	3 2%	6 2%
TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)	18 3%	17 3%	1 1%	6 1%	11 6%	4 3%	14 3%	10 3%	8 3%	3 2%	7 3%	8 3%	6 3%	4 2%	7 5%	1 4%	7 4%	4 2%	7 3%
OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	5 1%	4 1%	1 1%	3 1%	2 1%	0 0%	5 1%	4 1%	1 0%	1 1%	3 1%	1 0%	1 0%	2 1%	1 1%	0 0%	0 0%	1 1%	4 1%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	2 0%	2 0%	0 0%	1 0%	1 1%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 1%	1 0%	0 0%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	2 0%	1 0%	1 1%	1 0%	1 0%	0 0%	2 0%	1 0%	1 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 0%	1 0%
HOPEFUL, FEEL GOOD MESSAGE	2 0%	2 0%	0 0%	2 0%	0 0%	1 1%	1 0%	2 1%	0 0%	1 0%	1 0%	1 0%	0 0%	2 1%	0 0%	0 0%	1 0%	1 1%	0 0%
FOR VETERAN'S AFFAIRS	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 1%	0 0%	1 0%	1 0%	1 1%	0 0%	0 0%	2 1%	1 1%	0 0%
YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO VETERAN	13 2%	12 2%	1 1%	7 2%	5 3%	0 0%	13 3%	3 1%	10 3%	2 1%	1 0%	10 4%	4 2%	1 1%	5 4%	0 0%	2 1%	3 2%	8 3%
ENGAGING YOUTH	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
ROYAL CANADIAN MINT, COMMEMORATIVE CPIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE	11 2%	9 2%	2 2%	4 1%	7 4%	4 3%	7 1%	3 1%	7 2%	2 1%	5 2%	4 2%	4 2%	3 2%	2 1%	0 0%	2 1%	1 0%	7 3%
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY	78 12%	70 13%	8 9%	48 11%	29 15%	17 11%	61 13%	39 11%	39 13%	21 12%	26 12%	31 13%	24 11%	22 12%	22 16%	3 11%	27 14%	23 12%	31 11%
DIGITAL/VIRTUAL POPPY	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%
CANADA'S CONTRIBUTION TO THE WARS/EFFORTS AND ACCOMPLISHMENTS IN SERVICE	7 1%	6 1%	1 1%	2 1%	3 2%	2 1%	5 1%	4 1%	3 1%	0 0%	2 1%	5 2%	1 0%	3 2%	1 1%	0 0%	3 1%	0 0%	4 2%
JUSTIN TRUDEAU FEATURED IN IT	4 1%	3 1%	1 1%	2 0%	3 2%	1 1%	3 1%	4 1%	0 0%	2 1%	1 1%	1 0%	2 1%	2 1%	0 0%	0 0%	2 1%	1 0%	2 1%

INDIGENOUS ROLE IN ARMED FORCES/SERVICE IN WARS	3 0%	3 1%	0 0%	3 1%	0 0%	0 0%	3 1%	0 0%	3 1%	1 1%	1 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	2 1%	1 0%
OTHER	27 4%	26 5%	1 1%	14 3%	11 6%	5 3%	22 5%	18 5%	8 3%	7 4%	9 4%	11 4%	9 4%	8 4%	7 5%	0 0%	7 3%	5 3%	14 5%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	43 7%	37 7%	5 5%	31 7%	9 5%	10 7%	31 6%	24 7%	19 6%	6 3%	16 7%	20 8%	17 7%	10 5%	7 5%	3 10%	8 4%	11 6%	24 8%
Prefer not to say	106 16%	80 14%	23 24%	76 17%	21 11%	24 16%	79 16%	59 17%	45 15%	39 21%	36 17%	30 12%	40 17%	34 19%	12 8%	6 23%	25 12%	24 13%	48 17%
Chi2:	-	-		(95)		-		-		-			-			-			
Margin of error around 50%	3.83	4.16	10.05	4.71	7.15	7.95	4.41	5.30	5.63	7.30	6.56	6.27	6.42	7.26	8.28	18.20	6.91	7.13	5.90

What do you remember about this ad? What words, sounds or images come to mind?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1C																
Weighted Total:	649	649	0	57	90	501	40	68	540	14	39	591	314	328	485	157
Total:	653	653	0	57	91	503	41	70	541	15	41	592	314	332	482	163
Different images of soldiers (black & white)	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%
Climbing out of/action in trenches	3 0%	3 0%	0 0%	0 0%	0 0%	3 1%	0 0%	0 0%	3 1%	0 0%	0 0%	3 1%	3 1%	0 0%	3 1%	0 0%
Fighting/wounded/dead soldiers	8 1%	8 1%	0 0%	0 0%	0 0%	8 2%	0 0%	1 2%	7 1%	0 0%	0 0%	8 1%	3 1%	5 2%	5 1%	3 2%
Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE	3 1%	3 1%	0 0%	0 0%	1 1%	2 0%	0 0%	0 0%	3 1%	0 0%	0 0%	3 1%	2 1%	1 0%	3 1%	0 0%
Poppies (poppy campaigns/importance of our support)	67 10%	67 10%	0 0%	7 12%	12 13%	48 9%	6 14%	12 16%	49 9%	3 19%	4 10%	59 10%	37 12%	29 8%	50 10%	17 10%
General message of supporting / honouring / remembering Veterans	36 6%	36 6%	0 0%	4 7%	2 2%	30 6%	3 7%	5 7%	28 5%	1 7%	3 7%	32 5%	16 5%	20 6%	28 6%	8 5%
Specific war footage / images of World War I and World War I	8 1%	8 1%	0 0%	0 0%	3 4%	4 1%	0 0%	1 2%	6 1%	0 0%	1 2%	7 1%	3 1%	5 2%	4 1%	4 2%
SUPPORT/BENEFITS/JOB/HEALTH CARE FOR VETERANS AND RETURNING SOLDERS/VETS (LEVEL OF SERVICES, ISSUES AROUND LACK OF SUPPORT/NEED FOR BENEFITS, BEING TREATED BETTER...)	71 11%	71 11%	0 0%	6 11%	9 10%	56 11%	3 8%	6 8%	62 12%	0 0%	2 5%	69 12%	31 10%	40 13%	65 14%	6 4%
REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES)	137 21%	137 21%	0 0%	6 10%	17 18%	113 23%	3 7%	13 18%	121 22%	2 13%	8 19%	123 21%	69 22%	67 20%	109 23%	25 15%
LEST WE FORGET	9 1%	9 1%	0 0%	2 3%	1 1%	6 1%	1 2%	2 3%	6 1%	0 0%	1 2%	8 1%	6 2%	3 1%	7 1%	2 1%

WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)	16 3%	16 3%	0 0%	1 2%	4 5%	11 2%	2 6%	2 3%	12 2%	1 7%	1 3%	13 2%	11 3%	4 1% --	11 2%	5 3%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	35 6%	35 6%	0 0%	2 4%	7 7%	26 5%	0 0%	6 9%	29 5%	2 14%	2 5%	31 5%	17 6%	18 5%	31 7% ++	4 2% --
HEARING STORIES/EXPERIENCES FROM VETS	5 1%	5 1%	0 0%	0 0%	0 0%	5 1%	0 0%	0 0%	5 1%	0 0%	1 3%	4 1%	5 2% ++	0 0% --	4 1%	1 1%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	12 2%	12 2%	0 0%	2 4%	2 3%	8 2%	1 3%	2 3%	9 2%	0 0%	1 3%	11 2%	6 2%	6 2%	8 2%	4 3%
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)	6 1%	6 1%	0 0%	0 0%	2 2%	4 1%	0 0%	1 1%	5 1%	0 0%	0 0%	6 1%	2 1%	4 1%	3 1%	3 2%
OTHER CAMPAIGNS TO RAISE MONEY /AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)	7 1%	7 1%	0 0%	1 2%	0 0%	6 1%	1 3%	0 0%	6 1%	0 0%	0 0%	7 1%	4 1%	3 1%	5 1%	2 1%
EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)	13 2%	13 2%	0 0%	2 3%	1 1%	10 2%	1 2%	2 3%	10 2%	0 0%	1 3%	12 2%	6 2%	7 2%	13 3% ++	0 0% --
MUSIC/BAGPIPES PLAYING	7 1%	7 1%	0 0%	1 2%	0 0%	6 1%	0 0%	0 0%	7 1%	0 0%	0 0%	7 1%	2 1%	5 1%	7 1%	0 0%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	37 6%	37 6%	0 0%	2 4%	4 5%	31 6%	1 3%	1 1%	35 7% +	0 0%	1 3%	36 6%	17 6%	20 6%	29 6%	8 5%
IMAGES OF WAR(S) (GENERAL MENTION)	16 2%	16 2%	0 0%	2 3%	2 2%	12 2%	2 5%	1 1%	13 2%	1 7%	0 0%	14 2%	7 2%	9 3%	12 2%	4 2%
PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VETERANS, THOSE CURRENTLY FIGHTING	3 0%	3 0%	0 0%	1 2% +	0 0%	2 0%	0 0%	1 2%	2 0%	0 0%	0 0%	3 1%	2 1%	1 0%	3 1%	0 0%
IMAGES OF AGING PEOPLE/MEN, ELDERLY PEOPLE, AGING/GETTING OLDER	2 0%	2 0%	0 0%	0 0%	2 2% ++++	0 0% --	0 0%	1 1%	1 0%	0 0%	0 0%	2 0%	2 1%	0 0%	1 0%	1 1%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	2 0%	2 0%	0 0%	0 0%	1 1%	1 0%	0 0%	1 1%	1 0%	0 0%	1 2% ++	1 0%	0 0%	2 1%	2 0%	0 0%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	10 2%	10 2%	0 0%	1 2%	2 2%	7 1%	0 0%	2 3%	8 1%	0 0%	0 0%	10 2%	6 2%	4 1%	7 1%	3 2%
REMEMBER THE WAR (S)	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 1% +

WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	2 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 1%	1 0%	0 0%
SOLDIERS/ARMY (GENERAL)	13 2%	13 2%	0 0%	2 4%	3 3%	8 1%	0 0%	1 1%	12 2%	1 8%	0 0%	12 2%	8 2%	5 1%	13 3%	0 0%
TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)	18 3%	18 3%	0 0%	0 0%	2 2%	16 3%	1 2%	3 5%	14 3%	0 0%	3 8%	15 3%	7 2%	11 3%	8 2%	10 6%
OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE	1 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	5 1%	5 1%	0 0%	1 2%	1 1%	3 1%	2 5%	0 0%	3 1%	0 0%	0 0%	5 1%	2 1%	3 1%	2 0%	3 2%
UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	2 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 1%	0 0%	2 0%	0 0%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACHOTHER	2 0%	2 0%	0 0%	0 0%	1 1%	1 0%	0 0%	1 1%	1 0%	0 0%	0 0%	2 0%	2 1%	0 0%	1 0%	1 1%
HOPEFUL, FEEL GOOD MESSAGE	2 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%
FOR VETERAN'S AFFAIRS	2 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 1%	2 0%	0 0%
YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO VETERAN	13 2%	13 2%	0 0%	3 5%	1 1%	9 2%	2 5%	1 1%	10 2%	0 0%	2 5%	11 2%	6 2%	7 2%	10 2%	3 2%
ENGAGING YOUTH	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%
ROYAL CANADIAN MINT, COMMEMORATIVE CPIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE	11 2%	11 2%	0 0%	0 0%	4 4%	7 1%	1 2%	1 1%	9 2%	0 0%	0 0%	11 2%	4 1%	7 2%	5 1%	6 4%
100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY	78 12%	78 12%	0 0%	6 11%	11 11%	61 12%	2 5%	9 13%	67 12%	1 7%	2 5%	74 13%	39 12%	38 12%	63 13%	15 9%
DIGITAL/VIRTUAL POPPY	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%
CANADA'S CONTRIBUTION TO THE WARS/EFFORTS AND ACCOMPLISHMENTS IN SERVICE	7 1%	7 1%	0 0%	0 0%	1 1%	6 1%	0 0%	1 1%	6 1%	0 0%	0 0%	7 1%	4 1%	3 1%	6 1%	1 1%

JUSTIN TRUDEAU FEATURED IN IT	4 1%	4 1%	0 0%	0 0%	1 1%	3 1%	0 0%	0 0%	4 1%	0 0%	0 0%	4 1%	1 0%	3 1%	3 1%	1 1%
INDIGENOUS ROLE IN ARMED FORCES/SERVICE IN WARS	3 0%	3 0%	0 0%	0 0%	1 1%	2 0%	0 0%	1 2%	2 0%	0 0%	0 0%	3 1%	1 0%	2 1%	3 1%	0 0%
OTHER	27 4%	27 4%	0 0%	1 2%	3 4%	23 4%	2 5%	1 2%	24 4%	0 0%	1 2%	26 4%	13 4%	14 4%	18 4%	9 5%
DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS	43 7%	43 7%	0 0%	7 12%	11 12%	25 5%	5 12%	4 6%	34 6%	1 6%	3 7%	39 7%	19 6%	24 7%	28 6%	15 9%
Prefer not to say	106 16%	106 16%	0 0%	8 13%	10 11%	88 17%	6 14%	10 14%	90 16%	3 19%	9 22%	94 16%	47 15%	55 16%	70 14%	32 19%
Chi2:	-	-		-			-			-			-		(99)	
Margin of error around 50%	3.83	3.83	*	12.98	10.27	4.37	15.30	11.71	4.21	25.30	15.30	4.03	5.53	5.38	4.46	7.68

Which sources would you rely on when looking for information about remembrance and the contributions of 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Facebook	485 24%	34 27%	87 18% ----	184 24%	32 24%	75 34% ++++	71 26%	187 19% ----	297 29% ++++	203 34% ++++	74 27%	67 17% ----	75 21%	66 17% ----
Twitter	138 7%	11 9%	18 4% ---	60 8%	4 3%	22 10%	23 9%	81 9% +++	57 6% --	58 10% ++++	33 12% ++++	21 5%	14 4% --	12 3% ----
YouTube	197 10%	10 8%	36 7%	78 10%	12 9%	33 15% +++	28 10%	117 12% ++++	80 8% ---	111 19% ++++	23 8%	24 6% --	19 5% ---	20 5% ----
Instagram	95 5%	5 5%	11 2% ---	40 5%	2 1%	19 8% +++	18 6%	47 5%	48 5%	69 12% ++++	10 4%	8 2% ---	4 1% ---	4 1% ----
LinkedIn	42 2%	3 3%	5 1%	22 3%	1 1%	6 3%	5 2%	27 3% ++	15 1% --	24 4% ++++	7 3%	8 2%	2 1% --	1 0% ---
Internet website [OTHER]	54 3%	5 4%	10 2%	22 3%	2 2%	5 2%	10 4%	31 3%	23 2%	11 2%	10 4%	15 4%	5 1%	13 3%
Magazines [OTHER]	16 1%	3 2% ++	1 0%	4 1%	1 1%	3 1%	4 2%	9 1%	7 1%	1 0% --	2 1%	4 1%	2 1%	7 2% ++
Newspaper (daily) [OTHER]	61 3%	8 7% ++	8 2% --	21 3%	5 4%	8 4%	10 4%	26 3%	35 4%	12 2%	10 4%	11 3%	10 3%	18 5% +
Journal or newspaper (weekly or community) [OTHER]	69 3%	8 6%	9 2% --	26 3%	2 2%	7 3%	17 6% +++	28 3%	41 4%	10 2% ---	7 3%	17 4%	16 5%	19 5%
Television	1070 54%	67 51%	259 54%	412 54%	76 58%	114 53%	141 52%	523 55%	547 53%	247 41% ----	120 44% ----	213 55%	212 61% +++	278 71% ++++
RADIO	55 3%	3 2%	13 3%	18 2%	5 4%	5 2%	11 4%	31 3%	24 2%	7 1% ---	3 1%	20 5% +++	12 3%	13 3%
ROYAL CANADIAN LEGION	18 1%	1 1%	1 0%	12 2% +++	2 2%	1 0%	1 0%	11 1%	7 1%	1 0% --	4 1%	4 1%	5 1%	4 1%

BOOKS, HISTORY BOOKS	22 1%	1 1%	0 0% ---	10 1%	2 2%	4 2%	4 1%	16 2% ++	6 1% --	4 1%	4 1%	7 2%	5 1%	2 1%
GOOGLE, SEARCH ENGINES	205 10%	13 11%	46 9%	81 10%	10 7%	32 15% ++	23 8%	81 8% --	122 12% ++	76 13% ++	23 8%	47 12%	32 9%	27 7% --
TALKING TO VETERANS	15 1%	1 1%	2 0%	7 1%	3 2%	0 0%	2 1%	7 1%	8 1%	2 0%	2 1%	7 2% ++	1 0%	3 1%
Snapchat	26 1%	2 2%	4 1%	12 1%	2 1%	4 2%	2 1%	18 2% ++	8 1% --	19 3% ++++	1 0%	4 1%	2 1%	0 0% --
Spotify	18 1%	1 1%	1 0%	10 1%	0 0%	3 1%	3 1%	9 1%	9 1%	9 2%	6 2% ++	2 1%	0 0% --	1 0%
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	8 0%	0 0%	1 0%	3 0%	0 0%	3 1% ++	1 0%	3 0%	5 0%	2 0%	1 0%	2 1%	3 1%	0 0%
NEWS SITES, GENERAL MENTION	20 1%	2 3%	1 0% +	9 1%	1 1%	4 2%	3 1%	10 1%	10 1%	4 1%	7 3% ++++	4 1%	5 1%	0 0% --
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	232 12%	14 11%	79 16% ++++	79 10%	17 13%	16 7% --	27 10%	94 10% --	137 13% ++	61 10%	51 19% ++++	60 15% +++	40 11%	20 5% ---
CBC.CA	119 6%	11 8%	9 2% ----	47 6%	8 6%	12 6%	31 12% ++++	66 7%	53 5%	24 4% --	31 11% ++++	27 7%	16 5%	21 5%
CANADIAN ARMY/FORCES/AIR FORCE WEBSITES	15 1%	0 0%	8 2% +++	2 0% --	2 2%	1 0%	1 0%	6 1%	9 1%	3 0%	3 1%	4 1%	4 1%	1 0%
LA PRESSE ON LINE	10 0%	0 0%	10 2% ++++	0 0% --	0 0%	0 0%	0 0%	7 1%	3 0%	3 0%	0 0%	1 0%	3 1%	3 1%
MSN	17 1%	3 3% ++	1 0%	9 1%	1 1%	2 1%	1 0%	13 1% ++	4 0% --	1 0% --	3 1%	3 1%	4 1%	6 2%
REDDIT	9 0%	1 1%	0 0%	6 1%	0 0%	2 1%	0 0%	6 1%	3 0%	5 1%	3 1%	1 0%	0 0%	0 0%
CTV ON LINE	16 1%	1 1%	1 0%	8 1%	2 2%	3 1%	1 0%	9 1%	7 1%	1 0% --	1 0%	8 2% +++	2 1%	4 1%
GLOBAL NEWS ON LINE	9 0%	1 1%	1 0%	2 0%	1 1%	0 0%	4 1% +++	5 1%	4 0%	2 0%	1 0%	3 1%	0 0%	3 1%

BBC ON LINE	7 0%	1 1%	1 0%	2 0%	0 0%	1 0%	2 1%	2 0%	5 0%	0 0%	1 0%	4 1% ++	2 1%	0 0%
CNN ON LINE	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0% ++	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%
YAHOO	3 0%	0 0%	0 0%	1 0%	2 1% ++++	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%
RADIO CANADA ON LINE	12 1%	0 0%	12 3% ++++	0 0% ---	0 0%	0 0%	0 0%	10 1% ++	2 0% --	3 0%	3 1%	2 1%	2 1%	2 0%
ROYAL CANADIAN LEGION ON LINE	41 2%	5 4%	4 1% --	18 2%	4 3%	6 3%	4 1%	19 2%	22 2%	3 0% ---	12 4% +++	14 4% ++	8 2%	4 1%
WIKIPEDIA	47 2%	5 5% ++	17 3% +	13 2%	1 1%	4 2%	7 2%	28 3% +	17 2% --	22 4% ++	12 5% +++	7 2%	4 1%	2 1% ---
NATIONAL POST ON LINE	4 0%	0 0%	0 0%	2 0%	1 1%	1 1%	0 0%	2 0%	2 0%	0 0%	2 1% ++	0 0%	0 0%	2 1%
THE SUN ON LINE	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%
GLOBE AND MAIL ON LINE	10 1%	0 0%	0 0%	7 1% ++	0 0%	1 0%	2 1%	6 1%	4 0%	1 0%	2 1%	2 1%	3 1%	2 1%
THE STAR ON LINE	7 0%	0 0%	0 0%	7 1% ++++	0 0%	0 0%	0 0%	3 0%	4 0%	1 0%	2 1%	2 1%	1 0%	1 0%
PROVINCIAL GOVERNMENT ON LINE	2 0%	1 1% ++	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	2 1% ++++	0 0%	0 0%	0 0%
REBEL MEDIA ON LINE	3 0%	0 0%	0 0%	2 0%	0 0%	1 1%	0 0%	2 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 1% ++
VETERAN'S SITES, VARIOUS (ASSOCIATIONS/ORGS, SUPPORT ORGS, EVENTS/HISTORY)	5 0%	0 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0% --	5 0% ++	0 0%	1 0%	2 1%	2 1%	0 0%
CITY/MUNICIPAL ON LINE	8 0%	0 0%	1 0%	6 1% ++	1 1%	0 0%	0 0%	5 1%	3 0%	2 0%	5 2% ++++	0 0%	0 0%	1 0%
MUSEUM SITES	4 0%	0 0%	1 0%	2 0%	1 1%	0 0%	0 0%	1 0%	3 0%	0 0%	0 0%	3 1% +++	1 0%	0 0%

MACLEANS MAGAZINE	47 2%	3 3%	0 0% ----	29 4% ++++	2 2%	7 3%	6 2%	22 2%	25 3%	4 1% ----	14 5% +++	11 3%	8 2%	10 3%
L'ACTUALITÉ MAGAZINE	3 0%	0 0%	3 1% +++	0 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	0 0%	2 0% ++	0 0%	1 0%
LEGION MAGAZINE	16 1%	1 1%	1 0%	8 1%	2 1%	3 1%	1 0%	8 1%	8 1%	0 0% ---	2 1%	1 0%	5 1%	8 2% +++
WALRUS MAGAZINE	5 0%	0 0%	1 0%	3 0%	0 0%	1 1%	0 0%	2 0%	3 0%	0 0%	1 0%	1 0%	0 0%	3 1% ++
TIME MAGAZINE	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	2 0% ++	0 0%	0 0%	0 0%	0 0%
HISTORY MAGAZINES (VARIOUS)	6 0%	0 0%	3 1%	2 0%	0 0%	0 0%	1 0%	3 0%	2 0%	2 0%	1 0%	1 0%	1 0%	1 0%
LA PRESSE NEWSPAPER	46 2%	0 0%	46 10% ++++	0 0% ----	0 0%	0 0% --	0 0% ---	28 3%	18 2%	8 1%	7 2%	8 2%	10 3%	13 3%
THE SUN NEWSPAPER (VARIOUS CITIES)	57 3%	0 0% --	13 3%	20 3%	2 2%	12 6% ++	10 4%	36 4% ++	21 2% --	4 1% ----	7 3%	20 5% +++	13 4%	13 3%
GLOBE AND MAIL NEWSPAPER	101 5%	2 2%	4 1% ----	69 9% ++++	5 4%	9 4%	12 5%	42 5%	58 6%	9 1% ----	20 7%	23 6%	20 6%	29 7% ++
NATIONAL POST NEWSPAPER	44 2%	1 1%	3 1% ---	26 3% +++	3 2%	8 4%	3 1%	26 3%	17 2%	3 1% ----	9 3%	17 4% +++	9 3%	6 2%
LE DEVOIR NEWSPAPER	20 1%	0 0%	20 4% ++++	0 0% ----	0 0%	0 0%	0 0%	13 1%	7 1%	6 1%	5 2%	2 1%	1 0%	6 1%
THE TORONTO STAR NEWSPAPER	74 4%	0 0% --	0 0% ----	73 10% ++++	0 0% --	0 0% ---	1 0% ---	33 3%	41 4%	9 2% ----	4 1% --	21 5% +	13 4%	27 7% ++++
THE MONTREAL GAZETTE NEWSPAPER	10 0%	0 0%	9 2% ++++	1 0%	0 0%	0 0%	0 0%	4 0%	6 1%	1 0%	0 0%	2 1%	1 0%	6 1% +++
JOURNAL DE MONTREAL NEWSPAPER	18 1%	0 0%	18 4% ++++	0 0% ---	0 0%	0 0%	0 0%	10 1%	8 1%	2 0%	1 0%	9 2% +++	2 1%	4 1%
CALGARY HERALD NEWSPAPER	8 0%	0 0%	0 0%	0 0% --	0 0%	8 4% ++++	0 0%	2 0%	6 1%	1 0%	1 0%	1 0%	3 1%	2 1%

CBC RADIO	23 1%	2 1%	0 0% ---	10 1%	1 1%	1 0%	9 3% ++++	9 1%	14 1%	4 1%	3 1%	7 2%	3 1%	6 2%
METRO NEWSPAPER	5 0%	0 0%	2 0%	3 0%	0 0%	0 0%	0 0%	1 0%	4 0%	3 0%	1 0%	1 0%	0 0%	0 0%
JOURNAL DE QUEBEC NEWSPAPER	10 0%	0 0%	10 2% ++++	0 0% --	0 0%	0 0%	0 0%	6 1%	4 0%	3 0%	0 0%	2 1%	0 0%	5 1% ++
LONDON FREE PRESS NEWSPAPER	7 0%	0 0%	0 0%	7 1% ++++	0 0%	0 0%	0 0%	4 0%	3 0%	0 0%	1 0%	2 1%	2 1%	2 1%
EDMONTON JOURNAL NEWSPAPER	10 1%	0 0%	0 0%	0 0% -	0 0%	10 5% ++++	0 0%	5 1%	5 1%	1 0%	1 0%	4 1%	3 1%	1 0%
24 HEURES NEWSPAPER	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%
THE RECORD NEWSPAPER	5 0%	0 0%	0 0%	4 1% +	0 0%	0 0%	1 0%	2 0%	3 0%	3 1%	0 0%	0 0%	1 0%	1 0%
THE PROVINCE NEWSPAPER	8 0%	0 0%	0 0%	0 0% --	0 0%	0 0%	8 3% ++++	5 1%	3 0%	0 0%	0 0%	4 1% ++	2 1%	2 1%
WINDSOR STAR NEWSPAPER	6 0%	0 0%	0 0%	6 1% +++	0 0%	0 0%	0 0%	1 0%	5 0%	1 0%	0 0%	1 0%	3 1% ++	1 0%
REGINA LEADER POST NEWSPAPER	2 0%	0 0%	0 0%	0 0%	2 2% ++++	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	1 0%
OTTAWA CITIZEN NEWSPAPER	20 1%	0 0%	2 0%	18 2% ++++	0 0%	0 0%	0 0%	7 1%	13 1%	2 0%	1 0%	6 2%	3 1%	8 2% ++
SASKATOON STAR PHOENIX NEWSPAPER	3 0%	0 0%	0 0%	0 0%	3 2% ++++	0 0%	0 0%	2 0%	1 0%	0 0%	1 0%	2 1% ++	0 0%	0 0%
WINNIPEG FREE PRESS NEWSPAPER	13 1%	0 0%	0 0% --	0 0% ---	13 10% ++++	0 0%	0 0%	5 1%	8 1%	2 0%	1 0%	1 0%	3 1%	6 1% ++
VICTORIA TIMES COLONIST	9 0%	0 0%	0 0%	0 0% -	0 0%	0 0%	9 3% ++++	4 0%	5 1%	2 0%	0 0%	0 0%	2 1%	5 1% +++
HUFFINGTON POST SITE	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%

LE DROÏT NEWSPAPER	7 0%	0 0%	5 1% +++	2 0%	0 0%	0 0%	0 0%	2 0%	5 0%	0 0%	1 0%	3 1%	1 0%	2 1%
THE CHRONICLE JOURNAL NEWSPAPER	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%
HAMILTON SPECTATOR NEWSPAPER	5 0%	0 0%	0 0%	5 1% +++	0 0%	0 0%	0 0%	2 0%	3 0%	1 0%	0 0%	0 0%	1 0%	3 1% ++
CHRONICLE HERALD NEWSPAPER	6 0%	6 5% ++++	0 0%	0 0%	0 0%	0 0%	0 0%	4 0%	2 0%	0 0%	4 1% ++++	1 0%	0 0%	1 0%
THE GUARDIAN NEWSPAPER	3 0%	3 2% ++++	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%
LIBRARY	4 0%	0 0%	0 0%	3 0%	1 1%	0 0%	0 0%	1 0%	3 0%	0 0%	1 0%	1 0%	2 1%	0 0%
HISTORY SITES, TOURISM/CANADA SITES	7 0%	0 0%	2 0%	2 0%	2 2% ++	0 0%	1 0%	3 0%	4 0%	1 0%	3 1% ++	0 0%	1 0%	2 1%
MEDICINE HAT NEWSPAPER	1 0%	0 0%	0 0%	0 0%	0 0%	1 0% +++	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0% ++	0 0%
LE QUOTIDIEN NEWSPAPER	3 0%	0 0%	3 1% +++	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%
PENTICTON HERALD NEWSPAPER	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0% +++	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0% ++
LOCAL NEWSPAPER (UNSPECIFIED)	2 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0% +	2 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
DAILY COURIER NEWSPAPER	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1% ++++	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 1% +++
CBC (UNSPECIFIED)	11 1%	0 0%	0 0%	6 1%	1 1%	0 0%	4 2% ++	3 0%	7 1%	0 0% --	4 1% ++	3 1%	1 0%	3 1%
ZOOMER MAGAZINE	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	1 0%	0 0%
CANADA'S HISTORY MAGAZINE	2 0%	0 0%	0 0%	1 0%	1 1% +++	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%

THE ECONOMIST MAGAZINE	4 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%	3 0%	1 0%	0 0%	0 0%	2 1%	0 0%	2 1%
MONCTON TIMES TRANSCRIPT	4 0%	4 3% ++++	0 0%	0 0%	0 0%	0 0%	0 0%	4 0% ++	0 0% --	0 0%	0 0%	0 0%	0 0%	4 1% ++++
BARRIE ADVANCE NEWSPAPER	3 0%	0 0%	0 0%	3 0% ++	0 0%	0 0%	0 0%	0 0% -	3 0% +	0 0%	0 0%	1 0%	0 0%	2 1% ++
LE NOUVELLISTE NEWSPAPER	4 0%	0 0%	4 1% ++++	0 0%	0 0%	0 0%	0 0%	1 0%	3 0%	1 0%	1 0%	0 0%	0 0%	2 0%
PIONEER NEWSPAPER	2 0%	2 1% ++++	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	2 1% +++	0 0%
Other	37 2%	3 2%	7 1%	10 1%	3 3%	5 2%	9 3% ++	20 2%	16 2%	5 1% --	8 3%	9 2%	6 2%	9 2%
DK/NR	27 1%	1 1%	8 2%	13 2%	1 1%	1 0%	3 1%	13 1%	14 1%	7 1%	5 2%	7 2%	6 2%	2 1%
Prefer not to say	88 4%	1 1%	25 5%	32 4%	7 5%	10 4%	13 5%	42 4%	45 4%	50 8%	6 2%	11 3%	11 3%	10 3%
Chi2:	-	(99.9)						(99.9)		(99.9)				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

Which sources would you rely on when looking for information about remembrance and the contributions of Canada's Veterans?

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K- \$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T1D																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
Facebook	485 24%	403 24%	75 28%	370 26% +++	92 19% ---	150 29% +++	329 22% ---	286 25%	193 23%	123 26%	171 24%	184 23%	190 29% ++++	123 23%	114 22%	15 31%	141 27% +	146 26%	216 23%
Twitter	138 7%	110 7%	25 9%	109 8% ++	20 4% ---	53 11% ++++	84 6% ----	88 8% ++	50 6%	28 6%	35 5%	74 9%	43 6%	38 7%	43 9%	5 11%	38 7%	37 7%	66 7%
YouTube	197 10%	159 9%	36 13%	148 10%	37 8%	67 13% +++	128 9% ---	116 10%	78 9%	53 11%	71 10%	71 9%	96 14% ++++	53 10%	34 7% ---	9 18% ++	45 8%	45 8%	104 11%
Instagram	95 5%	73 4%	20 7% ++	76 5% +	11 2% ---	40 8% ++++	51 3% ----	67 6% +++	28 3% --	24 5%	33 5%	37 4%	38 6%	28 5%	21 4%	4 9%	21 4%	27 5%	54 6% +
LinkedIn	42 2%	29 2%	12 4% +++	35 2% +	4 1% --	19 4% ++++	22 1% ----	35 3% ++++	6 1% ----	4 1%	15 2%	23 3% +	10 1%	16 3%	14 3% +	5 10% ++++	11 2%	8 1%	21 2%
Internet website [OTHER]	54 3%	46 3%	8 3%	40 3%	14 3%	17 4%	36 2%	31 3%	23 3%	13 3%	16 2%	25 3%	10 2% --	16 3%	22 4% ++	0 0%	7 1% --	25 5% +++	23 2%
Magazines [OTHER]	16 1%	11 1% --	5 2% ++	13 1%	2 0%	5 1%	11 1%	8 1%	8 1%	3 1%	5 1%	8 1%	2 0% -	4 1%	7 1% +	1 2%	8 2% ++	6 1%	3 0% --
Newspaper (daily) [OTHER]	61 3%	54 3%	7 3%	50 4% ++	9 2%	17 3%	44 3%	24 2% ---	37 5% +++	19 4% +	12 2% ---	29 4%	19 3%	19 4%	11 2%	1 2%	15 3%	27 5% +++	27 3%
Journal or newspaper (weekly or community) [OTHER]	69 3%	61 4%	8 3%	57 4% ++	10 2%	15 3%	54 4%	39 3%	30 4%	13 3%	29 4%	26 3%	18 3%	26 5%	14 3% +	2 4%	24 5%	30 5% +++	20 2% ---
Television	1070 54%	916 54%	146 56%	778 55%	248 52%	250 48% ---	810 56% +++	549 48% ----	516 62% ++++	261 57% +	393 56%	405 50% ---	339 52%	293 54%	293 56%	28 53%	300 57%	319 56%	484 52% -
RADIO	55 3%	47 3%	6 2%	42 3%	13 3%	12 2%	42 3%	34 3%	20 2%	13 3%	25 4%	16 2%	13 2%	21 4% +	13 2%	0 0%	14 3%	19 3%	24 3%
ROYAL CANADIAN LEGION	18 1%	18 1% +	0 0% -	15 1%	1 0%	2 0%	16 1%	7 1%	11 1%	2 0%	8 1%	6 1%	7 1%	6 1%	3 1%	0 0%	8 1%	8 1%	5 1%

BOOKS, HISTORY BOOKS	22 1%	21 1%	1 0%	20 1% ++	0 0% ---	6 1%	14 1%	14 1%	8 1%	4 1%	7 1%	11 1%	2 0% --	10 2%	5 1%	1 2%	10 2% ++	13 2% +++	3 0% --
GOOGLE, SEARCH ENGINES	205 10%	178 10%	25 9%	151 10%	45 9%	58 11%	145 10%	143 12% ++++	60 7% ----	38 8%	82 12%	83 10%	58 9%	65 12%	54 10%	5 10%	54 10%	54 9%	100 10%
TALKING TO VETERANS	15 1%	14 1%	1 0%	11 1%	2 0%	5 1%	10 1%	6 1%	9 1%	4 1%	6 1%	4 0%	6 1%	4 1%	2 0%	1 2%	6 1%	5 1%	6 1%
Snapchat	26 1%	24 1%	2 1%	20 1%	6 1%	7 1%	18 1%	17 1%	9 1%	7 1%	11 2%	8 1%	9 1%	10 2%	5 1%	4 9% ++++	7 1%	3 0% --	13 1%
Spotify	18 1%	15 1%	1 0%	13 1%	2 0%	9 2% +++	8 1% --	13 1%	5 1%	3 1%	3 0%	12 2% ++	8 1%	4 1%	6 1%	1 2%	3 1%	4 1%	11 1%
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	8 0%	8 0%	0 0%	6 0%	1 0%	2 0%	6 0%	4 0%	4 0%	1 0%	3 0%	4 0%	3 0%	3 1%	1 0%	0 0%	2 0%	4 1%	3 0%
NEWS SITES, GENERAL MENTION	20 1%	19 1%	1 0%	17 1%	1 0% --	3 1%	17 1%	18 2% +++	2 0% --	4 1%	5 1%	11 2%	5 1%	4 1%	8 2%	1 2%	2 0%	7 1%	11 1%
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	232 12%	205 12%	27 10%	146 10% --	79 16% ++++	67 13%	163 11%	145 13% ++	86 10%	36 8% --	81 11%	115 14% +++	69 10%	70 13%	67 13%	6 11%	67 13%	68 12%	104 11%
CBC.CA	119 6%	98 6%	21 8%	102 7% ++++	8 2% ----	35 7%	83 6%	75 7%	44 5%	16 4% --	26 4% --	77 10% ++++	31 5%	28 5%	45 9% +++	2 4%	28 6%	35 6%	59 6%
CANADIAN ARMY/FORCES/AIR FORCE WEBSITES	15 1%	14 1%	1 0%	6 0% --	9 2% ++++	5 1%	10 1%	10 1%	5 1%	3 1%	3 0%	9 1%	6 1%	5 1%	0 0% --	1 2%	4 1%	5 1%	7 1%
LA PRESSE ON LINE	10 0%	10 1%	0 0%	1 0% ----	10 2% ++++	2 0%	8 1%	5 0%	5 1%	1 0%	5 1%	4 0%	3 0%	4 1%	3 1%	0 0%	1 0%	4 1%	5 1%
MSN	17 1%	14 1%	3 1%	15 1%	2 0%	4 1%	13 1%	10 1%	7 1%	5 1%	8 1%	4 1%	6 1%	4 1%	7 1%	1 2%	4 1%	12 2% ++++	2 0% --
REDDIT	9 0%	9 1%	0 0%	8 1%	1 0%	1 0%	8 1%	6 1%	3 0%	4 1%	2 0%	3 0%	4 1%	1 0%	2 0%	0 0%	2 0%	3 1%	4 0%
CTV ON LINE	16 1%	13 1%	3 1%	13 1%	2 0%	4 1%	12 1%	8 1%	8 1%	5 1%	3 0%	8 1%	3 0%	5 1%	7 1%	1 2%	2 0%	11 2% ++++	3 0% --
GLOBAL NEWS ON LINE	9 0%	7 0%	1 0%	8 1%	0 0%	3 1%	6 0%	4 0%	5 1%	1 0%	2 0%	6 1%	3 0%	2 0%	3 1%	2 4% ++++	4 1%	3 1%	3 0%

BBC ON LINE	7 0%	5 0%	2 1%	6 0%	0 0%	2 0%	5 0%	4 0%	3 0%	1 0%	1 0%	5 1%	2 0%	1 0%	4 1%	0 0%	1 0%	5 1%	1 0%
												+			+			++	
CNN ON LINE	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%
			--																
YAHOO	3 0%	2 0%	0 0%	2 0%	0 0%	2 0%	1 0%	2 0%	1 0%	0 0%	1 0%	2 0%	1 0%	0 0%	2 0%	0 0%	1 0%	0 0%	2 0%
															+				
RADIO CANADA ON LINE	12 1%	12 1%	0 0%	2 0%	10 2%	1 0%	11 1%	9 1%	3 0%	2 0%	3 0%	7 1%	4 1%	4 1%	4 1%	0 0%	1 0%	4 1%	8 1%
				----	++++														
ROYAL CANADIAN LEGION ON LINE	41 2%	39 2%	2 1%	39 3%	3 1%	13 3%	28 2%	24 2%	17 2%	4 1%	13 2%	24 3%	6 1%	16 3%	13 3%	3 5%	17 3%	21 4%	8 1%
			+	++++	--					--		++	--		+		++	++++	----
WIKIPEDIA	47 2%	38 2%	8 3%	27 2%	15 3%	13 3%	34 2%	35 3%	11 1%	6 1%	16 2%	24 3%	23 4%	8 1%	11 2%	1 3%	6 1%	15 3%	27 3%
				-				+++	---	-		+	++		-		--		
NATIONAL POST ON LINE	4 0%	3 0%	1 0%	4 0%	0 0%	1 0%	3 0%	2 0%	2 0%	2 0%	1 0%	1 0%	1 0%	1 0%	2 0%	0 0%	2 0%	0 0%	2 0%
THE SUN ON LINE	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%
GLOBE AND MAIL ON LINE	10 1%	9 1%	1 0%	9 1%	0 0%	2 0%	8 1%	8 1%	2 0%	1 0%	2 0%	6 1%	1 0%	0 0%	2 0%	0 0%	2 0%	3 1%	5 1%
															--				
THE STAR ON LINE	7 0%	5 0%	2 1%	5 0%	0 0%	2 0%	5 0%	5 0%	2 0%	1 0%	0 0%	6 1%	1 0%	0 0%	2 0%	0 0%	0 0%	0 0%	7 1%
											--	++			-			-	+++
PROVINCIAL GOVERNMENT ON LINE	2 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	2 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%
REBEL MEDIA ON LINE	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	3 0%	0 0%	3 0%	0 0%	2 0%	0 0%	1 0%	0 0%	2 0%	1 0%	0 0%
								--	++		++								-
VETERAN'S SITES, VARIOUS (ASSOCIATIONS/ORGS, SUPPORT ORGS, EVENTS/HISTORY)	5 0%	5 0%	0 0%	4 0%	1 0%	1 0%	4 0%	1 0%	4 0%	0 0%	4 1%	1 0%	2 0%	0 0%	2 0%	0 0%	3 1%	3 1%	0 0%
											++						+		--
CITY/MUNICIPAL ON LINE	8 0%	8 1%	0 0%	6 0%	0 0%	1 0%	7 1%	7 1%	1 0%	0 0%	3 0%	5 1%	3 0%	3 1%	2 0%	0 0%	3 1%	4 1%	2 0%
								+	-										
MUSEUM SITES	4 0%	4 0%	0 0%	3 0%	1 0%	2 0%	2 0%	2 0%	1 0%	1 0%	0 0%	3 0%	3 0%	0 0%	1 0%	0 0%	1 0%	1 0%	2 0%
													+						

MACLEANS MAGAZINE	47 2%	42 3%	5 2%	42 3% +++	6 1%	14 3%	33 2%	24 2%	23 3%	6 1%	12 2%	29 4% +++	12 2%	11 2%	17 3%	1 2%	19 4% ++	16 3%	15 2%
L'ACTUALITÉ MAGAZINE	3 0%	2 0%	1 0%	0 0% ---	3 1% +++	1 0%	2 0%	2 0%	1 0%	0 0%	3 0% ++	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	2 0%
LEGION MAGAZINE	16 1%	14 1%	2 1%	14 1%	1 0%	2 0%	14 1%	8 1%	8 1%	5 1%	6 1%	5 1%	2 0%	6 1%	6 1%	3 6% ++++	12 2% ++++	8 1%	0 0% ---
WALRUS MAGAZINE	5 0%	5 0%	0 0%	4 0%	2 0%	1 0%	4 0%	2 0%	3 0%	1 0%	1 0%	3 0%	1 0%	1 0%	2 0%	0 0%	3 1%	3 1%	1 0%
TIME MAGAZINE	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%	2 0% ++	0 0%	0 0%	0 0%	0 0%	2 0% ++	0 0%	0 0%	0 0%	2 0%
HISTORY MAGAZINES (VARIOUS)	6 0%	5 0%	0 0%	3 0%	2 0%	1 0%	5 0%	4 0%	2 0%	0 0%	1 0%	5 1% ++	2 0%	2 0%	0 0%	0 0%	2 0%	0 0%	4 0%
LA PRESSE NEWSPAPER	46 2%	45 3% ++	1 0% --	2 0% ----	43 9% ++++	10 2%	36 2%	30 3%	16 2%	7 2%	12 2%	27 3% ++	9 1%	18 3%	17 3%	1 2%	6 1% --	7 1% --	32 3% +++
THE SUN NEWSPAPER (VARIOUS CITIES)	57 3%	54 3%	3 1%	39 3%	18 4%	8 2% --	48 3%	32 3%	25 3%	13 3%	27 4%	17 2%	13 2%	16 3%	17 3%	1 2%	21 4%	18 3%	20 2%
GLOBE AND MAIL NEWSPAPER	101 5%	87 5%	14 6%	94 7% ++++	6 1% ----	27 6%	74 5%	58 5%	43 5%	5 1% ----	17 2% ----	79 10% ++++	14 2% ----	26 5%	45 9% ++++	2 4%	38 7% ++	34 6%	39 4%
NATIONAL POST NEWSPAPER	44 2%	39 2%	5 2%	42 3% ++++	4 1% --	15 3%	28 2%	29 3%	15 2%	4 1% --	18 3%	22 3%	10 2%	9 2%	17 3%	1 2%	17 3%	16 3%	17 2%
LE DEVOIR NEWSPAPER	20 1%	18 1%	2 1%	2 0% ----	19 4% ++++	3 1%	17 1%	15 1%	5 1%	0 0% --	6 1%	14 2% +++	6 1%	6 1%	7 1%	0 0%	3 1%	3 1%	14 1% ++
THE TORONTO STAR NEWSPAPER	74 4%	59 3%	15 6%	66 5% ++++	2 0% ----	11 2% --	63 4% ++	30 3% --	44 5% +++	13 3%	19 3%	42 5% +++	20 3%	20 4%	21 4%	1 2%	23 4%	17 3%	39 4%
THE MONTREAL GAZETTE NEWSPAPER	10 0%	6 0% --	4 2% ++	7 0%	0 0%	2 0%	8 1%	4 0%	5 1%	2 0%	2 0%	6 1%	1 0%	4 1%	3 1%	0 0%	2 0%	2 0%	6 1%
JOURNAL DE MONTREAL NEWSPAPER	18 1%	18 1%	0 0%	2 0% ----	17 4% ++++	5 1%	13 1%	10 1%	7 1%	8 2% ++	6 1%	4 0%	6 1%	6 1%	4 1%	0 0%	4 1%	4 1%	12 1%
CALGARY HERALD NEWSPAPER	8 0%	7 0%	1 0%	8 1%	0 0%	2 0%	6 0%	4 0%	4 1%	0 0%	4 1%	3 0%	2 0%	2 0%	3 1%	0 0%	3 1%	0 0%	4 0%

CBC RADIO	23 1%	18 1%	5 2%	22 2% ++	0 0% ---	7 1%	16 1%	14 1%	9 1%	0 0% ---	11 2%	12 1%	8 1%	6 1%	6 1%	0 0%	8 1%	11 2% ++	8 1%
METRO NEWSPAPER	5 0%	3 0%	2 1% - ++	1 0% ---	2 0%	2 0%	3 0%	3 0%	2 0%	1 0%	2 0%	2 0%	2 0%	0 0%	1 0%	0 0%	1 0%	0 0%	4 0%
JOURNAL DE QUEBEC NEWSPAPER	10 0%	10 1%	0 0%	0 0% ----	10 2% ++++	3 1%	7 0%	4 0%	6 1%	1 0%	4 1%	5 1%	4 1%	5 1% +	1 0%	0 0%	3 1%	3 0%	5 1%
LONDON FREE PRESS NEWSPAPER	7 0%	5 0%	2 1%	7 1% +	0 0%	1 0%	6 0%	5 0%	2 0%	1 0%	4 1%	2 0%	1 0%	4 1% +	1 0%	0 0%	3 1%	0 0%	3 0%
EDMONTON JOURNAL NEWSPAPER	10 1%	9 1%	1 0%	10 1% ++	0 0% -	3 1%	7 0%	7 1%	3 0%	1 0%	2 0%	7 1% ++	1 0%	1 0%	7 1% +++	0 0%	6 1% ++	2 0%	2 0%
24 HEURES NEWSPAPER	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0% +	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
THE RECORD NEWSPAPER	5 0%	4 0%	1 0%	3 0%	0 0%	0 0%	5 0%	2 0%	3 0%	3 1% +	1 0%	1 0%	2 0%	2 0%	0 0%	0 0%	0 0%	2 0%	3 0%
THE PROVINCE NEWSPAPER	8 0%	7 0%	1 0%	7 0%	0 0%	0 0%	8 1% - +	3 0%	5 1%	2 0%	5 1% +	1 0%	3 0%	1 0%	3 1%	0 0%	1 0%	1 0%	5 1%
WINDSOR STAR NEWSPAPER	6 0%	6 0%	0 0%	4 0%	0 0%	1 0%	5 0%	2 0%	4 0%	1 0%	2 0%	3 0%	3 0%	0 0%	0 0%	0 0%	4 1% ++	0 0%	2 0%
REGINA LEADER POST NEWSPAPER	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	2 0% ++	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%
OTTAWA CITIZEN NEWSPAPER	20 1%	16 1%	4 2%	19 1% ++	4 1%	2 0%	18 1% - +	9 1%	11 1%	6 1%	6 1%	8 1%	6 1%	6 1%	6 1%	0 0%	7 1%	8 1%	5 1% --
SASKATOON STAR PHOENIX NEWSPAPER	3 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	2 0%	1 0%	0 0%	1 0%	2 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%
WINNIPEG FREE PRESS NEWSPAPER	13 1%	13 1%	0 0%	12 1%	0 0% --	0 0% --	13 1% ++	4 0% --	9 1% ++	4 1%	3 0%	6 1%	4 1%	6 1%	3 1%	1 2%	4 1%	7 1% ++	3 0%
VICTORIA TIMES COLONIST	9 0%	7 0%	2 1%	9 1% +	0 0% -	1 0%	8 1%	5 0%	4 1%	1 0%	5 1%	3 0%	2 0%	4 1%	2 0%	1 2% +	4 1%	4 1%	2 0%
HUFFINGTON POST SITE	2 0%	1 0%	1 0% - +	1 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%

THE ECONOMIST MAGAZINE	4 0%	1 0%	3 1%	4 0%	0 0%	1 0%	3 0%	3 0%	1 0%	0 0%	3 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	3 1%	1 0%	
		----	++++															++		
MONCTON TIMES TRANSCRIPT	4 0%	4 0%	0 0%	3 0%	1 0%	0 0%	4 0%	1 0%	3 0%	2 0%	0 0%	2 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	0 0%	
BARRIE ADVANCE NEWSPAPER	3 0%	2 0%	1 0%	3 0%	0 0%	0 0%	3 0%	0 0%	3 0%	0 0%	2 0%	1 0%	3 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%
								--	++				++							--
LE NOUVELLISTE NEWSPAPER	4 0%	4 0%	0 0%	0 0%	4 1%	1 0%	3 0%	2 0%	2 0%	1 0%	2 0%	1 0%	2 0%	2 0%	0 0%	0 0%	0 0%	1 0%	3 0%	
				---	++++															
PIIONEER NEWSPAPER	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	
													++				++			
Other	37 2%	29 2%	8 3%	27 2%	7 1%	8 2%	28 2%	21 2%	16 2%	12 3%	8 1%	17 2%	9 1%	15 3%	8 2%	5 9%	9 2%	10 2%	14 2%	
																++++				
DK/NR	27 1%	23 1%	4 1%	16 1%	9 2%	7 1%	20 1%	19 2%	7 1%	5 1%	9 1%	13 2%	7 1%	9 2%	8 2%	0 0%	8 1%	8 1%	12 1%	
Prefer not to say	88 4%	73 4%	7 3%	53 4%	25 5%	13 2%	72 5%	48 4%	29 3%	24 5%	28 4%	30 4%	34 5%	17 3%	13 2%	1 2%	15 3%	16 3%	48 5%	
Chi2:	-	(95)		(99.9)		(99.9)		(99.9)		(99.9)			(99.9)			(99.9)				
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	

ROYAL CANADIAN LEGION	18 1%	8 1%	3 0%	3 1%	4 1%	11 1%	0 0%	1 0%	17 1%	1 2%	0 0%	17 1%	8 1%	9 1%	16 1%	1 0%
			-												+	-
BOOKS, HISTORY BOOKS	22 1%	10 2%	8 1%	2 1%	4 1%	16 1%	1 1%	1 0%	20 1%	2 4%	1 1%	18 1%	8 1%	14 1%	19 1%	3 1%
										+					+	-
GOOGLE, SEARCH ENGINES	205 10%	54 8%	84 12%	35 14%	51 13%	118 9%	17 13%	28 10%	159 10%	8 16%	17 13%	177 10%	49 8%	155 11%	132 9%	73 12%
		--	+	++	+	---							-	++		+
TALKING TO VETERANS	15 1%	9 1%	3 0%	0 0%	4 1%	11 1%	0 0%	1 0%	14 1%	0 0%	0 0%	15 1%	6 1%	8 1%	15 1%	0 0%
		++													+++	-
Snapchat	26 1%	9 1%	9 1%	2 1%	4 1%	20 1%	2 1%	5 2%	19 1%	1 2%	1 1%	24 1%	9 2%	17 1%	19 1%	7 1%
Spotify	18 1%	4 1%	7 1%	3 1%	2 1%	12 1%	4 3%	1 0%	12 1%	1 2%	1 1%	15 1%	2 0%	15 1%	12 1%	5 1%
							++						-			
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	8 0%	4 1%	1 0%	1 0%	3 1%	4 0%	0 0%	0 0%	8 0%	0 0%	0 0%	8 0%	3 1%	5 0%	8 1%	0 0%
															+	-
NEWS SITES, GENERAL MENTION	20 1%	4 1%	6 1%	3 1%	3 1%	14 1%	0 0%	3 1%	17 1%	0 0%	1 1%	19 1%	4 1%	16 1%	13 1%	6 1%
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	232 12%	99 15%	60 8%	29 12%	55 14%	147 11%	16 12%	29 11%	186 12%	7 14%	14 11%	211 12%	66 11%	165 12%	165 12%	66 11%
		+++	---		+											
CBC.CA	119 6%	21 3%	52 7%	17 7%	24 6%	78 6%	6 5%	14 6%	99 6%	1 2%	3 2%	115 7%	23 4%	96 7%	100 7%	18 3%
		----	+								-	++	---	+++	++++	----
CANADIAN ARMY/FORCES/AIR FORCE WEBSITES	15 1%	8 1%	4 1%	0 0%	7 2%	8 1%	1 1%	2 1%	12 1%	0 0%	1 1%	14 1%	6 1%	9 1%	9 1%	6 1%
		+			+++											
LA PRESSE ON LINE	10 0%	3 0%	5 1%	0 0%	3 1%	7 0%	0 0%	1 0%	9 1%	0 0%	0 0%	10 1%	1 0%	9 1%	6 0%	4 1%
MSN	17 1%	4 1%	7 1%	2 1%	1 0%	14 1%	0 0%	1 0%	16 1%	0 0%	1 1%	16 1%	6 1%	11 1%	15 1%	2 0%
															+	-
REDDIT	9 0%	1 0%	4 1%	1 0%	2 1%	6 0%	1 1%	1 0%	7 0%	1 2%	1 1%	7 0%	0 0%	9 1%	6 0%	3 0%
													--	++		
CTV ON LINE	16 1%	5 1%	5 1%	0 0%	3 1%	13 1%	0 0%	0 0%	16 1%	0 0%	0 0%	16 1%	5 1%	11 1%	16 1%	0 0%
								++							+++	---

GLOBAL NEWS ON LINE	9 0%	3 0%	3 0%	0 0%	0 0%	9 1% ++	0 0%	2 1%	7 0%	0 0%	0 0%	9 0%	5 1%	4 0%	9 1% ++	0 0%
BBC ON LINE	7 0%	2 0%	2 0%	0 0%	0 0%	7 1% +	0 0%	0 0%	7 0%	0 0%	1 1%	6 0%	2 0%	5 0%	7 0% +	0 0%
CNN ON LINE	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%
YAHOO	3 0%	0 0%	2 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	0 0%	0 0%	3 0%	1 0%	2 0%	3 0%	0 0%
RADIO CANADA ON LINE	12 1%	1 0%	8 1% ++	3 1%	5 1% ++	4 0% --	2 1%	2 1%	8 1%	0 0%	1 1%	11 1%	2 0%	10 1%	3 0% ----	9 2% ++++
ROYAL CANADIAN LEGION ON LINE	41 2%	16 3%	13 2%	4 2%	10 3%	27 2%	1 1%	3 1%	37 2% +	1 2%	1 1%	39 2%	11 2%	30 2%	40 3% ++++	1 0% ----
WIKIPEDIA	47 2%	11 2%	17 2%	14 6% ++++	12 3%	20 2% ----	9 6% +++	10 4% +	27 2% ----	1 2%	6 5%	39 2% +	12 2%	35 3%	27 2% -	19 3%
NATIONAL POST ON LINE	4 0%	1 0%	0 0%	1 0%	0 0%	3 0%	0 0%	0 0%	4 0%	0 0%	1 1%	3 0%	1 0%	3 0%	3 0%	1 0%
THE SUN ON LINE	2 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%
GLOBE AND MAIL ON LINE	10 1%	2 0%	4 1%	1 0%	2 1%	7 1%	0 0%	2 1%	8 1%	0 0%	1 1%	9 1%	1 0%	9 1%	8 1%	2 0%
THE STAR ON LINE	7 0%	1 0%	3 0%	0 0%	2 1%	5 0%	0 0%	0 0%	7 0%	0 0%	1 1%	6 0%	2 0%	5 0%	5 0%	2 0%
PROVINCIAL GOVERNMENT ON LINE	2 0%	1 0%	1 0%	1 0%	1 0%	0 0% --	0 0%	1 0%	1 0% +	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%
REBEL MEDIA ON LINE	3 0%	0 0%	2 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	3 0%	2 0%	1 0%
VETERAN'S SITES, VARIOUS (ASSOCIATIONS/ORGS, SUPPORT ORGS, EVENTS/HISTORY)	5 0%	2 0%	1 0%	1 0%	0 0%	4 0%	1 1%	0 0%	4 0%	0 0%	0 0%	5 0%	2 0%	3 0%	3 0%	2 0%
CITY/MUNICIPAL ON LINE	8 0%	5 1% +	1 0%	1 0%	2 1%	5 0%	1 1%	0 0%	7 0%	1 2%	0 0%	7 0% +	2 0%	6 0%	7 1%	1 0%

MUSEUM SITES	4 0%	0 0%	1 0%	0 0%	2 0%	2 0%	1 1%	0 0%	3 0%	0 0%	1 1%	3 0%	0 0%	4 0%	3 0%	1 0%
MACLEANS MAGAZINE	47 2%	18 3%	15 2%	4 2%	7 2%	36 3%	1 1%	5 2%	41 3%	0 0%	1 1%	46 3%	17 3%	30 2%	39 3%	8 1%
L'ACTUALITÉ MAGAZINE	3 0%	2 0%	0 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	1 0%	2 0%	2 0%	1 0%
LEGION MAGAZINE	16 1%	10 2%	3 0%	0 0%	0 0%	16 1%	0 0%	0 0%	16 1%	0 0%	0 0%	16 1%	7 1%	9 1%	15 1%	1 0%
WALRUS MAGAZINE	5 0%	2 0%	1 0%	1 0%	1 0%	3 0%	1 1%	0 0%	4 0%	1 2%	0 0%	4 0%	1 0%	4 0%	4 0%	1 0%
TIME MAGAZINE	2 0%	1 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	2 0%	0 0%
HISTORY MAGAZINES (VARIOUS)	6 0%	2 0%	2 0%	2 1%	1 0%	3 0%	1 1%	2 1%	3 0%	0 0%	1 1%	5 0%	1 0%	5 0%	3 0%	3 1%
LA PRESSE NEWSPAPER	46 2%	15 2%	15 2%	8 3%	12 3%	25 2%	4 3%	11 4%	30 2%	3 6%	4 3%	38 2%	12 2%	32 2%	11 1%	35 6%
THE SUN NEWSPAPER (VARIOUS CITIES)	57 3%	19 3%	16 2%	4 2%	12 3%	41 3%	2 2%	3 1%	52 3%	1 2%	0 0%	56 3%	25 4%	32 2%	48 3%	9 2%
GLOBE AND MAIL NEWSPAPER	101 5%	26 4%	32 5%	12 5%	16 4%	73 6%	1 1%	14 6%	86 6%	1 2%	2 2%	97 6%	27 5%	74 6%	92 7%	9 2%
NATIONAL POST NEWSPAPER	44 2%	10 2%	15 2%	8 3%	7 2%	29 2%	1 1%	3 1%	40 3%	0 0%	2 2%	42 2%	15 3%	29 2%	43 3%	1 0%
LE DEVOIR NEWSPAPER	20 1%	5 1%	7 1%	6 3%	8 2%	6 0%	3 2%	8 3%	9 1%	1 2%	3 2%	16 1%	7 1%	12 1%	6 0%	14 2%
THE TORONTO STAR NEWSPAPER	74 4%	27 4%	25 4%	6 3%	12 3%	56 4%	1 1%	7 3%	66 4%	1 2%	2 2%	71 4%	27 5%	47 3%	64 5%	10 2%
THE MONTREAL GAZETTE NEWSPAPER	10 0%	4 1%	4 1%	0 0%	2 0%	8 1%	0 0%	0 0%	10 1%	0 0%	0 0%	10 1%	4 1%	6 0%	10 1%	0 0%
JOURNAL DE MONTREAL NEWSPAPER	18 1%	10 1%	2 0%	2 1%	1 0%	15 1%	2 2%	1 0%	15 1%	2 4%	0 0%	16 1%	7 1%	11 1%	10 1%	8 1%

CALGARY HERALD NEWSPAPER	8 0%	1 0%	5 1%	0 0%	1 0%	7 1%	0 0%	0 0%	8 1%	0 0%	0 0%	8 0%	2 0%	6 0%	8 1%	0 0%
CBC RADIO	23 1%	4 1%	9 1%	3 1%	7 2%	13 1%	1 1%	1 0%	21 1%	0 0%	1 1%	22 1%	3 0%	20 1%	20 1%	3 1%
METRO NEWSPAPER	5 0%	2 0%	2 0%	0 0%	1 0%	4 0%	0 0%	0 0%	5 0%	0 0%	0 0%	5 0%	1 0%	4 0%	4 0%	1 0%
JOURNAL DE QUEBEC NEWSPAPER	10 0%	1 0%	4 1%	3 1%	2 0%	5 0%	2 2%	2 1%	6 0%	1 2%	1 1%	8 0%	3 0%	7 0%	3 0%	7 1%
LONDON FREE PRESS NEWSPAPER	7 0%	3 0%	2 0%	2 1%	2 0%	3 0%	2 2%	0 0%	5 0%	0 0%	2 2%	5 0%	3 1%	4 0%	5 0%	2 0%
EDMONTON JOURNAL NEWSPAPER	10 1%	1 0%	3 0%	1 0%	2 1%	7 1%	0 0%	1 0%	9 1%	0 0%	0 0%	10 1%	2 0%	8 1%	10 1%	0 0%
24 HEURES NEWSPAPER	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%
THE RECORD NEWSPAPER	5 0%	1 0%	2 0%	0 0%	3 1%	2 0%	0 0%	1 0%	4 0%	0 0%	2 2%	3 0%	2 0%	3 0%	5 0%	0 0%
THE PROVINCE NEWSPAPER	8 0%	2 0%	2 0%	0 0%	3 1%	5 0%	0 0%	1 0%	7 0%	0 0%	0 0%	8 0%	3 0%	5 0%	7 0%	1 0%
WINDSOR STAR NEWSPAPER	6 0%	2 0%	2 0%	0 0%	2 1%	4 0%	0 0%	1 0%	5 0%	0 0%	0 0%	6 0%	2 0%	4 0%	6 0%	0 0%
REGINA LEADER POST NEWSPAPER	2 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%
OTTAWA CITIZEN NEWSPAPER	20 1%	7 1%	2 0%	0 0%	5 1%	15 1%	0 0%	1 0%	19 1%	1 2%	1 1%	18 1%	6 1%	14 1%	18 1%	2 0%
SASKATOON STAR PHOENIX NEWSPAPER	3 0%	1 0%	1 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	1 0%	2 0%	2 0%	1 0%
WINNIPEG FREE PRESS NEWSPAPER	13 1%	4 1%	3 0%	2 1%	1 0%	10 1%	1 1%	1 0%	11 1%	0 0%	1 1%	12 1%	9 1%	4 0%	13 1%	0 0%
VICTORIA TIMES COLONIST	9 0%	4 1%	2 0%	1 0%	1 0%	7 1%	1 1%	0 0%	8 1%	0 0%	0 0%	9 1%	6 1%	3 0%	9 1%	0 0%

CANADA'S HISTORY MAGAZINE	2 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%
THE ECONOMIST MAGAZINE	4 0%	1 0%	1 0%	1 0%	0 0%	3 0%	1 1%	0 0%	3 0%	0 0%	0 0%	4 0%	0 0%	4 0%	2 0%	2 0%
MONCTON TIMES TRANSCRIPT	4 0%	1 0%	2 0%	1 0%	0 0%	3 0%	0 0%	1 0%	3 0%	1 2%	0 0%	3 0%	3 1%	1 0%	4 0%	0 0%
BARRIE ADVANCE NEWSPAPER	3 0%	1 0%	1 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	1 0%	2 0%	3 0%	0 0%
LE NOUVELLISTE NEWSPAPER	4 0%	2 0%	1 0%	1 0%	1 0%	2 0%	0 0%	2 1%	2 0%	0 0%	0 0%	4 0%	1 0%	3 0%	2 0%	2 0%
PIONEER NEWSPAPER	2 0%	1 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%
Other	37 2%	16 2%	6 1%	3 1%	8 2%	26 2%	1 1%	5 2%	31 2%	0 0%	0 0%	37 2%	9 1%	27 2%	32 2%	4 1%
DK/NR	27 1%	11 2%	11 2%	11 5%	4 1%	12 1%	7 6%	4 1%	16 1%	3 6%	3 2%	21 1%	6 1%	21 2%	12 1%	15 3%
Prefer not to say	88 4%	27 4%	37 5%	23 9%	19 5%	39 3%	14 10%	21 8%	47 3%	9 17%	12 9%	61 3%	21 3%	64 4%	45 3%	37 6%
Chi2:	-	(99)		(99.9)			(95)			-			(95)		(99.9)	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Yes	708 36%	56 45% ++	122 25% ----	281 37%	59 44% ++	89 41% +	99 36%	287 30% ----	416 41% ++++	243 41% +++	106 39%	123 32%	111 32%	125 32%
No	1267 63%	71 54% --	355 74% ++++	475 62%	70 53% --	123 57% --	173 63%	656 68% ++++	606 59% ----	346 58% ----	165 60%	260 67%	232 67%	264 67%
Prefer not to say	25 1%	1 1%	5 1%	10 1%	3 2%	4 2%	2 1%	16 2%	9 1%	9 2%	2 1%	5 1%	5 1%	4 1%
Chi2:	-	99.9						99.9		99				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

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			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
T1E																				
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
Yes	708 36%	613 36%	89 33%	550 39% ++++	121 25% ----	201 40% ++	500 34% --	413 36%	288 35%	173 38%	236 34%	291 36%	230 35%	189 35%	194 38%	22 44%	210 40% ++	246 43% ++++	280 30% ----	
No	1267 63%	1075 63%	175 66%	860 60% ----	349 73% ++++	304 59% --	948 65% ++	718 62%	533 64%	275 60%	459 65%	516 63%	420 64%	347 64%	323 61%	29 54%	314 59% --	314 56% ----	657 69% ++++	
Prefer not to say	25 1%	23 1%	1 0%	15 1%	8 2%	4 1%	20 1%	13 1%	9 1%	12 3%	8 1%	4 0%	3 0%	8 1%	5 1%	1 2%	5 1%	5 1%	9 1%	
Chi2:	-	-	-	99.9	-	95	-	-	-	-	-	-	-	-	-	99.9	-	-	-	
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	

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?

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1E																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Yes	708 36%	287 43% ++++	196 28% ----	70 29% --	119 30% --	518 38% ++++	29 22% ---	70 27% ---	609 38% ++++	6 12% ----	30 23% ---	671 37% ++++	253 42% ++++	449 33% ----	551 40% ++++	149 25% ----
No	1267 63%	367 55% ----	510 72% ++++	168 69% ++	268 68% ++	821 60% ----	97 75% +++	186 71% +++	975 61% ----	44 86% ++++	94 73% ++	1115 62% ----	335 56% ----	928 67% ++++	819 59% ----	442 74% ++++
Prefer not to say	25 1%	15 2%	2 0%	4 2%	5 1%	15 1%	3 2%	5 2%	16 1%	1 2%	5 4%	18 1%	12 2%	9 1%	15 1%	3 0%
Chi2:	-	99.9		99			99.9			99.9			99.9		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

In the past three weeks, did you take part in any commemorative activities to 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+
T1D2														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Yes	1385 70%	113 88% ++++	186 39% ----	595 78% ++++	109 83% ++++	171 80% +++	210 77% +++	634 67% ---	745 73% +++	333 56% ----	200 73%	291 75% ++	252 73%	309 79% ++++
No	594 29%	13 10% ----	292 60% ++++	164 21% ----	22 16% ----	41 19% ----	61 22% ---	310 31% ++	280 26% --	254 42% ++++	70 25%	95 24% --	93 26%	82 21% ----
Prefer not to say	21 1%	2 2%	4 1%	7 1%	1 1%	4 2%	3 1%	15 2%	6 1%	11 2%	3 1%	2 1%	3 1%	2 1%
Chi2:	-	99.9						99		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

In the past three weeks, did you take part in any commemorative activities to honour Canadian Veterans?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1D2																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
Yes	1385 70%	1201 71% ++	174 67%	1140 80% ++++	187 40% ----	355 70%	1017 70%	770 68% --	607 74% +++	319 70%	472 68%	578 72%	421 65% ---	377 70%	382 74% ++	47 91% ++++	452 86% ++++	451 80% ++++	533 57% ----
No	594 29%	494 28%	89 33%	272 19% ----	287 60% ++++	149 29%	440 29%	365 31% ++	215 25% ---	133 28%	226 31%	228 27%	225 34% +++	164 29%	139 26%	4 7% ----	73 13% ----	110 19% ----	405 42% ++++
Prefer not to say	21 1%	16 1%	2 1%	13 1%	4 1%	5 1%	11 1%	9 1%	8 1%	8 2%	5 1%	5 1%	7 1%	3 1%	1 0%	1 2%	4 1%	4 1%	8 1%
Chi2:	-	-		99.9		-		99		-			95			99.9			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

In the past three weeks, did you take part in any commemorative activities to honour Canadian Veterans?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1D2																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Yes	1385 70%	493 75% +++	447 64% ----	111 47% ----	224 58% ----	1046 78% ++++	29 23% ----	116 45% ----	1238 78% ++++	12 25% ----	46 36% ----	1321 74% ++++	464 78% ++++	917 67% ----	1385 100% ++++	0 0% ----
No	594 29%	168 24% ---	257 35% ++++	126 51% ++++	162 40% ++++	299 21% ----	96 74% ++++	139 53% ++++	352 21% ----	38 73% ++++	79 61% ++++	468 25% ----	132 21% ----	458 32% ++++	0 0% ----	594 100% ++++
Prefer not to say	21 1%	8 1%	4 1%	5 2%	6 2%	9 1%	4 3%	6 2%	10 1%	1 2%	4 3%	15 1%	4 1%	11 1%	0 0%	0 0%
Chi2:	-	99.9		99.9			99.9			99.9			99.9		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

Advertising to promote the appreciation and remembrance of 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+
T1GA How important do you think it is for the Government of Canada to invest in...														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	242 12%	11 8%	88 18% ++++	75 10% --	7 5% --	24 11%	37 14%	131 14% ++	108 10% --	81 13%	46 17% +++	38 10%	36 10%	41 10%
MODERATELY IMPORTANT (3)	392 19%	23 18%	117 24% +++	131 17% --	22 16%	42 19%	56 20%	197 21%	194 19%	142 24% +++	63 23%	69 18%	61 18%	57 14% --
QUITE IMPORTANT (4-5)	1354 68%	94 74%	272 56% ----	558 73% ++++	103 78% +++	148 69%	178 65%	626 65% --	722 70% ++	367 61% ----	163 60% ---	278 72%	251 72%	295 75% ++++
1 Not at all important	98 5%	4 3%	37 8%	30 4%	3 2%	13 6%	11 4%	57 6%	39 4%	34 6%	20 7%	13 3%	17 5%	14 4%
2	144 7%	7 5%	51 11%	45 6%	4 3%	11 5%	26 10%	74 8%	69 7%	47 8%	26 9%	25 6%	19 5%	27 7%
3	392 19%	23 18%	117 24%	131 17%	22 16%	42 19%	56 20%	197 21%	194 19%	142 24%	63 23%	69 18%	61 18%	57 14%
4	469 23%	35 26%	108 22%	180 23%	32 25%	45 21%	69 25%	215 22%	250 24%	152 25%	61 22%	105 27%	72 21%	79 20%
5 Very important	885 45%	59 48%	164 34%	378 50%	71 53%	103 48%	109 40%	411 43%	472 46%	215 36%	102 38%	173 45%	179 52%	216 55%
Prefer not to say	12 1%	0 0%	5 1%	2 0%	0 0%	2 1%	3 1%	5 0%	7 1%	8 1%	1 0%	3 1%	0 0%	0 0%
Chi2:	-	99.9						95		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	3.96	4.10	3.65	4.09	4.24	4.00	3.88	3.89	4.03	3.80	3.74	4.04	4.09	4.16
Standard Deviation:	1.17	1.08	1.26	1.12	0.99	1.20	1.17	1.22	1.12	1.18	1.26	1.09	1.16	1.13
Student's T:	*	-	99.9	99.9	99	-	-	95	99	99.9	99	-	95	99.9

Advertising to promote the appreciation and remembrance of Canada's Veterans?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T1GA How important do you think it is for the Government of Canada to invest in...																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	242 12%	205 12%	31 12%	144 10% ----	90 19% ++++	67 13%	170 11%	153 13% ++	84 10% --	45 10%	84 12%	110 14%	78 12%	68 12%	68 13%	2 4%	49 9% --	60 11%	136 14% +++
MODERATELY IMPORTANT (3)	392 19%	327 19%	61 23%	254 18% ---	115 24% ++++	95 19%	293 20%	253 22% +++	137 16% ---	78 17%	125 17%	186 23% ++++	130 20%	108 20%	105 20%	6 11%	64 12% ----	107 19%	224 24% ++++
QUITE IMPORTANT (4-5)	1354 68%	1168 68%	173 65%	1022 72% ++++	267 56% ----	343 67%	997 68%	732 64% ----	608 73% ++++	333 73% ++	490 70%	513 63% ----	440 68%	365 67%	348 66%	44 86% +++	414 78% ++++	397 70%	578 61% ----
1 Not at all important	98 5%	88 5%	8 3%	60 4%	36 7%	30 6%	66 5%	64 6%	30 4%	20 4%	30 4%	45 6%	31 5%	18 3%	34 7%	2 4%	22 4%	25 5%	53 6%
2	144 7%	117 7%	23 9%	84 6%	54 11%	37 7%	104 7%	89 8%	54 6%	25 5%	54 8%	65 8%	47 7%	50 9%	34 7%	0 0%	27 5%	35 6%	83 9%
3	392 19%	327 19%	61 23%	254 18%	115 24%	95 19%	293 20%	253 22%	137 16%	78 17%	125 17%	186 23%	130 20%	108 20%	105 20%	6 11%	64 12%	107 19%	224 24%
4	469 23%	399 23%	68 26%	330 23%	110 23%	120 23%	344 23%	276 24%	190 23%	96 21%	161 22%	208 26%	151 23%	126 23%	119 22%	9 16%	114 21%	126 22%	240 25%
5 Very important	885 45%	769 45%	105 40%	692 49%	157 33%	223 44%	653 45%	456 40%	418 51%	237 52%	329 48%	305 38%	289 45%	239 44%	229 44%	35 69%	300 57%	271 48%	338 36%
Prefer not to say	12 1%	11 1%	0 0%	5 0%	6 1%	4 1%	8 1%	6 0%	1 0%	4 1%	4 1%	2 0%	5 1%	3 1%	1 0%	0 0%	2 0%	1 0%	8 1%
Chi2:	-	-		99.9		-		99.9		99			-			99.9			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	3.96	3.97	3.90	4.06	3.64	3.92	3.98	3.85	4.11	4.12	4.02	3.81	3.97	3.97	3.91	4.47	4.22	4.04	3.78
Standard Deviation:	1.17	1.18	1.12	1.14	1.26	1.21	1.16	1.20	1.11	1.14	1.16	1.19	1.17	1.14	1.22	0.97	1.11	1.15	1.19
Student's T:	*	-	-	99.9	99.9	-	-	99.9	99.9	99	90	99.9	-	-	-	99.9	99.9	90	99.9

Activities to remember and honour 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+
T1GB How important do you think it is for the Government of Canada to invest in...														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	129 6%	5 3%	65 13% ++++	30 4% ----	3 2% --	6 3% --	20 8%	76 8% ++	51 5% ---	53 9% +++	20 7%	13 3% ---	24 7%	19 5%
MODERATELY IMPORTANT (3)	261 13%	12 10%	98 20% ++++	76 10% ----	16 12%	19 9% --	39 14%	130 13%	130 12%	107 18% ++++	36 13%	40 10%	37 11%	41 10%
QUITE IMPORTANT (4-5)	1600 80%	111 87%	315 66% +	658 86% ----	113 86%	189 88% +	213 77%	750 79% --	843 82% ++	431 72% ----	216 79%	333 86% +++	287 83%	333 85% +++
1 Not at all important	47 2%	0 0%	23 5%	12 2%	2 1%	3 1%	7 3%	29 3%	16 2%	22 4%	5 2%	6 2%	8 2%	6 2%
2	82 4%	5 3%	42 9%	18 2%	1 1%	3 1%	13 5%	47 5%	35 3%	31 5%	15 5%	7 2%	16 5%	13 3%
3	261 13%	12 10%	98 20%	76 10%	16 12%	19 9%	39 14%	130 13%	130 12%	107 18%	36 13%	40 10%	37 11%	41 10%
4	501 25%	33 25%	128 26%	199 26%	30 23%	53 25%	58 21%	233 24%	264 25%	175 29%	76 28%	97 25%	71 20%	82 21%
5 Very important	1099 55%	78 62%	187 39%	459 60%	83 63%	136 63%	155 57%	517 54%	579 57%	256 43%	140 52%	236 61%	216 62%	251 64%
Prefer not to say	10 0%	0 0%	4 1%	2 0%	0 0%	2 1%	2 1%	3 0%	7 1%	7 1%	1 0%	2 1%	0 0%	0 0%
Chi2:	-	99.9						95		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.28	4.45	3.88	4.41	4.45	4.48	4.25	4.22	4.33	4.04	4.22	4.43	4.36	4.43
Standard Deviation:	0.99	0.81	1.17	0.87	0.84	0.83	1.04	1.04	0.93	1.07	0.99	0.86	0.99	0.91
Student's T:	*	95	99.9	99.9	95	99.9	-	95	99	99.9	-	99.9	90	99.9

Activities to remember and honour Canada's Veterans?																			
	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1GB How important do you think it is for the Government of Canada to invest in...																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	129 6%	111 6%	15 6%	57 4%	66 14%	33 7%	92 6%	79 7%	46 5%	26 6%	43 6%	57 7%	50 8%	35 6%	27 5%	2 4%	22 4%	25 4%	79 8%
				----	++++											--	--	--	++++
MODERATELY IMPORTANT (3)	261 13%	218 13%	36 13%	148 10%	96 20%	58 11%	201 13%	157 14%	101 12%	65 14%	76 10%	118 15%	95 14%	69 12%	73 14%	3 5%	52 10%	49 9%	157 17%
				----	++++						--	+				-	---	----	++++
QUITE IMPORTANT (4-5)	1600 80%	1373 81%	214 81%	1216 85%	311 65%	414 81%	1169 80%	903 79%	683 83%	366 80%	581 83%	634 78%	505 78%	437 81%	421 81%	47 91%	453 86%	490 87%	704 75%
				++++	----				++		++	-	--			+	++++	++++	----
1 Not at all important	47 2%	42 2%	3 1%	23 2%	23 5%	12 2%	33 2%	28 2%	15 2%	11 2%	16 2%	17 2%	19 3%	9 2%	10 2%	1 2%	8 1%	8 1%	29 3%
2	82 4%	69 4%	12 5%	34 2%	43 9%	21 4%	59 4%	51 4%	31 4%	15 3%	27 4%	40 5%	31 5%	26 5%	17 3%	1 2%	14 3%	17 3%	50 5%
3	261 13%	218 13%	36 13%	148 10%	96 20%	58 11%	201 13%	157 14%	101 12%	65 14%	76 10%	118 15%	95 14%	69 12%	73 14%	3 5%	52 10%	49 9%	157 17%
4	501 25%	422 25%	77 29%	348 24%	122 25%	134 26%	360 24%	297 26%	200 24%	100 21%	172 24%	224 28%	161 24%	145 27%	128 25%	11 21%	104 20%	132 23%	266 28%
5 Very important	1099 55%	951 56%	137 52%	868 61%	189 40%	280 55%	809 56%	606 53%	483 59%	266 58%	409 59%	410 51%	344 53%	292 54%	293 56%	36 70%	349 66%	358 64%	438 47%
Prefer not to say	10 0%	9 0%	0 0%	4 0%	5 1%	4 1%	6 0%	5 0%	0 0%	3 1%	3 0%	2 0%	3 0%	3 1%	1 0%	0 0%	2 0%	1 0%	6 1%
Chi2:	-	-		99.9		-		-		-			-			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.28	4.28	4.26	4.41	3.88	4.29	4.28	4.24	4.34	4.31	4.35	4.20	4.21	4.28	4.31	4.55	4.47	4.45	4.11
Standard Deviation:	0.99	0.99	0.93	0.89	1.18	0.98	0.99	1.00	0.95	0.99	0.97	1.00	1.04	0.96	0.95	0.84	0.88	0.87	1.05
Student's T:	*	-	-	99.9	99.9	-	-	95	95	-	95	99	95	-	-	95	99.9	99.9	99.9

A wide range of programs and benefits to support Veterans and their families?														
	Region							Gender		Age				
	Total	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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	51 2%	1 1%	30 6% ++++	12 2% --	1 1%	3 1%	4 2%	33 3% ++	18 2% --	22 4% ++	7 3%	7 2%	8 2%	7 2%
MODERATELY IMPORTANT (3)	129 6%	3 2%	57 12% ++++	47 6%	4 3%	5 2% ---	13 5%	64 6%	64 6%	62 10% ++++	12 4%	15 4% --	20 6%	20 5%
QUITE IMPORTANT (4-5)	1804 91%	124 97% ++	390 81% ----	702 92%	127 96% ++	205 95% ++	254 93%	855 89%	940 91%	506 85% ----	253 93%	362 93% ++	319 92%	364 93% +
1 Not at all important	22 1%	1 1%	13 3%	4 1%	1 1%	2 1%	1 0%	18 2%	4 0%	11 2%	4 1%	2 1%	2 1%	3 1%
2	29 1%	0 0%	17 3%	8 1%	0 0%	1 0%	3 1%	15 2%	14 1%	11 2%	3 1%	5 1%	6 2%	4 1%
3	129 6%	3 2%	57 12%	47 6%	4 3%	5 2%	13 5%	64 6%	64 6%	62 10%	12 4%	15 4%	20 6%	20 5%
4	347 17%	28 21%	88 18%	127 16%	18 13%	38 17%	48 17%	182 19%	163 15%	152 26%	36 13%	58 15%	47 13%	54 14%
5 Very important	1457 73%	96 76%	302 63%	575 76%	109 83%	167 78%	206 76%	673 71%	777 76%	354 59%	217 80%	304 78%	272 78%	310 79%
Prefer not to say	16 1%	0 0%	5 1%	5 1%	0 0%	3 1%	3 1%	7 1%	9 1%	8 1%	1 0%	4 1%	1 0%	2 1%
Chi2:	-	(99.9)						90		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.62	4.71	4.37	4.66	4.78	4.73	4.68	4.56	4.67	4.40	4.69	4.71	4.68	4.70
Standard Deviation:	0.76	0.59	1.00	0.69	0.56	0.61	0.65	0.83	0.68	0.88	0.73	0.65	0.71	0.68
Student's T:	*	90	99.9	95	99.9	99	90	99	99	99.9	90	99	90	99

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			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	(family)	Yes (friend)	Yes (friend)	No
T1GC How important do you think it is for the Government of Canada to invest in...																				
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
NOT IMPORTANT (1-2)	51 2%	46 3%	2 1%	19 1%	30 6%	14 3%	35 2%	28 2%	20 2%	15 3%	11 1%	22 3%	21 3%	12 2%	7 1%	1 2%	9 2%	6 1%	33 3%	
MODERATELY IMPORTANT (3)	129 6%	107 6%	21 8%	68 5%	54 11%	35 7%	93 6%	80 7%	47 6%	33 7%	47 7%	49 6%	40 6%	44 8%	32 6%	2 4%	11 2%	24 4%	89 9%	
QUITE IMPORTANT (4-5)	1804 91%	1543 90%	242 92%	1330 93%	388 82%	456 90%	1329 91%	1029 90%	759 92%	408 89%	638 91%	737 91%	585 90%	486 90%	482 93%	49 95%	505 96%	533 94%	815 87%	
1 Not at all important	22 1%	21 1%	0 0%	7 1%	14 3%	9 2%	12 1%	10 1%	10 1%	8 2%	4 1%	8 1%	11 2%	1 0%	5 1%	1 2%	1 0%	3 1%	15 2%	
2	29 1%	25 1%	2 1%	12 1%	16 3%	5 1%	23 2%	18 2%	10 1%	7 2%	7 1%	14 2%	10 1%	11 2%	2 0%	0 0%	8 1%	3 1%	18 2%	
3	129 6%	107 6%	21 8%	68 5%	54 11%	35 7%	93 6%	80 7%	47 6%	33 7%	47 7%	49 6%	40 6%	44 8%	32 6%	2 4%	11 2%	24 4%	89 9%	
4	347 17%	286 16%	57 21%	232 16%	92 19%	95 19%	247 16%	221 19%	123 15%	72 15%	117 16%	157 19%	119 18%	99 18%	87 16%	7 15%	64 12%	81 14%	197 20%	
5 Very important	1457 73%	1257 74%	185 71%	1098 78%	296 62%	361 71%	1082 74%	808 71%	636 77%	336 74%	521 75%	580 72%	466 72%	387 72%	395 76%	42 80%	441 84%	452 80%	618 66%	
Prefer not to say	16 1%	15 1%	0 0%	8 1%	6 1%	4 1%	11 1%	7 1%	4 0%	4 1%	7 1%	3 0%	7 1%	2 0%	1 0%	0 0%	4 1%	2 0%	9 1%	
Chi2:	-	90		99.9		-		-		-			-			(99.9)				
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	
Mean:	4.62	4.62	4.62	4.70	4.36	4.58	4.63	4.59	4.66	4.59	4.65	4.60	4.59	4.59	4.67	4.71	4.79	4.74	4.49	
Standard Deviation:	0.76	0.77	0.66	0.64	1.01	0.80	0.74	0.76	0.74	0.83	0.69	0.76	0.81	0.74	0.69	0.71	0.57	0.61	0.86	
Student's T:	*	-	-	99.9	99.9	-	-	90	95	-	-	-	-	-	95	-	99.9	99.9	99.9	

A wide range of programs and benefits to support Veterans and their families?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
TIGC																
How important do you think it is for the Government of Canada to invest in...																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	51 2%	15 2%	24 3%	40 16% ++++	6 1%	5 0% ----	38 29% ++++	8 3%	5 0% ----	51 100% ++++	0 0%	0 0% ----	10 2%	41 3%	12 1% ----	38 6% ++++
MODERATELY IMPORTANT (3)	129 6%	41 6%	50 7%	32 13% ++++	66 16% ++++	30 2% ----	22 16% ++++	64 24% ++++	42 3% ----	0 0%	129 100% ++++	0 0%	31 5%	95 7%	46 3% ----	79 13% ++++
QUITE IMPORTANT (4-5)	1804 91%	608 91%	626 89%	170 71% ----	318 82% ----	1315 97% ++++	69 55% ----	189 73% ----	1545 97% ++++	0 0%	0 0% ----	1804 100% ++++	557 93%	1237 90%	1321 95% ++++	468 79% ----
1 Not at all important	22 1%	8 1%	11 2%	20 8%	0 0%	2 0%	17 13%	2 1%	3 0%	22 44%	0 0%	0 0%	6 1%	16 1%	6 0%	15 2%
2	29 1%	7 1%	13 2%	20 8%	6 1%	3 0%	21 16%	6 2%	2 0%	29 56%	0 0%	0 0%	4 1%	25 2%	6 0%	23 4%
3	129 6%	41 6%	50 7%	32 13%	66 16%	30 2%	22 16%	64 24%	42 3%	0 0%	129 100%	0 0%	31 5%	95 7%	46 3%	79 13%
4	347 17%	102 15%	128 18%	41 17%	83 21%	222 16%	20 15%	69 26%	257 16%	0 0%	0 0%	347 19%	98 16%	246 17%	196 14%	147 24%
5 Very important	1457 73%	506 76%	498 71%	129 54%	235 61%	1093 81%	49 39%	120 47%	1288 81%	0 0%	0 0%	1457 81%	459 77%	991 72%	1125 82%	321 55%
Prefer not to say	16 1%	5 1%	8 1%	0 0%	2 1%	4 0%	0 0%	0 0%	8 0%	0 0%	0 0%	0 0%	2 0%	13 1%	6 0%	9 1%
Chi2:	-	-	-	99.9			(99.9)			(99.9)			90		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.62	4.65	4.57	4.02	4.42	4.78	3.53	4.16	4.78	1.56	3.00	4.81	4.68	4.59	4.76	4.27
Standard Deviation:	0.76	0.74	0.82	1.31	0.81	0.50	1.47	0.92	0.51	0.50	0.00	0.39	0.69	0.79	0.57	1.00
Student's T:	*	-	95	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99	95	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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
GRATEFUL, THANKFUL, APPRECIATION	591 30%	42 33%	51 11% ----	270 35% ++++	54 41% +++	88 41% ++++	86 32%	235 25% ----	356 35% ++++	133 22% ----	79 29%	123 32%	118 34% +	138 35% +++
HEROS, COURAGEOUS, BRAVE	242 12%	8 6% --	151 31% ++++	54 7% ----	7 5% --	13 6% --	9 3% ----	99 10% --	143 13% ++	77 13%	30 11%	43 11%	38 11%	54 14%
HONOUR/HONOURED, HONOURABLE	114 6%	7 5%	24 5%	41 5%	9 7%	13 6%	19 7%	53 5%	61 6%	35 6%	15 6%	23 6%	21 6%	20 5%
PROUD, PRIDE, PATRIOTISM	249 13%	23 18% ++	27 6% ----	116 15% +++	15 11%	30 14%	38 14%	132 14% +	115 11% -	67 11%	40 15%	51 13%	47 14%	44 11%
GOOD, POSITIVE	29 1%	2 2%	3 1%	12 2%	2 1%	6 3%	4 1%	15 2%	14 1%	12 2%	1 0%	5 1%	3 1%	8 2%
RESPECT, RESPECTFUL, ADMIRATION	167 8%	14 11%	37 8%	63 8%	16 12%	11 5%	26 9%	88 9%	77 8%	53 9%	18 6%	29 7%	33 9%	34 9%
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	22 1%	0 0%	10 2% ++	7 1%	1 1%	2 1%	2 1%	12 1%	10 1%	4 1%	7 3% ++	6 2%	1 0%	4 1%
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	16 1%	1 1%	4 1%	8 1%	1 1%	0 0%	2 1%	9 1%	7 1%	4 1%	1 0%	2 1%	0 0%	9 2% - ++++
OLD, OLDER/AGING	8 0%	0 0%	7 1% ++++	0 0% --	0 0%	0 0%	1 0%	4 0%	3 0%	3 0%	1 0%	2 1%	0 0%	2 0%
SURVIVORS	3 0%	0 0%	3 1% ++++	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	3 1% ++++	0 0%	0 0%	0 0%
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING	9 0%	1 1%	7 1% ++++	1 0%	0 0%	0 0%	0 0%	3 0%	6 1%	3 0%	1 0%	2 1%	2 1%	1 0%
ARMED FORCES/TROOPS, ARMY, MILITARY	12 1%	0 0%	12 3% ++++	0 0% --	0 0%	0 0%	0 0%	8 1%	4 0%	2 0%	4 1%	1 0%	2 1%	3 1%

SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	26 1%	1 1%	4 1%	9 1%	2 2%	5 2%	5 2%	20 2% +++	6 1% ---	4 1%	1 0%	7 2%	7 2%	7 2%
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	51 3%	5 3%	10 2%	18 2%	5 4%	3 2%	9 3%	14 1% ---	37 4% +++	8 1% --	11 4%	13 3%	8 2%	11 3%
DEDICATED, DEVOTED, COMMITTED, LOYAL	19 1%	0 0%	11 2% +++	2 0% --	1 1%	2 1%	3 1%	8 1%	11 1%	7 1%	1 0%	7 2% ++	1 0%	3 1%
SACRIFICE	50 3%	0 0%	24 5% ++++	16 2%	2 2%	3 1%	5 2%	39 4% ++++	11 1% ----	9 1%	10 4%	12 3%	8 2%	11 3%
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	20 1%	2 2%	1 0% --	7 1%	2 2%	2 1%	6 2%	10 1%	10 1%	4 1%	4 1%	5 1%	3 1%	4 1%
HUMBLE/HUMBLED	17 1%	3 3% +++	2 0%	7 1%	0 0%	2 1%	3 1%	9 1%	8 1%	2 0%	2 1%	5 1%	6 2% ++	2 1%
NECESSARY, IMPORTANT	6 0%	1 1%	2 0%	1 0%	1 1%	1 0%	0 0%	4 0%	1 0%	2 0%	2 1%	1 0%	1 0%	0 0%
NEUTRAL, INDIFFERENT	21 1%	0 0%	6 1%	7 1%	0 0%	5 2%	3 1%	12 1%	9 1%	10 2%	1 0%	4 1%	3 1%	3 1%
CONFLICTED, COMPLICATED	16 1%	1 1%	1 0%	5 1%	0 0%	3 2%	6 2% +++	7 1%	8 1%	4 1%	4 1%	4 1%	2 1%	2 1%
SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	39 2%	3 2%	17 4% +++	7 1% ---	3 2%	2 1%	7 2%	26 3% ++	13 1% --	14 2%	3 1%	5 1%	10 3%	7 2%
SORRY, REMORSE	9 0%	1 1%	0 0%	5 1%	0 0%	1 0%	2 1%	5 1%	4 0%	0 0% --	1 0%	4 1%	2 1%	2 1%
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	11 1%	1 1%	6 1% ++	0 0% --	1 1%	0 0%	3 1%	6 1%	4 0%	5 1%	1 0%	2 1%	3 1%	0 0%
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	12 1%	1 1%	5 1%	2 0%	0 0%	1 0%	3 1%	6 1%	6 1%	3 1%	1 0%	1 0%	4 1%	3 1%
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	6 0%	2 2% +++	0 0%	2 0%	0 0%	1 0%	1 0%	3 0%	3 0%	1 0%	0 0%	1 0%	2 1%	2 0%
NEGATIVES (VARIOUS)	15 1%	1 1%	4 1%	8 1%	0 0%	1 0%	1 0%	8 1%	6 1%	6 1%	2 1%	5 1%	1 0%	1 0%

Other	26 1%	1 1%	14 3% ++++	7 1%	0 0%	1 0%	3 1%	16 2%	10 1%	8 1%	2 1%	4 1%	4 1%	8 2%
Prefer not to say, DK/NR	194 9%	7 6%	39 8%	91 12%	10 8%	20 9%	27 10%	106 11%	87 8%	118 20%	27 10%	21 5%	18 5%	10 3%
Chi2:	-	(99.9)						(99.9)		(99)				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

What word best describes how you feel about Canadian Veterans?

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T1H																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
GRATEFUL, THANKFUL, APPRECIATION	591 30%	505 30%	82 32%	519 37%	46 10%	161 32%	426 29%	328 29%	261 32%	129 29%	210 30%	246 31%	159 25%	175 33%	173 33%	10 18%	184 35%	187 34%	256 27%
HEROS, COURAGEOUS, BRAVE	242 12%	218 12%	22 8%	82 6%	155 32%	66 13%	174 12%	126 11%	111 13%	70 15%	91 13%	80 10%	100 15%	56 10%	52 10%	3 6%	44 8%	62 11%	142 15%
HONOUR/HONOURED, HONOURABLE	114 6%	99 6%	14 5%	80 6%	26 5%	27 5%	84 6%	67 6%	46 5%	31 7%	40 6%	39 5%	28 4%	37 7%	28 5%	5 9%	28 5%	45 8%	44 5%
PROUD, PRIDE, PATROTISM	249 13%	218 13%	29 11%	214 15%	27 6%	65 13%	182 12%	151 13%	96 12%	49 11%	88 13%	110 14%	71 11%	70 13%	77 15%	8 16%	89 17%	72 13%	90 10%
GOOD, POSITIVE	29 1%	24 1%	5 2%	24 2%	4 1%	9 2%	20 1%	21 2%	7 1%	5 1%	14 2%	10 1%	13 2%	8 1%	5 1%	1 2%	5 1%	4 1%	20 2%
RESPECT, RESPECTFUL, ADMIRATION	167 8%	138 8%	27 10%	125 9%	29 6%	42 8%	123 8%	96 8%	70 8%	37 8%	52 7%	76 9%	54 8%	50 9%	43 8%	7 13%	54 10%	48 8%	68 7%
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	22 1%	17 1%	5 2%	11 1%	9 2%	6 1%	16 1%	15 1%	6 1%	4 1%	5 1%	12 2%	9 1%	3 1%	6 1%	0 0%	1 0%	4 1%	17 2%
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	16 1%	11 1%	4 2%	10 1%	4 1%	0 0%	16 1%	7 1%	9 1%	6 1%	4 1%	5 1%	10 2%	4 1%	1 0%	1 2%	4 1%	4 1%	7 1%
OLD, OLDER/AGING	8 0%	7 0%	1 0%	1 0%	6 1%	2 0%	6 0%	6 1%	2 0%	1 0%	4 1%	3 0%	2 0%	3 1%	2 0%	0 0%	1 0%	1 0%	6 1%
SURVIVORS	3 0%	3 0%	0 0%	0 0%	3 1%	1 0%	2 0%	3 0%	0 0%	1 0%	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 0%
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING	9 0%	6 0%	3 1%	2 0%	7 1%	2 0%	7 0%	7 1%	2 0%	1 0%	6 1%	2 0%	4 1%	3 1%	2 0%	0 0%	0 0%	2 0%	7 1%
ARMED FORCES/TROOPS, ARMY, MILITARY	12 1%	10 1%	2 1%	1 0%	12 3%	2 0%	10 1%	5 0%	7 1%	1 0%	9 1%	2 0%	4 1%	6 1%	1 0%	0 0%	0 0%	4 1%	7 1%

SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	26 1%	22 1%	2 1%	22 2%	3 1%	6 1%	19 1%	12 1%	14 2%	6 1%	10 1%	8 1%	9 1%	5 1%	9 2%	2 4%	5 1%	8 1%	12 1%
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	51 3%	44 3%	6 2%	42 3%	10 2%	12 2%	39 3%	35 3%	16 2%	9 2%	15 2%	27 3%	19 3%	13 3%	12 2%	0 0%	12 2%	14 2%	25 3%
DEDICATED, DEVOTED, COMMITTED, LOYAL	19 1%	17 1%	1 0%	9 1%	10 2%	1 0%	17 1%	11 1%	8 1%	5 1%	7 1%	7 1%	7 1%	6 1%	2 0%	0 0%	6 1%	9 1%	7 1%
SACRIFICE	50 3%	41 2%	9 3%	23 2%	22 5%	15 3%	34 2%	28 3%	22 3%	9 2%	15 2%	26 3%	13 2%	19 4%	14 3%	2 4%	13 2%	12 2%	28 3%
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	20 1%	19 1%	1 0%	16 1%	3 1%	6 1%	14 1%	8 1%	11 1%	3 1%	8 1%	8 1%	5 1%	4 1%	7 1%	1 2%	6 1%	11 2%	4 0%
HUMBLE/HUMBLED	17 1%	15 1%	2 1%	15 1%	3 1%	2 0%	15 1%	9 1%	8 1%	6 1%	7 1%	4 0%	7 1%	3 1%	5 1%	0 0%	6 1%	8 2%	5 1%
NECESSARY, IMPORTANT	6 0%	5 0%	0 0%	4 0%	2 0%	3 1%	3 0%	3 0%	3 0%	3 1%	0 0%	3 0%	3 0%	1 0%	1 0%	0 0%	1 0%	3 0%	1 0%
NEUTRAL, INDIFFERENT	21 1%	18 1%	3 1%	13 1%	6 1%	4 1%	17 1%	11 1%	9 1%	3 1%	3 0%	14 2%	6 1%	5 1%	5 1%	0 0%	0 0%	2 0%	19 2%
CONFLICTED, COMPLICATED	16 1%	14 1%	1 0%	14 1%	0 0%	6 1%	10 1%	10 1%	6 1%	3 1%	3 0%	10 1%	6 1%	4 1%	5 1%	0 0%	4 1%	4 1%	8 1%
SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	39 2%	34 2%	5 2%	16 1%	18 4%	5 1%	34 2%	19 2%	20 2%	8 2%	18 3%	13 2%	14 2%	12 2%	10 2%	1 2%	13 2%	7 1%	19 2%
SORRY, REMORSE	9 0%	8 0%	1 0%	8 1%	1 0%	3 1%	5 0%	5 0%	4 1%	1 0%	3 1%	5 1%	2 0%	2 0%	2 0%	0 0%	2 0%	3 1%	4 0%
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	11 1%	9 1%	2 1%	5 0%	6 1%	1 0%	10 1%	7 1%	4 0%	2 0%	5 1%	4 0%	5 1%	3 0%	2 0%	0 0%	3 1%	3 0%	6 1%
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	12 1%	11 1%	1 0%	6 0%	5 1%	3 1%	9 1%	6 1%	6 1%	5 1%	5 1%	2 0%	6 1%	1 0%	2 0%	0 0%	3 1%	3 1%	7 1%
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	6 0%	6 0%	0 0%	6 0%	0 0%	0 0%	6 0%	2 0%	4 0%	1 0%	3 0%	2 0%	5 1%	0 0%	0 0%	4 7%	3 1%	2 0%	0 0%
NEGATIVES (VARIOUS)	15 1%	14 1%	1 0%	10 1%	5 1%	4 1%	11 1%	7 1%	8 1%	2 0%	3 0%	10 1%	9 1%	1 0%	3 1%	1 2%	4 1%	4 1%	8 1%

Other	26 1%	25 1%	1 0%	12 1% ---	13 3% +++	6 1%	20 1%	14 1%	11 1%	6 1%	9 1%	11 1%	10 2%	7 1%	5 1%	0 0%	8 2%	6 1%	11 1%
Prefer not to say, DK/NR	194 9%	153 9%	35 13%	135 9%	43 9%	49 10%	139 9%	125 11%	59 7%	53 11%	64 9%	72 9%	71 11%	43 8%	48 9%	6 13%	30 6%	33 6%	115 12%
Chi2:	-	-		(99.9)		-		-		(95)			(95)			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

What word best describes how you feel about Canadian Veterans?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1H																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
GRATEFUL, THANKFUL, APPRECIATION	591 30%	184 28%	200 29%	40 17%	96 25%	454 34%	10 8%	41 16%	540 34%	2 4%	14 11%	573 32%	178 30%	411 30%	493 36%	97 17%
HEROS, COURAGEOUS, BRAVE	242 12%	99 14%	73 10%	17 7%	48 12%	176 13%	10 7%	33 12%	199 12%	4 7%	18 14%	217 12%	85 14%	157 11%	130 9%	110 18%
HONOUR/HONOURED, HONOURABLE	114 6%	44 6%	34 5%	7 3%	18 4%	89 7%	2 1%	9 3%	103 6%	0 0%	7 5%	107 6%	47 8%	67 5%	95 7%	18 3%
PROUD, PRIDE, PATROTISM	249 13%	83 13%	89 13%	18 8%	26 7%	205 15%	3 2%	17 7%	229 14%	0 0%	5 4%	243 14%	86 14%	163 12%	198 14%	48 8%
GOOD, POSITIVE	29 1%	7 1%	13 2%	5 2%	7 2%	17 1%	1 1%	8 3%	20 1%	1 2%	3 2%	25 1%	10 2%	19 1%	16 1%	13 2%
RESPECT, RESPECTFUL, ADMIRATION	167 8%	52 8%	75 11%	21 9%	35 9%	111 8%	6 5%	21 8%	140 9%	4 8%	8 6%	155 9%	49 8%	118 8%	119 9%	48 8%
SUFFERING, DEATH, VIOLENCE, VICTIMS, WAR	22 1%	6 1%	12 2%	6 3%	8 2%	8 1%	7 6%	3 1%	12 1%	3 6%	1 1%	18 1%	4 1%	18 1%	11 1%	11 2%
GREAT/GOOD PEOPLE, INCREDIBLE/PROFESSIONAL, TALENTED MEMBERS	16 1%	5 1%	7 1%	2 1%	3 1%	11 1%	2 2%	2 1%	12 1%	0 0%	2 2%	14 1%	5 1%	11 1%	10 1%	5 1%
OLD, OLDER/AGING	8 0%	2 0%	2 0%	4 2%	2 1%	2 0%	3 2%	3 1%	2 0%	1 2%	2 2%	5 0%	3 0%	5 0%	1 0%	7 1%
SURVIVORS	3 0%	1 0%	2 0%	1 0%	2 1%	0 0%	2 2%	0 0%	1 0%	0 0%	0 0%	3 0%	1 0%	2 0%	1 0%	2 0%
TRAUMA, PTSD, PSYCHOLOGICAL PROBLEMS WHEN RETURNING	9 0%	4 1%	4 1%	0 0%	6 1%	2 0%	1 1%	2 1%	5 0%	1 2%	1 1%	6 0%	2 0%	7 0%	1 0%	8 1%

ARMED FORCES/TROOPS, ARMY, MILITARY	12 1%	4 1%	4 1%	6 3% ++++	2 0%	4 0% --	4 3% ++++	3 1%	5 0% ---	3 6% ++++	1 1%	8 0% ---	3 1%	9 1%	2 0% ----	10 2% ++++
SHOULD BE HONOURED/RESPECTED MORE, UNDERAPPRECIATED	26 1%	9 1%	9 1%	5 2%	5 1%	16 1%	1 1%	6 2%	19 1%	1 2%	0 0%	25 1%	6 1%	20 1%	21 2%	5 1%
SAD, EMPATHY, EMOTIONAL, MEMORIES, SYMPATHY	51 3%	19 3%	17 2%	9 4%	16 4% ++	26 2% ---	6 5%	13 5% +++	32 2% ----	0 0%	4 3%	47 3%	13 2%	38 3%	34 2%	17 3%
DEDICATED, DEVOTED, COMMITTED, LOYAL	19 1%	6 1%	9 1%	5 2%	3 1%	10 1%	2 1%	1 0%	15 1%	1 2%	3 2%	14 1% --	4 1%	14 1%	11 1%	7 1%
SACRIFICE	50 3%	24 4% ++	10 1% --	2 1%	14 4%	34 3%	3 2%	5 2%	42 3%	0 0%	2 2%	48 3%	23 4% ++	27 2% --	36 3%	14 2%
MORE SUPPORT/HELP NEEDED FOR THEM. NOT COMPENSATED ENOUGH	20 1%	7 1%	5 1%	4 2%	5 1%	11 1%	1 1%	3 1%	16 1%	0 0%	0 0%	19 1%	4 1%	14 1%	17 1%	3 1%
HUMBLE/HUMBLER	17 1%	9 1%	5 1%	2 1%	3 1%	12 1%	0 0%	2 1%	15 1%	0 0%	2 2%	15 1%	2 0%	14 1%	16 1% ++	1 0% --
NECESSARY, IMPORTANT	6 0%	1 0%	2 0%	1 0%	2 1%	3 0%	0 0%	1 0%	5 0%	0 0%	1 1%	5 0%	0 0%	6 0%	4 0%	1 0%
NEUTRAL, INDIFFERENT	21 1%	7 1%	11 2%	11 4% ++++	6 2%	3 0% ----	8 6% ++++	6 2% ++	6 0% ----	5 10% ++++	5 4% +++	10 1% ----	3 0%	18 1%	5 0% ----	16 3% ++++
CONFLICTED, COMPLICATED	16 1%	1 0% --	8 1%	4 2%	10 3% ++++	2 0% ----	2 2%	9 4% ++++	5 0% ----	0 0%	0 0%	16 1%	1 0% --	15 1% ++	10 1%	6 1%
SAVES US/DEFENDS US, FIGHT FOR US ALL/ALL THEY HAVE DONE	39 2%	15 2%	11 2%	4 2%	8 2%	27 2%	1 1%	5 2%	33 2%	0 0%	3 2%	36 2%	14 2%	25 2%	26 2%	13 2%
SORRY, REMORSE	9 0%	3 1%	4 1%	4 2% +++	1 0%	4 0%	2 2%	3 1%	4 0% --	1 2%	0 0%	7 0%	1 0%	8 1%	6 0%	2 0%
PAWNS/USED, EXPLOITED, TAKEN ADVANTAGE OF	11 1%	3 0%	4 1%	9 4% ++++	1 0%	1 0% ----	7 5% ++++	3 1%	1 0% ----	0 0%	3 2% +++	8 0%	1 0%	9 1%	3 0% ---	8 1% ++++
REMEMBRANCE DAY, REMEMBER, LEST WE FORGET	12 1%	5 1%	2 0%	2 1%	3 1%	7 0%	2 2%	2 1%	8 0%	1 2%	1 1%	10 1%	5 1%	6 0%	8 1%	3 1%
FAMILY/PERSONAL CONNECTION, FAMILY MEMEBR WAS ONE, THEY ARE A VETERAN, THEY ARE IN THE MILITARY	6 0%	2 0%	3 0%	0 0%	0 0%	6 0%	0 0%	0 0%	6 0%	0 0%	0 0%	6 0%	3 1%	3 0%	6 0%	0 0%

NEGATIVES (VARIOUS)	15 1%	6 1%	9 1%	11 4% ++++	4 1%	0 0% ----	9 7% ++++	4 1%	2 0% ----	7 13% ++++	3 2% ++	5 0% ----	3 0%	12 1%	4 0% ----	11 2% ++++
Other	26 1%	12 2%	8 1%	8 3% +++	8 2%	9 1% ----	7 6% ++++	8 3% +++	10 1% ----	3 6% ++++	7 5% ++++	16 1% ----	6 1%	20 1%	11 1% ---	15 2% +++
Prefer not to say, DK/NR	194 9%	49 7%	76 10%	34 14%	50 12%	104 8%	27 20%	48 18%	113 7%	13 25%	33 26%	143 8%	38 6%	150 11%	90 6%	95 16%
Chi2:	-	-		(99.9)			(99.9)			(99.9)			(95)		(99.9)	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

Over the past three weeks, have you seen this ad? (30 second version)

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1H2A														
Weighted Total:	969	54	235	361	65	113	140	470	496	273	159	161	178	197
Total:	971	52	243	362	64	108	141	467	501	299	136	175	177	184
Yes	320 33%	26 52% +++	76 31%	121 33%	26 41%	29 26%	42 30%	153 33%	166 33%	82 28% --	21 16% ----	62 36%	60 34%	95 52% ++++
No	645 66%	26 48% ---	165 68%	240 66%	38 59%	77 72%	98 69%	310 66%	333 66%	214 71% ++	114 84% ++++	112 64%	117 66%	88 48% ----
Prefer not to say	6 1%	0 0%	2 1%	1 0%	0 0%	2 2%	1 1%	4 1%	2 0%	3 1%	1 1%	1 1%	0 0%	1 1%
Chi2:	-	95						-		99.9				
Margin of error around 50%	3.14	13.59	6.29	5.15	12.25	9.43	8.25	4.53	4.38	5.67	8.40	7.41	7.37	7.22

Over the past three weeks, have you seen this ad? (30 second version)																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1H2A																			
Weighted Total:	969	828	126	688	238	243	712	538	415	223	332	396	305	292	236	20	252	286	452
Total:	971	829	127	681	246	243	714	543	411	227	334	393	310	292	233	19	248	283	460
Yes	320 33%	269 33%	47 37%	228 34%	72 29%	66 26%	251 36%	151 28%	166 41%	94 41%	110 34%	112 28%	108 35%	98 34%	65 28%	10 55%	92 37%	109 39%	126 28%
						---	+++	----	++++	+++					--			++	----
No	645 66%	555 67%	80 63%	449 66%	172 70%	175 73%	460 64%	391 72%	241 58%	129 57%	222 66%	281 72%	199 64%	194 66%	167 72%	9 45%	156 63%	174 61%	330 72%
						++	--	++++	----	----		+++			++			--	+++
Prefer not to say	6 1%	5 1%	0 0%	4 1%	2 1%	2 1%	3 0%	1 0%	4 1%	4 2%	2 1%	0 0%	3 1%	0 0%	1 0%	0 0%	0 0%	0 0%	4 1%
Chi2:	-	-		-		99		99.9		99			-			99			
Margin of error around 50%	3.14	3.40	8.70	3.76	6.25	6.29	3.67	4.21	4.83	6.50	5.36	4.94	5.57	5.73	6.42	22.48	6.22	5.83	4.57

Over the past three weeks, have you seen this ad? (30 second version)

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1H2A																
Weighted Total:	969	346	330	110	196	658	52	134	780	19	68	875	320	643	678	278
Total:	971	349	328	111	198	657	53	137	778	19	71	873	320	645	670	288
Yes	320 33%	174 51% ++++	63 19% ----	29 26%	39 20% ----	251 38% ++++	15 28%	39 28%	266 34% +	5 25%	24 34%	289 33%	320 100% ++++	0 0% ----	244 36% ++++	72 25% ----
No	645 66%	173 49% ----	265 81% ++++	79 71%	157 79% ++++	406 62% ----	37 70%	95 69%	511 66%	14 75%	45 63%	581 66%	0 0% ----	645 100% ++++	425 63% ---	214 74% ++++
Prefer not to say	6 1%	2 1%	0 0%	3 3%	2 1%	0 0%	1 2%	3 2%	1 0%	0 0%	2 3%	3 0%	0 0%	0 0%	1 0%	2 1%
Chi2:	-	99.9		99.9			-			-			99.9		99	
Margin of error around 50%	3.14	5.25	5.41	9.30	6.96	3.82	13.46	8.37	3.51	22.48	11.63	3.32	5.48	3.86	3.79	5.77

Over the past three weeks, have you seen this ad? (15 second version)

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1H2B														
Weighted Total:	1031	82	232	404	66	111	134	497	527	275	162	197	172	225
Total:	1029	76	239	404	68	108	133	492	530	299	137	213	171	209
Yes	280 27%	21 28%	66 28%	117 29%	16 23%	30 27%	29 22%	133 27%	146 27%	77 26%	24 17%	48 23%	55 32%	76 36%
											---	-		++++
No	741 72%	54 71%	173 72%	282 70%	52 77%	77 72%	103 77%	354 72%	381 72%	217 72%	113 83%	164 77%	115 67%	132 63%
											+++	+		---
Prefer not to say	8 1%	1 2%	0 0%	5 1%	0 0%	1 1%	1 1%	5 1%	3 1%	5 2%	0 0%	1 0%	1 1%	1 0%
Chi2:	-	-						-		99.9				
Margin of error around 50%	3.05	11.24	6.34	4.88	11.88	9.43	8.50	4.42	4.26	5.67	8.37	6.71	7.49	6.78

Over the past three weeks, have you seen this ad? (15 second version)

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
T1H2B																				
Weighted Total:	1031	886	136	753	225	268	754	597	426	232	366	424	339	253	294	34	290	288	475	
Total:	1029	882	138	744	232	266	754	601	419	233	369	418	343	252	289	33	281	282	486	
Yes	280 27%	239 27%	40 29%	199 27%	64 28%	67 25%	213 28%	140 23% ----	139 33% ++++	73 31%	105 29%	100 24% --	104 30%	75 30%	61 21% ---	16 48% +++	81 29%	79 28%	125 26%	
No	741 72%	637 72%	97 70%	538 72%	168 72%	197 75%	536 71%	457 76% ++++	277 66% ----	157 67%	262 71%	315 76% ++	237 69%	175 69%	227 78% +++	17 52% ---	199 71%	200 71%	357 74%	
Prefer not to say	8 1%	6 1%	1 1%	7 1%	0 0%	2 1%	5 1%	4 1%	3 1%	3 1%	2 1%	3 1%	2 1%	2 1%	1 0%	0 0%	1 0%	3 1%	4 1%	
Chi2:	-	-	-	-	-	-	-	99.9		90			95			95				
Margin of error around 50%	3.05	3.30	8.34	3.59	6.43	6.01	3.57	4.00	4.79	6.42	5.10	4.79	5.29	6.17	5.76	17.06	5.85	5.84	4.45	

Over the past three weeks, have you seen this ad? (15 second version)

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1H2B																
Weighted Total:	1031	319	378	132	194	699	75	123	826	31	56	936	280	743	723	300
Total:	1029	320	380	131	194	697	76	124	822	32	58	931	280	741	715	306
Yes	280 27%	144 45% ++++	51 14% ----	22 16% ---	42 22% --	216 31% ++++	13 16% --	23 19% --	244 30% ++++	5 15%	7 13% --	268 29% ++++	280 100% ++++	0 0% ----	220 31% ++++	60 20% ----
No	741 72%	171 53% ----	329 86% ++++	108 83% +++	149 77%	477 68% ----	63 84% ++	99 80% ++	572 70% ----	27 85% +	50 86% ++	656 71% ----	0 0% ----	741 100% ++++	492 69% ----	244 80% ++++
Prefer not to say	8 1%	5 2%	0 0%	1 1%	3 2%	4 1%	0 0%	2 2%	6 1%	0 0%	1 2%	7 1%	0 0%	0 0%	3 0%	2 1%
Chi2:	-	99.9		99.9			99			95			99.9		99.9	
Margin of error around 50%	3.05	5.48	5.03	8.56	7.04	3.71	11.24	8.80	3.42	17.32	12.87	3.21	5.86	3.60	3.66	5.60

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

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1H2														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Yes	600 30%	47 37% +	142 30%	238 31%	42 32%	59 26%	71 26%	286 30%	312 30%	159 27%	45 16% ----	110 28%	115 33%	171 43% ++++
No	1386 69%	80 62% -	338 70%	522 68%	90 68%	154 72%	201 73%	664 69%	714 69%	431 72%	227 83% ++++	276 71%	232 67%	220 56% ----
Prefer not to say	14 1%	1 1%	2 0%	6 1%	0 0%	3 1%	2 1%	9 1%	5 0%	8 1%	1 0%	2 1%	1 0%	2 1%
Chi2:	-	-	-	-	-	-	-	-	-	99.9	-	-	-	-
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

Over the past three weeks, have you seen this ad? (COLLAPSED)																			
	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1H2																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
Yes	600 30%	508 30%	87 33%	427 30%	136 29%	133 25% ---	464 32% +++	291 25% ----	305 37% ++++	167 36% +++	215 31%	212 26% ---	212 32%	173 32%	126 24% ----	26 51% ++++	173 32%	188 33% ++	251 27% ---
No	1386 69%	1192 70%	177 67%	987 69%	340 71%	372 74% ++	996 68% --	848 74% ++++	518 62% ----	286 62% ----	484 68%	596 74% ++++	436 67%	369 68%	394 75% ++++	26 49% ---	355 68%	374 66%	687 73% +++
Prefer not to say	14 1%	11 1%	1 0%	11 1%	2 0%	4 1%	8 1%	5 0%	7 1%	7 2%	4 1%	3 0%	5 1%	2 0%	2 0%	0 0%	1 0%	3 1%	8 1%
Chi2:	-	-	-	-	-	99	99	99.9	99.9	99.9	99	99	99	99	99	99.9	99.9	99.9	99.9
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

Over the past three weeks, have you seen this ad? (COLLAPSED)																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1H2																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Yes	600 30%	318 48%	114 16%	51 21%	81 21%	467 35%	28 21%	62 24%	510 32%	10 19%	31 24%	557 31%	600 100%	0 0%	464 33%	132 22%
		++++	----	----	----	++++	--	--	++++	-		+++	++++	----	++++	----
No	1386 69%	344 51%	594 84%	187 78%	306 78%	883 65%	100 78%	194 74%	1083 68%	41 81%	95 73%	1237 69%	0 0%	1386 100%	917 66%	458 77%
		----	++++	+++	++++	----	++	+	---	+		--	----	++++	----	++++
Prefer not to say	14 1%	7 1%	0 0%	4 2%	5 1%	4 0%	1 1%	5 2%	7 0%	0 0%	3 2%	10 1%	0 0%	0 0%	4 0%	4 1%
Chi2:	-	99.9		99.9			99			90			99.9		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

Where have you seen 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+
T11														
Weighted Total:	600	51	139	237	42	59	72	288	310	147	53	102	116	183
Total:	600	47	142	238	42	59	71	286	312	159	45	110	115	171
Cinema	15 3%	3 8% ++	2 2%	9 4%	0 0%	1 2%	0 0%	8 3%	7 2%	9 7% ++++	1 2%	0 0%	2 2%	3 2%
Internet website	33 6%	8 21% ++++	5 4%	8 3% --	1 2%	5 9%	6 8%	21 8% ++	12 4% --	11 8%	4 10%	5 5%	7 6%	6 4%
Magazines	8 2%	3 8% ++++	1 1%	4 2%	0 0%	0 0%	0 0%	7 3% ++	1 0% --	4 3% ++	0 0%	1 1%	1 1%	2 1%
Newspaper (daily)	21 4%	3 8% +	5 4%	9 4%	0 0%	2 4%	2 3%	12 5%	9 3%	5 4%	0 0%	2 2%	2 2%	12 7% +++
Newspaper (weekly or community)	11 2%	3 8% +++	3 2%	3 1%	0 0%	1 2%	1 1%	8 3% +	3 1% -	5 4% ++	0 0%	1 1%	2 2%	3 2%
Outdoor billboard	11 2%	3 8% +++	2 1%	4 2%	0 0%	2 4%	0 0%	4 2%	7 2%	5 4% ++	0 0%	1 1%	1 1%	4 2%
Pamphlet or brochure in the mail	8 1%	2 5% ++	3 2%	3 1%	0 0%	0 0%	0 0%	5 2%	3 1%	3 2%	0 0%	1 1%	1 1%	3 2%
Public transit (bus or subway)	6 1%	1 3%	0 0%	4 2%	0 0%	1 2%	0 0%	4 1%	2 1%	4 3% ++	0 0%	0 0%	1 1%	1 1%
Radio	9 2%	1 2%	2 2%	6 3% +	0 0%	0 0%	0 0%	7 3% +	2 1% -	3 2%	2 4%	0 0%	1 1%	3 2%
Television	485 81%	36 75%	129 91% ++++	191 81%	35 83%	38 64% ----	55 79%	224 79%	260 84% +	87 54% ----	35 77%	97 88% ++	104 90% +++	162 95% ++++
Twitter	14 2%	1 3%	0 0% --	8 3%	1 2%	3 5%	1 1%	6 2%	8 3%	6 4%	3 7% ++	3 3%	1 1%	1 1% -
Facebook	78 13%	9 22% +	11 8% --	32 13%	4 10%	13 22% ++	8 11%	41 15%	37 12%	35 23% ++++	6 14%	14 13%	11 10%	12 7% --

YouTube	77 12%	4 9%	13 9%	33 13%	3 7%	14 23% +++	10 13%	47 16% +++	29 9% ---	54 34% ++++	9 21% +	7 7% --	5 4% ---	2 1% ----
Instagram	12 2%	0 0%	1 1%	8 3% ++	0 0%	1 2%	2 3%	8 3%	4 1%	9 6% ++++	1 2%	1 1%	0 0%	1 1%
LinkedIn	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 1% ++	0 0%	0 0%
Snapchat	3 0%	0 0%	0 0%	1 0%	0 0%	1 2%	1 1%	1 0%	2 1%	3 2% +++	0 0%	0 0%	0 0%	0 0%
Spotify	3 0%	0 0%	0 0%	2 1%	0 0%	0 0%	1 1%	1 0%	2 1%	3 2% +++	0 0%	0 0%	0 0%	0 0%
Other	2 0%	0 0%	0 0%	1 0%	1 3% +++	0 0%	0 0%	0 0%	2 1%	1 1%	0 0%	0 0%	0 0%	1 1%
Don't know	13 2%	0 0%	4 3%	4 2%	1 2%	3 5%	1 1%	9 3%	4 1%	3 2%	1 2%	5 5%	3 3%	1 1%
Chi2:	-	(99.9)						(99)		(99.9)				
Margin of error around 50%	4.00	14.29	8.22	6.35	15.12	12.76	11.63	5.79	5.55	7.77	14.61	9.34	9.14	7.49

Where have you seen this ad?

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T11																			
Weighted Total:	600	510	86	432	132	130	468	287	309	164	217	213	209	175	128	28	175	191	246
Total:	600	508	87	427	136	133	464	291	305	167	215	212	212	173	126	26	173	188	251
Cinema	15 3%	12 3%	3 3%	12 3%	2 2%	5 5% +	10 2%	9 3%	6 2%	4 2%	6 3%	5 2%	4 2%	6 4%	3 2%	4 18%	3 2%	1 1% --	7 3%
Internet website	33 6%	29 6%	3 4%	25 6%	6 4%	10 9%	23 5%	19 7%	13 5%	6 4%	11 6%	16 8%	9 5%	11 7%	10 8%	5 23%	9 5%	7 4%	14 6%
Magazines	8 2%	6 1%	2 2%	6 2%	1 1%	4 4% ++	4 1% --	6 2% +	2 1% -	1 1%	4 2%	3 1%	1 0%	5 4% +++	1 1%	4 19%	1 1%	2 1%	3 1%
Newspaper (daily)	21 4%	18 4%	3 3%	15 4%	4 3%	4 4%	17 4%	8 3%	13 4%	7 4%	6 3%	8 4%	6 3%	6 4%	6 5%	4 19%	9 5%	3 2%	6 2%
Newspaper (weekly or community)	11 2%	9 2%	2 2%	10 3%	1 1%	6 5% +++	5 1% --	7 3%	4 1%	1 1%	5 3%	5 2%	4 2%	5 4% +	1 1%	4 18%	3 2%	3 2%	3 1%
Outdoor billboard	11 2%	8 2%	3 4%	10 3%	0 0%	4 4% +	7 2%	5 2%	6 2%	4 2%	3 2%	4 2%	3 1%	5 3%	2 2%	4 18%	2 1%	0 0% --	5 2%
Pamphlet or brochure in the mail	8 1%	7 2%	1 1%	6 2%	2 1%	4 4% ++	4 1% --	4 2%	4 1%	2 1%	2 1%	4 2%	2 1%	3 2%	1 1%	2 10%	1 1%	1 1%	4 2%
Public transit (bus or subway)	6 1%	4 1%	2 2%	3 1%	0 0%	1 1%	5 1%	4 1%	2 1%	2 1%	2 1%	2 1%	2 1%	3 2%	1 1%	1 5%	1 1%	1 1%	3 1%
Radio	9 2%	8 2%	1 1%	6 1%	2 2%	3 2%	6 1%	5 2%	4 1%	1 1%	3 1%	5 3%	4 2%	1 1%	3 3%	0 0%	4 2%	3 2%	2 1%
Television	485 81%	422 83% +++	61 72% --	338 79% -	122 90% +++	94 71% ----	389 84% ++++	224 77% --	258 85% ++	129 78%	181 84%	169 80%	157 75% ---	142 82%	108 86%	21 78%	149 86% ++	157 84%	190 76% ---
Twitter	14 2%	12 2%	1 1%	12 3%	1 1%	6 5% ++	8 2% --	8 3%	6 2%	2 1%	4 2%	8 4% +	5 2%	4 3%	3 3%	1 5%	4 2%	5 3%	5 2%
Facebook	78 13%	64 13%	12 13%	58 14%	13 9%	23 18% +	54 12% --	44 16% +	34 11%	25 15%	27 13%	25 12%	36 17% ++	23 13%	11 9%	8 34%	21 12%	25 13%	29 12%

YouTube	77 12%	51 10% ----	25 27% ++++	55 12%	14 10%	27 20% +++	50 10% ---	46 15% ++	29 9% --	28 16%	18 8% --	30 14%	43 19% ++++	11 6% ---	16 13%	2 7%	16 9%	23 12%	40 15% +
Instagram	12 2%	6 1% ----	6 7% ++++	7 2%	1 1%	8 6% ++++	4 1% ----	6 2%	6 2%	6 3%	1 0%	5 2%	7 3%	2 1%	2 2%	0 0%	1 1%	1 0%	10 4% +++
LinkedIn	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
Snapchat	3 0%	3 1%	0 0%	2 0%	0 0%	0 0%	3 1%	2 1%	1 0%	1 1%	0 0%	2 1%	3 1% ++	0 0%	0 0%	0 0%	0 0%	0 0%	3 1% ++
Spotify	3 0%	2 0%	1 1%	2 0%	0 0%	1 1%	2 0%	2 1%	1 0%	0 0%	2 1%	1 0%	2 1%	1 1%	0 0%	0 0%	1 1%	0 0%	2 1%
Other	2 0%	2 0%	0 0%	2 0%	0 0%	1 1%	1 0%	1 0%	1 0%	0 0%	1 0%	1 1%	1 1%	1 1%	0 0%	0 0%	1 1%	1 0%	1 0%
Don't know	13 2%	13 2%	0 0%	9 2%	4 3%	6 4%	6 1%	12 4%	1 0%	3 2%	4 2%	6 3%	1 0%	5 3%	4 3%	0 0%	4 2%	3 1%	6 2%
Chi2:	-	(99)		-		(99.9)		-		-			(90)			(99.9)			
Margin of error around 50%	4.00	4.35	10.51	4.74	8.40	8.50	4.55	5.74	5.61	7.58	6.68	6.73	6.73	7.45	8.73	19.22	7.45	7.15	6.19

Where have you seen this ad?

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T11																
Weighted Total:	600	318	115	50	80	470	27	61	513	9	30	559	600	0	468	128
Total:	600	318	114	51	81	467	28	62	510	10	31	557	600	0	464	132
Cinema	15 3%	12 4%	1 1%	1 2%	2 2%	12 3%	0 0%	1 2%	14 3%	0 0%	0 0%	15 3%	15 3%	0 0%	13 3%	2 2%
Internet website	33 6%	25 9%	1 1%	0 0%	5 6%	28 6%	0 0%	5 8%	28 6%	0 0%	2 6%	31 6%	33 6%	0 0%	30 7%	2 2%
Magazines	8 2%	7 3%	1 1%	0 0%	0 0%	8 2%	0 0%	0 0%	8 2%	0 0%	0 0%	8 2%	8 2%	0 0%	7 2%	1 1%
Newspaper (daily)	21 4%	16 6%	2 2%	1 2%	2 3%	18 4%	0 0%	4 7%	17 4%	0 0%	0 0%	21 4%	21 4%	0 0%	19 4%	2 2%
Newspaper (weekly or community)	11 2%	10 3%	0 0%	0 0%	2 2%	9 2%	0 0%	0 0%	11 2%	0 0%	0 0%	11 2%	11 2%	0 0%	10 2%	1 1%
Outdoor billboard	11 2%	7 3%	1 1%	1 2%	0 0%	10 2%	1 3%	0 0%	10 2%	0 0%	0 0%	11 2%	11 2%	0 0%	11 3%	0 0%
Pamphlet or brochure in the mail	8 1%	5 2%	1 1%	1 2%	0 0%	7 2%	0 0%	0 0%	8 2%	0 0%	0 0%	8 2%	8 1%	0 0%	7 2%	1 1%
Public transit (bus or subway)	6 1%	4 1%	1 1%	1 2%	0 0%	5 1%	0 0%	1 1%	5 1%	0 0%	0 0%	6 1%	6 1%	0 0%	5 1%	1 1%
Radio	9 2%	2 1%	4 4%	1 2%	2 3%	6 1%	1 4%	0 0%	8 2%	0 0%	0 0%	9 2%	9 2%	0 0%	6 1%	3 2%
Television	485 81%	260 82%	95 84%	42 83%	62 77%	380 82%	22 79%	50 82%	413 81%	7 71%	22 71%	454 82%	485 81%	0 0%	380 82%	103 79%
Twitter	14 2%	10 3%	3 3%	2 4%	3 4%	9 2%	0 0%	2 3%	12 2%	1 10%	0 0%	13 2%	14 2%	0 0%	12 3%	2 2%

Facebook	78 13%	47 15% +	12 10%	5 9%	7 9%	66 14%	2 8%	8 12%	68 13%	3 29%	4 12%	71 13%	78 13%	0 0%	60 13%	18 13%
YouTube	77 12%	41 13%	13 11%	10 20% +	11 13%	56 12%	6 21%	11 17%	60 11%	1 10%	6 18%	70 12%	77 12%	0 0%	62 13%	13 9%
Instagram	12 2%	10 3% ++	1 1%	1 2%	1 1%	10 2%	0 0%	2 3%	10 2%	0 0%	2 7% ++	10 2%	12 2%	0 0%	12 2%	0 0%
LinkedIn	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%
Snapchat	3 0%	2 1%	0 0%	0 0%	0 0%	3 1%	0 0%	0 0%	3 1%	0 0%	0 0%	3 0%	3 0%	0 0%	2 0%	1 1%
Spotify	3 0%	2 1%	0 0%	0 0%	1 1%	2 0%	0 0%	0 0%	3 1%	0 0%	0 0%	3 0%	3 0%	0 0%	2 0%	1 1%
Other	2 0%	1 0%	0 0%	1 2% +	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	2 0%	0 0%
Don't know	13 2%	5 1%	2 2%	0 0%	4 5%	9 2%	1 3%	0 0%	12 2%	0 0%	2 7%	11 2%	13 2%	0 0%	9 2%	4 3%
Chi2:	-	(95)		-			-			-			-		-	
Margin of error around 50%	4.00	5.50	9.18	13.72	10.89	4.53	18.52	12.45	4.34	30.99	17.60	4.15	4.00	*	4.55	8.53

What do you think is the main point this ad is trying to get across?														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1]														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
REMEMBER VETERANS, IMPORTANCE OF REMEMBERING VETS, RESPECT/THANKFUL FOR VETERANS	361 18%	24 19%	72 15% --	141 18%	30 22%	46 21%	48 17%	161 17%	199 19%	122 20%	47 17%	69 18%	54 16%	69 18%
REASONS WHY VETS SHOULD BE REMEMBERED/APPRECIATED, ALL VETERANS HAVE DONE FOR US	127 6%	9 7%	29 6%	39 5%	14 11% --	13 6%	23 9%	56 6%	71 7%	40 7%	13 5%	33 8%	20 6%	21 5%
REMEMBER THEIR SACRIFICES/RISK TO THEIR LIVES, FOUGHT FOR OUR FREEDOM, SAVED OUR COUNTRY/DEMOCRACY	710 36%	36 28%	165 35%	273 36%	42 33%	81 38%	112 40%	312 33% ---	397 39% +++	155 26% ----	97 36%	167 43% ++++	148 43% +++	143 36%
ATTRIBUTES OF SOLDIERS/ARMY: HEROS, BRAVERY, COMRADERIE	35 2%	2 1%	22 5% ++++	5 1% ---	0 0%	1 0%	5 2%	16 2%	19 2%	6 1%	4 1%	5 1%	9 3%	11 3%
RESPECT/APPRECIATION/PROUD OF SOLDIERS AND/OR TROOPS, RESPECT FOR THE MILITARY, APPRECIATION FOR THOSE THAT ARE IN THE MILITARY/ARMED FORCES	103 5%	5 5%	31 7%	27 4% ---	18 14% ++++	9 4%	13 5%	45 5%	57 6%	22 4%	19 7%	21 5%	11 3% --	30 8% ++
CONTRIBUTIONS TO HISTORY/WARS/BATTLES, SPECIFIC BATTLES/WARS, PART OF HISTORY IN THE WORLD	75 4%	4 3%	25 5% ++	23 3%	4 3%	11 5%	8 3%	39 4%	36 4%	15 2% --	14 5%	12 3%	12 3%	22 6% ++
REMEMBER FALLEN SOLDIERS, THOSE WHO HAVE DIED/SACRIFICED THEIR LIFE/THOSE WE HAVE LOST	53 3%	4 3%	9 2%	21 3%	4 3%	3 1%	12 4%	23 2%	30 3%	18 3%	3 1%	12 3%	12 3%	8 2%
PAST AND PRESENT SOLDIERS/VETS, NOT JUST OLDER ONES	40 2%	3 2%	6 1%	16 2%	3 2%	4 2%	8 3%	13 1% --	27 3% ++	2 0% ----	7 3%	13 3% ++	9 3%	9 2%
REMEMBER, TAKE TIME TO REMEMBER, RESPECT/HONOUR (GENERAL MENTION)	159 8%	9 7%	55 11% +++	56 7%	9 7%	17 8%	13 5% --	67 7%	90 9%	52 9%	18 7%	26 7%	34 10%	29 7%
REMEMBRANCE DAY, EVENTS/ACTIVITIES, CAMPAIGNS/POPPIES, PARTICIPATE IN LOCAL EVENTS, FOR REMEMBRANCE DAY	103 5%	7 6%	13 3% ---	50 7% ++	9 7%	12 6%	12 4%	47 5%	56 5%	47 8% ++++	21 8% ++	15 4%	13 4%	7 2% ----
SUPPORT VETS, WHAT WE SHOULD BE DOING FOR THEM, DESERVE MORE SUPPORT/COMPENSATION	47 2%	2 2%	8 2%	17 2%	5 4%	4 2%	11 4% ++	21 2%	25 2%	15 3%	4 1%	8 2%	9 3%	11 3%

WE/PEOPLE SHOULD NOT TAKE WHAT THEY HAVE DONE FOR GRANTED, CANNOT FORGET WE OWE OUR SAFETY TO THEM	10 1%	0 0%	1 0%	8 1% +++	0 0%	1 0%	0 0%	5 1%	4 0%	2 0%	2 1%	2 1%	2 1%	2 1%
EVOKING PRIDE/PATRIOTIC FEELINGS	36 2%	2 1%	14 3% ++	11 1%	1 1%	3 1%	5 2%	19 2%	17 2%	13 2%	3 1%	4 1%	7 2%	9 2%
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	15 1%	0 0%	5 1%	7 1%	1 1%	0 0%	2 1%	9 1%	6 1%	3 1%	3 1%	1 0%	3 1%	5 1%
WOMEN MENTIONED/INCLUDED, MEN AND WOMEN SERVING/SERVED	42 2%	3 2%	13 3%	13 2%	4 3%	5 2%	4 1%	16 2%	26 3%	2 0% ----	5 2%	18 5% ++++	7 2%	10 3%
NEGATIVES TOWARDS GOVERNMENT (FOREIGN/WAR POLICY, PERSONALLY SERVING/AGENDAS SUPPORT ISSUES, HYPOCRITICAL/DISHONEST ABOUT SUPPORT THEY SAY THEY GIVE)	30 2%	5 4% ++	2 0% --	13 2%	3 2%	4 2%	3 1%	23 2% ++++	6 1% ----	8 1%	7 3%	6 2%	5 1%	4 1%
HARDSHIP, WAR/VIOLENCE, SADNESS, REMIND US OF REALITIES OF WAR/VICTIMS, DIFFICULTIES	13 1%	3 2% ++	3 1%	3 0%	0 0%	2 1%	2 1%	3 0%	10 1% - +	0 0% --	0 0%	6 2% ++	2 1%	5 1% +
TO REMEMBER SO WE DO NOT LET IT HAPPEN AGAIN, TO NOT REPEAT THE MISTAKES OF THE PAST, REMIND US OF THE COST OF WAR, CRITICAL IMPORTANCE OF PEACE	13 1%	1 1%	4 1%	5 1%	0 0%	2 1%	1 0%	5 1%	8 1%	1 0% -	1 0%	3 1%	3 1%	5 1% +
LEST WE FORGET	3 0%	0 0%	0 0%	1 0%	0 0%	0 0%	2 1% +++	2 0%	1 0%	0 0%	0 0%	0 0%	2 1% ++	1 0%
NEED TO ENGAGE YOUTH/TELL THE STORIES TO YOUTH SO WE CARRY ON REMEMBERING, CREATE MORE AWARENESS WITH YOUTH	4 0%	0 0%	0 0%	4 1% ++	0 0%	0 0%	0 0%	0 0% -	4 0% +	1 0%	0 0%	1 0%	1 0%	1 0%
DIVERSITY WITHIN THE ARMY/VETERANS, DIFFERENT ETHNIC GROUPS/INDIGENOUS, ECLECTICITY OF THE TROOPS	64 3%	7 6% +	8 2% --	31 4% +	4 3%	6 3%	7 3%	26 3%	38 4%	10 2% ---	14 5% ++	20 5% ++	10 3%	10 3%
GLORIFYING WAR FOR PROFIT, BENEFITS TO GOVERNMENT/BIG BUSINESS/THE RICH	15 1%	4 3% +++	1 0% -	4 1%	1 1%	1 0%	4 1%	7 1%	8 1%	6 1%	2 1%	1 0%	2 1%	4 1%
AWARENESS (GENERAL)	10 0%	0 0%	0 0% -	7 1% ++	2 1% +	0 0%	1 0%	5 1%	5 0%	6 1% ++	1 0%	2 1%	0 0%	1 0%

DIVERSITY OF CANADA/OUTCOMES OF FREEDOM WE FOUGHT FOR (EQUALITY IN DIVERSITY REGARDLESS OF RACE/RELIGION/SEXUAL ORIENTATION)	36 2%	6 5% +++	2 0% ---	15 2%	2 1%	4 2%	7 3%	17 2%	19 2%	10 2%	4 2%	7 2%	7 2%	8 2%
CAMPAIGNS/FUNDRAISING FOR VETERANS (VARIOUS, MAINLY POPPIES)	21 1%	1 1%	8 2%	6 1%	1 1%	5 2%	0 0%	10 1%	11 1%	7 1%	1 0%	3 1%	6 2%	4 1%
GOVERNMENT OF CANADA SUPPORTS VETS, THEY HONOUR/RESPECT THEM	15 1%	2 1%	1 0%	7 1%	1 1%	2 1%	2 1%	12 1% ++	3 0% --	1 0%	2 1%	6 2%	2 1%	4 1%
NEGATIVES, VARIOUS (INACCURATE/SKEWED, WHITE ETHNIC GROUP MISSING FROM FOOTAGE IS AN INACCURACY, CREATING NATIONALISTIC IMAGES THAT DO NOT REPRESENT THE COUNTRY, LACK OF FOCUS ON VETERANS...)	17 1%	0 0%	0 0% --	11 2% ++	0 0%	2 1%	4 2%	6 1%	10 1%	0 0% ---	6 2% ++	3 1%	1 0%	7 2% ++
Other	12 1%	1 1%	1 0%	5 1%	1 1%	2 1%	2 1%	6 1%	6 1%	6 1%	1 0%	3 1%	0 0%	2 0%
DO NOT KNOW WHAT THE MAIN MESSAGE WAS, NO RESPONSE	44 2%	1 1%	9 2%	19 3%	3 2%	5 2%	6 2%	24 3%	20 2%	14 2%	8 3%	8 2%	6 2%	8 2%
Prefer not to say	309 15%	23 18%	82 17%	123 16%	14 10%	28 13%	39 14%	179 19%	128 12%	145 24%	37 13%	36 9%	42 12%	49 13%
Chi2:	-	(99.9)						(99)		(99.9)				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

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

	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T1J																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
REMEMBER VETERANS, IMPORTANCE OF REMEMBERING VETS, RESPECT/THANKFUL FOR VETERANS	361 18%	304 18%	55 21%	269 19%	73 15%	99 19%	260 18%	207 18%	152 18%	89 20%	136 19%	135 16%	111 17%	101 18%	94 18%	8 15%	99 19%	101 18%	182 19%
REASONS WHY VETS SHOULD BE REMEMBERED/APPRECIATED, ALL VETERANS HAVE DONE FOR US	127 6%	105 6%	21 8%	91 6%	29 6%	36 7%	89 6%	73 6%	53 6%	28 6%	46 7%	51 6%	42 6%	32 6%	35 7%	5 10%	35 7%	46 8%	54 6%
REMEMBER THEIR SACRIFICES/RISK TO THEIR LIVES, FOUGHT FOR OUR FREEDOM, SAVED OUR COUNTRY/DEMOCRACY	710 36%	615 36%	91 35%	511 36%	163 34%	169 33%	537 37%	394 35%	310 37%	152 33%	216 31%	332 41%	213 33%	198 36%	205 39%	17 33%	193 36%	217 38%	320 34%
ATTRIBUTES OF SOLDIERS/ARMY: HEROS, BRAVERY, COMRADERIE	35 2%	30 2%	5 2%	13 1%	21 4%	7 1%	28 2%	20 2%	15 2%	10 2%	10 1%	15 2%	12 2%	8 1%	9 2%	1 2%	5 1%	11 2%	19 2%
RESPECT/APPRECIATION/PROUD OF SOLDIERS AND/OR TROOPS, RESPECT FOR THE MILITARY, APPRECIATION FOR THOSE THAT ARE IN THE MILITARY/ARMED FORCES	103 5%	86 5%	17 6%	68 5%	33 7%	29 6%	71 5%	53 5%	50 6%	21 5%	35 5%	47 6%	29 5%	37 7%	21 4%	1 2%	23 4%	41 7%	42 5%
CONTRIBUTIONS TO HISTORY/WARS/BATTLES, SPECIFIC BATTLES/WARS, PART OF HISTORY IN THE WORLD	75 4%	62 4%	11 4%	48 3%	22 5%	18 4%	56 4%	43 4%	32 4%	14 3%	34 5%	26 3%	26 4%	16 3%	22 4%	3 6%	19 4%	12 2%	41 4%
REMEMBER FALLEN SOLDIERS, THOSE WHO HAVE DIED/SACRIFICED THEIR LIFE/THOSE WE HAVE LOST	53 3%	46 3%	7 3%	37 2%	10 2%	12 2%	40 3%	33 3%	19 2%	18 4%	19 3%	16 2%	21 3%	14 2%	13 2%	2 4%	17 3%	17 3%	21 2%
PAST AND PRESENT SOLDIERS/VETS, NOT JUST OLDER ONES	40 2%	34 2%	6 2%	31 2%	8 2%	9 2%	31 2%	21 2%	18 2%	8 2%	12 2%	20 2%	5 1%	14 3%	11 2%	0 0%	14 3%	14 2%	14 1%
REMEMBER, TAKE TIME TO REMEMBER, RESPECT/HONOUR (GENERAL MENTION)	159 8%	141 8%	15 6%	103 7%	53 11%	41 8%	118 8%	100 9%	59 7%	30 6%	67 10%	60 7%	54 8%	46 8%	41 8%	3 5%	45 8%	36 6%	81 9%
REMEMBRANCE DAY, EVENTS/ACTIVITIES, CAMPAIGNS/POPPIES, PARTICIPATE IN LOCAL EVENTS, FOR REMEMBRANCE DAY	103 5%	91 5%	11 4%	88 6%	12 3%	34 7%	69 5%	64 6%	39 5%	15 3%	39 6%	49 6%	32 5%	29 5%	28 5%	1 2%	33 6%	31 6%	46 5%

SUPPORT VETS, WHAT WE SHOULD BE DOING FOR THEM, DESERVE MORE SUPPORT/COMPENSATION	47 2%	42 2%	5 2%	34 2%	10 2%	8 2%	38 3%	24 2%	23 3%	14 3%	18 3%	15 2%	15 2%	13 2%	9 2%	0 0%	20 4%	15 3%	18 2%
WE/PEOPLE SHOULD NOT TAKE WHAT THEY HAVE DONE FOR GRANTED, CANNOT FORGET WE OWE OUR SAFETY TO THEM	10 1%	9 1%	1 0%	8 1%	1 0%	4 1%	5 0%	5 0%	5 1%	5 1%	1 0%	4 1%	1 0%	2 0%	5 1%	0 0%	3 1%	3 1%	5 1%
EVOKING PRIDE/PATRIOTIC FEELINGS	36 2%	33 2%	3 1%	20 1%	14 3%	8 2%	28 2%	17 1%	19 2%	8 2%	20 3%	8 1%	13 2%	15 3%	6 1%	1 2%	11 2%	6 1%	19 2%
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	15 1%	11 1%	4 2%	7 1%	5 1%	4 1%	11 1%	6 1%	9 1%	6 1%	2 0%	7 1%	6 1%	7 1%	1 0%	1 2%	4 1%	1 0%	9 1%
WOMEN MENTIONED/INCLUDED, MEN AND WOMEN SERVING/SERVED	42 2%	38 2%	4 1%	30 2%	14 3%	12 2%	30 2%	20 2%	22 3%	6 1%	14 2%	22 3%	12 2%	10 2%	14 3%	2 5%	18 3%	15 3%	11 1%
NEGATIVES TOWARDS GOVERNMENT (FOREIGN/WAR POLICY, PERSONALLY SERVING/AGENDAS SUPPORT ISSUES, HYPOCRITICAL/DISHONEST ABOUT SUPPORT THEY SAY THEY GIVE)	30 2%	29 2%	0 0%	27 2%	2 0%	8 2%	21 1%	22 2%	8 1%	4 1%	15 2%	10 1%	7 1%	8 1%	10 2%	2 4%	16 3%	12 2%	3 0%
HARDSHIP, WAR/VIOLENCE, SADNESS, REMIND US OF REALITIES OF WAR/VICTIMS, DIFFICULTIES	13 1%	12 1%	1 0%	9 1%	3 1%	3 1%	10 1%	7 1%	6 1%	3 1%	5 1%	5 1%	3 0%	3 1%	5 1%	2 4%	2 0%	7 1%	2 0%
TO REMEMBER SO WE DO NOT LET IT HAPPEN AGAIN, TO NOT REPEAT THE MISTAKES OF THE PAST, REMIND US OF THE COST OF WAR, CRITICAL IMPORTANCE OF PEACE	13 1%	11 1%	2 1%	7 1%	4 1%	5 1%	8 1%	6 1%	7 1%	5 1%	7 1%	1 0%	7 1%	4 1%	2 0%	0 0%	3 1%	2 0%	8 1%
LEST WE FORGET	3 0%	1 0%	2 1%	2 0%	0 0%	0 0%	3 0%	1 0%	2 0%	1 0%	2 0%	0 0%	1 0%	0 0%	1 0%	0 0%	2 0%	1 0%	1 0%
NEED TO ENGAGE YOUTH/TELL THE STORIES TO YOUTH SO WE CARRY ON REMEMBERING, CREATE MORE AWARENESS WITH YOUTH	4 0%	3 0%	1 0%	3 0%	1 0%	0 0%	4 0%	2 0%	2 0%	0 0%	2 0%	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	1 0%	2 0%
DIVERSITY WITHIN THE ARMY/VETERANS, DIFFERENT ETHNIC GROUPS/INDIGENOUS, ECLECTICITY OF THE TROOPS	64 3%	50 3%	14 6%	55 4%	7 1%	21 4%	43 3%	41 4%	22 3%	4 1%	22 3%	37 5%	19 3%	13 2%	20 4%	1 2%	25 5%	26 5%	20 2%
GLORIFYING WAR FOR PROFIT, BENEFITS TO GOVERNMENT/BIG BUSINESS/THE RICH	15 1%	10 1%	5 2%	13 1%	2 0%	3 1%	12 1%	7 1%	8 1%	4 1%	5 1%	6 1%	9 1%	4 1%	2 0%	1 2%	7 1%	9 2%	2 0%

AWARENESS (GENERAL)	10 0%	7 0%	3 1%	9 1%	1 0%	0 0%	9 1%	6 1%	4 0%	2 0%	2 0%	5 1%	4 1%	3 1%	1 0%	0 0%	2 0%	2 0%	6 1%
DIVERSITY OF CANADA/OUTCOMES OF FREEDOM WE FOUGHT FOR (EQUALITY IN DIVERSITY REGARDLESS OF RACE/RELIGION/SEXUAL ORIENTATION)	36 2%	31 2%	5 2%	30 2%	6 1%	7 1%	29 2%	20 2%	16 2%	8 2%	15 2%	13 2%	17 3%	11 2%	6 1%	1 2%	5 1%	11 2%	20 2%
CAMPAIGNS/FUNDRAISING FOR VETERANS (VARIOUS, MAINLY POPPIES)	21 1%	18 1%	3 1%	15 1%	6 1%	3 1%	18 1%	8 1%	13 2%	8 2%	9 1%	4 0%	7 1%	6 1%	2 0%	2 4%	3 1%	4 1%	13 1%
GOVERNMENT OF CANADA SUPPORTS VETS, THEY HONOUR/RESPECT THEM	15 1%	13 1%	2 1%	11 1%	1 0%	4 1%	11 1%	8 1%	7 1%	2 0%	8 1%	5 1%	5 1%	3 1%	5 1%	1 2%	5 1%	5 1%	5 1%
NEGATIVES, VARIOUS (INACCURATE/SKEWED, WHITE ETHNIC GROUP MISSING FROM FOOTAGE IS AN INACCURACY, CREATING NATIONALISTIC IMAGES THAT DO NOT REPRESENT THE COUNTRY, LACK OF FOCUS ON VETERANS...)	17 1%	17 1%	0 0%	17 1%	0 0%	5 1%	10 1%	11 1%	6 1%	1 0%	7 1%	9 1%	3 1%	6 1%	3 1%	0 0%	9 2%	2 0%	6 1%
Other	12 1%	9 1%	3 1%	11 1%	1 0%	4 1%	8 1%	7 1%	5 1%	1 0%	4 1%	6 1%	2 0%	5 1%	3 1%	1 2%	1 0%	4 1%	6 1%
DO NOT KNOW WHAT THE MAIN MESSAGE WAS, NO RESPONSE	44 2%	41 2%	3 1%	33 2%	10 2%	13 3%	30 2%	30 3%	14 2%	10 2%	16 2%	18 2%	13 2%	16 3%	6 1%	2 4%	9 2%	13 2%	25 3%
Prefer not to say	309 15%	255 15%	42 15%	205 14%	83 17%	77 15%	223 15%	178 15%	116 14%	94 20%	107 15%	101 12%	115 17%	75 14%	70 14%	7 15%	58 11%	68 12%	166 17%
Chi2:	-	(95)		(99.9)		-		-		(99.9)			-			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

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

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1J																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
REMEMBER VETERANS, IMPORTANCE OF REMEMBERING VETS, RESPECT/THANKFUL FOR VETERANS	361 18%	92 14% ----	141 20% +	36 14%	73 19%	251 18%	15 11% --	38 14%	307 19% +++	3 6% --	19 15%	336 19% ++	106 18%	254 18%	266 19% ++	92 15% --
REASONS WHY VETS SHOULD BE REMEMBERED/APPRECIATED, ALL VETERANS HAVE DONE FOR US	127 6%	40 6%	41 6%	14 6%	33 8%	80 6%	5 4%	17 6%	105 6%	2 4%	7 6%	118 6%	49 8% ++	78 6% --	92 7%	35 6%
REMEMBER THEIR SACRIFICES/RISK TO THEIR LIVES, FOUGHT FOR OUR FREEDOM, SAVED OUR COUNTRY/DEMOCRACY	710 36%	253 38%	234 33%	67 28% ---	128 33%	515 38% ++++	28 22% ----	83 32%	599 37% ++++	5 10% ----	36 28%	667 37% ++++	243 40% +++	467 34% --	533 38% ++++	174 29% ----
ATTRIBUTES OF SOLDIERS/ARMY: HEROS, BRAVERY, COMRADERIE	35 2%	14 2%	13 2%	5 2%	10 3%	20 2%	3 2%	7 3%	25 2%	0 0%	1 1%	34 2%	18 3% +++	17 1% --	19 1% -	15 3% +
RESPECT/APPRECIATION/PROUD OF SOLDIERS AND/OR TROOPS, RESPECT FOR THE MILITARY, APPRECIATION FOR THOSE THAT ARE IN THE MILITARY/ARMED FORCES	103 5%	38 6%	31 4%	12 5%	23 6%	68 5%	8 6%	10 4%	85 5%	4 8%	5 4%	94 5%	39 7% +	64 5% -	75 6%	26 4%
CONTRIBUTIONS TO HISTORY/WARS/BATTLES, SPECIFIC BATTLES/WARS, PART OF HISTORY IN THE WORLD	75 4%	27 4%	20 3%	13 5%	13 3%	48 4%	6 5%	7 3%	61 4%	2 4%	4 3%	69 4%	34 6% +++	41 3% ---	50 4%	24 4%
REMEMBER FALLEN SOLDIERS, THOSE WHO HAVE DIED/SACRIFICED THEIR LIFE/THOSE WE HAVE LOST	53 3%	28 4% +++	17 2%	6 2%	7 2%	40 3%	2 1%	4 1%	47 3%	1 2%	0 0%	51 3%	21 3%	32 2%	37 3%	16 3%
PAST AND PRESENT SOLDIERS/VETS, NOT JUST OLDER ONES	40 2%	19 3% +	10 1%	6 2%	9 2%	25 2%	4 3%	5 2%	31 2%	1 2%	2 1%	37 2%	11 2%	29 2%	35 3% +++	5 1% --
REMEMBER, TAKE TIME TO REMEMBER, RESPECT/HONOUR (GENERAL MENTION)	159 8%	73 11% ++++	46 6%	18 7%	29 7%	112 8%	10 7%	20 7%	129 8%	3 5%	13 10%	143 8%	45 7%	114 8%	101 7% -	58 10% ++
REMEMBRANCE DAY, EVENTS/ACTIVITIES, CAMPAIGNS/POPPIES, PARTICIPATE IN LOCAL EVENTS, FOR REMEMBRANCE DAY	103 5%	24 4% --	41 6%	14 6%	23 6%	66 5%	6 5%	9 4%	88 5%	1 2%	11 8% +	91 5%	26 4%	76 5%	77 6%	25 4%

SUPPORT VETS, WHAT WE SHOULD BE DOING FOR THEM, DESERVE MORE SUPPORT/COMPENSATION	47 2%	12 2%	13 2%	6 3%	5 1%	35 3%	3 2%	6 2%	37 2%	1 2%	2 1%	43 2%	13 2%	34 2%	39 3% ++	8 1% --
WE/PEOPLE SHOULD NOT TAKE WHAT THEY HAVE DONE FOR GRANTED, CANNOT FORGET WE OWE OUR SAFETY TO THEM	10 1%	6 1%	0 0% --	0 0%	2 1%	8 1%	0 0%	1 0%	9 1%	0 0%	0 0%	10 1%	4 1%	6 0%	10 1% ++	0 0% --
EVOKING PRIDE/PATRIOTIC FEELINGS	36 2%	10 1%	16 2%	5 2%	5 1%	26 2%	3 2%	5 2%	28 2%	0 0%	3 2%	33 2%	16 3%	19 1% --	21 2%	15 2%
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	15 1%	8 1%	5 1%	2 1%	2 1%	11 1%	1 1%	2 1%	12 1%	1 2%	0 0%	14 1%	6 1%	9 1%	12 1%	3 0%
WOMEN MENTIONED/INCLUDED, MEN AND WOMEN SERVING/SERVED	42 2%	20 3% ++	14 2%	0 0% --	10 3%	32 2%	0 0%	4 2%	38 2%	0 0%	1 1%	41 2%	14 2%	28 2%	32 2%	10 2%
NEGATIVES TOWARDS GOVERNMENT (FOREIGN/WAR POLICY, PERSONALLY SERVING/AGENDAS SUPPORT ISSUES, HYPOCRITICAL/DISHONEST ABOUT SUPPORT THEY SAY THEY GIVE)	30 2%	8 1%	14 2%	8 3% +++	7 2%	15 1% --	2 2%	5 2%	23 1%	2 4%	0 0%	28 2%	11 2%	19 1%	25 2%	5 1% +
HARDSHIP, WAR/VIOLENCE, SADNESS, REMIND US OF REALITIES OF WAR/VICTIMS, DIFFICULTIES	13 1%	5 1%	1 0% --	1 0%	2 0%	10 1%	0 0%	1 0%	12 1%	0 0%	0 0%	13 1%	8 1% +++	5 0% --	11 1%	2 0%
TO REMEMBER SO WE DO NOT LET IT HAPPEN AGAIN, TO NOT REPEAT THE MISTAKES OF THE PAST, REMIND US OF THE COST OF WAR, CRITICAL IMPORTANCE OF PEACE	13 1%	6 1%	4 1%	2 1%	0 0%	11 1%	2 2%	0 0%	11 1%	1 2%	0 0%	11 1%	7 1%	6 0%	9 1%	4 1%
LEST WE FORGET	3 0%	1 0%	1 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	1 0%	2 0%	3 0%	0 0%
NEED TO ENGAGE YOUTH/TELL THE STORIES TO YOUTH SO WE CARRY ON REMEMBERING, CREATE MORE AWARENESS WITH YOUTH	4 0%	2 0%	1 0%	0 0%	1 0%	3 0%	0 0%	0 0%	4 0%	0 0%	0 0%	3 0%	3 0%	1 0%	3 0%	1 0%
DIVERSITY WITHIN THE ARMY/VETERANS, DIFFERENT ETHNIC GROUPS/INDIGENOUS, ECLECTICITY OF THE TROOPS	64 3%	23 4%	20 3%	4 2%	10 3%	49 4%	2 2%	5 2%	56 4%	0 0%	1 1%	62 4%	19 3%	45 3%	49 4%	15 3%
GLORIFYING WAR FOR PROFIT, BENEFITS TO GOVERNMENT/BIG BUSINESS/THE RICH	15 1%	5 1%	6 1%	8 3% ++++	3 1%	4 0% ---	7 5% ++++	3 1%	5 0% ---	1 2%	2 1%	12 1%	6 1%	9 1%	7 1% --	8 1% ++

AWARENESS (GENERAL)	10 0%	4 1%	4 1%	0 0%	3 1%	7 1%	0 0%	3 1%	7 0%	0 0%	1 1%	9 0%	2 0%	8 1%	8 1%	2 0%
DIVERSITY OF CANADA/OUTCOMES OF FREEDOM WE FOUGHT FOR (EQUALITY IN DIVERSITY REGARDLESS OF RACE/RELIGION/SEXUAL ORIENTATION)	36 2%	14 2%	12 2%	3 1%	4 1%	29 2% +	0 0%	1 0%	35 2% - +++	1 2%	1 1%	34 2%	14 2%	22 2%	33 2% +++	3 0% ---
CAMPAIGNS/FUNDRAISING FOR VETERANS (VARIOUS, MAINLY POPPIES)	21 1%	10 2%	4 1%	2 1%	3 1%	16 1%	3 2%	1 0%	17 1%	1 2%	1 1%	19 1%	7 1%	14 1%	13 1%	8 1%
GOVERNMENT OF CANADA SUPPORTS VETS, THEY HONOUR/RESPECT THEM	15 1%	5 1%	2 0%	4 2% +	0 0% -	11 1%	1 1%	0 0%	14 1%	0 0%	0 0%	15 1%	5 1%	10 1%	15 1% +++	0 0% --
NEGATIVES, VARIOUS (INACCURATE/SKEWED, WHITE ETHNIC GROUP MISSING FROM FOOTAGE IS AN INACCURACY, CREATING NATIONALISTIC IMAGES THAT DO NOT REPRESENT THE COUNTRY, LACK OF FOCUS ON VETERANS...)	17 1%	5 1%	8 1%	6 3% +++	2 1%	9 1%	5 4% ++++	1 0%	11 1%	2 5% +++	1 1%	13 1% --	3 1%	14 1%	12 1%	4 1%
Other	12 1%	5 1%	3 0%	1 0%	3 1%	8 1%	1 1%	1 0%	10 1%	0 0%	0 0%	12 1%	3 0%	9 1%	10 1%	2 0%
DO NOT KNOW WHAT THE MAIN MESSAGE WAS, NO RESPONSE	44 2%	19 3%	15 2%	8 3%	13 3%	23 2%	7 5%	5 2%	32 2%	3 6%	3 2%	38 2%	10 2%	32 2%	26 2%	18 3%
Prefer not to say	309 15%	88 13%	124 17%	55 22%	64 16%	182 13%	37 28%	64 24%	202 13%	19 36%	39 31%	244 13%	55 9%	244 17%	161 12%	136 23%
Chi2:	-	(99)		(99)			(99.9)			-			(99)		(99.9)	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

This ad catches my attention														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1KA Please indicate your level of agreement with the following statements about this ad.														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
DISAGREE (1-2)	367 18%	21 17%	106 22% ++	144 19%	18 14%	31 15%	47 17%	205 21% ++++	158 15% ----	126 21%	74 27% ++++	76 20%	47 13% ---	44 11% ----
NEITHER (3)	495 25%	29 22%	115 24%	184 24%	47 36% +++	62 29%	58 21%	235 25%	258 25%	150 25%	84 31% ++	101 26%	81 23%	79 20% --
AGREE (4-5)	1064 53%	74 58%	245 51%	408 53%	66 50%	114 52%	156 57%	474 49% ----	586 57% ++++	301 50%	98 36% ----	202 52%	210 60% +++	253 64% ++++
1 Strongly Disagree	137 7%	8 6%	44 9%	48 6%	7 5%	9 4%	21 8%	82 8%	53 5%	48 8%	28 10%	27 7%	17 5%	17 4%
2	230 12%	13 11%	62 13%	96 13%	11 8%	22 11%	26 9%	123 13%	105 10%	78 13%	46 17%	49 13%	30 9%	27 7%
3	495 25%	29 22%	115 24%	184 24%	47 36%	62 29%	58 21%	235 25%	258 25%	150 25%	84 31%	101 26%	81 23%	79 20%
4	575 29%	42 32%	138 29%	204 26%	39 30%	67 31%	84 30%	264 27%	307 30%	179 30%	61 22%	119 31%	96 28%	120 31%
5 Strongly Agree	489 25%	32 26%	107 22%	204 27%	27 20%	47 21%	72 26%	210 22%	279 27%	122 21%	37 14%	83 21%	114 33%	133 34%
Prefer not to say	74 4%	4 3%	16 4%	30 4%	1 1%	9 4%	13 5%	45 5%	29 3%	21 4%	17 6%	9 2%	10 3%	17 4%
Chi2:	-	95						99.9		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	3.55	3.63	3.45	3.57	3.51	3.56	3.61	3.43	3.66	3.44	3.13	3.48	3.77	3.86
Standard Deviation:	1.19	1.18	1.24	1.21	1.06	1.09	1.22	1.23	1.15	1.20	1.19	1.17	1.16	1.11
Student's T:	*	-	95	-	-	-	-	99.9	99.9	95	99.9	-	99.9	99.9

This ad catches my attention																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K- \$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T1KA Please indicate your level of agreement with the following statements about this ad.																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
DISAGREE (1-2)	367 18%	323 19%	40 15%	244 17%	107 22%	108 22%	250 17%	234 21%	128 15%	75 16%	126 18%	159 20%	114 17%	93 17%	107 21%	9 17%	85 16%	95 17%	193 20%
NEITHER (3)	495 25%	418 24%	71 27%	370 26%	111 23%	129 25%	359 24%	318 28%	171 21%	112 24%	177 25%	198 25%	160 24%	133 25%	148 28%	8 15%	123 23%	131 23%	249 26%
AGREE (4-5)	1064 53%	905 53%	148 56%	763 53%	242 51%	256 50%	801 55%	553 48%	503 61%	258 56%	372 53%	425 52%	361 55%	297 55%	246 47%	33 65%	305 57%	320 56%	469 50%
1 Strongly Disagree	137 7%	120 7%	16 6%	86 6%	43 9%	42 9%	92 6%	87 8%	46 5%	25 5%	50 7%	57 7%	42 6%	38 7%	41 8%	3 6%	29 6%	35 6%	74 8%
2	230 12%	203 12%	24 9%	158 11%	64 13%	66 13%	158 11%	147 13%	82 10%	50 11%	76 11%	102 13%	72 11%	55 10%	66 13%	6 11%	56 11%	60 11%	119 13%
3	495 25%	418 24%	71 27%	370 26%	111 23%	129 25%	359 24%	318 28%	171 21%	112 24%	177 25%	198 25%	160 24%	133 25%	148 28%	8 15%	123 23%	131 23%	249 26%
4	575 29%	496 29%	74 28%	405 28%	138 29%	155 30%	417 28%	322 28%	249 30%	122 26%	206 29%	241 29%	184 28%	157 29%	137 26%	15 30%	149 28%	180 32%	264 28%
5 Strongly Agree	489 25%	409 24%	74 28%	358 25%	104 22%	101 19%	384 27%	231 20%	254 31%	136 30%	166 24%	184 23%	177 27%	140 26%	109 21%	18 35%	156 30%	140 25%	205 22%
Prefer not to say	74 4%	65 4%	6 2%	48 3%	18 4%	16 3%	58 4%	39 4%	28 3%	15 4%	28 4%	29 4%	18 3%	21 4%	21 4%	2 4%	16 3%	19 4%	35 4%
Chi2:	-	-		90		95		99.9		-			95			95			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	3.55	3.53	3.65	3.57	3.44	3.40	3.61	3.41	3.73	3.67	3.54	3.50	3.61	3.59	3.40	3.81	3.67	3.60	3.45
Standard Deviation:	1.19	1.20	1.17	1.17	1.24	1.20	1.18	1.19	1.18	1.18	1.19	1.19	1.19	1.19	1.20	1.22	1.19	1.17	1.20
Student's T:	*	-	-	-	95	99	99.9	99.9	99.9	95	-	-	90	-	99	-	99	-	99

This ad is relevant to me														
	Region							Gender		Age				
	Total	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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
DISAGREE (1-2)	376 19%	17 14%	137 28% ++++	119 15% ---	17 12% --	36 17%	50 18%	199 21% ++	172 16% --	143 24% ++++	58 21%	70 18%	54 15%	51 13% ---
NEITHER (3)	486 24%	29 22%	118 24%	188 24%	43 33% ++	50 23%	58 21%	241 25%	242 23%	155 26%	74 27%	101 26%	70 20% --	86 22%
AGREE (4-5)	1058 53%	77 60%	210 44% ----	426 56%	70 54%	122 56%	152 55%	473 49% --	583 57% ++++	272 46% ----	126 46% --	208 54%	215 62% ++++	237 60% +++
1 Strongly Disagree	166 8%	9 7%	63 13%	53 7%	8 6%	10 5%	23 9%	90 9%	73 7%	55 9%	36 13%	31 8%	23 7%	21 5%
2	210 10%	8 6%	74 15%	66 8%	9 6%	26 12%	27 10%	109 11%	99 9%	88 15%	22 8%	39 10%	31 9%	30 8%
3	486 24%	29 22%	118 24%	188 24%	43 33%	50 23%	58 21%	241 25%	242 23%	155 26%	74 27%	101 26%	70 20%	86 22%
4	537 27%	43 33%	113 24%	225 29%	30 23%	59 28%	66 24%	251 26%	286 28%	151 25%	75 28%	109 28%	96 28%	106 27%
5 Strongly Agree	521 26%	34 27%	97 20%	201 26%	40 31%	63 29%	86 32%	222 23%	297 29%	121 21%	51 19%	99 26%	119 34%	131 33%
Prefer not to say	80 4%	5 4%	17 4%	33 4%	2 1%	8 4%	14 5%	46 5%	34 3%	28 5%	15 5%	9 2%	9 3%	19 5%
Chi2:	-	99.9						99		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	3.55	3.69	3.24	3.62	3.68	3.66	3.63	3.45	3.65	3.35	3.32	3.54	3.76	3.79
Standard Deviation:	1.24	1.17	1.31	1.19	1.15	1.17	1.29	1.25	1.21	1.24	1.27	1.21	1.21	1.17
Student's T:	*	-	99.9	95	-	-	-	99	99.9	99.9	99	-	99.9	99.9

This ad is relevant to me																			
	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K- \$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T1KB Please indicate your level of agreement with the following statements about this ad.																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
DISAGREE (1-2)	376 19%	320 18%	53 20%	215 15% ----	144 30% ++++	103 20%	269 18%	245 21% ++++	127 15% ----	87 18%	135 19%	149 18%	144 22% ++	93 17%	95 18%	7 13%	80 15% --	79 14% ----	216 23% ++++
NEITHER (3)	486 24%	411 24%	71 27%	342 24%	117 24%	123 24%	354 24%	292 25%	191 23%	118 26%	166 23%	195 24%	159 25%	134 24%	122 23%	7 13%	97 18% ----	131 23%	267 28% ++++
AGREE (4-5)	1058 53%	915 54%	130 49%	815 57% ++++	200 42% ----	264 52%	786 54%	567 50% ----	480 58% ++++	237 52%	374 54%	437 54%	330 51%	296 55%	283 54%	36 70% ++	339 64% ++++	335 59% ++++	422 45% ----
1 Strongly Disagree	166 8%	144 8%	21 8%	93 7%	68 14%	52 10%	111 7%	107 10%	56 7%	39 8%	52 7%	71 9%	66 10%	37 7%	41 8%	2 3%	38 7%	37 6%	91 10%
2	210 10%	176 10%	32 12%	122 8%	76 16%	51 10%	158 10%	138 12%	71 8%	48 10%	83 12%	78 9%	78 12%	56 10%	54 10%	5 10%	42 8%	42 7%	125 13%
3	486 24%	411 24%	71 27%	342 24%	117 24%	123 24%	354 24%	292 25%	191 23%	118 26%	166 23%	195 24%	159 25%	134 24%	122 23%	7 13%	97 18%	131 23%	267 28%
4	537 27%	465 27%	66 25%	400 28%	111 24%	143 28%	390 27%	309 27%	223 27%	106 23%	176 25%	249 31%	172 26%	136 25%	149 29%	11 21%	152 29%	171 30%	235 25%
5 Strongly Agree	521 26%	450 27%	64 24%	415 29%	89 19%	121 24%	396 27%	258 23%	257 31%	131 29%	198 29%	188 23%	158 25%	160 30%	134 25%	25 49%	187 35%	164 29%	187 20%
Prefer not to say	80 4%	65 4%	11 4%	53 4%	17 4%	19 4%	59 4%	40 4%	32 4%	18 4%	28 4%	30 4%	20 3%	21 4%	22 4%	2 3%	13 2%	20 4%	41 4%
Chi2:	-	-	-	99.9	-	-	-	99.9	-	-	-	-	-	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	3.55	3.56	3.47	3.68	3.18	3.46	3.58	3.43	3.70	3.56	3.58	3.52	3.45	3.64	3.56	4.07	3.79	3.71	3.34
Standard Deviation:	1.24	1.24	1.23	1.19	1.32	1.27	1.22	1.25	1.20	1.26	1.24	1.22	1.27	1.22	1.23	1.18	1.23	1.17	1.23
Student's T:	*	-	-	99.9	99.9	90	95	99.9	99.9	-	-	-	95	90	-	99	99.9	99.9	99.9

This ad is difficult to follow														
	Region							Gender		Age				
	Total	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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
DISAGREE (1-2)	1482 74%	93 71%	356 74%	558 73%	99 75%	155 71%	220 80% ++	664 69%	809 78% ++++	430 72%	201 73%	305 79% ++	260 75%	286 73%
NEITHER (3)	237 12%	10 8%	60 12%	94 12%	23 18% ++	29 14%	21 8% --	131 14% ++	106 10% --	67 11%	33 12%	44 11%	40 11%	53 14%
AGREE (4-5)	196 10%	21 18% ++++	44 9%	81 11%	7 5% -	23 11%	20 7%	116 12% +++	79 8% ---	74 13% ++	24 9%	29 7%	37 11% -	32 8%
1 Strongly Disagree	1029 51%	66 50%	258 54%	390 51%	65 49%	96 44%	153 55%	455 47%	570 55%	286 48%	147 53%	219 56%	178 51%	199 51%
2	453 23%	27 21%	98 20%	168 22%	34 26%	59 28%	67 25%	209 22%	239 23%	144 24%	54 20%	86 22%	82 24%	87 22%
3	237 12%	10 8%	60 12%	94 12%	23 18%	29 14%	21 8%	131 14%	106 10%	67 11%	33 12%	44 11%	40 11%	53 14%
4	124 6%	14 13%	24 5%	56 7%	3 2%	11 5%	16 6%	77 8%	47 5%	45 8%	15 6%	14 4%	28 8%	22 6%
5 Strongly Agree	72 4%	7 6%	20 4%	25 3%	4 3%	12 5%	4 2%	39 4%	32 3%	29 5%	9 3%	15 4%	9 3%	10 3%
Prefer not to say	85 4%	4 3%	22 5%	33 4%	3 2%	9 4%	13 5%	48 5%	37 4%	27 5%	15 5%	10 3%	11 3%	22 6%
Chi2:	-	99						99.9		-				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	1.83	2.00	1.79	1.85	1.81	1.96	1.67	1.94	1.73	1.93	1.80	1.73	1.84	1.81
Standard Deviation:	1.11	1.29	1.11	1.12	1.01	1.16	0.97	1.17	1.04	1.18	1.10	1.06	1.09	1.06
Student's T:	*	-	-	-	-	90	99	99.9	99.9	95	-	95	-	-

This ad is difficult to follow																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T1KC Please indicate your level of agreement with the following statements about this ad.																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
DISAGREE (1-2)	1482 74%	1276 74%	196 74%	1059 74%	349 73%	387 76%	1082 74%	840 73%	631 76%	335 73%	504 71%	628 77%	465 71%	399 73%	418 80%	29 55%	412 78%	423 75%	697 73%
NEITHER (3)	237 12%	192 11%	40 15%	167 12%	59 12%	46 9%	185 13%	141 12%	92 11%	59 13%	86 12%	87 11%	81 12%	60 11%	59 11%	6 11%	53 10%	60 11%	126 13%
AGREE (4-5)	196 10%	168 10%	22 8%	144 10%	46 9%	57 11%	135 9%	119 10%	74 9%	48 10%	79 11%	66 8%	82 12%	63 12%	25 5%	14 28%	48 9%	57 10%	82 9%
1 Strongly Disagree	1029 51%	885 52%	136 51%	728 51%	249 52%	275 54%	746 51%	578 50%	442 53%	225 49%	352 50%	443 55%	323 50%	280 51%	292 56%	17 32%	301 57%	285 50%	481 51%
2	453 23%	391 23%	60 22%	331 23%	100 21%	112 22%	336 23%	262 23%	189 23%	110 24%	152 21%	185 23%	142 22%	119 21%	126 24%	12 23%	111 21%	138 24%	216 23%
3	237 12%	192 11%	40 15%	167 12%	59 12%	46 9%	185 13%	141 12%	92 11%	59 13%	86 12%	87 11%	81 12%	60 11%	59 11%	6 11%	53 10%	60 11%	126 13%
4	124 6%	105 6%	14 6%	92 7%	25 5%	28 6%	93 6%	69 6%	52 6%	27 6%	50 7%	44 6%	48 7%	36 7%	17 3%	5 10%	31 6%	37 7%	53 6%
5 Strongly Agree	72 4%	63 4%	8 3%	52 4%	21 4%	29 6%	42 3%	50 4%	22 3%	21 4%	29 4%	22 3%	34 5%	27 5%	8 2%	9 18%	17 3%	20 3%	29 3%
Prefer not to say	85 4%	75 4%	7 3%	55 4%	24 5%	19 4%	66 5%	44 4%	33 4%	18 4%	34 5%	30 4%	25 4%	22 4%	20 4%	3 6%	16 3%	25 5%	41 4%
Chi2:	-	-	-	-	-	90	-	-	-	-	-	-	99.9	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	1.83	1.82	1.83	1.84	1.83	1.83	1.82	1.87	1.78	1.89	1.89	1.74	1.92	1.89	1.66	2.58	1.74	1.83	1.82
Standard Deviation:	1.11	1.11	1.07	1.12	1.13	1.18	1.08	1.14	1.07	1.13	1.16	1.05	1.19	1.19	0.93	1.53	1.08	1.10	1.08
Student's T:	*	-	-	-	-	-	-	90	90	-	90	99	95	-	99.9	99	95	-	-

This ad is difficult to follow																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1KC Please indicate your level of agreement with the following statements about this ad.																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
DISAGREE (1-2)	1482 74%	513 77% ++	509 72%	164 68% --	279 71%	1036 76% ++++	78 60% ----	187 72%	1215 76% ++++	27 53% ----	78 60% ----	1373 76% ++++	480 80% ++++	999 72% ---	1062 76% ++++	409 68% ----
NEITHER (3)	237 12%	71 11%	95 14%	36 15%	63 16% +++	137 10% ---	24 19% ++	46 18% +++	166 10% ----	17 33% ++++	31 24% ++++	186 10% ----	54 9% ---	180 13% ++	145 11% ---	88 15% +++
AGREE (4-5)	196 10%	64 10%	72 10%	17 7%	32 8%	147 11% ++	10 8%	16 6% --	170 11% ++	4 8%	15 12%	176 10%	59 10%	136 10%	130 10%	63 11%
1 Strongly Disagree	1029 51%	364 54%	357 50%	119 49%	190 49%	717 53%	59 46%	124 47%	844 53%	20 40%	46 35%	960 53%	340 56%	687 50%	744 53%	280 47%
2	453 23%	149 22%	152 21%	45 19%	89 22%	319 23%	19 14%	63 24%	371 23%	7 13%	32 24%	413 23%	140 23%	312 22%	318 23%	129 21%
3	237 12%	71 11%	95 14%	36 15%	63 16%	137 10%	24 19%	46 18%	166 10%	17 33%	31 24%	186 10%	54 9%	180 13%	145 11%	88 15%
4	124 6%	34 5%	42 6%	7 3%	26 7%	91 7%	3 2%	14 5%	107 7%	1 2%	11 9%	111 6%	38 7%	86 6%	83 6%	39 7%
5 Strongly Agree	72 4%	30 4%	30 4%	10 4%	6 1%	56 4%	7 6%	2 1%	63 4%	3 6%	4 3%	65 4%	21 4%	50 4%	47 3%	24 4%
Prefer not to say	85 4%	21 3%	32 4%	25 10%	18 5%	34 3%	17 13%	12 5%	49 3%	3 5%	5 4%	69 4%	7 1%	71 5%	48 4%	34 6%
Chi2:	-	-	-	99	-	-	99.9	-	-	(99.9)	-	-	95	-	99	-
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	1.83	1.79	1.87	1.83	1.84	1.83	1.94	1.82	1.83	2.16	2.16	1.80	1.77	1.86	1.79	1.92
Standard Deviation:	1.11	1.12	1.14	1.11	1.04	1.13	1.21	0.97	1.12	1.21	1.13	1.10	1.10	1.11	1.09	1.15
Student's T:	*	-	-	-	-	-	-	-	-	90	99	99.9	90	-	99	95

This ad does not favour one political party over another														
	Region							Gender		Age				
	Total	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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
DISAGREE (1-2)	138 7%	12 9%	35 7%	47 6%	5 4%	20 10%	19 7%	86 9%	50 5%	39 6%	24 9%	23 6%	27 8%	25 6%
NEITHER (3)	223 11%	13 10%	55 11%	80 10%	15 11%	28 13%	32 11%	109 11%	112 11%	101 17%	24 9%	33 8%	40 11%	25 6%
AGREE (4-5)	1540 77%	100 78%	371 77%	596 78%	108 82%	156 72%	208 76%	709 74%	825 80%	423 71%	207 76%	321 83%	271 78%	318 81%
1 Strongly Disagree	90 5%	8 6%	24 5%	27 4%	3 2%	14 7%	14 5%	55 6%	33 3%	26 4%	14 5%	14 4%	21 6%	15 4%
2	48 2%	4 3%	11 2%	20 3%	2 2%	6 3%	5 2%	31 3%	17 2%	13 2%	10 4%	9 2%	6 2%	10 3%
3	223 11%	13 10%	55 11%	80 10%	15 11%	28 13%	32 11%	109 11%	112 11%	101 17%	24 9%	33 8%	40 11%	25 6%
4	364 18%	25 20%	83 17%	135 17%	24 18%	45 21%	52 19%	163 17%	199 19%	121 20%	47 17%	80 21%	55 16%	61 16%
5 Strongly Agree	1176 59%	75 58%	288 60%	461 61%	84 64%	111 51%	156 57%	546 57%	626 61%	302 50%	160 58%	241 62%	216 62%	257 65%
Prefer not to say	99 5%	3 3%	21 4%	43 6%	4 3%	12 6%	15 6%	55 6%	44 4%	35 6%	18 7%	11 3%	10 3%	25 6%
Chi2:	-	-	-	-	-	-	-	99		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.31	4.24	4.32	4.36	4.44	4.12	4.28	4.24	4.39	4.17	4.29	4.39	4.30	4.45
Standard Deviation:	1.08	1.16	1.10	1.03	0.93	1.20	1.11	1.16	0.99	1.09	1.13	1.00	1.14	1.02
Student's T:	*	-	-	90	-	95	-	99	99	99.9	-	90	-	99

This ad does not favour one political party over another																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K- \$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T1KD Please indicate your level of agreement with the following statements about this ad.																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
DISAGREE (1-2)	138 7%	123 7%	11 4%	92 7%	42 9%	34 7%	100 7%	83 7%	52 6%	32 7%	59 9%	43 5%	49 7%	28 5%	38 7%	6 11%	35 7%	43 8%	58 6%
NEITHER (3)	223 11%	196 11%	25 9%	162 11%	54 11%	54 10%	163 11%	129 11%	91 11%	62 13%	91 13%	66 8%	87 13%	69 12%	42 8%	3 5%	41 8%	52 9%	127 13%
AGREE (4-5)	1540 77%	1310 77%	215 81%	1105 78%	359 75%	396 78%	1131 77%	880 77%	647 78%	345 75%	519 74%	660 81%	485 75%	422 78%	420 80%	40 78%	435 82%	445 79%	710 75%
1 Strongly Disagree	90 5%	82 5%	6 2%	56 4%	29 6%	20 4%	67 5%	56 5%	32 4%	21 4%	38 5%	28 4%	36 5%	23 4%	20 4%	5 9%	24 5%	24 4%	39 4%
2	48 2%	41 2%	5 2%	36 3%	13 3%	14 3%	33 2%	27 2%	20 2%	11 2%	21 3%	15 2%	13 2%	5 1%	18 4%	1 2%	11 2%	19 3%	19 2%
3	223 11%	196 11%	25 9%	162 11%	54 11%	54 10%	163 11%	129 11%	91 11%	62 13%	91 13%	66 8%	87 13%	69 12%	42 8%	3 5%	41 8%	52 9%	127 13%
4	364 18%	299 17%	58 21%	257 18%	85 18%	107 21%	255 17%	222 19%	139 17%	85 18%	134 19%	141 17%	128 20%	100 18%	81 15%	13 26%	100 19%	95 17%	165 17%
5 Strongly Agree	1176 59%	1011 59%	157 60%	848 60%	274 58%	289 57%	876 60%	658 58%	508 61%	260 57%	385 55%	519 64%	357 55%	322 59%	339 65%	27 52%	335 63%	350 62%	545 58%
Prefer not to say	99 5%	82 5%	14 5%	66 5%	23 5%	25 5%	74 5%	52 5%	40 5%	21 5%	34 5%	42 5%	32 5%	25 5%	22 5%	3 6%	18 3%	25 5%	51 6%
Chi2:	-	-	-	-	-	-	-	-	-	99.9			95			(99)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.31	4.30	4.42	4.33	4.25	4.31	4.32	4.28	4.36	4.27	4.20	4.44	4.23	4.34	4.40	4.16	4.39	4.36	4.29
Standard Deviation:	1.08	1.10	0.93	1.06	1.16	1.05	1.08	1.10	1.05	1.09	1.15	0.99	1.12	1.04	1.06	1.26	1.05	1.08	1.07
Student's T:	*	-	90	-	-	-	-	-	90	-	99	99.9	95	-	95	-	95	-	-

This ad does not favour one political party over another																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Not imprtn.	Mod. imprtn.	Quite imprtn.	Yes	No	Yes	No
T1KD Please indicate your level of agreement with the following statements about this ad.																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
DISAGREE (1-2)	138 7%	53 8%	52 7%	34 14%	24 6%	79 6%	25 20%	14 5%	98 6%	12 24%	11 9%	113 6%	36 6%	101 7%	88 6%	48 8%
				++++		---	++++		---	++++		----				
NEITHER (3)	223 11%	69 10%	89 12%	29 12%	64 16%	129 9%	16 13%	51 19%	155 10%	15 30%	28 21%	179 10%	50 8%	171 12%	132 9%	87 15%
					++++	---		++++	----	++++	++++	----	---	++	----	++++
AGREE (4-5)	1540 77%	523 78%	529 75%	157 65%	287 73%	1095 81%	74 57%	182 70%	1283 80%	23 44%	85 66%	1428 79%	499 83%	1037 75%	1104 80%	423 71%
				----	--	++++	----	---	++++	----	---	++++	++++	----	++++	----
1 Strongly Disagree	90 5%	35 5%	34 5%	24 10%	15 4%	50 4%	19 15%	8 3%	62 4%	10 20%	3 3%	75 4%	23 4%	67 5%	57 4%	32 5%
2	48 2%	18 3%	18 3%	10 4%	9 2%	29 2%	6 5%	6 2%	36 2%	2 4%	8 6%	38 2%	13 2%	34 2%	31 2%	16 3%
3	223 11%	69 10%	89 12%	29 12%	64 16%	129 9%	16 13%	51 19%	155 10%	15 30%	28 21%	179 10%	50 8%	171 12%	132 9%	87 15%
4	364 18%	122 18%	124 17%	41 17%	80 20%	243 18%	19 15%	53 20%	292 18%	8 15%	26 20%	327 18%	118 20%	244 18%	247 18%	111 19%
5 Strongly Agree	1176 59%	401 60%	405 58%	116 48%	207 53%	852 63%	55 42%	129 50%	991 62%	15 29%	59 46%	1101 61%	381 64%	793 57%	857 62%	312 52%
Prefer not to say	99 5%	24 4%	38 5%	22 9%	17 5%	51 4%	14 11%	14 6%	64 4%	1 2%	5 4%	84 5%	15 3%	77 6%	61 4%	36 6%
Chi2:	-	-	-	99.9			99.9			(99.9)			99		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.31	4.29	4.27	3.97	4.21	4.40	3.72	4.18	4.38	3.30	4.05	4.36	4.41	4.27	4.37	4.17
Standard Deviation:	1.08	1.12	1.11	1.36	1.07	1.01	1.51	1.04	1.03	1.46	1.10	1.05	1.01	1.11	1.05	1.15
Student's T:	*	-	-	99.9	95	99.9	99.9	95	99.9	99.9	99	99.9	99	95	99.9	99.9

This ad talks about an important topic														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
TIKE Please indicate your level of agreement with the following statements about this ad.														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
DISAGREE (1-2)	103 5%	5 4%	38 8% +++	32 4%	3 2%	14 7%	11 4%	61 6% ++	40 4% --	34 6%	21 8% ++	22 6%	15 4%	11 3% --
NEITHER (3)	225 11%	12 9%	75 15% +++	73 10%	13 10%	23 10%	29 11%	114 12%	109 10%	82 14% ++	36 13%	43 11%	34 10%	30 8% --
AGREE (4-5)	1594 80%	107 84%	356 74% ----	628 82%	112 85%	170 79%	220 80%	738 77% ---	851 83% ++++	458 76% --	201 74% ---	312 80%	289 83%	334 85% +++
1 Strongly Disagree	46 2%	4 3%	19 4%	11 1%	2 1%	5 2%	5 2%	31 3%	13 1%	17 3%	10 4%	10 3%	5 1%	4 1%
2	57 3%	1 1%	19 4%	21 3%	1 1%	9 4%	6 2%	30 3%	27 3%	17 3%	11 4%	12 3%	10 3%	7 2%
3	225 11%	12 9%	75 15%	73 10%	13 10%	23 10%	29 11%	114 12%	109 10%	82 14%	36 13%	43 11%	34 10%	30 8%
4	588 29%	42 33%	152 31%	226 29%	37 28%	56 27%	74 26%	295 31%	291 28%	201 33%	79 29%	110 28%	96 28%	102 26%
5 Strongly Agree	1006 50%	65 51%	204 43%	402 53%	75 57%	114 52%	146 54%	443 46%	560 55%	257 43%	122 45%	202 52%	193 56%	232 59%
Prefer not to say	78 4%	4 3%	13 3%	33 4%	4 3%	9 4%	14 5%	46 5%	31 3%	24 4%	15 5%	11 3%	10 3%	18 5%
Chi2:	-	99						95		99				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.28	4.32	4.08	4.35	4.42	4.28	4.34	4.20	4.36	4.16	4.13	4.28	4.37	4.47
Standard Deviation:	0.95	0.91	1.06	0.88	0.83	0.99	0.92	1.00	0.88	0.98	1.05	0.97	0.89	0.81
Student's T:	*	-	99.9	95	95	-	-	99.9	99.9	99.9	95	-	95	99.9

This ad talks about an important topic																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
<p>TIKE Please indicate your level of agreement with the following statements about this ad.</p>																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
DISAGREE (1-2)	103 5%	90 5%	12 5%	60 4%	38 8%	33 7%	68 5%	71 6%	27 3%	15 3%	31 4%	54 7%	28 4%	29 5%	30 6%	1 2%	25 5%	30 5%	50 5%
NEITHER (3)	225 11%	182 11%	39 15%	138 10%	76 16%	57 11%	164 11%	145 13%	78 9%	53 11%	79 11%	92 11%	84 13%	62 11%	54 11%	4 7%	33 6%	45 8%	142 15%
AGREE (4-5)	1594 80%	1373 80%	205 77%	1171 82%	349 73%	400 78%	1177 80%	884 77%	698 84%	373 81%	566 81%	635 78%	524 81%	429 79%	415 79%	45 87%	457 86%	471 83%	715 76%
1 Strongly Disagree	46 2%	41 2%	4 2%	23 2%	21 4%	16 3%	28 2%	30 3%	13 1%	9 2%	12 2%	22 3%	14 2%	10 2%	14 3%	1 2%	10 2%	13 2%	22 2%
2	57 3%	49 3%	8 3%	37 3%	17 4%	17 3%	40 3%	41 4%	14 2%	6 1%	19 3%	32 4%	14 2%	19 4%	16 3%	0 0%	15 3%	17 3%	28 3%
3	225 11%	182 11%	39 15%	138 10%	76 16%	57 11%	164 11%	145 13%	78 9%	53 11%	79 11%	92 11%	84 13%	62 11%	54 11%	4 7%	33 6%	45 8%	142 15%
4	588 29%	502 29%	78 29%	410 29%	153 32%	155 30%	425 29%	362 31%	222 27%	128 28%	198 28%	251 31%	204 31%	145 27%	163 31%	11 21%	143 27%	166 29%	287 30%
5 Strongly Agree	1006 50%	871 51%	127 48%	761 53%	196 41%	245 48%	752 52%	522 46%	476 58%	245 53%	368 53%	384 47%	320 49%	284 52%	252 48%	34 66%	314 59%	305 54%	428 45%
Prefer not to say	78 4%	66 4%	9 4%	56 4%	15 3%	19 4%	59 4%	44 4%	27 3%	19 4%	27 4%	30 4%	17 3%	24 4%	23 5%	2 3%	14 3%	19 4%	39 4%
Chi2:	-	-	-	99.9	-	-	-	99.9	-	90	-	-	(99.9)	-	-	-	-	-	-
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.28	4.29	4.24	4.35	4.06	4.21	4.31	4.19	4.42	4.35	4.33	4.21	4.27	4.30	4.25	4.56	4.43	4.35	4.18
Standard Deviation:	0.95	0.95	0.93	0.89	1.07	1.01	0.92	0.99	0.85	0.89	0.91	0.99	0.92	0.95	0.97	0.80	0.89	0.93	0.97
Student's T:	*	-	-	99.9	99.9	90	95	99.9	99.9	95	-	99	-	-	-	95	99.9	95	99.9

This ad provides new information														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
T1KF Please indicate your level of agreement with the following statements about this ad.														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
DISAGREE (1-2)	996 50%	61 46%	237 49%	382 50%	68 52%	116 54%	132 49%	494 52%	497 49%	266 44%	175 64%	221 57%	161 46%	173 44%
										---	++++	+++		---
NEITHER (3)	544 27%	30 24%	132 27%	207 27%	40 30%	52 24%	83 30%	264 28%	278 27%	152 25%	51 19%	103 26%	117 34%	121 31%
											----		+++	+
AGREE (4-5)	379 19%	33 26%	95 20%	145 19%	21 15%	39 18%	45 16%	156 16%	221 21%	153 26%	31 11%	53 14%	59 17%	83 21%
		++						---	+++	++++	----	---		
1 Strongly Disagree	549 28%	36 27%	128 26%	213 28%	36 28%	60 28%	76 28%	279 29%	266 26%	148 25%	105 38%	126 32%	92 26%	78 20%
2	447 22%	25 20%	109 23%	169 22%	32 25%	56 26%	56 21%	215 23%	231 22%	118 20%	70 26%	95 25%	69 20%	95 24%
3	544 27%	30 24%	132 27%	207 27%	40 30%	52 24%	83 30%	264 28%	278 27%	152 25%	51 19%	103 26%	117 34%	121 31%
4	262 13%	21 17%	68 14%	106 14%	11 8%	26 12%	29 11%	109 11%	151 14%	106 18%	21 8%	40 10%	37 11%	58 15%
5 Strongly Agree	117 6%	12 9%	27 6%	39 5%	10 7%	13 6%	16 6%	47 5%	70 7%	47 8%	10 4%	13 3%	22 6%	25 6%
Prefer not to say	81 4%	4 3%	18 4%	32 4%	3 2%	9 4%	14 5%	45 5%	35 3%	27 5%	16 6%	11 3%	11 3%	16 4%
Chi2:	-	-						95		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	2.45	2.60	2.48	2.43	2.41	2.38	2.42	2.37	2.52	2.63	2.07	2.25	2.49	2.62
Standard Deviation:	1.21	1.30	1.20	1.20	1.20	1.20	1.19	1.17	1.23	1.28	1.13	1.13	1.18	1.17
Student's T:	*	-	-	-	-	-	-	99	99	99.9	99.9	99.9	-	99

This ad provides new information																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K- \$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
T1KF Please indicate your level of agreement with the following statements about this ad.																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
DISAGREE (1-2)	996 50%	872 51% ++	118 45%	724 51%	233 49%	280 56% +++	704 48% ---	618 54% ++++	369 44% ----	196 42% ----	344 49%	441 55% ++++	287 44% ----	272 50%	303 58% ++++	20 37%	288 55% --	285 51%	460 49%
NEITHER (3)	544 27%	452 26%	84 32%	385 27%	126 26%	115 22% ---	420 29% ++	278 24% ----	260 31% ++++	130 28%	194 28%	214 26%	190 29%	142 26%	133 25%	15 30%	125 24% --	157 27%	270 29%
AGREE (4-5)	379 19%	319 18%	53 19%	264 18%	100 21%	92 18%	285 19%	204 18%	171 20%	115 25% ++++	138 20%	123 15% ----	153 23% +++	109 20%	64 12% ----	15 30% ++	100 18%	102 18%	176 18%
1 Strongly Disagree	549 28%	484 28%	62 24%	403 28%	126 26%	162 32%	378 26%	333 29%	210 25%	102 22%	195 28%	242 30%	156 24%	154 28%	169 33%	10 18%	160 30%	165 29%	247 26%
2	447 22%	388 23%	56 21%	321 23%	107 23%	118 23%	326 22%	285 25%	159 19%	94 21%	149 21%	199 25%	131 20%	118 22%	134 26%	10 19%	128 24%	120 21%	213 23%
3	544 27%	452 26%	84 32%	385 27%	126 26%	115 22%	420 29%	278 24%	260 31%	130 28%	194 28%	214 26%	190 29%	142 26%	133 25%	15 30%	125 24%	157 27%	270 29%
4	262 13%	219 13%	37 14%	180 13%	72 15%	61 12%	199 13%	143 12%	115 14%	74 16%	99 14%	86 10%	92 14%	79 15%	48 9%	7 15%	66 12%	68 12%	130 14%
5 Strongly Agree	117 6%	100 6%	16 6%	84 6%	28 6%	31 6%	86 6%	61 5%	56 7%	41 9%	39 6%	37 4%	61 9%	30 5%	16 3%	8 15%	34 6%	34 6%	46 5%
Prefer not to say	81 4%	68 4%	10 4%	52 4%	19 4%	22 4%	59 4%	44 4%	30 4%	19 4%	27 4%	33 4%	23 3%	21 4%	22 5%	2 3%	16 3%	21 4%	40 4%
Chi2:	-	-	-	-	-	99	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	90	90	90	90
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	2.45	2.43	2.54	2.43	2.50	2.32	2.49	2.37	2.56	2.68	2.46	2.32	2.63	2.45	2.21	2.90	2.38	2.42	2.46
Standard Deviation:	1.21	1.21	1.18	1.21	1.22	1.23	1.20	1.19	1.21	1.26	1.21	1.16	1.26	1.22	1.11	1.32	1.23	1.22	1.17
Student's T:	*	90	-	-	-	99	99	99.9	99.9	99.9	-	99.9	99.9	-	99.9	95	-	-	-

This ad provides new information																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1KF Please indicate your level of agreement with the following statements about this ad.																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
DISAGREE (1-2)	996 50%	283 42% ----	407 58% ++++	181 75% ++++	231 59% ++++	582 43% ----	95 73% ++++	154 59% +++	746 47% ----	34 67% ++	68 53%	889 50%	235 39% ----	759 55% ++++	699 51%	291 49%
NEITHER (3)	544 27%	206 31% ++	164 23% --	30 12% ----	104 26%	409 30% ++++	15 12% ----	73 27%	455 28% +++	11 22%	40 31%	490 27%	206 34% ++++	335 24% ----	381 27%	156 26%
AGREE (4-5)	379 19%	163 24% ++++	105 15% ----	9 4% ----	41 10% ----	328 24% ++++	4 3% ----	23 9% ----	351 22% ++++	4 8% --	17 13%	357 20% +++	152 25% ++++	225 16% ----	258 18%	116 19%
1 Strongly Disagree	549 28%	157 24%	234 33%	121 50%	119 31%	307 23%	68 53%	82 31%	398 25%	23 45%	40 31%	482 27%	126 21%	422 31%	371 27%	174 29%
2	447 22%	126 19%	173 25%	60 25%	112 29%	275 20%	27 20%	72 28%	348 22%	11 22%	28 22%	407 23%	109 18%	337 24%	328 24%	117 20%
3	544 27%	206 31%	164 23%	30 12%	104 26%	409 30%	15 12%	73 27%	455 28%	11 22%	40 31%	490 27%	206 34%	335 24%	381 27%	156 26%
4	262 13%	107 16%	75 10%	6 2%	34 9%	221 16%	3 2%	17 7%	241 15%	3 6%	16 12%	242 13%	97 16%	163 11%	172 12%	85 14%
5 Strongly Agree	117 6%	56 8%	30 4%	3 1%	7 2%	107 8%	1 1%	6 2%	110 7%	1 2%	1 1%	115 6%	55 9%	62 4%	86 6%	31 5%
Prefer not to say	81 4%	17 3%	32 5%	22 9%	16 4%	35 3%	15 12%	11 4%	48 3%	2 4%	4 3%	68 4%	7 1%	67 5%	47 3%	31 5%
Chi2:	-	99.9		99.9			99.9			95			99.9		-	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	2.45	2.66	2.24	1.68	2.18	2.65	1.61	2.17	2.55	1.94	2.28	2.47	2.74	2.31	2.45	2.43
Standard Deviation:	1.21	1.24	1.17	0.90	1.04	1.23	0.88	1.04	1.22	1.06	1.07	1.21	1.22	1.17	1.20	1.22
Student's T:	*	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99	90	99.9	99.9	99.9	-	-

This ad clearly conveys that the Government of Canada wants you to remember and honour 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+
T1KG Please indicate your level of agreement with the following statements about this ad.														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
DISAGREE (1-2)	126 6%	7 5%	28 6%	49 6%	13 10% +	15 7%	14 5%	77 8% +++	47 5% ---	26 4% --	23 8%	29 8%	27 8%	21 5%
NEITHER (3)	206 10%	11 9%	61 13% +	73 10%	12 10%	22 11%	27 10%	117 12% +++	88 9% ---	56 9%	46 17% ++++	43 11%	34 10%	27 7% ---
AGREE (4-5)	1589 79%	105 82%	377 78%	609 79%	106 80%	171 78%	220 80%	718 75% ----	864 84% ++++	491 82% ++	189 69% ----	305 79%	277 80%	327 83% ++
1 Strongly Disagree	59 3%	3 2%	13 3%	23 3%	5 4%	8 4%	7 3%	42 4%	16 2%	15 3%	11 4%	12 3%	11 3%	10 3%
2	67 3%	4 3%	15 3%	26 3%	8 6%	7 3%	7 3%	35 4%	31 3%	11 2%	12 4%	17 4%	16 5%	11 3%
3	206 10%	11 9%	61 13%	73 10%	12 10%	22 11%	27 10%	117 12%	88 9%	56 9%	46 17%	43 11%	34 10%	27 7%
4	534 27%	34 28%	115 24%	209 27%	31 23%	66 30%	78 28%	276 29%	256 25%	187 31%	59 22%	103 27%	94 27%	91 23%
5 Strongly Agree	1055 53%	71 54%	262 55%	400 52%	75 56%	105 48%	142 52%	442 46%	608 59%	304 51%	130 47%	202 52%	183 52%	236 60%
Prefer not to say	79 4%	5 4%	16 3%	35 5%	1 1%	8 4%	13 5%	47 5%	32 3%	25 4%	15 5%	11 3%	10 3%	18 5%
Chi2:	-	-	-	-	-	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.28	4.34	4.28	4.28	4.23	4.20	4.30	4.14	4.41	4.32	4.10	4.24	4.25	4.42
Standard Deviation:	1.00	0.94	1.00	1.00	1.10	1.04	0.96	1.08	0.90	0.92	1.11	1.03	1.03	0.94
Student's T:	*	-	-	-	-	-	-	99.9	99.9	-	99	-	-	99

This ad clearly conveys that the Government of Canada wants you to remember and honour Canadian Veterans

	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran					
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
T1KG Please indicate your level of agreement with the following statements about this ad.																				
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
DISAGREE (1-2)	126 6%	119 7% +++	5 2% ---	94 7%	32 7%	32 6%	90 6%	77 7%	47 6%	27 6%	57 8% +++	37 4% ---	33 5%	36 7%	38 7%	5 9%	39 8%	37 7%	49 5%	
NEITHER (3)	206 10%	172 10%	31 12%	142 10%	60 13% +	61 12%	140 10%	131 12% ++	70 8% --	44 10%	83 12%	76 10%	76 12%	53 10%	50 10%	5 9%	48 9%	51 9%	107 11%	
AGREE (4-5)	1589 79%	1352 79%	221 83% +	1134 79%	367 77%	398 78%	1177 80%	895 78% -	682 82% +++	370 80%	536 76% ---	667 82% ++	524 80%	433 79%	412 79%	40 78%	429 81%	457 81%	751 79%	
1 Strongly Disagree	59 3%	55 3%	3 1%	43 3%	16 3%	15 3%	41 3%	36 3%	21 3%	14 3%	29 4%	14 2%	15 2%	17 3%	18 3%	5 9%	25 5%	15 3%	19 2%	
2	67 3%	64 4%	2 1%	51 4%	16 3%	17 4%	49 3%	41 4%	26 3%	13 3%	28 4%	23 3%	18 3%	19 4%	20 4%	0 0%	14 3%	22 4%	30 3%	
3	206 10%	172 10%	31 12%	142 10%	60 13%	61 12%	140 10%	131 12%	70 8%	44 10%	83 12%	76 10%	76 12%	53 10%	50 10%	5 9%	48 9%	51 9%	107 11%	
4	534 27%	451 26%	76 29%	384 27%	120 25%	149 29%	378 26%	336 29%	194 23%	103 22%	198 28%	224 28%	171 26%	139 25%	139 26%	9 18%	123 23%	156 28%	262 27%	
5 Strongly Agree	1055 53%	901 53%	145 55%	750 52%	247 52%	249 49%	799 54%	559 49%	488 59%	267 58%	338 48%	443 54%	353 54%	294 54%	273 52%	31 60%	306 57%	301 53%	489 52%	
Prefer not to say	79 4%	68 4%	8 3%	55 4%	19 4%	18 4%	61 4%	41 4%	31 4%	19 4%	27 4%	31 4%	20 3%	22 4%	22 5%	2 3%	13 2%	20 4%	39 4%	
Chi2:	-	99		-		-		95		99			-			-				
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	
Mean:	4.28	4.26	4.40	4.27	4.23	4.21	4.31	4.21	4.38	4.35	4.16	4.35	4.31	4.28	4.26	4.24	4.29	4.29	4.29	
Standard Deviation:	1.00	1.02	0.81	1.01	1.04	1.01	0.99	1.02	0.96	0.99	1.08	0.90	0.96	1.02	1.03	1.25	1.08	0.99	0.94	
Student's T:	*	90	95	-	-	90	95	99.9	99.9	90	99.9	99	-	-	-	-	-	-	-	

This ad clearly conveys that the Government of Canada wants you to remember and honour Canadian Veterans																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
T1KG Please indicate your level of agreement with the following statements about this ad.																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
DISAGREE (1-2)	126 6%	37 6%	58 8%	34 14%	18 5%	74 6%	22 17%	14 5%	90 6%	15 29%	6 5%	104 6%	27 5%	99 7%	87 6%	38 6%
			++	++++	-	--	++++		--	++++		---	--	++		
NEITHER (3)	206 10%	74 11%	86 12%	34 14%	59 15%	112 8%	16 13%	51 19%	138 9%	7 14%	30 23%	167 9%	45 8%	157 11%	118 9%	82 14%
			++	++	+++	----		++++	----		++++	----	---	++	----	+++
AGREE (4-5)	1589 79%	542 81%	531 75%	153 63%	300 76%	1134 83%	78 60%	185 71%	1324 82%	28 55%	89 69%	1467 81%	520 86%	1066 77%	1134 82%	443 74%
			----	----		++++	----	----	++++	----	---	++++	++++	----	++++	----
1 Strongly Disagree	59 3%	15 2%	30 4%	22 9%	7 2%	30 2%	15 12%	4 2%	40 3%	10 19%	2 2%	47 3%	12 2%	47 3%	39 3%	19 3%
2	67 3%	22 3%	28 4%	12 5%	11 3%	44 3%	7 5%	10 4%	50 3%	5 10%	4 3%	57 3%	15 3%	52 4%	48 4%	19 3%
3	206 10%	74 11%	86 12%	34 14%	59 15%	112 8%	16 13%	51 19%	138 9%	7 14%	30 23%	167 9%	45 8%	157 11%	118 9%	82 14%
4	534 27%	162 24%	194 27%	61 26%	126 32%	347 25%	31 24%	78 30%	425 26%	11 23%	41 32%	479 26%	154 26%	379 27%	354 25%	176 30%
5 Strongly Agree	1055 53%	380 57%	337 48%	92 37%	174 44%	787 58%	47 36%	107 41%	899 56%	17 32%	48 37%	988 55%	366 61%	687 49%	780 56%	267 45%
Prefer not to say	79 4%	16 2%	33 5%	21 9%	15 4%	34 3%	13 10%	11 4%	48 3%	1 2%	4 3%	66 4%	8 1%	64 5%	46 3%	31 5%
Chi2:	-	90		99.9			99.9			(99.9)			99.9		99	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.28	4.33	4.15	3.85	4.20	4.37	3.75	4.09	4.34	3.40	4.02	4.32	4.43	4.21	4.33	4.16
Standard Deviation:	1.00	0.97	1.08	1.29	0.93	0.94	1.38	0.96	0.96	1.53	0.96	0.97	0.89	1.04	0.99	1.02
Student's T:	*	-	99.9	99.9	90	99.9	99.9	99	99.9	99.9	99	99.9	99.9	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.

	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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT FAMILIAR (1-2)	826 41%	34 24% ----	254 52% ++++	297 39%	46 34%	77 36%	117 42%	372 38% --	450 43% ++	307 51% ++++	119 43%	161 41%	117 34% ---	122 31% ----
SOMEWHAT (3)	558 28%	32 26%	112 23% ---	224 29%	41 31%	73 34% ++	76 28%	264 28%	292 29%	133 22% ----	74 27%	116 30%	109 31%	126 32% ++
QUITE FAMILIAR (4-5)	584 30%	62 50% ++++	105 22% ----	233 31%	42 32%	62 29%	79 29%	310 33% +++	270 27% ---	133 23% ----	78 29%	109 28%	119 34% ++	145 37% ++++
1 Not at all familiar	443 22%	15 11%	175 36%	136 18%	26 19%	38 17%	52 18%	210 22%	231 22%	191 32%	65 24%	74 19%	56 16%	57 14%
2	383 19%	19 13%	79 16%	161 21%	20 16%	39 18%	65 23%	162 17%	219 21%	116 19%	54 20%	87 22%	61 18%	65 17%
3	558 28%	32 26%	112 23%	224 29%	41 31%	73 34%	76 28%	264 28%	292 29%	133 22%	74 27%	116 30%	109 31%	126 32%
4	390 20%	38 31%	65 14%	159 21%	28 22%	45 21%	54 20%	204 22%	183 18%	89 15%	60 22%	72 19%	75 22%	94 24%
5 Very familiar	194 10%	24 19%	40 8%	74 10%	14 11%	17 8%	25 9%	106 11%	87 9%	44 8%	18 6%	37 10%	44 13%	51 13%
Don't know/Prefer not to say / No answer	32 1%	0 0%	11 2%	12 1%	3 2%	4 2%	2 1%	13 1%	19 2%	25 4%	2 1%	2 0%	3 1%	0 0%
Chi2:	-	99.9						95		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	2.77	3.33	2.40	2.84	2.89	2.83	2.78	2.84	2.70	2.46	2.68	2.77	2.97	3.05
Standard Deviation:	1.27	1.24	1.33	1.23	1.26	1.18	1.23	1.30	1.24	1.31	1.24	1.23	1.24	1.22
Student's T:	*	99.9	99.9	95	-	-	-	95	95	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.

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	(family)	Yes (friend)	Yes (friend)	No
Q1A																				
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
NOT FAMILIAR (1-2)	826 41%	694 40%	124 47% ++	526 36% ----	243 51% ++++	222 43%	594 40%	492 43%	326 39%	214 46% ++	267 38% --	335 41%	284 43%	210 38%	217 41%	5 9%	143 27% ----	169 30% ----	521 55% ++++	
SOMEWHAT (3)	558 28%	480 28%	73 28%	421 30% ++	113 24% --	132 26%	420 29%	315 28%	239 29%	115 25%	201 29%	237 29%	181 28%	149 28%	152 30%	8 15% --	163 31% +	175 31% +	239 25% --	
QUITE FAMILIAR (4-5)	584 30%	512 30% +	65 25% -	462 33% ++++	113 24% ---	144 29%	435 30%	324 29%	253 31%	122 27%	225 32% ++	230 29%	175 27%	181 34% ++	147 28%	39 76% ++++	219 41% ++++	218 39% ++++	167 18% ----	
1 Not at all familiar	443 22%	365 21%	71 26%	239 16%	162 34%	127 25%	309 21%	264 23%	174 20%	130 28%	135 19%	172 21%	158 24%	116 21%	111 21%	3 5%	53 10%	70 12%	312 33%	
2	383 19%	329 19%	53 20%	287 20%	81 17%	95 18%	285 19%	228 20%	152 18%	84 18%	132 19%	163 20%	126 19%	94 17%	106 20%	2 4%	90 17%	99 17%	209 22%	
3	558 28%	480 28%	73 28%	421 30%	113 24%	132 26%	420 29%	315 28%	239 29%	115 25%	201 29%	237 29%	181 28%	149 28%	152 30%	8 15%	163 31%	175 31%	239 25%	
4	390 20%	342 20%	45 17%	311 22%	70 15%	103 20%	285 20%	228 20%	157 19%	71 16%	149 21%	167 21%	116 18%	116 22%	105 20%	12 24%	127 24%	153 28%	133 14%	
5 Very familiar	194 10%	170 10%	20 7%	151 11%	43 9%	41 8%	150 10%	96 9%	96 12%	51 11%	76 11%	63 8%	59 9%	65 12%	42 8%	27 52%	92 17%	65 11%	34 4%	
Don't know/Prefer not to say / No answer	32 1%	25 1%	3 1%	16 1%	9 2%	11 2%	19 1%	13 1%	12 1%	9 2%	10 1%	9 1%	13 2%	4 1%	6 1%	0 0%	4 1%	3 0%	19 2%	
Chi2:	-	90		99.9		-		-		90			-			99.9				
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	
Mean:	2.77	2.79	2.59	2.91	2.48	2.69	2.80	2.72	2.83	2.65	2.87	2.74	2.69	2.88	2.74	4.14	3.22	3.08	2.33	
Standard Deviation:	1.27	1.27	1.26	1.23	1.34	1.28	1.27	1.26	1.29	1.34	1.26	1.23	1.27	1.30	1.24	1.14	1.21	1.18	1.18	
Student's T:	*	95	95	99.9	99.9	90	90	95	90	95	99	-	90	95	-	99.9	99.9	99.9	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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	151 8%	5 4%	46 10% +	69 9% ++	5 4%	10 5%	16 6%	67 7%	84 8%	14 2% ----	18 7%	36 9%	35 10% +	48 12% ++++
POPPY CAMPAIGN	22 1%	0 0%	8 2%	9 1%	1 1%	3 2%	1 0%	6 1% --	16 2% ++	2 0% --	3 1%	6 2%	5 1%	6 2%
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	32 2%	3 2%	6 1%	9 1%	0 0%	9 4% +++	5 2%	14 1%	17 2%	2 0% ---	5 2%	5 1%	9 3%	11 3% ++
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	114 6%	7 6%	21 4%	46 6%	11 9%	12 5%	17 6%	48 5%	65 7%	8 1% ----	13 5%	24 6%	30 9% ++	39 10% ++++
WAR AMPS PROGRAMS/FUNDS	30 1%	0 0%	23 5% ++++	4 1% ---	0 0%	1 1%	2 1%	16 2%	14 1%	5 1%	1 0%	8 2%	7 2%	9 2%
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	31 2%	2 1%	3 1% -	13 2%	2 1%	5 2%	6 2%	13 1%	18 2%	12 2%	2 1%	5 1%	6 2%	6 2%
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	15 1%	1 1%	0 0% --	11 1% +++	1 1%	0 0%	2 1%	6 1%	9 1%	4 1%	2 1%	4 1%	2 1%	3 1%
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	54 3%	6 4%	2 0% ----	23 3%	7 6% ++	6 3%	10 4%	32 3%	22 2%	5 1% ----	5 2%	8 2%	18 5% +++	18 5% ++
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTEED INCOME	32 2%	2 2%	3 1% -	15 2%	1 1%	6 3%	5 2%	10 1% --	22 2% ++	4 1% --	8 3% +	6 2%	5 1%	9 2%
PENSIONS (GENERAL MENTION)	102 5%	8 6%	6 1% ----	51 7% ++	8 7%	9 4%	19 7%	51 5%	50 5%	9 1% ----	9 3%	19 5%	25 7% +	40 10% ++++
HEARING IMPAIRED PROGRAMS/SUPPORTS	4 0%	0 0%	1 0%	2 0%	0 0%	1 1%	0 0%	2 0%	2 0%	0 0%	1 0%	0 0%	2 1%	1 0%
VETERAN'S INDEPENDENT PROGRAM (VIP)	13 1%	4 3% +++	1 0%	4 1%	1 1%	1 1%	2 1%	8 1%	5 1%	0 0% --	0 0%	2 0%	3 1%	8 2% ++++

VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	57 3%	7 6% +	23 5% +++	20 3%	4 3%	0 0% ---	3 1%	22 2%	35 3%	4 1% ----	7 3%	15 4%	9 3%	22 5% ++++
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	5 0%	0 0%	0 0%	0 0%	0 0%	5 2% ++++	0 0%	0 0%	5 1% ++	1 0%	2 1% +	1 0%	0 0%	1 0%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	16 1%	2 2% +	2 0%	10 1% +	0 0%	1 1%	1 0%	9 1%	7 1%	3 1%	2 1%	4 1%	3 1%	4 1%
EDUCATION/TRAINING/RETRAINING	33 2%	3 3%	3 1% --	13 2%	4 3%	3 1%	7 3%	13 1%	20 2%	8 1%	3 1%	8 2%	6 2%	8 2%
TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT, CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	38 2%	2 2%	8 2%	17 2%	0 0%	4 2%	7 3%	14 2%	23 2%	10 2%	7 3%	8 2%	7 2%	6 2%
COUNSELLING SERVICES (GENERAL MENTION)	7 0%	2 2% +++	2 0%	3 0%	0 0%	0 0%	0 0%	5 1%	2 0%	2 0%	1 1%	1 0%	1 0%	2 0%
CANNABIS/MEDICAL CANNABIS PROGRAM	3 0%	0 0%	1 0%	2 0%	0 0%	0 0%	0 0%	0 0%	3 0%	3 0% +++	0 0%	0 0%	0 0%	0 0%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	31 2%	0 0%	6 1%	14 2%	2 2%	2 1%	6 2%	16 2%	15 2%	2 0% ---	5 2%	3 1%	9 3%	12 3% ++
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	51 3%	5 5%	12 3%	20 3%	4 3%	4 2%	6 2%	22 2%	29 3%	3 1% ----	6 2%	12 3%	10 3%	20 5% ++++
DVA, DEPARTMENTS/MINISTRIES/OFFICES, UNSPECIFIED	8 0%	3 2% ++++	0 0% -	4 1%	0 0%	1 0%	0 0%	2 0%	6 1%	3 0%	1 0%	1 0%	0 0%	3 1%
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	38 2%	4 3%	4 1% --	18 2%	2 2%	7 3% +	3 1%	12 1% --	26 3% ++	7 1%	5 2%	10 3%	3 1%	13 3% ++
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	4 0%	0 0%	1 0%	2 0%	0 0%	1 0%	0 0%	3 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%
EMPLOYMENT SERVICES, JOB PLACEMENT	13 1%	1 1%	4 1%	3 0%	0 0%	1 0%	4 1% +	5 1%	8 1%	3 1%	2 1%	2 1%	3 1%	3 1%
HOME CARE, PERSONAL HOME CARE SERVICES	31 2%	3 2%	9 2%	11 2%	3 2%	2 1%	3 1%	12 1%	18 2%	3 0% --	4 1%	4 1%	12 3% +++	8 2%

HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	22 1%	3 2%	1 0% --	11 1%	1 1%	2 1%	4 2%	12 1%	10 1%	1 0% ---	5 2%	5 1%	2 1%	9 2% ++
REHABILITATION	25 1%	1 1%	4 1%	8 1%	3 2%	2 1%	7 3% ++	7 1% --	18 2% ++	4 1%	4 1%	4 1%	7 2%	6 2%
EMERGENCY FUNDS	4 0%	0 0%	0 0%	2 0%	1 1%	1 0%	0 0%	1 0%	3 0%	1 0%	1 0%	0 0%	2 1% +	0 0%
LONG TERM CARE, RETIREMENT CARE	38 2%	2 2%	4 1% -	13 2%	7 5% +++	4 2%	8 3%	16 2%	22 2%	1 0% ----	10 4% ++	7 2%	8 2%	12 3% +
SERVICE ANIMALS/DOGS	8 0%	0 0%	2 0%	3 0%	1 1%	0 0%	2 1%	1 0% --	7 1% ++	1 0%	0 0%	0 0%	4 1% ++	3 1%
LACK OF SERVICES/SUPPORT	53 3%	6 5%	5 1% ---	23 3%	3 2%	8 4%	8 3%	22 2%	30 3%	0 0% ----	5 2%	10 3%	11 3%	27 7% ++++
INVICTUS GAMES	3 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	1 0%	1 0%
TRAVEL/TRANSPORTATION SUPPORT	2 0%	0 0%	0 0%	2 0% +	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	1 0%	0 0%
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	3 0%	0 0%	1 0%	1 0%	1 1% ++	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	9 0%	0 0%	2 0%	3 0%	1 1%	0 0%	3 1% +	3 0%	6 1%	1 0%	3 1% +	1 0%	1 0%	3 1%
OMBUDSMAN DEPARTMENT	4 0%	1 1%	0 0%	0 0%	0 0%	3 1% ++++	0 0%	1 0%	3 0%	0 0%	0 0%	0 0%	1 0%	3 1% +++
Other	37 2%	5 4%	8 2%	14 2%	0 0%	3 1%	7 2%	19 2%	18 2%	7 1%	7 3%	9 2%	9 3%	5 1%
DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGRAMS	755 38%	32 25%	186 39%	286 37%	50 38%	83 38%	117 43%	363 38%	387 37%	211 35%	119 43%	166 43%	134 38%	125 32%
Prefer not to say	588 29%	46 35%	147 30%	220 28%	41 31%	68 31%	66 23%	305 31%	281 26%	303 51%	74 27%	82 21%	61 17%	68 17%
Chi2:	-	(99.9)						(95)		(99.9)				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

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			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q1B																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	151 8%	134 8%	17 7%	103 7%	44 9%	35 7%	114 8%	80 7%	71 9%	24 5%	53 8%	74 9%	37 6%	44 8%	49 9%	3 5%	41 8%	63 11%	56 6%
POPPY CAMPAIGN	22 1%	18 1%	4 2%	16 1%	4 1%	2 0%	20 1%	12 1%	10 1%	5 1%	9 1%	8 1%	8 1%	6 1%	5 1%	0 0%	6 1%	3 1%	14 1%
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	32 2%	30 2%	2 1%	27 2%	6 1%	6 1%	26 2%	17 2%	15 2%	10 2%	7 1%	15 2%	13 2%	11 2%	7 1%	0 0%	13 2%	15 3%	7 1%
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	114 6%	102 6%	12 5%	93 7%	21 5%	23 5%	89 6%	56 5%	58 7%	11 3%	28 4%	73 9%	28 4%	29 5%	32 6%	4 8%	46 9%	44 8%	29 3%
WAR AMPS PROGRAMS/FUNDS	30 1%	29 2%	1 0%	6 0%	23 5%	8 1%	22 1%	15 1%	14 2%	7 2%	9 1%	13 2%	14 2%	10 2%	4 1%	0 0%	7 1%	6 1%	20 2%
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	31 2%	28 2%	3 1%	24 2%	6 1%	9 2%	22 2%	20 2%	11 1%	8 2%	11 2%	11 1%	14 2%	11 2%	3 1%	1 2%	16 3%	11 2%	7 1%
REMEMBRANCE DAY ACTIVITES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	15 1%	14 1%	1 0%	15 1%	0 0%	4 1%	11 1%	11 1%	4 0%	4 1%	3 0%	8 1%	4 1%	4 1%	4 1%	0 0%	6 1%	1 0%	7 1%
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	54 3%	47 3%	7 3%	49 3%	3 1%	8 2%	46 3%	23 2%	31 4%	16 4%	15 2%	23 3%	12 2%	21 4%	19 4%	3 6%	27 5%	23 4%	10 1%
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTEED INCOME	32 2%	30 2%	2 1%	27 2%	4 1%	8 2%	23 2%	17 2%	15 2%	5 1%	6 1%	21 3%	11 2%	10 2%	8 2%	0 0%	12 2%	10 2%	13 1%
PENSIONS (GENERAL MENTION)	102 5%	94 6%	8 3%	86 6%	12 3%	12 2%	90 6%	41 4%	61 8%	17 4%	24 4%	61 8%	29 5%	26 5%	27 5%	7 13%	43 8%	41 7%	33 4%
HEARING IMPAIRED PROGRAMS/SUPPORTS	4 0%	4 0%	0 0%	4 0%	1 0%	0 0%	4 0%	1 0%	3 0%	0 0%	2 0%	2 0%	0 0%	1 0%	1 0%	0 0%	3 1%	2 0%	1 0%

VETERAN'S INDEPENDENT PROGRAM (VIP)	13 1%	12 1%	1 0%	12 1% +	1 0%	2 0%	11 1%	1 0%	12 1%	9 2%	2 0%	2 0%	3 0%	6 1%	1 0%	6 12%	7 1%	1 0%	0 0%
VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	57 3%	49 3%	8 3%	37 3%	16 3%	13 2%	44 3%	24 2%	32 4%	7 2%	21 3%	29 4%	23 4%	11 2%	11 2%	0 0%	16 3%	19 3%	25 3%
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	5 0%	4 0%	1 0%	4 0%	1 0%	3 1%	2 0%	3 0%	2 0%	2 0%	1 0%	2 0%	2 0%	1 0%	1 0%	0 0%	2 0%	1 0%	2 0%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	16 1%	14 1%	1 0%	14 1%	2 0%	4 1%	12 1%	7 1%	9 1%	3 1%	6 1%	6 1%	4 1%	4 1%	5 1%	2 5%	10 2%	6 1%	2 0%
EDUCATION/TRAINING/RETRAINING	33 2%	30 2%	3 1%	30 2%	2 0%	9 2%	23 2%	17 2%	16 2%	6 1%	9 1%	17 2%	9 2%	10 2%	10 2%	2 3%	10 2%	13 2%	11 1%
TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT, CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	38 2%	34 2%	4 1%	28 2%	7 1%	14 3%	24 2%	22 2%	16 2%	10 2%	9 1%	19 2%	10 2%	11 2%	12 2%	2 4%	11 2%	16 3%	13 1%
COUNSELLING SERVICES (GENERAL MENTION)	7 0%	7 0%	0 0%	5 0%	2 0%	0 0%	7 1%	5 0%	2 0%	1 0%	0 0%	6 1%	4 1%	2 0%	1 0%	0 0%	3 1%	1 0%	3 0%
CANNABIS/MEDICAL CANNABIS PROGRAM	3 0%	2 0%	1 0%	1 0%	1 0%	1 0%	2 0%	2 0%	1 0%	0 0%	1 0%	2 0%	1 0%	2 0%	0 0%	0 0%	0 0%	3 0%	0 0%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	31 2%	29 2%	2 1%	24 2%	6 1%	6 1%	25 2%	13 1%	18 2%	6 1%	4 1%	21 3%	6 1%	9 2%	14 3%	2 4%	13 3%	14 3%	9 1%
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	51 3%	48 3%	3 1%	39 3%	11 2%	4 1%	46 3%	24 2%	27 3%	14 3%	18 3%	19 3%	17 3%	16 3%	9 2%	6 12%	20 4%	22 4%	13 1%
DVA, DEPARTMENTS/MINISTRIES/OFFICES, UNSPECIFIED	8 0%	8 1%	0 0%	8 1%	0 0%	3 1%	5 0%	4 0%	4 1%	0 0%	5 1%	3 0%	5 1%	2 0%	0 0%	2 5%	4 1%	5 1%	0 0%
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	38 2%	34 2%	4 2%	31 2%	3 1%	10 2%	28 2%	23 2%	15 2%	7 2%	10 1%	21 3%	6 1%	18 3%	10 2%	0 0%	11 2%	17 3%	12 1%
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	4 0%	4 0%	0 0%	2 0%	1 0%	1 0%	3 0%	3 0%	1 0%	0 0%	1 0%	3 0%	1 0%	1 0%	2 0%	0 0%	2 0%	0 0%	2 0%
EMPLOYMENT SERVICES, JOB PLACEMENT	13 1%	12 1%	1 0%	10 1%	3 1%	3 1%	10 1%	7 1%	6 1%	0 0%	5 1%	8 1%	4 1%	4 1%	4 1%	1 2%	2 0%	7 1%	3 0%

HOME CARE, PERSONAL HOME CARE SERVICES	31 2%	30 2%	1 0%	22 2%	9 2%	6 1%	25 2%	15 1%	16 2%	5 1%	10 1%	16 2%	10 1%	6 1%	6 1%	0 0%	22 4%	10 2%	4 0%
		+	-														++++		----
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	22 1%	21 1%	1 0%	20 1%	2 0%	7 1%	15 1%	12 1%	10 1%	3 1%	8 1%	11 1%	5 1%	5 1%	6 1%	1 2%	16 3%	8 2%	1 0%
				++													++++		----
REHABILITATION	25 1%	23 1%	2 1%	21 2%	3 1%	6 1%	19 1%	12 1%	13 2%	7 2%	7 1%	10 1%	6 1%	12 2%	3 1%	2 4%	7 1%	9 2%	10 1%
														++					
EMERGENCY FUNDS	4 0%	3 0%	1 0%	3 0%	0 0%	1 0%	3 0%	4 0%	0 0%	2 0%	2 0%	0 0%	0 0%	1 0%	3 1%	0 0%	0 0%	2 0%	2 0%
								+	-						++				
LONG TERM CARE, RETIREMENT CARE	38 2%	33 2%	5 2%	32 2%	4 1%	12 3%	26 2%	23 2%	15 2%	4 1%	12 2%	22 3%	9 1%	8 2%	9 2%	2 4%	13 3%	17 3%	6 1%
				+	-					-		++					++		----
SERVICE ANIMALS/DOGS	8 0%	8 0%	0 0%	7 1%	1 0%	0 0%	8 1%	4 0%	4 0%	1 0%	4 1%	3 0%	2 0%	5 1%	0 0%	0 0%	2 0%	5 1%	2 0%
						-	+							++	-			++	
LACK OF SERVICES/SUPPORT	53 3%	47 3%	6 2%	44 3%	7 2%	8 2%	45 3%	23 2%	30 4%	8 2%	21 3%	23 3%	12 2%	15 3%	18 4%	1 2%	17 3%	15 3%	20 2%
				++	-	-	++	--	++				-						
INVICTUS GAMES	3 0%	2 0%	1 0%	3 0%	0 0%	0 0%	3 0%	2 0%	1 0%	0 0%	1 0%	2 0%	2 0%	0 0%	1 0%	0 0%	2 0%	1 0%	0 0%
TRAVEL/TRANSPORTATION SUPPORT	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%
																		++	
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	3 0%	2 0%	1 0%	2 0%	1 0%	1 0%	2 0%	1 0%	2 0%	1 0%	0 0%	2 0%	1 0%	2 0%	0 0%	0 0%	2 0%	1 0%	0 0%
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	9 0%	6 0%	3 1%	5 0%	2 0%	3 1%	6 0%	3 0%	6 1%	2 0%	3 0%	4 1%	4 1%	3 1%	2 0%	0 0%	4 1%	3 1%	3 0%
		-	+																
OMBUDSMAN DEPARTMENT	4 0%	4 0%	0 0%	4 0%	0 0%	0 0%	4 0%	1 0%	3 0%	1 0%	0 0%	3 0%	2 0%	2 0%	0 0%	0 0%	4 1%	0 0%	0 0%
																	++++		-
Other	37 2%	33 2%	3 1%	28 2%	9 2%	8 2%	29 2%	20 2%	15 2%	5 1%	11 2%	21 3%	13 2%	11 2%	8 2%	2 4%	19 4%	11 2%	10 1%
												++				++++		--	
DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGRAMS	755 38%	645 38%	105 40%	526 37%	190 40%	209 41%	540 37%	458 40%	295 36%	170 37%	268 38%	310 38%	241 37%	204 37%	216 41%	12 23%	157 30%	207 37%	409 43%
Prefer not to say	588 29%	482 28%	89 32%	409 28%	146 30%	162 32%	413 27%	354 31%	214 25%	159 33%	220 31%	195 24%	216 32%	150 27%	132 25%	10 20%	128 24%	140 24%	309 32%
Chi2:	-	-		(99.9)		(95)		(99.9)		(99.9)			-			(99.9)			

Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
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Can you name any Veterans Affairs Canada programs you may have heard of?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q1B																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
MENTAL HEALTH SUPPORTS/PROGRAMS (PTSD, PSYCHOLOGICAL SUPPORT, TREATMENT)	151 8%	67 10% +++	37 5% ---	15 6%	27 7%	109 8%	13 10%	12 5% --	126 8%	2 4%	7 6%	141 8%	60 10% +++	90 7% ---	124 9% ++++	26 4% ----
POPPY CAMPAIGN	22 1%	8 1%	9 1%	2 1%	2 0%	18 1%	0 0%	1 0%	21 1%	0 0%	2 2%	20 1%	10 2%	12 1%	15 1%	7 1%
HOUSING, HOUSING PROJECTS, OBTAINING HOUSING, MORTGAGE ASSISTANCE	32 2%	12 2%	14 2%	4 2%	7 2%	21 2%	2 2%	5 2%	25 2%	2 4%	0 0%	30 2%	11 2%	21 2%	28 2% ++	4 1% --
MEDICAL/HEALTH SUPPORT, GENERAL MENTION	114 6%	50 8% ++	32 5%	12 5%	24 6%	78 6%	5 4%	14 5%	95 6%	1 2%	2 2% --	110 6% ++	40 7%	73 5%	99 7% ++++	15 3% ----
WAR AMPS PROGRAMS/FUNDS	30 1%	11 2%	7 1%	6 3%	4 1%	19 1%	2 1%	5 2%	22 1%	1 2%	2 1%	27 1%	11 2%	19 1%	15 1% --	15 2% ++
ROYAL CANADIAN LEGION SUPPORT/PROGRAMS	31 2%	13 2%	8 1%	3 1%	5 1%	23 2%	0 0%	4 1%	27 2%	0 0%	1 1%	30 2%	8 1%	23 2%	26 2% +	5 1%
REMEMBRANCE DAY ACTIVITIES/EVENTS, MEMORIALS, VETERAN'S WEEK RESOURCES/SUPPORTS	15 1%	7 1%	4 1%	3 1%	0 0%	12 1%	2 1%	0 0%	13 1%	0 0%	1 1%	14 1%	8 1% ++	6 0% --	12 1%	3 0%
DISABILITY PENSIONS, LONG TERM DISABILITY SERVICES, DISABILITY FUNDS/PROGRAMS	54 3%	23 4%	16 2%	7 3%	10 3%	37 3%	3 2%	4 2%	47 3%	0 0%	1 1%	53 3% ++	20 3%	34 3%	49 4% ++++	5 1% ----
VETERAN'S ALLOWANCE, FINANCIAL ASSISTANCE, INCOME SUPPORT/GUARENTEED INCOME	32 2%	19 3% +++	6 1% --	2 1%	3 1%	27 2% ++	1 1%	2 1%	29 2%	1 2%	0 0%	30 2%	15 3% ++	17 1% --	28 2% ++	4 1% --
PENSIONS (GENERAL MENTION)	102 5%	43 7%	30 4%	11 5%	15 4%	76 6%	7 6%	5 2% --	90 6% ++	1 2%	1 1% --	99 6% ++	44 7% +++	58 4% ---	92 7% ++++	10 2% ----
HEARING IMPAIRED PROGRAMS/SUPPORTS	4 0%	1 0%	0 0%	0 0%	1 0%	3 0%	0 0%	1 0%	3 0%	0 0%	0 0%	4 0%	0 0%	3 0%	3 0%	0 0%

VETERAN'S INDEPENDENT PROGRAM (VIP)	13 1%	6 1%	3 0%	1 0%	1 0%	11 1%	0 0%	1 0%	12 1%	0 0%	0 0%	13 1%	6 1%	7 1%	13 1% ++	0 0% --
VETERAN'S HOSPITALS/CLINICS, SPECIFIC VET HOSPITALS MENTIONED	57 3%	22 3%	15 2%	5 2%	11 3%	41 3%	3 2%	5 2%	49 3%	0 0%	0 0% --	56 3% ++	20 3%	37 3%	46 3%	11 2%
VETERAN'S FOOD BANK SERVICES, FOOD DRIVES/SUPPORTS	5 0%	3 0%	1 0%	0 0%	1 0%	4 0%	0 0%	0 0%	5 0%	0 0%	0 0%	5 0%	2 0%	3 0%	5 0%	0 0%
FUNERAL/BURIAL SUPPORTS, LAST POST PROGRAM	16 1%	8 1%	6 1%	0 0%	2 1%	14 1%	0 0%	0 0%	16 1% ++	0 0%	1 1%	15 1%	8 1%	7 1% --	16 1% +++	0 0% ---
EDUCATION/TRAINING/RETRAINING	33 2%	13 2%	10 1%	5 2%	7 2%	21 2%	2 2%	5 2%	26 2%	0 0%	1 1%	32 2%	10 2%	22 2%	29 2% ++	4 1% --
TRANSITIONING TO CIVILIAN LIFE, RESETTLEMENT INTO CIVILIAN ENVIRONMENT, CAREER TRANSITIONING SERVICES, CVVRS, VOCATIONAL COUNSELLING	38 2%	23 4% ++++	8 1%	1 0%	10 3%	27 2%	1 1%	3 1%	34 2%	0 0%	2 2%	36 2%	13 2%	24 2%	33 2% ++	5 1% --
COUNSELLING SERVICES (GENERAL MENTION)	7 0%	3 0%	2 0%	0 0%	2 0%	5 0%	0 0%	0 0%	7 0%	0 0%	0 0%	7 0%	1 0%	6 0%	6 0%	0 0%
CANNABIS/MEDICAL CANNABIS PROGRAM	3 0%	1 0%	1 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	0 0%	0 0%	3 0%	1 0%	2 0%	3 0%	0 0%
VETERAN'S BENEFITS/SUPPORTS (GENERAL MENTION)	31 2%	14 2%	7 1%	3 1%	6 2%	22 2%	2 2%	3 1%	26 2%	0 0%	2 2%	29 2%	13 2%	18 1%	26 2%	5 1%
WOUNDED SOLDIERS/VETS RETURNING, INJURED/AMPUTEES, WOUNDED WARRIOR PROGRAM	51 3%	30 5% ++++	10 1% --	0 0% ---	11 3%	40 3%	2 2%	3 1%	46 3%	1 2%	2 2%	47 3%	25 4% +++	26 2% ---	45 3% +++	5 1% ---
DVA, DEPARTMENTS/MINISTRIES/OFFICES, UNSPECIFIED	8 0%	4 1%	0 0% --	1 0%	3 1%	4 0%	1 1%	1 0%	6 0%	0 0%	0 0%	8 0%	4 1%	4 0%	7 1%	1 0%
SURVIVOR'S BENEFITS/PROGRAMS, PROGRAMS FOR FAMILY SUPPORT (VARIOUS; WIDOW'S BENEFITS, CHILDREN'S EDUCATION FUNDS)	38 2%	18 3%	9 1%	2 1%	7 2%	29 2%	1 1%	4 2%	33 2%	0 0%	1 1%	37 2%	12 2%	26 2%	35 3% +++	3 1% ---
MEDICAL INSURANCE PROGRAMS (BLUE CROSS)	4 0%	3 0%	1 0%	0 0%	0 0%	4 0%	1 1%	0 0%	3 0%	0 0%	1 1%	3 0%	1 0%	3 0%	3 0%	1 0%
EMPLOYMENT SERVICES, JOB PLACEMENT	13 1%	4 1%	4 1%	2 1%	3 1%	8 1%	2 2%	0 0%	11 1%	0 0%	0 0%	12 1%	5 1%	8 1%	10 1%	2 0%

HOME CARE, PERSONAL HOME CARE SERVICES	31 2%	15 2% +	8 1%	4 2%	5 1%	22 2%	3 2%	2 1%	26 2%	2 4%	0 0%	29 2%	13 2%	18 1%	25 2%	6 1%
HOME/HOUSE MAINTENANCE (HOUSEWORK/RAKING/SHOVELLING, PREPARING MEALS)	22 1%	9 1%	5 1%	2 1%	2 1%	18 1%	1 1%	2 1%	19 1%	2 4% ++	0 0%	20 1%	9 2%	13 1%	19 1% +	3 0%
REHABILITATION	25 1%	9 1%	8 1%	0 0% -	9 2% ++	16 1%	1 1%	1 0%	23 1%	0 0%	0 0%	25 1% +	9 1%	14 1%	22 2% ++	3 1%
EMERGENCY FUNDS	4 0%	0 0%	3 0% +	0 0%	1 0%	3 0%	0 0%	1 0%	3 0%	0 0%	0 0%	4 0%	0 0%	4 0%	3 0%	1 0%
LONG TERM CARE, RETIREMENT CARE	38 2%	9 1%	12 2%	4 2%	7 2%	27 2%	1 1%	2 1%	35 2% +	0 0%	0 0% -	38 2% ++	12 2%	26 2%	33 2% ++	5 1% --
SERVICE ANIMALS/DOGS	8 0%	3 0%	1 0%	1 0%	0 0%	7 1%	1 1%	0 0%	7 0%	1 2% +	1 1%	6 0%	3 1%	5 0%	8 1% +	0 0%
LACK OF SERVICES/SUPPORT	53 3%	16 3%	22 3%	3 1%	9 2%	41 3% +	2 2%	2 1% --	49 3% ++	0 0%	1 1%	52 3% ++	18 3%	35 3%	48 4% ++++	5 1% ----
INVICTUS GAMES	3 0%	2 0%	0 0%	0 0%	1 0%	2 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	3 0%	3 0%	0 0%
TRAVEL/TRANSPORTATION SUPPORT	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%
SOCIAL PROGRAMS/SUPPORTS (GENERAL MENTION)	3 0%	3 0% ++	0 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	2 0%	1 0%	3 0%	0 0%
OTHER CAMPAIGN ORGANIZATION, FUNDRAISING PROGRAMS (VARIOUS)	9 0%	3 0%	3 0%	2 1%	2 1%	5 0%	0 0%	3 1% ++	6 0%	0 0%	1 1%	8 0%	5 1%	4 0%	8 1%	1 0%
OMBUDSMAN DEPARTMENT	4 0%	1 0%	0 0%	0 0%	0 0%	4 0%	0 0%	0 0%	4 0%	0 0%	0 0%	4 0%	0 0%	4 0%	4 0%	0 0%
Other	37 2%	20 3% +++	9 1%	0 0% --	6 2%	31 2% ++	1 1%	4 2%	32 2%	0 0%	1 1%	36 2%	12 2%	25 2%	31 2% +	6 1%
DO NOT KNOW ANY VAC PROGRAMS, DO NOT REMEMBER SPECIFIC PROGRAMS	755 38%	210 31%	314 45%	108 45%	160 41%	485 36%	61 48%	105 41%	588 37%	21 42%	53 41%	677 38%	195 32%	559 40%	492 36%	261 44%
Prefer not to say	588 29%	183 27%	202 28%	75 30%	114 28%	390 28%	38 29%	97 37%	445 27%	23 45%	56 43%	500 27%	163 27%	417 29%	351 25%	220 36%
Chi2:	-	(99.9)		-			-			-			(99)		(99.9)	

Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
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Career Transition Services														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1A 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	50 2%	2 1%	21 4% +++	19 2%	1 1%	2 1%	5 2%	34 3% +++	16 1% ---	28 5% ++++	5 2%	6 2%	6 2%	5 1%
MODERATELY IMPORTANT (3)	188 9%	15 11%	62 13% +++	69 9%	6 5%	19 9%	17 6%	92 9%	93 9%	69 11% ++	28 10%	35 9%	23 7%	33 8%
QUITE IMPORTANT (4-5)	1724 87%	110 86%	391 81% ----	661 87%	122 92% ++	192 89%	246 90%	812 85%	905 88% ++	480 80% ----	238 87%	342 88%	314 90% ++	350 89% +
1 Not at all important	18 1%	0 0%	9 2%	7 1%	1 1%	1 0%	0 0%	15 1%	3 0%	14 2%	2 1%	0 0%	2 1%	0 0%
2	32 2%	2 1%	12 2%	12 1%	0 0%	1 0%	5 2%	19 2%	13 1%	14 2%	3 1%	6 2%	4 1%	5 1%
3	188 9%	15 11%	62 13%	69 9%	6 5%	19 9%	17 6%	92 9%	93 9%	69 11%	28 10%	35 9%	23 7%	33 8%
4	509 25%	31 24%	128 26%	184 24%	36 27%	65 30%	65 24%	269 28%	239 23%	166 28%	74 27%	100 26%	77 22%	92 23%
5 Very important	1215 61%	79 62%	263 55%	477 63%	86 66%	127 59%	181 66%	543 57%	666 65%	314 53%	164 60%	242 63%	237 68%	258 66%
Don't know/Prefer not to say / No answer	38 2%	1 1%	8 2%	17 2%	3 2%	3 1%	6 2%	21 2%	17 2%	21 3%	2 1%	5 1%	5 1%	5 1%
Chi2:	-	(99)						95		99				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.47	4.48	4.32	4.49	4.60	4.49	4.57	4.40	4.54	4.31	4.46	4.51	4.58	4.55
Standard Deviation:	0.798	0.754	0.922	0.795	0.655	0.709	0.700	0.857	0.731	0.940	0.777	0.726	0.719	0.704
Student's T:	*	-	99.9	-	95	-	95	99.9	99.9	99.9	-	-	99	95

Career Transition Services																			
	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2_1A 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	50 2%	46 3%	3 1%	26 2%	21 4%	14 3%	35 2%	29 2%	17 2%	14 3%	12 2%	21 3%	17 2%	17 3%	8 1%	1 2%	7 1%	9 1%	32 3%
				---	+++														++
MODERATELY IMPORTANT (3)	188 9%	158 9%	25 10%	118 8%	57 12%	55 10%	128 9%	108 9%	77 9%	47 10%	65 9%	76 9%	61 9%	59 11%	36 7%	4 8%	37 7%	51 9%	96 10%
				---	++										--				--
QUITE IMPORTANT (4-5)	1724 87%	1472 86%	236 89%	1255 88%	388 81%	431 85%	1276 87%	993 87%	716 86%	381 83%	616 88%	705 87%	561 86%	460 85%	470 90%	47 91%	478 91%	499 89%	797 85%
				++++	----					--					+++		+++	+	--
1 Not at all important	18 1%	17 1%	0 0%	7 0%	9 2%	4 1%	13 1%	10 1%	4 0%	5 1%	3 0%	7 1%	5 1%	6 1%	4 1%	1 2%	2 0%	2 0%	11 1%
2	32 2%	29 2%	3 1%	19 1%	12 3%	10 2%	22 1%	19 2%	13 2%	9 2%	9 1%	14 2%	12 2%	11 2%	4 1%	0 0%	5 1%	7 1%	21 2%
3	188 9%	158 9%	25 10%	118 8%	57 12%	55 10%	128 9%	108 9%	77 9%	47 10%	65 9%	76 9%	61 9%	59 11%	36 7%	4 8%	37 7%	51 9%	96 10%
4	509 25%	435 25%	72 27%	363 25%	132 28%	131 26%	374 25%	313 27%	196 24%	98 21%	187 26%	220 27%	170 26%	130 24%	143 28%	12 23%	115 21%	138 24%	262 28%
5 Very important	1215 61%	1037 61%	164 62%	892 63%	256 54%	300 59%	902 62%	680 60%	520 63%	283 62%	429 62%	485 60%	391 61%	330 61%	327 63%	35 68%	363 69%	361 64%	535 57%
Don't know/Prefer not to say / No answer	38 2%	35 2%	1 0%	26 2%	12 2%	9 2%	29 2%	14 1%	20 2%	18 4%	10 1%	9 1%	14 2%	8 1%	8 1%	0 0%	7 1%	6 1%	21 2%
Chi2:	-	-		99.9		-		-		-		-	90			(95)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.47	4.47	4.50	4.52	4.32	4.44	4.49	4.45	4.50	4.47	4.50	4.45	4.47	4.44	4.53	4.55	4.60	4.52	4.40
Standard Deviation:	0.798	0.806	0.715	0.741	0.919	0.814	0.787	0.798	0.767	0.841	0.746	0.800	0.796	0.845	0.723	0.790	0.697	0.734	0.846
Student's T:	*	-	-	99.9	99.9	-	-	-	-	-	-	-	-	-	95	-	99.9	95	99.9

Career Transition Services																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1A 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	50 2%	13 2%	24 3%	22 9%	8 2%	20 1%	18 13%	9 3%	23 1%	15 29%	8 6%	27 1%	10 2%	40 3%	22 2%	27 4%
				++++		----	++++		----	++++	+++	----			----	++++
MODERATELY IMPORTANT (3)	188 9%	69 10%	61 9%	36 15%	59 15%	93 7%	21 16%	48 18%	119 7%	11 22%	38 29%	136 7%	47 8%	136 10%	105 8%	78 13%
				+++	++++	----	+++	++++	----	+++	++++	----			----	++++
QUITE IMPORTANT (4-5)	1724 87%	576 86%	608 86%	176 74%	319 82%	1223 90%	83 65%	200 77%	1435 90%	20 40%	79 62%	1618 90%	536 90%	1180 85%	1236 89%	476 81%
				----	---	++++	----	----	++++	----	----	++++	+++	--	++++	----
1 Not at all important	18 1%	5 1%	11 1%	10 4%	0 0%	8 1%	10 7%	1 0%	7 0%	8 15%	3 2%	7 0%	3 0%	15 1%	5 0%	12 2%
2	32 2%	8 1%	13 2%	12 5%	8 2%	12 1%	8 6%	8 3%	16 1%	7 14%	5 4%	20 1%	7 1%	25 2%	17 1%	15 3%
3	188 9%	69 10%	61 9%	36 15%	59 15%	93 7%	21 16%	48 18%	119 7%	11 22%	38 29%	136 7%	47 8%	136 10%	105 8%	78 13%
4	509 25%	160 24%	182 26%	63 26%	125 32%	320 23%	32 25%	78 30%	398 25%	10 20%	47 37%	450 25%	164 27%	342 25%	332 24%	173 29%
5 Very important	1215 61%	416 62%	426 61%	113 47%	194 50%	903 67%	51 41%	122 47%	1037 65%	10 19%	32 24%	1168 65%	372 62%	838 61%	904 65%	303 52%
Don't know/Prefer not to say / No answer	38 2%	11 2%	15 2%	8 3%	6 1%	18 1%	7 5%	4 1%	23 1%	5 9%	4 3%	23 1%	7 1%	30 2%	22 2%	13 2%
Chi2:	-	-		99.9			(99.9)			(99.9)			90		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.47	4.49	4.45	4.12	4.32	4.58	3.90	4.22	4.55	3.16	3.80	4.55	4.51	4.46	4.55	4.28

Standard Deviation:	0.80	0.78	0.85	1.09	0.80	0.71	1.25	0.87	0.71	1.39	0.94	0.71	0.73	0.82	0.72	0.93
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	90	-	99.9	99.9

Financial benefits such as providing benefits to replace loss of earnings, allowances for severe physical and/or mental impairments and additional retirement benefits														
	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1B 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	35 2%	1 1%	12 2%	18 2%	1 1%	3 1%	0 0%	24 2%	11 1%	18 3%	5 2%	2 1%	5 1%	5 1%
				+			--	++	--	+++		--		
MODERATELY IMPORTANT (3)	128 6%	8 6%	51 10%	41 5%	8 6%	10 5%	10 4%	72 7%	56 5%	58 10%	17 6%	18 5%	13 4%	22 6%
			++++				--	++	--	++++			--	
QUITE IMPORTANT (4-5)	1802 90%	119 93%	409 85%	692 91%	122 92%	201 93%	257 94%	846 88%	947 92%	504 84%	250 92%	360 93%	326 94%	362 92%
			----				++	---	+++	----		+	++	
1 Not at all important	14 1%	0 0%	5 1%	7 1%	1 1%	1 0%	0 0%	11 1%	3 0%	9 1%	1 0%	1 0%	2 1%	1 0%
2	21 1%	1 1%	7 1%	11 1%	0 0%	2 1%	0 0%	13 1%	8 1%	9 2%	4 1%	1 0%	3 1%	4 1%
3	128 6%	8 6%	51 10%	41 5%	8 6%	10 5%	10 4%	72 7%	56 5%	58 10%	17 6%	18 5%	13 4%	22 6%
4	426 21%	23 17%	117 24%	151 19%	21 15%	49 22%	65 23%	215 22%	209 20%	164 27%	42 15%	90 23%	65 19%	65 17%
5 Very important	1376 70%	96 76%	292 61%	541 71%	101 77%	152 71%	192 71%	631 67%	738 72%	340 57%	208 77%	270 70%	261 75%	297 76%
Don't know/Prefer not to say / No answer	35 2%	0 0%	10 2%	15 2%	1 1%	2 1%	7 2%	17 2%	17 2%	18 3%	1 0%	8 2%	4 1%	4 1%
Chi2:	-	(99)						99		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.60	4.68	4.46	4.62	4.69	4.64	4.69	4.54	4.66	4.41	4.67	4.65	4.69	4.68
Standard Deviation:	0.717	0.632	0.821	0.736	0.657	0.656	0.537	0.786	0.642	0.849	0.691	0.607	0.642	0.652
Student's T:	*	-	99.9	-	-	-	99	99.9	99.9	99.9	90	90	99	99

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

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No	
Q2_1B 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
NOT IMPORTANT (1-2)	35 2%	30 2%	4 2%	19 1%	13 3%	5 1%	28 2%	20 2%	12 1%	9 2%	8 1%	15 2%	12 2%	8 2%	11 2%	1 2%	3 1%	5 1%	25 3%	
				--	+											--	-	+++		
MODERATELY IMPORTANT (3)	128 6%	109 6%	18 7%	75 5%	51 10%	37 7%	88 6%	81 7%	44 5%	32 7%	45 6%	51 6%	39 6%	38 7%	35 7%	3 6%	22 4%	24 4%	77 8%	
				---	++++											--	--	+++		
QUITE IMPORTANT (4-5)	1802 90%	1541 90%	241 91%	1309 92%	404 85%	458 90%	1327 91%	1027 90%	759 92%	406 89%	642 91%	732 90%	590 91%	490 90%	471 90%	48 92%	499 94%	533 94%	824 87%	
				++++	----											++++	++++	----		
1 Not at all important	14 1%	13 1%	0 0%	6 0%	7 1%	1 0%	12 1%	5 0%	6 1%	4 1%	1 0%	6 1%	4 1%	3 1%	5 1%	1 2%	1 0%	3 1%	8 1%	
2	21 1%	17 1%	4 2%	13 1%	6 1%	4 1%	16 1%	15 1%	6 1%	5 1%	7 1%	9 1%	8 1%	5 1%	6 1%	0 0%	2 0%	2 0%	17 2%	
3	128 6%	109 6%	18 7%	75 5%	51 10%	37 7%	88 6%	81 7%	44 5%	32 7%	45 6%	51 6%	39 6%	38 7%	35 7%	3 6%	22 4%	24 4%	77 8%	
4	426 21%	368 21%	53 19%	294 20%	115 24%	109 21%	313 21%	277 24%	149 18%	84 18%	152 21%	186 22%	142 21%	123 22%	104 19%	7 13%	92 17%	105 18%	228 24%	
5 Very important	1376 70%	1173 69%	188 72%	1015 72%	289 61%	349 69%	1014 70%	750 66%	610 74%	322 71%	490 70%	546 68%	448 70%	367 68%	367 71%	41 79%	407 77%	428 76%	596 64%	
Don't know/Prefer not to say / No answer	35 2%	31 2%	2 1%	22 1%	10 2%	9 2%	25 2%	16 1%	15 2%	13 3%	8 1%	13 2%	12 2%	8 1%	5 1%	0 0%	5 1%	3 1%	20 2%	
Chi2:	-	-		99.9		-		-		-			-			(99.9)				
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	
Mean:	4.60	4.60	4.62	4.65	4.45	4.61	4.60	4.56	4.66	4.61	4.62	4.59	4.61	4.58	4.60	4.68	4.72	4.70	4.51	
Standard Deviation:	0.717	0.719	0.683	0.663	0.847	0.671	0.722	0.721	0.678	0.742	0.664	0.723	0.708	0.712	0.747	0.748	0.576	0.614	0.790	

Student's T:	*	-	-	99.9	99.9	-	-	99	99	-	-	-	-	-	-	-	99.9	99.9	99.9
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Financial benefits such as providing benefits to replace loss of earnings, allowances for severe physical and/or mental impairments and additional retirement benefits

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1B 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	35 2%	14 2%	18 3%	19 8%	7 2%	9 1%	15 11%	8 3%	12 1%	10 19%	12 10%	12 1%	9 2%	26 2%	15 1%	19 3%
			++	++++		----	++++		----	++++	++++	----			----	++++
MODERATELY IMPORTANT (3)	128 6%	47 7%	45 6%	29 12%	43 11%	56 4%	21 16%	38 14%	69 4%	10 20%	40 31%	77 4%	34 5%	92 7%	64 5%	60 10%
				++++	++++	----	++++	++++	----	++++	++++	----			----	++++
QUITE IMPORTANT (4-5)	1802 90%	599 90%	631 89%	186 78%	336 86%	1275 94%	84 66%	211 81%	1502 94%	25 49%	72 56%	1697 94%	550 92%	1241 90%	1286 93%	501 85%
				----	---	++++	----	----	++++	----	----	++++	+		++++	----
1 Not at all important	14 1%	5 1%	8 1%	12 5%	0 0%	2 0%	9 7%	1 0%	4 0%	7 13%	1 1%	6 0%	1 0%	13 1%	3 0%	10 2%
2	21 1%	9 1%	10 1%	7 3%	7 2%	7 1%	6 5%	7 3%	8 1%	3 6%	11 9%	6 0%	8 1%	13 1%	12 1%	9 2%
3	128 6%	47 7%	45 6%	29 12%	43 11%	56 4%	21 16%	38 14%	69 4%	10 20%	40 31%	77 4%	34 5%	92 7%	64 5%	60 10%
4	426 21%	129 19%	138 19%	53 22%	111 28%	262 19%	26 20%	77 29%	323 20%	15 29%	48 37%	362 20%	114 19%	309 22%	263 19%	155 25%
5 Very important	1376 70%	470 71%	493 70%	133 56%	225 58%	1013 75%	58 46%	134 52%	1179 74%	10 20%	24 18%	1335 75%	436 73%	932 68%	1023 74%	346 59%
Don't know/Prefer not to say / No answer	35 2%	9 1%	14 2%	8 3%	6 2%	14 1%	9 7%	4 1%	17 1%	6 11%	5 4%	18 1%	7 1%	27 2%	20 1%	14 2%
Chi2:	-	-		(99.9)			(99.9)			(99.9)			-		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

Mean:	4.60	4.60	4.59	4.25	4.44	4.71	4.00	4.32	4.69	3.42	3.66	4.69	4.65	4.58	4.68	4.42
Standard Deviation:	0.72	0.74	0.77	1.09	0.76	0.58	1.24	0.84	0.60	1.33	0.92	0.60	0.66	0.74	0.62	0.87
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	95	95	99.9	99.9

Group health insurance and other health benefits														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1C 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	47 2%	4 3%	18 4% ++	17 2%	1 1%	4 2%	3 1%	35 3% ++++	12 1% ----	24 4% +++	5 2%	8 2%	5 1%	5 1%
MODERATELY IMPORTANT (3)	167 8%	7 5%	52 11% ++	58 7%	11 8%	19 9%	20 7%	84 9%	81 8%	68 11% +++	16 6%	27 7%	26 7%	30 8%
QUITE IMPORTANT (4-5)	1755 88%	116 91%	403 84% ---	680 89%	118 90%	191 89%	245 89%	825 86% --	922 90% ++	490 82% ----	249 91%	348 90%	314 90%	354 90%
1 Not at all important	22 1%	1 1%	10 2%	9 1%	1 1%	1 0%	0 0%	18 2%	4 0%	12 2%	2 1%	3 1%	4 1%	1 0%
2	25 1%	3 2%	8 2%	8 1%	0 0%	3 1%	3 1%	17 2%	8 1%	12 2%	3 1%	5 1%	1 0%	4 1%
3	167 8%	7 5%	52 11%	58 7%	11 8%	19 9%	20 7%	84 9%	81 8%	68 11%	16 6%	27 7%	26 7%	30 8%
4	452 22%	26 20%	130 27%	160 21%	21 16%	60 28%	55 19%	236 24%	215 21%	151 25%	59 22%	95 24%	72 21%	75 19%
5 Very important	1303 66%	90 71%	273 57%	520 68%	97 74%	131 61%	190 70%	589 62%	707 69%	339 57%	190 70%	253 65%	242 70%	279 71%
Don't know/Prefer not to say / No answer	31 1%	1 1%	9 2%	11 1%	2 2%	2 1%	6 2%	15 1%	16 2%	16 3%	3 1%	5 1%	3 1%	4 1%
Chi2:	-	-	-	-	-	-	-	99	99	99	99	99	99	99
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.53	4.59	4.38	4.56	4.64	4.49	4.62	4.45	4.60	4.36	4.60	4.54	4.59	4.61
Standard Deviation:	0.786	0.772	0.896	0.769	0.696	0.746	0.677	0.864	0.697	0.914	0.712	0.750	0.740	0.697
Student's T:	*	-	99.9	90	95	-	95	99.9	99.9	99.9	95	-	90	99

Group health insurance and other health benefits

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2_1C 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	47 2%	40 2%	5 2%	26 2%	19 4%	11 2%	34 2%	30 3%	14 2%	12 3%	12 2%	20 2%	18 3%	8 1%	14 3%	2 4%	4 1%	5 1%	33 3%
				--	+++												---	---	+++
MODERATELY IMPORTANT (3)	167 8%	142 8%	23 9%	105 7%	51 10%	39 7%	123 8%	99 8%	64 8%	34 7%	63 9%	67 8%	56 8%	49 9%	33 6%	3 5%	31 6%	44 8%	85 9%
				--	++												--		
QUITE IMPORTANT (4-5)	1755 88%	1500 88%	237 89%	1274 90%	399 84%	450 89%	1289 88%	1002 88%	738 89%	401 87%	621 89%	714 88%	571 88%	478 88%	469 90%	47 91%	488 92%	514 91%	811 86%
				++++	---											++++	+++	---	
1 Not at all important	22 1%	19 1%	2 1%	10 1%	11 2%	4 1%	17 1%	12 1%	7 1%	7 1%	3 0%	9 1%	11 2%	3 1%	5 1%	1 2%	1 0%	1 0%	17 2%
2	25 1%	21 1%	3 1%	16 1%	8 2%	7 1%	17 1%	18 2%	7 1%	5 1%	9 1%	11 1%	7 1%	5 1%	9 2%	1 2%	3 1%	4 1%	16 2%
3	167 8%	142 8%	23 9%	105 7%	51 10%	39 7%	123 8%	99 8%	64 8%	34 7%	63 9%	67 8%	56 8%	49 9%	33 6%	3 5%	31 6%	44 8%	85 9%
4	452 22%	388 23%	60 22%	310 22%	127 26%	119 23%	329 22%	292 25%	160 19%	86 19%	170 24%	193 23%	156 24%	128 24%	118 22%	10 19%	97 18%	111 19%	250 26%
5 Very important	1303 66%	1112 66%	177 67%	964 68%	272 58%	331 65%	960 66%	710 63%	578 70%	315 69%	451 65%	521 65%	415 64%	350 65%	351 68%	37 72%	391 74%	403 72%	561 60%
Don't know/Prefer not to say / No answer	31 1%	29 2%	0 0%	20 1%	9 2%	9 2%	22 1%	13 1%	14 2%	13 3%	7 1%	10 1%	8 1%	9 2%	6 1%	0 0%	6 1%	2 0%	17 2%
Chi2:	-	-		99		-		-		-			-			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.53	4.53	4.54	4.57	4.38	4.54	4.53	4.49	4.59	4.56	4.53	4.52	4.50	4.53	4.56	4.57	4.68	4.62	4.43
Standard Deviation:	0.786	0.785	0.764	0.734	0.909	0.759	0.787	0.800	0.737	0.805	0.742	0.789	0.822	0.740	0.768	0.838	0.627	0.675	0.859
Student's T:	*	-	-	99.9	99.9	-	-	99	99	-	-	-	-	-	-	-	99.9	99.9	99.9

Group health insurance and other health benefits																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1C 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	47 2%	13 2%	25 3%	20 8%	12 3%	15 1%	17 13%	10 4%	20 1%	14 28%	10 8%	23 1%	7 1%	37 3%	18 1%	26 4%
			++	++++		----	++++		----	++++	++++	----	--		----	++++
MODERATELY IMPORTANT (3)	167 8%	62 9%	52 7%	33 13%	56 14%	78 6%	23 17%	51 19%	93 6%	10 19%	42 32%	113 6%	43 7%	122 9%	92 7%	69 12%
				+++	++++	----	++++	++++	----	+++	++++	----			----	++++
QUITE IMPORTANT (4-5)	1755 88%	586 88%	619 88%	181 76%	322 83%	1246 92%	80 63%	196 75%	1474 92%	21 42%	73 57%	1652 92%	546 91%	1201 87%	1258 91%	487 82%
				----	----	++++	----	----	++++	----	----	++++	+++	--	++++	----
1 Not at all important	22 1%	6 1%	14 2%	15 6%	1 0%	6 0%	11 8%	2 1%	9 1%	10 19%	3 2%	9 0%	5 1%	16 1%	6 0%	15 2%
2	25 1%	7 1%	11 1%	5 2%	11 3%	9 1%	6 5%	8 3%	11 1%	4 8%	7 5%	14 1%	2 0%	21 1%	12 1%	11 2%
3	167 8%	62 9%	52 7%	33 13%	56 14%	78 6%	23 17%	51 19%	93 6%	10 19%	42 32%	113 6%	43 7%	122 9%	92 7%	69 12%
4	452 22%	135 20%	163 23%	57 24%	110 28%	285 21%	28 22%	74 28%	350 22%	9 18%	46 36%	397 22%	131 22%	317 23%	289 21%	160 26%
5 Very important	1303 66%	451 68%	456 65%	124 52%	212 55%	961 71%	52 42%	122 47%	1124 71%	12 24%	27 21%	1255 70%	415 69%	884 64%	969 70%	327 56%
Don't know/Prefer not to say / No answer	31 1%	8 1%	12 2%	8 3%	2 1%	15 1%	9 7%	4 1%	13 1%	6 11%	4 3%	16 1%	4 1%	26 2%	17 1%	12 2%
Chi2:	-	-		99.9			(99.9)			(99.9)			95		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.53	4.55	4.50	4.17	4.35	4.64	3.90	4.20	4.62	3.21	3.70	4.61	4.60	4.50	4.61	4.34

Standard Deviation:	0.79	0.78	0.85	1.13	0.84	0.66	1.28	0.91	0.68	1.50	0.95	0.68	0.71	0.81	0.69	0.93
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99	95	99.9	99.9

Disability benefits														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1D 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	25 1%	0 0%	11 2% ++	9 1%	1 1%	2 1%	2 1%	20 2% +++	5 0% ---	19 3% ++++	2 1%	2 1%	2 1%	0 0% --
MODERATELY IMPORTANT (3)	69 3%	2 2%	21 4%	30 4%	1 1%	6 3%	9 3%	33 3%	36 3%	35 6% ++++	3 1% --	9 2%	11 3%	11 3%
QUITE IMPORTANT (4-5)	1880 94%	125 97%	443 92% --	717 94%	128 97%	206 96%	259 95%	891 93% --	979 95% +	528 88% ----	267 98% +++	372 96%	333 96%	380 97% ++
1 Not at all important	8 0%	0 0%	4 1%	2 0%	1 1%	1 0%	0 0%	8 1%	0 0%	5 1%	1 0%	1 0%	1 0%	0 0%
2	17 1%	0 0%	7 1%	7 1%	0 0%	1 0%	2 1%	12 1%	5 0%	14 2%	1 0%	1 0%	1 0%	0 0%
3	69 3%	2 2%	21 4%	30 4%	1 1%	6 3%	9 3%	33 3%	36 3%	35 6%	3 1%	9 2%	11 3%	11 3%
4	319 16%	16 13%	85 17%	120 15%	20 15%	43 20%	35 13%	170 18%	146 14%	117 20%	44 16%	66 17%	40 11%	52 13%
5 Very important	1561 78%	109 85%	358 75%	597 78%	108 82%	163 76%	224 82%	721 76%	833 81%	411 69%	223 82%	306 79%	293 84%	328 83%
Don't know/Prefer not to say / No answer	26 1%	1 1%	7 1%	10 1%	2 1%	2 1%	4 1%	15 2%	11 1%	16 3%	1 0%	5 1%	2 1%	2 1%
Chi2:	-	-	-	-	-	-	-	95	-	(99.9)	-	-	-	-
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.73	4.84	4.66	4.73	4.80	4.72	4.78	4.69	4.78	4.57	4.79	4.76	4.80	4.81
Standard Deviation:	0.598	0.408	0.701	0.596	0.514	0.579	0.531	0.670	0.519	0.782	0.502	0.524	0.525	0.458
Student's T:	*	99	95	-	-	-	90	99	99	99.9	95	-	95	99.9

Disability benefits																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2_1D 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	25 1%	22 1%	1 0%	13 1%	11 2%	7 1%	16 1%	12 1%	9 1%	8 2%	3 0%	12 1%	8 1%	8 1%	5 1%	1 2%	1 0%	2 0%	18 2%
				--	++						--					--	--	--	++
MODERATELY IMPORTANT (3)	69 3%	53 3%	14 5%	40 3%	23 5%	13 2%	55 4%	44 4%	24 3%	24 5%	23 3%	22 3%	30 4%	19 3%	9 2%	0 0%	9 2%	13 2%	46 5%
		--	+	--	+					++			+		--	--	-		+++
QUITE IMPORTANT (4-5)	1880 94%	1612 94%	250 95%	1356 95%	436 92%	481 95%	1379 94%	1077 94%	786 95%	417 91%	671 96%	769 95%	606 93%	511 94%	503 97%	51 98%	516 98%	548 97%	867 92%
				++++	---					----	+				+++	++++	++++	----	
1 Not at all important	8 0%	7 0%	0 0%	2 0%	5 1%	1 0%	6 0%	2 0%	4 0%	3 1%	0 0%	3 0%	3 0%	2 0%	2 0%	1 2%	0 0%	0 0%	6 1%
2	17 1%	15 1%	1 0%	11 1%	6 1%	6 1%	10 1%	10 1%	5 1%	5 1%	3 0%	9 1%	5 1%	6 1%	3 1%	0 0%	1 0%	2 0%	12 1%
3	69 3%	53 3%	14 5%	40 3%	23 5%	13 2%	55 4%	44 4%	24 3%	24 5%	23 3%	22 3%	30 4%	19 3%	9 2%	0 0%	9 2%	13 2%	46 5%
4	319 16%	274 16%	43 16%	223 16%	84 17%	80 16%	233 16%	213 18%	105 13%	55 12%	114 16%	146 18%	92 14%	88 16%	93 18%	2 4%	66 12%	69 12%	182 19%
5 Very important	1561 78%	1338 79%	207 79%	1133 80%	352 74%	401 79%	1146 79%	864 76%	681 82%	362 79%	557 80%	623 77%	514 79%	423 78%	410 79%	49 94%	450 85%	479 85%	685 73%
Don't know/Prefer not to say / No answer	26 1%	24 1%	0 0%	16 1%	8 2%	8 1%	18 1%	11 1%	11 1%	11 2%	6 1%	8 1%	9 1%	6 1%	5 1%	0 0%	3 1%	2 0%	15 1%
Chi2:	-	-		99		-		-		(95)			90			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.73	4.74	4.73	4.76	4.65	4.75	4.73	4.71	4.78	4.71	4.76	4.72	4.73	4.72	4.76	4.89	4.84	4.82	4.65
Standard Deviation:	0.598	0.593	0.566	0.545	0.721	0.569	0.597	0.596	0.561	0.670	0.518	0.599	0.617	0.616	0.539	0.565	0.427	0.461	0.686
Student's T:	*	-	-	99	99	-	-	95	99	-	90	-	-	-	-	90	99.9	99.9	99.9

Disability benefits																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1D 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	25 1%	5 1%	14 2%	13 5%	7 2%	5 0%	12 9%	7 2%	6 0%	9 18%	8 6%	8 0%	4 1%	19 1%	7 0%	15 2%
			++	++++		----	++++	++	----	++++	++++	----			----	++++
MODERATELY IMPORTANT (3)	69 3%	26 4%	23 3%	10 4%	29 7%	30 2%	9 7%	28 11%	32 2%	7 14%	30 23%	30 2%	18 3%	50 3%	33 2%	34 6%
					++++	----	++	++++	----	++++	++++	----			----	++++
QUITE IMPORTANT (4-5)	1880 94%	632 95%	660 93%	211 88%	351 90%	1311 97%	101 79%	222 85%	1551 97%	30 59%	86 67%	1755 97%	574 96%	1296 94%	1331 96%	534 90%
				----	----	++++	----	----	++++	----	----	++++	++		++++	----
1 Not at all important	8 0%	1 0%	6 1%	7 3%	0 0%	1 0%	7 5%	1 0%	0 0%	6 12%	1 1%	1 0%	1 0%	7 0%	0 0%	7 1%
2	17 1%	4 1%	8 1%	6 2%	7 2%	4 0%	5 4%	6 2%	6 0%	3 6%	7 5%	7 0%	3 0%	12 1%	7 0%	8 1%
3	69 3%	26 4%	23 3%	10 4%	29 7%	30 2%	9 7%	28 11%	32 2%	7 14%	30 23%	30 2%	18 3%	50 3%	33 2%	34 6%
4	319 16%	99 15%	115 16%	42 17%	82 21%	195 14%	24 18%	55 21%	240 15%	14 28%	46 36%	259 14%	82 14%	233 17%	188 14%	126 21%
5 Very important	1561 78%	533 80%	545 78%	169 71%	269 69%	1116 83%	77 61%	167 65%	1311 82%	16 31%	40 31%	1496 83%	492 82%	1063 77%	1143 83%	408 69%
Don't know/Prefer not to say / No answer	26 1%	6 1%	11 1%	8 3%	5 1%	8 1%	7 5%	4 2%	11 1%	5 9%	5 4%	11 1%	4 1%	21 1%	14 1%	11 2%
Chi2:	-	-	-	(99.9)			(99.9)			(99.9)			-		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.73	4.76	4.71	4.56	4.59	4.80	4.32	4.50	4.80	3.66	3.95	4.81	4.79	4.72	4.80	4.59

Standard Deviation:	0.60	0.56	0.66	0.91	0.70	0.47	1.13	0.80	0.47	1.36	0.92	0.46	0.52	0.62	0.48	0.76
Student's T:	*	-	-	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99	95	99.9	99.9

Mental health support														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1E 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	20 1%	1 1%	5 1%	7 1%	1 1%	2 1%	4 2%	13 1%	7 1%	11 2%	4 1%	0 0%	4 1%	1 0%
MODERATELY IMPORTANT (3)	58 3%	2 2%	24 5% +++	23 3%	0 0% --	4 2%	5 2%	32 3%	26 2%	30 5% ++++	7 3%	9 2%	6 2%	6 1%
QUITE IMPORTANT (4-5)	1892 95%	125 98%	444 92%	722 94%	130 98%	208 97%	261 95%	898 94%	984 96%	543 91%	260 95%	372 96%	334 96%	383 97%
1 Not at all important	9 0%	0 0%	3 1%	4 1%	1 1%	1 0%	0 0%	8 1%	1 0%	5 1%	2 1%	0 0%	2 1%	0 0%
2	11 1%	1 1%	2 0%	3 0%	0 0%	1 0%	4 2%	5 1%	6 1%	6 1%	2 1%	0 0%	2 1%	1 0%
3	58 3%	2 2%	24 5%	23 3%	0 0%	4 2%	5 2%	32 3%	26 2%	30 5%	7 3%	9 2%	6 2%	6 1%
4	249 12%	11 9%	74 15%	90 12%	12 9%	27 12%	34 13%	154 16%	94 9%	92 15%	28 10%	52 13%	30 9%	47 12%
5 Very important	1643 82%	114 89%	370 77%	632 83%	118 90%	181 84%	227 83%	744 78%	890 87%	451 75%	232 85%	320 83%	304 87%	336 85%
Don't know/Prefer not to say / No answer	30 1%	0 0%	9 2%	14 2%	1 1%	2 1%	4 1%	16 2%	14 1%	14 2%	2 1%	7 2%	4 1%	3 1%
Chi2:	-	-	-	-	-	-	-	-	-	(99)	-	-	-	-
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.78	4.86	4.71	4.79	4.88	4.81	4.79	4.72	4.84	4.68	4.80	4.82	4.84	4.84
Standard Deviation:	0.560	0.451	0.637	0.560	0.439	0.517	0.546	0.629	0.483	0.698	0.587	0.442	0.525	0.425
Student's T:	*	90	99	-	95	-	-	99.9	99.9	99.9	-	-	95	99

Mental health support																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2_1E 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	20 1%	15 1%	3 1%	12 1%	5 1%	4 1%	14 1%	11 1%	7 1%	9 2%	3 0%	6 1%	8 1%	4 1%	6 1%	2 4%	2 0%	2 0%	13 1%
MODERATELY IMPORTANT (3)	58 3%	46 3%	9 3%	33 2%	23 5%	19 4%	37 2%	38 3%	18 2%	18 4%	19 3%	21 2%	22 3%	17 3%	10 2%	0 0%	6 1%	14 2%	35 4%
QUITE IMPORTANT (4-5)	1892 95%	1623 95%	252 95%	1361 96%	440 92%	479 94%	1394 95%	1081 95%	793 96%	423 92%	672 96%	774 96%	613 94%	518 95%	499 96%	50 96%	518 98%	546 97%	880 93%
1 Not at all important	9 0%	8 0%	0 0%	4 0%	4 1%	2 0%	6 0%	4 0%	3 0%	5 1%	0 0%	2 0%	2 0%	2 0%	4 1%	1 2%	1 0%	1 0%	5 1%
2	11 1%	7 0%	3 1%	8 1%	1 0%	2 0%	8 1%	7 1%	4 0%	4 1%	3 0%	4 1%	6 1%	2 0%	2 0%	1 2%	1 0%	1 0%	8 1%
3	58 3%	46 3%	9 3%	33 2%	23 5%	19 4%	37 2%	38 3%	18 2%	18 4%	19 3%	21 2%	22 3%	17 3%	10 2%	0 0%	6 1%	14 2%	35 4%
4	249 12%	204 12%	43 16%	164 11%	72 15%	68 13%	176 12%	165 14%	82 10%	47 10%	105 15%	94 11%	74 11%	69 13%	73 14%	6 11%	54 10%	56 10%	136 14%
5 Very important	1643 82%	1419 83%	209 79%	1197 84%	368 77%	411 81%	1218 83%	916 80%	711 86%	376 82%	567 81%	680 84%	539 83%	449 83%	426 82%	44 85%	464 88%	490 87%	744 79%
Don't know/Prefer not to say / No answer	30 1%	27 2%	1 0%	19 1%	10 2%	7 1%	23 2%	14 1%	12 1%	10 2%	9 1%	10 1%	10 1%	5 1%	7 1%	0 0%	3 1%	3 1%	18 2%
Chi2:	-	-		(95)		-		-		(95)			-			(99)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.78	4.80	4.74	4.81	4.71	4.77	4.80	4.76	4.83	4.75	4.78	4.81	4.78	4.78	4.78	4.76	4.86	4.84	4.74
Standard Deviation:	0.560	0.545	0.575	0.516	0.645	0.567	0.543	0.575	0.505	0.673	0.499	0.516	0.572	0.549	0.569	0.729	0.421	0.468	0.619
Student's T:	*	95	-	99	99	-	90	95	99	-	-	90	-	-	-	-	99.9	99	99.9

Mental health support																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1E 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	20 1%	7 1%	10 1%	12 5%	3 1%	5 0%	12 10%	5 2%	3 0%	7 14%	4 3%	9 1%	3 0%	16 1%	9 1%	9 2%
				++++		----	++++		----	++++	++	----			--	
MODERATELY IMPORTANT (3)	58 3%	21 3%	25 3%	14 6%	23 6%	21 2%	10 8%	19 7%	29 2%	7 14%	23 18%	28 1%	15 2%	42 3%	25 2%	30 5%
				+++	++++	----	++++	++++	----	++++	++++	----			----	++++
QUITE IMPORTANT (4-5)	1892 95%	634 95%	659 93%	208 86%	363 93%	1315 97%	100 78%	234 90%	1553 97%	30 59%	98 76%	1753 97%	578 97%	1303 94%	1335 96%	542 91%
			--	----	-	++++	----	----	++++	----	----	++++	++	-	++++	----
1 Not at all important	9 0%	2 0%	6 1%	8 3%	0 0%	1 0%	6 5%	2 1%	1 0%	5 10%	1 1%	3 0%	1 0%	8 1%	2 0%	6 1%
2	11 1%	5 1%	4 1%	4 2%	3 1%	4 0%	6 5%	3 1%	2 0%	2 4%	3 2%	6 0%	2 0%	8 1%	7 0%	3 1%
3	58 3%	21 3%	25 3%	14 6%	23 6%	21 2%	10 8%	19 7%	29 2%	7 14%	23 18%	28 1%	15 2%	42 3%	25 2%	30 5%
4	249 12%	72 11%	85 12%	40 16%	69 17%	140 10%	16 12%	52 20%	181 11%	13 26%	41 32%	194 11%	70 12%	175 12%	138 10%	107 18%
5 Very important	1643 82%	562 84%	574 81%	168 70%	294 75%	1175 87%	84 66%	182 70%	1372 86%	17 32%	57 44%	1559 87%	508 85%	1128 82%	1197 87%	435 74%
Don't know/Prefer not to say / No answer	30 1%	7 1%	14 2%	8 3%	3 1%	13 1%	7 5%	3 1%	15 1%	7 14%	4 3%	14 1%	4 1%	25 2%	16 1%	13 2%
Chi2:	-	-	-	(99.9)	-	-	(99.9)	-	-	(99.9)	-	-	-	-	99.9	-
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.78	4.80	4.76	4.53	4.69	4.86	4.36	4.59	4.85	3.78	4.20	4.85	4.82	4.77	4.84	4.66

Standard Deviation:	0.56	0.55	0.63	0.94	0.61	0.42	1.14	0.74	0.42	1.32	0.88	0.45	0.48	0.59	0.47	0.69
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	95	-	99.9	99.9

Rehabilitation services, including medical, psychosocial and vocational family support														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1F 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	22 1%	2 2%	10 2% ++	8 1%	1 1%	1 0%	0 0%	18 2% +++	4 0% ---	16 3% ++++	3 1%	0 0% --	1 0%	2 1%
MODERATELY IMPORTANT (3)	83 4%	3 3%	30 6% +++	32 4%	2 1%	8 3%	8 3%	47 5%	36 3%	44 7% ++++	9 3%	14 4%	12 3%	4 1% ----
QUITE IMPORTANT (4-5)	1864 93%	123 96%	432 90% ----	712 93%	129 98% ++	206 96%	260 95%	877 92% --	977 95% +++	522 87% ----	259 95%	367 95%	332 95%	384 98% ++++
1 Not at all important	10 0%	0 0%	4 1%	4 0%	1 1%	1 0%	0 0%	10 1%	0 0%	7 1%	2 1%	0 0%	1 0%	0 0%
2	12 1%	2 2%	6 1%	4 1%	0 0%	0 0%	0 0%	8 1%	4 0%	9 1%	1 0%	0 0%	0 0%	2 1%
3	83 4%	3 3%	30 6%	32 4%	2 1%	8 3%	8 3%	47 5%	36 3%	44 7%	9 3%	14 4%	12 3%	4 1%
4	294 14%	20 15%	80 17%	98 12%	18 13%	39 18%	39 14%	175 18%	117 11%	110 18%	31 11%	60 15%	41 12%	52 13%
5 Very important	1570 79%	103 81%	352 73%	614 81%	111 85%	167 78%	221 81%	702 74%	860 84%	412 69%	228 84%	307 79%	291 84%	332 84%
Don't know/Prefer not to say / No answer	31 1%	0 0%	10 2%	14 2%	0 0%	1 0%	6 2%	17 2%	14 1%	16 3%	2 1%	7 2%	3 1%	3 1%
Chi2:	-	(95)						99		(99.9)				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.73	4.75	4.64	4.76	4.81	4.73	4.80	4.66	4.81	4.57	4.78	4.77	4.80	4.83
Standard Deviation:	0.609	0.584	0.730	0.599	0.519	0.565	0.468	0.702	0.496	0.796	0.586	0.501	0.514	0.440
Student's T:	*	-	99.9	-	90	-	95	99.9	99.9	99.9	-	-	95	99.9

Rehabilitation services, including medical, psychosocial and vocational family support

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
Q2_1F 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
NOT IMPORTANT (1-2)	22 1%	19 1%	1 0%	10 1%	11 2%	6 1%	15 1%	14 1%	5 1%	9 2%	4 1%	7 1%	8 1%	7 1%	4 1%	2 4%	1 0%	1 0%	16 2%	
				---	+++					++	-					++	--	--	++	
MODERATELY IMPORTANT (3)	83 4%	65 4%	15 5%	52 4%	29 6%	24 4%	56 4%	60 5%	21 2%	22 5%	27 4%	33 4%	28 4%	24 4%	22 4%	2 3%	13 2%	18 3%	49 5%	
				-	++			+++	---								--		++	
QUITE IMPORTANT (4-5)	1864 93%	1599 94%	248 94%	1344 95%	428 90%	470 93%	1375 94%	1056 93%	791 96%	419 91%	660 94%	763 94%	604 93%	509 94%	489 94%	48 93%	511 97%	542 96%	864 92%	
				+++	----			--	+++	--						++++	+++	--		
1 Not at all important	10 0%	9 1%	0 0%	4 0%	5 1%	3 1%	6 0%	5 0%	3 0%	4 1%	1 0%	3 0%	3 0%	3 1%	3 1%	1 2%	0 0%	0 0%	8 1%	
2	12 1%	10 1%	1 0%	6 0%	6 1%	3 1%	9 1%	9 1%	2 0%	5 1%	3 0%	4 0%	5 1%	4 1%	1 0%	1 2%	1 0%	1 0%	8 1%	
3	83 4%	65 4%	15 5%	52 4%	29 6%	24 4%	56 4%	60 5%	21 2%	22 5%	27 4%	33 4%	28 4%	24 4%	22 4%	2 3%	13 2%	18 3%	49 5%	
4	294 14%	249 14%	41 15%	203 14%	78 16%	82 16%	211 14%	183 16%	111 13%	62 13%	109 15%	122 15%	103 15%	76 14%	75 14%	2 4%	59 11%	62 11%	169 18%	
5 Very important	1570 79%	1350 79%	207 79%	1141 81%	350 74%	388 77%	1164 80%	873 77%	680 82%	357 78%	551 79%	641 80%	501 77%	433 80%	414 80%	46 89%	452 86%	480 85%	695 74%	
Don't know/Prefer not to say / No answer	31 1%	28 2%	1 0%	19 1%	10 2%	9 2%	22 1%	14 1%	13 1%	10 2%	12 2%	8 1%	13 2%	4 1%	7 1%	0 0%	4 1%	4 1%	17 2%	
Chi2:	-	-		(99.9)		-		99		-			-			(99.9)				
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	
Mean:	4.73	4.74	4.73	4.76	4.63	4.71	4.75	4.70	4.80	4.70	4.75	4.74	4.72	4.73	4.75	4.76	4.84	4.82	4.66	
Standard Deviation:	0.609	0.603	0.573	0.555	0.749	0.637	0.589	0.645	0.516	0.690	0.551	0.585	0.623	0.626	0.590	0.774	0.446	0.471	0.690	
Student's T:	*	-	-	99	99.9	-	-	99	99.9	-	-	-	-	-	-	-	99.9	99.9	99.9	

Rehabilitation services, including medical, psychosocial and vocational family support																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1F 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	22 1%	5 1%	12 2%	11 4%	3 1%	8 1%	11 8%	3 1%	8 0%	8 16%	6 4%	8 0%	4 1%	18 1%	8 1%	13 2%
			+	++++		---	++++		----	++++	++++	----			---	+++
MODERATELY IMPORTANT (3)	83 4%	33 5%	28 4%	17 7%	35 9%	30 2%	13 10%	37 14%	32 2%	10 20%	30 23%	42 2%	19 3%	62 4%	34 2%	44 7%
				++	++++	----	++++	++++	----	++++	++++	----			----	++++
QUITE IMPORTANT (4-5)	1864 93%	622 93%	654 93%	207 86%	351 90%	1301 96%	97 76%	217 83%	1545 97%	27 53%	91 71%	1737 96%	570 95%	1283 93%	1327 96%	523 88%
				----	---	++++	----	----	++++	----	----	++++	++	-	++++	----
1 Not at all important	10 0%	2 0%	6 1%	7 3%	0 0%	3 0%	7 5%	1 0%	2 0%	6 12%	1 1%	3 0%	1 0%	9 1%	3 0%	6 1%
2	12 1%	3 0%	6 1%	4 1%	3 1%	5 0%	4 3%	2 1%	6 0%	2 4%	5 4%	5 0%	3 0%	9 1%	5 0%	7 1%
3	83 4%	33 5%	28 4%	17 7%	35 9%	30 2%	13 10%	37 14%	32 2%	10 20%	30 23%	42 2%	19 3%	62 4%	34 2%	44 7%
4	294 14%	88 13%	111 16%	42 17%	71 18%	181 13%	21 16%	45 17%	228 14%	13 26%	38 30%	243 13%	83 14%	208 15%	176 13%	114 19%
5 Very important	1570 79%	534 80%	543 77%	165 69%	280 72%	1120 83%	76 60%	172 66%	1317 83%	14 27%	53 41%	1494 83%	487 82%	1075 78%	1151 83%	409 69%
Don't know/Prefer not to say / No answer	31 1%	9 1%	14 2%	7 3%	3 1%	15 1%	8 6%	4 2%	15 1%	6 11%	2 2%	17 1%	7 1%	23 2%	16 1%	14 2%
Chi2:	-	-	-	(99.9)	-	-	(99.9)	-	-	(99.9)	-	-	-	-	99.9	-
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.73	4.75	4.70	4.52	4.62	4.80	4.29	4.51	4.80	3.59	4.09	4.81	4.78	4.72	4.80	4.58

Standard Deviation:	0.61	0.59	0.66	0.91	0.67	0.50	1.14	0.79	0.48	1.33	0.93	0.49	0.53	0.64	0.50	0.76
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	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

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1G 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	59 3%	4 3%	20 4% +	22 3%	1 1%	4 2%	8 3%	40 4% +++	19 2% ---	28 5% +++	11 4%	9 2%	7 2%	4 1% --
MODERATELY IMPORTANT (3)	180 9%	10 7%	59 12% +++	61 8%	7 6%	25 11%	18 7%	96 10%	84 8%	81 14% ++++	21 8%	32 8%	19 5% --	27 7%
QUITE IMPORTANT (4-5)	1727 87%	114 90%	395 82% ---	669 88%	122 92% ++	184 86%	241 88%	806 84% ---	911 89% +++	469 78% ----	240 88%	340 88%	319 92% +++	359 91% +++
1 Not at all important	19 1%	1 1%	8 2%	7 1%	1 1%	1 0%	1 0%	15 2%	4 0%	9 1%	3 1%	3 1%	2 1%	2 1%
2	40 2%	3 2%	12 2%	15 2%	0 0%	3 1%	7 2%	25 3%	15 1%	19 3%	8 3%	6 2%	5 1%	2 1%
3	180 9%	10 7%	59 12%	61 8%	7 6%	25 11%	18 7%	96 10%	84 8%	81 14%	21 8%	32 8%	19 5%	27 7%
4	441 22%	27 20%	114 24%	171 22%	29 22%	49 23%	51 18%	231 24%	206 20%	149 25%	61 22%	97 25%	61 17%	73 19%
5 Very important	1286 65%	87 69%	281 59%	498 66%	93 71%	135 63%	190 70%	575 60%	705 69%	320 54%	179 66%	243 63%	258 74%	286 73%
Don't know/Prefer not to say / No answer	34 2%	0 0%	8 2%	14 2%	2 1%	3 1%	7 2%	17 2%	17 2%	20 3%	1 0%	7 2%	3 1%	3 1%
Chi2:	-	(95)						99		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.50	4.55	4.37	4.52	4.64	4.48	4.58	4.42	4.58	4.30	4.50	4.50	4.65	4.64
Standard Deviation:	0.813	0.799	0.909	0.796	0.659	0.785	0.767	0.888	0.730	0.935	0.841	0.779	0.703	0.680
Student's T:	*	-	99.9	-	95	-	90	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

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2_1G 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	59 3%	50 3%	7 3%	33 2% ---	22 5% ++	16 3%	40 3%	38 3%	16 2%	14 3%	17 2%	25 3%	16 2%	14 3%	19 4%	2 3%	9 2%	15 3%	34 4%
MODERATELY IMPORTANT (3)	180 9%	155 9%	22 8%	119 8%	58 12% +++	48 9%	130 9%	119 10% ++	60 7% --	42 9%	68 9%	68 8%	54 8%	49 9%	58 11% ++	0 0%	43 8%	45 8%	94 10%
QUITE IMPORTANT (4-5)	1727 87%	1474 87%	236 89%	1250 88% +++	389 82% ----	437 86%	1273 87%	972 85% --	739 89% +++	388 85%	611 87%	708 88%	570 88%	474 87%	440 85%	50 97% ++	473 90% ++	500 89% +	799 85% --
1 Not at all important	19 1%	17 1%	1 0%	7 0%	10 2%	4 1%	14 1%	10 1%	6 1%	7 1%	1 0%	8 1%	5 1%	4 1%	6 1%	1 2%	2 0%	2 0%	14 1%
2	40 2%	33 2%	6 2%	26 2%	12 2%	12 2%	26 2%	28 2%	10 1%	7 1%	16 2%	17 2%	11 2%	10 2%	13 2%	1 2%	7 1%	13 2%	20 2%
3	180 9%	155 9%	22 8%	119 8%	58 12%	48 9%	130 9%	119 10%	60 7%	42 9%	68 9%	68 8%	54 8%	49 9%	58 11%	0 0%	43 8%	45 8%	94 10%
4	441 22%	372 21%	66 25%	312 22%	109 23%	124 24%	313 21%	278 24%	163 19%	84 18%	151 21%	205 25%	151 23%	112 20%	113 22%	10 19%	78 14%	112 20%	244 26%
5 Very important	1286 65%	1102 65%	170 64%	938 66%	280 59%	313 62%	960 66%	694 61%	576 70%	304 67%	460 66%	503 63%	419 65%	362 67%	327 63%	40 78%	395 75%	388 69%	555 59%
Don't know/Prefer not to say / No answer	34 2%	32 2%	0 0%	23 2%	9 2%	8 1%	25 2%	15 1%	15 2%	16 3%	7 1%	10 1%	13 2%	7 1%	5 1%	0 0%	4 1%	5 1%	19 2%
Chi2:	-	-		99		-		99		-			-			(95)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.50	4.50	4.50	4.54	4.37	4.46	4.52	4.44	4.59	4.52	4.52	4.48	4.53	4.53	4.44	4.69	4.64	4.56	4.42
Standard Deviation:	0.813	0.814	0.776	0.763	0.939	0.823	0.802	0.840	0.738	0.844	0.768	0.814	0.777	0.794	0.866	0.736	0.717	0.763	0.865

Student's T:	*	-	-	99	99.9	-	90	99.9	99.9	-	-	-	-	-	90	90	99.9	95	99.9
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Veterans Independence Program which is a national home care program that helps Veterans remain healthy and independent in their own homes or communities

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1G 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	59 3%	20 3%	30 4%	28 11%	16 4%	15 1%	22 17%	13 5%	24 1%	13 25%	14 11%	31 2%	11 2%	47 3%	26 2%	30 5%
			+++	++++		---	++++	+	---	++++	++++	---	--	+	---	++++
MODERATELY IMPORTANT (3)	180 9%	53 8%	70 10%	36 14%	55 14%	89 6%	22 17%	57 22%	101 6%	13 26%	43 33%	124 7%	46 7%	130 9%	95 7%	82 14%
				++++	++++	---	+++	++++	---	++++	++++	---			----	++++
QUITE IMPORTANT (4-5)	1727 87%	587 88%	595 84%	170 71%	317 81%	1234 91%	77 61%	186 72%	1458 91%	20 40%	67 52%	1632 91%	537 90%	1182 86%	1245 90%	469 79%
			--	----	----	++++	----	----	++++	----	----	++++	+++	--	++++	----
1 Not at all important	19 1%	7 1%	10 1%	12 5%	4 1%	3 0%	11 8%	3 1%	5 0%	8 16%	3 2%	7 0%	2 0%	17 1%	5 0%	13 2%
2	40 2%	13 2%	20 3%	16 6%	12 3%	12 1%	11 8%	10 4%	19 1%	5 10%	11 9%	24 1%	9 1%	30 2%	21 1%	17 3%
3	180 9%	53 8%	70 10%	36 14%	55 14%	89 6%	22 17%	57 22%	101 6%	13 26%	43 33%	124 7%	46 7%	130 9%	95 7%	82 14%
4	441 22%	143 21%	146 20%	48 20%	116 29%	277 20%	26 20%	68 26%	347 21%	9 18%	38 30%	392 21%	132 22%	306 22%	302 22%	136 23%
5 Very important	1286 65%	444 67%	449 64%	122 51%	201 52%	957 71%	51 40%	118 46%	1111 70%	11 21%	29 22%	1240 69%	405 68%	876 64%	943 69%	333 57%
Don't know/Prefer not to say / No answer	34 2%	9 1%	13 2%	8 3%	4 1%	16 1%	8 6%	5 2%	17 1%	5 9%	5 4%	17 1%	6 1%	27 2%	19 1%	13 2%
Chi2:	-	-		99.9			(99.9)			(99.9)			95		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

Mean:	4.50	4.53	4.45	4.10	4.29	4.63	3.80	4.14	4.61	3.22	3.64	4.59	4.57	4.48	4.59	4.31
Standard Deviation:	0.81	0.81	0.89	1.17	0.89	0.67	1.32	0.96	0.69	1.39	1.01	0.71	0.72	0.85	0.72	0.97
Student's T:	*	-	90	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99	95	99.9	99.9

Treatment benefits like hearing aids, medications, etc.														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1H 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	41 2%	2 2%	13 3%	17 2%	1 1%	2 1%	6 2%	26 3% +	15 1% -	21 3% +++	4 1%	8 2%	5 1%	3 1% -
MODERATELY IMPORTANT (3)	147 7%	8 6%	46 9% ++	55 7%	5 4%	18 8%	15 6%	76 8%	70 7%	64 11% ++++	18 6%	16 4% ---	20 6%	29 7%
QUITE IMPORTANT (4-5)	1781 89%	118 92%	413 86% --	682 89%	125 95% ++	194 90%	247 90%	842 88%	931 91% +	496 83% ----	249 91%	358 92% ++	319 92%	359 91%
1 Not at all important	15 1%	1 1%	7 1%	4 0%	1 1%	1 0%	1 0%	13 1%	2 0%	9 1%	1 0%	2 1%	2 1%	1 0%
2	26 1%	1 1%	6 1%	13 2%	0 0%	1 0%	5 2%	13 1%	13 1%	12 2%	3 1%	6 2%	3 1%	2 0%
3	147 7%	8 6%	46 9%	55 7%	5 4%	18 8%	15 6%	76 8%	70 7%	64 11%	18 6%	16 4%	20 6%	29 7%
4	409 20%	26 20%	104 22%	154 20%	25 18%	49 23%	51 18%	218 23%	189 18%	136 23%	56 20%	87 22%	58 17%	72 18%
5 Very important	1372 69%	92 73%	309 65%	528 69%	100 76%	145 67%	196 72%	624 66%	742 72%	360 60%	193 71%	271 70%	261 75%	287 73%
Don't know/Prefer not to say / No answer	31 1%	0 0%	10 2%	12 2%	1 1%	2 1%	6 2%	15 1%	15 1%	17 3%	2 1%	6 2%	4 1%	2 1%
Chi2:	-	-	-	-	-	-	-	90	-	99.9	-	-	-	-
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.58	4.63	4.50	4.58	4.70	4.57	4.63	4.52	4.64	4.43	4.62	4.62	4.67	4.64
Standard Deviation:	0.744	0.710	0.828	0.739	0.616	0.701	0.713	0.803	0.681	0.878	0.689	0.690	0.679	0.665
Student's T:	*	-	95	-	95	-	-	99.9	99.9	99.9	-	-	99	95

Treatment benefits like hearing aids, medications, etc.

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
Q2_1H 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
NOT IMPORTANT (1-2)	41 2%	34 2%	5 2%	24 2%	15 3%	9 2%	30 2%	25 2%	13 1%	10 2%	7 1%	21 2%	13 2%	10 2%	11 2%	2 3%	4 1%	5 1%	27 3%	
				-	+						--					--	--	--	++	
MODERATELY IMPORTANT (3)	147 7%	127 7%	17 6%	100 7%	43 9%	34 7%	110 7%	95 8%	49 6%	30 6%	58 8%	59 7%	45 7%	48 8%	32 6%	2 4%	19 3%	40 7%	85 9%	
								+	-							----			+++	
QUITE IMPORTANT (4-5)	1781 89%	1522 89%	242 91%	1283 90%	410 86%	456 90%	1308 89%	1010 89%	755 91%	408 89%	629 90%	722 89%	584 90%	478 88%	475 91%	48 93%	501 95%	517 92%	817 87%	
				++	--				++							++++	++	----		
1 Not at all important	15 1%	14 1%	0 0%	5 0%	9 2%	4 1%	10 1%	8 1%	4 0%	6 1%	0 0%	6 1%	4 1%	4 1%	4 1%	1 2%	1 0%	1 0%	11 1%	
2	26 1%	20 1%	5 2%	19 1%	6 1%	5 1%	20 1%	17 1%	9 1%	4 1%	7 1%	15 2%	9 1%	6 1%	7 1%	1 2%	3 1%	4 1%	16 2%	
3	147 7%	127 7%	17 6%	100 7%	43 9%	34 7%	110 7%	95 8%	49 6%	30 6%	58 8%	59 7%	45 7%	48 8%	32 6%	2 4%	19 3%	40 7%	85 9%	
4	409 20%	343 20%	63 23%	290 20%	101 21%	106 21%	299 20%	270 23%	139 17%	66 15%	156 22%	184 22%	132 20%	114 21%	113 21%	7 13%	89 17%	94 17%	228 24%	
5 Very important	1372 69%	1179 69%	179 68%	993 70%	309 65%	350 69%	1009 69%	740 65%	616 74%	342 75%	473 68%	538 67%	452 70%	364 67%	362 70%	41 80%	412 78%	423 75%	589 63%	
Don't know/Prefer not to say / No answer	31 1%	28 2%	1 0%	18 1%	10 2%	10 2%	20 1%	14 1%	13 1%	12 2%	9 1%	9 1%	11 2%	8 1%	4 1%	0 0%	5 1%	3 1%	17 2%	
Chi2:	-	-		90		-		90		-			-			(99.9)				
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	
Mean:	4.58	4.58	4.58	4.60	4.49	4.60	4.58	4.53	4.66	4.64	4.58	4.55	4.60	4.55	4.59	4.68	4.73	4.66	4.48	
Standard Deviation:	0.744	0.745	0.699	0.707	0.853	0.725	0.743	0.766	0.678	0.754	0.683	0.767	0.727	0.759	0.730	0.788	0.570	0.656	0.816	
Student's T:	*	-	-	95	95	-	-	99.9	99.9	95	-	90	-	-	-	-	99.9	99	99.9	

Treatment benefits like hearing aids, medications, etc.																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1H 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	41 2%	7 1%	24 3%	22 9%	8 2%	11 1%	17 13%	7 3%	17 1%	12 24%	8 6%	21 1%	8 1%	32 2%	21 1%	18 3%
		--	+++	++++		----	++++		----	++++	++++	----			---	++
MODERATELY IMPORTANT (3)	147 7%	47 7%	47 6%	31 13%	45 11%	71 5%	22 17%	43 16%	82 5%	11 22%	45 35%	90 5%	42 7%	102 7%	80 6%	63 10%
				++++	++++	----	++++	++++	----	++++	++++	----			----	++++
QUITE IMPORTANT (4-5)	1781 89%	605 91%	626 89%	182 76%	335 86%	1258 93%	82 65%	208 80%	1486 93%	22 43%	71 55%	1678 93%	544 91%	1228 89%	1268 92%	499 84%
				----	--	++++	----	----	++++	----	----	++++			++++	----
1 Not at all important	15 1%	3 0%	11 2%	13 5%	0 0%	2 0%	11 8%	3 1%	1 0%	10 19%	2 2%	3 0%	2 0%	13 1%	5 0%	9 1%
2	26 1%	4 1%	13 2%	9 4%	8 2%	9 1%	6 5%	4 2%	16 1%	2 4%	6 5%	18 1%	6 1%	19 1%	16 1%	9 2%
3	147 7%	47 7%	47 6%	31 13%	45 11%	71 5%	22 17%	43 16%	82 5%	11 22%	45 35%	90 5%	42 7%	102 7%	80 6%	63 10%
4	409 20%	127 19%	142 20%	46 19%	106 27%	257 19%	22 17%	68 26%	319 20%	10 20%	43 33%	355 20%	119 20%	287 20%	261 19%	143 24%
5 Very important	1372 69%	478 72%	484 69%	136 57%	229 59%	1001 74%	60 48%	140 54%	1167 73%	12 24%	28 22%	1323 74%	425 71%	941 68%	1007 73%	356 61%
Don't know/Prefer not to say / No answer	31 1%	10 1%	11 1%	7 3%	4 1%	14 1%	8 6%	3 1%	15 1%	6 11%	5 4%	15 1%	6 1%	24 2%	16 1%	14 2%
Chi2:	-	95		(99.9)			(99.9)			(99.9)			-		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.58	4.64	4.55	4.23	4.44	4.68	3.97	4.32	4.67	3.27	3.72	4.67	4.62	4.57	4.65	4.44

Standard Deviation:	0.74	0.67	0.82	1.14	0.77	0.61	1.30	0.88	0.63	1.48	0.92	0.63	0.68	0.77	0.67	0.86
Student's T:	*	99	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	90	-	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+
Q2_1I 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	38 2%	2 2%	11 2%	16 2%	3 2%	3 1%	3 1%	26 3%	12 1%	18 3%	7 3%	7 2%	5 1%	1 0%
								++	--	++				---
MODERATELY IMPORTANT (3)	110 5%	5 4%	46 9%	34 4%	4 3%	13 6%	8 3%	57 6%	53 5%	50 8%	14 5%	17 4%	17 5%	12 3%
			++++				--			++++				--
QUITE IMPORTANT (4-5)	1815 91%	120 94%	416 87%	701 92%	122 93%	199 92%	255 93%	855 89%	950 92%	511 86%	250 92%	357 92%	324 93%	373 95%
			----					--	++	----				+++
1 Not at all important	12 1%	1 1%	4 1%	4 1%	1 1%	1 0%	1 0%	10 1%	2 0%	6 1%	3 1%	0 0%	2 1%	1 0%
2	26 1%	1 1%	7 1%	12 1%	2 1%	2 1%	2 1%	16 2%	10 1%	12 2%	4 1%	7 2%	3 1%	0 0%
3	110 5%	5 4%	46 9%	34 4%	4 3%	13 6%	8 3%	57 6%	53 5%	50 8%	14 5%	17 4%	17 5%	12 3%
4	439 22%	25 19%	108 22%	160 21%	26 19%	59 27%	61 22%	221 23%	215 20%	168 28%	56 20%	86 22%	60 17%	69 18%
5 Very important	1376 69%	95 75%	308 64%	541 71%	96 74%	140 65%	194 71%	634 66%	735 72%	343 57%	194 71%	271 70%	264 76%	304 77%
Don't know/Prefer not to say / No answer	37 2%	1 1%	9 2%	15 2%	3 2%	1 0%	8 3%	21 2%	16 1%	19 3%	2 1%	7 2%	2 1%	7 2%
Chi2:	-	(99)						95		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.61	4.67	4.51	4.63	4.67	4.56	4.68	4.55	4.66	4.44	4.61	4.63	4.68	4.75
Standard Deviation:	0.705	0.666	0.792	0.693	0.674	0.687	0.609	0.770	0.638	0.815	0.747	0.658	0.661	0.532
Student's T:	*	-	99	-	-	-	95	99	99	99.9	-	-	95	99.9

Long Term Care																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2_1I 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	38 2%	34 2%	3 1%	25 2%	12 2%	11 2%	26 2%	27 2%	8 1%	9 2%	5 1%	22 3%	6 1%	12 2%	13 2%	3 5%	6 1%	8 1%	21 2%
MODERATELY IMPORTANT (3)	110 5%	96 5%	12 4%	62 4%	47 10%	37 7%	72 5%	78 7%	31 4%	24 5%	41 6%	45 5%	31 5%	33 6%	32 6%	0 0%	19 3%	23 4%	69 7%
QUITE IMPORTANT (4-5)	1815 91%	1547 91%	249 94%	1314 92%	408 86%	450 89%	1344 92%	1023 90%	774 93%	411 90%	650 93%	731 90%	603 93%	491 91%	470 90%	49 95%	499 95%	528 94%	836 89%
1 Not at all important	12 1%	11 1%	0 0%	5 0%	6 1%	3 1%	8 1%	7 1%	3 0%	6 1%	0 0%	4 0%	2 0%	5 1%	3 1%	1 2%	1 0%	2 0%	7 1%
2	26 1%	23 1%	3 1%	20 1%	6 1%	8 2%	18 1%	20 2%	5 1%	3 1%	5 1%	18 2%	4 1%	7 1%	10 2%	2 3%	5 1%	6 1%	14 1%
3	110 5%	96 5%	12 4%	62 4%	47 10%	37 7%	72 5%	78 7%	31 4%	24 5%	41 6%	45 5%	31 5%	33 6%	32 6%	0 0%	19 3%	23 4%	69 7%
4	439 22%	368 21%	66 25%	314 22%	101 21%	119 23%	313 21%	280 24%	158 19%	92 20%	160 23%	184 22%	156 23%	116 21%	111 21%	6 13%	87 16%	114 20%	240 25%
5 Very important	1376 69%	1179 69%	183 70%	1000 71%	307 65%	331 66%	1031 71%	743 65%	616 75%	319 70%	490 70%	547 68%	447 69%	375 69%	359 69%	43 82%	412 78%	414 73%	596 64%
Don't know/Prefer not to say / No answer	37 2%	34 2%	1 0%	24 2%	11 2%	11 2%	26 2%	16 1%	17 2%	16 3%	7 1%	13 2%	13 2%	8 1%	7 1%	0 0%	5 1%	6 1%	20 2%
Chi2:	-	-		99.9		-		99.9		90			-			(99)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.61	4.61	4.63	4.64	4.50	4.55	4.63	4.54	4.70	4.61	4.64	4.58	4.64	4.59	4.58	4.70	4.73	4.67	4.52
Standard Deviation:	0.705	0.713	0.626	0.667	0.823	0.749	0.684	0.753	0.598	0.743	0.619	0.738	0.629	0.741	0.742	0.798	0.588	0.641	0.758
Student's T:	*	-	-	99	99	95	95	99.9	99.9	-	-	-	-	-	-	-	99.9	99	99.9

Long Term Care																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1I 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	38 2%	8 1%	20 3%	19 8%	6 1%	13 1%	15 11%	8 3%	15 1%	11 22%	12 9%	15 1%	10 2%	28 2%	22 2%	14 2%
			- ++	++++		----	++++		----	++++	++++	----				
MODERATELY IMPORTANT (3)	110 5%	27 4%	40 5%	25 10%	44 11%	40 3%	15 11%	43 16%	51 3%	10 19%	32 25%	66 4%	28 4%	80 6%	54 4%	52 9%
		--		++++	++++	----	+++	++++	----	++++	++++	----			----	++++
QUITE IMPORTANT (4-5)	1815 91%	624 94%	632 90%	187 78%	338 87%	1286 95%	91 71%	203 78%	1517 95%	24 47%	80 63%	1703 95%	557 93%	1247 90%	1290 93%	511 86%
		+++	-	----	----	++++	----	----	++++	----	----	++++	++	--	++++	----
1 Not at all important	12 1%	1 0%	9 1%	10 4%	0 0%	2 0%	8 6%	2 1%	2 0%	7 14%	2 2%	3 0%	1 0%	11 1%	3 0%	8 1%
2	26 1%	7 1%	11 2%	9 4%	6 1%	11 1%	7 5%	6 2%	13 1%	4 8%	10 8%	12 1%	9 1%	17 1%	19 1%	6 1%
3	110 5%	27 4%	40 5%	25 10%	44 11%	40 3%	15 11%	43 16%	51 3%	10 19%	32 25%	66 4%	28 4%	80 6%	54 4%	52 9%
4	439 22%	142 21%	151 21%	61 25%	123 31%	255 19%	30 23%	78 30%	331 20%	11 22%	54 43%	372 20%	125 21%	309 22%	270 19%	162 27%
5 Very important	1376 69%	482 73%	481 68%	126 53%	215 55%	1031 77%	61 48%	125 48%	1186 75%	13 25%	26 20%	1331 74%	432 72%	938 68%	1020 74%	349 59%
Don't know/Prefer not to say / No answer	37 2%	10 1%	16 2%	11 4%	4 1%	15 1%	8 6%	7 3%	17 1%	6 12%	5 4%	20 1%	5 1%	31 2%	19 1%	17 3%
Chi2:	-	95		(99.9)			(99.9)			(99.9)			-		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.61	4.67	4.57	4.24	4.42	4.72	4.09	4.26	4.70	3.42	3.75	4.70	4.65	4.59	4.68	4.46

Standard Deviation:	0.71	0.62	0.78	1.07	0.74	0.57	1.20	0.87	0.58	1.41	0.93	0.59	0.65	0.73	0.64	0.81
Student's T:	*	99	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	95	90	99.9	99.9

Funeral and burial services														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1J 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	99 5%	9 7%	46 9% ++++	31 4%	4 3%	1 0% ---	8 3%	66 7% ++++	32 3% ----	37 6%	12 4%	18 5%	14 4%	18 5%
MODERATELY IMPORTANT (3)	275 14%	11 9%	84 17% +++	97 13%	16 12%	31 14%	36 13%	141 15%	133 13%	78 13%	29 11%	62 16%	48 14%	58 15%
QUITE IMPORTANT (4-5)	1588 80%	107 83%	341 71% ----	621 81%	111 84%	182 84%	224 82%	736 77% ---	846 82% +++	466 78%	230 84% ++	301 78%	282 81%	309 79%
1 Not at all important	40 2%	4 3%	16 3%	11 1%	3 2%	1 0%	5 2%	28 3%	11 1%	15 2%	5 2%	5 1%	6 2%	9 2%
2	59 3%	5 4%	30 6%	20 3%	1 1%	0 0%	3 1%	38 4%	21 2%	22 4%	7 3%	13 3%	8 2%	9 2%
3	275 14%	11 9%	84 17%	97 13%	16 12%	31 14%	36 13%	141 15%	133 13%	78 13%	29 11%	62 16%	48 14%	58 15%
4	400 20%	27 22%	95 20%	156 20%	24 19%	45 21%	53 19%	200 21%	198 19%	122 21%	53 19%	75 19%	56 16%	94 24%
5 Very important	1188 60%	80 62%	246 51%	465 61%	87 66%	137 64%	171 63%	536 56%	648 63%	344 58%	177 65%	226 58%	226 65%	215 55%
Don't know/Prefer not to say / No answer	38 2%	1 1%	11 2%	17 2%	1 1%	2 1%	6 2%	16 2%	20 2%	17 3%	2 1%	7 2%	4 1%	8 2%
Chi2:	-	99.9						99.9		-				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.35	4.36	4.12	4.40	4.45	4.48	4.43	4.25	4.44	4.31	4.44	4.33	4.42	4.29
Standard Deviation:	0.96	1.02	1.11	0.91	0.91	0.77	0.90	1.04	0.87	1.01	0.92	0.95	0.93	0.96
Student's T:	*	-	99.9	90	-	99	-	99.9	99.9	-	90	-	-	-

Funeral and burial services																			
	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2_1J 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	99 5%	91 5%	7 3%	48 3%	47 10%	24 5%	74 5%	57 5%	39 5%	20 4%	28 4%	48 6%	23 3%	31 6%	31 6%	3 5%	9 2%	25 4%	64 7%
				----	++++						-	+	--				----		++++
MODERATELY IMPORTANT (3)	275 14%	230 13%	42 16%	179 12%	83 17%	55 11%	214 15%	166 14%	107 13%	53 11%	83 12%	137 17%	82 13%	74 13%	80 15%	2 3%	61 11%	68 12%	142 15%
				--	+++	--	+				--	++++				--	-		
QUITE IMPORTANT (4-5)	1588 80%	1359 80%	212 80%	1175 83%	338 71%	421 83%	1152 79%	901 79%	670 81%	379 83%	579 83%	610 75%	534 82%	433 80%	403 77%	46 89%	454 86%	467 83%	718 76%
				++++	----	++	-			+	+++	----	+			+	++++	++	----
1 Not at all important	40 2%	36 2%	3 1%	20 1%	17 4%	7 1%	32 2%	18 2%	19 2%	9 2%	8 1%	20 2%	10 1%	10 2%	15 3%	3 5%	1 0%	10 2%	26 3%
2	59 3%	55 3%	4 2%	28 2%	30 6%	17 3%	42 3%	39 3%	20 2%	11 2%	20 3%	28 3%	13 2%	21 4%	16 3%	0 0%	8 2%	15 3%	38 4%
3	275 14%	230 13%	42 16%	179 12%	83 17%	55 11%	214 15%	166 14%	107 13%	53 11%	83 12%	137 17%	82 13%	74 13%	80 15%	2 3%	61 11%	68 12%	142 15%
4	400 20%	343 20%	54 20%	298 21%	93 19%	100 20%	299 20%	235 21%	165 20%	80 18%	142 20%	176 22%	137 21%	117 22%	97 19%	9 18%	93 18%	103 18%	207 22%
5 Very important	1188 60%	1016 60%	158 59%	877 62%	245 51%	321 63%	853 58%	666 59%	505 61%	299 65%	437 63%	434 54%	397 61%	316 58%	306 59%	37 71%	361 68%	364 64%	511 54%
Don't know/Prefer not to say / No answer	38 2%	31 2%	4 1%	23 2%	10 2%	9 2%	28 2%	20 2%	14 2%	8 2%	13 2%	16 2%	14 2%	6 1%	8 1%	1 2%	5 1%	5 1%	22 2%
Chi2:	-	-		99.9		90		-		99			-			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.35	4.34	4.37	4.42	4.11	4.43	4.32	4.34	4.37	4.44	4.43	4.23	4.41	4.32	4.29	4.52	4.54	4.42	4.24
Standard Deviation:	0.96	0.97	0.90	0.89	1.13	0.91	0.97	0.95	0.96	0.93	0.88	1.02	0.89	0.97	1.02	1.00	0.77	0.93	1.03
Student's T:	*	-	-	99.9	99.9	95	95	-	-	95	99	99.9	95	-	-	-	99.9	95	99.9

Funeral and burial services																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1J 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	99 5%	21 3%	47 6%	43 17%	24 6%	32 2%	35 26%	23 9%	41 3%	20 38%	16 12%	62 3%	22 4%	76 5%	39 3%	58 10%
		---	++	++++		----	++++	+++	----	++++	++++	----	-	+	----	++++
MODERATELY IMPORTANT (3)	275 14%	93 14%	98 14%	41 17%	91 23%	143 11%	21 16%	70 27%	184 11%	6 12%	49 38%	219 12%	72 12%	199 14%	168 12%	103 17%
					+++	----	++++	++++	----		++++	----			---	+++
QUITE IMPORTANT (4-5)	1588 80%	546 82%	548 78%	149 62%	269 69%	1163 86%	66 52%	165 63%	1351 85%	20 41%	60 47%	1499 83%	499 83%	1082 78%	1160 84%	414 70%
			+	----	----	++++	----	----	++++	----	----	++++	+++	--	++++	----
1 Not at all important	40 2%	11 2%	17 2%	19 8%	7 2%	14 1%	17 13%	4 1%	19 1%	11 21%	6 5%	23 1%	3 0%	37 3%	14 1%	25 4%
2	59 3%	10 1%	30 4%	24 10%	17 4%	18 1%	18 13%	19 8%	22 1%	9 17%	10 8%	39 2%	19 3%	39 3%	25 2%	33 5%
3	275 14%	93 14%	98 14%	41 17%	91 23%	143 11%	21 16%	70 27%	184 11%	6 12%	49 38%	219 12%	72 12%	199 14%	168 12%	103 17%
4	400 20%	129 19%	130 18%	40 17%	96 25%	264 19%	21 17%	61 24%	318 20%	9 19%	29 23%	360 20%	116 20%	281 20%	272 20%	123 21%
5 Very important	1188 60%	417 62%	418 59%	109 46%	173 44%	899 67%	45 35%	104 39%	1033 65%	11 22%	31 23%	1139 63%	383 64%	801 58%	888 64%	291 49%
Don't know/Prefer not to say / No answer	38 2%	9 1%	15 2%	9 4%	8 2%	16 1%	7 5%	3 1%	24 1%	5 10%	4 3%	24 1%	7 1%	29 2%	18 1%	19 3%
Chi2:	-	95		99.9			99.9			(99.9)			95		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.35	4.41	4.31	3.86	4.08	4.51	3.50	3.93	4.48	3.04	3.55	4.44	4.45	4.31	4.46	4.08

Standard Deviation:	0.96	0.90	1.02	1.33	1.01	0.82	1.46	1.05	0.84	1.53	1.09	0.88	0.86	1.00	0.85	1.14
Student's T:	*	95	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99	99	99.9	99.9

Education benefits														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1K 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	89 4%	5 4%	34 7% +++	35 4%	2 2%	5 2%	8 3%	55 6% +++	34 3% ---	40 7% +++	13 5%	16 4%	8 2% --	12 3%
MODERATELY IMPORTANT (3)	303 15%	19 14%	92 19% +++	104 13%	18 14%	37 17%	33 12%	143 15%	155 15%	113 19% +++	39 14%	60 15%	53 15%	38 10% ---
QUITE IMPORTANT (4-5)	1572 79%	103 81%	345 72% ----	612 80%	110 83%	173 81%	227 83%	740 78%	827 81%	426 71% ----	218 80%	305 79%	283 81%	340 87% ++++
1 Not at all important	26 1%	1 1%	11 2%	10 1%	1 1%	1 0%	2 1%	21 2%	5 0%	12 2%	5 2%	2 1%	5 1%	2 1%
2	63 3%	4 3%	23 5%	25 3%	1 1%	4 2%	6 2%	34 3%	29 3%	28 5%	8 3%	14 4%	3 1%	10 3%
3	303 15%	19 14%	92 19%	104 13%	18 14%	37 17%	33 12%	143 15%	155 15%	113 19%	39 14%	60 15%	53 15%	38 10%
4	578 29%	31 25%	141 29%	226 30%	38 28%	66 31%	76 27%	292 31%	285 27%	170 28%	82 30%	118 30%	83 24%	125 32%
5 Very important	994 50%	72 56%	204 43%	386 51%	72 55%	107 50%	151 56%	448 47%	542 53%	256 43%	136 50%	187 48%	200 58%	215 55%
Don't know/Prefer not to say / No answer	36 2%	1 1%	11 2%	15 2%	2 1%	1 0%	6 2%	21 2%	15 1%	19 3%	3 1%	7 2%	4 1%	3 1%
Chi2:	-	99						95		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.26	4.34	4.08	4.28	4.38	4.28	4.38	4.19	4.32	4.09	4.25	4.25	4.37	4.39
Standard Deviation:	0.92	0.90	1.01	0.91	0.81	0.84	0.85	0.97	0.86	1.00	0.93	0.89	0.88	0.81
Student's T:	*	-	99.9	-	90	-	95	99	99	99.9	-	-	99	99.9

Education benefits																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2_1K 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	89 4%	76 4%	11 4%	47 3%	38 8%	25 5%	61 4%	52 4%	33 4%	22 5%	26 4%	38 5%	35 5%	21 4%	21 4%	3 6%	12 2%	14 2%	58 6%
				----	++++												---	---	++++
MODERATELY IMPORTANT (3)	303 15%	257 15%	42 16%	209 14%	86 18%	78 15%	221 15%	187 16%	113 13%	68 15%	106 15%	128 16%	85 13%	85 15%	82 16%	5 9%	68 13%	91 16%	145 15%
					++														
QUITE IMPORTANT (4-5)	1572 79%	1347 79%	209 79%	1146 81%	342 72%	395 78%	1162 80%	888 78%	669 81%	357 78%	561 80%	633 78%	519 80%	429 79%	414 80%	44 85%	444 84%	456 81%	721 77%
				+++	----				+							++++			--
1 Not at all important	26 1%	23 1%	2 1%	8 1%	14 3%	5 1%	19 1%	13 1%	10 1%	6 1%	9 1%	8 1%	11 2%	7 1%	4 1%	1 2%	3 1%	2 0%	18 2%
2	63 3%	53 3%	9 3%	39 3%	24 5%	20 4%	42 3%	39 3%	23 3%	16 3%	17 2%	30 4%	24 4%	14 3%	17 3%	2 4%	9 2%	12 2%	40 4%
3	303 15%	257 15%	42 16%	209 14%	86 18%	78 15%	221 15%	187 16%	113 13%	68 15%	106 15%	128 16%	85 13%	85 15%	82 16%	5 9%	68 13%	91 16%	145 15%
4	578 29%	498 29%	76 29%	411 29%	133 28%	147 29%	426 29%	343 30%	235 28%	122 26%	206 29%	242 30%	184 28%	161 30%	163 31%	15 29%	144 27%	157 28%	283 30%
5 Very important	994 50%	849 50%	133 50%	735 52%	209 44%	248 49%	736 51%	545 48%	434 53%	235 52%	355 51%	391 48%	335 52%	268 50%	251 48%	29 57%	300 57%	299 53%	438 47%
Don't know/Prefer not to say / No answer	36 2%	31 2%	3 1%	23 2%	12 2%	11 2%	24 2%	17 1%	15 2%	13 3%	10 1%	12 1%	14 2%	9 2%	5 1%	0 0%	5 1%	4 1%	22 2%
Chi2:	-	-		99.9		-		-		-		-	-			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.26	4.26	4.26	4.31	4.08	4.24	4.27	4.22	4.31	4.27	4.28	4.23	4.27	4.26	4.25	4.34	4.40	4.33	4.18
Standard Deviation:	0.92	0.91	0.91	0.86	1.05	0.92	0.91	0.92	0.89	0.93	0.89	0.91	0.94	0.90	0.88	0.94	0.82	0.84	0.97
Student's T:	*	-	-	99.9	99.9	-	-	95	95	-	-	-	-	-	-	-	99.9	95	99.9

Education benefits																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1K 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	89 4%	29 4%	37 5%	33 13% ++++	14 4%	42 3% ----	30 23% ++++	17 6% +	42 3% ----	15 29% ++++	16 12% ++++	57 3% ----	22 4%	66 5%	44 3% ----	43 7% ++++
MODERATELY IMPORTANT (3)	303 15%	94 14%	106 15%	55 22% ++++	100 25% ++++	148 11% ----	24 18%	81 30% ++++	198 12% ----	8 16%	50 38% ++++	245 13% ----	78 13%	220 16%	190 13% ---	106 18% ++
QUITE IMPORTANT (4-5)	1572 79%	535 81%	551 78%	147 62% ----	273 70% ----	1147 85% ++++	67 53% ----	158 61% ----	1342 84% ++++	22 44% ----	58 46% ----	1484 83% ++++	493 83% +++	1072 78% --	1131 82% ++++	430 73% ----
1 Not at all important	26 1%	8 1%	14 2%	14 6%	3 1%	9 1%	14 11%	5 2%	7 0%	10 20%	4 3%	11 1%	4 1%	22 2%	7 1%	18 3%
2	63 3%	21 3%	23 3%	19 8%	11 3%	33 2%	16 12%	12 4%	35 2%	5 10%	12 9%	46 3%	18 3%	44 3%	37 3%	25 4%
3	303 15%	94 14%	106 15%	55 22%	100 25%	148 11%	24 18%	81 30%	198 12%	8 16%	50 38%	245 13%	78 13%	220 16%	190 13%	106 18%
4	578 29%	193 29%	199 28%	70 30%	136 35%	372 27%	34 27%	81 32%	463 29%	14 28%	46 36%	516 29%	176 30%	399 29%	384 28%	189 32%
5 Very important	994 50%	342 52%	352 50%	77 32%	137 35%	775 58%	33 26%	77 30%	879 55%	8 16%	12 9%	968 54%	317 53%	673 49%	747 54%	241 41%
Don't know/Prefer not to say / No answer	36 2%	11 2%	14 2%	7 3%	5 1%	17 1%	8 6%	5 2%	18 1%	6 11%	5 4%	18 1%	7 1%	28 2%	20 1%	15 2%
Chi2:	-	-	-	99.9	99.9	99.9	99.9	99.9	99.9	(99.9)	(99.9)	(99.9)	90	90	99.9	99.9
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.26	4.29	4.24	3.77	4.02	4.41	3.49	3.84	4.38	3.12	3.41	4.34	4.33	4.23	4.34	4.06

Standard Deviation:	0.92	0.90	0.96	1.16	0.89	0.83	1.33	0.97	0.82	1.43	0.91	0.85	0.86	0.94	0.85	1.02
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	95	95	99.9	99.9

Pension for Life														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1L 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	91 4%	9 7%	31 6% ++	31 4%	5 4%	4 2% --	11 4%	54 6% ++	36 3% --	39 6% +++	17 6%	16 4%	7 2% --	12 3%
MODERATELY IMPORTANT (3)	267 13%	10 7% --	86 18% +++	101 13%	11 8%	37 17%	22 8% --	140 14%	127 12%	84 14%	40 15%	57 15%	45 13%	41 10%
QUITE IMPORTANT (4-5)	1597 80%	108 85%	354 74% ----	614 80%	115 87% ++	171 79%	233 85% ++	742 78% --	846 82% ++	456 77% --	212 78%	306 79%	289 83%	334 85% +++
1 Not at all important	30 1%	1 1%	11 2%	14 2%	1 1%	1 0%	2 1%	18 2%	12 1%	14 2%	6 2%	2 1%	3 1%	5 1%
2	61 3%	8 6%	20 4%	17 2%	4 3%	3 1%	9 3%	36 4%	24 2%	25 4%	11 4%	14 4%	4 1%	7 2%
3	267 13%	10 7%	86 18%	101 13%	11 8%	37 17%	22 8%	140 14%	127 12%	84 14%	40 15%	57 15%	45 13%	41 10%
4	419 21%	26 20%	119 25%	145 19%	23 17%	46 21%	60 22%	208 22%	210 20%	144 24%	62 22%	80 21%	61 17%	72 18%
5 Very important	1178 59%	82 65%	235 49%	469 62%	92 70%	125 58%	173 63%	534 56%	636 62%	312 52%	150 56%	226 58%	228 66%	262 67%
Don't know/Prefer not to say / No answer	45 2%	1 1%	11 2%	20 3%	1 1%	4 2%	8 3%	23 2%	22 2%	19 3%	4 1%	9 2%	7 2%	6 2%
Chi2:	-	99.9						95		95				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.36	4.43	4.18	4.39	4.54	4.38	4.47	4.29	4.43	4.24	4.27	4.36	4.49	4.50
Standard Deviation:	0.93	0.93	1.01	0.93	0.83	0.85	0.85	0.98	0.88	1.01	1.00	0.90	0.83	0.85
Student's T:	*	-	99.9	-	95	-	95	99	99	99.9	90	-	99	99.9

Pension for Life																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2_1L 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	91 4%	78 4%	12 5%	55 4%	31 6%	25 5%	64 4%	65 6%	23 3%	17 4%	31 4%	41 5%	25 4%	23 4%	30 6%	3 5%	12 2%	18 3%	56 6%
				--	++			+++	---								---	-	+++
MODERATELY IMPORTANT (3)	267 13%	232 13%	33 13%	173 12%	80 16%	53 11%	208 14%	177 15%	87 10%	48 10%	94 13%	121 15%	74 11%	77 14%	73 14%	1 2%	50 9%	70 12%	145 15%
				--	++	--		+++	---	--		+	-			--	---		++
QUITE IMPORTANT (4-5)	1597 80%	1358 80%	220 83%	1167 82%	353 74%	421 83%	1162 80%	883 77%	698 84%	379 83%	567 81%	632 78%	536 82%	435 80%	410 79%	48 93%	460 87%	469 83%	720 76%
				++++	----			----	++++	+		-	+			++	++++	++	----
1 Not at all important	30 1%	25 1%	4 2%	16 1%	11 2%	6 1%	23 2%	18 2%	10 1%	6 1%	4 1%	18 2%	8 1%	8 2%	9 2%	2 3%	3 1%	6 1%	17 2%
2	61 3%	53 3%	8 3%	39 3%	20 4%	19 4%	41 3%	47 4%	13 2%	11 2%	27 4%	23 3%	17 3%	15 3%	21 4%	1 2%	9 2%	12 2%	39 4%
3	267 13%	232 13%	33 13%	173 12%	80 16%	53 11%	208 14%	177 15%	87 10%	48 10%	94 13%	121 15%	74 11%	77 14%	73 14%	1 2%	50 9%	70 12%	145 15%
4	419 21%	345 20%	68 25%	287 20%	115 24%	130 25%	285 19%	259 23%	159 19%	76 17%	152 21%	186 23%	126 19%	129 24%	112 21%	7 14%	91 17%	111 19%	223 24%
5 Very important	1178 59%	1013 60%	152 57%	880 62%	238 50%	291 57%	877 60%	624 55%	539 65%	303 66%	415 60%	446 56%	410 63%	306 57%	298 57%	41 78%	369 70%	358 64%	497 53%
Don't know/Prefer not to say / No answer	45 2%	43 2%	0 0%	30 2%	14 3%	10 2%	34 2%	19 2%	22 3%	16 3%	11 2%	17 2%	18 3%	9 2%	9 2%	0 0%	7 1%	8 1%	25 3%
Chi2:	-	-		99		-		99.9		-			-			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.36	4.37	4.34	4.42	4.20	4.36	4.37	4.27	4.49	4.49	4.38	4.29	4.45	4.34	4.31	4.62	4.56	4.45	4.25
Standard Deviation:	0.93	0.93	0.92	0.89	1.01	0.91	0.94	0.98	0.84	0.88	0.90	0.97	0.88	0.92	0.97	0.90	0.78	0.87	0.99
Student's T:	*	-	-	99.9	99.9	-	-	99.9	99.9	99	-	99	99	-	-	95	99.9	99	99.9

Pension for Life																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1L 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	91 4%	18 3%	48 7%	36 14%	20 5%	34 3%	27 20%	23 9%	40 3%	16 31%	22 17%	51 3%	18 3%	73 5%	54 4%	35 6%
		---	++++	++++		----	++++	++++	----	++++	++++	----	--	++	--	+
MODERATELY IMPORTANT (3)	267 13%	97 14%	87 12%	50 21%	80 20%	137 10%	33 25%	66 25%	168 10%	11 21%	43 33%	212 12%	67 11%	196 14%	154 11%	106 18%
				++++	++++	----	++++	++++	----	+	++++	----	-		----	++++
QUITE IMPORTANT (4-5)	1597 80%	539 81%	559 79%	147 61%	285 73%	1160 86%	62 49%	164 63%	1366 85%	19 38%	59 47%	1513 84%	506 85%	1082 78%	1151 83%	435 74%
				----	----	++++	----	----	++++	----	----	++++	+++	---	++++	----
1 Not at all important	30 1%	5 1%	18 2%	17 7%	3 1%	10 1%	14 11%	7 3%	9 1%	10 20%	7 5%	13 1%	5 1%	25 2%	14 1%	14 2%
2	61 3%	13 2%	30 4%	19 7%	17 4%	24 2%	13 10%	16 6%	31 2%	6 12%	15 11%	38 2%	13 2%	48 3%	40 3%	21 3%
3	267 13%	97 14%	87 12%	50 21%	80 20%	137 10%	33 25%	66 25%	168 10%	11 21%	43 33%	212 12%	67 11%	196 14%	154 11%	106 18%
4	419 21%	130 19%	135 19%	52 22%	112 29%	255 19%	26 21%	66 25%	327 20%	7 14%	35 28%	376 21%	125 21%	291 21%	264 19%	151 25%
5 Very important	1178 59%	409 62%	424 60%	95 40%	173 45%	905 67%	36 29%	98 38%	1039 65%	12 24%	24 19%	1137 63%	381 64%	791 58%	887 64%	284 48%
Don't know/Prefer not to say / No answer	45 2%	15 2%	14 2%	9 4%	7 2%	23 2%	7 5%	8 3%	26 2%	5 9%	5 4%	28 2%	9 1%	35 2%	26 2%	18 3%
Chi2:	-	99		99.9			99.9			(99.9)			99		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.36	4.42	4.33	3.83	4.14	4.52	3.49	3.93	4.50	3.12	3.45	4.46	4.47	4.32	4.45	4.17

Standard Deviation:	0.93	0.86	1.01	1.25	0.94	0.81	1.33	1.06	0.81	1.50	1.10	0.84	0.84	0.97	0.88	1.01
Student's T:	*	95	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99	99.9	99.9

Centre of Excellence on Post Traumatic Stress Disorder														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
Q2_1M 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	34 2%	4 3%	8 2%	14 2%	2 1%	2 1%	4 2%	26 3% +++	8 1% ---	13 2%	7 2%	4 1%	7 2%	3 1%
MODERATELY IMPORTANT (3)	91 5%	8 6%	20 4%	42 5%	1 1% --	11 5%	9 3%	56 6% +++	35 3% --	40 7% +++	12 4%	9 2% --	13 4%	17 4%
QUITE IMPORTANT (4-5)	1835 92%	116 90%	442 92%	696 91%	126 95%	201 93%	252 92%	855 89% ----	970 94% ++++	528 88% ----	252 92%	364 94%	323 93%	368 94%
1 Not at all important	15 1%	2 2%	5 1%	5 1%	1 1%	1 0%	1 0%	13 1%	2 0%	7 1%	2 1%	1 0%	3 1%	2 1%
2	19 1%	2 2%	3 1%	9 1%	1 1%	1 0%	3 1%	13 1%	6 1%	6 1%	5 2%	3 1%	4 1%	1 0%
3	91 5%	8 6%	20 4%	42 5%	1 1%	11 5%	9 3%	56 6%	35 3%	40 7%	12 4%	9 2%	13 4%	17 4%
4	288 14%	15 12%	79 16%	100 13%	19 14%	37 17%	37 13%	178 18%	109 10%	105 17%	33 12%	69 18%	40 11%	41 11%
5 Very important	1547 78%	101 79%	363 76%	596 78%	107 81%	164 76%	215 79%	677 71%	861 84%	423 71%	219 80%	295 76%	283 81%	327 83%
Don't know/Prefer not to say / No answer	40 2%	0 0%	12 2%	14 2%	3 2%	2 1%	9 3%	22 2%	18 2%	17 3%	2 1%	11 3%	5 1%	5 1%
Chi2:	-	-	-	-	-	-	-	99.9	99.9	95	-	-	-	99
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.70	4.64	4.70	4.70	4.78	4.69	4.74	4.60	4.80	4.60	4.71	4.74	4.74	4.78
Standard Deviation:	0.671	0.808	0.674	0.688	0.569	0.628	0.618	0.777	0.538	0.765	0.700	0.568	0.666	0.584
Student's T:	*	-	-	-	-	-	-	99.9	99.9	99.9	-	-	-	99

Centre of Excellence on Post Traumatic Stress Disorder

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No	
Q2_1M 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
NOT IMPORTANT (1-2)	34 2%	32 2%	1 0%	22 2%	9 2%	8 2%	25 2%	20 2%	11 1%	9 2%	12 2%	11 1%	9 1%	8 1%	12 2%	3 5%	4 3%	5 5%	20 2%	
MODERATELY IMPORTANT (3)	91 5%	73 4%	16 6%	67 5%	19 4%	23 5%	65 4%	55 5%	33 4%	23 5%	31 4%	34 4%	32 5%	28 5%	20 4%	3 5%	17 3%	30 5%	44 5%	
QUITE IMPORTANT (4-5)	1835 92%	1570 92%	246 93%	1309 92%	440 92%	467 92%	1349 92%	1048 92%	771 93%	411 89%	648 92%	756 93%	597 92%	499 92%	484 93%	46 89%	504 95%	523 92%	858 91%	
1 Not at all important	15 1%	14 1%	0 0%	7 0%	7 1%	3 1%	11 1%	8 1%	5 1%	6 1%	3 0%	4 0%	4 1%	3 1%	6 1%	3 5%	1 0%	2 0%	8 1%	
2	19 1%	18 1%	1 0%	15 1%	2 0%	5 1%	14 1%	12 1%	6 1%	3 1%	9 1%	7 1%	5 1%	5 1%	6 1%	0 0%	3 1%	3 1%	12 1%	
3	91 5%	73 4%	16 6%	67 5%	19 4%	23 5%	65 4%	55 5%	33 4%	23 5%	31 4%	34 4%	32 5%	28 5%	20 4%	3 5%	17 3%	30 5%	44 5%	
4	288 14%	240 14%	43 16%	195 14%	78 16%	96 19%	190 13%	203 17%	84 10%	55 12%	104 14%	127 15%	82 12%	79 14%	89 17%	6 11%	61 11%	58 10%	165 17%	
5 Very important	1547 78%	1330 78%	203 77%	1114 78%	362 77%	371 73%	1159 79%	845 74%	687 83%	356 78%	544 78%	629 78%	515 80%	420 78%	395 76%	40 78%	443 84%	465 82%	693 74%	
Don't know/Prefer not to say / No answer	40 2%	36 2%	2 1%	27 2%	10 2%	11 2%	29 2%	21 2%	15 2%	17 4%	12 2%	10 1%	15 2%	9 2%	6 1%	0 0%	4 1%	7 1%	24 2%	
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(95)				
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	
Mean:	4.70	4.71	4.71	4.71	4.69	4.66	4.72	4.66	4.77	4.70	4.71	4.71	4.73	4.70	4.67	4.56	4.79	4.75	4.66	
Standard Deviation:	0.67	0.68	0.60	0.65	0.71	0.67	0.66	0.69	0.61	0.72	0.65	0.63	0.65	0.66	0.71	1.01	0.54	0.62	0.71	
Student's T:	*	-	-	-	-	-	90	99	99.9	-	-	-	-	-	-	-	99.9	95	99	

Centre of Excellence on Post Traumatic Stress Disorder																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1M 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	34 2%	13 2%	15 2%	15 6%	5 1%	14 1%	14 11%	5 2%	15 1%	10 20%	7 5%	17 1%	6 1%	28 2%	15 1%	16 3%
				++++		----	++++		----	++++	++++	----	-	+	---	++
MODERATELY IMPORTANT (3)	91 5%	33 5%	35 5%	17 7%	34 9%	40 3%	10 8%	30 12%	51 3%	6 12%	22 17%	63 4%	25 4%	63 5%	57 4%	30 5%
				+	++++	----	+	++++	----	+++	++++	----				
QUITE IMPORTANT (4-5)	1835 92%	612 92%	639 90%	202 84%	347 89%	1281 95%	97 75%	221 85%	1512 95%	29 56%	95 74%	1701 94%	563 94%	1264 91%	1290 93%	533 90%
				----	---	++++	----	----	++++	----	----	++++	++		+++	--
1 Not at all important	15 1%	5 1%	9 1%	10 4%	0 0%	5 0%	9 7%	3 1%	3 0%	8 16%	2 2%	5 0%	1 0%	14 1%	5 0%	8 1%
2	19 1%	8 1%	6 1%	5 2%	5 1%	9 1%	5 4%	2 1%	12 1%	2 4%	5 4%	12 1%	5 1%	14 1%	10 1%	8 1%
3	91 5%	33 5%	35 5%	17 7%	34 9%	40 3%	10 8%	30 12%	51 3%	6 12%	22 17%	63 4%	25 4%	63 5%	57 4%	30 5%
4	288 14%	83 12%	106 15%	35 14%	76 19%	177 13%	20 15%	52 20%	216 13%	9 17%	34 26%	243 13%	81 13%	206 15%	167 12%	119 20%
5 Very important	1547 78%	529 79%	533 76%	167 69%	271 69%	1104 82%	77 60%	169 65%	1296 81%	20 39%	61 48%	1458 81%	482 81%	1058 77%	1123 81%	414 70%
Don't know/Prefer not to say / No answer	40 2%	11 2%	19 3%	8 3%	6 2%	19 1%	8 6%	5 2%	22 1%	6 11%	5 4%	23 1%	6 1%	31 2%	23 2%	15 2%
Chi2:	-	-		(99.9)			(99.9)			(99.9)			-		95	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.70	4.71	4.67	4.48	4.59	4.78	4.25	4.49	4.77	3.67	4.20	4.76	4.75	4.69	4.76	4.60

Standard Deviation:	0.67	0.69	0.73	1.01	0.71	0.56	1.23	0.82	0.56	1.52	0.97	0.57	0.58	0.70	0.60	0.77
Student's T:	*	-	90	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	95	95	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+
Q2_1N 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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
NOT IMPORTANT (1-2)	73 4%	4 3%	21 4%	32 4%	4 3%	7 3%	5 2%	51 5% ++++	22 2% ----	31 5% ++	10 4%	15 4%	9 3%	8 2%
MODERATELY IMPORTANT (3)	254 13%	9 7% --	67 14%	90 12%	14 11%	39 18% ++	35 13%	123 13%	129 12%	100 17% ++++	33 12%	50 13%	33 9%	38 10%
QUITE IMPORTANT (4-5)	1580 79%	113 89% +++	377 78%	610 80%	102 77%	164 76%	212 78%	742 77% --	832 81% ++	435 73% ----	214 78%	305 79%	291 84% ++	335 85% ++++
1 Not at all important	21 1%	1 1%	7 1%	9 1%	2 1%	2 1%	0 0%	17 2%	4 0%	9 1%	1 0%	2 1%	5 1%	4 1%
2	52 3%	3 2%	14 3%	23 3%	2 2%	5 2%	5 2%	34 3%	18 2%	22 4%	9 3%	13 3%	4 1%	4 1%
3	254 13%	9 7%	67 14%	90 12%	14 11%	39 18%	35 13%	123 13%	129 12%	100 17%	33 12%	50 13%	33 9%	38 10%
4	501 25%	32 25%	121 25%	201 26%	23 18%	57 26%	67 24%	257 27%	242 23%	153 26%	64 23%	103 26%	89 26%	92 23%
5 Very important	1079 54%	81 64%	256 53%	409 54%	79 60%	107 50%	145 53%	485 51%	590 58%	282 47%	150 55%	202 52%	202 58%	243 62%
Don't know/Prefer not to say / No answer	93 5%	2 2%	17 4%	34 4%	12 9%	6 3%	22 8%	43 5%	48 5%	32 5%	16 6%	18 5%	15 4%	12 3%
Chi2:	-	-	-	-	-	-	-	99.9	99.9	99	99	99	99	99
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94
Mean:	4.35	4.51	4.31	4.35	4.45	4.25	4.40	4.27	4.43	4.20	4.38	4.32	4.44	4.48
Standard Deviation:	0.884	0.795	0.922	0.893	0.888	0.905	0.798	0.950	0.809	0.966	0.864	0.877	0.836	0.802
Student's T:	*	95	-	-	-	90	-	99.9	99.9	99.9	-	-	95	99.9

Caregiver Recognition Benefit																			
	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q2_1N 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	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
NOT IMPORTANT (1-2)	73 4%	65 4%	5 2%	48 3%	21 4%	24 5%	47 3%	46 4%	24 3%	22 5%	20 3%	29 4%	24 4%	13 2%	24 5%	2 4%	13 2%	14 3%	44 5%
MODERATELY IMPORTANT (3)	254 13%	216 12%	36 13%	181 12%	69 14%	62 12%	189 13%	158 14%	94 11%	45 10%	94 13%	115 14%	80 12%	66 12%	72 14%	3 5%	51 9%	62 11%	138 14%
QUITE IMPORTANT (4-5)	1580 79%	1347 79%	217 82%	1127 79%	370 78%	399 79%	1166 80%	887 78%	676 82%	373 81%	559 80%	626 77%	521 80%	447 83%	402 77%	46 89%	445 84%	465 82%	718 76%
1 Not at all important	21 1%	20 1%	0 0%	10 1%	9 2%	5 1%	15 1%	12 1%	7 1%	9 2%	4 1%	6 1%	6 1%	5 1%	5 1%	1 2%	4 1%	4 1%	11 1%
2	52 3%	45 3%	5 2%	38 3%	12 2%	19 4%	32 2%	34 3%	17 2%	13 3%	16 2%	23 3%	18 3%	8 1%	19 4%	1 2%	9 2%	10 2%	33 3%
3	254 13%	216 12%	36 13%	181 12%	69 14%	62 12%	189 13%	158 14%	94 11%	45 10%	94 13%	115 14%	80 12%	66 12%	72 14%	3 5%	51 9%	62 11%	138 14%
4	501 25%	416 24%	81 31%	356 25%	120 25%	122 24%	373 25%	303 26%	196 24%	106 23%	168 24%	217 27%	158 24%	147 27%	132 25%	10 20%	102 19%	138 24%	269 28%
5 Very important	1079 54%	931 55%	136 52%	771 55%	250 53%	277 54%	793 55%	584 51%	480 58%	267 58%	391 56%	409 51%	363 56%	300 55%	270 52%	36 69%	343 65%	327 58%	449 48%
Don't know/Prefer not to say / No answer	93 5%	83 5%	7 3%	69 5%	18 4%	24 5%	66 5%	53 5%	36 4%	20 4%	30 4%	41 5%	28 4%	18 3%	24 5%	1 2%	20 4%	24 4%	46 5%
Chi2:	-	-	-	-	-	-	-	90	-	-	-	-	-	-	-	(99)	-	-	-
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19
Mean:	4.35	4.35	4.36	4.36	4.29	4.34	4.36	4.30	4.42	4.39	4.39	4.30	4.38	4.39	4.30	4.55	4.52	4.43	4.24
Standard Deviation:	0.884	0.894	0.786	0.865	0.941	0.906	0.872	0.902	0.841	0.925	0.849	0.883	0.878	0.827	0.918	0.844	0.803	0.824	0.919
Student's T:	*	-	-	-	90	-	-	99	99	-	-	95	-	-	90	90	99.9	99	99.9

Caregiver Recognition Benefit																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
Q2_1N 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	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
NOT IMPORTANT (1-2)	73 4%	22 3%	35 5%	27 11%	12 3%	34 2%	18 14%	10 4%	45 3%	12 24%	12 9%	49 3%	15 2%	57 4%	41 3%	30 5%
			++	++++		----	++++		----	++++	++++	----	-	+	--	++
MODERATELY IMPORTANT (3)	254 13%	73 11%	102 14%	49 20%	79 20%	126 9%	27 20%	68 26%	159 10%	10 20%	48 37%	194 11%	70 11%	180 13%	146 10%	105 17%
				++++	++++	----	+++	++++	----	20%	37%	11%	11%	13%	10%	17%
QUITE IMPORTANT (4-5)	1580 79%	550 82%	536 76%	150 63%	281 72%	1144 85%	72 56%	168 64%	1335 84%	23 45%	63 49%	1487 83%	500 84%	1073 78%	1134 82%	431 73%
			++	----	----	++++	----	----	++++	----	----	++++	+++	---	++++	----
1 Not at all important	21 1%	6 1%	10 1%	9 4%	0 0%	12 1%	8 6%	2 1%	11 1%	6 12%	3 2%	12 1%	1 0%	20 1%	10 1%	10 2%
2	52 3%	16 2%	25 3%	18 7%	12 3%	22 2%	10 8%	8 3%	34 2%	6 12%	9 7%	37 2%	14 2%	37 3%	31 2%	20 3%
3	254 13%	73 11%	102 14%	49 20%	79 20%	126 9%	27 20%	68 26%	159 10%	10 20%	48 37%	194 11%	70 11%	180 13%	146 10%	105 17%
4	501 25%	159 24%	176 25%	46 19%	138 36%	317 23%	19 14%	73 28%	409 25%	8 15%	39 31%	452 25%	161 27%	336 24%	343 25%	152 25%
5 Very important	1079 54%	391 59%	360 51%	104 44%	143 36%	827 61%	53 42%	95 37%	926 58%	15 29%	24 18%	1035 58%	339 56%	737 54%	791 57%	279 47%
Don't know/Prefer not to say / No answer	93 5%	24 4%	35 5%	16 7%	20 5%	50 4%	12 9%	15 6%	61 4%	6 12%	6 5%	74 4%	15 2%	76 5%	64 5%	28 5%
Chi2:	-	95		99.9			(99.9)			(99.9)			90		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02
Mean:	4.35	4.42	4.28	3.99	4.11	4.48	3.87	4.03	4.44	3.44	3.59	4.43	4.41	4.33	4.42	4.19

Standard Deviation:	0.88	0.85	0.94	1.16	0.84	0.81	1.28	0.93	0.82	1.43	0.96	0.82	0.80	0.92	0.83	0.97
Student's T:	*	95	99	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	95	-	99.9	99.9

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

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D1														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Working full-time (35 or more hours per week)	793 39%	58 45%	205 42%	296 38%	50 37%	89 41%	93 34%	427 44%	362 34%	298 50%	177 65%	210 54%	96 28%	12 3%
Working part-time (less than 35 hours per week)	159 8%	14 10%	26 5%	61 8%	11 8%	26 12%	21 7%	64 7%	94 9%	62 10%	25 9%	27 7%	28 8%	17 4%
Self-employed	189 9%	9 7%	48 10%	64 8%	11 8%	23 11%	34 12%	104 11%	82 8%	26 4%	28 10%	60 15%	49 14%	26 7%
Unemployed, but looking for work	68 3%	6 4%	14 3%	28 3%	4 3%	8 4%	8 3%	29 3%	39 4%	32 5%	11 4%	15 4%	10 3%	0 0%
A student attending full-time school	128 6%	6 5%	25 5%	59 7%	5 4%	14 6%	19 6%	66 6%	62 6%	119 20%	6 2%	3 1%	0 0%	0 0%
Retired	482 25%	25 21%	134 29%	189 26%	33 26%	31 15%	70 27%	227 25%	254 26%	0 0%	1 0%	19 5%	127 37%	335 85%
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	108 5%	2 2%	19 4%	48 6%	12 9%	12 6%	15 5%	18 2%	89 9%	33 6%	19 7%	36 9%	17 5%	3 1%
DISABILITY, LONG TERM DISABILITY	36 2%	5 4%	3 1%	10 1%	3 2%	6 3%	9 3%	11 1%	25 2%	2 0%	2 1%	12 3%	20 6%	0 0%
STUDENT AND WORKING	3 0%	0 0%	0 0%	0 0%	0 0%	2 1%	1 0%	1 0%	2 0%	3 1%	0 0%	0 0%	0 0%	0 0%
MATERNAL/PATERNAL LEAVE	8 0%	1 1%	2 0%	2 0%	2 1%	0 0%	1 0%	0 0%	8 1%	7 1%	1 0%	0 0%	0 0%	0 0%
Other employment status	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 1%	0 0%	0 0%
Prefer not to say	24 1%	2 1%	6 1%	7 1%	1 1%	5 2%	3 1%	11 1%	13 1%	16 3%	3 1%	4 1%	1 0%	0 0%
Chi2:	-	(99)						(99.9)		(99.9)				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

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

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
D1																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
Working full-time (35 or more hours per week)	793 39%	677 39%	105 39%	563 39%	196 40%	278 56% ++++	504 33% ----	793 69% ++++	0 0% ----	117 25% ----	282 40%	390 48% ++++	157 23% ----	257 46% ++++	300 57% ++++	15 29%	187 35% --	213 37%	413 43% ++++
Working part-time (less than 35 hours per week)	159 8%	124 7% ---	34 13% +++	115 8%	32 7%	43 8%	115 8%	159 14% ++++	0 0% ----	31 7%	57 8%	71 9%	73 11% ++++	35 6%	30 6% --	4 7%	46 9%	43 8%	72 7%
Self-employed	189 9%	166 10%	23 9%	134 9%	46 10%	50 10%	137 9%	189 17% ++++	0 0% ----	36 8%	74 11%	77 10%	45 7% ---	51 9%	56 11%	6 11%	52 10%	72 13% +++	74 8% --
Unemployed, but looking for work	68 3%	61 3%	6 2%	50 3%	19 4%	23 4%	45 3%	0 0% ----	68 8% ++++	21 4%	22 3%	25 3%	44 7% ++++	10 2% --	7 1% ---	0 0%	18 3%	19 3%	31 3%
A student attending full-time school	128 6%	91 5% ----	33 12% ++++	87 6%	30 6%	28 5%	97 6%	0 0% ----	128 14% ++++	59 12% ++++	28 4% ---	41 5%	73 11% ++++	17 3% ----	23 4% ---	1 2%	15 3% ----	23 4% ---	87 9% ++++
Retired	482 25%	429 26% ++	50 20% --	336 25%	125 27%	11 2% ----	469 34% ++++	0 0% ----	482 60% ++++	141 32% ++++	168 25%	166 21% ----	177 29% ++	136 26%	85 17% ----	21 43% +++	153 30% +++	155 29% ++	184 21% ----
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	108 5%	97 6%	11 4%	84 6%	19 4%	54 10% ++++	54 4% ----	0 0% ----	108 13% ++++	33 7% ++	45 6%	28 3% ---	45 7% ++	29 5%	14 3% ---	2 3%	35 6%	25 4%	53 6%
DISABILITY, LONG TERM DISABILITY	36 2%	36 2% ++	0 0% --	33 2% +++	5 1%	4 1%	32 2% ++	0 0% ----	36 4% ++++	13 3%	17 2%	4 0% ----	24 4% ++++	7 1%	2 0% ---	3 5% ++	15 3% ++	10 2%	11 1% --
STUDENT AND WORKING	3 0%	2 0%	1 0%	3 0%	0 0%	1 0%	2 0%	3 0%	0 0%	0 0%	1 0%	2 0%	3 0% ++	0 0%	0 0%	0 0%	2 0%	1 0%	1 0%
MATERNAL/PATERNAL LEAVE	8 0%	7 0%	1 0%	5 0%	2 0%	8 1% ++++	0 0% ----	8 1% +++	0 0% ---	3 1%	3 0%	2 0%	4 1%	2 0%	2 0%	0 0%	1 0%	0 0%	7 1% ++
Other employment status	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%	2 0% ++	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%
Prefer not to say	24 1%	20 1%	0 0%	14 1%	4 1%	8 1%	12 1%	0 0%	0 0%	6 1%	6 1%	3 0%	6 1%	0 0%	3 1%	0 0%	5 1%	4 1%	11 1%

Chi2:	-	(99.9)		-		(99.9)		(99.9)		(99.9)		(99.9)		(99.9)					
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

Which of the following categories best describes your current employment status? Are you...?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D1																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Working full-time (35 or more hours per week)	793 39%	239 35% --	301 42% +	111 46% ++	167 42% +	511 37% ---	60 46%	113 43%	617 38%	21 41%	62 47% +	705 39%	195 32% ----	593 42% ++++	506 36% ----	280 47% ++++
Working part-time (less than 35 hours per week)	159 8%	64 9% +	53 7%	20 8%	33 8%	106 8%	8 6%	22 8%	129 8%	5 10%	8 6%	146 8%	41 7%	118 8%	119 9% +	38 6% -
Self-employed	189 9%	47 7% ---	69 10%	21 9%	53 14% +++	113 8% --	11 9%	22 9%	154 10%	2 4%	10 8%	175 10%	54 9%	135 10%	143 10% ++	46 8% -
Unemployed, but looking for work	68 3%	22 3%	25 3%	9 4%	12 3%	47 3%	4 3%	9 3%	55 3%	2 4%	1 1% -	65 3%	12 2% --	56 4% ++	44 3%	23 4%
A student attending full-time school	128 6%	47 7%	45 6%	13 5%	35 9% ++	79 5%	10 7%	28 10% +++	90 5% ---	5 9%	9 7%	113 6%	37 6%	89 6%	82 6%	42 7%
Retired	482 25%	182 29% ++	152 23% --	50 21%	69 18% ----	363 28% ++++	26 21%	52 21%	404 26% ++	10 21%	29 24%	440 26%	199 35% ++++	281 21% ----	365 28% ++++	115 20% ---
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	108 5%	39 6%	37 5%	10 4%	17 5%	81 6%	4 3%	10 4%	94 6%	2 4%	8 6%	98 5%	37 6%	68 5%	83 6%	24 4%
DISABILITY, LONG TERM DISABILITY	36 2%	18 3% ++	10 1%	2 1%	3 1%	31 2% ++	1 1%	2 1%	33 2% +	0 0%	0 0%	36 2% ++	15 2%	21 2%	28 2%	8 1%
STUDENT AND WORKING	3 0%	0 0%	3 0% ++	1 0%	0 0%	2 0%	0 0%	0 0%	3 0%	0 0%	0 0%	3 0%	1 0%	2 0%	2 0%	1 0%
MATERNAL/PATERNAL LEAVE	8 0%	3 0%	5 1%	0 0%	1 0%	7 0%	1 1%	0 0%	7 0%	1 2% +	0 0%	7 0%	5 1% +	3 0% -	5 0%	3 0%
Other employment status	2 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	1 0%	1 0%

Prefer not to say	24 1%	8 1%	7 1%	5 2%	2 0%	12 1%	4 3%	3 1%	12 1%	3 5%	2 1%	14 1%	4 1%	18 1%	7 0%	13 2%
Chi2:	-	(95)		(99)			-			-			(99.9)		(99.9)	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

What is the highest level of formal education that you have completed?														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D2														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Grade 8 or less	14 1%	1 1%	10 2% ++++	2 0%	1 1%	0 0%	0 0%	7 1%	7 1%	6 1%	0 0%	1 0%	5 1%	2 1%
Some high school	65 3%	4 3%	16 3%	21 3%	7 5%	7 3%	10 4%	33 3%	32 3%	23 4%	6 2%	8 2%	13 4%	15 4%
High school diploma or equivalent	381 19%	28 21%	88 18%	142 18%	30 22%	38 17%	55 20%	176 18%	204 20%	134 22% +++	28 10% ----	55 14% ---	74 21%	90 23% ++
Registered Apprenticeship or other trades certificate or diploma	99 5%	11 8% +	26 5%	28 4% --	5 4%	13 6%	16 6%	75 8% ++++	24 2% ----	21 4%	13 5%	25 6%	19 6%	21 5%
College, CEGEP or other non-university certificate or diploma	434 21%	24 18%	119 24% +	155 20%	29 22%	46 21%	61 22%	184 19% ---	249 24% +++	127 21%	42 15% ---	96 25% +	93 26% ++	76 19%
University certificate or diploma below bachelor's level	170 9%	13 12%	46 10%	58 7%	7 5%	18 8%	28 10%	73 8%	97 9%	55 9%	20 7%	33 9%	28 8%	34 9%
Bachelor's degree	484 24%	24 19%	86 18% ----	211 27% +++	35 27%	59 27%	67 24%	233 25%	247 24%	159 27%	85 31% +++	96 25%	70 20% --	74 19% ---
Post graduate degree above bachelor's level	327 17%	22 17%	88 19%	140 19% +	15 12%	29 14%	33 12% --	162 17%	161 16%	65 11% ----	76 28% ++++	70 18%	41 12% ---	75 19%
Prefer not to say	26 1%	1 1%	3 1%	9 1%	3 2%	6 3%	4 1%	16 2%	10 1%	8 1%	3 1%	4 1%	5 1%	6 2%
Chi2:	-	(99)						99.9		(99.9)				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

What is the highest level of formal education that you have completed?																				
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran				
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No	
D2																				
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
Grade 8 or less	14 1%	14 1%	0 0%	6 0%	9 2%	3 1%	11 1%	2 0%	12 1%	14 3%	0 0%	0 0%	11 2%	2 0%	1 0%	2 3%	2 0%	0 0%	11 1%	
				--	++++			--	++++	++++	--	--	++++	0%	0%		++	0%	--	++
Some high school	65 3%	57 3%	8 3%	43 3%	20 4%	15 3%	48 3%	28 2%	34 4%	65 14%	0 0%	0 0%	35 5%	15 3%	6 1%	2 4%	15 3%	15 3%	34 4%	
								--	+	++++	----	----	++++	3%	1%					
High school diploma or equivalent	381 19%	339 20%	39 15%	273 19%	91 19%	80 15%	298 20%	154 13%	224 27%	381 83%	0 0%	0 0%	181 28%	88 16%	63 12%	11 20%	103 19%	96 17%	176 18%	
			++			--	++++	----	++++	++++	----	----	++++	--	----					
Registered Apprenticeship or other trades certificate or diploma	99 5%	88 5%	11 4%	66 5%	26 5%	31 6%	67 5%	55 5%	43 5%	0 0%	99 14%	0 0%	28 4%	32 6%	26 5%	4 9%	32 6%	31 5%	39 4%	
										----	++++	----								
College, CEGEP or other non-university certificate or diploma	434 21%	391 22%	39 15%	312 22%	120 25%	108 21%	324 22%	259 22%	174 21%	0 0%	434 61%	0 0%	162 24%	127 23%	79 15%	12 22%	114 21%	142 25%	194 20%	
			---		++					----	++++	----	++		----				++	
University certificate or diploma below bachelor's level	170 9%	144 8%	26 10%	121 9%	43 9%	45 9%	123 8%	100 9%	66 8%	0 0%	170 24%	0 0%	46 7%	55 11%	49 9%	6 13%	51 10%	48 9%	79 8%	
										----	++++	----	-	+						
Bachelor's degree	484 24%	400 23%	78 29%	364 26%	89 19%	125 25%	357 24%	325 29%	157 19%	0 0%	0 0%	484 59%	123 19%	137 25%	165 31%	9 16%	120 23%	134 24%	242 26%	
			++	++	---			++++	----	----	----	++++	----		++++					
Post graduate degree above bachelor's level	327 17%	258 16%	64 25%	223 16%	78 17%	100 21%	223 15%	215 19%	109 13%	0 0%	0 0%	327 41%	62 10%	85 16%	131 26%	6 12%	82 16%	91 17%	164 18%	
			----	++++		+++	---	++++	----	----	----	++++	----		++++					
Prefer not to say	26 1%	20 1%	0 0%	17 1%	2 0%	2 0%	17 1%	6 1%	11 1%	0 0%	0 0%	0 0%	5 1%	3 1%	2 0%	0 0%	10 2%	8 1%	7 1%	
Chi2:	-	(99.9)		(99)		(90)		99.9		(99.9)			(99.9)			-				
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	

What is the highest level of formal education that you have completed?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D2																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Grade 8 or less	14 1%	5 1%	8 1%	1 0%	0 0%	13 1%	1 1%	1 0%	12 1%	2 4%	0 0%	12 1%	4 1%	10 1%	7 0%	7 1%
Some high school	65 3%	20 3%	20 3%	7 3%	14 4%	44 3%	6 5%	12 5%	47 3%	1 2%	7 5%	57 3%	24 4%	39 3%	38 3%	24 4%
High school diploma or equivalent	381 19%	156 23%	116 16%	37 15%	64 16%	276 20%	19 14%	52 20%	307 19%	12 23%	26 21%	339 19%	139 23%	237 17%	274 20%	102 17%
Registered Apprenticeship or other trades certificate or diploma	99 5%	34 5%	37 5%	13 5%	8 2%	78 6%	8 6%	7 3%	84 5%	1 2%	6 5%	91 5%	28 5%	70 5%	75 5%	23 4%
College, CEGEP or other non-university certificate or diploma	434 21%	144 21%	149 21%	47 19%	85 21%	299 22%	23 17%	50 18%	359 22%	8 15%	27 21%	394 22%	129 21%	304 22%	278 20%	154 26%
University certificate or diploma below bachelor's level	170 9%	48 7%	59 8%	24 10%	32 8%	113 8%	12 9%	19 7%	138 9%	2 4%	14 11%	153 9%	58 10%	110 8%	119 9%	49 8%
Bachelor's degree	484 24%	150 22%	193 28%	47 20%	120 31%	316 23%	27 21%	81 31%	375 23%	9 19%	29 22%	445 25%	130 22%	351 25%	351 25%	130 22%
Post graduate degree above bachelor's level	327 17%	106 16%	118 17%	63 27%	66 18%	197 15%	30 24%	37 15%	259 17%	13 26%	20 16%	292 17%	82 14%	245 18%	227 17%	98 17%
Prefer not to say	26 1%	6 1%	8 1%	3 1%	3 1%	18 1%	3 2%	2 1%	19 1%	3 5%	0 0%	21 1%	6 1%	20 1%	16 1%	7 1%
Chi2:	-	90		(99.9)			(90)			-			(99)		(95)	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Yes	509 26%	42 33% +	124 26%	170 22% ---	41 31%	66 31% +	65 24%	232 25%	275 27%	197 33% ++++	154 56% ++++	132 34% ++++	18 5% ----	8 2% ----
No	1468 73%	86 67%	356 74%	585 76% ++	87 66% -	149 69%	204 74%	715 74%	746 72%	390 65% ----	116 43% ----	251 65% ----	327 94% ++++	384 98% ++++
Prefer not to say	23 1%	0 0%	2 0%	11 1%	4 3%	1 0%	5 2%	12 1%	10 1%	11 2%	3 1%	5 1%	3 1%	1 0%
Chi2:	-	95						-		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

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			Know a veteran			
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D3																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
Yes	509 26%	429 25%	76 28%	360 25%	122 26%	509 100% ++++	0 0% ----	372 33% ++++	128 15% ----	98 21% ---	184 26%	225 28% ++	124 18% ----	139 26%	195 38% ++++	8 16%	137 26%	136 24%	253 27%
No	1468 73%	1265 74%	188 72%	1051 74%	355 74%	0 0% ----	1468 100% ++++	758 66% ----	697 85% ++++	357 78% +++	514 73%	580 71%	525 81% ++++	403 74%	326 62% ----	44 84%	387 73%	421 74%	684 72%
Prefer not to say	23 1%	17 1%	1 0%	14 1%	1 0%	0 0%	0 0%	14 1%	5 1%	5 1%	5 1%	6 1%	4 1%	2 0%	1 0%	0 0%	5 1%	8 1%	9 1%
Chi2:	-	-	-	-	-	99.9	99.9	99.9	99.9	95	95	95	99.9	99.9	99.9	-	-	-	-
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

Are there any children under the age of 18 currently living in your household?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D3																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Yes	509 26%	157 23%	181 26%	67 28%	95 25%	343 25%	33 26%	58 23%	414 26%	14 28%	35 27%	456 25%	133 22%	372 27%	355 26%	149 25%
No	1468 73%	504 75%	522 74%	170 70%	293 74%	997 74%	92 71%	201 77%	1169 73%	35 69%	93 72%	1329 74%	464 78%	996 72%	1017 73%	440 74%
Prefer not to say	23 1%	8 1%	5 1%	5 2%	4 1%	14 1%	4 3%	2 1%	17 1%	2 4%	1 1%	19 1%	3 1%	18 1%	13 1%	5 1%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	99	-	-	-
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

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

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D4														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Under \$20,000	136 7%	8 6%	38 8%	46 6%	8 6%	11 5%	25 9%	53 5%	83 8%	62 10%	9 3%	21 5%	27 8%	17 4%
								--	++	++++	--			--
Between \$20,000 and \$39,999	248 12%	16 12%	81 17%	79 10%	15 11%	22 10%	35 13%	113 11%	133 13%	106 18%	22 8%	31 8%	34 10%	55 14%
			++++	--						++++	--	---		
Between \$40,000 and \$59,999	269 13%	26 21%	64 13%	97 12%	19 14%	28 13%	35 13%	121 13%	148 14%	101 17%	25 9%	33 8%	45 13%	65 16%
		++								+++	--	---		++
Between \$60,000 and \$79,999	263 13%	18 15%	64 13%	105 14%	24 18%	16 7%	35 13%	127 13%	135 13%	78 13%	29 11%	42 11%	49 14%	65 16%
					+	---								++
Between \$80,000 and \$99,999	281 14%	19 14%	75 16%	102 14%	24 18%	36 17%	25 9%	132 14%	148 14%	86 14%	49 18%	51 13%	48 14%	47 12%
							--				+			
Between \$100,000 and \$149,999	310 16%	14 12%	81 17%	102 14%	14 11%	45 21%	54 20%	178 19%	131 13%	73 12%	65 24%	79 20%	43 12%	50 13%
				--		++	+	++++	----	---	++++	+++	-	-
\$150,000 or above	212 11%	10 8%	33 7%	95 13%	15 12%	33 15%	26 10%	131 14%	81 8%	30 5%	49 18%	75 20%	33 10%	25 6%
			---	++		++		++++	----	----	++++	++++		---
Prefer not to say	281 14%	17 12%	46 10%	140 18%	13 10%	25 11%	39 14%	104 11%	172 17%	62 10%	25 9%	56 14%	69 20%	69 18%
Chi2:	-	99.9						99.9		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

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			Know a veteran				
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No	
D4																				
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
Under \$20,000	136 7%	110 6%	24 9%	93 6%	38 8%	20 4%	114 8%	28 2%	106 12%	61 13%	41 6%	34 4%	136 21%	0 0%	0 0%	3 6%	30 6%	24 4%	80 8%	
						---	+++	---	++++	++++		---	++++	---	---				---	+++
Between \$20,000 and \$39,999	248 12%	208 12%	35 13%	152 10%	83 17%	47 9%	200 13%	110 9%	134 16%	88 19%	96 13%	62 7%	248 38%	0 0%	0 0%	8 15%	56 10%	54 9%	142 15%	
				---	++++	---	+++	---	++++	++++		---	++++	---	---				--	++++
Between \$40,000 and \$59,999	269 13%	234 14%	32 12%	197 14%	65 14%	57 10%	211 15%	140 12%	127 15%	78 17%	99 14%	89 11%	269 42%	0 0%	0 0%	7 14%	70 13%	75 13%	129 14%	
						--	++	--	++	+++		---	++++	---	---					
Between \$60,000 and \$79,999	263 13%	218 13%	43 16%	183 13%	64 13%	57 11%	206 14%	151 13%	112 14%	50 11%	113 16%	99 12%	0 0%	263 48%	0 0%	7 14%	70 13%	79 14%	119 13%	
							+			-	+++		---	++++	---					
Between \$80,000 and \$99,999	281 14%	253 15%	27 10%	201 14%	76 16%	82 16%	197 13%	192 17%	89 11%	55 12%	101 14%	123 15%	0 0%	281 52%	0 0%	7 14%	80 15%	83 15%	137 14%	
		++	--			++++	---	++++	---	---		++++	---	++++	---					
Between \$100,000 and \$149,999	310 16%	265 16%	45 17%	209 15%	81 17%	101 21%	209 14%	224 20%	84 10%	40 9%	99 14%	169 21%	0 0%	0 0%	310 59%	7 13%	80 16%	91 17%	148 16%	
						++++	---	++++	---	---		++++	---	---	++++					
\$150,000 or above	212 11%	185 11%	27 10%	178 13%	30 6%	94 19%	117 8%	162 15%	49 6%	30 6%	55 8%	127 16%	0 0%	0 0%	212 41%	6 11%	66 13%	74 13%	83 9%	
				++++	---	++++	---	++++	---	---	---	++++	---	---	++++		+	++	--	
Prefer not to say	281 14%	238 14%	32 12%	212 15%	41 9%	51 10%	214 15%	137 12%	129 16%	58 13%	99 14%	108 13%	0 0%	0 0%	0 0%	7 13%	77 15%	85 15%	108 11%	
Chi2:	-	-		99.9		99.9		99.9		99.9			99.9			(95)				
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19	

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

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D4																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Under \$20,000	136 7%	58 8%	57 8%	15 6%	33 8%	88 6%	11 8%	25 9%	100 6%	3 6%	10 8%	123 7%	34 6%	99 7%	80 6%	54 9%
		++						+	--						---	+++
Between \$20,000 and \$39,999	248 12%	82 12%	81 11%	39 16%	43 11%	164 12%	25 19%	30 11%	192 12%	12 23%	18 14%	215 12%	80 13%	168 12%	159 11%	86 14%
				+			++			++		-			-	+
Between \$40,000 and \$59,999	269 13%	98 15%	103 14%	24 10%	54 14%	188 14%	14 11%	40 15%	213 13%	6 12%	12 9%	247 14%	98 16%	169 12%	182 13%	85 14%
				-									++	--		
Between \$60,000 and \$79,999	263 13%	96 15%	91 13%	38 16%	44 11%	178 13%	18 14%	30 11%	212 13%	5 11%	20 15%	236 13%	89 15%	173 12%	178 13%	84 14%
Between \$80,000 and \$99,999	281 14%	90 13%	98 14%	30 12%	64 17%	187 14%	17 13%	39 15%	225 14%	7 14%	24 19%	250 14%	84 14%	196 14%	199 14%	80 13%
Between \$100,000 and \$149,999	310 16%	82 12%	120 17%	42 18%	65 17%	202 15%	14 11%	53 21%	242 15%	4 7%	18 14%	287 16%	73 12%	235 17%	214 16%	95 16%
		---						++				+	---	+++		
\$150,000 or above	212 11%	62 9%	85 12%	26 11%	40 11%	146 11%	13 10%	20 8%	179 11%	3 6%	14 11%	195 11%	53 9%	159 12%	168 12%	44 8%
								-	+				-	++	+++	---
Prefer not to say	281 14%	101 15%	73 10%	28 12%	49 12%	201 15%	17 13%	24 9%	237 15%	11 22%	13 10%	251 14%	89 15%	187 13%	205 15%	66 11%
Chi2:	-	-	-	-	-	-	90	-	-	-	-	-	99	-	99	-
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

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	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Born in Canada	1711	122	443	617	117	194	216	821	882	470	242	344	323	332
	86%	95% +++	92% ++++	81% ----	90%	90%	79% +	86%	86%	79% ----	89%	89%	93% +	84%
Born outside Canada (Other)	1	0	0	1	0	0	0	0	1	0	0	0	0	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% ++
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	40	0	1	23	3	3	10	19	21	2	3	7	5	23
	2%	0%	0% -	3% +++	2%	1%	4% ++	2%	2%	0% ----	1%	2%	1%	6% ++++
OTHER WESTERN EUROPE (FRANCE, GERMANY, BELGIUM...)	32	3	13	9	1	0	6	16	16	9	6	5	2	10
	2%	3%	3% ++	1%	1%	0% --	2%	2%	2%	1%	2%	1%	1%	3%
NORTHERN EUROPE, SCANDANAVIA (incl. NETHERLANDS)	17	0	2	7	0	1	7	10	7	3	2	2	2	8
	1%	0%	0%	1%	0%	1%	3% ++++	1%	1%	0%	1%	1%	1%	2% +++
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)	8	0	2	4	0	1	1	3	5	5	1	1	1	0
	0%	0%	0%	1%	0%	0%	0%	0%	0%	1% ++	0%	0%	0%	0%
SOUTH ASIA (PAKISTAN, INDIA...)	33	1	0	24	0	4	4	20	13	20	2	3	6	2
	2%	1%	0% ---	3% ++++	0%	2%	1%	2%	1%	3% ++++	1%	1%	2%	1%
SOUTH EAST ASIA (CHINA, HONG, KONG...)	34	0	0	16	4	2	12	16	17	26	3	3	1	1
	2%	0%	0% ---	2%	3%	1%	4% ++++	2%	2%	4% ++++	1%	1%	0% --	0% --
CARIBBEAN (JAMAICA, HAITI...)	11	0	4	6	0	1	0	3	8	7	0	3	0	1
	1%	0%	1%	1%	0%	0%	0%	0%	1%	1% ++	0%	1%	0%	0%
CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SAVADOR...)	19	0	3	13	1	0	2	9	10	10	4	4	0	1
	1%	0%	1%	2% +++	1%	0%	1%	1%	1%	2% ++	1%	1%	0% --	0%
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	19	0	6	5	1	2	5	5	14	11	1	3	1	3
	1%	0%	1%	1%	1%	1%	2%	1%	1%	2% +++	0%	1%	0%	1%
RUSSIA	5	0	0	4	1	0	0	1	4	1	3	0	1	0
	0%	0%	0%	1% ++	1%	0%	0%	0%	0%	0%	1% +++	0%	0%	0%

WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)	9 0%	0 0%	3 1%	4 1%	1 1%	1 0%	0 0%	5 1%	4 0%	5 1%	2 1%	0 0%	0 0%	2 1%
U.S.A	29 1%	2 1%	1 0% --	17 2% ++	1 1%	3 1%	5 2%	14 1%	15 1%	9 1%	2 1%	8 2%	6 2%	4 1%
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	8 0%	0 0%	1 0%	3 0%	0 0%	1 0%	3 1% +	2 0%	6 1%	2 0%	0 0%	4 1% ++	0 0%	2 1%
Prefer not to say	24 1%	0 0%	3 1%	13 2%	2 1%	3 1%	3 1%	15 2%	8 1%	18 3%	2 1%	1 0%	0 0%	3 1%
Chi2:	-	(99.9)						-	(99.9)					
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

Where were you born?

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No	
D5																				
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
Born in Canada	1711 86%	1711 100% ++++	0 0% ----	1265 89% ++++	450 94% ++++	429 85%	1265 86%	969 85%	721 87%	410 89% ++	623 89% +++	658 82% ----	552 85%	471 87%	450 86%	50 96% ++	502 95% ++++	499 88% ++	756 80% ----	
Born outside Canada (Other)	1 0%	0 0% --	1 0% +++	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	40 2%	0 0% ----	40 16% ++++	40 3% ++++	0 0% ----	7 1%	33 2%	19 2%	21 3%	9 2%	14 2%	17 2%	10 2%	9 2%	15 3%	1 2%	10 2%	13 2%	18 2%	
OTHER WESTERN EUROPE (FRANCE, GERMANY, BELGIUM...)	32 2%	0 0% ----	32 13% ++++	5 0% ----	13 3% ++	10 2%	22 2%	21 2%	11 1%	5 1%	12 2%	15 2%	11 2%	8 2%	7 1%	0 0%	4 1%	9 2%	19 2%	
NORTHERN EUROPE, SCANDANAVIA (incl. NETHERLANDS)	17 1%	0 0% ----	17 7% ++++	3 0% ----	0 0% --	3 1%	14 1%	8 1%	9 1%	2 0%	6 1%	9 1%	4 1%	5 1%	7 1%	1 2%	0 0% --	6 1%	10 1%	
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)	8 0%	0 0% ----	8 3% ++++	2 0% --	0 0%	3 1%	5 0%	7 1%	1 0%	1 0%	1 0%	6 1%	1 0%	3 1%	2 0%	0 0%	1 0%	2 0%	5 1%	
SOUTH ASIA (PAKISTAN, INDIA...)	33 2%	0 0% ----	33 12% ++++	17 1% --	0 0% --	8 2%	25 2%	19 2%	13 1%	4 1%	4 1% --	25 3% ++++	16 2%	8 1%	7 1%	0 0%	0 0% ----	5 1%	28 3% ++++	
SOUTH EAST ASIA (CHINA, HONG, KONG...)	34 2%	0 0% ----	34 12% ++++	21 1% --	0 0% --	9 2%	25 2%	27 2% +++	7 1% --	8 2%	6 1% --	20 2% ++	14 2%	5 1%	13 2%	0 0%	1 0% --	5 1%	27 3% ++++	
CARIBBEAN (JAMAICA, HAITI...)	11 1%	0 0% ----	11 4% ++++	7 0%	3 1%	1 0%	10 1%	7 1%	4 0%	1 0%	7 1%	3 0%	3 0%	4 1%	1 0%	0 0%	1 0%	2 0%	8 1%	
CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SAVADOR...)	19 1%	0 0% ----	19 7% ++++	6 0% ----	0 0% --	6 1%	12 1%	12 1%	7 1%	4 1%	5 1%	10 1%	9 1%	6 1%	3 1%	0 0%	0 0% --	4 1%	15 2% +++	
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	19 1%	0 0% ----	19 7% ++++	12 1% --	4 1% --	12 2% ++++	7 0% ----	10 1%	9 1%	2 0%	6 1%	11 1%	6 1%	7 1%	4 1%	0 0%	1 0% --	1 0% --	16 2% +++	
RUSSIA	5 0%	0 0% ----	5 2% ++++	0 0% ----	0 0% --	4 1% +++	1 0% --	4 0%	1 0%	1 0%	1 0%	3 0%	1 0%	1 0%	2 0%	0 0%	0 0%	0 0%	5 1% ++	

WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)	9 0%	0 0% ----	9 3% ++++	1 0% ----	2 0%	2 0%	7 0%	4 0%	5 1%	3 1%	1 0%	5 1%	5 1%	2 0%	1 0%	0 0%	0 0%	3 1%	6 1%
U.S.A	29 1%	0 0% ----	29 11% ++++	27 2% ++	2 0% --	9 2%	20 1%	18 2%	11 1%	7 1%	7 1%	15 2%	8 1%	11 2%	7 1%	0 0%	7 1%	7 1%	17 2%
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	8 0%	0 0% ----	8 3% ++++	7 0%	1 0%	2 0%	6 0%	6 1%	2 0%	0 0%	5 1%	3 0%	3 0%	1 0%	2 0%	0 0%	1 0%	5 1% ++	2 0%
Prefer not to say	24 1%	0 0%	0 0%	11 1%	3 1%	4 1%	15 1%	12 1%	8 1%	3 1%	4 1%	11 1%	10 1%	3 1%	0 0%	0 0%	1 0%	3 1%	14 1%
Chi2:	-	(99.9)		(99.9)		(95)		-		(95)		-				(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

Where were you born?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D5																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Born in Canada	1711 86%	567 85%	606 86%	205 85%	327 84%	1168 86%	111 86%	218 84%	1373 86%	46 91%	107 83%	1543 86%	508 85%	1192 86%	1201 87% ++	494 83%
Born outside Canada (Other)	1 0%	1 0%	0 0%	1 0% +++	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%
UNITED KINGDOM, IRELAND, WALES, SCOTLAND	40 2%	12 2%	16 2%	4 2%	8 2%	28 2%	3 2%	3 1%	34 2%	0 0%	3 2%	37 2%	14 2%	26 2%	32 2%	8 1%
OTHER WESTERN EUROPE (FRANCE, GERMANY, BELGIUM...)	32 2%	14 2%	8 1%	8 3% ++	5 1%	19 1%	3 2%	2 1%	27 2%	1 2%	2 2%	29 2%	13 2%	19 1%	25 2%	7 1%
NORTHERN EUROPE, SCANDANAVIA (incl. NETHERLANDS)	17 1%	4 1%	9 1%	2 1%	5 1%	10 1%	1 1%	2 1%	14 1%	1 2%	1 1%	15 1%	5 1%	12 1%	11 1%	6 1%
EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)	8 0%	1 0%	4 1%	0 0%	5 1% +++	3 0%	0 0%	3 1%	5 0%	0 0%	1 1%	7 0%	1 0%	7 0%	4 0%	4 1%
SOUTH ASIA (PAKISTAN, INDIA...)	33 2%	9 1%	12 2%	5 2%	9 2%	19 1%	1 1%	5 2%	27 2%	0 0%	2 2%	31 2%	8 1%	24 2%	23 2%	9 1%
SOUTH EAST ASIA (CHINA, HONG, KONG...)	34 2%	12 2%	15 2%	1 0%	10 2%	23 2%	0 0%	9 3% ++	25 1%	0 0%	7 5% +++	27 1% --	9 1%	25 2%	20 1%	14 2%
CARIBBEAN (JAMAICA, HAITI...)	11 1%	4 1%	3 0%	2 1%	2 0%	7 0%	1 1%	0 0%	10 1%	0 0%	1 1%	10 1%	2 0%	9 1%	4 0% --	7 1% ++
CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SAVADOR...)	19 1%	10 1% +	7 1%	1 0%	4 1%	14 1%	1 1%	3 1%	15 1%	0 0%	1 1%	18 1%	9 1%	10 1%	9 1% --	10 2% ++
AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)	19 1%	9 1%	4 1%	1 0%	2 1%	16 1%	0 0%	3 1%	16 1%	0 0%	1 1%	18 1%	10 2% ++	9 1% --	12 1%	6 1%

RUSSIA	5 0%	1 0%	2 0%	0 0%	1 0%	4 0%	0 0%	0 0%	5 0%	0 0%	0 0%	5 0%	1 0%	4 0%	3 0%	2 0%
WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)	9 0%	4 1%	5 1%	0 0%	3 1%	6 0%	0 0%	2 1%	7 0%	0 0%	0 0%	9 0%	4 1%	5 0%	7 0%	2 0%
U.S.A	29 1%	14 2% +	8 1%	4 2%	6 2%	19 1%	3 2%	4 2%	22 1%	0 0%	1 1%	28 2%	8 1%	21 1%	18 1%	11 2%
OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)	8 0%	3 0%	1 0%	2 1%	1 0%	5 0%	2 1% ++	0 0%	6 0%	0 0%	1 1%	7 0%	3 0%	5 0%	6 0%	2 0%
Prefer not to say	24 1%	4 1%	8 1%	6 2%	4 1%	13 1%	3 2%	7 3%	13 1%	3 6%	1 1%	19 1%	5 1%	17 1%	10 1%	11 2%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

In what year did you first move to Canada?														
	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D6														
Weighted Total:	262	6	35	135	12	19	54	123	138	100	34	40	25	62
Total:	265	6	36	136	13	19	55	123	141	110	29	43	25	58
1983 and before (more than 35 years ago)	102 41%	3 57%	9 26% --	57 44%	3 26%	8 46%	22 42%	49 42%	53 40%	0 0% ----	10 36%	21 49%	16 64%	55 95% ++++
Since 1983 (last 35 years)	154 56%	3 43%	27 74% ++	73 52%	10 74%	10 49%	31 55%	70 55%	83 56%	103 94% ++++	19 64%	22 51%	7 28%	3 5% ----
Prefer not to say	9 3%	0 0%	0 0%	6 4%	0 0%	1 5%	2 4%	4 3%	5 3%	7 6%	0 0%	0 0%	2 8%	0 0%
Chi2:	-	-						-		99.9				
Margin of error around 50%	6.02	40.01	16.33	8.40	27.18	22.48	13.21	8.84	8.25	9.34	18.20	14.94	19.60	12.87

In what year did you first move to Canada?

	Born in Canada			First language		Children under 18		Employed		Education			Household income			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
D6																				
Weighted Total:	262	0	262	148	24	74	188	160	101	46	75	141	88	69	73	2	27	63	172	
Total:	265	0	265	149	25	76	188	163	101	47	76	142	91	70	72	2	26	63	176	
1983 and before (more than 35 years ago)	102 41%	0 0%	102 41%	70 50% ++++	5 21%	15 22% ----	87 49% ++++	49 32% ----	53 56% ++++	19 43%	35 48%	48 36%	26 31% --	26 40%	34 49%	2 100%	18 71%	38 63% ++++	47 29% ----	
Since 1983 (last 35 years)	154 56%	0 0%	154 56%	72 46% ----	20 79%	58 75% ++++	95 48% ----	109 65% ++++	44 41% ----	26 53%	41 52%	87 59%	58 62%	43 59%	38 51%	0 0%	7 25%	25 37% ----	121 67% ++++	
Prefer not to say	9 3%	0 0%	9 3%	7 4%	0 0%	3 4%	6 3%	5 3%	4 4%	2 4%	0 0%	7 5%	7 7%	1 1%	0 0%	0 0%	1 4%	0 0%	8 4%	
Chi2:	-	-	-	99		99.9		99.9		-			-			(99.9)				
Margin of error around 50%	6.02	*	6.02	8.03	19.60	11.24	7.15	7.68	9.75	14.29	11.24	8.22	10.27	11.71	11.55	69.30	19.22	12.35	7.39	

In what year did you first move to Canada?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D6																
Weighted Total:	262	96	94	31	60	171	15	35	212	2	20	240	86	175	174	86
Total:	265	98	94	31	61	173	15	36	214	2	21	242	87	177	174	89
1983 and before (more than 35 years ago)	102 41%	35 39%	33 37%	13 43%	19 33%	70 43%	6 41%	10 31%	86 43%	0 0%	5 25%	97 42%	43 52%	59 35%	84 51%	18 22%
													+++	--	++++	----
Since 1983 (last 35 years)	154 56%	57 55%	59 61%	18 57%	39 62%	97 54%	8 52%	24 64%	122 55%	2 100%	15 70%	137 54%	41 44%	113 62%	85 47%	67 74%
													---	+++	----	++++
Prefer not to say	9 3%	6 6%	2 2%	0 0%	3 5%	6 3%	1 7%	2 5%	6 3%	0 0%	1 5%	8 3%	3 3%	5 3%	5 3%	4 4%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	99		99.9	
Margin of error around 50%	6.02	9.90	10.11	17.60	12.55	7.45	25.30	16.33	6.70	69.30	21.38	6.30	10.51	7.37	7.43	10.39

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

	Region							Gender		Age				
	Total	Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D7														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
English	1425 72%	123 96% ++++	63 13% ----	668 87% ++++	120 92% ++++	205 95% ++++	244 89% ++++	640 68% ----	778 76% ++++	402 68% ---	205 76%	276 72%	261 76%	281 72%
French	478 23%	9 7% ----	415 86% ++++	39 5% ----	4 3% ----	6 3% ----	5 2% ----	262 26% ++++	216 20% ---	148 24%	59 21%	104 26%	78 22%	89 22%
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	53 3%	0 0%	9 2%	25 3%	7 5%	1 0% --	11 4%	33 3% ++	20 2% --	18 3%	7 3%	7 2%	8 2%	13 3%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	12 1%	0 0%	0 0% --	5 1%	0 0%	1 1%	6 2% ++++	6 1%	6 1%	1 0%	1 0%	3 1%	1 0%	6 2% +++
EASTERN/CENTRAL EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	12 1%	0 0%	2 0%	8 1% ++	1 1%	1 0%	0 0%	4 0%	8 1%	6 1%	1 0%	1 0%	2 1%	2 0%
SOUTH ASIAN LANGUAGES (URDU, HINDI...)	25 1%	1 1%	0 0% ---	17 2% +++	0 0%	3 1%	4 1%	17 2% ++	8 1% --	17 3% ++++	2 1%	2 1%	2 1%	2 1%
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	26 1%	0 0%	0 0% ---	12 1%	3 2%	2 1%	9 3% +++	11 1%	14 1%	21 4% ++++	2 1%	2 1%	0 0% --	1 0% --
AFRICAN LANGUAGES	6 0%	0 0%	1 0%	3 0%	0 0%	2 1%	0 0%	0 0% --	6 1% ++	5 1% +++	0 0%	1 0%	0 0%	0 0%
RUSSIAN	6 0%	0 0%	0 0%	5 1% ++	1 1%	0 0%	0 0%	1 0%	5 1%	1 0%	3 1% +++	0 0%	1 0%	1 0%
WESTERN/CENTRAL ASIAN LANGUAGES (ARABIC, FARSI, IRANIAN, EXCLUDING ARABIC...)	11 1%	0 0%	4 1%	6 1%	0 0%	1 0%	0 0%	8 1%	3 0%	7 1% ++	1 0%	1 0%	1 0%	1 0%
Other	1 0%	0 0%	0 0%	0 0%	1 1% ++++	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Prefer not to say	19 1%	0 0%	2 0%	8 1%	1 1%	4 2%	4 1%	12 1%	5 0%	10 2%	1 0%	4 1%	2 1%	2 1%
Chi2:	-	(99.9)						(99.9)		(99.9)				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

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			Know a veteran				
	Total	Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No	
D7																				
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927	
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946	
English	1425 72%	1265 75% ++++	149 56% ----	1425 100% ++++	45 10% ----	360 72%	1051 72%	815 72%	595 72%	322 71%	499 72%	587 73%	442 68% --	384 72%	387 75% +	42 82%	458 87% ++++	452 81% ++++	564 60% ----	
French	478 23%	450 25% ++++	25 9% ----	45 3% ----	478 100% ++++	122 23%	355 23%	274 23%	200 23%	120 25%	189 26% ++	167 20% --	186 28% ++++	140 25%	111 20% -	10 18%	77 14% ----	103 17% ----	300 31% ++++	
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	53 3%	19 1% ----	34 13% ++++	5 0% ----	1 0% ----	16 3%	36 2%	30 3%	23 3%	14 3%	19 3%	20 2%	21 3%	13 2%	12 2%	0 0%	7 1% --	14 3%	32 3% +	
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	12 1%	1 0% ----	11 4% ++++	0 0% ----	0 0% --	3 1%	9 1%	6 1%	6 1%	3 1%	5 1%	4 1%	1 0%	4 1%	5 1%	1 2%	1 0%	2 0%	8 1%	
EASTERN//CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	12 1%	7 0% --	5 2% +++	1 0% ----	0 0% -	3 1%	9 1%	8 1%	4 0%	3 1%	1 0%	8 1%	4 1%	3 1%	2 0%	1 2%	1 0%	2 0%	9 1% +	
SOUTH ASIAN LANGUAGES (URDU, HINDI...)	25 1%	5 0% ----	20 7% ++++	7 0% ----	0 0% --	9 2%	16 1%	11 1%	12 1%	6 1%	4 1% --	14 2% +	13 2% +	4 1%	5 1%	0 0%	0 0% --	3 1%	22 2% ++++	
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	26 1%	8 0% ----	18 7% ++++	8 1% ----	0 0% --	6 1%	20 1%	20 2% ++	6 1%	5 1%	5 1%	16 2% ++	10 1%	6 1%	8 1%	0 0%	2 0% --	5 1%	19 2% +++	
AFRICAN LANGUAGES	6 0%	1 0% ----	5 2% ++++	2 0% --	1 0% --	5 1% +++	1 0% --	2 0%	4 0%	2 0%	1 0%	3 0%	3 0%	1 0%	1 0%	0 0%	0 0%	0 0%	6 1% ++	
RUSSIAN	6 0%	0 0% ----	6 2% ++++	0 0% ----	0 0% --	3 1%	3 0%	5 0%	1 0%	2 0%	0 0%	4 1%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	5 1% ++	
WESTERN/CENTRAL ASIAN LANGUAGES (ARABIC, FARSI, IRANIAN, EXCLUDING ARABIC...)	11 1%	1 0% ----	10 4% ++++	1 0% ----	1 0% --	5 1%	6 0%	6 1%	5 1%	3 1%	0 0% --	8 1% ++	4 1%	4 1%	1 0%	0 0%	0 0% --	3 0%	7 1%	
Other	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	
Prefer not to say	19 1%	6 0%	2 1%	0 0%	0 0%	2 0%	10 1%	8 1%	5 1%	2 0%	3 0%	8 1%	2 0%	1 0%	1 0%	0 0%	1 0%	3 0%	9 1%	

Chi2:	-	(99.9)		(99.9)		(95)		-		(95)		-		(99.9)					
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

What is the language you first learned at home as a child and still understand?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D7																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
English	1425 72%	442 67% ----	526 75% ++	144 61% ----	254 66% --	1022 76% ++++	57 45% ----	148 58% ----	1216 77% ++++	19 38% ----	68 54% ----	1330 74% ++++	427 72%	987 72%	1140 83% ++++	272 47% ----
French	478 23%	193 28% ++++	156 21%	90 36% ++++	115 29% +++	267 19% --	66 50% ++++	96 36% ++++	311 19% --	30 58% ++++	54 41% ++++	388 21% --	136 22%	340 24%	187 13% --	287 48% ++++
WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)	53 3%	25 4% ++	16 2%	5 2%	7 2%	41 3%	3 3%	5 2%	45 3%	1 2%	2 2%	50 3%	21 3%	32 2%	34 2%	18 3%
NORTHERN LANGUAGES (SWEDISH, DANISH, FINNISH...)	12 1%	4 1%	5 1%	2 1%	4 1%	6 0%	2 2%	1 0%	9 1%	0 0%	1 1%	11 1%	3 1%	9 1%	9 1%	3 1%
EASTERN//CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)	12 1%	3 0%	4 1%	0 0%	4 1%	8 1%	0 0%	3 1%	9 1%	0 0%	1 1%	11 1%	3 1%	9 1%	7 1%	5 1%
SOUTH ASIAN LAGUAGES (URDU, HINDI...)	25 1%	5 1%	12 2%	2 1%	7 2%	15 1%	2 1%	4 2%	18 1%	1 2%	2 2%	21 1%	5 1%	20 1%	12 1% --	12 2% ++
SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)	26 1%	9 1%	7 1%	2 1%	5 1%	19 1%	0 0%	8 3% +++	18 1%	0 0%	4 3% +	22 1%	9 1%	17 1%	15 1%	11 2%
AFRICAN LANGUAGES	6 0%	3 0%	3 0%	1 0%	0 0%	5 0%	0 0%	1 0%	5 0%	0 0%	0 0%	6 0%	2 0%	4 0%	5 0%	1 0%
RUSSIAN	6 0%	0 0%	4 1% +	0 0%	1 0%	5 0%	0 0%	0 0%	6 0%	0 0%	0 0%	6 0%	0 0%	6 0% +	5 0%	1 0%
WESTERN/CENTRAL ASIAN LANGUAGES (ARABIC, FARSI, IRANIAN, EXCLUDING ARABIC...)	11 1%	4 1%	4 1%	1 0%	4 1%	6 0%	1 1%	2 1%	8 0%	1 2%	0 0%	10 1%	6 1% +	5 0% -	8 1%	3 0%
Other	1 0%	0 0%	1 0%	0 0%	1 0% ++	0 0%	0 0%	0 0%	1 0%	0 0%	1 1% ++++	0 0% --	0 0%	1 0%	0 0%	1 0%

Prefer not to say	19 1%	3 0%	7 1%	6 2%	3 1%	9 1%	3 2%	4 2%	11 1%	2 4%	0 0%	15 1%	4 1%	14 1%	9 1%	7 1%
Chi2:	-	(95)		(99.9)			(99.9)			(99.9)			-		(99.9)	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

Are you a Canadian Veteran, or do you personally know a Canadian Veteran? If so ... what is your relation to the Canadian Veteran?														
	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D8														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Yes, I am a Veteran	52 3%	14 12% ++++	8 2% -	13 2% --	2 1% --	4 2% --	10 4% --	47 5% ++++	5 1% ----	8 2% -	1 0% ---	15 4% --	12 4% --	16 4% ++
Yes, a family member is a Veteran	529 27%	37 29%	80 17% ----	227 30% +++	45 35% ++	67 32%	72 27%	249 26%	277 28%	94 16% ----	96 35% +++	88 23% --	125 36% ++++	126 32% +++
Yes, a friend/someone else is a Veteran	565 29%	57 44% ++++	97 20% ----	214 28%	48 37% ++	65 31%	83 31%	303 32% +++	259 25% --	120 20% ----	85 31%	119 31%	111 32%	130 33% ++
No, I do not personally know a Veteran	946 46%	31 24% ----	307 64% ++++	350 45%	45 33% --	87 39% --	125 45%	422 43% ---	522 50% +++	375 62% ++++	113 41%	187 48%	125 36% ----	146 37% ----
Don't know / Prefer not to say	55 3%	4 3%	8 2%	23 3%	8 6%	8 3%	4 1%	30 3%	23 2%	23 4%	4 1%	10 3%	9 3%	9 2%
Chi2:	-	(99.9)						99.9		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

Are you a Canadian Veteran, or do you personally know a Canadian Veteran? If so ... what is your relation to the Canadian Veteran?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D8																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
Yes, I am a Veteran	52 3%	50 3% ++	2 1% --	42 3%	10 2%	8 2%	44 3%	25 2%	27 3%	15 3%	22 3%	15 2%	18 3%	14 3%	13 2%	52 100% ++++	16 3%	13 2%	0 0% ----
Yes, a family member is a Veteran	529 27%	502 30% ++++	26 10% ----	458 33% ++++	77 17% ----	137 28%	387 27%	287 26%	237 29%	120 26%	197 29%	202 26%	156 24% --	150 28%	146 29%	16 30%	529 100% ++++	130 23% --	0 0% ----
Yes, a friend/someone else is a Veteran	565 29%	499 30% ++	63 24%	452 32% ++++	103 22% ----	136 27%	421 29%	329 29%	232 29%	111 25% --	221 32% ++	225 28%	153 24% ---	162 30%	165 32% ++	13 25%	130 25% --	565 100% ++++	0 0% ----
No, I do not personally know a Veteran	946 46%	756 43% ----	176 65% ++++	564 39% ----	300 62% ++++	253 49%	684 46%	560 48%	373 44%	221 47%	312 43%	406 49% ++	351 53% ++++	256 46%	231 43%	0 0% ----	0 0% ----	0 0% ----	946 100% ++++
Don't know / Prefer not to say	55 3%	45 3%	4 1%	43 3%	4 1%	11 2%	41 3%	25 2%	24 3%	18 4%	16 2%	17 2%	12 2%	10 2%	7 1%	0 0%	0 0%	0 0%	0 0%
Chi2:	-	99.9		99.9		-		-		90			99			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

Are you a Canadian Veteran, or do you personally know a Canadian Veteran? If so ... what is your relation to the Canadian Veteran?																
		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D8																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Yes, I am a Veteran	52 3%	30 5% ++++	13 2% -	2 1% -	6 1% -	44 3% +++	2 2% -	3 1% -	47 3% ++	1 2% -	2 2% -	49 3% ++++	26 5% ++++	26 2% ---	47 4% ++++	4 1% ----
Yes, a family member is a Veteran	529 27%	208 32% ++++	167 24% --	49 21% --	64 17% ----	414 31% ++++	22 18% --	52 20% ---	453 29% ++++	9 18% --	11 9% ----	505 29% ++++	173 29% ++++	355 26% ----	452 33% ++++	73 12% ----
Yes, a friend/someone else is a Veteran	565 29%	191 29%	186 27%	60 25%	107 28%	397 30%	25 19% --	49 19% ----	490 31% ++++	6 12% ---	24 19% --	533 30% ++++	188 32% ++	374 27% -	451 33% ++++	110 19% ----
No, I do not personally know a Veteran	946 46%	283 41% ---	372 52% ++++	136 55% +++	224 56% ++++	578 42% ----	79 60% ++++	157 59% ++++	704 43% ----	33 64% ++	89 68% ++++	815 44% ----	251 41% ---	687 49% +++	533 38% ----	405 68% ++++
Don't know / Prefer not to say	55 3%	19 3%	17 2%	6 3%	9 2%	38 3%	4 3%	8 3%	41 2%	2 4%	6 5%	45 2%	17 3%	36 3%	36 3%	14 2%
Chi2:	-	99.9		99.9			(99.9)			(99.9)			99.9		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02

Are you a Canadian veteran, or do you personally know a Canadian veteran? If so ... what is your relation to the Canadian veteran? (SINGLE RESPONSE)

	Total	Region						Gender		Age				
		Atl	QC	ON	Prairies	AB	BC	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+
D8X														
Weighted Total:	2000	136	467	765	131	224	275	967	1023	548	322	358	350	421
Total:	2000	128	482	766	132	216	274	959	1031	598	273	388	348	393
Yes, I am a veteran	52 3%	14 12% ++++	8 2% -	13 2% --	2 1%	4 2%	10 4%	47 5% ++++	5 1% ----	8 2%	1 0% ---	15 4%	12 4%	16 4% ++
Yes, a family member is a veteran	513 26%	35 27%	77 16% ----	221 30% +++	43 33%	66 31%	71 26%	236 25%	274 27%	93 16% ----	96 35% ++++	83 22% --	121 35% ++++	120 31% ++
Yes, a friend/someone else is a veteran	434 22%	44 34% ++++	82 17% ---	159 21%	34 26%	51 24%	64 24%	224 24%	207 20%	99 17% ----	59 22%	93 24%	81 23%	102 26% ++
No, I do not personally know a veteran	946 46%	31 24% ----	307 64% ++++	350 45%	45 33% ---	87 39% --	125 45%	422 43% ---	522 50% +++	375 62% ++++	113 41%	187 48%	125 36% ----	146 37% ----
Don't know / Prefer not to say	55 3%	4 3%	8 2%	23 3%	8 6%	8 3%	4 1%	30 3%	23 2%	23 4%	4 1%	10 3%	9 3%	9 2%
Chi2:	-	(99.9)						99.9		99.9				
Margin of error around 50%	2.19	8.66	4.46	3.54	8.53	6.67	5.92	3.16	3.05	4.01	5.93	4.98	5.25	4.94

Are you a Canadian veteran, or do you personally know a Canadian veteran? If so ... what is your relation to the Canadian veteran? (SINGLE RESPONSE)

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D8X																			
Weighted Total:	2000	1715	262	1441	463	511	1467	1135	840	455	698	821	643	546	530	54	543	574	927
Total:	2000	1711	265	1425	478	509	1468	1144	830	460	703	811	653	544	522	52	529	565	946
Yes, I am a veteran	52 3%	50 3% ++	2 1% --	42 3% +	10 2% -	8 2% +	44 3% +	25 2% +	27 3% +	15 3% -	22 3% -	15 2% -	18 3% -	14 3% -	13 2% -	52 100% ++++	16 3% -	13 2% -	0 0% ----
Yes, a family member is a veteran	513 26%	486 29% ++++	26 10% ----	445 32% ++++	75 16% ----	136 28% +	372 26% +	279 25% +	229 28% +	115 25% -	192 28% -	196 25% -	151 23% --	145 27% -	143 28% -	0 0% ----	513 97% ++++	118 21% ----	0 0% ----
Yes, a friend/someone else is a veteran	434 22%	374 22%	57 22%	331 24% +++	89 19% --	101 20% +	327 23% +	255 22% +	177 22% +	91 20% -	161 23% -	177 22% -	121 19% --	119 22% -	128 25% ++	0 0% ----	0 0% ----	434 77% ++++	0 0% ----
No, I do not personally know a veteran	946 46%	756 43% ----	176 65% ++++	564 39% ----	300 62% ++++	253 49% +	684 46% +	560 48% +	373 44% +	221 47% -	312 43% -	406 49% ++	351 53% ++++	256 46% -	231 43% -	0 0% ----	0 0% ----	0 0% ----	946 100% ++++
Don't know / Prefer not to say	55 3%	45 3%	4 1%	43 3%	4 1%	11 2%	41 3%	25 2%	24 3%	18 4%	16 2%	17 2%	12 2%	10 2%	7 1%	0 0%	0 0%	0 0%	0 0%
Chi2:	-	99.9		99.9		-		-		-			95			(99.9)			
Margin of error around 50%	2.19	2.37	6.02	2.60	4.48	4.34	2.56	2.90	3.40	4.57	3.70	3.44	3.83	4.20	4.29	13.59	4.26	4.12	3.19

**Are you a Canadian veteran, or do you personally know a Canadian veteran? If so ... what is your relation to the Canadian veteran?
(SINGLE RESPONSE)**

		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			Ad recall		Participated in veteran's month	
		Yes	No	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Not imprtnt.	Mod. imprtnt.	Quite imprtnt.	Yes	No	Yes	No
D8X																
Weighted Total:	2000	665	708	242	390	1357	127	257	1607	50	125	1810	600	1385	1401	578
Total:	2000	669	708	242	392	1354	129	261	1600	51	129	1804	600	1386	1385	594
Yes, I am a veteran	52 3%	30 5% ++++	13 2%	2 1%	6 1%	44 3% +++	2 2%	3 1%	47 3% ++	1 2%	2 2%	49 3% +++	26 5% ++++	26 2% ---	47 4% ++++	4 1% ----
Yes, a family member is a veteran	513 26%	197 30% +++	163 24%	49 21% --	63 17% ----	399 30% ++++	22 18% --	51 20% --	438 28% ++++	9 18% --	11 9% ----	489 28% ++++	167 28% ++	345 26% ++	438 32% ++++	71 12% ----
Yes, a friend/someone else is a veteran	434 22%	140 21%	143 21%	49 21%	90 23%	295 22%	22 17%	42 16% --	370 23% +++	6 12%	21 17%	406 23% +++	139 24%	292 21%	331 24% ++++	100 17% ----
No, I do not personally know a veteran	946 46%	283 41% ---	372 52% ++++	136 55% +++	224 56% ++++	578 42% ----	79 60% ++++	157 59% ++++	704 43% ----	33 64% ++	89 68% ++++	815 44% ----	251 41% ---	687 49% +++	533 38% ----	405 68% ++++
Don't know / Prefer not to say	55 3%	19 3%	17 2%	6 3%	9 2%	38 3%	4 3%	8 3%	41 2%	2 4%	6 5%	45 2%	17 3%	36 3%	36 3%	14 2%
Chi2:	-	99.9		99.9			(99.9)			(99.9)			99.9		99.9	
Margin of error around 50%	2.19	3.79	3.68	6.30	4.95	2.66	8.63	6.07	2.45	13.72	8.63	2.31	4.00	2.63	2.63	4.02