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# **Attitudes Towards Remembrance and Veterans' Week 2019: Survey of Canadians**

## **Final Report**

### **Prepared for Veterans Affairs Canada**

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**Ce rapport est aussi disponible en français.**

**Canada** 

**Attitudes Towards Remembrance and Veterans' Week 2019 Survey of Canadians**  
Final Report

Prepared for Veterans Affairs Canada  
Supplier name: Phoenix Strategic Perspectives Inc.  
February 2020

This public opinion research report presents the results of a telephone survey of 1,000 Canadians conducted by Phoenix SPI on behalf of Veterans Affairs Canada.

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## EXECUTIVE SUMMARY

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Phoenix Strategic Perspectives Inc. (Phoenix SPI) was commissioned by Veterans Affairs Canada (VAC) to conduct a telephone survey of Canadians regarding Veterans' Week and the Department's remembrance programming.

### Background and Objectives

One of VAC's core responsibilities is post-Confederation military commemoration. VAC ensures that Veterans and those who died in service are honoured and that Canadians remember and appreciate Veterans and those who died in service. The Canada Remembers Program and the Funeral and Burial Program support the departmental results for commemoration and promote the following:

- Veterans and those who died in service are publicly acknowledged through ceremonies and events, honours and awards, and the presentation and perpetual care of memorials, cemeteries and grave markers;
- Canadians are aware of, and value, the contributions of those who served through a suite of resources that tell the story of our military history and through the provision of funding for community-led commemorative initiatives;
- the memory of the achievements and sacrifices of Canadian Veterans and those who died in service is preserved; and
- the estates of eligible Veterans have access to financial assistance toward a dignified funeral and burial.

The Attitudes Towards Remembrance and Veterans' Week survey measures Canadians' level of participation in remembrance activities, their attitudes toward those who served in Canada's military and their level of support for VAC's work related to remembrance. The purpose of this research is to evaluate the effectiveness of the Department's overall remembrance programming. More specifically, the research was designed to:

- Understand Canadians' attitudes towards and acceptance of the commemoration of Veterans and their sacrifices and achievements;
- Assess Canadians' level of participation (active and passive) in remembrance;
- Monitor changes in Canadians' behaviour related to remembrance;
- Assess Canadians' awareness of and pride in Canadian military contributions and the sacrifices of Canadian Veterans; and
- Provide VAC with concrete data to assist in performance measurement.

The research results obtained through the Attitudes Towards Remembrance and Veterans' Week survey allow VAC to continue to determine the impact and effectiveness of its remembrance activities, adapt activities to be relevant to Canadians, improve the methods used to inform Canadians about remembrance initiatives, and help to guide the planning of future remembrance-related programming.

### Methodology

A random digit dialling (RDD) telephone survey was administered to 1,000 Canadian residents, 18 years of age or older, between November 13 and 25, 2019. Interviewing was conducted by Elemental Data Collection Inc. (EDCI) using Computer Aided Telephone Interviewing (CATI) technology. Since this was a tracking survey, no pre-test was conducted in advance of the fieldwork. The survey averaged 12 minutes to complete.

An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error: 50% of the sample frame were landline telephone numbers and 50% were cellphone numbers. The sample frame was geographically disproportionate so as to improve the accuracy of regional results. The results of the survey can be considered representative of the population of Canadians aged 18 and older. Based on a

sample of this size, the overall results can be considered to be accurate within  $\pm 3.3\%$ , 19 times out of 20 (adjusted to reflect the geographically disproportionate sampling). The margin of error is greater for results pertaining to subgroups of the total sample.

The survey data has been weighted by region, age and gender to ensure results that are representative of the Canadian population. Population figures from Statistics Canada's 2016 census data were used to construct the weights.

The table in the Appendix presents information about the final call dispositions for this survey, as well as the associated response rates. The overall response rate was 7% (8% for the landline sample and 5% for the cell phone sample).

The potential for non-response bias was assessed by comparing the characteristics of respondents through unweighted and weighted data. As is typically the case for general population telephone surveys, older Canadians (those aged 65 and older) were overrepresented in the final survey sample and younger Canadians (those under 30 years of age) were underrepresented. This was corrected with weighting.

## Key Findings

### **AWARENESS AND IMPORTANCE OF VETERANS' WEEK**

**Canadians' awareness of Veterans' Week and the importance attributed to it has remained relatively stable since 2016.**

Just over half (54%) of Canadians have heard of Veterans' Week. Although this figure remains largely unchanged since 2016, awareness of Veterans' Week is lower now than it was almost a decade ago (65% had heard of Veterans' Week in 2010 versus 54% in 2019). Consistent with previous years, the majority (87%) of Canadians believe it is important that Veterans' Week be held each year.

### **PARTICIPATION IN VETERANS' WEEK AND RELATED ACTIVITIES**

**Participation in Veterans' Week remains largely unchanged since 2017.**

Just over nine in ten Canadians (91%) say they, or members of their immediate family, participated in Veterans' Week in 2019.<sup>1</sup> Participation in Veterans' Week has increased over time, from 73% in 2011 to over 90% starting in 2017. Similar to previous years, practical constraints are the most common barriers to participating in Veterans' Week.

**Wearing a poppy continues to be the most popular way to commemorate Veterans and those who died in service.**

The most popular way for Canadians to commemorate Veterans and those who died in service during Veterans' Week is by wearing a poppy—nearly eight in 10 Canadians (78%) say they wore a poppy this year. Following this, 71% of Canadians say they observed a moment of silence, 43% watched a Remembrance Day ceremony on TV, and 37% participated in a remembrance ceremony in their community. Remembrance-related activities on social media had the lowest participation rate of Veterans' Week activities this year, with 22% of Canadians reporting they took part.

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<sup>1</sup> This includes those who indicated that they, or members of their immediate family, participated in Veterans' Week this year **and** those who initially said they had not but later reported that they or their family had taken part in a remembrance activity, such as wearing a poppy (see Q4, Figure 19).

## **PRIORITIZING VETERANS' WEEK ACTIVITIES**

**Most Canadians feel the Government of Canada should prioritize all remembrance initiatives.**

Canadians were asked to indicate what level of importance they feel the Government of Canada should place on various initiatives that recognize the achievements and sacrifices of Canadians during wartime and in peacetime operations. Providing educational materials for schools was the top priority for Canadians, with 89% saying it is important. This was closely followed by 85% saying the Government should prioritize supporting and leading commemorative events in Canada. Conversely, supporting and leading commemorative events **outside** of Canada received the lowest support among respondents (52%).

## **ATTITUDES TOWARDS VETERANS AND CANADA'S MILITARY**

**Canadians' attitudes towards Veterans and Canada's military role remain strongly positive.**

The vast majority of Canadians think that Canada's Veterans and those who died in service should be recognized for their service (95%) and that Veterans and those who died in service have made major contributions to our country (93%). Following this, more than four in five (86%) agree that participation in commemorative activities increases awareness of, and appreciation for, the contributions of Veterans and those who died in service. With respect to Canada's military role, 84% are proud of the role that Canada's military has played in peacekeeping missions and conflicts, while 71% say they are knowledgeable about this role. Canadians' attitudes towards Veterans and Canada's military remain strong and virtually unchanged since 2016.

## **RECOGNIZING CANADIAN VETERANS AND THOSE WHO DIED IN SERVICE**

**Widespread agreement among Canadians on importance of recognizing Veterans – many are satisfied with VAC's performance in this area.**

Consistent with previous years, more than nine in 10 Canadians agreed that it is important that Veterans Affairs Canada recognize and honour Canadian Veterans and those who died in service through the presentation and care of memorials, cemeteries and grave markers (93%) and by providing funeral and burial assistance (92%). In addition, 61% are satisfied with VAC's performance in recognizing and honouring Veterans and those who died in service through the presentation and care of memorials, cemeteries and grave markers, and 56% felt this way about how VAC recognizes and honours deceased Canadian Veterans through the provision of funeral and burial assistance.

## **Notes to Readers**

- All results are expressed as percentages unless otherwise noted.
- Percentages may not always add to 100 due to rounding.
- In graphs:
  - "DK" stands for "Don't know" and "NR" for "No response."
  - Tracking data are presented where available. This survey was not conducted in 2009, 2013, or 2015.
  - Unless otherwise noted, all values are labelled in the stacked bar graphs.
- The number of respondents changes throughout the report because questions were asked of sub-samples of survey respondents. Readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Demographic differences are identified in the report. Only differences that are significant at the 95% confidence level and pertain to a sub-group sample size of more than n=30 are discussed in the report.
- The tabulated data is available under separate cover.

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The contract value was \$49,967.70 (including HST).

## DETAILED FINDINGS

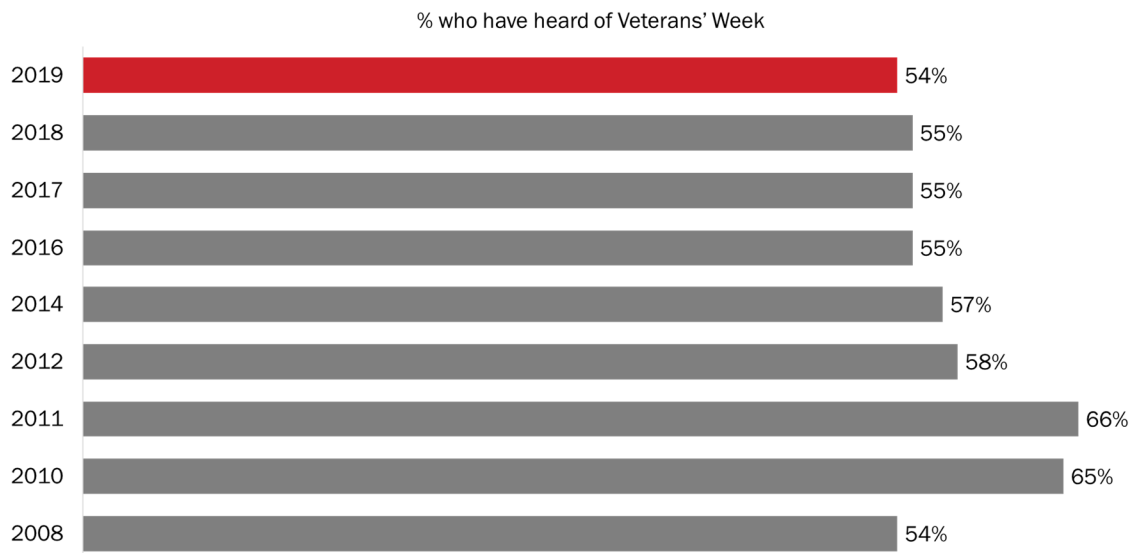
### Awareness and Importance of Veterans' Week

This section explores Canadians' awareness of Veterans' Week, as well as their views on the importance of Veterans' Week and the reasons why they hold these views.

#### Awareness of Veterans' Week has remained relatively stable since 2016

Just over half of Canadians (54%) indicate that they have heard of Veterans' Week. Although this figure remains largely unchanged since 2016, awareness of Veterans' Week is lower now than it was almost a decade ago (65% had heard of Veterans' Week in 2010 versus 54% in 2019).

Figure 1: Awareness of Veterans' Week



Q1: Have you ever heard of Veterans' Week? Base: All respondents; 2019 n=1,000.

Awareness of Veterans' Week ranged from a low of 50% in British Columbia to a high of 60% in Quebec.

Respondents born in Canada are more likely to have heard of Veterans' Week (57%) compared to those born outside of Canada (47%).

#### A majority of Canadians recognize Veterans' Week as being important

Respondents were read the following description of Veterans' Week prior to being asked to rate its importance:

Veterans' Week takes place November 5-11 each year. During this week, commemorative ceremonies and events take place across the country to recognize the achievements of our Veterans and those who died in service. People also take part through things like social media, wearing a poppy, and having discussions with Veterans or military personnel.<sup>2</sup>

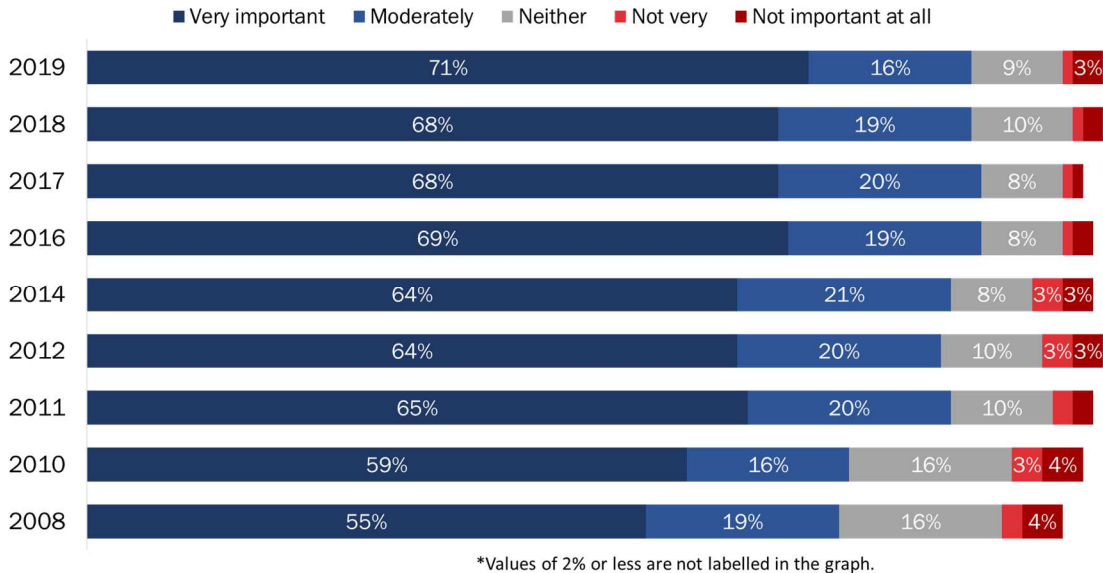
<sup>2</sup> The purpose of this description was to ensure that all respondents had a basis on which to rate the importance of Veterans' Week.



Eighty-seven percent of Canadians believe that it is important that Veterans' Week be held each year, including 71% who say it is very important. In contrast, very few Canadians (4%) feel that Veterans' Week is not important.

The level of importance Canadians place on Veterans' Week remains nearly unchanged since 2016; however, the proportion of Canadians saying it is very important has increased three percentage points since 2018.

Figure 2: Importance of Veterans' Week



Q2: How important is it that Veterans' Week be held each year? Base: All respondents; 2019 n=1,000. DK/NR: 1%

Canadians aged 45 and older are more likely than younger Canadians to say that it is important that Veterans' Week be held each year. Ninety-one percent of those who are 65 and older and 89% of 45 to 64-year olds view this as important compared to 81% of 30 to 44-year olds and 84% of Canadians under 30. This age-related difference is even more prominent when the focus is on those who say it is very important that Veterans' Week be held each year. Four in five (80%) Canadians aged 65 and older and 78% of 45 to 64-year olds say it is very important. In contrast, 61% of Canadians under 45 years of age say it is very important that Veterans' Week be held each year.

At 77%, residents of Quebec are least likely to say that it is important to hold Veterans' Week each year. In contrast, approximately nine in 10 respondents in other regions of Canada attribute moderate or high importance to Veterans' Week:

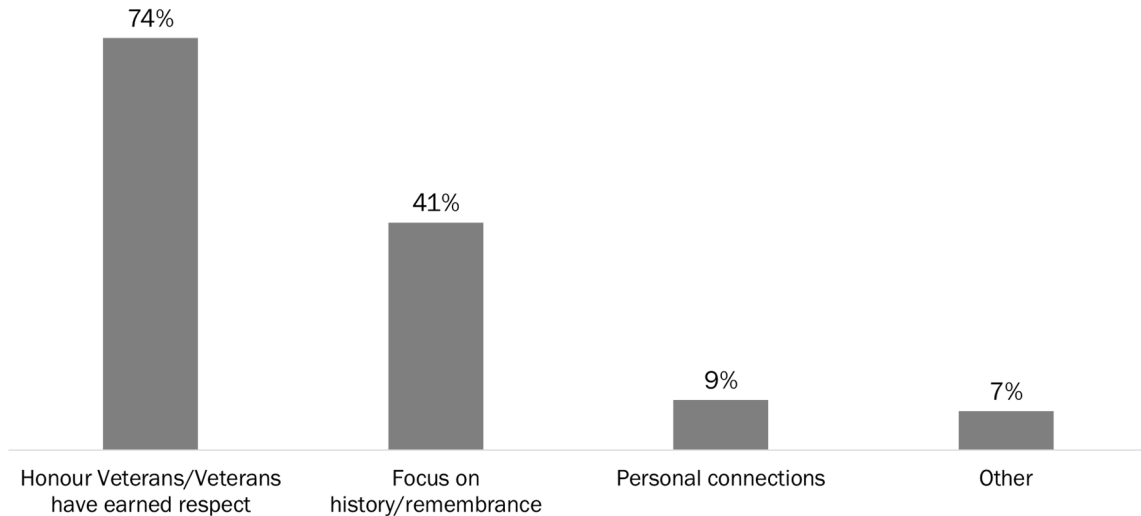
- Atlantic Canada (93%)
- Ontario (90%)
- Prairies (89%)
- British Columbia (87%).

### Canadians say Veterans' Week is important to honour and respect Veterans

Canadians who say that Veterans' Week is moderately or very important (n=869) were asked to give their reason(s). Nearly three-quarters (74%) say that it is important to observe Veterans' Week because it allows them to honour and show respect to Veterans. This is followed by 41% who say Veterans' Week is important for its focus on history and remembrance. Relatively few (9%) view Veterans' Week as being

important due to a personal connection, such as having a family member who is a Veteran or in the military.

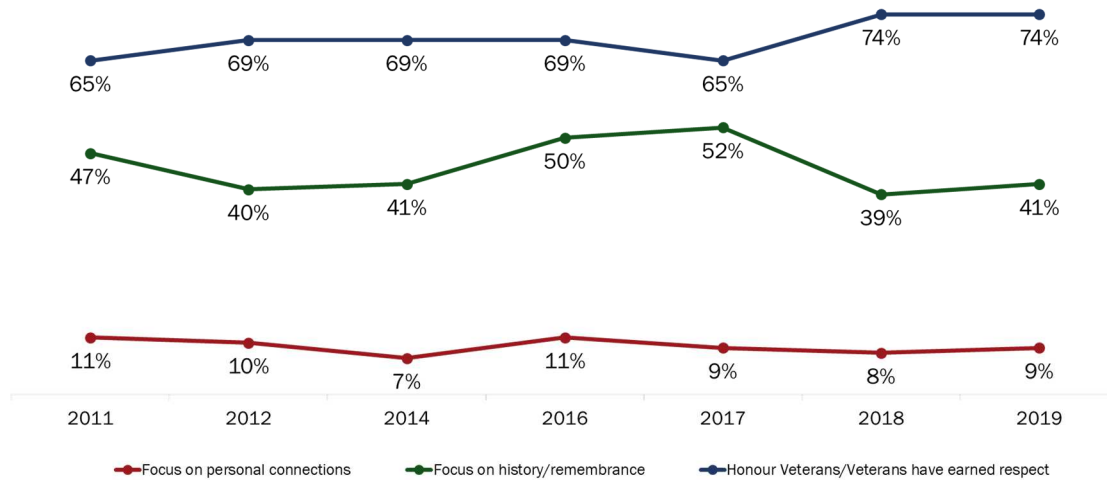
Figure 3: Reasons Why Veterans' Week Is Important [By Theme]



Q2B: And why do you say it is important that Veterans' Week be held each year? Base: Those who said it is important; 2019 n=869. (Up to 2 responses accepted)

Reasons for attributing importance to Veterans' Week are virtually unchanged since 2018.

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



Q2B: And why do you say it is important that Veterans' Week be held each year? Base: Those who said it is important; 2019 n=869. (Up to 2 responses accepted)

When we assess the specific reasons why Canadians say they attribute importance to Veterans' Week,<sup>3</sup> the following three responses were given most frequently:

- To honour/respect Veterans/those who died in service (39%);
- To recognize their contribution to our freedom/security/peace (25%); and
- So people will remember their sacrifices (21%).

The table below presents the full range of responses, grouped by the themes presented in Figure 3. Respondents could provide up to two reasons for thinking that Veterans' Week is important. Therefore, the percentages in Figure 5 for the full range of responses assigned to each theme (e.g., Focus on History / Remembrance) do not necessarily sum to the total percentage for that theme.

Figure 5: Reasons Why Veterans' Week Is Important [All Responses]

<b>Honour Veterans / Veterans Have Earned Respect</b>	
To honour / to respect the Veterans / those who died in service	39%
To recognize their contribution to our freedom / security / peace	25%
To recognize their service / accomplishments	13%
Veterans fought for our country / they served our country	10%
Canada wouldn't be the country it is today / I wouldn't be here if it weren't for Veterans	3%
We owe them / they deserve recognition	2%
<b>Focus on History / Remembrance</b>	
So people will remember their sacrifices	21%
Part of our heritage / our history	4%
Should not / cannot forget	4%
So children can understand / learn the importance of it	3%
So we don't repeat past mistakes	2%
Good idea / good to remember	1%
Many soldiers died in past wars	1%
<b>Focus on Personal Connections</b>	
Family member is a Veteran / I am a Veteran	9%
<b>Other Reasons</b>	
Believe in it / it's important to do it	3%
To show support for our troops (past and / or present)	3%

Since last year, there have been no noteworthy changes in the reasons offered to explain why Canadians believe Veterans' Week is important.

### Cost-benefit focus is top reason for viewing Veterans' Week as unimportant

Four percent of respondents (n=38) say they view Veterans' Week as not very important or not important at all.<sup>4</sup> The most common reasons for viewing Veterans' Week as unimportant are the perception that a week to reflect about Veterans is too long since there is already a day dedicated to remembrance, and that there are other issues or concerns that are more important.

<sup>3</sup> These responses are more specific to the themes that respondents offered. The responses were then combined to create the graph above.

<sup>4</sup> Given the very small sample size, a table of the full range of responses is not provided.

### Neutrality towards Veterans' Week is due to a lack of personal resonance

Almost one in 10 respondents (9%; n=87) say that Veterans' Week is neither important nor unimportant to them. The most common reason for feeling neutral towards Veterans' Week is a lack of personal resonance. Figure 6 presents the full range of reasons Canadians gave for thinking Veterans' Week is neither important nor unimportant.

Figure 6: Reasons Why Canadians View Veterans' Week Neutrally

<b>Lack of Personal Resonance</b>	
Don't care / not important to me personally	24%
Don't have family members who are Veterans / don't know anyone in the military	3%
<b>Cost-Benefit Focus</b>	
We already have Remembrance Day / a week is too long	17%
There are other issues / concerns that are more important	7%
<b>Lack of Information / Awareness</b>	
Never heard of it / don't know about it	13%
Don't know what activities there are for Veterans' Week	3%
<b>Wrong Focus on the Past</b>	
Happened in the past / we should focus on the present	5%
Most Veterans have died / very few Veterans left	1%
<b>Pacifism</b>	
We shouldn't celebrate war / we should focus on peace	8%
<b>Other</b>	
It is important / necessary that we have it	10%
Should be a more private ceremony / held less often (so it's not overdone)	1%

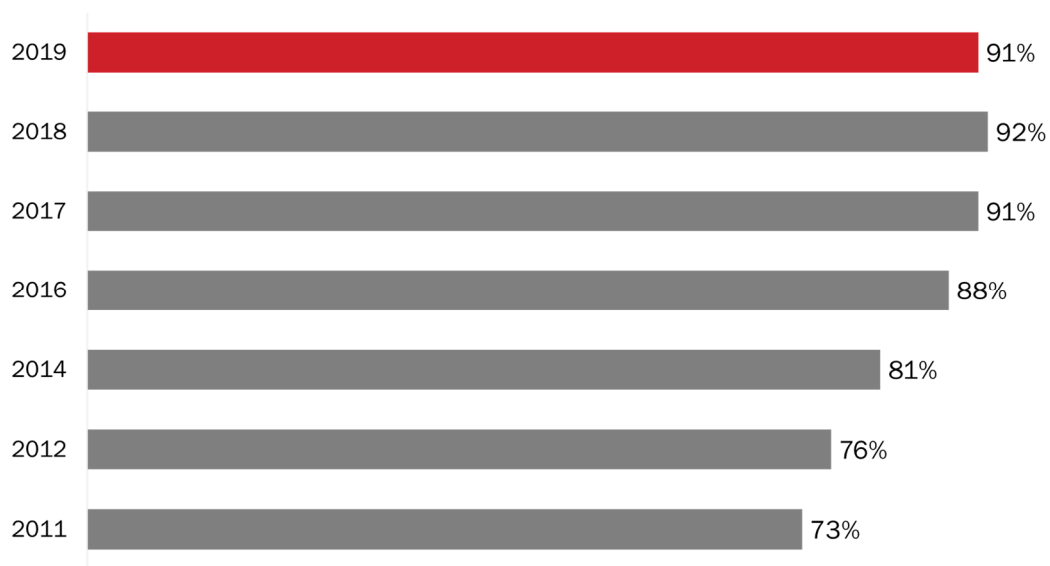
## Participation in Veterans' Week and Related Activities

This section explores topics related to Canadians' participation in Veterans' Week, including the level of participation, reasons for participation and non-participation, and the activities respondents participated in during Veterans' Week.

### Participation in Veterans' Week remains largely unchanged

Just over nine in 10 Canadians (91%) say they or members of their immediate family participated in Veterans' Week in 2019.<sup>5</sup> Participation in Veterans' Week has increased over time, from 73% in 2011 to over 90% starting in 2017.

Figure 7: Participation in Veterans' Week



Q3: Did you or members of your immediate family participate in Veterans' Week this year? Base: All respondents; 2019 n=1,000.

Participation in Veterans' Week was lowest among residents of Quebec (76%)—this is down six percentage points from 2018 (82%). Participation in Veterans' Week was higher among Canadians who are 45 years of age or older (94% compared to 87% among those under 45) and who were born in Canada (92% versus 84% of those born outside of Canada).

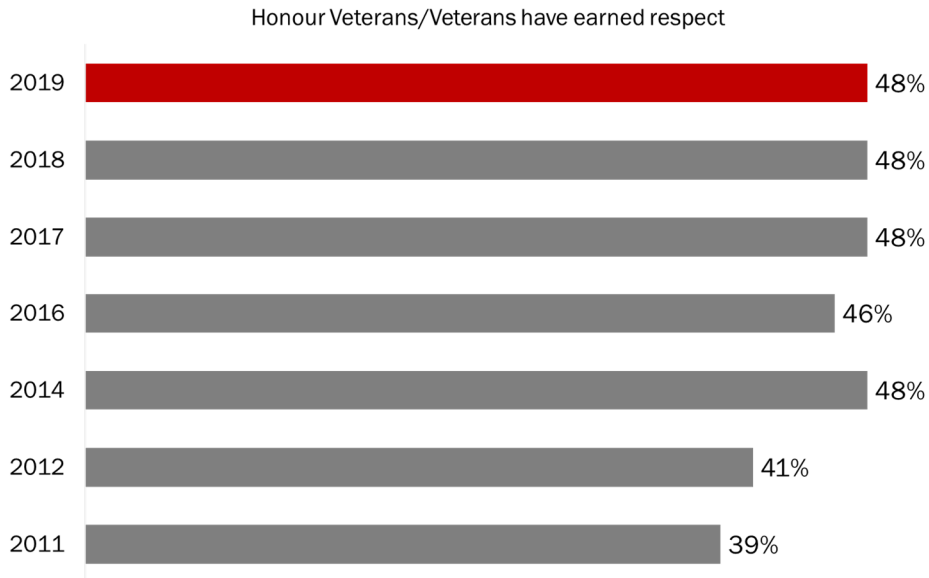
### Honouring Veterans is the main reason Canadians say they participate in Veterans' Week

Consistent with last year, nearly half of Canadians who participated in Veterans' Week (48%) say they did so as a way to respect or honour Canadian Veterans. Following this, more than one-third of Canadians (37%, up four percentage points since 2018) took part because of a personal connection. Fifteen percent say they participated because they believe in Veterans' Week or because they view it as important. Focusing on history and remembrance was mentioned by 14% of Canadians as their reason for taking part in Veterans' Week.

<sup>5</sup> This includes those who indicated that they or members of their immediate family participated in Veterans' Week **and** those who initially said they had not but later reported (in question 4) that they or their family had taken part in a remembrance activity, such as wearing a poppy.

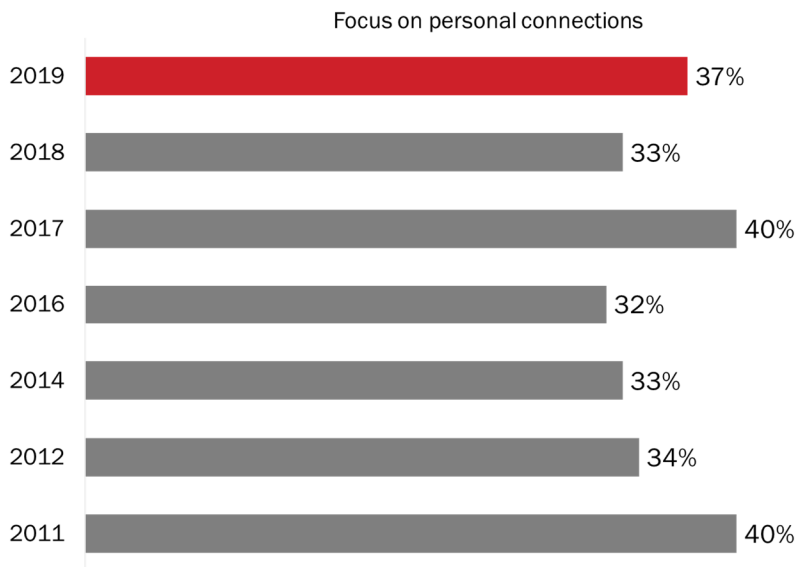
Figures 8 to 11 present the proportion of Canadians providing reasons that align with these themes over time.

**Figure 8: Reasons for Participating in Veterans' Week [Honour]**



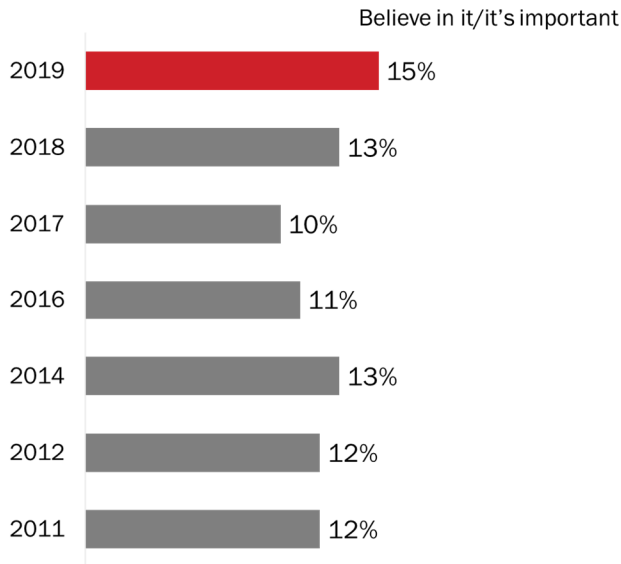
Q3B. And why did you or members of your immediate family participate in Veterans' Week? Base: Those who initially acknowledged participating in Veterans' Week when asked; 2019 n=468. (Up to 2 responses accepted)

**Figure 9: Reasons for Participating in Veterans' Week [Personal Connections]**



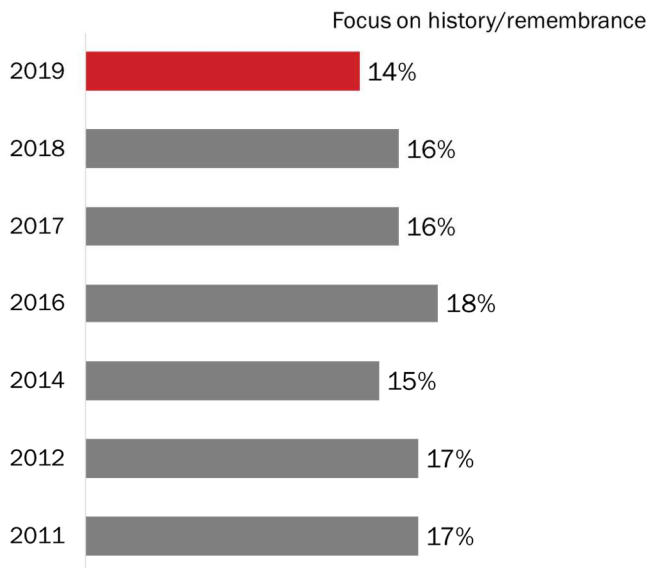
Q3B. And why did you or members of your immediate family participate in Veterans' Week? Base: Those who initially acknowledged participating in Veterans' Week when asked; 2019 n=468. (Up to 2 responses accepted)

**Figure 10: Reasons for Participating in Veterans' Week [Important/Believe]**



Q3B. And why did you or members of your immediate family participate in Veterans' Week? Base: Those who initially acknowledged participating in Veterans' Week when asked; 2019 n=468. (Up to 2 responses accepted)

**Figure 11: Reasons for Participating in Veterans' Week [History]**



Q3B. And why did you or members of your immediate family participate in Veterans' Week? Base: Those who initially acknowledged participating in Veterans' Week when asked; 2019 n=468. (Up to 2 responses accepted)

The specific reasons Canadians gave for participating in Veterans' Week are presented in Figure 12. Respondents were permitted to provide up to two reasons; therefore, the percentages in figure 12 for the full range of responses assigned to each theme (e.g., Honour Veterans / Veterans Earned Respect) do not necessarily sum to the total percentage for that theme.

**Figure 12: Reasons for Participating in Veterans' Week [All Responses]**

<b>Honour Veterans / Veterans Earned Respect</b>	
To honour / to respect the Veterans / those who died in service	35%
To recognize their contribution to our freedom / security / peace	8%
To recognize their service / accomplishments	5%
Veterans fought for our country / they served our country	3%
Canada wouldn't be the country it is if it weren't for Veterans	1%
<b>Focus on Personal Connections</b>	
Family member is a Veteran / I am a Veteran	25%
I / someone I know participates in events	8%
Know / am related to someone / I am currently in the military	7%
<b>Focus on History / Remembrance</b>	
So people will remember their sacrifices	8%
So children can understand / learn the importance of it	4%
Good idea / good to remember	3%
<b>Other</b>	
Believe in it / it's important to do it	15%
To show support for our troops (past and/or present)	6%
Tradition / habit / we do it every year	5%

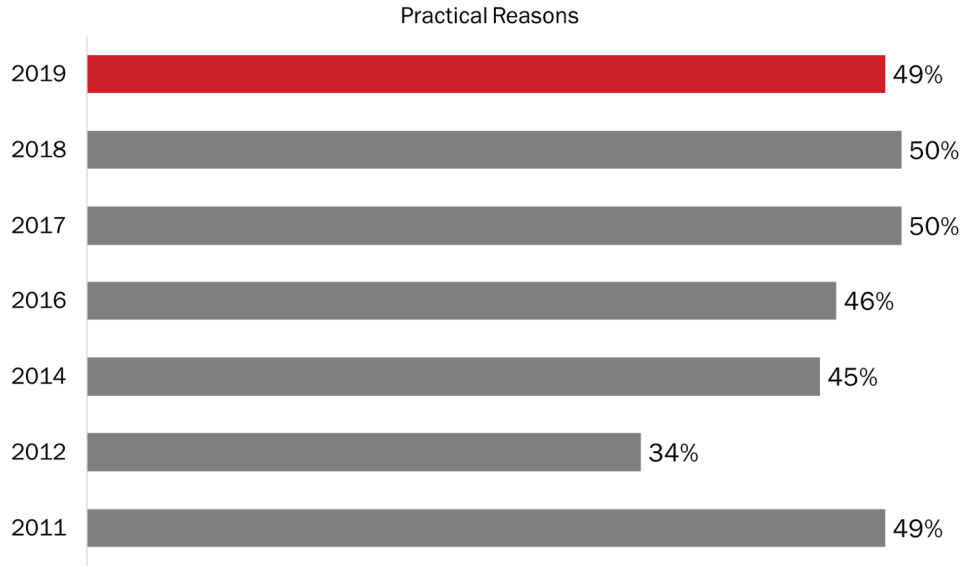
### **Practical constraints are the most common reason Canadians say they do not participate in Veterans' Week**

Consistent with previous years, nearly half (49%) of those who did not participate in Veterans' Week (n=515) say it is due to practical constraints, such as they were too busy, they had to work, or they had health-related reasons. In addition, one-quarter of Canadians say they did not participate due to a lack of knowledge or awareness of Veterans' Week. Smaller proportions did not participate because they did not have an opportunity to do so (9%), or because Veterans' Week does not resonate with them personally (13%). Two percent say they participated in other ways.

Figures 13 to 17 present the proportion of Canadians providing reasons that align with these themes over time.

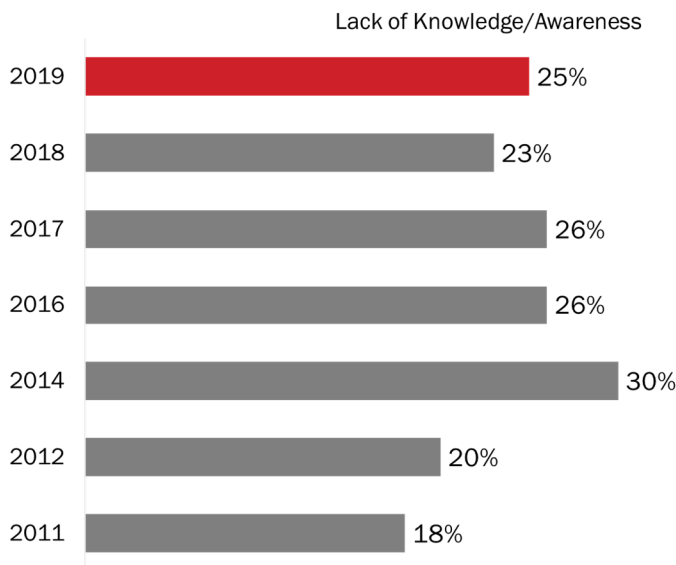


Figure 13: Reasons for Not Participating in Veterans' Week [Practical Reasons]



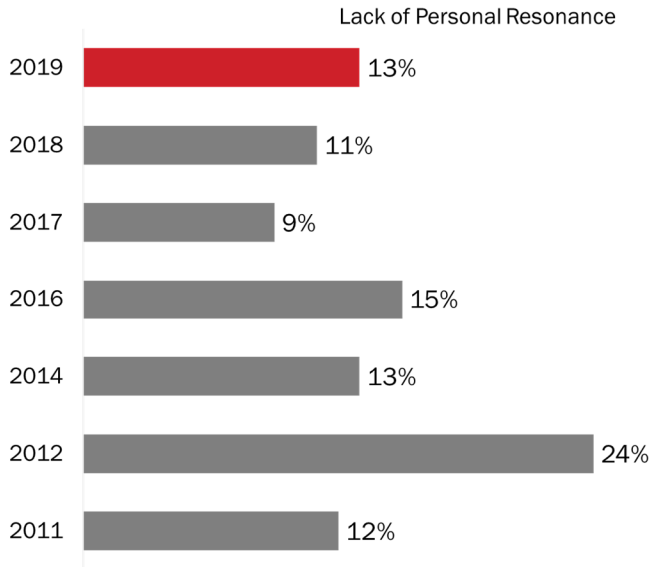
Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? Base: Those who did not participate; 2019 n=515. (Up to 2 responses accepted)

Figure 14: Reasons for Not Participating in Veterans' Week [Lack of Knowledge]



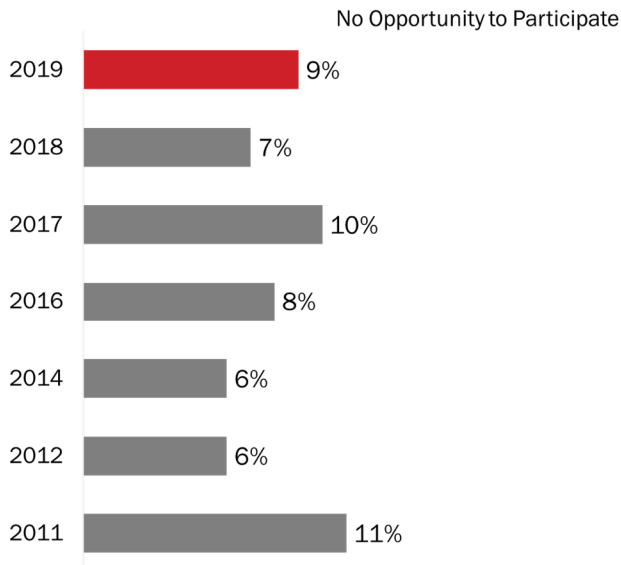
Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? Base: Those who did not participate; 2019 n=515. (Up to 2 responses accepted)

**Figure 15: Reasons for Not Participating in Veterans' Week [Lack of Personal Resonance]**



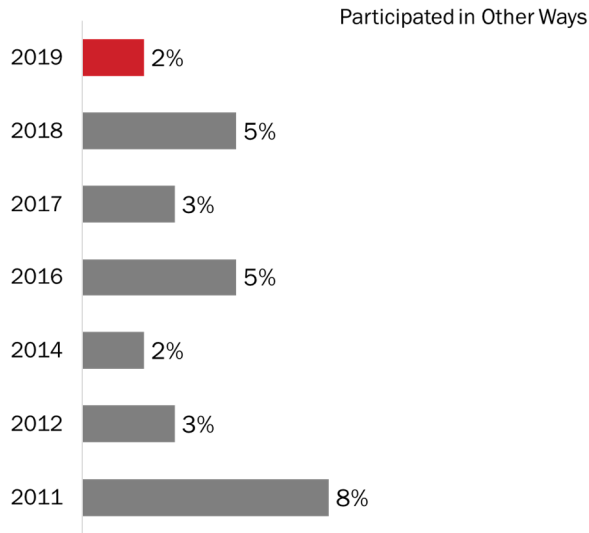
Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? Base: Those who did not participate; 2019 n=515. (Up to 2 responses accepted)

**Figure 16: Reasons for Not Participating in Veterans' Week [Lack of Opportunity]**



Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? Base: Those who did not participate; 2019 n=515. (Up to 2 responses accepted)

Figure 17: Reasons for Not Participating in Veterans' Week [Participated in Other Ways]



Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? Base: Those who did not participate; 2019 n=515. (Up to 2 responses accepted)

Figure 18 illustrates the specific reasons Canadians gave for not participating in Veterans' Week. Respondents could provide up to two reasons. Therefore, the percentages in figure 18 for the full range of responses assigned to each theme (e.g., Practical Reasons) do not necessarily sum to the total percentage for that theme.

Figure 18: Reasons for Not Participating in Veterans' Week [All Responses]

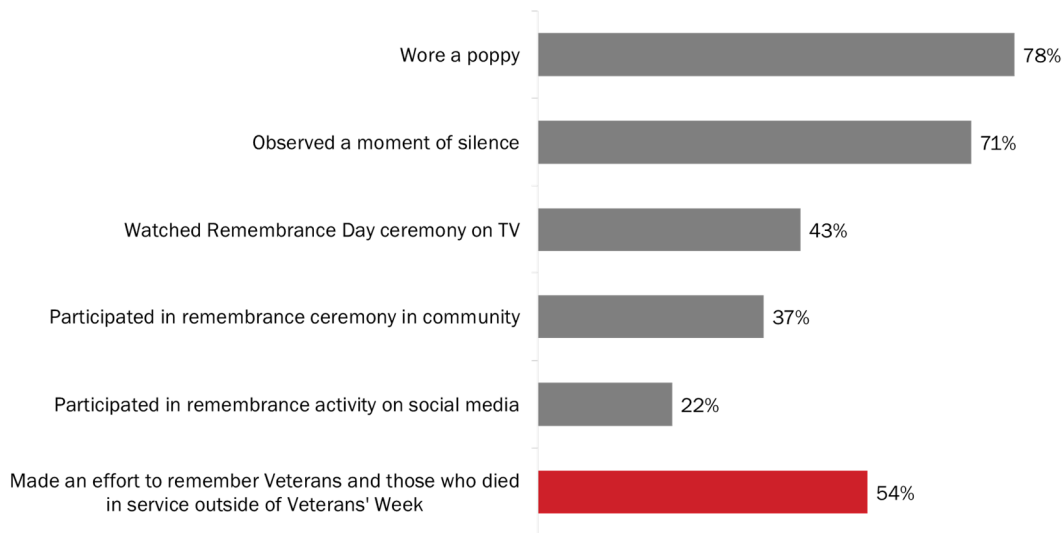
<b>Practical Reasons</b>	
Too busy / no time to attend	31%
Had to work / not available to participate	13%
Can't participate due to health reasons / age	8%
<b>Lack of Knowledge / Awareness</b>	
Never heard of it / don't know about it	22%
Don't know what activities there are for Veterans' Week	3%
<b>Lack of Personal Resonance</b>	
Don't care / not important to me personally	7%
Don't have family members who are Veterans / don't know anyone in the military	4%
I'm an immigrant	2%
<b>No Opportunity</b>	
There are no activities for Veterans' Week in the area	6%
No occasion / opportunity / chance to participate	3%
<b>Participated in Other Ways</b>	
Remember by wearing a poppy	1%
Participate in Remembrance Day events / observe Remembrance Day	1%
<b>Other</b>	
We shouldn't celebrate war / we should focus on peace	2%
Don't have family nearby	1%
<b>Nothing / no reason</b>	<b>6%</b>

## Wearing a poppy is the most prevalent way Canadians participate in Veterans' Week

The most popular way to commemorate Veterans is by wearing a poppy, with nearly eight in 10 Canadians (78%) saying they did so this year. Moreover, 71% of Canadians say they observed a moment of silence. Following this, 43% watched a Remembrance Day ceremony on TV, and 37% participated in a remembrance ceremony in their community. Slightly more than one in five Canadians (22%) say they participated in remembrance-related activities on social media.

Just over half of surveyed Canadians (54%) remember Canadian Veterans and those who died in service outside of Veterans' Week.

Figure 19: Participation in Activities to Commemorate Veterans



Q4: Did you or members of your immediate family do any of the following during Veterans' Week this year? Base: All respondents; 2019 n=1,000. DK/NR: <1% - 1%. (Multiple responses accepted)

Q4B: Outside of Remembrance Day or Veterans' Week, in the past year, have you or members of your immediate family made an effort to remember Canadian Veterans and those who died in service? Base: All respondents; 2019 n=1,000. DK/NR: 2%

Respondents living in the Atlantic provinces are the most likely (58%), and those in Quebec the least likely (14%), to say they participated in a remembrance ceremony in their community to honour Veterans. Residents of Quebec are also the least likely to say they participated in remembrance-related activities on social media—with only 12% saying they did so—or that they observed a moment of silence (42%).

Additionally, respondents from Quebec are the least likely to say they made an effort to honour Canadian Veterans outside of Remembrance Day or Veterans' Week. Three in 10 (30%) say they participated in some way outside of this period compared to the more than 50% of respondents in other regions of the country, specifically:

- Atlantic provinces: 74%
- Prairie provinces: 62%
- Ontario: 61%
- British Columbia: 59%.

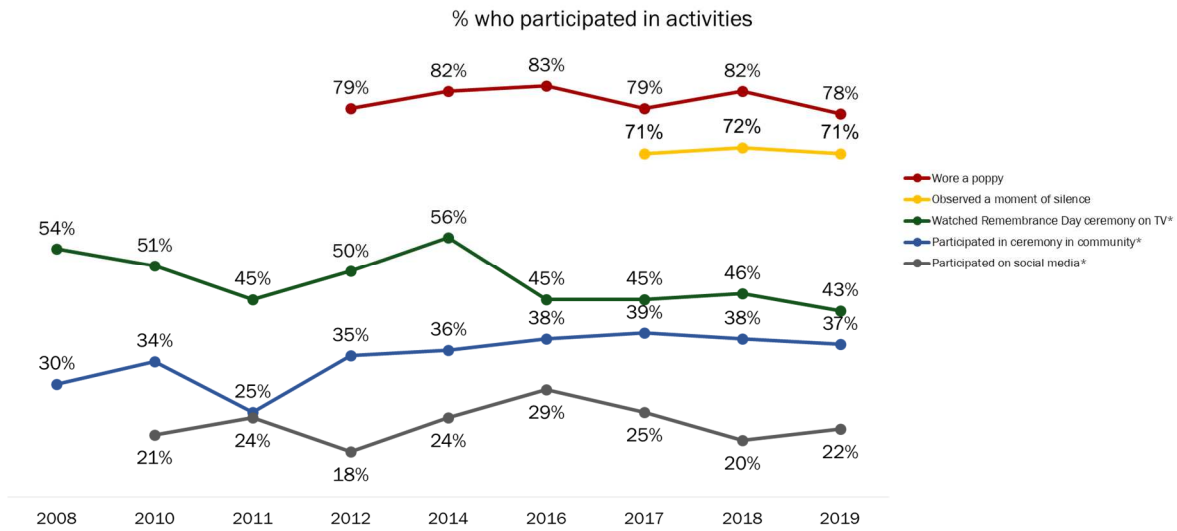
Canadians with a high school education or less are more likely to say that they or members of their immediate family made an effort to remember Canadian Veterans and those who died in service outside of Remembrance Day or Veterans' Week. Nearly two-thirds (64%) have made an effort to honour

Canadian Veterans outside of this period compared to 55% of those with some college or university education, and 47% of those who completed university.

Respondents born in Canada are more likely than those born outside of Canada to have worn a poppy (82% versus 67%), participated in a remembrance ceremony in their community (40% versus 29%), and observed a moment of silence (74% versus 62%).

Participation in Veterans' Week activities has remained fairly consistent through the years. The most noteworthy difference since 2018 is that the proportion of Canadians who say they wore a poppy has declined 4 percentage points, from 82% to 78%.

Figure 20: Participation in Veterans' Week Activities [Over Time]



Q4: Did you or members of your immediate family do any of the following during Veterans' Week this year? Base: All respondents; 2019 n=1,000. DK/NR: <1% - 1%. (Multiple responses accepted) \*Wording changed in 2012

## Prioritizing Veterans' Week Activities

This section discusses Canadians' perceptions about the importance of various Veterans' Week initiatives.

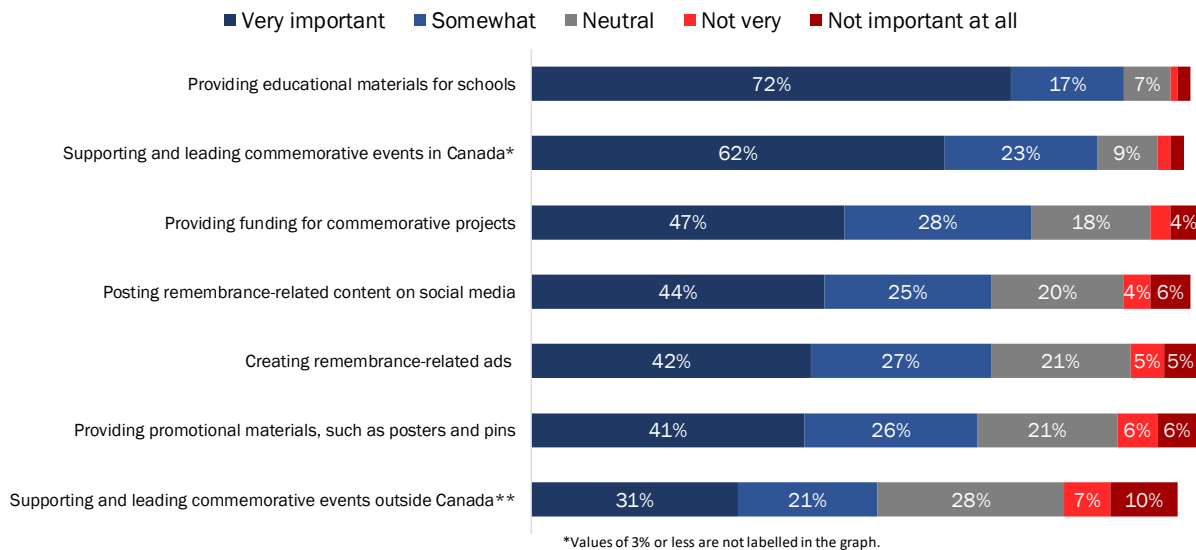
### Most Canadians attribute at least some importance to all remembrance initiatives

Canadians were asked to indicate how much importance, if any, the Government of Canada should place on various initiatives that recognize the achievements and sacrifices of Canadians during wartime and in peacetime operations. Approximately nine in 10 Canadians (89%) say it is important to provide educational materials for schools, with 72% saying it is very important to do so. Following this, 85% of Canadians view supporting and leading commemorative events **in Canada** as an important initiative, with 62% saying it is very important.

Two-thirds or more also place importance on providing funding for commemorative projects (75%), posting remembrance-related content on social media (69%), creating remembrance-related ads (69%), and providing promotional materials, such as posters and pins (67%).

Canadians were least likely to attribute importance to supporting and leading commemorative events **outside of Canada**.

Figure 21: Importance of Remembrance Initiatives



Q5: Now, thinking about ways of recognizing the achievements and sacrifices of Canadians during wartime and in peacetime operations, what priority should the Government of Canada place on each of the following remembrance initiatives? Base: All respondents; 2019 n=1,000. DK/NR: <1%-2%. \*Wording changed in 2019. \*\*Added in 2019.

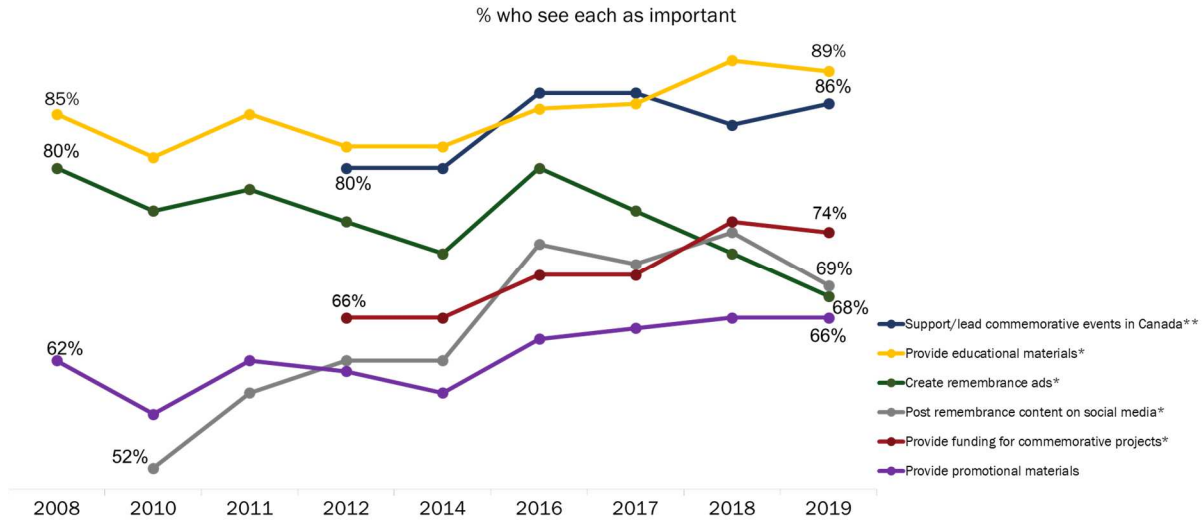
The likelihood of attributing importance to many of these initiatives was lower among residents of Quebec and Canadians who have completed a university degree. In addition, women were more likely than men to attribute importance to leading commemorative events in Canada (88% of women versus 83% of men), to creating remembrance-related ads (72% versus 64%), and to providing funding for commemorative projects (78% versus 70%).

Respondents born outside of Canada are more likely to attribute importance to providing educational materials for schools to recognize the achievements and sacrifices of Canadians during wartime and peacetime operations—92% of those born outside of Canada say this is important compared to 88% of Canadian born citizens.

Notable changes over time include the following:

- Support for creating remembrance-related ads continues to decline since it reached a high of 80% in 2016 (76% in 2017, 72% in 2018 and 68% in 2019).
- Support for posting remembrance content on social media has declined five percentage points since last year: 74% in 2018 versus 69% in 2019.

Figure 22: Importance of Remembrance Initiatives [Over Time]



Q5: Now, thinking about ways of recognizing the achievements and sacrifices of Canadians during wartime and in peacetime operations, what priority should the Government of Canada place on each of the following remembrance initiatives? Base: All respondents; 2019 n=1,000. DK/NR: <1%-2%. \*Wording changed in 2018. \*\*Wording changed in 2019.

## Attitudes Towards Veterans and Canada's Military

This section explores attitudes towards Canadian Veterans and those who died in service, as well as towards Canada's military and the role that it plays.

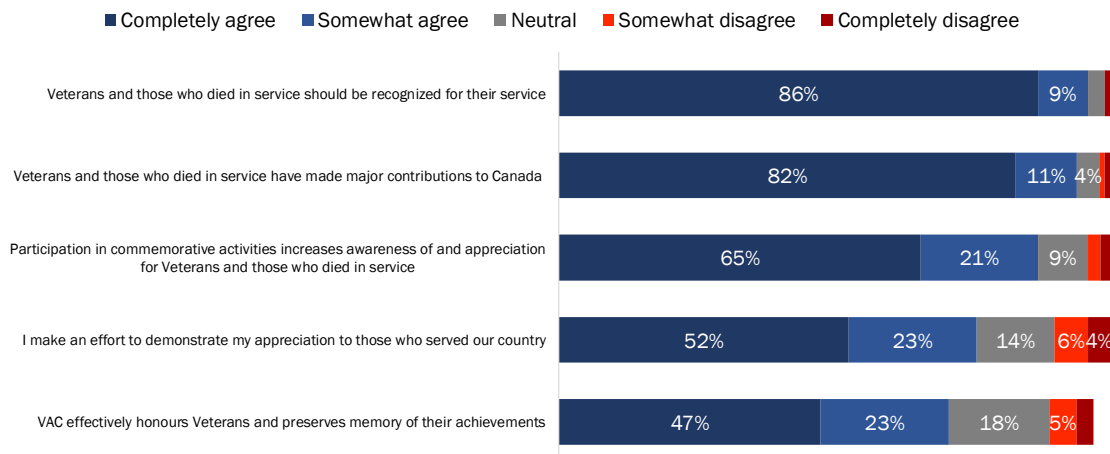
### Canadians display positive attitudes towards Veterans

Respondents were asked to rate their level of agreement or disagreement with the following statements related to Canadian Veterans and those who died in service:

- Canada's Veterans and those who died in service have made major contributions to our country.
- Canada's Veterans and those who died in service should be recognized for their service to Canada.
- I make an effort to demonstrate my appreciation to those who served our country.
- Veterans Affairs Canada's remembrance program effectively honours Veterans and those who died in service, and preserves the memory of their achievements and sacrifices.
- Participation in commemorative activities increases awareness of, and appreciation for, the contributions of Veterans and those who died in service.

The vast majority of Canadians agree that Canada's Veterans and those who died in service should be recognized for their service to Canada (95%) and have made major contributions to our country (93%). Additionally, more than four in five (86%) agree that participating in commemorative activities increases awareness, with 65% saying they completely agree. Following this, three-quarters agree that they make an effort to demonstrate their appreciation to those who served our country, and seven in 10 think that VAC's remembrance program effectively honours Veterans and those who died in service and preserves the memory of their achievements and sacrifices.

Figure 23: Attitudes Towards Veterans and Commemoration



\*Values of 3% or less are not labelled in the graph.

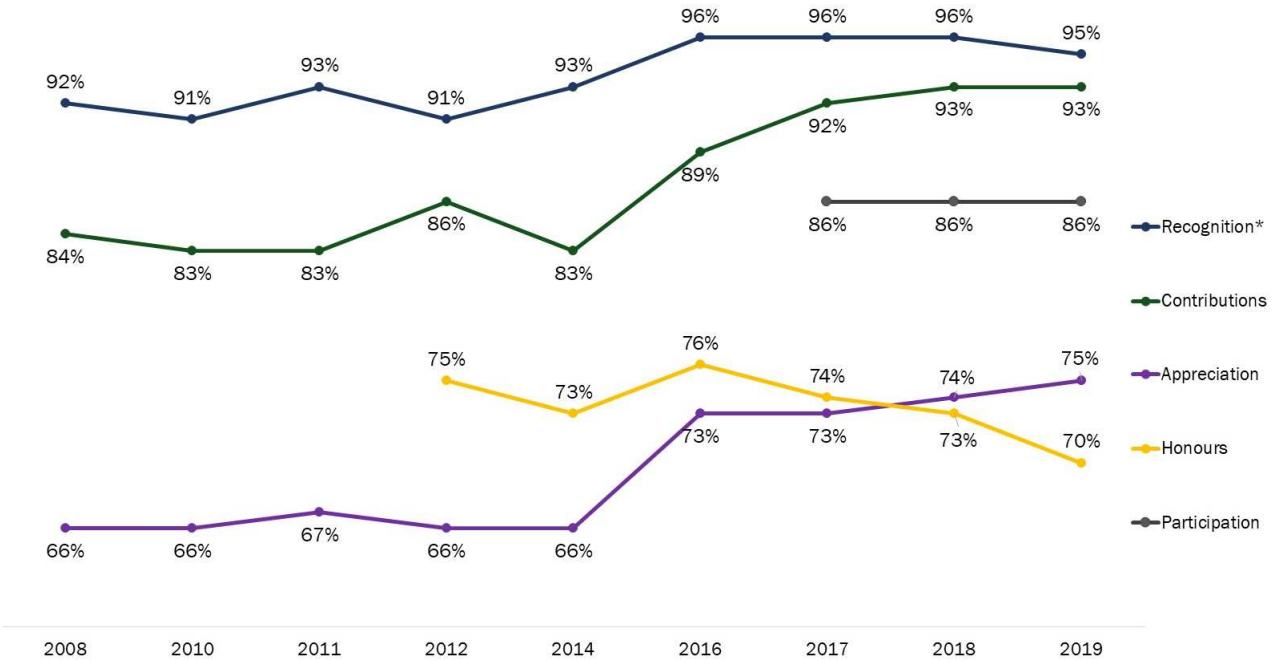
Q6C-G: Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. Base: All respondents; 2019 n=1,000. DK/NR: 1%-5%

The likelihood of agreeing with these statements was generally lower among residents of Quebec.



Over time, attitudes towards Veterans and commemoration have remained positive. For the past four years, there has been virtually no change. The one exception: Veterans Affairs Canada's remembrance program effectively honours Veterans and those who died in service, and preserves the memory of their achievements and sacrifices. The proportion of Canadians agreeing with this statement has slowly declined since 2016, from 76% to 70% in 2019.

Figure 24: Attitudes Towards Veterans and Commemoration [Over Time]



Q6C-G: Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. Base: All respondents; 2019 n=1,000. DK/NR: 1%-5%

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

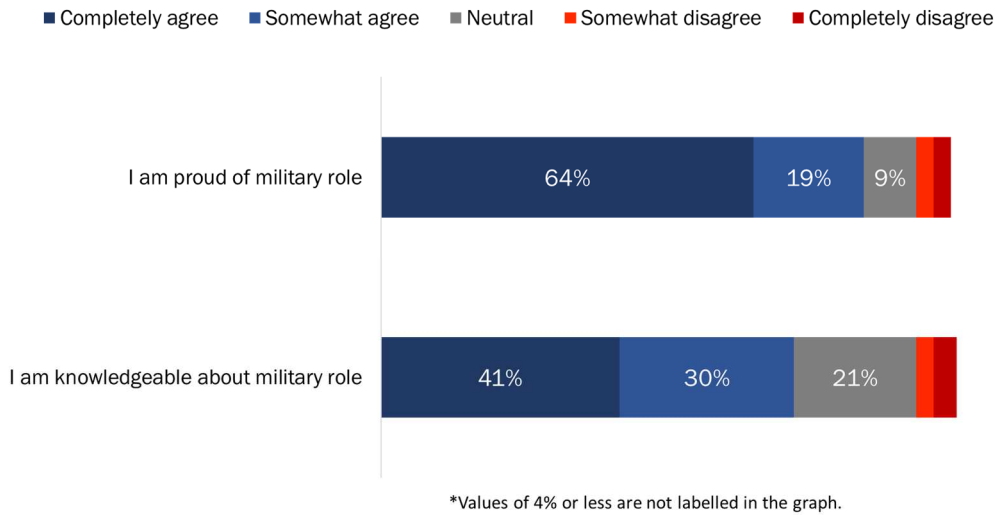
### Canadians have a positive attitude towards Canada's military role

Canadians were also asked to rate their level of agreement with statements relating to Canada's military role. The statements were as follows:

- I am knowledgeable about the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in Afghanistan.
- I am proud of the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in Afghanistan.

Canadians are more likely to say that they are proud of Canada's military role than to think of themselves as knowledgeable about it. Over four in five Canadians (83%) are proud of the role that Canada's military has played in peacekeeping missions and conflicts, while 71% say they are knowledgeable about the role that Canada's military has played.

Figure 25: Attitudes Towards Canada’s Military Role

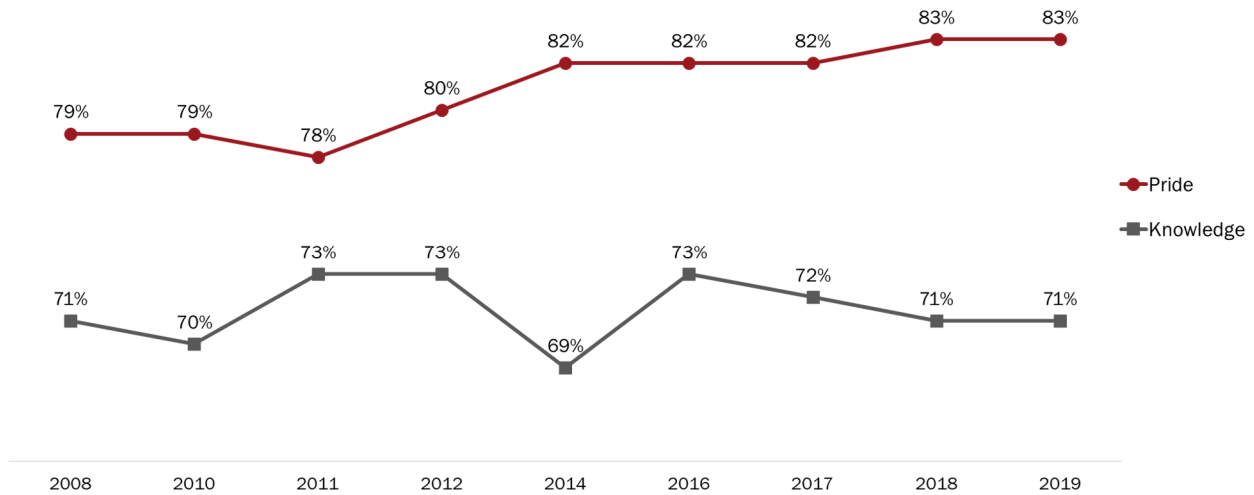


Q6A/B: Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. Base: All respondents; 2019 n=1,000. DK/NR: 1%

The likelihood of being proud and knowledgeable was higher among respondents outside of Quebec, those born in Canada, and those aged 45 and older. Men were more likely than women to say they are knowledgeable about the role that Canada’s military plays.

Canadians’ attitudes towards Canada’s military role have remained relatively stable since 2008, fluctuating by no more than 5 percentage points. Pride in Canada’s military role and knowledge of Canada’s military role are unchanged since 2018.

Figure 26: Attitudes Towards Canada’s Military Role [Over Time]



Q6: Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. Base: All respondents; 2019 n=1,000. DK/NR: 1%

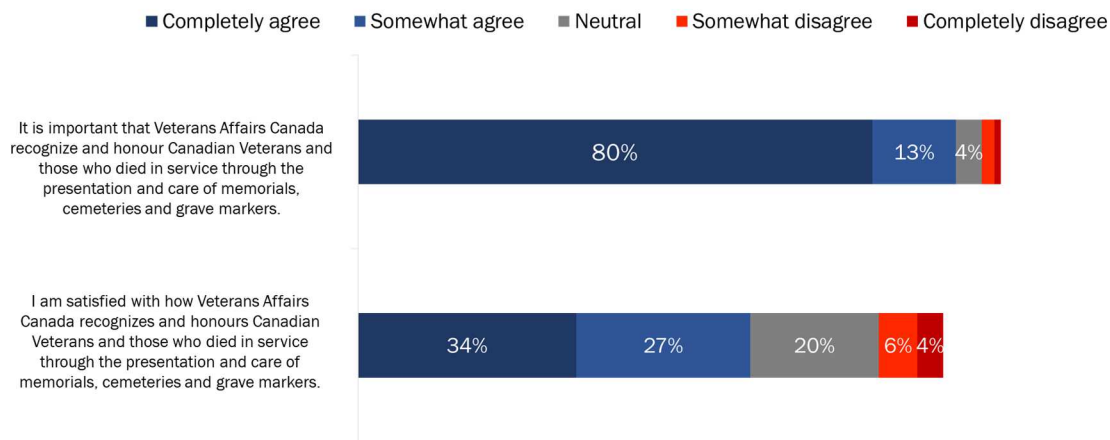
## Recognizing Canadian Veterans and Those Who Died in Service

This section examines Canadians' perceptions of the importance of, and levels of satisfaction with, VAC's measures to recognize Veterans and those who died in service.

### Widespread agreement among Canadians on the importance of recognizing Veterans – many are satisfied with VAC's performance in this area

More than nine in 10 Canadians (93%) agree that it is important for Veterans Affairs Canada to recognize and honour Canadian Veterans and those who died in service through the presentation and care of memorials, cemeteries and grave markers. In addition, six in 10 Canadians (61%) are satisfied with how Veterans Affairs Canada recognizes and honours Canadian Veterans and those who died in service through the presentation and care of these memorials, cemeteries and grave markers. Respondents who are not satisfied with the Department's performance are more likely to be neutral (20%) than to be dissatisfied (10%).

Figure 27: Attitudes Towards Actions to Recognize Veterans and Those Who Died in Service



\*Values of 3% or less are not labelled in the graph.

Q7A/B: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as to provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements... Base: All respondents; 2019 n=1,000. DK/NR: 1%-9%

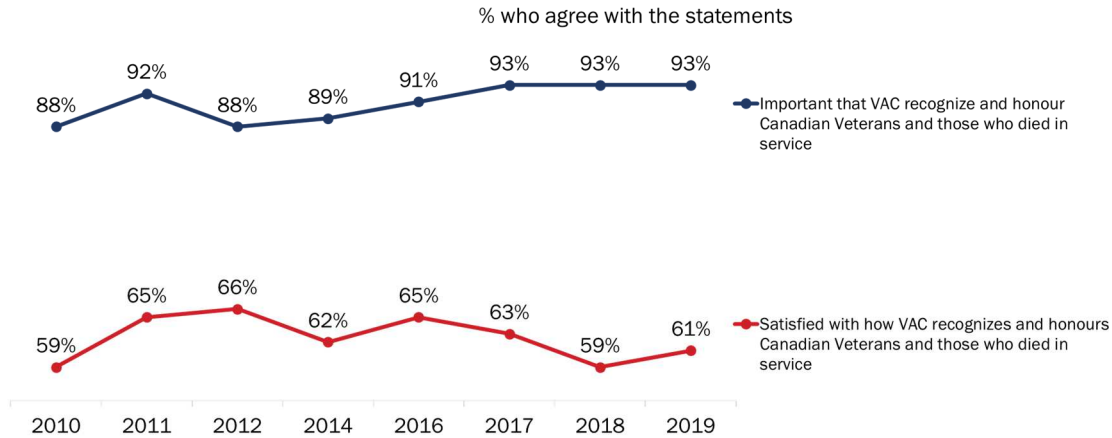
Canadians aged 65 and older were more likely to attribute importance to recognizing Veterans and those who died in service and be satisfied with how Veterans Affairs Canada does so through the presentation and care of memorials, cemeteries and grave markers. Residents of Quebec were less likely than Canadians living in other regions to say it is important to recognizing Veterans and those who died in service.

The likelihood of attributing importance to recognizing and honouring Veterans and those who died in service was higher among respondents born in Canada (94%) compared to those born outside of Canada (88%).

### Attitudes towards VAC's recognition of Veterans remain stable over time

Agreement that it is important that VAC recognize and honour Canadian Veterans and those who died in service has not changed in the last three years. Satisfaction with the Department's performance in this area had been declining since 2016, from 65% that year to 59% in 2018. This year marks the end of this decline.

Figure 28: Attitudes Towards Actions to Recognize Veterans and Those Who Died in Service [Over Time]

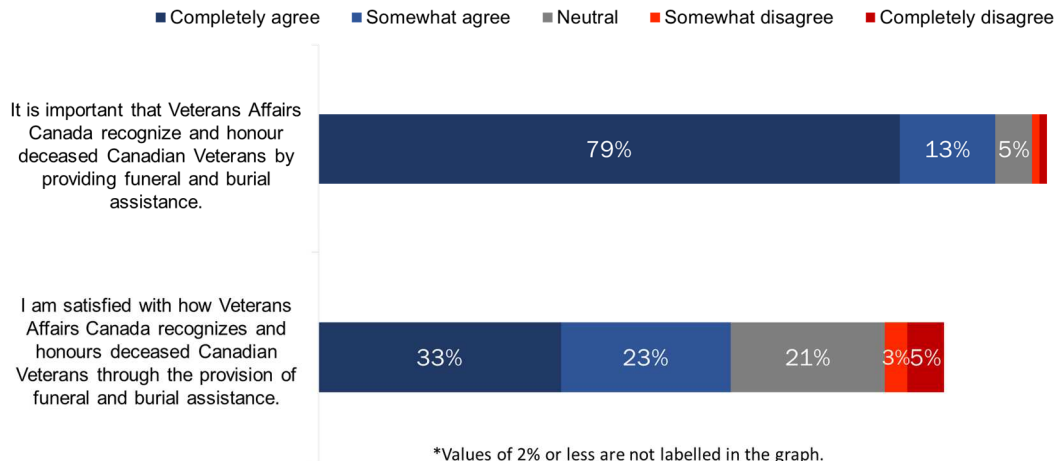


Q7A/B: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as to provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements... Base: All respondents; 2019 n=1,000. DK/NR: 1%-9%

**Widespread agreement on the importance of providing funeral and burial assistance; majority are satisfied with VAC’s provision of funeral and burial assistance**

Ninety-two percent of Canadians agree that it is important that Veterans Affairs Canada recognize and honour deceased Canadian Veterans by providing funeral and burial assistance, including 79% who completely agree that it is important for VAC to do so. Additionally, 56% of Canadians agree they are satisfied with how Veterans Affairs Canada recognizes and honours deceased Veterans through the provision of funeral and burial assistance. Respondents who are not satisfied with the Department’s performance are more likely to be neutral (21%) than to be dissatisfied (8%).

Figure 29: Attitudes Towards Provision of Funeral and Burial Assistance



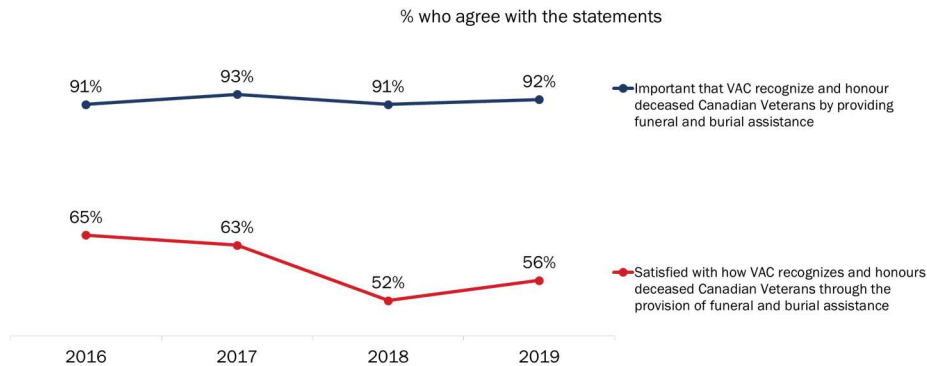
Q7C/D: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as to provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements... Base: All respondents; 2019 n=1,000. DK/NR: 1%-16%

There are no noteworthy subgroup differences.

### Attitudes towards VAC's provision of funeral and burial assistance have remained relatively stable over time

Since tracking of this measure began in 2016, agreement that it is important that VAC recognize and honour deceased Canadian Veterans by providing funeral and burial assistance has fluctuated by no more than two percentage points. In contrast, satisfaction with how VAC recognizes and honours deceased Canadian Veterans through the provision of funeral and burial assistance had been decreasing since 2016 (from 65% in 2016 to 52% in 2018). This year marks the end of this decline.

Figure 30: Attitudes Towards Provision of Funeral and Burial Assistance [Over Time]

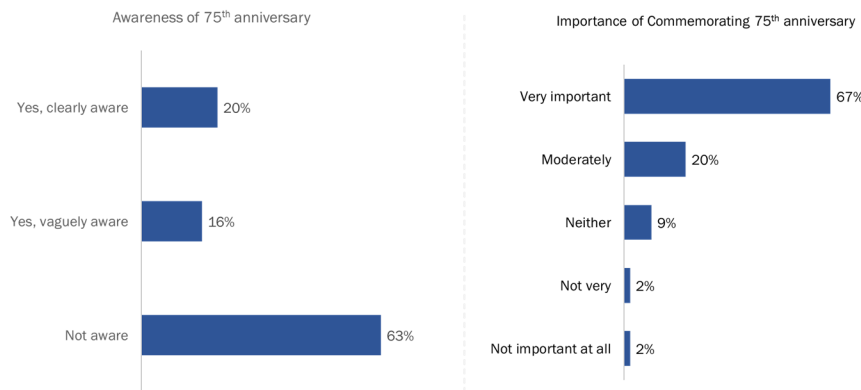


Q7C/D: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as to provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements... Base: All respondents; 2019 n=1,000. DK/NR: 1%-16%

### Approximately one-third of Canadians are vaguely or clearly aware of the 75<sup>th</sup> anniversary of the Second World War

Approximately one-third of Canadians are vaguely (16%) or clearly (20%) aware of the 75<sup>th</sup> anniversary of the Second World War. In contrast, 63% of Canadians say they are not aware of the milestone anniversary. With respect to how Canadians feel about the importance of commemorating this military anniversary, 87% feel it is at least moderately important, with two-thirds saying it is very important.

Figure 31: Awareness and Importance of Second World War Commemorations



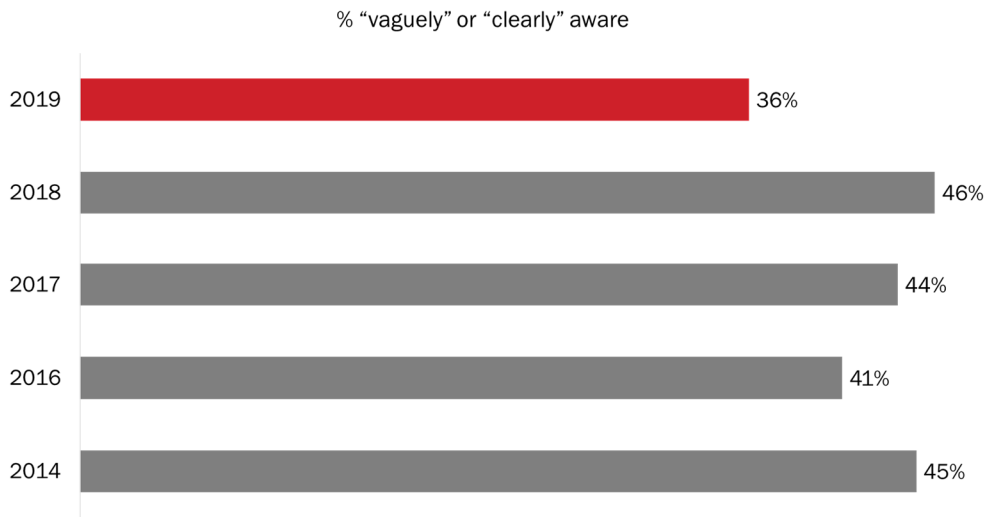
Q8: From now through 2020, Canada is marking significant anniversaries associated with Second World War milestones. Are you aware that Canada is commemorating the 75<sup>th</sup> anniversary of the Second World War? Base: All respondents; 2019 n=1,000. DK/NR: <1%. \*Question updated in 2019.

Q9: In your view, how important is it for Canada and Canadians to mark this military anniversary? Base: All respondents; 2019 n=1,000. DK/NR: <1%

Quebec respondents are least likely to say they are aware that Canada is commemorating the 75<sup>th</sup> anniversary of the Second World War and that it is important to mark this military anniversary. In addition, respondents born outside of Canada (73%) are more likely than those born in Canada (61%) to be unaware that Canada is marking significant anniversaries associated with Second World War milestones.

Compared to previous years, awareness of the Second World War anniversary has decreased among Canadians. In addition, awareness increased with age, from 12% of Canadians under 30 to 28% of those aged 65 and older.

Figure 32: Awareness of Second World War Commemoration [Over Time]



Q8: From now through 2020, Canada is marking significant anniversaries associated with Second World War milestones. Are you aware that Canada is commemorating the 75<sup>th</sup> anniversary of the Second World War? Base: All respondents; 2019 n=1,000. DK/NR: <1%. \*Question updated in 2019.

## APPENDIX

### 1: Methodological Notes

The following specifications applied to this survey:

- A 12-minute random digit dialling (RDD) telephone survey was administered to 1,000 Canadian residents, 18 years of age or older, between November 13 and 25, 2019.
- An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error: 50 percent of the sample frame were landline telephone numbers and 50 percent were cell phone numbers.
- The sample frame was geographically disproportionate to improve the accuracy of regional results. The distribution of completed surveys was as follows:

Strata	Completed Interviews
Atlantic	100
Quebec	300
Ontario	350
Prairies (and Nunavut and the Northwest Territories)	150
British Columbia (and the Yukon Territory)	100
Total	1,000

- Based on a sample of this size, the overall results can be considered to be accurate within  $\pm 3.3\%$ , 19 times out of 20 (adjusted to reflect the geographically disproportionate sampling).
- The survey data have been weighted by region, age and gender using population figures from Statistics Canada's 2016 census data.
- The overall response rate was 7% (8% for the landline sample and 5% for the cell phone sample).
- The table below presents information about the final call dispositions for this survey broken out by sample type.

	Total	Landline	Cell
<b>Total Numbers Attempted</b>	<b>48,427</b>	<b>13,717</b>	<b>34,710</b>
<b>Out-of-scope - Invalid</b>	<b>31,311</b>	<b>7,148</b>	<b>24,163</b>
<b>Unresolved (U)</b>	<b>8,743</b>	<b>2,693</b>	<b>6,050</b>
No answer/Answering machine	8,743	2,693	6,050
<b>In-scope - Non-responding (IS)</b>	<b>1,392</b>	<b>548</b>	<b>844</b>
Language barrier	256	128	128
Incapable of completing (ill/deceased)	116	61	55
Callback (Respondent not available)	1020	359	661
Refusal	5,774	2,768	3,006
Termination	145	47	98
<b>In-scope - Responding units (R)</b>	<b>1,062</b>	<b>513</b>	<b>549</b>
Completed Interview	1,000	500	500
Not Qualified – Employment exclusions	34	13	21
Not Qualified – Age	28	0	28

- The potential for non-response bias was assessed by comparing the characteristics of respondents through unweighted and weighted data. As is typically the case for general population telephone surveys, older Canadians (those aged 65 and older) were overrepresented in the final survey sample and younger Canadians (those under 30 years of age) were underrepresented. This was corrected with weighting.



## 2: Questionnaire

Hello, my name is \_\_\_\_\_. I'm calling on behalf of Phoenix, a public opinion research firm. We're conducting a survey for the Government of Canada to explore issues of interest to Canadians. Would you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais?

This survey should take no more than ten minutes to complete. Participation is voluntary and completely confidential, and your answers will remain anonymous. If you indicate that you no longer wish to participate, any survey responses already provided will be deleted. Should you complete the survey, any information you provide will be administered according to the requirements of the Privacy Act, the Access to Information Act, and any other pertinent legislation.

### **CELL SAMPLE SKIP A, GO TO CS1.**

A. I'd like to speak to someone in your household who is 18 years of age or older. Is that you?

Yes	CONTINUE
No	ASK TO SPEAK TO ELIGIBLE PERSON REPEAT INTRO
Refused (Volunteered)	THANK/DISCONTINUE

### **CELL SAMPLE ONLY:**

CS1. Have I reached you on your cell phone?

Yes	CONTINUE
No	GO TO B

CS2. Are you 18 years of age or older?

Yes	CONTINUE
No	THANK/DISCONTINUE

CS3. Are you in a place where you can safely talk on the phone and answer my questions?

Yes	GO TO B
No	CONTINUE

CS4. When would be a convenient time for me to call back?

Schedule call-back if possible (time/day): \_\_\_\_\_

### **ASK EVERYONE:**

B. Do you, or does anyone in your family or household, work in any of the following areas? [READ LIST]

Advertising or Market Research	THANK/DISCONTINUE
The media (i.e. TV, radio, newspapers)	THANK/DISCONTINUE

An elected official

THANK/DISCONTINUE

\* THOSE WHO ARE NOT ELIGIBLE: Thank you for your willingness to take part in this survey, but you do not meet the eligibility requirements of this study.

C. In what year were you born?

Record year: \_\_\_\_\_

**ASK EVERYONE:**

1. Have you ever heard of Veterans' Week? T18

Yes

No

**READ THIS DESCRIPTION TO EVERYONE:**

Veterans' Week takes place November 5-11 each year. During this week, commemorative ceremonies and events take place across the country to recognize the achievements of our Veterans and those who died in service. People also take part through things like social media, wearing a poppy, and having discussions with Veterans or military personnel.

2. On a scale of 1 to 5, where 1 means not important at all and 5 means very important, with 3 being neither unimportant nor important, in your opinion, how important is it that Veterans' Week be held each year? T18

Not important at all

Not very important

Neither important nor unimportant

Moderately important

Very important

**ASK IF "VERY/MODERATELY IMPORTANT":**

2b. And why do you say it is important that Veterans' Week be held each year? [DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; DO NOT PROBE BEYOND FIRST RESPONSE] T18

To honour/ to respect the Veterans/ those who died in service

So people will remember their sacrifices

To recognize their contribution to our freedom/ security/ peace

Veterans fought for our country/ they served our country

To recognize their service/ accomplishments

Family member is a Veteran/ I am a Veteran

Canada wouldn't be the country it is today/ I wouldn't be here if it weren't for Veterans

So children can understand/ learn the importance of it

Good idea/ good to remember

We owe them/ they deserve recognition

Part of our heritage/ our history

Many soldiers died in past wars

So we don't repeat past mistakes  
Should not/ cannot forget  
There are fewer Veterans/ their story should be told  
Believe in it/ it's important to do it  
To show support for our troops (past and/ or present)  
Forces us to examine war  
Other. Specify: \_\_\_\_\_  
Nothing/ no reason

**ASK IF “NOT VERY/NOT AT ALL IMPORTANT”:**

2c. And why do you say it is unimportant that Veterans' Week be held each year? [DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; DO NOT PROBE BEYOND FIRST RESPONSE] T18

Never heard of it/ don't know about it  
Don't care/ not important to me personally  
We already have Remembrance Day/ a week is too long  
It is important/ necessary that we have it  
Happened in the past/ we should focus on the present  
We shouldn't celebrate war/ we should focus on peace  
Don't have family members who are Veterans/ don't know anyone in the military  
Too expensive/ waste of money  
Re-opens old wounds/ sad memories  
There are other issues/ concerns that are more important  
Most Veterans have died/ very few Veterans left  
Don't know what activities there are for Veterans' Week  
Other. Specify: \_\_\_\_\_  
Nothing/ no reason

**ASK IF “NEITHER IMPORTANT NOR UNIMPORTANT”:**

- 2d. And why do you say it is neither important nor unimportant that Veterans' Week be held each year?  
[DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; DO NOT PROBE BEYOND FIRST RESPONSE] T18

Never heard of it/ don't know about it  
Don't care/ not important to me personally  
It is important/ necessary that we have it  
We already have Remembrance Day/ a week is too long  
Don't have family members who are Veterans/ don't know anyone in the military  
We shouldn't celebrate war/ we should focus on peace  
Happened in the past/ we should focus on the present  
Don't know what activities there are for Veterans' Week  
There are other issues/ concerns that are more important  
Most Veterans have died/ very few Veterans left  
Should be a more private ceremony/ held less often (so it's not overdone)  
Other. Specify: \_\_\_\_\_  
Nothing/ no reason

**ASK EVERYONE:**

3. Did you or members of your immediate family participate in Veterans' Week this year? T18

Yes  
No  
Don't know

**ASK IF “YES”:**

- 3b. And why did you or members of your immediate family participate in Veterans' Week? [DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; DO NOT PROBE BEYOND FIRST RESPONSE] T18

Family member is a Veteran/ I am a Veteran  
To honour/ to respect the Veterans/ those who died in service  
Know/ am related to someone/ I am currently in the military  
So people will remember their sacrifices  
Believe in it/ it's important to do it  
So children can understand/ learn the importance of it  
To recognize their contribution to our freedom/ security/ peace  
I/ someone I know participate(s) in events  
To recognize their service/ accomplishments  
Veterans fought for our country/ they served our country  
Canada wouldn't be the country it is today/ I wouldn't be here if it weren't for Veterans  
To show support for our troops (past and/ or present)  
Good idea/ good to remember  
Show some (national) pride  
Other. Specify: \_\_\_\_\_  
Nothing/ no reason

**ASK IF “NO”:**

- 3c. And why didn't you or members of your immediate family participate in Veterans' Week? [DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; DO NOT PROBE BEYOND FIRST RESPONSE] T18

Never heard of it/ don't know about it  
Too busy/ no time to attend  
Don't have family members who are Veterans/ don't know anyone in the military  
Had to work/ not available to participate  
Don't care/ not important to me personally  
There are no activities for Veterans' Week in the area  
No occasion/ opportunity/ chance to participate  
Don't know what activities there are for Veterans' Week  
Participate in Remembrance Day events/ observe Remembrance Day  
Can't participate due to health reasons/ elderly  
Don't have family nearby  
I'm an immigrant  
We shouldn't celebrate war/ we should focus on peace  
Remember by wearing a poppy  
Other. Specify: \_\_\_\_\_  
Nothing/ no reason

**ASK EVERYONE:**

4. Did you or members of your immediate family do any of the following during Veterans' Week this year? [READ LIST; ACCEPT YES/NO FOR EACH ITEM] T18
- a. Wear a poppy.
  - b. Participate in a remembrance ceremony in your community. \*
  - c. Watch a Remembrance Day 2019 ceremony on TV. \*
  - d. Participate in any remembrance-related activity on social media. \*
  - e. Observe a moment of silence. \*

**\* RECODE “NO” TO “YES” AT Q3 IF RESPONDENT SAID “NO” BUT DID ONE OF THESE ACTIVITIES.**

- 4b. Outside of Remembrance Day or Veterans' Week, in the past year, have you or members of your immediate family made an effort to remember Canadian Veterans and those who died in service? T18

Yes  
No

**ASK EVERYONE:**

5. Now, thinking about ways of recognizing the achievements and sacrifices of Canadians during wartime and in peacetime operations, what priority should the Government of Canada place on each of the following remembrance initiatives? Please respond using a scale of 1 to 5, where 1 means not

important at all and 5 means very important, with 3 meaning neither unimportant nor important. [READ LIST; OBTAIN RATING FOR EACH ITEM] T18-B/C MODIFIED

- a. Providing educational materials for schools
- b. Supporting and leading commemorative events in Canada
- c. Supporting and leading commemorative events outside of Canada
- d. Creating remembrance-related ads
- e. Providing funding for commemorative projects
- f. Providing promotional materials, such as posters and pins
- g. Posting remembrance-related content on social media.

6. Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. [READ LIST; OBTAIN RATING FOR EACH ITEM] T18

- I am knowledgeable about the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in Afghanistan.
- I am proud of the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in Afghanistan.
- Canada's Veterans and those who died in service have made major contributions to our country.
- Canada's Veterans and those who died in service should be recognized for their service to Canada.
- I make an effort to demonstrate my appreciation to those who served our country.
- Veterans Affairs Canada's remembrance program effectively honours Veterans and those who died in service, and preserves the memory of their achievements and sacrifices.
- Participation in commemorative activities increases awareness of, and appreciation for, the contributions of Veterans and those who died in service.

**ASK EVERYONE:**

7. Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as to provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. T18

- a. It is important that Veterans Affairs Canada recognize and honour Canadian Veterans and those who died in service through the presentation and care of memorials, cemeteries and grave markers.
- b. I am satisfied with how Veterans Affairs Canada recognizes and honours Canadian Veterans and those who died in service through the presentation and care of memorials, cemeteries and grave markers.
- c. It is important that Veterans Affairs Canada recognize and honour deceased Canadian Veterans by providing funeral and burial assistance.
- d. I am satisfied with how Veterans Affairs Canada recognizes and honours deceased Canadian Veterans through the provision of funeral and burial assistance.

8. From now through 2020, Canada is marking significant anniversaries associated with Second World War milestones. Are you aware that Canada is commemorating the 75<sup>th</sup> anniversary of the Second World War? T18-MODIFIED

RECORD:  
Yes, clearly  
Yes, vaguely  
No

9. In your view, how important is it for Canada and Canadians to mark this military anniversary? Please respond using a scale of 1 to 5, where 1 means not important at all and 5 means very important, with 3 meaning neither unimportant nor important. T18-MODIFIED

Not important at all  
Not very important  
Neither important nor unimportant  
Moderately important  
Very important

**The last few questions are for classification purposes only.**

10. What language do you speak most often at home? [READ LIST; ACCEPT ALL THAT APPLY]

English  
French  
Other  
[DO NOT READ] Don't know/Refused

11. Were you born in Canada?

Yes  
No  
[DO NOT READ] Refused

12. How do you identify your gender? This may be different from the information noted on your birth certificate or other official documents. [READ LIST]

Female,  
Male, or  
Please specify: [TEXT]  
[DO NOT READ] Prefer not to answer

13. What is the highest level of formal education that you have completed? [READ LIST]

Grade 8 or less\*  
Some high school\*\*  
High school diploma or equivalent

Registered Apprenticeship or other trades certificate or diploma  
College, CEGEP or other non-university certificate or diploma  
University certificate or diploma below bachelor's level  
Bachelor's degree  
Post graduate degree above bachelor's level  
[DO NOT READ] Prefer not to answer

\*IN QUEBEC, PLEASE REPLACE WITH: "Secondary II or less"

\*\*IN QUEBEC, PLEASE REPLACE WITH: "Some secondary school"

14. Which of the following categories best describes your current employment status? Are you...? [READ LIST; ACCEPT ONE ANSWER ONLY]

Working full-time, that is, 35 or more hours per week  
Working part-time, that is, less than 35 hours per week  
Self-employed  
Unemployed, but looking for work  
A student attending school full-time  
Retired  
Not in the workforce (full-time homemaker, unemployed and not looking for work)  
Other  
[DO NOT READ] Refused

15. What was your total **household** income for 2018? That is, the total income of all persons in your household combined, before taxes. Please stop me when I get to the correct amount. Is it...? [READ LIST]

Under \$20,000  
\$20,000 to just under \$40,000  
\$40,000 to just under \$60,000  
\$60,000 to just under \$80,000  
\$80,000 to just under \$100,000  
\$100,000 to just under \$150,000  
\$150,000 and above  
[DO NOT READ] Refused

**ASK CELL SAMPLE:**

In addition to your cellular telephone, does your household currently have a traditional telephone or landline? [ACCEPT ONE RESPONSE]

Yes  
No

**ASK LANDLINE SAMPLE:**

In addition to your residential landline telephone, do you or someone else in your household also use one or more cell phone numbers? [ACCEPT ONE RESPONSE]



Yes  
No

**That concludes the survey. Thank you very much for your thoughtful feedback.  
It is much appreciated.**

**RECORD BY OBSERVATION:**

**PROVINCE/REGION**

**GENDER**

**LANGUAGE OF INTERVIEW**

**INTERVIEWER AND PROGRAMMING NOTES:**

IF RESPONDENT QUESTIONS THE LEGITIMACY OF THE SURVEY, INVITE RESPONDENT TO USE THE CANADIAN RESEARCH INSIGHTS COUNCIL'S RESEARCH VERIFICATION SERVICE AT <https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>

IF THE RESPONDENT EXPRESSES CONCERNS ABOUT THE PRIVACY OF THEIR INFORMATION, REITERATE THAT PARTICIPATION IN THE SURVEY IS VOLUNTARY AND COMPLETELY CONFIDENTIAL, AND THAT ALL ANSWERS WILL REMAIN ANONYMOUS. ALSO REITERATE THAT IF THE RESPONDENT INDICATES THEY NO LONGER WISH TO PARTICIPATE, ANY SURVEY RESPONSES ALREADY PROVIDED WILL BE DELETED. ANY INFORMATION THAT IS RETAINED WILL BE ADMINISTERED ACCORDING TO THE REQUIREMENTS OF THE PRIVACY ACT, THE ACCESS TO INFORMATION ACT, AND ANY OTHER PERTINENT LEGISLATION.

IF ASKED ABOUT THE NATIONAL DO NOT CALL LIST, SAY:

Calls made for the purpose of market research, polls or surveys are not considered telemarketing calls. Organizations making these types of calls are not required to register with the National Do Not Call List. The National Do Not Call List toll-free telephone number is 1-866-580-3625.

REVEAL THE NAME OF THE CLIENT DEPARTMENT THAT COMMISSIONED THE SURVEY AT THE END OF THE SURVEY ONLY, IF ASKED - VETERANS AFFAIRS CANADA [VAC].

UNLESS OTHERWISE SPECIFIED, ALL QUESTIONS IN THE SURVEY WILL ALLOW FOR 'DON'T KNOW/NO RESPONSE' OPTION.

TRACKING QUESTIONS ARE IDENTIFIED AS FOLLOWS: T18 = 2018 IS MOST RECENT TRACKING.

IF ASKED WHERE AND HOW THE RESPONDENT CAN ACCESS THE RESULTS, INFORM HIM OR HER THAT THE REPORT WILL BE DEPOSITED WITH LIBRARY AND ARCHIVES CANADA (LAC) WITHIN SIX MONTHS AFTER THE DATA COLLECTION HAS BEEN COMPLETED. LAC'S WEBSITE IS [www.lac-bac.gc.ca](http://www.lac-bac.gc.ca).

VAC IS CONDUCTING TWO DIFFERENT SURVEYS DURING NOVEMBER. THE OTHER SURVEY GAUGES RECALL OF A RECENT GOVERNMENT OF CANADA REMEMBRANCE ADVERTISING CAMPAIGN. IF, AT SOME POINT DURING THE INTERVIEW, A RESPONDENT INDICATES THAT S/HE HAS ALREADY COMPLETED A SURVEY ON REMEMBRANCE, ASSURE HIM/HER THAT THERE ARE TWO SURVEYS UNDERWAY RIGHT NOW, BOTH OF WHICH ARE RELATED TO REMEMBRANCE. APOLOGIZE FOR THE INCONVENIENCE, THANK THEM FOR THEIR WILLINGNESS TO RESPOND, AND CONFIRM THAT THEY WILL CONTINUE WITH THIS INTERVIEW.

### 3. Political Neutrality Certification

I hereby certify as a Senior Officer of Phoenix Strategic Perspectives that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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Alethea Woods  
President  
Phoenix SPI