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Canada

Anciens Combattants  
Canada

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**EKOS Research Associates Inc.**

# Evaluation of the 2019 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](mailto:vac.information.acc@canada.ca)

**Canada** 

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# Evaluation of the 2019 Remembrance Advertising Campaign

## Methodology Report

Prepared for the Veterans Affairs Canada  
Supplier name: EKOS Research Associates  
April 29, 2020

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

Cette publication est aussi disponible en français sous le titre : Évaluation du rapport sur la méthodologie de la campagne de publicité sur la commémoration de 2019

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# SUMMARY

## Introduction

As part of its mandate, Veterans Affairs Canada (VAC) seeks to engage Canadians in remembrance. In 2019 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 on social media to celebrate them. 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 War Service Veterans and modern-day Canadian Armed Forces Veterans. The call to action of the campaign was to engage the pride of Canadians through VAC's 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 2019 Remembrance Campaign had a comprehensive set of advertising products that honoured the sacrifices of Canada's Veterans through commemorative activities. 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, 15 and 30-second advertising creatives were used for this campaign. As with previous campaigns, the 2019 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](http://veterans.gc.ca/CanadaRemembers) website.

As the 2019 Remembrance Campaign exceeded \$1,000,000, public opinion research is required by Treasury Board using the Advertising Campaign Evaluation Tool (ACET), 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 2019 Remembrance Campaign and to gauge:

- › The effectiveness of the campaign to drive traffic to [veterans.gc.ca/canadaremembers](http://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 \$ 36,638.59 (including HST).

Supplier Name: EKOS Research Associates

PWGSC Contract #51019- 191011/001/CY

Contract Award Date: October 25, 2019

To obtain more information on this study, please e-mail [vac.information.acc@canada.ca](mailto:vac.information.acc@canada.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 10.8 minutes for the baseline, and 15.7 minutes for the post-campaign survey. There was a pretesting phase conducted for each survey between October 28 and 29, 2019 (baseline) and on November 14, 2019 (post-campaign) to ensure each questionnaire was working well. This entailed completing cases with 43 English and 36 French (baseline), and 11 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 28 and November 1, 2019. The post-campaign survey was collected between November 14 and 21, 2019.

The regional distribution of the sample is as follows:

### Baseline

Province/Region	Baseline
British Columbia	299
Alberta	230
Manitoba & Saskatchewan	138
Ontario	744
Quebec	455
Atlantic	132
Territories	2
<b>Total</b>	<b>2,000</b>

### Post-Campaign

Province/Region	Post-Campaign
British Columbia	268
Alberta	238
Manitoba & Saskatchewan	141
Ontario	771
Quebec	435
Atlantic	141
Territories	6
<b>Total</b>	<b>2,000</b>

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 8.4%. 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 31,375 email invitations were sent, of which 156 were returned as undeliverable. A total of 2,000 valid cases were completed, and combined with another 632 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 8.1%, using the same formula. This includes 33,872 email invitations sent, of which 191 were returned as undeliverable. The 2,000 valid cases completed are combined with another 719 sampled panel members who were screened out of the survey due to their responses or a filled quota to form the numerator in the calculation.

A comparison of each unweighted sample with 2016 Census figures from Statistics Canada suggests that there are similar sources of systematic sample bias in each survey, following patterns typically found in most general public surveys. These include a more educated sample in each survey than found in the population with 40% reporting university degrees in both the baseline and 43% in the post-campaign compared with 25% in the population. Each sample under represents Canadians with a high school level of education or below (22% in both the baseline and 19% in the post-campaign compared with 41% in the population as per 2016 Census figures). There is also an under representation of Canadians born outside of Canada in each survey (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, 5% 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, 72% of respondents reported English as their mother tongue and 74% in the post-campaign 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](mailto:online@ekos.com).

### D1A [1,7]

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

#### SELECT ALL THAT APPLY

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

### D1B

Are you...

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

### D1C

In which of the following age categories do you belong?

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

55 to 64	6
65 or older	7

**D1E**

In which province or territory do you live?

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

**Q1**

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

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

**Q2 [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

**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

**PQ3**

Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:

**Q3\_NEWD**

Hosting commemorative events and ceremonies in Canada

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

**Q3\_NEWC**

Development of commemorative educational resources for schools

Not at all important	1
----------------------	---

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

**Q3\_NEWF**

Funding for commemorative community initiatives	
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

**Q3\_NEWE**

Hosting commemorative events and ceremonies in Europe	
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

**Q3\_NEWB**

Maintenance of military memorials in Europe	
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

**Q3\_NEWA**

Cemetery maintenance and grave marker repair	
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

**Q4 [1,3]**

Please describe in your own words who you consider a Veteran?

Specify	77
Prefer not to say	99

**Q5 [1,10]**

Veterans and members of the Canadian Armed Forces have served in countries around the world. To your knowledge, in what countries have the Canadian military served over the years?

Specify	77
Prefer not to say	99

**T11**

What do you think is the biggest issue facing Veterans today?

Specify	77
Prefer not to say	99

**DEMIN**

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

**D1**

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

Working full-time (30 or more hours per week)	1
Working part-time (less than 30 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4
A student attending 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

**D4B [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?

Yes, I am a Veteran	1
Yes, a family member is a Veteran	2
Yes, a friend/someone else is a Veteran	3
No	4
Don't know / 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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### D1A [1,7]

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

#### SELECT ALL THAT APPLY

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

### D1B

Are you...

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

### D1C

In which of the following age categories do you belong?

Less than 18 years old	1
18 to 24	2
25 to 34	3
35 to 44	4

45 to 54	5
55 to 64	6
65 or older	7

**D1E**

In which province or territory do you live?

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

**Q1**

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

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

**Q2 [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?

77	77
Don't remember	97

### T1A

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

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

### T1B [1,18]

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

Select all that apply

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

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**

In 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

**PT1F**

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

**T1FA**

Wear a poppy

Yes	1
No	2

**T1FB**

Attend a ceremony in person

Yes	1
No	2

**T1FC**

Watch a ceremony on TV

Yes	1
No	2

**T1FD**

Take a moment of silence

Yes	1
No	2

**T1FE**

Attend a talk given by a Veteran

Yes	1
No	2

**T1FF**

Have discussions with students, family, or friends

Yes	1
No	2

**T1FG**

Share posts on social media

Yes	1
No	2

**T1FH**

Visit a cenotaph

Yes	1
No	2

**T1FI**

Read about remembrance, military history, or Veterans

Yes	1
No	2

**T1FJ**

Watch a video about remembrance, military history, or Veterans

Yes	1
No	2

**T1FK [0,1]**

Other

Yes	1
No	2

**T1H\_SCREEN A**

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

**T1H\_SCREEN B**

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

**T1H\_SCREEN C**

Click to watch.

**T1H\_SCREEN D**

And this internet banner ad was displayed

**T1H2**

Over the past three weeks, have you seen these ads or any variation of these ads?

Yes	1
No	2
Prefer not to say	99

**T1I [1,18]**

Where have you seen these ads?

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 these ads are trying to get across?

Specify	77
Prefer not to say	99

**PT1K**

Please indicate your level of agreement with the following statements about these ads.

**T1KA**

These ads catch my attention

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

**T1KB**

These ads are relevant to me

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

**T1KC**

These ads are difficult to follow

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

**T1KD**

These ads do not favour one political party over another

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

**T1KE**

These ads talk about an important topic

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

**T1KF**

These ads provide new information

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

**T1KG**

These ads clearly convey 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

**PQ3**

Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:

**Q3\_NEWD**

Hosting commemorative events and ceremonies in Canada	
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

**Q3\_NEWC**

Development of commemorative educational resources for schools	
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

**Q3\_NEWF**

Funding for commemorative community initiatives	
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

**Q3\_NEWE**

Hosting commemorative events and ceremonies in Europe	
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

### **Q3\_NEWB**

Maintenance of military memorials in Europe

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

### **Q3\_NEWA**

Cemetery maintenance and grave marker repair

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

### **Q4 [1,3]**

Please describe in your own words who you consider a Veteran?

Specify	77
Prefer not to say	99

### **Q5 [1,10]**

Veterans and members of the Canadian Armed Forces have served in countries around the world. To your knowledge, in what countries have the Canadian military served over the years?

Specify	77
Prefer not to say	99

### **T1I\_2**

What do you think is the biggest issue facing Veterans today?

Specify	77
Prefer not to say	99

### **DEMIN**

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

**D1**

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

Working full-time (30 or more hours per week)	1
Working part-time (less than 30 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4
A student attending 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

**D4B [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?

Yes, I am a Veteran	1
Yes, a family member is a Veteran	2
Yes, a friend/someone else is a Veteran	3
No	4
Don't know / Prefer not to say	99

**D5**

Where were you born?

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

**D6**

In what year did you first move to Canada?

Record year:	77
Prefer not to say	99

**D7 [1,2]**

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

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

**THNK**

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

**THNK2**

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







APPENDIX D  
BASELINE TABULATED DATA

<b>Are you...</b>																
	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D1B																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Male gender</b>	991 48%	65 48%	234 50%	369 48%	65 45%	102 43%	155 51%	991 <b>100%</b> ++++	0 <b>0%</b> ----	267 48%	167 48%	179 51%	170 46%	208 47%	138 46%	619 <b>50%</b> ++
<b>Female gender</b>	991 51%	66 52%	217 49%	370 51%	71 53%	124 55%	142 49%	0 <b>0%</b> ----	991 <b>100%</b> ++++	265 51%	161 49%	161 49%	185 54%	219 52%	150 53%	565 <b>49%</b> --
<b>Gender diverse</b>	12 1%	0 0%	3 1%	5 1%	0 0%	3 1%	1 0%	0 <b>0%</b> ----	0 <b>0%</b> ----	4 1%	5 <b>2%</b> ++	1 0%	0 0%	2 0%	1 0%	6 1%
<b>Prefer not to say</b>	6 0%	1 1%	1 0%	0 0%	2 2%	1 0%	1 0%	0 0%	0 0%	3 1%	2 1%	0 0%	0 0%	1 0%	0 0%	4 0%
Chi2:	-	-	-	-	-	-	-	99.9	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

Are you...																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D1B																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Male gender</b>	991 48%	863 48%	115 48%	712 48%	230 50%	252 47%	731 49%	627 <b>53%</b> ++++	358 <b>41%</b> ----	218 48%	373 50%	388 47%	246 <b>42%</b> ----	279 51%	357 <b>57%</b> ++++	50 <b>89%</b> ++++	214 <b>44%</b> --	256 <b>56%</b> ++++	510 <b>45%</b> ---
<b>Female gender</b>	991 51%	857 51%	117 51%	710 51%	215 49%	262 52%	722 51%	505 <b>46%</b> ----	473 <b>58%</b> ++++	223 52%	346 49%	411 52%	322 <b>57%</b> ++++	248 49%	243 <b>41%</b> ----	6 <b>11%</b> ----	248 55% +	189 <b>43%</b> ----	584 <b>54%</b> +++
<b>Gender diverse</b>	12 1%	10 1%	2 1%	11 1%	2 0%	3 1%	8 1%	8 1%	4 0%	2 0%	6 1%	4 0%	5 1%	0 <b>0%</b> --	6 1%	0 0%	5 1%	2 0%	6 1%
<b>Prefer not to say</b>	6 0%	4 0%	1 0%	4 0%	2 0%	1 0%	4 0%	5 0%	1 0%	1 0%	1 0%	4 0%	1 0%	1 0%	3 0%	0 0%	1 0%	2 0%	3 0%
Chi2:	-	-	-	-	-	-	-	99.9	-	-	-	-	(99.9)	-	-	(99.9)	-	-	-
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

**In which of the following age categories do you belong?**

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D1C																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>18 to 24</b>	141 7%	6 4%	26 6%	56 8%	5 4%	24 <b>11%</b> ++	24 8%	58 <b>6%</b> --	82 <b>8%</b> ++	141 <b>26%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	15 5%	93 8%
<b>25 to 34</b>	398 20%	20 16%	94 21%	148 20%	25 19%	50 22%	61 21%	209 22%	183 19%	398 <b>74%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	54 19%	258 <b>22%</b> ++
<b>35 to 44</b>	335 16%	16 11%	68 15%	124 16%	26 18%	52 <b>22%</b> ++	49 16%	167 16%	161 16%	0 <b>0%</b> ----	335 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	20 <b>7%</b> ----	230 <b>19%</b> ++++
<b>45 to 54</b>	341 18%	26 21%	68 16%	133 19%	32 24%	35 16%	47 16%	179 19%	161 17%	0 <b>0%</b> ----	0 <b>0%</b> ----	341 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	59 21%	192 17%
<b>55 to 64</b>	355 17%	29 21%	80 17%	131 17%	21 15%	35 15%	58 19%	170 17%	185 18%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	355 <b>100%</b> ++++	0 <b>0%</b> ----	55 19%	196 <b>16%</b> --
<b>65 or older</b>	430 21%	35 26%	119 <b>26%</b> +++	152 20%	29 20%	34 <b>14%</b> ---	60 20%	208 21%	219 22%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	430 <b>100%</b> ++++	86 <b>29%</b> ++++	225 <b>18%</b> ----
Chi2:	-	95						-		99.9					99.9	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**In which of the following age categories do you belong?**

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																	(family)	(friend)	
D1C																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>18 to 24</b>	141 7%	118 7%	20 9%	102 7%	28 6%	25 5%	115 8%	53 5%	87 11%	57 13%	47 7%	37 5%	60 10%	25 5%	27 5%	0 0%	18 4%	17 4%	104 9%
						--	++	----	++++	++++		----	++++	--	----	--	----	----	++++
<b>25 to 34</b>	398 20%	324 19%	63 27%	272 19%	98 22%	115 23%	279 19%	313 28%	78 10%	41 10%	126 18%	228 29%	139 25%	118 23%	113 19%	8 15%	56 12%	61 14%	274 25%
		----	+++	-		+	-	++++	----	----	--	++++	+++	+		15%	----	----	++++
<b>35 to 44</b>	335 16%	295 17%	32 14%	252 17%	69 15%	210 39%	118 8%	286 24%	45 5%	34 7%	110 15%	187 23%	56 10%	72 13%	163 26%	3 5%	97 20%	93 20%	159 14%
						++++	----	++++	----	----		++++	----	--	++++	--	++	+++	----
<b>45 to 54</b>	341 18%	305 18%	29 13%	249 18%	69 16%	135 27%	204 15%	273 25%	64 8%	77 18%	135 19%	124 16%	67 12%	80 16%	148 25%	11 22%	93 21%	85 20%	175 16%
			--			++++	----	++++	----			-	----	----	++++		+	+	----
<b>55 to 64</b>	355 17%	328 18%	27 11%	259 18%	80 17%	27 5%	326 22%	175 15%	177 21%	111 24%	145 20%	94 11%	101 17%	106 20%	85 13%	15 26%	94 20%	92 20%	172 15%
		++++	---			----	++++	----	++++	++++	++	----		+	---	+		+	----
<b>65 or older</b>	430 21%	364 21%	64 27%	303 21%	105 23%	6 1%	423 28%	45 4%	385 45%	124 28%	163 22%	137 17%	151 26%	127 23%	73 12%	19 33%	110 23%	101 22%	219 20%
			++			----	++++	----	++++	++++		----	++++	----	----	++			----
Chi2:	-	99.9		-		99.9		99.9		99.9			99.9			(99.9)			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

In which province or territory do you live?																
	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D1E																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Newfoundland and Labrador</b>	24 2%	24 <b>23%</b> ++++	0 <b>0%</b> ---	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> --	0 <b>0%</b> --	8 1%	15 2%	5 1%	2 1%	6 2%	5 2%	6 2%	4 2%	15 2%
<b>Prince Edward Island</b>	13 1%	13 <b>8%</b> ++++	0 <b>0%</b> -	0 <b>0%</b> ---	0 <b>0%</b> ---	0 <b>0%</b> ---	0 <b>0%</b> ---	5 0%	8 1%	1 0%	0 0%	1 0%	5 1%	6 <b>1%</b> ++	4 1%	8 1%
<b>Nova Scotia</b>	58 3%	58 <b>37%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> -	0 <b>0%</b> ---	0 <b>0%</b> ---	31 3%	27 2%	12 2%	11 3%	10 3%	13 3%	12 2%	5 2%	33 2%
<b>New Brunswick</b>	37 2%	37 <b>32%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> -	0 <b>0%</b> --	0 <b>0%</b> ---	21 2%	16 2%	8 2%	3 1%	9 3%	6 2%	11 3%	6 2%	19 2%
<b>Quebec</b>	455 23%	0 <b>0%</b> ----	455 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	234 24%	217 23%	120 23%	68 21%	68 20%	80 23%	119 <b>28%</b> +++	57 20%	282 24%
<b>Ontario</b>	744 38%	0 <b>0%</b> ----	0 <b>0%</b> ----	744 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	369 38%	370 38%	204 39%	124 38%	133 40%	131 38%	152 36%	108 38%	441 38%
<b>Manitoba</b>	72 4%	0 <b>0%</b> --	0 <b>0%</b> ----	0 <b>0%</b> ----	72 <b>55%</b> ++++	0 <b>0%</b> ---	0 <b>0%</b> ----	32 3%	38 4%	22 4%	11 3%	12 4%	11 3%	16 4%	15 5%	38 3%
<b>Saskatchewan</b>	66 3%	0 <b>0%</b> --	0 <b>0%</b> ----	0 <b>0%</b> ----	66 <b>45%</b> ++++	0 <b>0%</b> ---	0 <b>0%</b> ---	33 3%	33 3%	8 <b>1%</b> ---	15 4%	20 <b>5%</b> +++	10 3%	13 3%	12 4%	35 3%
<b>Alberta</b>	230 11%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	230 <b>100%</b> ++++	0 <b>0%</b> ----	102 10%	124 12%	74 13%	52 <b>15%</b> ++	35 10%	35 10%	34 <b>8%</b> ---	34 12%	136 11%
<b>British Columbia</b>	299 14%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	299 <b>100%</b> ++++	155 14%	142 13%	85 14%	49 13%	47 13%	58 15%	60 13%	44 14%	186 14%

<b>Yukon</b>	2 0%	0 0%	0 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%	1 0%
<b>Northwest Territories</b>	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%
<b>Nunavut</b>	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)						-	(95)						-	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**In which province or territory do you live?**

	Total		Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
			Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																		(family)	(friend)	
D1E																				
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111	
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103	
<b>Newfoundland and Labrador</b>	24 2%	24 2%	0 0%	24 2%	0 0%	4 1%	20 2%	14 2%	10 2%	5 1%	8 1%	11 2%	8 2%	8 2%	5 1%	0 0%	8 2%	9 3%	7 1%	
<b>Prince Edward Island</b>	13 1%	13 1%	0 0%	13 1%	0 0%	2 0%	11 1%	2 0%	11 1%	4 1%	7 1%	2 0%	7 1%	3 0%	2 0%	2 3%	3 1%	4 1%	5 0%	
<b>Nova Scotia</b>	58 3%	53 3%	4 1%	56 3%	2 0%	16 3%	42 3%	32 2%	26 3%	15 3%	20 2%	23 2%	21 3%	15 2%	14 2%	3 5%	23 4%	10 2%	21 2%	
<b>New Brunswick</b>	37 2%	35 2%	1 0%	30 2%	7 2%	9 2%	28 2%	18 2%	19 3%	9 2%	14 2%	14 2%	13 3%	10 2%	9 2%	2 4%	15 4%	10 3%	12 1%	
<b>Quebec</b>	455 23%	418 25%	34 15%	64 5%	385 86%	110 22%	343 24%	247 22%	205 25%	94 22%	185 26%	171 22%	171 31%	121 24%	117 20%	6 11%	53 12%	67 15%	337 31%	
<b>Ontario</b>	744 38%	625 37%	107 47%	657 47%	28 6%	192 38%	542 38%	434 39%	303 37%	152 35%	263 37%	320 41%	173 31%	185 36%	265 45%	27 50%	186 41%	152 35%	400 37%	
<b>Manitoba</b>	72 4%	67 4%	5 2%	61 4%	4 1%	20 4%	51 3%	45 4%	26 3%	20 5%	22 3%	28 3%	25 4%	20 4%	13 2%	2 3%	15 3%	17 4%	40 4%	
<b>Saskatchewan</b>	66 3%	61 3%	5 2%	60 4%	3 1%	18 3%	48 3%	37 3%	28 3%	20 4%	22 3%	24 3%	17 3%	16 3%	23 3%	1 2%	26 5%	18 4%	24 2%	
<b>Alberta</b>	230 11%	199 11%	24 10%	204 14%	12 3%	74 14%	153 10%	148 13%	77 9%	58 13%	89 12%	81 10%	54 9%	64 12%	76 12%	8 14%	61 13%	73 16%	104 9%	
<b>British Columbia</b>	299 14%	237 13%	55 22%	267 17%	7 1%	73 13%	225 14%	168 13%	129 14%	66 14%	95 12%	133 15%	85 14%	84 15%	85 13%	5 8%	77 15%	89 18%	152 13%	



<b>Yukon</b>	2 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	2 <b>0%</b> ++	0 0%	0 0%	1 0%	0 0%	1 0%
<b>Northwest Territories</b>	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%	0 0%	0 0%
<b>Nunavut</b>	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%	0 0%	0 0%
Chi2:	-	(99.9)		(99.9)		-		(95)		-		(99.9)		(99.9)		(99.9)		(99.9)	
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q1																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Yes</b>	823 41%	52 39%	197 43%	308 41%	57 41%	98 43%	111 37%	410 41%	406 41%	265 <b>49%</b> ++++	122 37%	125 37%	131 37%	180 42%	181 <b>62%</b> ++++	430 <b>36%</b> ----
<b>No / Do not remember</b>	1170 58%	79 60%	258 57%	434 58%	81 59%	130 56%	187 63%	579 58%	580 58%	273 <b>51%</b> ----	213 <b>63%</b> ++	214 63%	221 62%	249 58%	106 <b>37%</b> ----	763 <b>64%</b> ++++
<b>Prefer not to say</b>	7 0%	1 1%	0 0%	2 0%	0 0%	2 1%	1 0%	2 0%	5 1%	1 0%	0 0%	2 1%	3 1%	1 0%	2 1%	1 0%
Chi2:	-	-	-	-	-	-	-	-	-	99.9	-	-	-	-	99.9	-
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**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	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
Q1																				
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111	
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103	
<b>Yes</b>	823 41%	709 41%	102 44%	585 41%	202 45%	202 39%	617 42%	462 40%	357 43%	188 42%	323 44%	303 38%	251 44%	225 43%	240 39%	29 52%	183 39%	185 41%	446 40%	
<b>No / Do not remember</b>	1170 58%	1018 59%	133 56%	846 59%	246 55%	315 61%	843 58%	680 59%	475 57%	253 57%	401 55%	502 62%	320 56%	301 57%	369 61%	27 48%	282 60%	262 58%	655 59%	
<b>Prefer not to say</b>	7 0%	7 0%	0 0%	6 0%	1 0%	1 0%	5 0%	3 0%	4 0%	3 1%	2 0%	2 0%	3 1%	2 0%	0 0%	0 0%	3 1%	2 0%	2 0%	
Chi2:	-	-	-	-	-	-	-	-	-	95	-	-	-	-	-	-	-	-	-	
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95	

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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q2																
Weighted Total:	824	53	203	317	54	96	102	398	419	271	119	131	127	176	180	431
Total:	823	52	197	308	57	98	111	410	406	265	122	125	131	180	181	430
<b>Cinema</b>	31 4%	2 3%	7 4%	14 4%	0 0%	4 4%	4 4%	25 <b>6%</b> ++++	6 <b>1%</b> ----	20 <b>7%</b> ++++	5 4%	2 2%	0 <b>0%</b> --	4 2%	11 6%	17 4%
<b>Internet website</b>	178 22%	11 23%	43 22%	67 22%	10 18%	24 25%	23 21%	106 <b>26%</b> +++	72 <b>18%</b> --	72 <b>27%</b> +++	24 20%	31 24%	20 <b>15%</b> --	31 17%	47 26%	91 21%
<b>Magazines</b>	28 3%	2 4%	6 3%	10 3%	2 3%	3 3%	5 4%	16 4%	10 2%	6 2%	3 2%	2 2%	3 2%	14 <b>8%</b> ++++	13 <b>7%</b> +++	12 3%
<b>Newspaper (daily)</b>	148 18%	11 20%	43 22%	47 15%	15 27%	18 19%	14 13%	67 16%	79 19%	29 <b>11%</b> ----	16 13%	15 12%	23 17%	65 <b>36%</b> ++++	42 <b>23%</b> ++	77 18%
<b>Newspaper (weekly or community)</b>	47 6%	5 8%	9 4%	12 4%	5 9%	6 6%	10 9%	27 6%	19 5%	10 4%	9 7%	5 4%	9 7%	14 8%	17 <b>9%</b> ++	21 5%
<b>Outdoor billboard</b>	84 10%	3 5%	20 10%	31 10%	9 16%	14 14%	7 6%	45 11%	37 9%	36 <b>14%</b> ++	10 8%	13 10%	12 9%	13 7%	21 11%	37 9%
<b>Pamphlet or brochure in the mail</b>	73 9%	10 <b>17%</b> ++	12 6%	24 8%	8 14%	9 9%	10 9%	36 9%	36 9%	20 8%	11 9%	10 8%	12 9%	20 11%	16 9%	34 8%
<b>Public transit (bus or subway)</b>	59 7%	3 5%	12 6%	28 9%	2 4%	9 9%	5 5%	24 6%	34 8%	38 <b>14%</b> ++++	12 10%	6 5%	0 <b>0%</b> ----	3 <b>2%</b> --	12 7%	34 8%
<b>Radio</b>	210 26%	15 30%	46 23%	89 29%	11 19%	22 23%	27 24%	108 27%	97 24%	64 24%	43 <b>35%</b> +++	38 30%	33 25%	32 <b>18%</b> --	53 29%	110 26%
<b>Television</b>	507 62%	33 64%	144 <b>73%</b> ++++	163 <b>53%</b> ----	43 <b>75%</b> ++	59 60%	65 59%	253 62%	250 62%	122 <b>46%</b> ----	66 54%	89 <b>72%</b> ++	98 <b>75%</b> ++++	132 <b>73%</b> ++++	124 <b>69%</b> ++	239 <b>55%</b> ----

<b>Twitter</b>	60 7%	4 9%	9 5%	26 8%	5 9%	10 10%	6 5%	34 8%	25 6%	23 9%	12 10%	11 9%	6 5%	8 4%	19 <b>11%</b> ++	32 7%
<b>Facebook</b>	224 27%	16 30%	53 27%	78 25%	20 35%	25 26%	32 29%	113 28%	109 27%	108 <b>41%</b> ++++	34 27%	33 26%	26 <b>20%</b> --	23 <b>13%</b> ----	59 32%	103 <b>24%</b> --
<b>Youtube</b>	86 10%	1 <b>2%</b> --	13 <b>7%</b> --	35 11%	7 13%	19 <b>19%</b> +++	11 10%	54 <b>13%</b> +++	31 <b>8%</b> --	58 <b>22%</b> ++++	12 9%	7 6%	5 <b>4%</b> ---	4 <b>2%</b> ----	23 12%	49 11%
<b>Instagram</b>	34 4%	1 2%	5 3%	18 6%	0 0%	5 5%	5 5%	12 3%	22 6%	25 <b>9%</b> ++++	2 2%	4 3%	2 2%	1 <b>1%</b> --	8 5%	19 5%
<b>LinkedIn</b>	7 1%	1 2%	1 1%	3 1%	0 0%	2 2%	0 0%	4 1%	3 1%	3 1%	2 2%	0 0%	1 1%	1 1%	2 1%	2 0%
<b>E-MAIL</b>	1 0%	0 0%	1 1% +	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 <b>1%</b> ++	0 0%	0 0%	0 0%	1 0%
<b>Other</b>	5 1%	0 0%	0 0%	4 <b>1%</b> ++	0 0%	1 1%	0 0%	2 0%	3 1%	2 1%	2 2%	1 1%	0 0%	0 0%	0 0%	3 1%
<b>Don't remember, DON'T KNOW, NO RESPONSE</b>	6 1%	0 0%	0 0%	1 0%	1 2%	2 2%	2 2%	3 1%	2 0%	3 1%	0 0%	1 1%	1 1%	1 1%	1 1%	2 0%
Chi2:	-	-	-	-	-	-	-	(99)	(99)	(99.9)	(99.9)	(99.9)	(99.9)	(99.9)	(95)	(95)
Margin of error around 50%	3.42	13.59	6.98	5.58	12.98	9.90	9.30	4.84	4.86	6.02	8.87	8.77	8.56	7.30	7.28	4.73

**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			Know a veteran				
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
Q2																				
Weighted Total:	824	710	102	581	207	204	616	466	354	186	323	306	252	225	240	28	181	184	450	
Total:	823	709	102	585	202	202	617	462	357	188	323	303	251	225	240	29	183	185	446	
<b>Cinema</b>	31 4%	23 <b>3%</b> --	8 <b>8%</b> ++	23 4%	8 4%	5 2%	24 4%	20 4%	9 3%	6 3%	11 3%	12 4%	11 4%	9 4%	8 3%	1 4%	9 5%	7 4%	16 3%	
<b>Internet website</b>	178 22%	144 <b>20%</b> --	32 <b>32%</b> +++	124 21%	44 22%	44 22%	132 21%	107 23%	70 20%	30 <b>16%</b> --	75 23%	72 24%	59 23%	48 22%	50 21%	5 18%	40 22%	36 20%	98 22%	
<b>Magazines</b>	28 3%	24 3%	3 3%	19 3%	7 3%	5 2%	23 4%	12 3%	15 4%	4 2%	14 4%	10 3%	7 3%	12 5%	8 3%	0 0%	6 3%	9 5%	14 3%	
<b>Newspaper (daily)</b>	148 18%	134 19% +	13 13%	99 17%	43 21%	22 <b>11%</b> ---	124 <b>20%</b> +++	53 <b>12%</b> ----	94 <b>26%</b> ++++	31 17%	58 18%	55 18%	45 18%	37 16%	44 18%	5 17%	37 20%	38 21%	77 17%	
<b>Newspaper (weekly or community)</b>	47 6%	40 5%	6 6%	38 6%	12 6%	12 5%	34 5%	25 5%	21 6%	8 4%	24 7%	14 4%	11 4%	13 6%	19 8%	1 3%	14 7%	19 <b>10%</b> +++	14 <b>3%</b> ----	
<b>Outdoor billboard</b>	84 10%	71 10%	12 12%	60 10%	21 10%	21 10%	61 10%	41 9%	42 12%	21 11%	31 9%	30 10%	26 10%	23 10%	23 9%	1 3%	17 9%	18 10%	47 11%	
<b>Pamphlet or brochure in the mail</b>	73 9%	63 9%	9 9%	57 10%	14 7%	18 9%	55 9%	37 8%	36 10%	18 9%	28 8%	27 9%	25 10%	15 7%	28 11%	3 9%	21 11%	17 9%	31 7%	
<b>Public transit (bus or subway)</b>	59 7%	43 <b>6%</b> ---	15 <b>15%</b> +++	42 7%	12 6%	14 7%	43 7%	28 6%	29 8%	14 8%	18 6%	25 8%	25 <b>10%</b> ++	12 5%	16 7%	0 0%	13 7%	15 8%	28 6%	
<b>Radio</b>	210 26%	188 27%	21 21%	155 27%	43 21%	61 30%	148 24%	135 <b>29%</b> +++	75 <b>21%</b> ---	34 <b>18%</b> ---	92 28%	83 28%	50 <b>20%</b> --	63 28%	68 29%	8 29%	50 28%	45 24%	107 24%	
<b>Television</b>	507 62%	458 <b>64%</b> ++++	45 <b>44%</b> ----	344 <b>58%</b> ---	143 <b>71%</b> +++	124 61%	382 62%	266 <b>58%</b> --	240 <b>67%</b> +++	125 67%	210 65%	169 <b>55%</b> ---	146 58%	151 <b>67%</b> ++	144 60%	17 59%	115 63%	120 64%	271 61%	

<b>Twitter</b>	60 7%	50 7%	9 9%	52 <b>9%</b> +++	9 4% -	16 8%	44 7%	39 8%	21 6%	12 7%	20 6%	28 9%	13 5%	17 8%	22 9%	3 11%	13 7%	21 <b>11%</b> ++	23 <b>5%</b> ---
<b>Facebook</b>	224 27%	194 27%	27 26%	157 27%	54 27%	63 31%	160 26%	139 <b>30%</b> ++	84 <b>23%</b> --	57 30%	97 30%	67 <b>22%</b> --	77 30%	56 25%	69 29%	10 34%	42 23%	51 27%	122 27%
<b>Youtube</b>	86 10%	70 10%	15 14%	68 12% +	12 <b>6%</b> --	20 10%	66 11%	54 12%	31 9%	21 11%	36 11%	29 10%	34 13% +	21 9%	23 10%	3 11%	17 9%	19 10%	46 10%
<b>Instagram</b>	34 4%	30 4%	3 3%	27 5%	6 3%	10 5%	24 4%	19 4%	15 4%	11 6%	10 3%	12 4%	11 4%	10 5%	11 5%	2 7%	7 4%	8 4%	16 4%
<b>LinkedIn</b>	7 1%	5 1%	2 2%	5 1%	1 0%	4 <b>2%</b> ++	3 <b>0%</b> --	5 1%	2 1%	0 0%	2 1%	5 <b>2%</b> ++	1 0%	3 1%	2 1%	0 0%	3 2%	1 1%	3 1%
<b>E-MAIL</b>	1 0%	1 0%	0 0%	0 0%	1 1% +	1 1% +	0 0% -	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%
<b>Other</b>	5 1%	3 0%	2 2% +	4 1%	0 0%	1 0%	4 1%	5 <b>1%</b> ++	0 <b>0%</b> --	1 1%	1 0%	3 1%	1 0%	1 0%	3 1%	0 0%	1 1%	1 1%	3 1%
<b>Don't remember, DON'T KNOW, NO RESPONSE</b>	6 1%	5 1%	0 0%	4 1%	0 0%	2 1%	4 1%	5 1%	1 0%	2 1%	2 1%	2 1%	1 0%	2 1%	2 1%	2 7%	1 1%	3 2%	2 0%
Chi2:	-	(99)		(90)		-		(99.9)		-			-			-			
Margin of error around 50%	3.42	3.68	9.70	4.05	6.90	6.90	3.95	4.56	5.19	7.15	5.45	5.63	6.19	6.53	6.33	18.20	7.24	7.20	4.64

**What do you remember about this ad?**

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q3																
Weighted Total:	824	53	203	317	54	96	102	398	419	271	119	131	127	176	180	431
Total:	823	52	197	308	57	98	111	410	406	265	122	125	131	180	181	430
<b>PARKS CANADA, FREE ACCESS, PARKS</b>	6 1%	1 2%	3 2%	0 0%	0 0%	0 0%	2 2%	3 1%	3 1%	0 0%	3 2%	1 1%	0 0%	2 1%	1 1%	2 0%
<b>WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES</b>	20 2%	3 6% +	1 0% --	8 3%	0 0%	6 6% ++	2 2%	15 4% ++	5 1% --	1 0% ---	4 3%	7 6% ++	4 3%	4 2%	4 2%	10 2%
<b>ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING</b>	186 23%	12 23%	47 24%	61 20%	17 30%	20 20%	29 26%	87 21%	98 24%	74 28% ++	23 19%	25 20%	27 20%	37 20%	33 19%	112 26% ++
<b>TAX REFORM/CHANGES, TAX RISING</b>	1 0%	0 0%	1 0% +	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1% ++	0 0%	0 0%	1 0%
<b>PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS</b>	6 1%	2 4% +++	0 0%	1 0%	1 2%	1 1%	1 1%	2 0%	4 1%	1 0%	1 1%	3 3% +++	0 0%	1 1%	1 1%	5 1%
<b>MARIJUANA LEGISLATION/AWARENESS</b>	12 2%	0 0%	5 3%	4 1%	1 2%	2 2%	0 0%	4 1%	8 2%	8 3% ++	2 2%	0 0%	2 2%	0 0%	1 1%	6 1%
<b>PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED</b>	22 3%	4 7% +	7 4%	6 2%	1 2%	1 1%	3 3%	10 2%	12 3%	4 2%	5 4%	2 2%	5 4%	6 3%	5 3%	13 3%
<b>MILITARY RELATED, RECRUITMENT FOR ARMED FORCES</b>	10 1%	0 0%	2 1%	7 2% ++	0 0%	0 0%	1 1%	7 2%	3 1%	7 3% ++	0 0%	1 1%	1 1%	1 1%	4 2%	2 0% --
<b>OTHER NEGATIVES (VARIOUS)</b>	12 1%	0 0%	1 0%	6 2%	2 3%	0 0%	3 3%	6 1%	6 1%	2 1%	4 3%	2 2%	2 2%	2 1%	3 2%	6 1%



<b>POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY</b>	129 16%	3 7%	29 15%	47 15%	13 23%	20 21%	17 15%	41 <b>10%</b> ----	88 <b>22%</b> ++++	38 15%	16 13%	22 18%	19 15%	34 19%	31 17%	63 15%
<b>IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS</b>	4 0%	0 0%	2 1%	1 0%	0 0%	1 1%	0 0%	4 <b>1%</b> ++	0 <b>0%</b> --	2 1%	0 0%	0 0%	2 1%	0 0%	2 1%	2 0%
<b>HEALTH CARE RELATED</b>	14 2%	0 0%	8 <b>4%</b> +++	5 2%	0 0%	0 0%	1 1%	4 <b>1%</b> -	10 <b>3%</b> +	3 1%	1 1%	2 2%	4 3%	4 2%	5 3%	6 1%
<b>PIPELINES</b>	5 1%	0 0%	0 0%	1 0%	0 0%	4 <b>4%</b> ++++	0 0%	4 <b>1%</b>	1 <b>0%</b>	1 0%	2 2%	0 0%	1 1%	1 1%	2 1%	2 0%
<b>CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO</b>	12 1%	2 3%	3 2%	5 2%	0 0%	1 1%	1 1%	6 1%	5 1%	2 1%	4 3%	3 2%	1 1%	2 1%	2 1%	2 <b>0%</b> --
<b>DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY</b>	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 <b>1%</b> ++	0 0%	1 1%	0 0%
<b>EMPLOYMENT OPPORTUNITIES, GOVERNMENT JOB OPENINGS/HIRING (SPECIFIC TO CSIS)</b>	7 1%	1 2%	0 0%	4 1%	0 0%	1 1%	1 1%	5 1%	2 0%	2 1%	4 <b>3%</b> +++	0 0%	1 1%	0 0%	0 0%	5 1%
<b>ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS</b>	14 2%	1 2%	7 <b>4%</b> ++	4 1%	1 2%	1 1%	0 0%	7 2%	7 2%	4 2%	1 1%	2 2%	3 2%	4 2%	1 1%	7 2%
<b>CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION</b>	8 1%	2 3%	1 1%	5 2%	0 0%	0 0%	0 0%	2 0%	5 1%	3 1%	2 2%	0 0%	2 2%	1 1%	2 1%	4 1%
<b>HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE</b>	4 1%	0 0%	1 1%	3 1%	0 0%	0 0%	0 0%	1 0%	3 1%	2 1%	0 0%	0 0%	1 1%	1 1%	0 0%	3 1%
<b>REMEMBRANCE DAY, VETERANS</b>	6 1%	1 2%	0 0%	2 1%	1 2%	1 1%	1 1%	2 0%	4 1%	0 0%	1 1%	1 1%	1 1%	3 2%	6 <b>3%</b> ++++	0 <b>0%</b> --
<b>CANADA'S CULTURE, DIVERSITY</b>	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>POSITIVE, GOOD IMPRESSION, LIKED IT</b>	4 0%	1 2%	0 0%	2 1%	0 0%	0 0%	1 1%	3 1%	1 0%	0 0%	1 1%	1 1%	0 0%	2 1%	3 <b>2%</b> +++	0 <b>0%</b> --



<b>Don't remember, DON'T KNOW</b>	313 38%	20 39%	71 36%	125 40%	21 37%	35 36%	41 37%	174 43%	136 34%	95 36%	46 38%	49 39%	50 38%	73 41%	66 36%	161 37%
<b>OTHER</b>	17 2%	1 2%	5 3%	4 1%	0 0%	2 2%	5 4% +	9 2%	7 2%	6 2%	2 2%	3 2%	3 2%	3 2%	7 4% ++	7 2%
<b>Prefer not to say, NO RESPONSE</b>	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%	1 1%	0 0%
Chi2:	-	-	-	-	-	-	-	(95)	(95)	(95)	(95)	(95)	(95)	(95)	(95)	(95)
Margin of error around 50%	3.42	13.59	6.98	5.58	12.98	9.90	9.30	4.84	4.86	6.02	8.87	8.77	8.56	7.30	7.28	4.73

**What do you remember about this ad?**

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K- \$100K	\$100K +	Is a vet	Yes	Yes	No
																	(family )	(friend)	
Q3																			
Weighted Total:	824	710	102	581	207	204	616	466	354	186	323	306	252	225	240	28	181	184	450
Total:	823	709	102	585	202	202	617	462	357	188	323	303	251	225	240	29	183	185	446
<b>PARKS CANADA, FREE ACCESS, PARKS</b>	6 1%	6 1%	0 0%	3 0%	3 1%	3 1%	3 0%	4 1%	2 1%	0 0%	2 1%	4 1%	0 0%	1 0%	4 2%	0 0%	2 1%	3 2%	2 0%
<b>WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES</b>	20 2%	19 3%	1 1%	19 3%	1 0%	6 3%	14 2%	13 3%	7 2%	1 0%	12 4%	7 2%	1 0%	6 3%	9 4%	3 10%	6 3%	6 3%	5 1%
<b>ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING</b>	186 23%	160 23%	24 23%	127 22%	48 24%	46 23%	139 23%	105 23%	81 23%	54 29%	60 19%	71 23%	68 27%	41 18%	54 23%	3 10%	41 23%	39 21%	103 23%
<b>TAX REFORM/CHANGES, TAX RISING</b>	1 0%	1 0%	0 0%	0 0%	1 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%
<b>PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS</b>	6 1%	5 1%	1 1%	6 1%	0 0%	2 1%	4 1%	4 1%	2 1%	2 1%	2 1%	2 1%	1 0%	2 1%	2 1%	0 0%	1 1%	0 0%	3 1%
<b>MARIJUANA LEGISLATION/AWARENESS</b>	12 2%	11 2%	1 1%	5 1%	6 3%	2 1%	10 2%	8 2%	4 1%	1 1%	6 2%	5 2%	3 1%	6 3%	3 1%	0 0%	2 1%	2 1%	8 2%
<b>PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED</b>	22 3%	19 3%	2 2%	15 2%	8 4%	2 1%	20 3%	10 2%	12 3%	1 0%	12 4%	9 3%	5 2%	8 4%	9 4%	0 0%	7 4%	4 2%	11 2%
<b>MILITARY RELATED, RECRUITMENT FOR ARMED FORCES</b>	10 1%	6 1%	4 4%	8 1%	2 1%	6 3%	4 1%	7 2%	3 1%	3 2%	6 2%	1 0%	2 1%	2 1%	5 2%	0 0%	2 1%	4 2%	5 1%
<b>OTHER NEGATIVES (VARIOUS)</b>	12 1%	10 1%	2 2%	8 1%	3 1%	5 2%	7 1%	7 1%	5 1%	4 2%	2 1%	5 2%	3 1%	2 1%	4 2%	0 0%	5 3%	0 0%	7 2%

<b>POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY</b>	129 16%	110 16%	19 19%	92 16%	28 14%	32 16%	97 16%	72 16%	57 16%	34 18%	53 17%	42 14%	42 17%	36 16%	30 13%	2 7%	33 18%	28 15%	69 16%
<b>IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS</b>	4 0%	3 0%	1 1%	2 0%	2 1%	0 0%	4 1%	2 0%	2 1%	0 0%	3 1%	1 0%	3 1%	1 0%	0 0%	0 0%	0 0%	0 0%	4 1%
<b>HEALTH CARE RELATED</b>	14 2%	12 2%	2 2%	8 1%	6 3%	5 3%	9 1%	7 2%	7 2%	3 2%	2 1%	9 3%	5 2%	4 2%	1 0%	0 0%	1 1%	2 1%	11 2%
<b>PIPELINES</b>	5 1%	4 1%	1 1%	5 1%	0 0%	2 1%	3 0%	4 1%	1 0%	1 0%	3 1%	3 1%	2 1%	0 0%	2 1%	1 3%	0 0%	3 2%	1 0%
<b>CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO</b>	12 1%	12 2%	0 0%	12 2%	1 0%	3 1%	9 1%	8 2%	4 1%	4 2%	4 1%	4 1%	1 0%	5 2%	5 2%	0 0%	8 4%	5 3%	1 0%
<b>DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
<b>EMPLOYMENT OPPORTUNITIES, GOVERNMENT JOB OPENINGS/HIRING (SPECIFIC TO CSIS)</b>	7 1%	5 1%	2 2%	7 1%	0 0%	2 1%	5 1%	6 1%	1 0%	1 1%	3 1%	3 1%	2 1%	2 1%	3 1%	0 0%	3 1%	2 1%	3 1%
<b>ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS</b>	14 2%	11 2%	3 3%	6 1%	7 3%	4 2%	10 2%	6 1%	8 2%	2 1%	5 2%	7 2%	6 2%	4 2%	3 1%	0 0%	2 1%	3 2%	10 2%
<b>CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION</b>	8 1%	8 1%	0 0%	8 1%	0 0%	2 1%	6 1%	7 2%	1 0%	3 2%	0 0%	5 2%	2 1%	2 1%	3 1%	0 0%	4 2%	2 1%	3 1%
<b>HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE</b>	4 1%	4 1%	0 0%	3 1%	1 0%	0 0%	4 1%	2 0%	2 1%	1 1%	1 0%	2 1%	1 0%	1 0%	1 0%	1 4%	1 1%	1 1%	3 1%
<b>REMEMBRANCE DAY, VETERANS</b>	6 1%	6 1%	0 0%	6 1%	0 0%	1 0%	5 1%	2 0%	4 1%	3 2%	1 0%	2 1%	2 1%	0 0%	3 1%	0 0%	3 2%	1 1%	2 0%
<b>CANADA'S CULTURE, DIVERSITY</b>	1 0%	1 0%	0 0%	0 0%	1 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%
<b>POSITIVE, GOOD IMPRESSION, LIKED IT</b>	4 0%	4 1%	0 0%	3 0%	0 0%	2 1%	2 0%	2 0%	2 0%	0 0%	2 1%	2 1%	1 0%	1 0%	2 1%	0 0%	1 0%	2 1%	1 0%

<b>SENIORS, PENSIONS</b>	4 0%	4 1%	0 0%	3 0%	1 0%	1 0%	3 0%	1 0%	3 1%	2 1%	0 0%	2 1%	1 0%	2 1%	1 0%	1 3%	1 1%	1 1%	2 0%	
<b>TOURISM, CANADA</b>	1 0%	0 <b>0%</b> ---	1 <b>1%</b> +++	0 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%	0 0%	1 0%
<b>ANTI VAPING</b>	7 1%	2 <b>0%</b> ----	5 <b>5%</b> ++++	5 1%	1 0%	1 1%	5 1%	4 1%	2 1%	1 1%	1 0%	4 1%	3 1%	2 1%	2 1%	0 0%	1 1%	2 1%	4 1%	
<b>EDUCATION RELATED (STUDENT LOANS/RESP, CLASSROOM SIZES)</b>	4 1%	4 1%	0 0%	3 1%	1 1%	0 0%	4 1%	2 0%	2 1%	1 1%	1 0%	2 1%	0 0%	1 0%	3 <b>1%</b> ++	0 0%	1 1%	0 0%	3 1%	
<b>FAMILY/CHILD SERVICES OR BENEFITS</b>	5 1%	4 1%	1 1%	0 <b>0%</b> ----	4 <b>2%</b> +++	3 2%	2 0%	5 <b>1%</b> ++	0 <b>0%</b> --	1 1%	0 0%	4 <b>1%</b> ++	1 0%	0 0%	3 1%	0 0%	1 1%	0 0%	4 1%	
<b>ECONOMY, VARIOUS</b>	4 0%	4 1%	0 0%	3 1%	1 0%	1 1%	3 0%	1 0%	3 1%	0 0%	1 0%	3 1%	1 0%	1 0%	1 0%	0 0%	1 1%	1 1%	2 0%	
<b>ROYAL CANADIAN MINT, COMMEMORATIVE COINS</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>PRIVACY/SECURITY ISSUES, FRAUD</b>	2 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	2 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>GUN REGISTRATION/GUN SAFETY ISSUES</b>	2 0%	2 0%	0 0%	0 <b>0%</b> --	1 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	1 0%	2 <b>1%</b> ++	0 0%	0 0%	1 4%	0 0%	1 1%	0 0%	
<b>NEWS, NOT AN AD</b>	5 1%	5 1%	0 0%	5 1%	1 0%	1 1%	4 1%	1 0%	4 1%	0 0%	5 <b>2%</b> +++	0 0%	2 1%	2 1%	1 0%	0 0%	0 0%	3 <b>2%</b> ++	2 0%	
<b>OTHER PROVINCIAL GOVERNMENT INFORMATION/ADS</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1%	1 1%	0 0%	
<b>GOVERNMENT (GENERAL MENTION)</b>	2 0%	2 0%	0 0%	0 <b>0%</b> --	2 <b>1%</b> ++	0 0%	2 0%	1 0%	1 0%	0 0%	2 1%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%	
<b>AD DID NOT PLAY, DID NOT HAVE AUDIO</b>	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	

<b>Don't remember, DON'T KNOW</b>	313 38%	273 39%	31 30%	226 39%	75 37%	71 35%	240 39%	170 37%	140 39%	63 34%	135 41%	109 36%	93 37%	94 42%	88 37%	17 59%	60 33%	73 40%	171 38%
<b>OTHER</b>	17 2%	15 2%	2 2%	12 2%	5 2%	5 2%	12 2%	10 2%	7 2%	5 3%	5 1%	7 2%	3 1%	2 1%	5 2%	0 0%	6 3%	4 2%	9 2%
<b>Prefer not to say, NO RESPONSE</b>	1 0%	1 0%	0 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%	1 4%	0 0%	0 0%	0 0%
Chi2:	-	(95)		(99.9)		-		-		(90)			-			-			
Margin of error around 50%	3.42	3.68	9.70	4.05	6.90	6.90	3.95	4.56	5.19	7.15	5.45	5.63	6.19	6.53	6.33	18.20	7.24	7.20	4.64

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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
T1A																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Yes</b>	289 14%	19 15%	57 12%	108 15%	27 20% +	34 15%	44 15%	138 14%	150 15%	69 13%	20 6% ----	59 17%	55 16%	86 20% ++++	289 100% ++++	0 0% ----
<b>No</b>	1194 60%	75 57%	282 62%	441 59%	73 53% -	136 59%	186 62%	619 63% ++	565 57% --	351 65% +++	230 69% ++++	192 56%	196 55% --	225 52% ----	0 0% ----	1194 100% ++++
<b>I don't remember / Not sure</b>	515 26%	38 28%	116 26%	193 26%	38 27%	60 26%	69 23%	233 24% --	275 28% ++	118 22% --	85 25%	90 26%	104 29% +	118 28%	0 0% ----	0 0% ----
<b>Prefer not to say</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
Chi2:	-	-						95		99.9					99.9	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84



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	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1A																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Yes</b>	289 14%	261 15%	25 11%	222 15%	56 12%	63 12%	225 15%	150 13%	138 17%	66 15%	124 17%	94 12%	94 16%	75 14%	83 14%	15 28%	76 16%	81 18%	131 12%
		+	-	++		-	+	--	++		+++	---				+++		++	----
<b>No</b>	1194 60%	1026 59%	147 62%	837 58%	283 63%	315 61%	869 59%	706 62%	474 57%	246 55%	420 58%	520 65%	338 59%	314 59%	374 61%	25 44%	262 56%	237 53%	712 64%
				--				++	--	--		++++				--	-	---	++++
<b>I don't remember / Not sure</b>	515 26%	446 26%	62 27%	376 26%	110 25%	140 27%	370 25%	288 25%	223 27%	132 30%	180 25%	193 24%	141 25%	139 26%	152 25%	16 29%	129 28%	130 29%	259 24%
										++								+	--
<b>Prefer not to say</b>	2 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	2 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%
Chi2:	-	-		-		-		95		99			-			99.9			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
T1B																
Weighted Total:	289	20	58	111	26	33	40	133	155	70	19	61	55	84	289	0
Total:	289	19	57	108	27	34	44	138	150	69	20	59	55	86	289	0
<b>Cinema</b>	7 2%	0 0%	0 0%	4 4%	1 4%	1 3%	1 2%	6 4% ++	1 1% --	5 7% +++	0 0%	2 3%	0 0%	0 0%	7 2%	0 0%
<b>Internet website</b>	33 11%	3 18%	4 7%	8 7%	2 8%	9 26% +++	7 16%	20 14%	13 9%	10 14%	2 10%	10 17%	5 9%	6 7%	33 11%	0 0%
<b>Magazines</b>	2 1%	0 0%	0 0%	1 1%	1 3%	0 0%	0 0%	0 0%	2 1%	1 2%	0 0%	0 0%	0 0%	1 1%	2 1%	0 0%
<b>Newspaper (daily)</b>	43 15%	6 31%	9 16%	13 12%	3 11%	8 23%	4 9%	22 16%	21 14%	8 11%	1 5%	5 9%	7 13%	22 25% +++	43 15%	0 0%
<b>Newspaper (weekly or community)</b>	10 4%	1 6%	2 3%	4 4%	0 0%	0 0%	3 7%	5 4%	5 3%	2 3%	1 5%	2 3%	3 6%	2 2%	10 4%	0 0%
<b>Outdoor billboard</b>	7 2%	0 0%	0 0%	4 4%	0 0%	1 3%	2 5%	4 3%	3 2%	2 3%	1 5%	1 2%	2 3%	1 1%	7 2%	0 0%
<b>Pamphlet or brochure in the mail</b>	6 2%	1 4%	0 0%	2 2%	0 0%	2 6% +	1 2%	3 2%	3 2%	3 4%	0 0%	0 0%	1 2%	2 2%	6 2%	0 0%
<b>Public transit (bus or subway)</b>	9 3%	0 0%	2 4%	6 6% +	0 0%	1 3%	0 0%	4 3%	5 3%	4 6%	1 5%	2 4%	1 2%	1 1%	9 3%	0 0%
<b>Radio</b>	34 12%	5 31%	8 14%	9 8%	3 10%	5 15%	4 9%	19 14%	15 10%	3 5% --	4 20%	8 14%	9 16%	10 12%	34 12%	0 0%
<b>Television</b>	179 62%	8 48%	42 74% ++	65 60%	20 74%	20 59%	24 55%	79 57%	100 67% +	29 43% ----	8 41%	37 62%	41 75% ++	64 75% +++	179 62%	0 0%

<b>Twitter</b>	9 3%	1 6%	1 2%	6 6% +	1 4%	0 0%	0 0%	4 3%	5 4%	0 0%	0 0%	3 6%	3 5%	3 3%	9 3%	0 0%
<b>Facebook</b>	61 21%	5 25%	11 19%	16 15% --	3 11%	11 33% +	15 34% ++	30 21%	30 20%	21 30% ++	6 29%	13 22%	6 11% --	15 17%	61 21%	0 0%
<b>Youtube</b>	11 4%	0 0%	2 3%	6 5%	2 7%	1 3%	0 0%	11 8% ++++	0 0% ----	5 7%	0 0%	1 2%	2 3%	3 3%	11 4%	0 0%
<b>Instagram</b>	6 2%	1 6%	0 0%	1 1%	1 4%	2 6%	1 2%	3 2%	3 2%	4 6% ++	0 0%	2 4%	0 0%	0 0%	6 2%	0 0%
<b>LinkedIn</b>	1 0%	0 0%	0 0%	0 0%	0 0%	1 3% +++	0 0%	1 1%	0 0%	1 1% +	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
<b>E-MAIL</b>	1 0%	0 0%	1 2% ++	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2% ++	0 0%	0 0%	1 0%	0 0%
<b>REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES</b>	6 2%	1 4%	0 0%	4 4%	0 0%	1 3%	0 0%	1 1%	5 3%	3 4%	0 0%	0 0%	1 2%	2 2%	6 2%	0 0%
<b>OTHER</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2% ++	0 0%	1 1%	0 0%	0 0%	1 2% +	0 0%	0 0%	1 0%	0 0%
<b>Don't remember, DON'T KNOW</b>	6 2%	2 9%	1 2%	2 2%	0 0%	1 3%	0 0%	3 2%	3 2%	2 3%	1 4%	2 3%	1 2%	0 0%	6 2%	0 0%
Chi2:	-	-	-	-	-	-	-	(95)	(90)	(95)	(90)	(95)	(90)	(95)	-	-
Margin of error around 50%	5.76	22.48	12.98	9.43	18.86	16.81	14.77	8.34	8.00	11.80	21.91	12.76	13.21	10.57	5.76	*

**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			Know a veteran				
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
T1B																				
Weighted Total:	289	261	25	221	57	63	225	151	137	66	125	94	94	75	83	15	75	79	133	
Total:	289	261	25	222	56	63	225	150	138	66	124	94	94	75	83	15	76	81	131	
<b>Cinema</b>	7 2%	5 2%	2 8%	7 3%	0 0%	1 2%	6 3%	5 3%	2 1%	1 1%	2 2%	4 4%	2 2%	3 4%	2 2%	0 0%	1 1%	2 3%	4 3%	
<b>Internet website</b>	33 11%	28 11%	4 16%	28 13%	3 5%	9 14%	24 11%	23 16%	10 7%	6 9%	16 13%	11 12%	6 6%	9 12%	15 18%	3 19%	5 7%	11 14%	15 11%	
<b>Magazines</b>	2 1%	1 0%	1 4%	1 0%	0 0%	1 2%	1 0%	1 1%	1 1%	0 0%	1 1%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	2 1%	
<b>Newspaper (daily)</b>	43 15%	38 14%	5 21%	36 16%	7 12%	8 13%	35 15%	20 13%	23 16%	13 20%	15 12%	14 15%	6 7%	17 22%	15 18%	0 0%	10 14%	12 14%	24 18%	
<b>Newspaper (weekly or community)</b>	10 4%	9 4%	1 4%	9 4%	1 2%	6 9%	4 2%	5 3%	5 4%	2 3%	4 3%	4 4%	2 2%	2 3%	4 5%	1 7%	1 1%	2 2%	5 4%	
<b>Outdoor billboard</b>	7 2%	5 2%	2 8%	7 3%	0 0%	4 6%	3 1%	6 4%	1 1%	2 3%	3 2%	2 2%	1 1%	3 4%	2 2%	2 13%	1 1%	2 2%	3 2%	
<b>Pamphlet or brochure in the mail</b>	6 2%	6 2%	0 0%	6 3%	0 0%	2 3%	4 2%	2 1%	4 3%	1 1%	1 1%	4 4%	0 0%	3 4%	1 1%	1 7%	0 0%	0 0%	5 4%	
<b>Public transit (bus or subway)</b>	9 3%	7 3%	2 8%	7 3%	1 2%	3 5%	6 3%	4 3%	5 4%	2 3%	2 2%	5 5%	3 3%	4 6%	1 1%	1 6%	1 1%	2 3%	6 5%	
<b>Radio</b>	34 12%	33 13%	1 4%	23 11%	8 14%	7 11%	27 12%	22 15%	12 9%	5 7%	19 15%	9 10%	5 5%	10 14%	14 17%	1 8%	10 14%	10 13%	12 9%	
<b>Television</b>	179 62%	167 64%	11 44%	130 59%	44 79%	29 46%	149 67%	84 57%	94 68%	46 70%	76 62%	54 58%	63 68%	50 67%	43 52%	8 53%	48 63%	54 67%	80 62%	

<b>Twitter</b>	9 3%	7 3%	1 4%	6 3%	1 2%	1 2%	8 4%	5 4%	4 3%	0 0%	6 5%	3 3%	0 0%	1 1%	5 7%	0 0%	5 7%	2 3%	3 2%
<b>Facebook</b>	61 21%	55 21%	6 24%	50 22%	11 20%	16 25%	45 20%	37 24%	24 17%	17 26%	23 19%	20 20%	17 18%	19 25%	21 25%	3 20%	17 23%	21 26%	24 18%
<b>Youtube</b>	11 4%	7 3%	4 16%	8 4%	1 2%	3 5%	8 3%	8 5%	3 2%	1 1%	5 4%	5 5%	4 4%	5 7%	2 2%	1 7%	3 4%	3 4%	4 3%
<b>Instagram</b>	6 2%	5 2%	1 4%	6 3%	0 0%	2 3%	4 2%	5 3%	1 1%	0 0%	3 3%	3 3%	1 1%	1 1%	4 5%	0 0%	3 4%	2 2%	1 1%
<b>LinkedIn</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%
<b>E-MAIL</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 2%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
<b>REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES</b>	6 2%	6 2%	0 0%	6 3%	0 0%	2 3%	4 2%	2 1%	4 3%	1 2%	4 3%	1 1%	3 3%	2 3%	0 0%	0 0%	4 5%	0 0%	2 2%
<b>OTHER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
<b>Don't remember, DON'T KNOW</b>	6 2%	6 2%	0 0%	5 2%	0 0%	2 3%	4 2%	4 3%	2 1%	1 2%	3 2%	2 2%	3 3%	1 1%	1 1%	1 7%	2 2%	2 2%	1 1%
Chi2:	-	(95)		-		(90)		-		-			(95)			-			
Margin of error around 50%	5.76	6.07	19.60	6.58	13.10	12.35	6.53	8.00	8.34	12.06	8.80	10.11	10.11	11.32	10.76	25.30	11.24	10.89	8.56

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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
T1C																
Weighted Total:	283	18	57	109	26	32	40	131	152	68	18	59	54	84	283	0
Total:	283	17	56	106	27	33	44	135	147	67	19	57	54	86	283	0
<b>Different images of soldiers (black &amp; white)</b>	3 1%	0 0%	1 2%	1 1%	0 0%	0 0%	1 2%	0 0%	3 2%	2 3%	0 0%	1 2%	0 0%	0 0%	3 1%	0 0%
<b>Climbing out of/action in trenches</b>	1 0%	0 0%	0 0%	0 0%	1 4%	0 0%	0 0%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
<b>Fighting/wounded/dead soldiers</b>	3 1%	0 0%	0 0%	2 2%	1 4%	0 0%	0 0%	1 1%	2 1%	0 0%	0 0%	2 3%	1 2%	0 0%	3 1%	0 0%
<b>Soldier(s) saluting</b>	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
<b>Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE</b>	2 1%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	1 5%	1 2%	0 0%	0 0%	2 1%	0 0%
<b>Learn about Veteran's week activities</b>	2 1%	0 0%	1 2%	1 1%	0 0%	0 0%	0 0%	2 2%	0 0%	1 1%	0 0%	0 0%	1 2%	0 0%	2 1%	0 0%
<b>Poppies (poppy campaigns/importance of our support)</b>	37 14%	3 18%	11 20%	17 16%	2 8%	1 3%	3 7%	9 7%	28 19%	11 17%	0 0%	7 13%	6 11%	13 15%	37 14%	0 0%
<b>General message of supporting / honouring / remembering Veterans</b>	24 8%	1 5%	8 14%	6 6%	2 7%	0 0%	7 16%	12 9%	12 8%	6 9%	0 0%	7 12%	1 2%	10 11%	24 8%	0 0%
<b>Meet Canada's Veterans</b>	1 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	1 0%	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...)	64 22%	5 30%	11 19%	21 20%	6 22%	12 <b>36%</b> ++	9 20%	36 26%	27 19%	14 21%	7 37%	10 18%	11 20%	22 25%	64 22%	0 0%
REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES	30 10%	3 16%	4 7%	11 10%	1 4%	1 3%	10 <b>23%</b> +++	15 11%	15 10%	3 4%	2 10%	8 14%	5 9%	12 14%	30 10%	0 0%
ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)	1 0%	0 0%	0 0%	0 0%	0 0%	1 <b>3%</b> +++	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
LEST WE FORGET	3 1%	1 6%	0 0%	2 2%	0 0%	0 0%	0 0%	1 1%	2 1%	1 2%	1 5%	0 0%	1 2%	0 0%	3 1%	0 0%
VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)	11 4%	2 11%	2 4%	3 3%	1 4%	1 3%	2 5%	3 2%	8 5%	4 6%	0 0%	1 2%	1 2%	5 6%	11 4%	0 0%
SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)	4 1%	0 0%	0 0%	3 3%	0 0%	0 0%	1 2%	1 1%	3 2%	2 3%	1 5%	0 0%	0 0%	1 1%	4 1%	0 0%
PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)	1 0%	0 0%	1 <b>2%</b> ++	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)	12 4%	0 0%	2 4%	2 2%	1 3%	6 <b>18%</b> ++++	1 2%	5 4%	7 5%	4 6%	0 0%	0 0%	4 7%	4 5%	12 4%	0 0%
EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)	3 1%	0 0%	1 2%	2 2%	0 0%	0 0%	0 0%	2 2%	1 1%	2 3%	0 0%	1 2%	0 0%	0 0%	3 1%	0 0%
MUSIC/BAGPIPES PLAYING	3 1%	0 0%	1 2%	2 2%	0 0%	0 0%	0 0%	1 1%	2 1%	3 <b>5%</b> +++	0 0%	0 0%	0 0%	0 0%	3 1%	0 0%
SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US	18 6%	1 5%	4 7%	12 <b>11%</b> +++	0 0%	0 0%	1 2%	9 7%	9 6%	5 7%	0 0%	4 7%	2 4%	7 8%	18 6%	0 0%
IMAGES OF WAR(S) (GENERAL MENTION)	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 <b>2%</b> ++	0 0%	1 0%	0 0%

PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VeteranS, THOSE CURRENTLY FIGHTING	5 2%	0 0%	1 2%	3 3%	0 0%	0 0%	1 2%	1 1%	4 3%	0 0%	0 0%	0 0%	3 <b>6%</b> ++	2 2%	0 0%
AD BY THE GOVERNMENT OF CANADA	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 <b>2%</b> ++	0 0%	1 1%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	2 1%	0 0%	0 0%	1 1%	1 3%	0 0%	0 0%	2 1%	0 0%	2 <b>3%</b> ++	0 0%	0 0%	0 0%	0 0%	0 0%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	2 1%	1 5%	0 0%	0 0%	0 0%	0 0%	1 2%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 1%	0 0%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	3 1%	0 0%	1 2%	0 0%	0 0%	0 0%	2 <b>5%</b> ++	2 1%	1 1%	0 0%	0 0%	1 2%	2 <b>4%</b> ++	0 0%	0 0%
SOLDIERS/ARMY (GENERAL)	1 0%	0 0%	1 <b>2%</b> ++	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%
TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)	1 0%	0 0%	0 0%	0 0%	0 0%	1 <b>3%</b> +++	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE	2 1%	0 0%	0 0%	0 0%	0 0%	2 <b>6%</b> ++++	0 0%	2 1%	0 0%	0 0%	0 0%	1 2%	1 1%	0 0%	0 0%
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	1 0%	0 0%	1 <b>2%</b> ++	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
HOPEFUL, FEEL GOOD MESSAGE	1 0%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO Veteran	3 1%	0 0%	0 0%	2 2%	0 0%	1 3%	0 0%	0 0%	3 2%	0 0%	1 6%	0 0%	1 2%	1 1%	0 0%
ROYAL CANADIAN MINT, COMMEMORATIVE COIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE	40 14%	0 0%	7 12%	13 12%	9 33%	0 <b>0%</b> --	11 <b>25%</b> ++	22 16%	18 12%	4 <b>6%</b> --	4 21%	12 20%	13 <b>24%</b> ++	7 8%	0 0%
COMMEMORATIVE EVENTS/DATES, 75TH ANNIVERSARY OF DDAY, 100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 <b>2%</b> ++	0 0%	0 0%	0 0%



<b>NEWS, NOT AN AD</b>	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%	1 0%	0 0%	
<b>VETERANS WITH FAMILY MEMBERS</b>	2 1%	0 0%	1 2%	0 0%	1 4%	0 0%	0 0%	1 1%	1 1%	1 1%	0 0%	1 2%	0 0%	0 0%	2 1%	0 0%	
<b>RECRUITMENT TO CAF</b>	3 1%	0 0%	0 0%	2 2%	0 0%	0 0%	1 2%	2 1%	1 1%	2 3% +	0 0%	0 0%	1 2%	0 0%	3 1%	0 0%	
<b>OTHER</b>	8 3%	2 12%	3 6%	1 1%	0 0%	1 3%	1 2%	5 4%	3 2%	4 6% +	1 5%	0 0%	0 0%	3 4%	8 3%	0 0%	
<b>Don't remember, DON'T KNOW</b>	19 7%	1 6%	5 9%	7 7%	1 3%	4 12%	1 2%	8 6%	11 7%	0 0%	1 5%	5 9%	5 9%	8 9%	19 7%	0 0%	
<b>Prefer not to say, NO RESPONSE</b>	35 13%	3 19%	6 11%	14 13%	4 15%	5 15%	3 7%	19 14%	16 11%	11 16%	3 16%	7 12%	6 12%	8 9%	35 13%	0 0%	
Chi2:	-	(95)						-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	5.83	23.77	13.10	9.52	18.86	17.06	14.77	8.43	8.08	11.97	22.48	12.98	13.34	10.57	5.83	*	



<b>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...)</b>	64 22%	58 23%	5 20%	49 22%	14 25%	12 20%	52 23%	36 25%	28 20%	22 <b>34%</b> ++	27 22%	14 <b>15%</b> --	19 21%	17 23%	18 22%	5 35%	19 26%	18 23%	26 20%
<b>REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES</b>	30 10%	26 10%	3 12%	25 11%	4 7%	3 5%	27 12%	15 10%	15 11%	4 6%	16 13%	9 10%	11 11%	7 10%	9 11%	1 7%	9 12%	12 15%	9 7%
<b>ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 2%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%
<b>LEST WE FORGET</b>	3 1%	2 1%	1 4%	3 1%	0 0%	2 3%	1 1%	1 1%	2 2%	1 2%	1 1%	1 1%	2 2%	0 0%	1 1%	0 0%	2 3%	0 0%	1 1%
<b>VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)</b>	11 4%	8 3%	3 12%	9 4%	1 2%	3 5%	8 4%	4 3%	7 5%	2 3%	2 2%	6 7%	4 5%	5 7%	1 1%	0 0%	1 1%	1 1%	9 <b>7%</b> ++
<b>SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)</b>	4 1%	4 2%	0 0%	4 2%	0 0%	1 2%	3 1%	2 1%	2 2%	0 0%	4 <b>3%</b> ++	0 0%	3 3%	0 0%	1 1%	0 0%	2 3%	2 3%	1 1%
<b>PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)</b>	1 0%	1 0%	0 0%	0 0%	1 <b>2%</b> ++	0 0%	1 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%
<b>OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)</b>	12 4%	9 3%	3 12%	8 4%	2 4%	2 3%	10 4%	5 3%	7 5%	3 5%	5 4%	4 4%	4 4%	5 6%	2 2%	0 0%	2 3%	2 2%	8 6%
<b>EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)</b>	3 1%	3 1%	0 0%	1 0%	1 2%	1 2%	2 1%	3 2%	0 0%	0 0%	1 1%	2 2%	0 0%	0 0%	3 <b>4%</b> +++	0 0%	0 0%	2 3%	1 1%
<b>MUSIC/BAGPIPES PLAYING</b>	3 1%	2 1%	1 4%	2 1%	1 2%	0 0%	3 1%	3 2%	0 0%	1 2%	1 1%	1 1%	0 0%	2 3%	1 1%	0 0%	0 0%	2 3%	1 1%
<b>SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US</b>	18 6%	17 7%	1 4%	13 6%	3 5%	5 9%	13 6%	5 <b>3%</b> --	13 <b>10%</b> ++	2 3%	8 7%	8 9%	6 7%	4 5%	7 9%	1 7%	4 6%	3 4%	10 8%
<b>IMAGES OF WAR(S) (GENERAL MENTION)</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%

<b>PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VeteranS, THOSE CURRENTLY FIGHTING</b>	5 2%	5 2%	0 0%	5 2%	1 2%	1 2%	4 2%	2 1%	3 2%	1 2%	2 2%	2 2%	1 1%	2 3%	0 0%	0 0%	1 1%	2 3%	3 2%	
<b>AD BY THE GOVERNMENT OF CANADA</b>	1 0%	0 0%	1 4%	1 0%	0 0%	1 2%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
<b>EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS</b>	2 1%	1 0%	1 4%	1 0%	0 0%	1 1%	1 0%	2 1%	0 0%	0 0%	2 2%	2 2%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	2 1%
<b>SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS</b>	2 1%	2 1%	0 0%	2 1%	0 0%	1 1%	1 0%	0 0%	2 1%	0 0%	0 0%	2 2%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	1 1%	
<b>WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)</b>	3 1%	3 1%	0 0%	2 1%	1 2%	1 2%	2 1%	1 1%	2 1%	0 0%	2 2%	1 1%	2 2%	0 0%	1 1%	2 14%	1 1%	2 2%	0 0%	
<b>SOLDIERS/ARMY (GENERAL)</b>	1 0%	1 0%	0 0%	0 0%	1 2%	0 0%	1 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
<b>TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
<b>OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE</b>	2 1%	2 1%	0 0%	2 1%	0 0%	2 3%	0 0%	0 0%	2 1%	0 0%	2 2%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	
<b>HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)</b>	1 0%	0 0%	1 4%	0 0%	1 2%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
<b>HOPEFUL, FEEL GOOD MESSAGE</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	1 1%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%
<b>YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO Veteran</b>	3 1%	3 1%	0 0%	3 1%	0 0%	1 2%	2 1%	0 0%	3 2%	0 0%	1 1%	2 2%	1 1%	2 3%	0 0%	0 0%	1 1%	0 0%	0 0%	2 2%
<b>ROYAL CANADIAN MINT, COMMEMORATIVE COIN FOR ARMISTICE, TOONIE WITH POPPY IN THE CENTRE</b>	40 14%	39 15%	0 0%	33 15%	5 9%	6 9%	33 15%	20 13%	20 14%	9 14%	14 11%	16 17%	15 16%	10 13%	9 11%	1 7%	17 22%	13 16%	12 9%	
<b>COMMEMORATIVE EVENTS/DATES, 75TH ANNIVERSARY OF DDAY, 100TH ANNIVERSARY OF ARMISTICE/REMEMBRANCE DAY</b>	1 0%	1 0%	0 0%	1 1%	0 0%	1 2%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	

<b>NEWS, NOT AN AD</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 1%	0 2%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
<b>VETERANS WITH FAMILY MEMBERS</b>	2 1%	2 1%	0 0%	1 0%	1 2%	1 2%	1 0%	2 1%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	2 2%	0 0%	1 1%	1 1%	0 0%
<b>RECRUITMENT TO CAF</b>	3 1%	1 0%	2 8%	3 1%	0 0%	1 1%	2 1%	3 2%	0 0%	1 1%	2 2%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	2 3%	1 1%
<b>OTHER</b>	8 3%	8 3%	0 0%	4 2%	4 3%	4 8%	4 3%	1 3%	7 2%	5 3%	3 2%	2 3%	4 4%	2 3%	2 1%	4 5%	2 3%	1 1%	0 0%
<b>Don't remember, DON'T KNOW</b>	19 7%	17 7%	2 8%	14 7%	5 9%	2 4%	17 8%	6 4%	13 10%	3 5%	10 8%	5 6%	7 8%	1 1%	8 10%	2 15%	6 8%	2 2%	9 7%
<b>Prefer not to say, NO RESPONSE</b>	35 13%	31 12%	3 12%	27 13%	6 11%	11 18%	24 11%	20 14%	14 10%	9 14%	13 11%	13 14%	8 9%	12 17%	11 13%	3 22%	8 10%	6 8%	19 15%
Chi2:	-	(99.9)		-		-		-		-			-			-			
Margin of error around 50%	5.83	6.14	19.60	6.65	13.10	12.55	6.59	8.11	8.40	12.16	8.91	10.22	10.27	11.39	10.82	26.19	11.39	11.03	8.60

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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
T1D																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Facebook</b>	453 23%	36 28% +	63 14% ----	190 26% ++	33 23%	58 25%	73 25%	212 21%	237 24%	152 28% ++++	82 24%	67 20%	77 22%	75 18% ---	70 24%	265 22%
<b>Twitter</b>	134 7%	10 7%	11 2% ----	75 10% ++++	10 7%	13 6%	15 5%	77 8% +	57 6%	38 7%	40 12% ++++	25 7%	21 6%	10 2% ----	18 6%	82 7%
<b>YouTube</b>	190 9%	8 6%	24 5% ----	77 10%	18 13%	24 10%	39 13% ++	126 13% ++++	63 6% ----	101 18% ++++	36 10%	22 6% --	13 4% ----	18 4% ----	37 13% ++	115 9%
<b>Instagram</b>	90 5%	3 2%	9 2% ---	37 5%	10 8% +	13 6%	18 6%	47 5%	43 4%	54 10% ++++	13 4%	15 4%	6 2% ---	2 0% ----	12 4%	58 5%
<b>LinkedIn</b>	49 2%	3 2%	9 2%	19 3%	2 2%	10 4%	6 2% +	34 3% +++	15 2% --	27 5% ++++	6 2%	10 3%	2 1% --	4 1% --	9 3%	25 2%
<b>Television</b>	1032 51%	78 59% +	231 50%	390 52%	77 55%	119 52%	135 45% --	524 53%	501 50%	197 37% ----	134 40% ----	175 51%	230 65% ++++	296 69% ++++	178 62% ++++	546 46% ----
<b>RADIO</b>	60 3%	3 2%	13 3%	26 3%	7 5%	6 3%	5 2%	27 3%	31 3%	7 1% ---	13 4%	10 3%	18 5% ++	12 3%	8 3%	37 3%
<b>ROYAL CANADIAN LEGION</b>	27 1%	4 3% +	2 0% -	12 2%	2 1%	3 1%	4 1%	15 1%	10 1%	3 1% -	7 2%	2 1%	5 1%	10 2% ++	4 1%	15 1%
<b>BOOKS, HISTORY BOOKS</b>	9 0%	0 0%	1 0%	4 1%	0 0%	1 0%	3 1%	4 0%	5 1%	1 0%	3 1%	3 1%	1 0%	1 0%	3 1%	4 0%
<b>GOOGLE, SEARCH ENGINES</b>	198 10%	8 6%	55 12% +	67 9%	13 10%	23 10%	32 11%	83 8% --	113 11% ++	65 12% +	41 12%	39 11%	30 8%	23 5% ----	25 9%	128 11%

<b>TALKING TO VETERANS</b>	19 1%	1 1%	2 0%	13 <b>2%</b> +++	0 0%	0 0%	3 1%	10 1%	9 1%	3 1%	1 0%	6 2%	5 1%	4 1%	2 1%	10 1%
<b>FAMILY/FRIENDS, WORD OF MOUTH</b>	25 1%	2 2%	5 1%	11 1%	1 1%	6 3%	0 <b>0%</b> --	13 1%	12 1%	5 1%	6 2%	5 1%	8 2%	1 <b>0%</b> --	1 0%	14 1%
<b>SCHOOL (AS A STUDENT/PARENT OF A CHILD/EMPLOYMENT)</b>	6 0%	2 <b>2%</b> +++	0 0%	2 0%	1 1%	0 0%	1 0%	1 0%	4 0%	1 0%	1 0%	2 1%	1 0%	1 0%	3 <b>1%</b> ++	2 0%
<b>GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS</b>	3 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%	2 0%	1 0%	1 0%	0 0%	1 0%	0 0%	2 <b>1%</b> ++	1 0%
<b>NEWS SITES, GENERAL MENTION</b>	20 1%	1 1%	2 0%	10 1%	2 1%	2 1%	3 1%	9 1%	11 1%	4 1%	6 2%	5 1%	2 1%	3 1%	2 1%	13 1%
<b>GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES</b>	200 10%	17 13%	69 <b>15%</b> ++++	63 8%	10 7%	16 7%	25 8%	84 <b>9%</b> --	113 <b>11%</b> ++	56 11%	56 <b>17%</b> ++++	35 10%	25 <b>7%</b> --	28 <b>7%</b> ---	37 13%	111 9%
<b>CBC.CA</b>	92 5%	4 3%	7 <b>2%</b> ----	35 5%	8 6%	12 5%	26 <b>9%</b> ++++	46 5%	43 4%	19 3%	22 7%	23 <b>7%</b> ++	16 4%	12 3%	10 3%	58 5%
<b>CANADIAN ARMY/FORCES/AIR FORCE WEBSITES</b>	7 0%	0 0%	6 <b>1%</b> ++++	0 <b>0%</b> --	0 0%	0 0%	1 0%	4 0%	3 0%	4 1%	1 0%	1 0%	1 0%	0 0%	1 0%	6 1%
<b>LA PRESSE ON LINE</b>	9 0%	0 0%	9 <b>2%</b> ++++	0 <b>0%</b> --	0 0%	0 0%	0 0%	7 1%	2 0%	1 0%	3 1%	2 1%	0 0%	3 1%	2 1%	5 0%
<b>MSN</b>	10 0%	1 1%	2 0%	2 0%	0 0%	3 1%	2 1%	6 1%	4 0%	1 0%	2 1%	2 1%	1 0%	4 1%	2 1%	6 0%
<b>REDDIT</b>	12 1%	0 0%	0 0%	2 0%	0 0%	4 <b>2%</b> ++	6 <b>2%</b> ++++	10 <b>1%</b> ++	2 <b>0%</b> --	7 <b>1%</b> ++	3 1%	1 0%	1 0%	0 0%	1 0%	9 1%
<b>CTV ON LINE</b>	23 1%	1 1%	1 <b>0%</b> --	7 1%	2 1%	11 <b>5%</b> ++++	1 0%	8 1%	14 1%	3 1%	2 1%	6 2%	5 1%	7 2%	4 1%	13 1%
<b>GLOBAL NEWS ON LINE</b>	13 1%	1 1%	0 <b>0%</b> --	2 0%	0 0%	6 <b>3%</b> ++++	4 1%	2 <b>0%</b> --	11 <b>1%</b> ++	1 0%	4 1%	4 1%	3 1%	1 0%	0 0%	8 1%

<b>BBC ON LINE</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 <b>1%</b> +++	0 0%	0 0%	1 0%	1 0%
<b>CNN ON LINE</b>	3 0%	0 0%	1 0%	0 0%	0 0%	2 <b>1%</b> +++	0 0%	2 0%	1 0%	1 0%	0 0%	2 <b>1%</b> ++	0 0%	0 0%	2 <b>1%</b> ++	1 0%
<b>YAHOO</b>	2 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%	2 <b>0%</b> +++	0 0%	2 0%
<b>RADIO CANADA ON LINE</b>	7 0%	0 0%	7 <b>2%</b> ++++	0 <b>0%</b> --	0 0%	0 0%	0 0%	2 0%	5 1%	2 0%	1 0%	0 0%	0 0%	4 <b>1%</b> ++	0 0%	6 1%
<b>ROYAL CANADIAN LEGION ON LINE</b>	42 2%	9 <b>7%</b> ++++	1 <b>0%</b> ---	13 2%	3 2%	5 2%	11 <b>4%</b> ++	18 2%	23 2%	8 1%	9 3%	7 2%	10 3%	8 2%	5 2%	22 2%
<b>WIKIPEDIA</b>	37 2%	3 2%	9 2%	10 1%	4 3%	4 2%	7 2%	29 <b>3%</b> ++++	8 <b>1%</b> ---	14 3%	11 <b>3%</b> ++	9 3%	1 <b>0%</b> --	2 <b>0%</b> --	5 2%	22 2%
<b>NATIONAL POST ON LINE</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 <b>1%</b> +++	0 0%	0 0%	0 0%	1 0%
<b>THE SUN ON LINE</b>	3 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	2 0%	1 0%	0 0%	0 0%	1 0%	0 0%	2 0%	0 0%	3 0%
<b>GLOBE AND MAIL ON LINE</b>	10 0%	0 0%	1 0%	5 1%	0 0%	0 0%	4 <b>1%</b> ++	7 1%	3 0%	1 0%	5 <b>1%</b> +++	2 1%	1 0%	1 0%	0 0%	8 1%
<b>THE STAR ON LINE</b>	5 0%	0 0%	1 0%	4 <b>1%</b> ++	0 0%	0 0%	0 0%	4 0%	1 0%	1 0%	2 1%	2 1%	0 0%	0 0%	0 0%	2 0%
<b>TVA ON LINE</b>	2 0%	0 0%	2 <b>0%</b> +++	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%
<b>PROVINCIAL GOVERNMENT ON LINE</b>	7 0%	2 <b>1%</b> ++	0 0%	1 0%	1 1%	1 0%	2 1%	2 0%	5 0%	3 1%	3 1%	1 <b>1%</b> +	0 0%	0 0%	0 0%	4 0%
<b>REBEL MEDIA ON LINE</b>	3 0%	1 <b>1%</b> ++	0 0%	1 0%	0 0%	0 0%	1 0%	2 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	3 <b>1%</b> ++++	0 <b>0%</b> --



<b>CITY/MUNICIPAL ON LINE</b>	7 0%	1 1%	0 0%	3 0%	1 1%	1 0%	1 0%	2 0%	5 1%	1 0%	5 <b>2%</b> ++++	0 0%	1 0%	0 0%	0 0%	0 0%	5 0%
<b>MUSEUM SITES</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	2 <b>1%</b> +++	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%
<b>MACLEANS MAGAZINE</b>	45 2%	0 0%	3 <b>1%</b> ---	25 <b>3%</b> +++	0 0%	6 3%	11 4%	21 2%	24 2%	4 <b>1%</b> ---	11 3%	9 3%	7 2%	14 3%	6 2%	24 2%	
<b>L'ACTUALITÉ MAGAZINE</b>	5 0%	0 0%	5 <b>1%</b> ++++	0 0%	0 0%	0 0%	0 0%	3 0%	2 0%	0 0%	0 0%	0 0%	0 0%	5 <b>1%</b> ++++	1 0%	2 0%	
<b>LEGION MAGAZINE</b>	14 1%	1 1%	0 <b>0%</b> --	6 1%	1 1%	3 1%	3 1%	11 <b>1%</b> ++	3 <b>0%</b> --	0 <b>0%</b> --	2 1%	0 0%	3 1%	9 <b>2%</b> ++++	4 1%	6 0%	
<b>WALRUS MAGAZINE</b>	3 0%	0 0%	0 0%	1 0%	0 0%	0 0%	2 <b>1%</b> ++	1 0%	2 0%	0 0%	0 0%	0 0%	2 <b>1%</b> ++	1 0%	0 0%	2 0%	
<b>TIME MAGAZINE</b>	3 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	2 <b>1%</b> ++	0 0%	1 0%	1 0%	1 0%	
<b>HISTORY MAGAZINES (VARIOUS)</b>	3 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	2 0%	1 0%	0 0%	2 <b>1%</b> ++	1 0%	0 0%	0 0%	0 0%	2 0%	
<b>LA PRESSE NEWSPAPER</b>	48 2%	0 0%	48 <b>11%</b> ++++	0 <b>0%</b> ----	0 0%	0 <b>0%</b> --	0 <b>0%</b> ---	27 3%	21 2%	9 2%	9 3%	8 2%	5 1%	17 <b>4%</b> ++	3 1%	34 3%	
<b>THE SUN NEWSPAPER (VARIOUS CITIES)</b>	51 2%	0 0%	8 2%	17 2%	3 2%	8 3%	15 <b>5%</b> +++	27 3%	24 2%	5 <b>1%</b> ---	6 2%	11 3%	12 3%	17 4%	8 3%	30 2%	
<b>GLOBE AND MAIL NEWSPAPER</b>	89 4%	1 <b>1%</b> --	4 <b>1%</b> ----	56 <b>8%</b> ++++	0 <b>0%</b> ---	3 <b>1%</b> --	25 <b>8%</b> ++++	48 5%	40 4%	12 <b>2%</b> ---	13 4%	23 <b>7%</b> ++	20 6%	21 5%	8 3%	54 5%	
<b>NATIONAL POST NEWSPAPER</b>	37 2%	0 0%	4 1%	24 <b>3%</b> ++++	0 0%	2 1%	7 2%	21 2%	15 2%	5 1%	4 1%	10 3%	12 <b>3%</b> ++	6 1%	5 2%	29 <b>2%</b> ++	
<b>LE DEVOIR NEWSPAPER</b>	24 1%	0 0%	24 <b>5%</b> ++++	0 <b>0%</b> ----	0 0%	0 0%	0 <b>0%</b> --	11 1%	13 1%	10 2%	0 <b>0%</b> --	1 0%	3 1%	10 <b>2%</b> ++	1 0%	16 1%	

<b>THE TORONTO STAR NEWSPAPER</b>	79 4%	1 1%	0 0%	77 10%	0 0%	1 0%	0 0%	32 3%	47 5%	15 3%	15 5%	10 3%	15 4%	24 6%	11 4%	43 4%
		--	----	++++	--	---	----	-	+	-				++		
<b>THE MONTREAL GAZETTE NEWSPAPER</b>	13 1%	0 0%	12 3%	1 0%	0 0%	0 0%	0 0%	9 1%	4 0%	0 0%	2 1%	0 0%	3 1%	8 2%	2 1%	9 1%
			++++	--						--				++++		
<b>JOURNAL DE MONTREAL NEWSPAPER</b>	25 1%	0 0%	25 5%	0 0%	0 0%	0 0%	0 0%	15 2%	10 1%	2 0%	3 1%	2 1%	7 2%	11 3%	6 2%	13 1%
			++++	----		-	--			--				+++		
<b>CALGARY HERALD NEWSPAPER</b>	14 1%	0 0%	0 0%	0 0%	0 0%	13 6%	1 0%	2 0%	12 1%	2 0%	3 1%	2 1%	3 1%	4 1%	1 0%	6 1%
			--	---		++++		---	+++							
<b>METRO NEWSPAPER, STARMETRO NEWSPAPER</b>	9 0%	0 0%	0 0%	5 1%	0 0%	2 1%	2 1%	4 0%	5 1%	4 1%	1 0%	1 0%	1 0%	2 0%	1 0%	4 0%
<b>JOURNAL DE QUEBEC NEWSPAPER</b>	13 1%	0 0%	13 3%	0 0%	0 0%	0 0%	0 0%	10 1%	3 0%	1 0%	3 1%	1 0%	2 1%	6 1%	5 2%	5 0%
			++++	---				++	-					++	++	
<b>LONDON FREE PRESS NEWSPAPER</b>	1 0%	0 0%	0 0%	1 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%
											++					
<b>EDMONTON JOURNAL NEWSPAPER</b>	6 0%	0 0%	0 0%	0 0%	0 0%	6 3%	0 0%	3 0%	3 0%	3 1%	0 0%	2 1%	0 0%	1 0%	1 0%	2 0%
				-		++++										
<b>24 HEURES NEWSPAPER</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
				+						++						
<b>THE PROVINCE NEWSPAPER</b>	9 0%	0 0%	0 0%	0 0%	0 0%	0 0%	9 3%	2 0%	7 1%	1 0%	2 1%	0 0%	3 1%	3 1%	1 0%	4 0%
				--			++++									
<b>WINDSOR STAR NEWSPAPER</b>	5 0%	0 0%	0 0%	5 1%	0 0%	0 0%	0 0%	3 0%	2 0%	0 0%	0 0%	0 0%	1 0%	4 1%	1 0%	3 0%
				+++										+++		
<b>REGINA LEADER POST NEWSPAPER</b>	5 0%	0 0%	0 0%	0 0%	5 3%	0 0%	0 0%	3 0%	2 0%	0 0%	0 0%	2 1%	2 1%	1 0%	0 0%	2 0%
					++++											
<b>OTTAWA CITIZEN NEWSPAPER</b>	18 1%	0 0%	2 0%	16 2%	0 0%	0 0%	0 0%	8 1%	10 1%	1 0%	1 0%	2 1%	5 1%	9 2%	3 1%	11 1%
				++++						--				+++		

<b>THE TELEGRAM NEWSPAPER</b>	1 0%	1 <b>1%</b> ++++	0 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%
<b>SASKATOON STAR PHOENIX NEWSPAPER</b>	5 0%	0 0%	0 0%	0 -	4 <b>3%</b> ++++	1 0%	0 0%	3 0%	2 0%	0 0%	1 0%	1 0%	1 0%	2 0%	1 0%	3 0%
<b>WINNIPEG FREE PRESS NEWSPAPER</b>	16 1%	0 0%	0 <b>0%</b> --	1 <b>0%</b> ---	15 <b>11%</b> ++++	0 0%	0 0%	6 1%	9 1%	2 0%	3 1%	4 1%	3 1%	4 1%	1 0%	8 1%
<b>VICTORIA TIMES COLONIST</b>	4 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 <b>1%</b> ++++	3 0%	1 0%	0 0%	0 0%	0 0%	2 1%	2 0%	2 1%	1 0%
<b>LE DROIT NEWSPAPER</b>	2 0%	0 0%	0 0%	2 +	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 <b>0%</b> +++	1 0%	1 0%
<b>HAMILTON SPECTATOR NEWSPAPER</b>	4 0%	0 0%	0 0%	4 <b>1%</b> ++	0 0%	0 0%	0 0%	3 0%	1 0%	0 0%	3 <b>1%</b> +++	0 0%	0 0%	1 0%	0 0%	2 0%
<b>CHRONICLE HERALD NEWSPAPER</b>	15 1%	12 <b>8%</b> ++++	0 <b>0%</b> --	3 0%	0 0%	0 0%	0 0%	8 1%	7 1%	1 0%	1 0%	2 0%	4 1%	7 <b>2%</b> ++	2 1%	9 1%
<b>THE GUARDIAN NEWSPAPER</b>	4 0%	2 <b>1%</b> +++	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	4 0%	0 0%	0 0%	2 1%	1 0%	1 0%	0 0%	4 0%
<b>CBC RADIO</b>	17 1%	0 0%	1 0%	7 -	2 1%	2 1%	5 2%	4 <b>0%</b> --	13 <b>1%</b> ++	0 <b>0%</b> --	4 1%	7 <b>2%</b> +++	3 1%	3 1%	3 1%	11 1%
<b>LIBRARY</b>	10 0%	1 1%	1 0%	4 1%	1 1%	1 0%	2 1%	4 0%	6 1%	3 1%	1 0%	1 0%	3 1%	2 0%	3 1%	5 0%
<b>HISTORY SITES, TOURISM/CANADA SITES</b>	7 0%	0 0%	1 0%	4 1%	0 0%	0 0%	2 1%	4 0%	3 0%	1 0%	1 0%	4 <b>1%</b> +++	0 0%	1 0%	1 0%	2 0%
<b>PRINCE GEORGE CITIZEN NEWSPAPER</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 <b>0%</b> ++	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>LOCAL/COMMUNITY NEWSPAPER (UNSPECIFIED)</b>	10 0%	0 0%	0 0%	6 1%	0 0%	0 0%	4 <b>1%</b> ++	7 1%	3 0%	1 0%	1 0%	2 1%	3 1%	3 1%	1 0%	5 0%

<b>BRANTFORD EXPOSITOR NEWSPAPER</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	2 0%
				+												
<b>VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)</b>	11 1%	0 0%	7 2%	2 0%	0 0%	1 0%	1 0%	2 0%	9 1%	2 0%	2 1%	4 1%	2 1%	1 0%	0 0%	8 1%
			++++					--	++			+				
<b>TV CHANNELS/SPECIAL INTEREST TV SITES</b>	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%	0 0%	1 0%
<b>HUFFINGTON POST SITE</b>	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%
			+++													
<b>GEORGIA STRAIGHT NEWSPAPER</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
							++									
<b>NEWS APPS</b>	4 0%	0 0%	0 0%	2 0%	1 1%	1 0%	0 0%	2 0%	2 0%	1 0%	2 1%	0 0%	1 0%	0 0%	0 0%	4 0%
											+					
<b>REMEMBRANCE DAY/WEEK EVENTS OR SERVICES</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%
						+								+++		-
<b>MUSEUMS</b>	2 0%	1 1%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	2 0%
		++				+										
<b>PODCASTS (VARIOUS)</b>	3 0%	0 0%	0 0%	0 0%	0 0%	3 1%	0 0%	2 0%	1 0%	0 0%	1 0%	2 1%	0 0%	0 0%	0 0%	3 0%
						++++						++				
<b>CBC (GENERAL MENTION)</b>	6 0%	1 1%	0 0%	2 0%	0 0%	1 0%	2 1%	3 0%	3 0%	0 0%	1 0%	2 1%	1 0%	2 0%	1 0%	5 0%
<b>CTV (GENERAL MENTION)</b>	3 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	2 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	2 0%
<b>BLOGS</b>	2 0%	0 0%	0 0%	0 0%	1 1%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%
					++	+										
<b>ACADEMIC JOURNALS</b>	3 0%	1 1%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	3 0%	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	3 0%
		++				+++		-	+	+++						

<b>OUTDOOR POSTINGS (PUBLIC TRANSIT, BILLBOARDS)</b>	5 0%	0 0%	1 0%	4 1% +	0 0%	0 0%	0 0%	2 0%	3 0%	1 0%	1 0%	1 0%	0 0%	2 0%	1 0%	3 0%
<b>APPLE/SAFARI</b>	6 0%	0 0%	0 0%	4 1%	1 1%	1 0%	0 0%	2 0%	4 0%	0 0%	1 0%	2 1%	0 0%	3 1%	2 1%	4 0%
<b>OTHER INTERNET</b>	23 1%	1 1%	2 0%	10 1%	1 1%	1 0%	8 3% +++	10 1%	12 1%	2 0%	3 1%	6 2%	7 2%	5 1%	1 0%	18 2% +
<b>OTHER MAGAZINES</b>	12 1%	0 0%	0 0%	8 1% - ++	0 0%	3 1%	1 0%	7 1%	5 1%	2 0%	1 0%	4 1%	3 1%	2 0%	3 1%	5 0%
<b>OTHER NEWSPAPER (DAILY/WEEKLY/COMMUNITY)</b>	84 4%	9 7%	12 3%	31 4% -	4 3%	10 4%	18 6% +	33 3% -	49 5%	8 1% ----	12 4%	14 4%	18 5%	32 7% ++++	17 6%	36 3% ---
<b>ZOOMER MAGAZINE</b>	3 0%	1 1%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	3 0% +	0 0%	0 0%	0 0%	1 0%	2 0% +	2 1% ++	1 0%
<b>READER'S DIGEST MAGAZINE</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 0% +	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%
<b>RED DEER ADVOCATE NEWSPAPER</b>	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%	1 0%	1 0%
<b>KITCHENER-WATERLOO RECORD NEWSPAPER</b>	7 0%	0 0%	0 0%	7 1% ++++	0 0%	0 0%	0 0%	4 0%	3 0%	0 0%	1 0%	3 1% +	2 1%	1 0%	0 0%	5 0%
<b>NATIONAL OBSERVER NEWSPAPER ON LINE</b>	3 0%	0 0%	0 0%	1 0%	0 0%	0 0%	2 1% ++	0 0%	3 0% +	0 0%	1 0%	0 0%	0 0%	2 0% +	1 0%	1 0%
<b>LE NOUVELLISTE NEWSPAPER</b>	2 0%	0 0%	2 0% +++	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	2 0%
<b>ST. CATHARINES STANDARD NEWSPAPER</b>	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% +++	0 0%	1 0%
<b>SUMMERSIDE JOURNAL-PIONEER NEWSPAPER</b>	2 0%	2 1% ++++	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%

<b>KINGSTON WHIG-STANDARD NEWSPAPER</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%
<b>THE TELEGRAM NEWSPAPER (ST. JOHN'S, NEWFOUNDLAND)</b>	2 0%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%
<b>DAILY NEWSPAPER (UNSPECIFIED)</b>	3 0%	1 1%	1 0%	1 0%	0 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	0 0%	2 0%	1 0%	2 0%
<b>JOURNAL LE NORD NEWSPAPER</b>	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%
<b>COURRIER LAVAL NEWSPAPER</b>	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>ORILLIA MATTERS NEWSPAPER</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
<b>DELTA OPTIMIST NEWSPAPER</b>	3 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 1%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%
<b>KAMLOOPS THIS WEEK NEWSPAPER</b>	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%
<b>OTHER</b>	15 1%	2 2%	0 0%	9 1%	2 2%	0 0%	2 1%	7 1%	7 1%	4 1%	4 1%	1 0%	2 1%	4 1%	2 1%	9 1%
<b>DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS</b>	42 2%	3 2%	11 2%	11 1%	3 2%	5 2%	9 3%	17 2%	24 2%	5 1%	12 4%	5 1%	13 4%	7 2%	5 2%	32 3%
<b>Prefer not to say</b>	124 6%	9 7%	33 7%	40 5%	8 5%	22 10%	12 4%	74 8%	49 5%	53 10%	26 8%	19 5%	9 2%	17 4%	5 2%	97 8%
Chi2:	-	(99.9)						(99.9)		(99.9)					(90)	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

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

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																	(family)	(friend)	
T1D																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Facebook</b>	453 23%	387 22%	61 26%	361 25%	68 15%	128 25%	321 22%	267 23%	182 22%	93 21%	191 26%	164 20%	140 24%	126 24%	136 22%	17 31%	119 26%	110 25%	222 20%
<b>Twitter</b>	134 7%	108 6%	24 10%	107 7%	17 4%	53 10%	77 5%	96 8%	36 4%	20 5%	47 7%	67 8%	24 4%	33 6%	57 9%	1 2%	28 6%	36 8%	69 6%
<b>YouTube</b>	190 9%	146 8%	37 16%	151 10%	23 5%	50 10%	137 9%	123 11%	63 8%	40 9%	60 8%	88 11%	66 11%	62 12%	38 6%	3 5%	33 7%	52 11%	102 9%
<b>Instagram</b>	90 5%	68 4%	18 8%	66 5%	9 2%	29 6%	59 4%	67 6%	23 3%	11 3%	34 5%	44 5%	23 4%	25 5%	34 6%	2 4%	20 4%	17 4%	55 5%
<b>LinkedIn</b>	49 2%	37 2%	12 5%	35 2%	9 2%	23 4%	26 2%	41 4%	7 1%	5 1%	12 2%	31 4%	13 2%	12 2%	21 3%	1 2%	6 1%	14 3%	29 3%
<b>Television</b>	1032 51%	908 52%	112 48%	749 52%	230 51%	223 43%	798 54%	522 46%	499 60%	264 59%	387 53%	368 45%	283 49%	298 56%	299 49%	30 54%	255 55%	246 55%	545 49%
<b>RADIO</b>	60 3%	56 3%	4 2%	46 3%	12 3%	19 4%	39 3%	41 4%	19 2%	8 2%	25 3%	26 3%	5 1%	19 4%	21 3%	2 4%	16 3%	12 3%	31 3%
<b>ROYAL CANADIAN LEGION</b>	27 1%	24 1%	3 1%	25 2%	0 0%	5 1%	22 1%	15 1%	12 1%	5 1%	10 1%	12 1%	7 1%	6 1%	11 2%	0 0%	9 2%	17 4%	5 0%
<b>BOOKS, HISTORY BOOKS</b>	9 0%	9 1%	0 0%	8 1%	2 0%	4 1%	5 0%	6 0%	3 0%	1 0%	5 1%	3 0%	3 1%	1 0%	5 1%	0 0%	4 1%	2 0%	3 0%
<b>GOOGLE, SEARCH ENGINES</b>	198 10%	172 10%	23 10%	131 9%	53 12%	69 13%	128 9%	121 11%	76 9%	41 9%	70 10%	85 11%	67 12%	48 9%	62 10%	4 7%	52 11%	39 9%	114 10%





<b>BBC ON LINE</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	2 <b>0%</b> +++	1 0%	0 0%	
<b>CNN ON LINE</b>	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	1 0%	2 0%	0 0%	2 0%	1 0%	0 0%	2 0%	0 0%	0 0%	1 0%	
<b>YAHOO</b>	2 0%	1 0%	1 0%	1 0%	1 0%	0 0%	2 0%	0 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%	
<b>RADIO CANADA ON LINE</b>	7 0%	7 0%	0 0%	0 <b>0%</b> ----	7 <b>2%</b> ++++	2 0%	5 0%	1 <b>0%</b> --	5 1%	2 0%	2 0%	3 0%	3 1%	1 0%	2 0%	0 0%	2 0%	2 0%	4 0%
<b>ROYAL CANADIAN LEGION ON LINE</b>	42 2%	38 2%	4 2%	41 <b>3%</b> ++++	3 <b>1%</b> --	11 2%	31 2%	29 3%	13 2%	10 2%	15 2%	17 2%	13 2%	10 2%	14 2%	2 3%	17 <b>4%</b> +++	15 <b>3%</b> ++	9 <b>1%</b> ----
<b>WIKIPEDIA</b>	37 2%	34 2%	2 1%	27 2%	8 2%	12 2%	25 2%	26 2%	10 1%	9 2%	10 1%	18 2%	12 2%	10 2%	12 2%	1 2%	6 1%	14 <b>3%</b> ++	20 2%
<b>NATIONAL POST ON LINE</b>	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%	1 0%	0 0%	1 0%	1 0%	0 0%
<b>THE SUN ON LINE</b>	3 0%	3 0%	0 0%	2 0%	0 0%	0 0%	3 0%	2 0%	1 0%	0 0%	3 <b>0%</b> ++	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	
<b>GLOBE AND MAIL ON LINE</b>	10 0%	9 0%	1 0%	7 0%	1 0%	4 1%	6 0%	8 1%	2 0%	1 0%	3 0%	6 1%	0 <b>0%</b> --	1 0%	7 <b>1%</b> +++	0 0%	5 1%	3 1%	3 0%
<b>THE STAR ON LINE</b>	5 0%	4 0%	1 0%	3 0%	1 0%	1 0%	4 0%	5 0%	0 0%	2 0%	3 0%	0 0%	1 0%	3 0%	0 0%	2 0%	2 0%	2 0%	
<b>TVA ON LINE</b>	2 0%	1 0%	1 0%	0 <b>0%</b> --	2 <b>0%</b> +++	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%
<b>PROVINCIAL GOVERNMENT ON LINE</b>	7 0%	7 0%	0 0%	7 0%	0 0%	1 0%	6 0%	6 0%	1 0%	1 0%	2 0%	4 0%	0 0%	3 1%	4 1%	0 0%	1 0%	2 0%	5 0%
<b>REBEL MEDIA ON LINE</b>	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	2 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	3 <b>1%</b> +++	0 0%	2 0%	2 0%	0 <b>0%</b> --

<b>CITY/MUNICIPAL ON LINE</b>	7 0%	7 0%	0 0%	7 0%	0 0%	4 1%	3 0%	6 1%	1 0%	2 0%	4 1%	0 0%	0 0%	5 1%	0 0%	3 1%	4 1%	2 0%	
				+		+	-					-		++			++		
<b>MUSEUM SITES</b>	2 0%	1 0%	1 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	
			+			++	--				+								
<b>MACLEANS MAGAZINE</b>	45 2%	39 2%	3 1%	37 3%	4 1%	11 2%	33 2%	29 2%	16 2%	6 1%	17 2%	21 3%	7 1%	16 3%	14 2%	0 0%	14 3%	15 3%	21 2%
				--									-				+		
<b>L'ACTUALITÉ MAGAZINE</b>	5 0%	5 0%	0 0%	0 0%	5 1%	0 0%	5 0%	0 0%	5 1%	0 0%	3 0%	2 0%	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	3 0%
				----	++++			---	+++										
<b>LEGION MAGAZINE</b>	14 1%	14 1%	0 0%	14 1%	1 0%	2 0%	12 1%	4 0%	10 1%	2 0%	8 1%	4 0%	5 1%	4 1%	4 1%	3 5%	6 1%	4 1%	2 0%
				++				--	++							++++	+		---
<b>WALRUS MAGAZINE</b>	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	0 0%	0 0%	1 0%	0 0%	2 0%	0 0%	1 0%
								-	++								+		
<b>TIME MAGAZINE</b>	3 0%	3 0%	0 0%	2 0%	1 0%	1 0%	2 0%	2 0%	1 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	1 2%	1 0%	1 0%	2 0%
																+++			
<b>HISTORY MAGAZINES (VARIOUS)</b>	3 0%	3 0%	0 0%	3 0%	1 0%	2 0%	1 0%	2 0%	1 0%	0 0%	1 0%	2 0%	2 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%
<b>LA PRESSE NEWSPAPER</b>	48 2%	46 3%	2 1%	1 0%	46 10%	12 2%	36 3%	24 2%	24 3%	5 1%	15 2%	28 4%	9 2%	16 3%	19 3%	0 0%	5 1%	5 1%	38 3%
			+	----	++++					--		+++					--	--	++++
<b>THE SUN NEWSPAPER (VARIOUS CITIES)</b>	51 2%	40 2%	10 4%	38 3%	8 2%	11 2%	40 3%	25 2%	26 3%	10 2%	20 3%	19 2%	10 2%	17 3%	17 3%	0 0%	14 3%	12 3%	29 3%
			+																
<b>GLOBE AND MAIL NEWSPAPER</b>	89 4%	75 4%	12 5%	76 5%	6 1%	18 4%	69 5%	53 5%	35 4%	8 2%	17 2%	61 8%	13 2%	21 4%	35 6%	0 0%	20 4%	24 5%	50 4%
				+++	----					---	----	++++	---		+				
<b>NATIONAL POST NEWSPAPER</b>	37 2%	33 2%	2 1%	33 2%	3 1%	8 2%	28 2%	25 2%	12 1%	7 2%	13 2%	16 2%	9 2%	10 2%	9 1%	1 2%	9 2%	11 2%	22 2%
				++	--														
<b>LE DEVOIR NEWSPAPER</b>	24 1%	22 1%	2 1%	3 0%	22 5%	1 0%	23 2%	11 1%	13 2%	2 0%	10 1%	12 2%	11 2%	8 2%	1 0%	0 0%	2 0%	2 0%	20 2%
				----	++++	--	++			-			+		---		-	-	+++

<b>THE TORONTO STAR NEWSPAPER</b>	79 4%	66 4%	10 4%	68 5% +++	2 0% ----	16 3%	61 4%	40 4%	38 5%	18 4%	22 3%	37 5%	16 3%	20 4%	24 4%	3 6%	20 4%	14 3%	45 4%
<b>THE MONTREAL GAZETTE NEWSPAPER</b>	13 1%	10 1%	3 1%	10 1%	3 1%	0 0% --	13 1% ++	5 0%	8 1%	2 0%	4 1%	7 1%	2 0%	4 1%	3 0%	1 2%	3 1%	4 1%	5 0%
<b>JOURNAL DE MONTREAL NEWSPAPER</b>	25 1%	25 1% ++	0 0%	1 0% ----	25 5% ++++	6 1%	19 1%	8 1% --	17 2% +++	10 2% ++	8 1%	7 1%	6 1%	10 2%	6 1%	0 0%	2 0%	3 1%	20 2% ++
<b>CALGARY HERALD NEWSPAPER</b>	14 1%	12 1%	1 0%	13 1% +	0 0% --	2 0%	11 1%	7 1%	6 1%	1 0%	5 1%	7 1%	3 1%	5 1%	3 0%	0 0%	4 1%	4 1%	7 1%
<b>METRO NEWSPAPER, STARMETRO NEWSPAPER</b>	9 0%	7 0%	2 1%	8 1%	0 0%	3 1%	6 0%	5 0%	4 0%	2 0%	2 0%	5 1%	6 1% ++	1 0%	2 0%	1 2%	0 0%	2 0%	6 1%
<b>JOURNAL DE QUEBEC NEWSPAPER</b>	13 1%	13 1%	0 0%	0 0% ----	13 3% ++++	2 0%	11 1%	6 1%	7 1%	3 1%	9 1% ++	1 0% --	4 1%	7 1% ++	2 0%	0 0%	2 0%	4 1%	7 1%
<b>LONDON FREE PRESS NEWSPAPER</b>	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 0%	0 0%	0 0%	1 0%	0 0% +
<b>EDMONTON JOURNAL NEWSPAPER</b>	6 0%	5 0%	1 0%	6 0%	0 0%	1 0%	5 0%	5 0%	1 0%	1 0%	3 0%	2 0%	0 0%	5 1% +++	1 0%	0 0%	1 0%	1 0%	4 0%
<b>24 HEURES NEWSPAPER</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	0 0%	2 0% +	0 0%	2 0% ++	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%
<b>THE PROVINCE NEWSPAPER</b>	9 0%	8 0%	1 0%	9 1% +	0 0%	1 0%	8 1%	5 0%	4 0%	2 0%	4 1%	3 0%	5 1% +	0 0% -	3 0%	0 0%	3 1%	3 1%	3 0%
<b>WINDSOR STAR NEWSPAPER</b>	5 0%	5 0%	0 0%	5 0%	0 0%	0 0%	4 0%	0 0% --	5 1% +++	2 0%	1 0%	1 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	2 0%
<b>REGINA LEADER POST NEWSPAPER</b>	5 0%	4 0%	1 0%	5 0%	0 0%	1 0%	4 0%	2 0%	3 0%	4 1% +++	0 0%	1 0%	2 0%	2 0%	0 0%	0 0%	2 0%	2 0%	1 0%
<b>OTTAWA CITIZEN NEWSPAPER</b>	18 1%	18 1% +	0 0%	17 1% ++	3 1%	14 1%	8 1%	10 1%	2 0%	6 1%	10 1%	4 1%	6 1%	5 1%	0 0%	7 2%	7 2%	7 2%	3 0% ----

<b>THE TELEGRAM NEWSPAPER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 <b>0%</b>	0 0%	1 <b>++</b>	0 0%	0 0%	1 0%	0 0%	0 0%	1 +	0 0%	1 <b>0%</b>	0 0%	0 0%	
<b>SASKATOON STAR PHOENIX NEWSPAPER</b>	5 0%	5 0%	0 0%	5 0%	0 0%	1 0%	4 0%	3 0%	2 0%	1 0%	2 0%	2 0%	0 0%	1 0%	3 0%	0 0%	3 1%	1 0%	1 0%
<b>WINNIPEG FREE PRESS NEWSPAPER</b>	16 1%	15 1%	1 0%	13 1%	0 <b>0%</b>	7 1%	9 1%	11 1%	5 1%	4 1%	6 1%	6 1%	5 1%	2 0%	6 1%	0 0%	4 1%	5 1%	8 1%
<b>VICTORIA TIMES COLONIST</b>	4 0%	4 0%	0 0%	4 0%	0 0%	0 0%	4 0%	2 0%	2 0%	1 0%	1 0%	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	2 0%	1 0%
<b>LE DROIT NEWSPAPER</b>	2 0%	2 0%	0 0%	1 0%	2 <b>0%</b>	0 0%	2 0%	1 0%	1 0%	2 <b>0%</b>	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%
<b>HAMILTON SPECTATOR NEWSPAPER</b>	4 0%	2 <b>0%</b>	2 <b>1%</b>	4 0%	0 0%	2 0%	2 0%	3 0%	1 0%	0 0%	2 0%	2 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	2 0%
<b>CHRONICLE HERALD NEWSPAPER</b>	15 1%	15 1%	0 0%	15 <b>1%</b>	0 <b>0%</b>	1 0%	14 1%	5 0%	10 1%	3 1%	6 1%	6 1%	5 1%	6 1%	3 0%	0 0%	6 1%	5 1%	4 <b>0%</b>
<b>THE GUARDIAN NEWSPAPER</b>	4 0%	3 0%	1 0%	2 0%	1 0%	1 0%	3 0%	1 0%	3 0%	0 0%	3 0%	1 0%	3 <b>0%</b>	0 0%	1 0%	0 <b>0%</b>	1 0%	1 0%	2 0%
<b>CBC RADIO</b>	17 1%	13 1%	4 2%	14 1%	2 0%	9 <b>2%</b>	8 <b>1%</b>	12 1%	5 1%	1 0%	5 1%	11 <b>1%</b>	4 1%	3 1%	7 1%	0 0%	6 1%	2 0%	10 1%
<b>LIBRARY</b>	10 0%	10 1%	0 0%	8 1%	2 0%	4 1%	6 0%	4 0%	5 1%	5 <b>1%</b>	2 0%	3 0%	5 1%	2 0%	1 0%	0 0%	3 1%	1 0%	6 1%
<b>HISTORY SITES, TOURISM/CANADA SITES</b>	7 0%	7 0%	0 0%	6 0%	1 0%	3 1%	4 0%	4 0%	3 0%	0 0%	2 0%	4 1%	2 0%	2 0%	3 1%	0 0%	4 <b>1%</b>	3 1%	1 <b>0%</b>
<b>PRINCE GEORGE CITIZEN NEWSPAPER</b>	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 0%	0 0%	0 0%	0 0%	1 0%
<b>LOCAL/COMMUNITY NEWSPAPER (UNSPECIFIED)</b>	10 0%	9 1%	1 0%	10 1%	0 0%	1 0%	9 1%	6 1%	4 0%	2 0%	7 <b>1%</b>	1 <b>0%</b>	2 0%	4 1%	2 0%	0 0%	4 1%	2 0%	4 0%

<b>BRANTFORD EXPOSITOR NEWSPAPER</b>	2 0%	1 0%	1 0% +	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%	
<b>VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)</b>	11 1%	10 1%	1 0%	3 0%	8 2% ---- +++++	4 1%	7 1%	8 1%	3 0%	3 1%	4 1%	3 1%	3 1%	2 0%	0 0%	5 1%	0 0%	6 1%	
<b>TV CHANNELS/SPECIAL INTEREST TV SITES</b>	1 0%	0 0%	1 0% --- +++	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	
<b>HUFFINGTON POST SITE</b>	2 0%	2 0%	0 0%	0 0%	2 0% -- +++	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	
<b>GEORGIA STRAIGHT NEWSPAPER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0% +	
<b>NEWS APPS</b>	4 0%	4 0%	0 0%	4 0%	0 0%	2 0%	2 0%	3 0%	1 0%	0 0%	3 0%	1 0%	1 0%	0 0%	2 0%	0 0%	1 0%	1 0%	2 0%
<b>REMEMBRANCE DAY/WEEK EVENTS OR SERVICES</b>	2 0%	1 0%	1 0% +	2 0%	0 0%	0 0%	2 0%	0 0%	2 0% +	0 0%	1 0%	1 0%	2 0% ++	0 0%	0 0%	0 0%	0 0%	0 0%	
<b>MUSEUMS</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	
<b>PODCASTS (VARIOUS)</b>	3 0%	3 0%	0 0%	3 0%	0 0%	2 0%	1 0%	2 0%	1 0%	2 0% +	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	0 0%	2 0%	
<b>CBC (GENERAL MENTION)</b>	6 0%	4 0%	2 1%	6 0%	0 0%	2 0%	4 0%	3 0%	3 0%	0 0%	4 1%	2 0%	1 0%	2 0%	2 0%	0 0%	1 0%	2 0%	3 0%
<b>CTV (GENERAL MENTION)</b>	3 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	1 0%	2 0%	0 0%	3 0% ++	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0% +	
<b>BLOGS</b>	2 0%	2 0%	0 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%	0 0%	1 0%	1 0%	
<b>ACADEMIC JOURNALS</b>	3 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	1 0%	2 0%	1 0%	0 0%	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%

<b>OUTDOOR POSTINGS (PUBLIC TRANSIT, BILLBOARDS)</b>	5 0%	3 0%	2 1% - ++	4 0%	1 0%	1 0%	3 0%	2 0%	2 0%	2 0%	1 0%	1 0%	2 0%	0 0%	0 0%	0 0%	4 0%		
<b>APPLE/SAFARI</b>	6 0%	4 0%	1 0%	5 0%	0 0%	2 0%	4 0%	3 0%	3 0%	0 0%	3 0%	3 0%	1 0%	1 0%	2 0%	0 0%	3 1%	2 0%	2 0%
<b>OTHER INTERNET</b>	23 1%	19 1%	4 2%	18 1%	1 0%	7 1%	16 1%	12 1%	11 1%	6 1%	2 0%	14 2%	4 1%	7 1%	7 1%	0 0%	8 2%	8 2%	8 1%
<b>OTHER MAGAZINES</b>	12 1%	10 1%	2 1%	11 1%	0 0%	7 1%	5 0%	10 1%	2 0%	1 0%	3 0%	8 1%	0 0%	2 0%	9 1%	2 4%	5 1%	3 1%	4 0%
<b>OTHER NEWSPAPER (DAILY/WEEKLY/COMMUNITY)</b>	84 4%	77 4%	7 3%	70 5%	13 3%	16 3%	67 5%	39 3%	45 5%	20 4%	30 4%	34 4%	21 4%	20 4%	27 4%	2 4%	30 6%	25 5%	35 3%
<b>ZOOMER MAGAZINE</b>	3 0%	2 0%	1 0%	3 0%	0 0%	0 0%	3 0%	1 0%	2 0%	0 0%	2 0%	1 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	2 0%
<b>READER'S DIGEST MAGAZINE</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	0 0%	0 0%
<b>RED DEER ADVOCATE NEWSPAPER</b>	2 0%	1 0%	1 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	2 0%	1 0%	0 0%
<b>KITCHENER-WATERLOO RECORD NEWSPAPER</b>	7 0%	6 0%	0 0%	6 0%	0 0%	1 0%	6 0%	5 0%	2 0%	2 0%	3 0%	2 0%	1 0%	2 0%	3 1%	0 0%	3 1%	3 1%	2 0%
<b>NATIONAL OBSERVER NEWSPAPER ON LINE</b>	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	1 0%	2 0%	0 0%	2 0%	1 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	0 0%
<b>LE NOUVELLISTE NEWSPAPER</b>	2 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%
<b>ST. CATHARINES STANDARD NEWSPAPER</b>	2 0%	0 0%	2 1%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%
<b>SUMMERSIDE JOURNAL-PIONEER NEWSPAPER</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 2%	1 0%	1 0%	0 0%

<b>KINGSTON WHIG-STANDARD NEWSPAPER</b>	2 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	2 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%
<b>THE TELEGRAM NEWSPAPER (ST. JOHN'S, NEWFOUNDLAND)</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%
<b>DAILY NEWSPAPER (UNSPECIFIED)</b>	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%	0 0%	3 0%
<b>JOURNAL LE NORD NEWSPAPER</b>	2 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%
<b>COURRIER LAVAL NEWSPAPER</b>	2 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	2 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
<b>ORILLIA MATTERS NEWSPAPER</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%
<b>DELTA OPTIMIST NEWSPAPER</b>	3 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	1 0%	2 0%	1 0%	0 0%	2 0%	0 0%	0 0%	3 0%	0 0%	2 0%
<b>KAMLOOPS THIS WEEK NEWSPAPER</b>	2 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%
<b>OTHER</b>	15 1%	14 1%	1 0%	15 1%	0 0%	6 1%	8 1%	10 1%	5 1%	2 0%	6 1%	7 1%	3 1%	1 0%	7 1%	3 5%	4 1%
<b>DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS</b>	42 2%	38 2%	3 1%	30 2%	12 3%	6 1%	36 2%	21 2%	21 3%	6 1%	21 3%	14 2%	16 3%	8 1%	9 1%	1 2%	9 2%
<b>Prefer not to say</b>	124 6%	105 6%	15 6%	76 5%	32 7%	34 6%	90 6%	73 6%	50 6%	27 6%	41 6%	54 7%	40 7%	35 7%	29 5%	5 8%	20 4%
Chi2:	-	(99)		(99.9)		(99.9)		(99.9)		(99.9)		(99.9)		(99.9)		(99.9)	
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53

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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
T1E																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Yes</b>	391 19%	33 26% +	51 <b>11%</b> ----	150 20%	38 <b>27%</b> ++	55 24% +	64 21%	184 18%	204 21%	89 <b>16%</b> --	60 18%	74 22%	85 <b>24%</b> ++	83 19%	128 <b>44%</b> ++++	159 <b>13%</b> ----
<b>No</b>	1594 80%	97 <b>72%</b> --	402 <b>88%</b> ++++	586 79%	100 <b>73%</b> --	173 75% -	234 78%	798 81%	781 79%	443 82% +	272 81%	265 78%	268 <b>75%</b> --	346 80%	157 <b>54%</b> ----	1034 <b>87%</b> ++++
<b>Prefer not to say</b>	15 1%	2 2% 2%	2 0%	8 1%	0 0%	2 1%	1 0%	9 1%	6 1%	7 1%	3 1%	2 1%	2 1%	1 0%	4 1%	1 0%
Chi2:	-	99.9						-		90					99.9	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84



**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			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1E																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Yes</b>	391 19%	351 <b>20%</b> ++	35 <b>15%</b> --	321 <b>22%</b> ++++	50 <b>11%</b> ----	103 20%	286 19%	216 19%	172 21%	94 21%	166 <b>23%</b> +++	125 <b>15%</b> ----	107 18%	110 21%	120 20%	24 <b>44%</b> ++++	116 <b>25%</b> ++++	127 <b>28%</b> ++++	154 <b>14%</b> ----
<b>No</b>	1594 80%	1371 79%	198 84% +	1103 <b>77%</b> ----	397 <b>88%</b> ++++	414 80%	1166 80%	918 80%	660 79%	347 78%	554 <b>76%</b> ---	676 <b>84%</b> ++++	462 81%	416 79%	486 80%	31 <b>55%</b> ----	349 <b>74%</b> ----	318 <b>71%</b> ----	942 <b>85%</b> ++++
<b>Prefer not to say</b>	15 1%	12 1%	2 1%	13 1%	2 0%	1 0%	13 1%	11 1%	4 0%	3 1%	6 1%	6 1%	5 1%	2 0%	3 1%	1 2%	3 1%	4 1%	7 1%
Chi2:	-	95		99.9		-		-		99.9			-			99.9			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

Hosting commemorative events and ceremonies in Canada																
	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q3_NEWD Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>NOT IMPORTANT (1-2)</b>	129 6%	5 4%	56 12%	34 5%	2 1%	9 4%	23 8%	74 8%	49 5%	46 9%	30 9%	19 6%	14 4%	20 5%	11 4%	97 8%
			++++	---	--	-		+	---	++	++		--	-	--	++++
<b>MODERATELY IMPORTANT (3)</b>	243 12%	10 7%	78 17%	69 9%	13 10%	38 17%	35 12%	105 11%	137 14%	95 18%	51 15%	34 10%	26 7%	37 8%	22 8%	160 13%
		-	++++	---		++		--	++	++++	+		---	---	--	++
<b>QUITE IMPORTANT (4-5)</b>	1552 77%	113 86%	294 64%	616 83%	119 86%	178 77%	230 77%	776 78%	766 77%	361 67%	244 73%	283 83%	306 86%	358 83%	251 87%	881 74%
		++	----	++++	++					----	--	+++	++++	++++	++++	----
<b>1 Not at all important</b>	55 3%	2 1%	26 6%	15 2%	0 0%	5 2%	7 2%	39 4%	14 1%	18 3%	16 5%	7 2%	7 2%	7 2%	3 1%	47 4%
<b>2</b>	74 4%	3 2%	30 7%	19 3%	2 1%	4 2%	16 5%	35 4%	35 4%	28 5%	14 4%	12 4%	7 2%	13 3%	8 3%	50 4%
<b>3</b>	243 12%	10 7%	78 17%	69 9%	13 10%	38 17%	35 12%	105 11%	137 14%	95 18%	51 15%	34 10%	26 7%	37 8%	22 8%	160 13%
<b>4</b>	482 24%	19 14%	127 28%	172 23%	30 22%	55 24%	78 26%	227 23%	249 25%	142 26%	78 23%	91 27%	80 22%	91 21%	60 21%	281 24%
<b>5 Very important</b>	1070 53%	94 72%	167 36%	444 60%	89 64%	123 53%	152 51%	549 55%	517 52%	219 41%	166 50%	192 56%	226 64%	267 62%	191 66%	600 50%
<b>Don't know/Prefer not to say / No answer</b>	76 4%	4 3%	27 6%	25 3%	4 3%	5 2%	11 4%	36 4%	39 4%	37 7%	10 3%	5 2%	9 3%	15 4%	5 2%	56 5%
Chi2:	-	99.9						99		99.9					99.9	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

Mean:	3.91	3.92	<b>3.66</b>	<b>4.07</b>	<b>4.28</b>	3.95	3.93	3.84	3.99	<b>3.77</b>	<b>3.69</b>	4.09	<b>4.16</b>	4.06	4.15	<b>3.78</b>
Standard Deviation:	1.33	1.34	1.42	1.28	1.04	1.23	1.33	1.42	1.23	1.33	1.41	1.28	1.27	1.28	1.22	1.39
Student's T:	*	-	99.9	95	95	-	-	-	90	95	95	90	95	-	90	99.9

Hosting commemorative events and ceremonies in Canada																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q3_NEWD Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>NOT IMPORTANT (1-2)</b>	129 6%	110 6%	17 7%	69 5%	55 12%	40 8%	89 6%	76 7%	53 6%	20 5%	52 7%	54 7%	37 6%	33 6%	41 7%	0 0%	24 5%	15 3%	92 8%
<b>MODERATELY IMPORTANT (3)</b>	243 12%	201 12%	36 15%	149 10%	78 18%	65 13%	176 12%	158 14%	84 10%	49 11%	84 12%	110 14%	85 15%	70 13%	65 11%	3 5%	36 8%	43 10%	169 15%
<b>QUITE IMPORTANT (4-5)</b>	1552 77%	1360 78%	169 72%	1176 82%	291 65%	390 75%	1147 78%	875 76%	661 79%	356 80%	568 78%	610 75%	418 73%	412 78%	486 80%	53 95%	400 86%	382 85%	789 71%
<b>1 Not at all important</b>	55 3%	46 3%	8 3%	27 2%	26 6%	19 4%	36 2%	33 3%	22 3%	5 1%	25 3%	22 3%	16 3%	16 3%	17 3%	0 0%	6 1%	6 1%	43 4%
<b>2</b>	74 4%	64 4%	9 4%	42 3%	29 7%	21 4%	53 4%	43 4%	31 4%	15 3%	27 4%	32 4%	21 4%	17 3%	24 4%	0 0%	18 4%	9 2%	49 5%
<b>3</b>	243 12%	201 12%	36 15%	149 10%	78 18%	65 13%	176 12%	158 14%	84 10%	49 11%	84 12%	110 14%	85 15%	70 13%	65 11%	3 5%	36 8%	43 10%	169 15%
<b>4</b>	482 24%	406 23%	68 29%	332 23%	120 27%	127 25%	350 24%	284 25%	194 23%	107 24%	149 21%	222 27%	143 25%	127 24%	145 24%	12 22%	91 20%	98 22%	292 26%
<b>5 Very important</b>	1070 53%	954 55%	101 43%	844 59%	171 38%	263 51%	797 54%	591 51%	467 56%	249 56%	419 57%	388 48%	275 48%	285 54%	341 56%	41 73%	309 66%	284 63%	497 45%
<b>Don't know/Prefer not to say / No answer</b>	76 4%	63 4%	13 6%	43 3%	25 6%	23 4%	53 4%	36 3%	38 5%	19 4%	22 3%	33 4%	34 6%	13 2%	17 3%	0 0%	8 2%	9 2%	53 5%
Chi2:	-	-		99.9		-		95		-			-			(99.9)			

Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95
Mean:	3.91	3.91	3.92	<b>4.04</b>	<b>3.63</b>	3.83	3.94	3.88	3.95	4.07	<b>3.78</b>	3.95	3.88	3.88	3.92	<b>4.64</b>	4.02	<b>4.12</b>	<b>3.81</b>
Standard Deviation:	1.33	1.33	1.32	1.27	1.42	1.38	1.31	1.32	1.34	1.22	1.39	1.31	1.31	1.33	1.36	0.80	1.29	1.22	1.36
Student's T:	*	-	-	99.9	99.9	-	-	-	-	90	95	-	-	-	-	99	-	95	99

**Development of commemorative educational resources for schools**

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q3_NEWC Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>NOT IMPORTANT (1-2)</b>	138 7%	3 2%	67 15%	38 5%	4 3%	12 5%	14 5%	77 8%	57 6%	57 11%	28 8%	20 6%	9 2%	24 6%	9 3%	106 9%
		--	++++	--	-	-	-	--	--	++++				----	---	++++
<b>MODERATELY IMPORTANT (3)</b>	284 14%	16 12%	104 23%	69 9%	21 15%	28 12%	45 15%	143 14%	137 14%	100 19%	53 16%	38 11%	42 12%	51 12%	32 11%	184 15%
		++++	++++	----						++++		-			-	++
<b>QUITE IMPORTANT (4-5)</b>	1496 75%	109 82%	255 56%	610 82%	109 79%	184 80%	228 76%	731 74%	755 76%	342 63%	247 74%	278 81%	291 82%	338 79%	243 84%	844 70%
		++	----	++++		++				----		+++	++++	++	++++	----
<b>1 Not at all important</b>	55 3%	1 1%	30 7%	13 2%	1 1%	7 3%	3 1%	35 4%	19 2%	18 3%	14 4%	12 3%	4 1%	7 2%	5 2%	45 4%
<b>2</b>	83 4%	2 2%	37 8%	25 3%	3 2%	5 2%	11 4%	42 4%	38 4%	39 7%	14 4%	8 2%	5 1%	17 4%	4 1%	61 5%
<b>3</b>	284 14%	16 12%	104 23%	69 9%	21 15%	28 12%	45 15%	143 14%	137 14%	100 19%	53 16%	38 11%	42 12%	51 12%	32 11%	184 15%
<b>4</b>	516 26%	26 18%	132 29%	181 24%	29 21%	62 27%	86 29%	250 25%	261 26%	155 29%	87 26%	92 27%	90 25%	92 21%	70 24%	304 25%
<b>5 Very important</b>	980 49%	83 64%	123 27%	429 58%	80 58%	122 53%	142 47%	481 48%	494 50%	187 34%	160 48%	186 54%	201 57%	246 57%	173 60%	540 45%
<b>Don't know/Prefer not to say / No answer</b>	82 4%	4 3%	29 6%	27 4%	4 3%	6 3%	12 4%	40 4%	42 4%	40 7%	7 2%	5 2%	13 4%	17 4%	5 2%	60 5%
Chi2:	-	99.9						-		99.9					99.9	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

Mean:	3.89	4.02	<b>3.55</b>	<b>4.08</b>	3.99	4.03	<b>4.07</b>	3.82	3.97	<b>3.74</b>	3.78	4.01	<b>4.19</b>	3.92	<b>4.14</b>	<b>3.76</b>
Standard Deviation:	1.32	1.17	1.40	1.27	1.16	1.30	1.18	1.36	1.26	1.34	1.38	1.35	1.14	1.28	1.21	1.37
Student's T:	*	-	99.9	99	-	-	95	-	90	95	-	-	99	-	95	99.9

**Development of commemorative educational resources for schools**

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																	(family)	(friend)	
Q3_NEWC Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>NOT IMPORTANT (1-2)</b>	138 7%	120 7%	16 7%	69 5%	64 14%	37 7%	100 7%	89 8%	49 6%	22 5%	48 7%	65 8%	36 6%	46 9%	43 7%	1 2%	20 4%	13 3%	107 10%
<b>MODERATELY IMPORTANT (3)</b>	284 14%	246 14%	29 12%	170 12%	105 24%	65 12%	217 15%	167 15%	116 14%	65 15%	99 14%	120 15%	106 19%	69 13%	75 12%	5 9%	51 11%	51 11%	183 17%
<b>QUITE IMPORTANT (4-5)</b>	1496 75%	1299 75%	177 75%	1149 80%	254 56%	397 76%	1085 74%	853 74%	626 75%	337 76%	552 76%	589 73%	400 69%	398 75%	472 77%	48 86%	385 82%	378 84%	758 69%
<b>1 Not at all important</b>	55 3%	47 3%	7 3%	22 2%	29 6%	19 4%	35 2%	41 4%	14 2%	6 1%	25 3%	21 3%	14 2%	22 4%	15 3%	1 2%	7 2%	7 2%	42 4%
<b>2</b>	83 4%	73 4%	9 4%	47 3%	35 8%	18 4%	65 4%	48 4%	35 4%	16 4%	23 3%	44 6%	22 4%	24 5%	28 5%	0 0%	13 3%	6 1%	65 6%
<b>3</b>	284 14%	246 14%	29 12%	170 12%	105 24%	65 12%	217 15%	167 15%	116 14%	65 15%	99 14%	120 15%	106 19%	69 13%	75 12%	5 9%	51 11%	51 11%	183 17%
<b>4</b>	516 26%	439 25%	67 28%	356 25%	128 29%	140 27%	372 25%	308 27%	205 25%	121 27%	170 24%	218 27%	139 24%	148 28%	169 28%	15 27%	107 23%	108 24%	298 27%
<b>5 Very important</b>	980 49%	860 49%	110 47%	793 55%	126 28%	257 50%	713 49%	545 48%	421 50%	216 49%	382 52%	371 46%	261 45%	250 47%	303 50%	33 59%	278 60%	270 60%	460 42%
<b>Don't know/Prefer not to say / No answer</b>	82 4%	69 4%	13 6%	49 3%	26 6%	19 4%	63 4%	36 3%	45 5%	20 5%	27 4%	33 4%	32 6%	15 3%	19 3%	2 4%	12 3%	7 2%	55 5%
Chi2:	-	-		99.9		-		-		-			99			(99.9)			



Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95
Mean:	3.89	3.88	3.99	<b>4.04</b>	<b>3.55</b>	3.91	3.88	3.85	3.94	4.02	3.84	3.86	3.81	3.85	3.97	4.35	4.05	<b>4.13</b>	<b>3.76</b>
Standard Deviation:	1.32	1.32	1.33	1.24	1.39	1.37	1.30	1.35	1.26	1.22	1.35	1.32	1.27	1.40	1.31	1.15	1.25	1.20	1.36
Student's T:	*	-	-	99.9	99.9	-	-	-	-	90	-	-	-	-	-	90	90	99	99.9

**Funding for commemorative community initiatives**

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q3_NEWF Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>NOT IMPORTANT (1-2)</b>	221 11%	8 6%	80 <b>18%</b> - +++++	78 10%	9 6%	19 8%	27 9%	127 <b>13%</b> ++	90 9%	68 13%	51 <b>15%</b> +++	35 10%	24 <b>7%</b> ---	43 10%	19 <b>6%</b> ---	163 <b>14%</b> ++++
<b>MODERATELY IMPORTANT (3)</b>	465 23%	25 18%	143 <b>31%</b> ++++	143 <b>19%</b> ----	33 24%	53 23%	68 23%	229 23%	229 23%	141 26%	89 26%	75 22%	75 21%	85 20%	53 <b>18%</b> --	290 24%
<b>QUITE IMPORTANT (4-5)</b>	1221 61%	95 <b>72%</b> +++	197 <b>43%</b> ----	494 <b>66%</b> ++++	91 66%	150 65%	192 64%	590 59%	624 63%	287 <b>53%</b> ----	187 <b>56%</b> --	222 65%	245 <b>69%</b> +	280 <b>65%</b> ++	211 <b>73%</b> ++++	676 <b>56%</b> ----
<b>1 Not at all important</b>	85 4%	3 2%	33 7%	28 4%	2 1%	9 4%	10 3%	60 6%	23 2%	25 5%	25 8%	10 3%	12 3%	13 3%	9 3%	69 6%
<b>2</b>	136 7%	5 4%	47 10%	50 7%	7 5%	10 4%	17 6%	67 7%	67 7%	43 8%	26 8%	25 7%	12 3%	30 7%	10 3%	94 8%
<b>3</b>	465 23%	25 18%	143 31%	143 19%	33 24%	53 23%	68 23%	229 23%	229 23%	141 26%	89 26%	75 22%	75 21%	85 20%	53 18%	290 24%
<b>4</b>	596 30%	36 28%	118 26%	223 30%	41 30%	80 35%	97 33%	276 28%	318 32%	155 29%	100 30%	111 32%	104 30%	126 30%	93 32%	341 29%
<b>5 Very important</b>	625 31%	59 45%	79 17%	271 36%	50 36%	70 30%	95 32%	314 32%	306 31%	132 24%	87 26%	111 33%	141 40%	154 36%	118 41%	335 28%
<b>Don't know/Prefer not to say / No answer</b>	93 5%	4 3%	35 8%	29 4%	5 4%	8 4%	12 4%	45 5%	48 5%	43 8%	8 2%	9 3%	11 3%	22 5%	6 2%	65 6%
Chi2:	-	99.9						95		99.9					99.9	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

Mean:	3.69	3.90	<b>3.36</b>	3.77	3.86	3.88	3.82	<b>3.57</b>	<b>3.82</b>	3.59	<b>3.51</b>	3.80	<b>3.86</b>	3.79	<b>3.96</b>	<b>3.57</b>
Standard Deviation:	1.32	1.25	1.33	1.34	1.19	1.29	1.28	1.38	1.26	1.32	1.39	1.29	1.27	1.31	1.27	1.37
Student's T:	*	-	99.9	-	-	90	-	99	99.9	90	95	-	95	-	99	99.9

**Funding for commemorative community initiatives**

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes	Yes	No
																	(family)	(friend)	
Q3_NEWF Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>NOT IMPORTANT (1-2)</b>	221 11%	190 11%	29 12%	130 9%	78 18%	74 14%	145 10%	136 12%	84 10%	30 7%	77 11%	110 14%	56 10%	68 13%	69 11%	2 4%	47 10%	29 6%	150 14%
<b>MODERATELY IMPORTANT (3)</b>	465 23%	402 23%	56 23%	305 21%	134 30%	118 23%	344 23%	280 24%	184 22%	99 22%	148 20%	213 26%	136 24%	118 22%	145 24%	13 23%	78 17%	88 20%	286 26%
<b>QUITE IMPORTANT (4-5)</b>	1221 61%	1062 61%	137 59%	949 66%	206 46%	303 58%	907 62%	690 60%	517 62%	293 66%	471 65%	445 55%	346 60%	322 61%	374 61%	38 68%	328 70%	321 72%	607 55%
<b>1 Not at all important</b>	85 4%	75 4%	9 4%	50 3%	31 7%	27 5%	57 4%	49 4%	35 4%	9 2%	36 5%	36 4%	21 4%	26 5%	29 5%	2 4%	16 3%	12 3%	59 5%
<b>2</b>	136 7%	115 7%	20 9%	80 6%	47 11%	47 9%	88 6%	87 8%	49 6%	21 5%	41 6%	74 9%	35 6%	42 8%	40 7%	0 0%	31 7%	17 4%	91 8%
<b>3</b>	465 23%	402 23%	56 23%	305 21%	134 30%	118 23%	344 23%	280 24%	184 22%	99 22%	148 20%	213 26%	136 24%	118 22%	145 24%	13 23%	78 17%	88 20%	286 26%
<b>4</b>	596 30%	513 30%	71 31%	439 31%	118 26%	155 30%	436 30%	348 30%	242 29%	150 34%	201 28%	239 30%	175 30%	151 29%	188 31%	15 28%	137 30%	139 31%	329 30%
<b>5 Very important</b>	625 31%	549 31%	66 28%	510 35%	88 19%	148 28%	471 32%	342 30%	275 33%	143 32%	270 37%	206 25%	171 30%	171 32%	186 30%	23 41%	191 41%	182 41%	278 25%
<b>Don't know/Prefer not to say / No answer</b>	93 5%	80 5%	13 6%	53 4%	31 7%	23 5%	69 5%	39 3%	51 6%	22 5%	30 4%	39 5%	36 6%	20 4%	21 3%	3 5%	15 3%	11 2%	60 5%
Chi2:	-	-		99.9		95		-		99.9			-			99.9			

Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95
Mean:	3.69	3.69	3.68	<b>3.80</b>	<b>3.38</b>	3.60	3.73	3.67	3.72	<b>3.93</b>	3.68	<b>3.59</b>	3.74	3.62	3.69	3.89	3.81	<b>3.93</b>	<b>3.58</b>
Standard Deviation:	1.32	1.33	1.32	1.30	1.34	1.37	1.30	1.32	1.32	1.22	1.36	1.32	1.30	1.36	1.34	1.25	1.34	1.25	1.34
Student's T:	*	-	-	99.9	99.9	-	-	-	-	99.9	-	95	-	-	-	-	90	99	99.9

Hosting commemorative events and ceremonies in Europe																
	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q3_NEW Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>NOT IMPORTANT (1-2)</b>	520 26%	27 21%	139 <b>31%</b> +++	176 24%	26 <b>19%</b> - --	62 27%	90 30% +	247 25%	264 27%	144 27%	119 <b>35%</b> ++++	100 29%	74 <b>21%</b> --	83 <b>19%</b> ----	49 <b>17%</b> ----	358 <b>30%</b> ++++
<b>MODERATELY IMPORTANT (3)</b>	542 27%	35 27%	122 27%	183 25%	51 <b>37%</b> - +++	64 28%	86 29%	280 28%	257 26%	139 26%	85 25%	98 28%	96 27%	124 29%	70 24%	330 28%
<b>QUITE IMPORTANT (4-5)</b>	808 40%	61 46%	154 <b>34%</b> ----	338 <b>45%</b> ++++	53 39%	91 40%	110 37%	416 42%	388 39%	197 <b>36%</b> --	119 36% -	126 37%	168 <b>47%</b> +++	198 <b>46%</b> +++	160 <b>55%</b> ++++	413 <b>34%</b> ----
<b>1 Not at all important</b>	215 11%	14 11%	68 15%	66 9%	12 9%	22 10%	33 11%	101 10%	108 11%	68 13%	45 13%	52 16%	25 7%	25 6%	23 8%	148 13%
<b>2</b>	305 15%	13 10%	71 16%	110 15%	14 10%	40 17%	57 19%	146 15%	156 16%	76 14%	74 22%	48 14%	49 14%	58 13%	26 9%	210 18%
<b>3</b>	542 27%	35 27%	122 27%	183 25%	51 37%	64 28%	86 29%	280 28%	257 26%	139 26%	85 25%	98 28%	96 27%	124 29%	70 24%	330 28%
<b>4</b>	439 22%	32 23%	89 19%	173 23%	33 24%	57 25%	54 18%	220 22%	217 22%	102 19%	76 23%	71 21%	97 27%	93 21%	83 29%	232 19%
<b>5 Very important</b>	369 18%	29 22%	65 14%	165 22%	20 15%	34 15%	56 19%	196 20%	171 17%	95 17%	43 13%	55 16%	71 20%	105 25%	77 27%	181 15%
<b>Don't know/Prefer not to say / No answer</b>	130 7%	9 7%	40 9%	47 6%	8 6%	13 6%	13 4%	48 5%	82 8%	59 11%	12 4%	17 5%	17 5%	25 6%	10 4%	93 8%
Chi2:	-	99.9						-	99.9					99.9		
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

Mean:	3.09	3.21	<b>2.91</b>	<b>3.19</b>	3.26	3.17	2.93	3.12	3.08	<b>2.97</b>	2.97	2.96	<b>3.36</b>	<b>3.26</b>	<b>3.46</b>	<b>2.95</b>
Standard Deviation:	1.39	1.44	1.41	1.40	1.31	1.39	1.33	1.38	1.40	1.40	1.42	1.42	1.37	1.30	1.42	1.37
Student's T:	*	-	99	95	-	-	90	-	-	95	-	90	99.9	95	99.9	99.9

Hosting commemorative events and ceremonies in Europe																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
Q3_NEWE Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>NOT IMPORTANT (1-2)</b>	520 26%	439 25%	75 32%	351 24%	133 30%	171 33%	344 24%	344 30%	171 20%	87 20%	183 25%	243 30%	128 23%	134 26%	180 30%	7 12%	107 23%	104 23%	317 29%
<b>MODERATELY IMPORTANT (3)</b>	542 27%	483 28%	52 22%	392 27%	123 28%	132 25%	408 28%	307 27%	233 28%	132 30%	175 24%	229 28%	140 24%	155 29%	181 30%	17 30%	140 30%	110 24%	298 27%
<b>QUITE IMPORTANT (4-5)</b>	808 40%	702 40%	89 38%	616 43%	153 34%	181 35%	618 42%	432 38%	367 44%	192 43%	319 44%	289 36%	254 44%	208 39%	222 37%	32 58%	200 43%	220 49%	406 37%
<b>1 Not at all important</b>	215 11%	184 11%	28 12%	137 10%	65 15%	75 15%	136 9%	144 13%	67 8%	33 8%	79 11%	97 12%	50 9%	53 10%	79 13%	3 5%	49 10%	44 10%	133 12%
<b>2</b>	305 15%	255 15%	47 20%	214 15%	68 15%	96 18%	208 14%	200 17%	104 12%	54 12%	104 14%	146 18%	78 14%	81 15%	101 16%	4 7%	58 12%	60 13%	184 17%
<b>3</b>	542 27%	483 28%	52 22%	392 27%	123 28%	132 25%	408 28%	307 27%	233 28%	132 30%	175 24%	229 28%	140 24%	155 29%	181 30%	17 30%	140 30%	110 24%	298 27%
<b>4</b>	439 22%	387 22%	44 19%	334 23%	92 20%	100 19%	334 23%	239 21%	196 23%	104 23%	172 24%	159 20%	145 25%	114 21%	114 19%	19 34%	104 22%	121 27%	222 20%
<b>5 Very important</b>	369 18%	315 18%	45 19%	282 20%	61 13%	81 16%	284 19%	193 17%	171 21%	88 20%	147 20%	130 16%	109 19%	94 18%	108 18%	13 24%	96 21%	99 22%	184 17%
<b>Don't know/Prefer not to say / No answer</b>	130 7%	110 6%	19 8%	78 6%	40 9%	34 7%	95 7%	62 6%	65 8%	33 8%	49 7%	46 6%	52 9%	31 6%	26 4%	0 0%	21 5%	15 3%	82 8%
Chi2:	-	95		99		99.9		99.9		99.9			99			99.9			



Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95
Mean:	3.09	3.11	2.91	<b>3.17</b>	<b>2.94</b>	<b>2.88</b>	<b>3.17</b>	<b>2.98</b>	<b>3.26</b>	<b>3.27</b>	3.15	<b>2.97</b>	<b>3.26</b>	3.09	<b>2.93</b>	<b>3.66</b>	3.15	<b>3.28</b>	<b>2.99</b>
Standard Deviation:	1.39	1.39	1.40	1.39	1.41	1.41	1.38	1.40	1.36	1.34	1.44	1.37	1.42	1.36	1.36	1.33	1.38	1.44	1.39
Student's T:	*	-	90	99	95	99.9	99.9	99.9	99.9	99	-	99	99	-	99	99	-	99	99

### Maintenance of military memorials in Europe

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q3_NEWB Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>NOT IMPORTANT (1-2)</b>	304 15%	17 13%	105 <b>23%</b> ++++	82 <b>11%</b> ----	16 12%	28 12%	56 19% +	138 14%	159 16%	100 <b>19%</b> +++	66 <b>20%</b> ++	56 16%	33 <b>9%</b> ----	49 <b>11%</b> ---	26 <b>9%</b> ---	206 <b>17%</b> +++
<b>MODERATELY IMPORTANT (3)</b>	432 22%	23 17%	108 24%	138 <b>19%</b> --	31 22%	65 <b>28%</b> +++	66 22%	194 <b>19%</b> --	234 <b>24%</b> ++	127 24%	78 23%	72 21%	77 22%	78 <b>18%</b> --	52 18%	273 23% +
<b>QUITE IMPORTANT (4-5)</b>	1150 57%	86 65% +	209 <b>46%</b> ----	484 <b>65%</b> ++++	83 60%	124 54%	163 54%	613 <b>62%</b> ++++	531 <b>54%</b> ----	257 <b>47%</b> ----	179 54%	202 59%	227 <b>64%</b> +++	285 <b>67%</b> ++++	204 <b>71%</b> ++++	630 <b>53%</b> ----
<b>1 Not at all important</b>	127 6%	4 3%	50 11%	34 5%	5 4%	14 6%	20 7%	59 6%	64 6%	43 8%	30 9%	23 7%	13 4%	18 4%	15 5%	85 7%
<b>2</b>	177 9%	13 10%	55 12%	48 6%	11 8%	14 6%	36 12%	79 8%	95 10%	57 11%	36 11%	33 10%	20 5%	31 7%	11 4%	121 10%
<b>3</b>	432 22%	23 17%	108 24%	138 19%	31 22%	65 28%	66 22%	194 19%	234 24%	127 24%	78 23%	72 21%	77 22%	78 18%	52 18%	273 23%
<b>4</b>	519 26%	33 25%	116 25%	184 25%	43 31%	66 29%	76 26%	268 27%	247 25%	127 23%	97 29%	97 28%	101 28%	97 22%	76 26%	295 25%
<b>5 Very important</b>	631 31%	53 40%	93 20%	300 40%	40 29%	58 25%	87 29%	345 35%	284 29%	130 24%	82 24%	105 31%	126 35%	188 44%	128 44%	335 28%
<b>Don't know/Prefer not to say / No answer</b>	114 6%	6 5%	33 7%	40 5%	8 6%	13 6%	14 5%	46 5%	67 7%	55 10%	12 4%	11 3%	18 5%	18 4%	7 3%	85 7%
Chi2:	-	99.9						99		99.9					99.9	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

Mean:	3.48	3.61	<b>3.23</b>	<b>3.62</b>	3.73	3.57	3.38	<b>3.57</b>	3.42	<b>3.30</b>	3.42	3.51	<b>3.74</b>	3.57	<b>3.72</b>	<b>3.38</b>
Standard Deviation:	1.40	1.37	1.46	1.37	1.33	1.34	1.41	1.42	1.38	1.41	1.45	1.43	1.31	1.37	1.39	1.41
Student's T:	*	-	99.9	95	90	-	-	95	-	99	-	-	99	-	95	99

### Maintenance of military memorials in Europe

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																	(family)	(friend)	
Q3_NEWB Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>NOT IMPORTANT (1-2)</b>	304 15%	250 15%	50 21%	179 12%	103 23%	94 18%	208 14%	189 17%	112 13%	53 12%	110 15%	135 17%	94 17%	79 15%	98 16%	4 7%	58 12%	47 10%	200 18%
<b>MODERATELY IMPORTANT (3)</b>	432 22%	377 22%	45 19%	301 21%	104 23%	111 22%	319 22%	254 22%	176 21%	97 22%	143 20%	190 24%	125 22%	118 22%	129 21%	6 11%	90 19%	93 21%	260 24%
<b>QUITE IMPORTANT (4-5)</b>	1150 57%	1013 58%	120 51%	888 62%	209 46%	283 54%	855 58%	647 56%	492 59%	263 59%	430 59%	444 55%	309 54%	306 58%	362 60%	46 82%	305 66%	293 65%	570 51%
<b>1 Not at all important</b>	127 6%	109 6%	17 7%	70 5%	50 11%	39 8%	87 6%	81 7%	43 5%	23 5%	52 7%	48 6%	37 6%	36 7%	38 6%	1 2%	27 6%	19 4%	87 8%
<b>2</b>	177 9%	141 8%	33 14%	109 8%	53 12%	55 11%	121 8%	108 9%	69 8%	30 7%	58 8%	87 11%	57 10%	43 8%	60 10%	3 5%	31 6%	28 6%	113 10%
<b>3</b>	432 22%	377 22%	45 19%	301 21%	104 23%	111 22%	319 22%	254 22%	176 21%	97 22%	143 20%	190 24%	125 22%	118 22%	129 21%	6 11%	90 19%	93 21%	260 24%
<b>4</b>	519 26%	461 27%	48 20%	383 27%	116 26%	138 27%	374 26%	310 27%	204 24%	118 26%	182 25%	211 26%	142 25%	133 25%	170 28%	14 25%	125 27%	127 29%	275 25%
<b>5 Very important</b>	631 31%	552 32%	72 31%	505 35%	93 20%	145 28%	481 33%	337 29%	288 34%	145 33%	248 34%	233 29%	167 29%	173 33%	192 32%	32 57%	180 39%	166 37%	295 27%
<b>Don't know/Prefer not to say / No answer</b>	114 6%	94 5%	20 9%	69 5%	33 7%	30 6%	83 6%	55 5%	56 7%	31 7%	43 6%	38 5%	46 8%	25 5%	20 3%	0 0%	15 3%	16 4%	73 7%
Chi2:	-	95		99.9		90		-		90			-			99.9			

Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95
Mean:	3.48	<b>3.51</b>	<b>3.20</b>	<b>3.60</b>	<b>3.23</b>	3.41	3.50	3.46	3.51	3.59	3.47	3.44	3.42	3.45	3.52	3.94	3.61	<b>3.71</b>	<b>3.35</b>
Standard Deviation:	1.40	1.40	1.42	1.37	1.47	1.43	1.39	1.42	1.37	1.37	1.44	1.38	1.40	1.41	1.41	1.33	1.41	1.35	1.41
Student's T:	*	95	95	99.9	99.9	-	-	-	-	-	-	-	-	-	-	90	90	99	99.9

Cemetery maintenance and grave marker repair																
	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q3_NEWA Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>NOT IMPORTANT (1-2)</b>	121 6%	4 3%	47 10%	40 5%	4 3%	8 3%	18 6%	61 6%	56 6%	42 8%	32 10%	16 5%	9 3%	22 5%	10 3%	86 7%
			++++			-				++	+++		---		--	+++
<b>MODERATELY IMPORTANT (3)</b>	259 13%	12 10%	80 18%	84 11%	15 11%	30 13%	37 12%	130 13%	123 13%	91 17%	48 14%	45 13%	39 11%	36 8%	25 9%	169 14%
			++++	-						+++				---	--	+
<b>QUITE IMPORTANT (4-5)</b>	1544 77%	113 85%	304 67%	592 80%	115 83%	185 81%	234 78%	765 77%	771 78%	365 67%	249 74%	271 79%	298 84%	361 84%	250 86%	883 74%
		++	----	++	+					----			++++	++++	++++	----
<b>1 Not at all important</b>	38 2%	1 1%	17 4%	10 1%	1 1%	6 3%	3 1%	24 2%	13 1%	14 3%	11 3%	7 2%	3 1%	3 1%	3 1%	31 3%
<b>2</b>	83 4%	3 2%	30 7%	30 4%	3 2%	2 1%	15 5%	37 4%	43 4%	28 5%	21 6%	9 3%	6 2%	19 4%	7 2%	55 5%
<b>3</b>	259 13%	12 10%	80 18%	84 11%	15 11%	30 13%	37 12%	130 13%	123 13%	91 17%	48 14%	45 13%	39 11%	36 8%	25 9%	169 14%
<b>4</b>	558 28%	30 23%	149 33%	164 22%	45 33%	74 32%	95 32%	243 24%	312 31%	168 31%	94 28%	106 31%	99 28%	91 21%	87 30%	316 26%
<b>5 Very important</b>	986 49%	83 62%	155 34%	428 57%	70 50%	111 48%	139 46%	522 53%	459 46%	197 36%	155 46%	165 48%	199 56%	270 63%	163 56%	567 47%
<b>Don't know/Prefer not to say / No answer</b>	76 4%	3 2%	24 5%	28 4%	4 3%	7 3%	10 3%	35 4%	41 4%	41 8%	6 2%	9 3%	9 3%	11 3%	4 1%	56 5%
Chi2:	-	99.9						-		99.9					99.9	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

Mean:	4.02	4.16	<b>3.85</b>	3.97	<b>4.31</b>	4.21	4.13	<b>3.92</b>	<b>4.12</b>	3.93	<b>3.82</b>	4.12	<b>4.27</b>	4.05	<b>4.32</b>	<b>3.90</b>
Standard Deviation:	1.26	1.18	1.34	1.26	1.10	1.20	1.21	1.31	1.21	1.29	1.36	1.22	1.11	1.25	1.13	1.31
Student's T:	*	-	95	-	95	90	-	95	99	-	95	-	99	-	99	99.9

Cemetery maintenance and grave marker repair																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes (family)	Yes (friend)	No
Q3_NEWA Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>NOT IMPORTANT (1-2)</b>	121 6%	103 6%	16 7%	71 5%	44 10%	40 8%	81 6%	71 6%	49 6%	18 4%	47 7%	55 7%	38 7%	37 7%	35 6%	0 0%	19 4%	20 4%	83 8%
<b>MODERATELY IMPORTANT (3)</b>	259 13%	203 12%	45 19%	158 11%	77 17%	74 14%	182 12%	171 15%	87 11%	52 12%	76 11%	128 16%	85 15%	62 12%	87 14%	5 9%	51 11%	41 9%	172 16%
<b>QUITE IMPORTANT (4-5)</b>	1544 77%	1367 79%	160 68%	1163 81%	305 68%	381 73%	1149 78%	872 76%	656 78%	357 80%	579 80%	591 73%	420 73%	413 78%	473 78%	51 91%	391 84%	380 85%	794 72%
<b>1 Not at all important</b>	38 2%	33 2%	4 2%	21 1%	16 4%	12 2%	26 2%	26 2%	12 1%	7 2%	16 2%	14 2%	12 2%	10 2%	11 2%	0 0%	5 1%	9 2%	26 2%
<b>2</b>	83 4%	70 4%	12 5%	50 4%	28 6%	28 5%	55 4%	45 4%	37 4%	11 3%	31 4%	41 5%	26 5%	27 5%	24 4%	0 0%	14 3%	11 2%	57 5%
<b>3</b>	259 13%	203 12%	45 19%	158 11%	77 17%	74 14%	182 12%	171 15%	87 11%	52 12%	76 11%	128 16%	85 15%	62 12%	87 14%	5 9%	51 11%	41 9%	172 16%
<b>4</b>	558 28%	484 28%	66 28%	377 26%	153 34%	150 29%	403 27%	350 31%	205 24%	115 26%	189 26%	248 31%	160 28%	150 28%	169 28%	7 13%	121 26%	109 24%	326 30%
<b>5 Very important</b>	986 49%	883 51%	94 40%	786 55%	152 34%	231 44%	746 51%	522 45%	451 54%	242 54%	390 53%	343 42%	260 45%	263 50%	304 50%	44 78%	270 58%	271 60%	468 42%
<b>Don't know/Prefer not to say / No answer</b>	76 4%	61 4%	14 6%	45 3%	23 5%	23 5%	53 4%	31 3%	44 5%	17 4%	24 3%	33 4%	31 5%	16 3%	14 2%	0 0%	7 2%	8 2%	54 5%
Chi2:	-	99		99.9		90		95		99			-			(99.9)			





**Please describe in your own words who you consider a Veteran?**

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q4																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>ANY MEMBER OF THE MILITARY, ANYONE WHO SERVES IN THE MILITARY/CAF, CURRENTLY SERVES MILITARY BRANCH (PRESENT TENSE)</b>	111 6%	8 6%	14 <b>3%</b> ---	51 <b>7%</b> ++	4 3%	16 7%	18 6%	57 6%	53 5%	21 4%	17 5%	22 7%	28 8%	23 5%	20 7%	49 <b>4%</b> ---
<b>MEMBERS WHO HAVE FOUGHT, SEEN ACTION/COMBAT, SERVED ROLES IN A COMBAT/CONFLICT ZONE</b>	708 35%	41 30%	181 <b>40%</b> ++	256 34%	50 36%	66 <b>29%</b> --	113 38%	343 35%	357 36%	160 <b>30%</b> ----	113 34%	147 <b>43%</b> +++	122 34%	166 39%	108 37%	425 36%
<b>ANYONE WHO WAS IN THE MILITARY, RETIRED PERSONNEL FROM MILITARY, WHO HAVE SERVED A BRANCH OF THE MILITARY</b>	756 38%	55 42%	94 <b>20%</b> ----	329 <b>44%</b> ++++	55 39%	105 <b>46%</b> +++	118 40%	381 38%	369 37%	172 <b>32%</b> ---	132 39%	140 41%	137 38%	175 41%	115 40%	419 <b>35%</b> ---
<b>THOSE WHO HAVE RISKS THEIR LIVES FOR THE COUNTRY/OUR FREEDOM, SACRIFICED ALL TO PROTECT OUR VALUES/DEMOCRACY</b>	183 9%	13 10%	52 11%	63 9%	21 <b>15%</b> +++	14 6%	20 7%	68 <b>7%</b> ----	115 <b>12%</b> ++++	44 8%	26 8%	36 11%	39 11%	38 9%	39 <b>13%</b> +++	96 <b>8%</b> --
<b>AUX./ANC. SERVS. TO MLTRY. MED. PERSL./DRs/NURSES, EMERG./POLICE/RCMP, SPEC. SPPRT SYS; MERC. MARINES, COAST GUARD, BORDER SEC. SYS., SUPP. OF SPPRT SERVS, REPORTERS IN CONF. ZONES, CIV. SPPRT SERVS.)</b>	125 6%	14 <b>11%</b> ++	15 <b>3%</b> ---	48 6%	10 7%	11 5%	27 <b>9%</b> ++	71 7%	53 5%	25 5%	16 5%	26 7%	32 <b>9%</b> ++	26 6%	22 8%	62 <b>5%</b> --
<b>HONOURABLE ATTRIBUTES OF SOLDIERS/MILITARY (COURAGEOUS, MEDAL OF HONOUR/HONOURABLE DISCHARGE, WORTHY OF ACCOLADES)</b>	57 3%	4 3%	14 3%	20 3%	3 2%	7 3%	9 3%	25 3%	31 3%	15 3%	12 4%	9 3%	8 2%	13 3%	11 4%	32 3%
<b>ONE WHO HAS GONE OVERSEAS/DEPLOYED ABROAD, SERVED IN FOREIGN WARS/CONFLICTS</b>	90 4%	8 6%	18 4%	28 4%	9 6%	16 7%	11 4%	56 <b>6%</b> ++	34 <b>3%</b> --	18 3%	24 <b>7%</b> ++	16 5%	10 3%	22 5%	12 4%	60 5%

<b>RETIRED SOLDIER, PARTICIPATED IN COMBAT/CONFLICTS AND NO LONGER IN SERVICE (SPECIFIC TO RETIRED SOLDIER WHO FOUGHT)</b>	89 5%	3 3%	50 <b>11%</b> ++++	20 <b>3%</b> ---	4 3%	4 <b>2%</b> --	8 3%	49 5%	40 4%	38 <b>7%</b> ++++	11 3%	12 4%	10 3%	18 4%	12 4%	48 4%
<b>PREVIOUS/RECENT WARS, INCLUSIVE OF ALL WARS, YOUNG/OLD VETERANS</b>	96 5%	7 6%	18 4%	40 5%	5 4%	8 4%	18 6%	35 <b>4%</b> ---	61 <b>6%</b> +++	7 <b>1%</b> ----	15 4%	18 5%	24 <b>7%</b> ++	32 <b>8%</b> +++	16 6%	48 <b>4%</b> --
<b>WOMEN INCLUSIVE, WOMEN AND MEN WHO PARTICIPATED</b>	51 3%	2 1%	18 <b>4%</b> ++	23 3%	2 2%	5 2%	1 <b>0%</b> ---	20 2%	31 3%	1 <b>0%</b> ----	8 2%	11 3%	6 2%	25 <b>6%</b> ++++	5 2%	29 2%
<b>PARTICIPATED IN PEACEKEEPING DUTIES/MISSIONS</b>	140 7%	11 8%	21 <b>5%</b> --	55 7%	8 6%	16 7%	29 <b>10%</b> ++	62 6%	77 8%	3 <b>1%</b> ----	19 6%	27 8%	41 <b>12%</b> ++++	50 <b>12%</b> ++++	21 7%	76 6%
<b>PERSONAL STORY/CONNECTION (FATHER/GRANDFATHER/HUSBAND ARE VETERANS)</b>	25 1%	3 2%	4 1%	11 1%	3 2%	2 1%	2 1%	10 1%	15 2%	4 1%	3 1%	3 1%	10 <b>3%</b> +++	5 1%	10 <b>4%</b> ++++	11 1%
<b>SPECIFIC AMOUNT OF YEARS OF SERVICE, SERVED/COMPLETED TERM</b>	52 3%	2 1%	12 3%	18 2%	4 3%	7 3%	9 3%	31 3%	20 2%	12 2%	11 3%	9 3%	6 2%	14 3%	6 2%	27 2%
<b>LONG TIME SERVICE, OLDER VETERANS, FOUGHT/SERVED IN WWI/WWII/KOREAN/VIETNAM WAR</b>	74 4%	5 4%	17 4%	29 4%	4 3%	5 2%	13 4%	36 4%	38 4%	17 3%	13 4%	9 3%	17 5%	18 4%	11 4%	47 4%
<b>DECEASED MEMBERS OF THE MILITARY (THOSE WHO GAVE THEIR LIVES/KILLED IN COMBAT)</b>	27 1%	1 1%	9 2%	7 1%	5 <b>4%</b> ++	2 1%	3 1%	15 2%	12 1%	5 1%	6 2%	4 1%	5 1%	7 2%	6 2%	16 1%
<b>THOSE INJURED/SUFFERING WITH PTSD</b>	23 1%	3 2%	8 2%	7 1%	2 1%	1 0%	2 1%	9 1%	14 1%	5 1%	6 2%	3 1%	4 1%	5 1%	5 2%	13 1%
<b>SURVIVORS OF WAR</b>	26 1%	2 2%	5 1%	10 1%	4 3%	3 1%	2 1%	10 1%	16 2%	11 2%	4 1%	2 1%	5 1%	4 1%	6 2%	13 1%
<b>SERVICE ANIMALS</b>	4 0%	0 0%	0 0%	2 0%	0 0%	2 <b>1%</b> ++	0 0%	0 <b>0%</b> --	4 <b>0%</b> ++	1 0%	1 0%	0 0%	2 1%	0 0%	1 0%	2 0%
<b>OLD SOLDIERS</b>	3 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	2 0%	3 <b>1%</b> +++	0 0%	0 0%	0 0%	0 0%	0 0%	3 0%
<b>REGARDLESS OF COUNTRY, FOUGHT FOR ANY COUNTRY</b>	5 0%	0 0%	0 0%	2 0%	0 0%	2 <b>1%</b> ++	1 0%	1 0%	4 0%	1 0%	0 0%	1 0%	0 0%	3 <b>1%</b> ++	0 0%	4 0%

<b>INCLUDING THE KOREAN WAR</b>	2 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	2 0%
<b>OTHER</b>	12 1%	0 0%	4 1%	8 1%	0 0%	0 0%	0 0%	6 1%	6 1%	2 0%	2 1%	0 0%	2 1%	6 1%	1 0%	10 1%
<b>DON'T KNOW</b>	7 0%	1 1%	1 0%	2 0%	1 1%	0 0%	2 1%	2 0%	5 1%	5 1%	0 0%	0 0%	0 0%	2 0%	2 1%	5 0%
<b>Prefer not to say/NO RESPONSE</b>	211 11%	16 13%	57 13%	70 9%	12 9%	28 12%	28 9%	107 11%	101 10%	100 19%	36 11%	18 5%	35 10%	22 5%	18 6%	147 12%
Chi2:	-	(99.9)						(99.9)		(99.9)					(95)	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**Please describe in your own words who you consider a Veteran?**

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K +	Is a vet	Yes	Yes	No
																	(family)	(friend)	
Q4																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>ANY MEMBER OF THE MILITARY, ANYONE WHO SERVES IN THE MILITARY/CAF, CURRENTLY SERVES MILITARY BRANCH (PRESENT TENSE)</b>	111 6%	96 5%	13 6%	90 6%	15 3%	27 5%	84 6%	69 6%	41 5%	38 8%	40 6%	32 4%	28 5%	37 7%	26 4%	6 11%	30 6%	38 8%	42 4%
<b>MEMBERS WHO HAVE FOUGHT, SEEN ACTION/COMBAT, SERVED ROLES IN A COMBAT/CONFLICT ZONE</b>	708 35%	626 36%	74 31%	488 34%	184 41%	193 37%	509 35%	407 36%	296 35%	160 36%	243 33%	296 37%	201 35%	184 35%	230 38%	15 27%	165 35%	144 32%	407 37%
<b>ANYONE WHO WAS IN THE MILITARY, RETIRED PERSONNEL FROM MILITARY, WHO HAVE SERVED A BRANCH OF THE MILITARY</b>	756 38%	647 37%	101 43%	637 44%	87 19%	202 39%	547 37%	444 39%	308 37%	150 34%	282 39%	317 39%	176 30%	202 38%	262 43%	25 44%	224 48%	213 48%	345 31%
<b>THOSE WHO HAVE RISKS THEIR LIVES FOR THE COUNTRY/OUR FREEDOM, SACRIFICED ALL TO PROTECT OUR VALUES/DEMOCRACY</b>	183 9%	160 9%	20 9%	115 8%	53 12%	54 10%	128 9%	100 9%	82 10%	51 12%	68 9%	61 8%	58 10%	37 7%	61 10%	4 7%	36 8%	38 9%	111 10%
<b>AUX./ANC. SERVS. TO MLTRY. MED. PERSL./DRs/NURSES, EMERG./POLICE/RCMP, SPEC. SPPRT SYS; MERC. MARINES, COAST GUARD, BORDER SEC. SYS., SUPP. OF SPPRT SERVS, REPORTERS IN CONF. ZONES, CIV. SPPRT SERVS.)</b>	125 6%	108 6%	16 7%	100 7%	19 4%	33 6%	92 6%	76 7%	48 6%	35 8%	34 5%	53 7%	29 5%	32 6%	45 7%	6 11%	34 7%	39 8%	58 5%
<b>HONOURABLE ATTRIBUTES OF SOLDIERS/MILITARY (COURAGEOUS, MEDAL OF HONOUR/HONOURABLE DISCHARGE, WORTHY OF ACCOLADES)</b>	57 3%	47 3%	9 4%	42 3%	13 3%	9 2%	48 3%	30 3%	27 3%	15 3%	26 4%	15 2%	16 3%	21 4%	14 2%	5 8%	15 3%	12 3%	30 3%
<b>ONE WHO HAS GONE OVERSEAS/DEPLOYED ABROAD, SERVED IN FOREIGN WARS/CONFLICTS</b>	90 4%	85 5%	4 2%	67 5%	22 5%	16 3%	74 5%	55 5%	34 4%	18 4%	26 4%	45 5%	29 5%	22 4%	27 4%	8 14%	24 5%	21 5%	39 4%

<b>RETIRED SOLDIER, PARTICIPATED IN COMBAT/CONFLICTS AND NO LONGER IN SERVICE (SPECIFIC TO RETIRED SOLDIER WHO FOUGHT)</b>	89 5%	82 5%	6 3%	36 <b>3%</b> ----	50 <b>11%</b> ++++	23 5%	65 5%	53 5%	34 4%	18 4%	39 5%	31 4%	26 5%	22 4%	32 5%	2 4%	18 4%	16 4%	56 5%
<b>PREVIOUS/RECENT WARS, INCLUSIVE OF ALL WARS, YOUNG/OLD VETERANS</b>	96 5%	86 5%	9 4%	71 5%	22 5%	22 4%	74 5%	42 <b>4%</b> ---	54 <b>7%</b> +++	17 4%	42 6%	35 4%	30 5%	28 5%	24 4%	1 2%	28 6%	23 5%	49 4%
<b>WOMEN INCLUSIVE, WOMEN AND MEN WHO PARTICIPATED</b>	51 3%	47 3%	3 1%	32 2%	18 <b>4%</b> ++	10 2%	41 3%	21 <b>2%</b> --	30 <b>4%</b> ++	13 3%	19 3%	18 2%	13 2%	13 3%	12 2%	1 2%	15 3%	10 2%	27 2%
<b>PARTICIPATED IN PEACEKEEPING DUTIES/MISSIONS</b>	140 7%	133 <b>8%</b> +++	7 <b>3%</b> --	115 <b>8%</b> +++	21 <b>5%</b> --	27 5%	113 <b>8%</b> ++	62 <b>5%</b> ---	78 <b>9%</b> ++++	40 9%	36 <b>5%</b> +	63 8%	44 8%	34 6%	44 7%	4 7%	42 9%	33 7%	68 6%
<b>PERSONAL STORY/CONNECTION (FATHER/GRANDFATHER/HUSBAND ARE VETERANS)</b>	25 1%	24 1%	1 0%	17 1%	3 1%	2 <b>0%</b> --	23 <b>2%</b> ++	7 <b>1%</b> ---	18 <b>2%</b> +++	8 2%	12 2%	5 <b>1%</b> --	12 <b>2%</b> ++	6 1%	3 <b>1%</b> --	3 <b>5%</b> +++	14 <b>3%</b> ++++	4 1%	5 <b>0%</b> ----
<b>SPECIFIC AMOUNT OF YEARS OF SERVICE, SERVED/COMPLETED TERM</b>	52 3%	46 3%	4 2%	44 <b>3%</b> ++	9 2%	17 3%	35 2%	28 2%	24 3%	8 2%	27 <b>4%</b> ++	16 2%	13 2%	15 3%	16 3%	4 <b>7%</b> ++	19 <b>4%</b> ++	8 2%	22 2%
<b>LONG TIME SERVICE, OLDER VETERANS, FOUGHT/SERVED IN WWI/WWII/KOREAN/VIETNAM WAR</b>	74 4%	60 3%	14 <b>6%</b> ++	48 3%	18 4%	18 4%	56 4%	41 4%	33 4%	11 2%	31 4%	31 4%	24 4%	21 4%	17 3%	4 7%	18 4%	21 5%	36 3%
<b>DECEASED MEMBERS OF THE MILITARY (THOSE WHO GAVE THEIR LIVES/KILLED IN COMBAT)</b>	27 1%	25 1%	2 1%	18 1%	7 2%	8 1%	19 1%	17 1%	10 1%	5 1%	14 2%	8 1%	11 2%	6 1%	5 1%	1 2%	8 2%	6 1%	16 1%
<b>THOSE INJURED/SUFFERING WITH PTSD</b>	23 1%	20 1%	3 1%	13 1%	8 2%	5 1%	18 1%	11 1%	12 1%	3 1%	12 2%	7 1%	9 2%	4 1%	9 2%	0 0%	6 1%	5 1%	13 1%
<b>SURVIVORS OF WAR</b>	26 1%	17 <b>1%</b> ----	9 <b>4%</b> ++++	13 <b>1%</b> --	5 1%	5 1%	21 1%	15 1%	10 1%	7 2%	13 2%	6 1%	11 2%	6 1%	4 1%	0 0%	5 1%	1 <b>0%</b> --	20 <b>2%</b> ++
<b>SERVICE ANIMALS</b>	4 0%	4 0%	0 0%	4 0%	0 0%	1 0%	3 0%	1 0%	3 0%	1 0%	3 0%	0 0%	4 <b>1%</b> +++	0 0%	0 0%	0 0%	1 0%	0 0%	3 0%
<b>OLD SOLDIERS</b>	3 0%	3 0%	0 0%	1 0%	2 <b>0%</b> +	1 0%	2 0%	3 0%	0 0%	1 0%	1 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	2 0%
<b>REGARDLESS OF COUNTRY, FOUGHT FOR ANY COUNTRY</b>	5 0%	4 0%	1 0%	4 0%	0 0%	0 0%	5 0%	1 0%	4 <b>0%</b> +	1 0%	3 0%	1 0%	1 0%	2 0%	1 0%	0 0%	1 0%	1 0%	3 0%

<b>INCLUDING THE KOREAN WAR</b>	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%
<b>OTHER</b>	12 1%	9 1%	2 1%	6 0%	2 0%	10 1%	6 1%	6 1%	3 1%	2 0%	6 1%	2 0%	4 1%	5 1%	1 2%	0 0%	1 0%	10 1%	<b>1%</b> <b>++</b>
<b>DON'T KNOW</b>	7 0%	3 0%	4 2%	5 0%	1 0%	7 0%	5 0%	2 0%	3 1%	2 0%	2 0%	5 1%	1 0%	0 0%	0 0%	0 0%	0 0%	7 1%	
<b>Prefer not to say/NO RESPONSE</b>	211 11%	173 10%	28 12%	132 9%	56 13%	156 11%	112 10%	91 11%	45 10%	78 11%	84 10%	83 15%	54 10%	35 6%	5 9%	21 4%	29 6%	149 14%	
Chi2:	-	(99)		(99.9)			(99.9)		(99)			(95)			(99.9)				
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

**Veterans and members of the Canadian Armed Forces have served in countries around the world. To your knowledge, in what countries have the Canadian military served over the years?**

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
Q5																
Weighted Total:	1999	136	467	764	131	226	274	962	1019	549	326	356	346	421	289	1192
Total:	1999	132	454	744	138	230	299	990	991	539	334	341	355	430	289	1193
<b>WESTERN ASIAN/MIDDLE EAST (AFGHANISTAN, IRAQ, IRAN, KUWAIT, SAUDI ARABIA)</b>	1067 54%	66 50%	269 <b>59%</b> +++	399 54%	69 50%	118 51%	145 49%	519 53%	535 54%	265 <b>49%</b> --	193 58% +	199 <b>59%</b> ++	184 52%	226 53%	154 53%	619 52%
<b>NORTH AFRICA, NORTH EAST AFRICA, WEST AFRICA (TUNISIA, MALTA, NIGER, MALI, ALGERIA, SENEGAL, LIBYA, BURKINA FASO, SUDAN, SIERRA LEONE, ERITREA)</b>	233 12%	16 12%	45 10%	96 13%	16 12%	27 12%	33 11%	143 <b>14%</b> ++++	90 <b>9%</b> ----	46 <b>8%</b> ---	42 13%	38 11%	44 12%	63 <b>14%</b> ++	38 13%	116 <b>10%</b> ---
<b>WESTERN EUROPE, WWI / WWII INCLUSIVE (GERMANY, FRANCE, BELGIUM, GREAT BRITAIN)</b>	784 39%	61 45%	181 40%	294 39%	58 42%	78 34%	112 37%	401 40%	376 38%	150 <b>28%</b> ----	133 40%	142 42%	139 39%	220 <b>51%</b> ++++	122 42%	444 <b>37%</b> --
<b>SOUTH EAST ASIA/EAST ASIA (KOREA, VIETNAM, JAPAN, CHINA, PHILIPPINES, HONG KONG, MYANMAR, EAST TIMOR)</b>	576 29%	49 <b>37%</b> ++	118 26%	222 30%	37 27%	60 26%	89 30%	328 <b>33%</b> ++++	245 <b>25%</b> ----	112 <b>21%</b> ----	81 <b>24%</b> --	100 29%	106 30%	177 <b>41%</b> ++++	97 33%	322 <b>27%</b> --
<b>OTHER WESTERN EUROPEAN, SOUTH WESTERN EUROPE, INCLUDES MEDITERRANEAN (GREECE, SPAIN, CYPRUS)</b>	292 14%	33 <b>23%</b> +++	49 <b>11%</b> ---	112 15%	16 11%	38 16%	44 14%	194 <b>19%</b> ++++	97 <b>10%</b> ----	20 <b>4%</b> ----	30 <b>9%</b> ---	58 17%	76 <b>21%</b> ++++	108 <b>25%</b> ++++	52 17%	148 <b>12%</b> ---
<b>SOUTH EASTERN EUROPE, BALKAN PENINSULA (BOSNIA, KOSOVO, SERBIA, CROATIA, MACEDONIA, SLOVENIA, MONTENEGRO, ALBANIA)</b>	504 25%	27 19%	126 28%	181 24%	34 24%	66 28%	69 23%	290 <b>29%</b> ++++	208 <b>21%</b> ----	69 <b>13%</b> ----	97 29% +	107 <b>31%</b> +++	111 <b>31%</b> +++	120 28%	71 24%	303 25%
<b>EAST/CENTRAL AFRICA (RWANDA, SOMALIA, CONGO, ETHIOPIA, BURUNDI, KENYA, UGANDA)</b>	401 20%	19 14%	101 22%	161 22%	24 18%	46 20%	50 17%	224 <b>23%</b> +++	174 <b>18%</b> --	63 <b>12%</b> ----	79 24% +	80 24% +	69 19%	110 <b>26%</b> +++	53 18%	238 20%
<b>EASTERN/CENTRAL EUROPE (UKRAINE, CZECH REPUBLIC, POLAND, AUSTRIA)</b>	174 9%	13 10%	26 <b>6%</b> ---	74 10%	11 8%	25 11%	25 8%	88 9%	85 9%	38 7%	35 10%	28 8%	32 9%	41 10%	30 10%	84 <b>7%</b> ---
<b>CARIBBEAN/PACIFIC (HAITI)</b>	205 10%	14 10%	60 <b>13%</b> ++	73 10%	9 7%	20 9%	29 10%	101 10%	102 10%	32 <b>6%</b> ----	35 11%	41 12%	44 12%	53 12%	34 12%	114 10%



<b>OTHER WESTERN ASIA OR GENERAL MENTIONS OF MIDDLE EAST (EGYPT, LEBANON, TURKEY, JORDAN, GOLAN HEIGHTS, SYRIA, ISRAEL, YEMEN)</b>	555 28%	47 35% +	97 21% ----	217 29%	39 28%	67 29%	87 29%	268 27%	281 28%	106 20% ----	82 25%	97 28%	120 34% +++	150 35% ++++	93 32% +	308 26% --
<b>U.S.A</b>	111 5%	7 5%	10 2% ----	46 6%	5 4%	18 8%	25 8% ++	59 6%	51 5%	40 7% ++	19 6%	14 4%	19 5%	19 4%	27 9% +++	56 5% --
<b>NORTHERN EUROPE, SCANDINAVIA (NETHERLANDS, DENMARK, ESTONIA, LATVIA, LITHUANIA)</b>	254 13%	18 13%	31 7% ----	103 14%	23 17%	33 14%	46 15%	136 14%	116 12%	40 7% ----	45 13%	45 13%	39 11%	85 20% ++++	49 17% ++	132 11% --
<b>LATIN/CENTRAL/SOUTH AMERICA</b>	44 2%	3 2%	6 1%	19 3%	4 3%	6 3%	6 2%	12 1% ---	30 3% ++	4 1% ---	8 2%	12 4% +	9 3%	11 3%	7 2%	20 2%
<b>SOUTH ASIA (INDIA, PAKISTAN)</b>	56 3%	5 4%	7 2% -	17 2%	6 4%	12 5% ++	9 3%	28 3%	27 3%	9 2% -	12 4%	10 3%	9 2%	16 4%	13 4% +	27 2% -
<b>CANADA/DOMESTIC</b>	78 4%	5 3%	13 3%	35 5%	3 2%	8 3%	14 5%	40 4%	37 4%	16 3%	14 4%	14 4%	16 5%	18 4%	14 5%	47 4%
<b>SOUTH AFRICA, BOER WARS (IVORY COAST, ZIMBABWE, BOTSWANA)</b>	65 3%	5 4%	11 2%	24 3%	5 4%	5 2%	15 5% +	41 4% ++	24 2% --	17 3%	10 3%	9 3%	12 3%	17 4%	14 5% +	32 3% -
<b>EUROPE (GENERAL MENTION)</b>	274 14%	20 15%	51 11% -	108 14%	15 11%	26 11%	53 18% ++	132 13%	142 14%	41 7% ----	40 12%	40 12%	72 20% ++++	81 19% ++++	44 15%	152 13%
<b>ASIA (GENERAL MENTION)</b>	69 3%	6 5%	13 3%	28 4%	5 4%	5 2%	12 4%	38 4%	31 3%	9 2% ---	7 2%	14 4%	17 5%	22 5% ++	11 4%	40 3%
<b>AFRICA (GENERAL MENTION)</b>	230 11%	13 10%	45 10%	88 12%	17 12%	23 10%	43 14% +	107 11%	121 12%	27 5% ----	37 11%	50 15% ++	46 13%	70 16% ++++	37 13%	118 10% --
<b>NATO MISSIONS, UN MISSIONS, PEACEKEEPING MISSIONS</b>	95 5%	6 5%	10 2% ---	43 6%	7 5%	11 5%	18 6%	50 5%	44 4%	11 2% ----	17 5%	21 6%	22 6%	24 6%	15 5%	49 4%
<b>OCEANIA (AUSTRALIA)</b>	12 1%	2 1%	2 0%	2 0%	0 0%	3 1%	3 1%	10 1% ++	2 0% --	2 0%	3 1%	3 1%	0 0%	4 1%	3 1%	7 1%
<b>RUSSIA, USSR</b>	37 2%	3 2%	4 1% -	14 2%	4 3%	7 3%	5 2%	15 2%	22 2%	8 1%	12 4% +++	3 1%	6 2%	8 2%	7 2%	16 1% --

<b>INTERNATIONAL WATERS, PATROLLING SEAS</b>	9 0%	0 0%	1 0%	2 0%	0 0%	2 1%	4 <b>1%</b> ++	5 0%	4 0%	1 0%	2 1%	0 0%	2 1%	4 1%	2 1%	6 0%
<b>THE POLES / ANTARCTICA / ARCTIC</b>	6 0%	0 0%	2 0%	2 0%	0 0%	1 0%	1 0%	3 0%	3 0%	1 0%	0 0%	1 0%	1 0%	3 1%	1 0%	4 0%
<b>DISASTER RELIEF, HUMANITARIAN EFFORTS</b>	15 1%	2 2%	1 0%	6 1%	1 1%	1 0%	4 1%	6 1%	9 1%	1 0%	3 1%	4 1%	3 1%	4 1%	3 1%	7 1%
<b>ALL OVER THE WORLD/ON EVERY CONTINENT, TOO MANY TO LIST</b>	125 6%	8 6%	16 <b>4%</b> ---	47 6%	9 6%	22 <b>10%</b> ++	23 8%	68 7%	56 6%	20 <b>4%</b> ---	22 7%	32 <b>9%</b> +++	30 8%	21 5%	22 8%	74 6%
<b>OTHER</b>	11 1%	0 0%	2 0%	3 0%	0 0%	4 <b>2%</b> +++	2 1%	6 1%	5 1%	3 1%	5 <b>2%</b> +++	1 0%	0 0%	2 0%	1 0%	9 1%
<b>DO NOT KNOW/REMEMBER</b>	58 3%	3 3%	14 3%	21 3%	9 7%	4 2%	7 2%	18 2%	40 4%	27 5%	4 1%	8 2%	9 3%	10 2%	5 2%	39 3%
<b>Prefer not to say</b>	335 17%	25 19%	67 15%	125 17%	23 16%	48 21%	46 15%	171 17%	161 16%	148 27%	59 18%	40 12%	49 14%	39 9%	36 13%	220 18%
Chi2:	-	(99.9)						(99.9)		(99.9)						
Margin of error around 50%	2.19	8.53	4.60	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.36	5.31	5.20	4.73	5.76	2.84

**Veterans and members of the Canadian Armed Forces have served in countries around the world. To your knowledge, in what countries have the Canadian military served over the years?**

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
Q5																			
Weighted Total:	1999	1735	233	1425	460	522	1461	1149	830	441	727	808	576	526	608	54	465	443	1110
Total:	1999	1733	235	1437	448	518	1465	1144	836	444	726	806	574	528	609	56	468	449	1102
<b>WESTERN ASIAN/MIDDLE EAST (AFGHANISTAN, IRAQ, IRAN, KUWAIT, SAUDI ARABIA)</b>	1067 54%	920 53%	135 57%	749 52%	257 57%	312 <b>60%</b> ++++	749 <b>51%</b> ----	638 <b>56%</b> ++	426 51%	198 <b>45%</b> ----	370 51%	492 <b>61%</b> ++++	280 <b>49%</b> ---	297 57%	363 <b>60%</b> ++++	37 <b>67%</b> ++	261 56%	267 <b>60%</b> +++	555 <b>50%</b> ---
<b>NORTH AFRICA, NORTH EAST AFRICA, WEST AFRICA (TUNISIA, MALTA, NIGER, MALI, ALGERIA, SENEGAL, LIBYA, BURKINA FASO, SUDAN, SIERRA LEONE, ERITREA)</b>	233 12%	194 11%	35 15%	187 <b>13%</b> +++	39 <b>9%</b> --	55 11%	176 12%	145 13%	88 10%	31 <b>7%</b> ----	70 <b>9%</b> --	131 <b>16%</b> ++++	53 <b>9%</b> --	54 10%	100 <b>16%</b> ++++	19 <b>35%</b> ++++	71 <b>15%</b> +++	71 <b>16%</b> +++	97 <b>9%</b> ----
<b>WESTERN EUROPE, WWI / WWII INCLUSIVE (GERMANY, FRANCE, BELGIUM, GREAT BRITAIN)</b>	784 39%	692 40%	88 37%	577 40%	164 37%	195 37%	588 40%	436 38%	344 41%	160 36%	248 <b>34%</b> ----	371 <b>46%</b> ++++	208 36%	211 40%	268 <b>44%</b> +++	30 <b>54%</b> ++	220 <b>47%</b> ++++	206 <b>46%</b> ++++	381 <b>34%</b> ----
<b>SOUTH EAST ASIA/EAST ASIA (KOREA, VIETNAM, JAPAN, CHINA, PHILIPPINES, HONG KONG, MYANMAR, EAST TIMOR)</b>	576 29%	508 29%	62 26%	432 <b>30%</b> ++	114 25%	131 <b>25%</b> --	445 <b>30%</b> ++	302 <b>26%</b> ---	271 <b>32%</b> +++	113 25%	193 26%	266 <b>33%</b> ++++	156 27%	160 30%	185 30%	26 <b>47%</b> +++	162 <b>34%</b> +++	159 <b>35%</b> ++++	269 <b>24%</b> ----
<b>OTHER WESTERN EUROPEAN, SOUTH WESTERN EUROPE, INCLUDES MEDITERRANEAN (GREECE, SPAIN, CYPRUS)</b>	292 14%	261 15%	29 12%	235 <b>16%</b> ++++	49 <b>11%</b> --	58 <b>11%</b> --	232 <b>15%</b> ++	152 13%	138 <b>16%</b> ++	57 12%	114 15%	120 15%	71 12%	89 16%	98 16%	26 <b>46%</b> ++++	94 <b>20%</b> ++++	98 <b>21%</b> ++++	99 <b>9%</b> ----
<b>SOUTH EASTERN EUROPE, BALKAN PENINSULA (BOSNIA, KOSOVO, SERBIA, CROATIA, MACEDONIA, SLOVENIA, MONTENEGRO, ALBANIA)</b>	504 25%	444 25%	55 23%	362 25%	122 27%	138 27%	363 24%	312 <b>27%</b> ++	189 <b>22%</b> --	77 <b>17%</b> ----	185 25%	239 <b>29%</b> ++++	118 <b>20%</b> ---	142 26%	188 <b>31%</b> ++++	29 <b>53%</b> ++++	138 <b>29%</b> ++	154 <b>34%</b> ++++	218 <b>20%</b> ----
<b>EAST/CENTRAL AFRICA (RWANDA, SOMALIA, CONGO, ETHIOPIA, BURUNDI, KENYA, UGANDA)</b>	401 20%	363 <b>21%</b> +++	37 16%	291 20%	98 22%	110 21%	291 20%	233 20%	165 20%	58 <b>13%</b> ----	124 <b>17%</b> --	217 <b>27%</b> ++++	88 <b>15%</b> ----	105 20%	162 <b>27%</b> ++++	21 <b>38%</b> ++++	106 23%	104 23%	199 <b>18%</b> --
<b>EASTERN/CENTRAL EUROPE (UKRAINE, CZECH REPUBLIC, POLAND, AUSTRIA)</b>	174 9%	161 <b>9%</b> ++	13 5%	148 <b>10%</b> ++++	25 <b>6%</b> ---	50 10%	123 8%	108 9%	65 8%	35 8%	67 9%	71 9%	51 9%	49 9%	58 10%	13 <b>23%</b> ++++	50 11%	64 <b>14%</b> ++++	67 <b>6%</b> ----
<b>CARIBBEAN/PACIFIC (HAITI)</b>	205 10%	183 11%	21 9%	137 9%	67 <b>15%</b> ++++	53 10%	150 10%	125 11%	80 10%	36 8%	74 10%	93 12%	53 9%	58 11%	71 12%	17 <b>31%</b> ++++	59 <b>13%</b> ++	75 <b>17%</b> ++++	79 <b>7%</b> ----

<b>OTHER WESTERN ASIA OR GENERAL MENTIONS OF MIDDLE EAST (EGYPT, LEBANON, TURKEY, JORDAN, GOLAN HEIGHTS, SYRIA, ISRAEL, YEMEN)</b>	555 28%	489 28%	62 26%	438 <b>30%</b> ++++	94 <b>21%</b> ----	138 27%	417 28%	288 <b>25%</b> ---	264 <b>31%</b> +++	113 25%	200 27%	239 30%	141 <b>24%</b> --	149 28%	187 31% +	30 <b>53%</b> ++++	155 <b>33%</b> +++	158 <b>35%</b> ++++	252 <b>23%</b> ----
<b>U.S.A</b>	111 5%	95 5%	15 6%	94 <b>6%</b> +++	15 <b>3%</b> --	36 7%	74 5%	67 6%	43 5%	24 5%	42 6%	43 5%	28 5%	30 6%	38 6%	13 <b>23%</b> ++++	33 7% +	33 7% +	46 <b>4%</b> ----
<b>NORTHERN EUROPE, SCANDINAVIA (NETHERLANDS, DENMARK, ESTONIA, LATVIA, LITHUANIA)</b>	254 13%	220 12%	32 14%	218 <b>15%</b> ++++	18 <b>4%</b> ----	70 13%	184 12%	137 12%	114 13%	50 11%	76 <b>10%</b> --	127 <b>16%</b> ++++	54 <b>9%</b> ---	67 13%	99 <b>16%</b> +++	18 <b>33%</b> ++++	88 <b>19%</b> ++++	71 <b>16%</b> ++	99 <b>9%</b> ----
<b>LATIN/CENTRAL/SOUTH AMERICA</b>	44 2%	37 2%	7 3%	32 2%	10 2%	11 2%	33 2%	29 3%	15 2%	9 2%	12 2%	22 3%	14 2%	11 2%	11 2%	1 2%	15 3% +	12 3%	21 2%
<b>SOUTH ASIA (INDIA, PAKISTAN)</b>	56 3%	50 3%	6 2%	45 3%	8 2%	15 3%	41 3%	24 <b>2%</b> --	31 <b>4%</b> ++	12 3%	28 <b>4%</b> ++	15 <b>2%</b> --	17 3%	19 4%	13 2%	4 <b>7%</b> ++	14 3%	23 <b>5%</b> ++++	24 <b>2%</b> -
<b>CANADA/DOMESTIC</b>	78 4%	70 4%	8 3%	62 4%	14 3%	20 4%	58 4%	48 4%	29 3%	17 4%	26 4%	35 4%	18 3%	19 4%	30 5%	3 5%	26 <b>5%</b> ++	27 <b>6%</b> +++	35 <b>3%</b> -
<b>SOUTH AFRICA, BOER WARS (IVORY COAST, ZIMBABWE, BOTSWANA)</b>	65 3%	61 3% +	4 2%	53 4%	13 3%	13 2%	52 3%	37 3%	27 3%	16 4%	17 2%	32 4%	19 3%	18 3%	19 3%	6 <b>11%</b> ++++	22 <b>5%</b> ++	19 4%	23 <b>2%</b> ----
<b>EUROPE (GENERAL MENTION)</b>	274 14%	235 13%	35 15%	213 <b>15%</b> ++	52 11%	64 12%	208 14%	136 <b>12%</b> ---	137 <b>16%</b> +++	66 15%	103 14%	103 13%	77 13%	69 13%	88 14%	6 11%	88 <b>18%</b> ++++	70 15%	132 <b>12%</b> --
<b>ASIA (GENERAL MENTION)</b>	69 3%	59 3%	9 4%	53 4%	15 3%	12 2%	57 4% +	38 3%	30 4%	13 3%	28 4%	28 3%	19 3%	17 3%	20 3%	2 3%	16 3%	20 4%	36 3%
<b>AFRICA (GENERAL MENTION)</b>	230 11%	199 11%	27 12%	175 12%	46 10%	60 12%	169 11%	115 <b>10%</b> --	114 <b>14%</b> ++	52 12%	98 <b>13%</b> ++	77 <b>10%</b> --	48 <b>8%</b> ---	72 13% +	71 12%	8 14%	72 <b>15%</b> +++	62 14%	108 <b>10%</b> --
<b>NATO MISSIONS, UN MISSIONS, PEACEKEEPING MISSIONS</b>	95 5%	80 5%	13 6%	78 <b>5%</b> ++	15 3%	18 4%	76 5%	51 4%	44 5%	11 <b>2%</b> ---	38 5%	45 6%	25 4%	26 5%	31 5%	1 2%	23 5%	31 <b>7%</b> ++	45 <b>4%</b> -
<b>OCEANIA (AUSTRALIA)</b>	12 1%	12 1%	0 0%	9 1%	3 1%	3 1%	9 1%	8 1%	4 0%	2 0%	5 1%	4 0%	4 1%	0 <b>0%</b> --	6 1%	0 0%	5 1%	3 1%	6 1%
<b>RUSSIA, USSR</b>	37 2%	34 2%	3 1%	36 <b>3%</b> ++++	4 1% -	9 2%	28 2%	25 2%	12 1%	12 3%	11 1%	14 2%	12 2%	12 2%	12 2%	1 2%	14 <b>3%</b> ++	14 <b>3%</b> ++	11 <b>1%</b> ----

<b>INTERNATIONAL WATERS, PATROLLING SEAS</b>	9 0%	7 0%	2 1%	6 0%	1 0%	0 0%	9 1%	4 0%	5 1%	3 1%	3 0%	3 0%	8 <b>1%</b> ++++	0 0%	0 0%	1 2%	2 0%	2 0%	5 0%
<b>THE POLES / ANTARCTICA / ARCTIC</b>	6 0%	5 0%	1 0%	5 0%	1 0%	0 0%	6 0%	3 0%	3 0%	1 0%	3 0%	2 0%	2 0%	1 0%	0 0%	1 <b>2%</b> ++	3 1%	1 0%	2 0%
<b>DISASTER RELIEF, HUMANITARIAN EFFORTS</b>	15 1%	14 1%	0 0%	13 1%	2 0%	4 1%	11 1%	6 1%	9 1%	3 1%	6 1%	6 1%	2 0%	8 <b>2%</b> ++	4 1%	1 2%	3 1%	3 1%	9 1%
<b>ALL OVER THE WORLD/ON EVERY CONTINENT, TOO MANY TO LIST</b>	125 6%	116 <b>7%</b> ++	8 3%	106 <b>7%</b> ++++	15 <b>3%</b> ---	32 6%	91 6%	75 7%	48 6%	40 <b>9%</b> +++	53 7%	29 <b>4%</b> ----	31 5%	37 7%	37 6%	3 5%	40 <b>8%</b> ++	34 7%	58 5%
<b>OTHER</b>	11 1%	9 1%	2 1%	8 1%	2 0%	3 1%	8 1%	8 1%	3 0%	2 0%	5 1%	4 0%	2 0%	2 0%	4 1%	0 0%	1 0%	2 0%	8 1%
<b>DO NOT KNOW/REMEMBER</b>	58 3%	47 3%	10 4%	41 3%	12 3%	19 4%	39 3%	29 3%	29 3%	21 5%	21 3%	16 2%	22 4%	13 3%	12 2%	0 0%	5 1%	6 1%	45 4%
<b>Prefer not to say</b>	335 17%	290 17%	33 14%	233 16%	71 16%	83 16%	246 17%	191 17%	132 16%	81 18%	131 18%	113 14%	110 19%	82 15%	75 12%	5 9%	52 11%	49 11%	219 20%
Chi2:	-	-		(99.9)		-		(99.9)		(99.9)			(99.9)			(99.9)			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.63	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

### What do you think is the biggest issue facing Veterans today?

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
T11																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>HEALTH/MEDICAL/INJURIES (GENERAL MENTION)</b>	179 9%	21 <b>15%</b> +++	22 <b>5%</b> ----	71 10%	18 13% +	19 8%	28 9%	91 9%	88 9%	23 <b>4%</b> ----	26 8%	38 11%	39 11%	53 <b>12%</b> +++	26 9%	91 <b>8%</b> ---
<b>MENTAL/PTSD, EMOTIONAL HEALTH</b>	476 24%	26 20%	162 <b>36%</b> ++++	153 <b>21%</b> ---	27 19%	39 <b>17%</b> ---	69 23%	226 23%	244 25%	129 24%	108 <b>32%</b> ++++	72 21%	82 23%	85 <b>20%</b> --	54 <b>19%</b> --	302 <b>25%</b> ++
<b>FINANCIAL/PENSIONS, ADEQUATE INCOME TO LIVE ON</b>	253 13%	18 14%	24 <b>5%</b> ----	110 <b>15%</b> ++	24 17% +	31 14%	45 15%	128 13%	124 12%	55 10%	30 <b>9%</b> --	47 13%	52 14%	69 <b>16%</b> ++	48 <b>17%</b> ++	145 12%
<b>LACK OF SUPPORT FROM GOVERNMENT, DIFFICULTY ACCESSING SERVICES, INAPPROPRIATE LEVELS OF SUPPORTS AVAILABLE/CUTS TO FUNDING</b>	373 19%	23 18%	64 <b>14%</b> ---	142 19%	25 18%	65 <b>28%</b> ++++	54 18%	191 19%	180 18%	79 <b>15%</b> ---	63 19%	77 <b>23%</b> ++	69 19%	85 20%	74 <b>25%</b> +++	220 18%
<b>PHYSICAL/MENTAL HEALTH (BOTH MENTIONED)</b>	111 6%	7 5%	21 5%	44 6%	7 5%	14 6%	18 6%	53 5%	55 6%	17 <b>3%</b> ---	27 <b>8%</b> ++	26 7% +	14 4%	27 6%	19 7%	60 5%
<b>EMPLOYMENT SERVICES, JOB SKILLS/TRAINING, TRANSFERRING SKILLS INTO CIVILIAN EMPLOYMENT OPPORTUNITIES</b>	27 1%	0 0%	3 1%	18 <b>2%</b> +++	0 0%	2 1%	4 1%	12 1%	14 1%	10 2%	4 1%	4 1%	7 2%	2 0%	2 1%	18 2%
<b>LACK OF RECOGNITION/AWARENESS/ACKNOWLEDGEMENT FOR WHAT THEY HAVE DONE OR BEEN THROUGH, LACK OF RESPECT FROM THE PUBLIC/SOCIETY</b>	133 7%	5 4%	52 <b>11%</b> ++++	45 6%	13 10%	10 4%	8 <b>3%</b> ---	66 7%	65 7%	36 7%	19 6%	22 6%	23 7%	33 8%	24 8%	75 6%
<b>DIFFICULTY TRANSITIONING INTO CIVILIAN LIFE/REGULAR SOCIETY</b>	94 5%	10 8%	15 3%	41 6%	3 2%	8 4%	17 6%	41 4%	53 5%	28 5%	12 4%	14 4%	21 6%	19 5%	9 3%	60 5%

<b>HOUSING/AFFORDABLE HOUSING (INCLUDES LONG TERM CARE FACILITIES)</b>	37 2%	2 2%	4 1%	15 2%	2 1%	6 3%	8 3%	15 1%	22 2%	9 2%	1 0%	5 1%	8 2%	14 3%	8 3%	13 1%
			-								--			++		---
<b>WAR/CONFLICTS/TERRORISM, TOO MUCH WAR IN THE WORLD</b>	14 1%	0 0%	8 2%	4 1%	0 0%	0 0%	2 1%	8 1%	6 1%	5 1%	2 1%	1 0%	2 1%	4 1%	2 1%	9 1%
			+++													
<b>LACK OF TRAINING, NEED FOR EFFECTIVE TRAINING OR USE OF EQUIPMENT</b>	2 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%
					++									0%	+++	
<b>LOW RECRUITMENT RATES</b>	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%
			0%													
<b>DANGERS OF THE JOB (GETTING INJURED, POSSIBILITY OF DEATH)</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
							0%									++
<b>QUALITY OF LIFE (GENERAL MENTION)</b>	2 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%
					++											
<b>GETTING OLDER/AGING VETS</b>	11 1%	1 1%	0 0%	5 1%	1 1%	2 1%	2 1%	5 0%	6 1%	5 1%	1 0%	1 0%	2 1%	2 0%	3 1%	6 0%
			-													
<b>CLIMATE CHANGE (LEADING TO WAR/CONFLICTS)</b>	4 0%	1 1%	0 0%	0 0%	0 0%	2 1%	1 0%	4 0%	0 0%	0 0%	1 0%	2 1%	0 0%	1 0%	1 0%	3 0%
						++		++	-			+				
<b>OTHER</b>	22 1%	0 0%	8 2%	5 1%	1 1%	4 2%	4 1%	16 2%	6 1%	7 1%	1 0%	0 0%	5 1%	9 2%	4 1%	14 1%
								++	1%		--		1%	++		
<b>DO NOT KNOW</b>	48 2%	3 3%	13 3%	15 2%	5 4%	3 1%	9 3%	19 2%	29 3%	17 3%	6 2%	7 2%	9 3%	9 2%	0 0%	33 3%
<b>Prefer not to say, NO RESPONSE</b>	211 11%	15 12%	57 13%	75 10%	10 7%	25 11%	28 9%	114 12%	94 10%	117 22%	34 10%	25 7%	20 6%	15 3%	13 5%	142 12%
Chi2:	-	(99.9)						-	(99.9)						(95)	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**What do you think is the biggest issue facing Veterans today?**

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																	(family)	(friend)	
T11																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>HEALTH/MEDICAL/INJURIES (GENERAL MENTION)</b>	179 9%	157 9%	22 9%	145 <b>10%</b> +++	20 <b>4%</b> ----	40 8%	138 9%	100 9%	77 9%	38 9%	64 9%	75 9%	46 8%	45 9%	65 11%	9 15%	50 11%	41 9%	86 <b>8%</b> --
<b>MENTAL/PTSD, EMOTIONAL HEALTH</b>	476 24%	423 24%	48 20%	298 <b>21%</b> ----	158 <b>35%</b> ++++	123 24%	352 24%	288 25%	187 23%	89 <b>20%</b> --	161 22%	225 <b>28%</b> ++++	141 25%	129 25%	156 26%	4 <b>8%</b> ---	114 25%	116 26%	269 24%
<b>FINANCIAL/PENSIONS, ADEQUATE INCOME TO LIVE ON</b>	253 13%	214 12%	36 15%	204 <b>14%</b> ++++	31 <b>7%</b> ----	70 13%	181 12%	131 11%	119 14%	65 14%	98 13%	86 <b>11%</b> --	75 13%	71 13%	72 12%	14 <b>25%</b> +++	62 13%	62 14%	127 11%
<b>LACK OF SUPPORT FROM GOVERNMENT, DIFFICULTY ACCESSING SERVICES, INAPPROPRIATE LEVELS OF SUPPORTS AVAILABLE/CUTS TO FUNDING</b>	373 19%	320 18%	47 20%	296 <b>21%</b> ++++	64 <b>14%</b> ---	101 20%	268 18%	211 18%	159 19%	98 <b>22%</b> ++	144 20%	128 <b>16%</b> ---	97 17%	85 16%	123 20%	10 18%	104 <b>22%</b> ++	116 <b>26%</b> ++++	170 <b>15%</b> ----
<b>PHYSICAL/MENTAL HEALTH (BOTH MENTIONED)</b>	111 6%	95 5%	15 6%	89 <b>6%</b> ++	16 <b>4%</b> --	37 7%	74 5%	63 5%	48 6%	14 <b>3%</b> --	41 6%	56 <b>7%</b> ++	31 5%	25 5%	41 7%	2 4%	32 7%	22 5%	51 <b>5%</b> --
<b>EMPLOYMENT SERVICES, JOB SKILLS/TRAINING, TRANSFERRING SKILLS INTO CIVILIAN EMPLOYMENT OPPORTUNITIES</b>	27 1%	24 1%	3 1%	22 2%	3 1%	7 1%	20 1%	20 2%	7 1%	5 1%	10 1%	12 2%	7 1%	7 1%	12 2%	0 0%	4 1%	7 2%	17 2%
<b>LACK OF RECOGNITION/AWARENESS/ACKNOWLEDGEMENT FOR WHAT THEY HAVE DONE OR BEEN THROUGH, LACK OF RESPECT FROM THE PUBLIC/SOCIETY</b>	133 7%	124 <b>7%</b> ++	9 4%	72 <b>5%</b> ----	52 <b>12%</b> ++++	26 5%	104 7%	79 7%	54 7%	19 <b>4%</b> --	56 8%	56 7%	33 6%	35 7%	35 6%	4 7%	29 6%	19 <b>4%</b> --	87 <b>8%</b> +++
<b>DIFFICULTY TRANSITIONING INTO CIVILIAN LIFE/REGULAR SOCIETY</b>	94 5%	81 5%	11 5%	73 5%	14 3%	28 5%	66 5%	56 5%	38 5%	14 3%	30 4%	50 <b>6%</b> +++	15 <b>3%</b> ---	34 <b>6%</b> ++	27 5%	2 3%	24 5%	22 5%	48 4%



<b>HOUSING/AFFORDABLE HOUSING (INCLUDES LONG TERM CARE FACILITIES)</b>	37 2%	33 2%	3 1%	30 2%	4 1%	6 1%	29 2%	15 1%	21 2%	19 <b>4%</b>	9 1%	8 <b>1%</b>	13 2%	10 2%	6 1%	0 0%	8 2%	9 2%	21 2%
<b>WAR/CONFLICTS/TERRORISM, TOO MUCH WAR IN THE WORLD</b>	14 1%	13 1%	0 0%	7 0%	7 <b>2%</b>	1 0%	13 1%	6 1%	7 1%	5 1%	3 0%	6 1%	4 1%	4 1%	4 1%	0 0%	2 0%	2 0%	11 1%
<b>LACK OF TRAINING, NEED FOR EFFECTIVE TRAINING OR USE OF EQUIPMENT</b>	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%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>LOW RECRUITMENT RATES</b>	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 <b>0%</b>	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>DANGERS OF THE JOB (GETTING INJURED, POSSIBILITY OF DEATH)</b>	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%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>QUALITY OF LIFE (GENERAL MENTION)</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>GETTING OLDER/AGING VETS</b>	11 1%	7 <b>0%</b>	4 <b>2%</b>	10 1%	0 0%	3 1%	8 1%	8 1%	3 0%	2 0%	3 0%	6 1%	2 0%	3 1%	4 1%	0 0%	2 0%	2 0%	7 1%
<b>CLIMATE CHANGE (LEADING TO WAR/CONFLICTS)</b>	4 0%	4 0%	0 0%	3 0%	0 0%	2 0%	2 0%	3 0%	1 0%	1 0%	0 0%	3 0%	0 0%	3 <b>1%</b>	1 0%	0 0%	0 0%	3 <b>1%</b>	1 0%
<b>OTHER</b>	22 1%	22 1%	0 0%	15 1%	9 <b>2%</b>	2 0%	20 1%	11 1%	11 1%	3 1%	10 1%	8 1%	6 1%	9 2%	6 1%	3 <b>5%</b>	2 0%	2 0%	15 1%
<b>DO NOT KNOW</b>	48 2%	40 2%	7 3%	34 2%	12 3%	17 3%	30 2%	24 2%	23 3%	19 4%	11 2%	16 2%	19 3%	10 2%	8 1%	2 4%	10 2%	6 1%	33 3%
<b>Prefer not to say, NO RESPONSE</b>	211 11%	171 10%	29 12%	133 9%	59 13%	55 11%	153 11%	127 11%	77 9%	49 11%	84 12%	71 9%	83 15%	54 10%	49 8%	6 11%	24 5%	20 4%	154 14%
Chi2:	-	-		(99.9)		-		-		(99.9)			-			(99.9)			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D1																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Working full-time (30 or more hours per week)</b>	825 41%	48 37%	187 41%	312 42%	57 41%	101 44%	120 40%	474 <b>48%</b> ++++	342 <b>35%</b> ----	285 <b>53%</b> ++++	226 <b>67%</b> ++++	204 <b>60%</b> ++++	96 <b>27%</b> ----	14 <b>3%</b> ----	108 38%	527 <b>44%</b> +++
<b>Working part-time (less than 30 hours per week)</b>	120 6%	7 5%	15 <b>3%</b> ---	48 7%	10 8%	22 <b>10%</b> ++	18 6%	44 <b>4%</b> ---	75 <b>8%</b> +++	44 <b>8%</b> ++	24 7%	15 5%	25 7%	12 <b>3%</b> ---	19 7%	63 5%
<b>Self-employed</b>	197 10%	11 9%	43 9%	73 10%	15 11%	25 11%	30 10%	108 11%	86 9%	34 <b>6%</b> ---	36 11%	54 <b>16%</b> ++++	54 <b>15%</b> ++++	19 <b>4%</b> ----	23 8%	115 10%
<b>Unemployed, but looking for work</b>	54 3%	2 2%	12 3%	19 3%	5 4%	14 <b>6%</b> +++	2 <b>1%</b> --	26 3%	26 3%	25 <b>5%</b> +++	7 2%	12 4%	9 3%	1 <b>0%</b> ----	6 2%	35 3%
<b>A student attending full-time school</b>	122 6%	7 5%	27 6%	45 6%	6 5%	14 6%	23 8%	50 5%	71 <b>7%</b> ++	115 <b>21%</b> ++++	6 <b>2%</b> ----	1 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	11 4%	86 <b>7%</b> ++
<b>Retired</b>	530 26%	44 32% +	144 <b>31%</b> +++	189 25%	36 25%	33 <b>14%</b> ----	83 27%	250 25%	279 28%	0 <b>0%</b> ----	3 <b>1%</b> ----	15 <b>5%</b> ----	131 <b>37%</b> ++++	381 <b>89%</b> ++++	94 <b>32%</b> ++	291 <b>24%</b> --
<b>Not in the workforce (Full-time homemaker, unemployed but not looking for work)</b>	91 5%	8 6%	15 3%	38 5%	3 2%	14 6%	12 4%	16 <b>2%</b> ----	74 <b>7%</b> ++++	21 4%	24 <b>7%</b> ++	24 <b>7%</b> ++	19 6%	3 <b>1%</b> ----	15 5%	45 <b>4%</b> --
<b>DISABILITY, LONG TERM DISABILITY</b>	33 2%	4 3%	5 1%	10 1%	4 3%	2 1%	8 3%	16 2%	17 2%	1 <b>0%</b> ---	2 1%	12 <b>3%</b> +++	18 <b>5%</b> ++++	0 <b>0%</b> ---	11 <b>4%</b> +++	13 <b>1%</b> --
<b>STUDENT AND WORKING</b>	3 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	1 0%	2 0%	3 <b>1%</b> +++	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>MATERNAL/PATERNAL LEAVE</b>	6 0%	1 1%	2 0%	2 0%	0 0%	0 0%	1 0%	0 <b>0%</b> --	6 <b>1%</b> ++	3 1%	3 <b>1%</b> ++	0 0%	0 0%	0 0%	1 0%	4 0%

<b>Prefer not to say</b>	19 1%	0 0%	3 1%	7 1%	2 1%	5 2%	2 1%	6 1%	13 1%	8 2%	4 1%	4 1%	3 1%	0 0%	1 0%	14 1%
Chi2:	-	(95)						(99.9)		(99.9)					(99)	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**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			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																	(family)	(friend)	
D1																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Working full-time (30 or more hours per week)</b>	825 41%	722 42%	90 39%	588 41%	190 43%	311 <b>60%</b> ++++	510 <b>35%</b> ----	825 <b>72%</b> ++++	0 <b>0%</b> ----	114 <b>26%</b> ----	292 41%	414 <b>51%</b> ++++	129 <b>23%</b> ----	239 <b>46%</b> ++	380 <b>63%</b> ++++	18 33%	196 42%	189 42%	460 42%
<b>Working part-time (less than 30 hours per week)</b>	120 6%	99 6%	18 8%	99 <b>7%</b> +++	13 <b>3%</b> ---	34 7%	84 6%	120 <b>10%</b> ++++	0 <b>0%</b> ----	28 6%	44 6%	48 6%	50 <b>9%</b> +++	30 6%	19 <b>3%</b> ----	3 5%	26 6%	27 6%	68 6%
<b>Self-employed</b>	197 10%	176 10%	19 8%	145 10%	46 10%	70 <b>14%</b> +++	123 <b>8%</b> ----	197 <b>17%</b> ++++	0 <b>0%</b> ----	41 9%	73 10%	82 10%	53 9%	45 9%	70 11%	3 6%	48 10%	53 12%	105 9% +
<b>Unemployed, but looking for work</b>	54 3%	44 3%	8 4%	37 3%	13 3%	13 3%	41 3%	0 <b>0%</b> ----	54 <b>7%</b> ++++	15 3%	19 3%	19 2%	34 <b>6%</b> ++++	6 <b>1%</b> ---	6 <b>1%</b> ---	2 3%	5 <b>1%</b> --	8 2%	40 <b>4%</b> +++
<b>A student attending full-time school</b>	122 6%	96 <b>6%</b> ---	22 <b>10%</b> ++	84 6%	27 6%	18 <b>4%</b> ---	104 <b>7%</b> +++	0 <b>0%</b> ----	122 <b>15%</b> ++++	36 8%	33 <b>5%</b> --	53 7%	61 <b>11%</b> ++++	22 <b>4%</b> --	18 <b>3%</b> ----	1 2%	16 <b>3%</b> ---	16 <b>4%</b> --	87 <b>8%</b> ++++
<b>Retired</b>	530 26%	462 26%	65 27%	371 25%	132 29%	17 <b>3%</b> ----	512 <b>34%</b> ++++	0 <b>0%</b> ----	530 <b>63%</b> ++++	165 <b>37%</b> ++++	199 27%	156 <b>19%</b> ----	184 <b>32%</b> ++++	154 28%	85 <b>14%</b> ----	26 <b>46%</b> ++++	131 28%	122 26%	273 24%
<b>Not in the workforce (Full-time homemaker, unemployed but not looking for work)</b>	91 5%	80 5%	10 4%	67 5%	14 3%	44 <b>9%</b> ++++	46 <b>3%</b> ----	0 <b>0%</b> ----	91 <b>11%</b> ++++	28 <b>6%</b> ++	38 5%	24 <b>3%</b> ---	34 <b>6%</b> ++	23 4%	21 4%	2 4%	25 6%	22 5%	44 4%
<b>DISABILITY, LONG TERM DISABILITY</b>	33 2%	31 2%	2 1%	28 2%	6 1%	2 <b>0%</b> ---	31 <b>2%</b> +++	0 <b>0%</b> ----	33 <b>4%</b> ++++	11 2%	18 <b>2%</b> ++	4 <b>0%</b> ----	24 <b>4%</b> ++++	4 1%	3 <b>0%</b> ---	1 2%	11 2%	11 2%	12 <b>1%</b> --
<b>STUDENT AND WORKING</b>	3 0%	3 0%	0 0%	1 0%	2 0%	1 0%	2 0%	3 0%	0 0%	2 <b>0%</b> ++	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	2 0%
<b>MATERNAL/PATERNAL LEAVE</b>	6 0%	6 0%	0 0%	4 0%	2 0%	6 <b>1%</b> ++++	0 <b>0%</b> ----	6 <b>1%</b> ---	6 <b>1%</b> +++	0 0%	3 0%	3 0%	0 0%	3 1%	2 0%	0 0%	5 <b>1%</b> ++++	0 0%	1 0%

<b>Prefer not to say</b>	19 1%	15 1%	1 0%	13 1%	4 1%	2 0%	12 1%	0 0%	0 0%	4 1%	6 1%	4 1%	4 1%	1 0%	4 1%	0 0%	4 1%	1 0%	11 1%
Chi2:	-	-		(95)		(99.9)		(99.9)		(99.9)		(99.9)		(99.9)		(99.9)		(99.9)	
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D2																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Grade 8 or less</b>	3 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%
<b>Some high school</b>	51 3%	2 2%	14 3%	14 2%	6 4%	5 2%	9 3%	24 2%	26 3%	9 2%	8 2%	8 2%	12 3%	14 3%	5 2%	25 2%
<b>High school diploma or equivalent</b>	390 19%	31 23%	78 17%	137 18%	34 24%	53 23%	57 19%	192 19%	196 20%	89 16%	25 7%	68 20%	99 28%	109 25%	60 21%	220 18%
<b>Registered Apprenticeship or other trades certificate or diploma</b>	116 6%	5 4%	38 8%	39 5%	8 6%	13 5%	12 4%	75 8%	41 4%	23 4%	21 6%	21 6%	26 7%	25 6%	22 7%	64 5%
<b>College, CEGEP or other non-university certificate or diploma</b>	424 21%	30 23%	92 20%	163 22%	27 20%	54 24%	58 19%	206 21%	213 22%	108 20%	65 19%	83 24%	86 24%	82 19%	60 21%	253 21%
<b>University certificate or diploma below bachelor's level</b>	186 9%	14 11%	55 12%	61 8%	9 6%	22 10%	25 8%	92 9%	92 9%	42 8%	24 7%	31 9%	33 9%	56 13%	42 15%	103 9%
<b>Bachelor's degree</b>	490 25%	26 20%	92 20%	194 26%	35 26%	52 23%	91 31%	234 24%	254 26%	174 32%	95 29%	79 23%	68 19%	74 17%	60 21%	318 27%
<b>Post graduate degree above bachelor's level</b>	317 16%	24 18%	79 17%	126 17%	17 12%	29 13%	42 14%	154 16%	157 16%	91 17%	92 28%	45 13%	26 7%	63 15%	34 12%	202 17%
<b>Prefer not to say</b>	23 1%	0 0%	5 1%	9 1%	2 1%	2 1%	5 2%	12 1%	11 1%	3 1%	4 1%	5 1%	5 1%	6 1%	5 2%	8 1%
Chi2:	-	-	-	-	-	-	-	-	-	(99.9)	-	-	-	-	(99)	-
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**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	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																	(family)	(friend)	
D2																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Grade 8 or less</b>	3 0%	3 0%	0 0%	1 0%	2 0%	1 0%	2 0%	2 0%	1 0%	3 1%	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	0 0%	3 0%
<b>Some high school</b>	51 3%	46 3%	5 2%	32 2%	15 3%	13 3%	38 3%	26 2%	24 3%	51 12%	0 0%	0 0%	26 5%	10 2%	7 1%	2 3%	12 3%	12 3%	28 3%
<b>High school diploma or equivalent</b>	390 19%	355 20%	32 13%	300 21%	81 18%	61 12%	329 22%	157 14%	230 27%	390 88%	0 0%	0 0%	159 28%	106 20%	67 11%	17 30%	105 22%	89 20%	205 18%
<b>Registered Apprenticeship or other trades certificate or diploma</b>	116 6%	110 6%	5 2%	77 5%	36 8%	32 6%	84 6%	66 6%	49 6%	0 0%	116 16%	0 0%	40 7%	35 7%	21 3%	1 2%	28 6%	32 7%	56 5%
<b>College, CEGEP or other non-university certificate or diploma</b>	424 21%	383 22%	37 16%	317 22%	93 21%	108 21%	313 21%	256 22%	163 19%	0 0%	424 59%	0 0%	124 22%	125 24%	125 21%	13 23%	126 27%	110 25%	201 18%
<b>University certificate or diploma below bachelor's level</b>	186 9%	162 9%	21 9%	120 8%	58 13%	37 7%	145 10%	88 8%	98 12%	0 0%	186 26%	0 0%	53 9%	51 10%	55 9%	8 14%	44 9%	45 10%	100 9%
<b>Bachelor's degree</b>	490 25%	410 24%	72 31%	357 25%	86 19%	143 28%	345 24%	327 29%	161 19%	0 0%	0 0%	490 61%	111 19%	123 23%	181 30%	8 15%	92 20%	97 21%	300 27%
<b>Post graduate degree above bachelor's level</b>	317 16%	249 14%	60 25%	219 15%	71 16%	118 23%	197 14%	217 19%	98 12%	0 0%	0 0%	317 39%	56 10%	72 14%	149 24%	7 13%	56 12%	61 14%	199 18%
<b>Prefer not to say</b>	23 1%	16 1%	3 1%	14 1%	7 2%	5 1%	12 1%	6 1%	12 1%	0 0%	0 0%	0 0%	3 1%	5 1%	4 1%	0 0%	5 1%	3 1%	11 1%
Chi2:	-	(99.9)		(99)		(99.9)		(99.9)		(99.9)			(99.9)			(99.9)			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95





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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D3																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Yes</b>	518 26%	31 23%	110 24%	192 26%	38 28%	74 <b>32%</b> ++	73 25%	252 25%	262 27%	140 26%	210 <b>63%</b> ++++	135 <b>39%</b> ++++	27 <b>7%</b> ----	6 <b>1%</b> ----	63 22%	315 27%
<b>No</b>	1465 73%	101 77%	343 75%	542 73%	99 71%	153 <b>67%</b> --	225 75%	731 74%	722 73%	394 73%	118 <b>35%</b> ----	204 <b>60%</b> ----	326 <b>92%</b> ++++	423 <b>98%</b> ++++	225 78%	869 73%
<b>Prefer not to say</b>	17 1%	0 0%	2 0%	10 1%	1 1%	3 1%	1 0%	8 1%	7 1%	5 1%	7 2%	2 1%	2 1%	1 0%	1 0%	10 1%
Chi2:	-	-	-	-	-	-	-	-	-	99.9	-	-	-	-	90	-
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**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			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																	(family)	(friend)	
D3																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Yes</b>	518 26%	429 <b>25%</b> ---	81 <b>35%</b> ++++	363 25%	105 24%	518 <b>100%</b> ++++	0 <b>0%</b> ----	416 <b>36%</b> ++++	100 <b>12%</b> ----	75 <b>17%</b> ----	177 24%	261 <b>32%</b> ++++	73 <b>13%</b> ----	126 24%	258 <b>42%</b> ++++	11 20%	124 27%	130 29%	275 25%
<b>No</b>	1465 73%	1294 <b>74%</b> ++++	152 <b>64%</b> ---	1063 74%	341 76%	0 <b>0%</b> ----	1465 <b>100%</b> ++++	719 <b>63%</b> ----	734 <b>88%</b> ++++	369 <b>83%</b> ++++	542 75%	542 <b>67%</b> ----	499 <b>87%</b> ++++	401 76%	348 <b>57%</b> ----	45 80%	340 73%	315 70%	820 74%
<b>Prefer not to say</b>	17 1%	11 1%	2 1%	11 1%	3 1%	0 0%	0 0%	10 1%	2 0%	0 0%	7 1%	4 1%	2 0%	1 0%	3 0%	0 0%	4 1%	4 1%	8 1%
Chi2:	-	99		-		99.9		99.9		99.9			99.9			-			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?																
	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D4																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Under \$20,000</b>	95 5%	7 6%	32 7% ++	25 3% --	8 6%	9 4%	14 5%	37 4%	58 6% ++	34 6% ++	14 4%	12 3%	19 6%	16 4%	19 7%	56 5% +
<b>Between \$20,000 and \$39,999</b>	215 11%	24 18%	67 15%	65 9% --	18 13%	19 8%	22 7% --	88 9%	125 13% ---	64 12%	14 4%	31 9%	41 12%	65 15% ++++	40 14%	120 10% +
<b>Between \$40,000 and \$59,999</b>	264 13%	18 13%	72 16%	83 11% +	16 12%	26 11%	49 16% +	121 12%	139 14%	101 18% ++++	28 8% ---	24 7% ---	41 12%	70 16% ++	35 12%	162 13%
<b>Between \$60,000 and \$79,999</b>	269 13%	17 13%	68 15%	83 11% --	22 16%	35 15%	44 15%	152 15% ++	117 12% --	72 13%	31 9% --	32 9% --	51 14%	83 19% ++++	40 14%	153 13%
<b>Between \$80,000 and \$99,999</b>	259 13%	19 15%	53 12%	102 14%	14 10%	29 13%	40 13%	127 13%	131 13%	71 13%	41 12%	48 14%	55 16%	44 10%	35 12%	161 14%
<b>Between \$100,000 and \$149,999</b>	364 18%	15 11% --	77 17%	157 21% +++	21 15%	42 18%	52 17%	211 21% ++++	147 15% ----	104 19%	78 23% +++	78 23% ++	51 14% --	53 12% ----	56 19%	223 19%
<b>\$150,000 or above</b>	245 12%	15 12%	40 9% ---	108 14% ++	15 11%	34 15%	33 11%	146 15% ++++	96 10% ----	36 7% ----	85 25% ++++	70 21% ++++	34 10%	20 5% ----	27 9%	151 13%
<b>Prefer not to say</b>	289 14%	17 13%	46 10%	121 16%	24 17%	36 16%	45 15%	109 11%	178 18%	57 11%	44 13%	46 14%	63 18%	79 18%	37 13%	168 14%
Chi2:	-	99.9						99.9		99.9					-	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**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	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D4																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Under \$20,000</b>	95 5%	77 4%	16 7%	60 4%	28 6%	11 2%	84 6%	17 2%	75 9%	35 8%	40 6%	19 2%	95 17%	0 0%	0 0%	0 0%	11 2%	13 3%	68 6%
<b>Between \$20,000 and \$39,999</b>	215 11%	186 11%	28 12%	141 10%	70 16%	25 5%	188 13%	85 7%	129 16%	79 18%	78 11%	56 7%	215 38%	0 0%	0 0%	2 3%	44 10%	43 10%	124 11%
<b>Between \$40,000 and \$59,999</b>	264 13%	227 13%	31 13%	174 12%	75 17%	37 7%	227 15%	131 11%	133 16%	73 16%	99 13%	92 11%	264 46%	0 0%	0 0%	8 14%	54 11%	52 12%	162 15%
<b>Between \$60,000 and \$79,999</b>	269 13%	231 13%	33 14%	188 13%	64 14%	54 11%	215 14%	142 12%	126 15%	70 16%	115 16%	82 10%	0 0%	269 51%	0 0%	12 21%	54 11%	76 17%	140 13%
<b>Between \$80,000 and \$99,999</b>	259 13%	237 14%	20 9%	197 14%	55 12%	72 14%	186 13%	173 15%	86 10%	47 11%	96 13%	113 14%	0 0%	259 49%	0 0%	6 11%	70 15%	56 13%	139 13%
<b>Between \$100,000 and \$149,999</b>	364 18%	322 18%	37 16%	260 18%	79 18%	131 25%	232 16%	266 23%	96 11%	55 12%	128 18%	181 22%	0 0%	0 0%	364 60%	14 25%	95 20%	89 20%	188 17%
<b>\$150,000 or above</b>	245 12%	214 12%	29 12%	194 14%	37 8%	127 24%	116 8%	204 18%	39 5%	19 4%	73 10%	149 18%	0 0%	0 0%	245 40%	5 9%	71 15%	65 14%	122 11%
<b>Prefer not to say</b>	289 14%	240 14%	41 17%	223 16%	41 9%	61 12%	217 15%	127 11%	152 18%	66 15%	97 13%	115 14%	0 0%	0 0%	0 0%	9 16%	69 15%	55 12%	160 14%
Chi2:	-	-		99.9		99.9		99.9		99.9			99.9			(99.9)			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

<b>Are you a Canadian Veteran, or do you personally know a Canadian Veteran? If so ... what is your relation to the Canadian Veteran?</b>																
	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D4B																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Yes, I am a Veteran</b>	56 3%	7 5%	6 <b>1%</b>	27 4%	3 2%	8 3%	5 2%	50 <b>5%</b>	6 <b>1%</b>	8 <b>1%</b>	3 <b>1%</b>	11 3%	15 4%	19 <b>4%</b>	15 <b>5%</b>	25 <b>2%</b>
			--	+				++++	----	--	--		+	++	+++	--
<b>Yes, a family member is a Veteran</b>	468 23%	49 <b>37%</b>	53 <b>12%</b>	186 25%	41 29%	61 27%	77 26%	214 <b>21%</b>	248 25%	74 <b>14%</b>	97 <b>29%</b>	93 27%	94 26%	110 26%	76 26%	262 22%
		++++	----		+			--	+	----	++	+				--
<b>Yes, a friend/someone else is a Veteran</b>	449 22%	33 26%	67 <b>15%</b>	152 20%	35 25%	73 <b>32%</b>	89 <b>30%</b>	256 <b>26%</b>	189 <b>19%</b>	78 <b>14%</b>	93 <b>28%</b>	85 25%	92 25%	101 23%	81 <b>27%</b>	237 <b>20%</b>
			----			++++	+++	++++	----	----	+++		+		++	---
<b>No</b>	1103 56%	45 <b>34%</b>	337 <b>74%</b>	400 54%	64 <b>47%</b>	104 <b>45%</b>	152 51%	510 <b>52%</b>	584 <b>59%</b>	378 <b>70%</b>	159 <b>48%</b>	175 51%	172 <b>49%</b>	219 51%	131 <b>46%</b>	712 <b>60%</b>
		----	++++		--	----	-	---	+++	++++	---	-	---	-	----	++++
<b>Don't know / Prefer not to say</b>	48 2%	7 <b>6%</b>	2 <b>0%</b>	23 3%	3 2%	6 3%	7 2%	24 2%	24 2%	17 3%	8 2%	5 2%	13 4%	5 1%	5 2%	26 2%
		++	---													
Chi2:	-	(99.9)						99.9	99.9						99.9	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**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	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																	(family)	(friend)	
D4B																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Yes, I am a Veteran</b>	56 3%	51 3%	5 2%	48 3%	7 2%	11 2%	45 3%	24 2%	32 4%	19 4%	22 3%	15 2%	10 2%	18 3%	19 3%	56 100%	11 2%	10 2%	0 0%
				++	-			--	++	++		--	-		+++				----
<b>Yes, a family member is a Veteran</b>	468 23%	450 26%	17 7%	416 29%	56 12%	124 24%	340 23%	271 23%	193 23%	117 26%	198 27%	148 18%	109 19%	124 24%	166 27%	11 20%	468 100%	111 25%	0 0%
		++++	----	++++	----					+++		----	---		+++		++++		----
<b>Yes, a friend/someone else is a Veteran</b>	449 22%	406 23%	38 16%	370 26%	69 15%	130 25%	315 21%	269 23%	179 21%	101 22%	187 26%	158 19%	108 19%	132 25%	154 25%	10 18%	111 24%	449 100%	0 0%
		+++	--	++++	----	+	-			+++		--	--		++		++++		----
<b>No</b>	1103 56%	905 53%	175 75%	669 47%	327 73%	275 53%	820 56%	635 56%	457 55%	236 54%	357 50%	499 62%	354 62%	279 53%	310 51%	0 0%	0 0%	0 0%	1103 100%
		----	++++	----	++++					----		++++	++++		--	----	----	----	++++
<b>Don't know / Prefer not to say</b>	48 2%	39 2%	7 3%	43 3%	4 1%	15 3%	30 2%	21 2%	23 3%	10 2%	15 2%	18 2%	18 3%	9 2%	8 1%	0 0%	0 0%	0 0%	0 0%
				+++	--			-					--			----	----	----	----
Chi2:	-	99.9		99.9		-		90		99.9			99.9			(99.9)			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

**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					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D4BX																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Yes, I am a veteran</b>	56 3%	7 5%	6 <b>1%</b>	27 4%	3 2%	8 3%	5 2%	50 <b>5%</b>	6 <b>1%</b>	8 <b>1%</b>	3 <b>1%</b>	11 3%	15 4%	19 <b>4%</b>	15 <b>5%</b>	25 <b>2%</b>
			--	+				++++	----	--	--		+	++	+++	--
<b>Yes, a family member is a veteran</b>	457 23%	47 <b>36%</b>	53 <b>12%</b>	182 24%	40 28%	60 26%	74 25%	207 <b>21%</b>	244 25%	74 <b>14%</b>	96 <b>28%</b>	88 26%	91 26%	108 25%	74 25%	256 21%
		++++	----					--	+	----	+++					
<b>Yes, a friend/someone else is a veteran</b>	336 17%	26 20%	57 <b>12%</b>	112 15%	28 20%	52 <b>22%</b>	61 20%	200 <b>20%</b>	133 <b>13%</b>	62 <b>11%</b>	69 <b>21%</b>	62 18%	64 18%	79 18%	64 <b>22%</b>	175 <b>15%</b>
			---			++	+	++++	----	----	++				++	---
<b>No, I do not personally know a veteran</b>	1103 56%	45 <b>34%</b>	337 <b>74%</b>	400 54%	64 <b>47%</b>	104 <b>45%</b>	152 51%	510 <b>52%</b>	584 <b>59%</b>	378 <b>70%</b>	159 <b>48%</b>	175 51%	172 <b>49%</b>	219 51%	131 <b>46%</b>	712 <b>60%</b>
		----	++++		--	----	-	---	+++	++++	---	-	---	-	----	++++
<b>Don't know / Prefer not to say</b>	48 2%	7 6%	2 0%	23 3%	3 2%	6 3%	7 2%	24 2%	24 2%	17 3%	8 2%	5 2%	13 4%	5 1%	5 2%	26 2%
Chi2:	-	(99.9)						99.9		99.9					99.9	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**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	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D4BX																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Yes, I am a veteran</b>	56 3%	51 3%	5 2%	48 3%	7 2%	11 2%	45 3%	24 2%	32 4%	19 4%	22 3%	15 2%	10 2%	18 3%	19 3%	56 100%	11 2%	10 2%	0 0%
				++	-			--	++	++		--	-	3%	3%	++++			----
<b>Yes, a family member is a veteran</b>	457 23%	440 25%	16 7%	407 28%	55 12%	120 23%	333 23%	265 23%	188 22%	112 25%	194 27%	146 18%	109 19%	121 23%	160 26%	0 0%	457 98%	103 23%	0 0%
		++++	----	++++	----					+++	----	---	---	++	----	++++		----	----
<b>Yes, a friend/someone else is a veteran</b>	336 17%	299 17%	32 14%	270 19%	56 12%	97 18%	237 16%	200 17%	136 16%	67 15%	138 19%	129 16%	83 14%	101 19%	112 18%	0 0%	0 0%	336 75%	0 0%
				++++	---					+			-			----	----	++++	----
<b>No, I do not personally know a veteran</b>	1103 56%	905 53%	175 75%	669 47%	327 73%	275 53%	820 56%	635 56%	457 55%	236 54%	357 50%	499 62%	354 62%	279 53%	310 51%	0 0%	0 0%	0 0%	1103 100%
		----	++++	----	++++					----	++++	++++	++++		--	----	----	----	++++
<b>Don't know / Prefer not to say</b>	48 2%	39 2%	7 3%	43 3%	4 1%	15 3%	30 2%	21 2%	23 3%	10 2%	15 2%	18 2%	18 3%	9 2%	8 1%	0 0%	0 0%	0 0%	0 0%
Chi2:	-	99.9		99.9		-		-		99.9			99			(99.9)			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95



### Where were you born?

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D5																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>Born in Canada</b>	1734 87%	125 <b>95%</b> +++	418 <b>92%</b> ++++	625 <b>84%</b> ---	128 <b>93%</b> ++	199 87%	237 <b>79%</b> ----	863 87%	857 87%	442 <b>82%</b> ----	295 88%	305 89%	328 <b>93%</b> ++++	364 85%	261 90%	1026 86%
<b>Other</b>	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>UNITED KINGDOM, IRELAND, WALES, SCOTLAND</b>	50 2%	3 2%	3 <b>1%</b> ---	23 3%	1 1%	5 2%	15 <b>5%</b> +++	19 2%	30 3%	2 <b>0%</b> ----	2 <b>1%</b> --	4 1%	13 3%	29 <b>7%</b> ++++	4 1%	33 3%
<b>OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)</b>	22 1%	0 0%	8 2%	10 1%	0 0%	1 0%	3 1%	14 1%	7 1%	4 1%	2 1%	3 1%	3 1%	10 <b>2%</b> +++	2 1%	13 1%
<b>NORTHERN EUROPE, SCANDINAVIAN (NETHERLANDS, HOLLAND...)</b>	13 1%	0 0%	0 0%	6 1%	0 0%	4 <b>2%</b> ++	3 1%	5 0%	8 1%	0 <b>0%</b> --	0 0%	0 0%	2 1%	11 <b>3%</b> ++++	1 0%	5 0%
<b>EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)</b>	16 1%	0 0%	3 1%	5 1%	1 1%	2 1%	5 2%	7 1%	9 1%	9 <b>2%</b> +++	3 1%	1 0%	2 1%	1 0%	1 0%	13 1%
<b>SOUTH ASIA (PAKISTAN, INDIA...)</b>	26 1%	0 0%	1 <b>0%</b> --	17 <b>2%</b> +++	0 0%	4 2%	4 1%	21 <b>2%</b> +++	5 <b>1%</b> --	19 <b>3%</b> ++++	2 1%	3 1%	0 <b>0%</b> --	2 0%	7 2%	10 <b>1%</b> --
<b>SOUTHEAST ASIA (CHINA, HONG, KONG...)</b>	28 1%	0 0%	4 1%	11 1%	3 2%	3 1%	7 2%	13 1%	15 2%	23 <b>4%</b> ++++	3 1%	1 0%	1 <b>0%</b> --	0 <b>0%</b> --	2 1%	18 1%
<b>CARIBBEAN (JAMAICA, HAITI...)</b>	3 0%	0 0%	0 0%	3 <b>0%</b> ++	0 0%	0 0%	0 0%	3 0%	0 0%	0 0%	1 0%	2 <b>1%</b> ++	0 0%	0 0%	2 <b>1%</b> ++	0 <b>0%</b> --
<b>CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SALVADOR...)</b>	18 1%	1 1%	4 1%	8 1%	3 2%	1 0%	1 0%	6 1%	12 1%	8 2%	5 2%	4 1%	0 <b>0%</b> --	1 0%	1 0%	15 <b>1%</b> ++

<b>AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)</b>	12 1%	0 0%	7 <b>2%</b> +++	4 1%	0 0%	0 0%	1 0%	8 1%	4 0%	3 1%	5 <b>2%</b> ++	1 0%	2 1%	1 0%	1 0%	7 1%
<b>RUSSIA</b>	5 0%	0 0%	0 0%	4 <b>1%</b> ++	1 1%	0 0%	0 0%	1 0%	4 0%	2 0%	1 0%	2 1%	0 0%	0 0%	2 1%	3 0%
<b>WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)</b>	7 0%	0 0%	0 0%	3 0%	0 0%	2 1%	2 1%	2 0%	5 1%	5 <b>1%</b> ++	2 1%	0 0%	0 0%	0 0%	0 0%	5 0%
<b>U.S.A.</b>	26 1%	1 1%	3 1%	10 1%	1 1%	2 1%	9 <b>3%</b> +++	12 1%	13 1%	5 1%	6 2%	7 2%	2 1%	6 1%	2 1%	17 1%
<b>OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)</b>	8 0%	0 0%	1 0%	2 0%	0 0%	0 0%	5 <b>2%</b> ++++	4 0%	4 0%	3 1%	0 0%	1 0%	2 1%	2 0%	0 0%	7 1%
<b>Prefer not to say</b>	31 2%	2 1%	3 1%	12 2%	0 0%	7 3%	7 2%	13 1%	17 2%	14 3%	8 2%	7 2%	0 0%	2 0%	3 1%	21 2%
Chi2:	-	(99.9)						(95)	(99.9)						(95)	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84

**Where were you born?**

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D5																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>Born in Canada</b>	1734	1734	0	1289	431	429	1294	1000	719	404	655	659	490	468	536	51	450	406	905
	87%	<b>100%</b>	<b>0%</b>	<b>90%</b>	<b>96%</b>	<b>83%</b>	<b>88%</b>	87%	86%	<b>91%</b>	<b>90%</b>	<b>82%</b>	86%	89%	88%	92%	<b>96%</b>	<b>91%</b>	<b>82%</b>
		++++	----	++++	++++	---	++++			+++	++++	----					++++	+++	----
<b>Other</b>	1	0	1	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0
	0%	<b>0%</b>	<b>0%</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		---	+++																
<b>UNITED KINGDOM, IRELAND, WALES, SCOTLAND</b>	50	0	50	50	1	7	43	15	35	12	20	18	12	14	13	4	9	11	25
	2%	<b>0%</b>	<b>21%</b>	<b>3%</b>	<b>0%</b>	1%	<b>3%</b>	<b>1%</b>	<b>4%</b>	3%	3%	2%	2%	3%	2%	<b>7%</b>	2%	2%	2%
		----	++++	++++	----	-	++	----	++++							++			
<b>OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)</b>	22	0	22	4	6	5	17	11	11	5	3	13	8	3	5	0	1	4	18
	1%	<b>0%</b>	<b>9%</b>	<b>0%</b>	1%	1%	1%	1%	1%	1%	<b>0%</b>	2%	1%	1%	1%	0%	<b>0%</b>	1%	<b>2%</b>
		----	++++	----							--	+					--		+++
<b>NORTHERN EUROPE, SCANDINAVIAN (NETHERLANDS, HOLLAND...)</b>	13	0	13	3	0	0	13	4	9	2	7	4	5	2	1	0	2	3	8
	1%	<b>0%</b>	<b>5%</b>	<b>0%</b>	0%	<b>0%</b>	<b>1%</b>	0%	<b>1%</b>	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%
		----	++++	----	-	--	++	-	++										
<b>EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)</b>	16	0	16	2	0	9	7	9	7	2	4	10	3	5	5	0	0	1	15
	1%	<b>0%</b>	<b>7%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	1%	1%	0%	1%	1%	1%	1%	1%	0%	<b>0%</b>	0%	<b>1%</b>
		----	++++	----	--	+++	--					+					--		+++
<b>SOUTH ASIA (PAKISTAN, INDIA...)</b>	26	0	26	20	0	10	14	19	6	4	5	16	13	7	5	0	0	5	20
	1%	<b>0%</b>	<b>11%</b>	1%	<b>0%</b>	2%	<b>1%</b>	2%	1%	1%	1%	<b>2%</b>	<b>2%</b>	1%	1%	0%	<b>0%</b>	1%	<b>2%</b>
		----	++++		---		--		-		-	++	++				---		++
<b>SOUTHEAST ASIA (CHINA, HONG, KONG...)</b>	28	0	28	5	3	9	19	17	11	4	6	18	7	6	9	0	0	3	25
	1%	<b>0%</b>	<b>12%</b>	<b>0%</b>	1%	2%	1%	1%	1%	1%	1%	<b>2%</b>	1%	1%	1%	0%	<b>0%</b>	1%	<b>2%</b>
		----	++++	----								++					---		++++
<b>CARIBBEAN (JAMAICA, HAITI...)</b>	3	0	3	3	0	2	1	3	0	0	1	2	1	0	2	0	0	1	2
	0%	<b>0%</b>	<b>1%</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		----	++++																
<b>CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SALVADOR...)</b>	18	0	18	5	0	10	8	11	7	1	4	13	9	4	2	0	1	2	14
	1%	<b>0%</b>	<b>8%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>	1%	1%	0%	1%	<b>2%</b>	<b>2%</b>	1%	0%	0%	0%	0%	1%
		----	++++	----	--	+++	---			-		+++	++				-		+

<b>AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)</b>	12 1%	0 <b>0%</b> ----	12 <b>5%</b> ++++	5 <b>0%</b> --	4 1%	8 <b>2%</b> +++	4 <b>0%</b> --	7 1%	5 1%	1 0%	3 0%	7 1%	4 1%	3 1%	4 1%	0 0%	0 0%	0 0%	11 <b>1%</b> ++
<b>RUSSIA</b>	5 0%	0 <b>0%</b> ----	5 <b>2%</b> ++++	1 <b>0%</b> --	0	3 1%	2 0%	5 <b>0%</b> ++	0	1 0%	2 0%	2 0%	3 1%	0 0%	2 0%	0 0%	0 0%	0 0%	5 <b>0%</b> ++
<b>WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)</b>	7 0%	0 <b>0%</b> ----	7 <b>3%</b> ++++	2 <b>0%</b> --	0	6 <b>1%</b> ++++	1 <b>0%</b> ----	4 0%	3 0%	0 0%	1 0%	6 <b>1%</b> ++	2 0%	2 0%	2 0%	0 0%	0 0%	0 0%	7 <b>1%</b> ++
<b>U.S.A.</b>	26 1%	0 <b>0%</b> ----	26 <b>11%</b> ++++	25 <b>2%</b> +++	0 <b>0%</b> --	10 2%	16 1%	17 1%	9 1%	3 1%	5 1%	18 <b>2%</b> +++	8 1%	6 1%	12 2%	0 0%	3 1%	4 1%	20 <b>2%</b> ++
<b>OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)</b>	8 0%	0 <b>0%</b> ----	8 <b>3%</b> ++++	7 0%	0	2 0%	6 0%	5 0%	3 0%	2 0%	2 0%	4 0%	0 0%	1 0%	4 1%	1 2%	1 0%	4 1%	4 0%
<b>Prefer not to say</b>	31 2%	0 0%	0 0%	16 1%	4 1%	8 2%	19 1%	18 2%	10 1%	3 1%	8 1%	16 2%	9 2%	7 1%	7 1%	0 0%	1 0%	5 1%	23 2%
Chi2:	-	(99.9)		(99.9)		(99.9)		(99)		(99)			-			(99.9)			
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95

**In what year did you first move to Canada?**

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D6																
Weighted Total:	235	5	35	111	10	23	51	112	120	83	32	32	25	62	26	146
Total:	237	5	34	108	10	24	56	116	118	83	32	31	27	64	26	148
<b>1984 and before (more than 35 years ago)</b>	104 43%	4 74%	13 38%	46 42%	3 28%	13 54%	25 44%	49 41%	55 46%	0 <b>0%</b> ----	5 <b>16%</b> ----	16 52%	21 77%	62 <b>97%</b> ++++	12 46%	64 42%
<b>Since 1984 (last 35 years)</b>	123 53%	1 26%	21 62%	53 49%	7 72%	11 46%	30 54%	63 55%	58 50%	79 <b>95%</b> ++++	24 <b>75%</b> +++	14 45%	5 19%	1 <b>2%</b> ----	14 54%	77 53%
<b>Prefer not to say</b>	10 4%	0 0%	0 0%	9 8%	0 0%	0 0%	1 2%	4 3%	5 4%	4 5%	3 10%	1 3%	1 4%	1 2%	0 0%	7 5%
Chi2:	-	-	-	-	-	-	-	-	-	99.9	-	-	-	-	-	-
Margin of error around 50%	6.37	43.83	16.81	9.43	30.99	20.00	13.10	9.10	9.02	10.76	17.32	17.60	18.86	12.25	19.22	8.06

**In what year did you first move to Canada?**

	Total		Born in Canada		First language		Children under 18		Employed		Education			Household Income			Know a veteran				
		Yes	No	Eng	Fr	Yes	No	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																			(family)	(friend)	
D6																					
Weighted Total:	235	0	233	130	15	81	152	128	106	36	63	133	75	52	66	5	16	39	175		
Total:	237	0	235	132	14	81	154	128	108	37	63	134	76	53	66	5	17	40	175		
<b>1984 and before (more than 35 years ago)</b>	104 43%	0 0%	102 43%	71 53%	2 13%	17 21%	87 56%	36 28%	68 62%	20 52%	38 59%	45 33%	27 35%	25 46%	27 41%	5 100%	14 81%	27 67%	61 34%		
				++++		----	++++	----	++++		+++	----	-					++++	----		
<b>Since 1984 (last 35 years)</b>	123 53%	0 0%	123 53%	54 41%	12 87%	59 73%	64 42%	87 68%	36 34%	17 48%	23 37%	82 61%	47 62%	23 44%	38 58%	0 0%	3 19%	13 33%	106 61%		
				----		++++	----	++++	----		---	+++	++					---	++++		
<b>Prefer not to say</b>	10 4%	0 0%	10 4%	7 6%	0 0%	5 6%	3 2%	5 4%	4 4%	0 0%	2 3%	7 5%	2 3%	5 10%	1 1%	0 0%	0 0%	0 0%	8 5%		
Chi2:	-	-	-	99		99.9		99.9		99			-			(99.9)					
Margin of error around 50%	6.37	*	6.39	8.53	26.19	10.89	7.90	8.66	9.43	16.11	12.35	8.47	11.24	13.46	12.06	43.83	23.77	15.49	7.41		

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

	Total	Region						Gender		Age					Aware of Veteran's ads	
		Atl	QC	ON	Prairies	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No
D7																
Weighted Total:	2000	136	468	764	131	226	274	963	1019	549	327	356	346	421	289	1193
Total:	2000	132	455	744	138	230	299	991	991	539	335	341	355	430	289	1194
<b>English</b>	1437 71%	123 93% ++++	64 14% ----	657 88% ++++	121 88% ++++	204 89% ++++	267 89% ++++	712 71%	710 71%	374 69%	252 75%	249 73%	259 72%	303 70%	222 76% ++	837 70% --
<b>French</b>	449 23%	9 7% ----	385 85% ++++	28 4% ----	7 5% ----	12 5% ----	7 2% ----	230 24%	215 22%	126 24%	69 21%	69 21%	80 23%	105 25%	56 20%	283 24%
<b>WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)</b>	63 3%	1 1%	9 2%	38 5% ++++	9 7% ++	2 1% --	4 1%	27 3%	36 4%	14 3%	9 3%	14 4%	13 4%	13 3%	7 2%	43 4%
<b>NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...)</b>	19 1%	1 1%	1 0%	8 1% -	0 0% -	6 3% +++	3 1%	8 1%	11 1%	0 0% ---	0 0% -	2 1%	3 1%	14 3% ++++	4 1%	10 1%
<b>EASTERN//CENTRAL EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)</b>	17 1%	0 0%	4 1%	7 1%	1 1%	0 0%	5 2% +	7 1%	9 1%	7 1%	3 1%	1 0%	3 1%	3 1%	0 0% -	14 1% +
<b>SOUTH ASIAN LANGUAGES (URDU, HINDI...)</b>	18 1%	0 0%	0 0% --	12 2% +++	0 0%	1 0%	5 2%	14 1% ++	4 0% --	13 2% ++++	2 1%	2 1%	1 0%	0 0% --	5 2% +	9 1%
<b>SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)</b>	29 1%	0 0%	1 0% --	16 2% ++	2 2%	4 2%	6 2%	15 2%	14 1%	24 4% ++++	4 1%	1 0% --	0 0% --	0 0% ---	2 1%	17 1%
<b>AFRICAN LANGUAGES</b>	2 0%	0 0%	0 0%	0 0%	1 1% +++	0 0%	1 0%	0 0%	2 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0% -
<b>RUSSIAN</b>	6 0%	0 0%	0 0%	4 1%	1 1%	1 0%	0 0%	3 0%	3 0%	2 0%	2 1%	2 1%	0 0%	0 0%	1 0%	4 0%
<b>OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...)</b>	10 1%	0 0%	4 1%	2 0%	0 0%	2 1%	2 1%	5 1%	5 1%	8 1% ++++	1 0%	0 0%	1 0%	0 0%	0 0%	7 1%

<b>INDIGENOUS LANGUAGES</b>	2 0%	0 0%	0 0%	0 0%	1 <b>1%</b> ++	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	2 0%
<b>OTHER</b>	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 0%	0 0%	1 0%
<b>Prefer not to say</b>	17 1%	0 0%	1 0%	5 1%	0 0%	5 2%	6 2%	6 1%	11 1%	4 1%	6 2%	5 1%	1 0%	1 0%	3 1%	12 1%
Chi2:	-	(99.9)						-	(99.9)						(90)	
Margin of error around 50%	2.19	8.53	4.59	3.59	8.34	6.46	5.67	3.11	3.11	4.22	5.35	5.31	5.20	4.73	5.76	2.84



**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			Know a veteran			
		Yes	No	Eng	Fr	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes	Yes	No
																	(family)	(friend)	
D7																			
Weighted Total:	2000	1736	233	1425	461	522	1461	1150	830	441	727	809	576	526	608	54	465	443	1111
Total:	2000	1734	235	1437	449	518	1465	1145	836	444	726	807	574	528	609	56	468	449	1103
<b>English</b>	1437 71%	1289 <b>74%</b> ++++	132 <b>56%</b> ----	1437 <b>100%</b> ++++	39 <b>8%</b> ----	363 69%	1063 72%	833 72%	591 70%	333 74%	514 70%	576 71%	375 <b>65%</b> ----	385 72%	454 74%	48 <b>85%</b> ++	416 <b>89%</b> ++++	370 <b>82%</b> ++++	669 <b>60%</b> ----
<b>French</b>	449 23%	431 <b>25%</b> ++++	14 <b>6%</b> ----	39 <b>3%</b> ----	449 <b>100%</b> ++++	105 21%	341 24%	251 23%	194 24%	98 23%	187 <b>26%</b> +++	157 <b>20%</b> --	173 <b>31%</b> ++++	119 23%	116 <b>20%</b> --	7 13%	56 <b>12%</b> ----	69 <b>16%</b> ----	327 <b>30%</b> ++++
<b>WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)</b>	63 3%	31 <b>2%</b> ----	31 <b>13%</b> ++++	9 <b>1%</b> ----	0 <b>0%</b> ----	25 <b>5%</b> ++	38 <b>3%</b> --	39 3%	24 3%	9 2%	21 3%	32 4%	14 2%	13 2%	21 4%	0 0%	5 <b>1%</b> --	11 2%	47 <b>4%</b> ++
<b>NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...)</b>	19 1%	7 <b>0%</b> ----	12 <b>5%</b> ++++	1 <b>0%</b> ----	0 <b>0%</b> --	2 0%	17 1%	5 <b>0%</b> --	14 <b>2%</b> +++	3 1%	11 <b>2%</b> ++	5 1%	6 1%	5 1%	3 0%	0 0%	3 1%	3 1%	14 1%
<b>EASTERN//CENTRAL EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)</b>	17 1%	7 <b>0%</b> ----	10 <b>4%</b> ++++	2 <b>0%</b> ----	0 <b>0%</b> --	6 1%	11 1%	8 1%	9 1%	2 0%	3 0%	12 <b>1%</b> ++	5 1%	6 1%	3 1%	0 0%	1 0%	1 0%	14 <b>1%</b> ++
<b>SOUTH ASIAN LANGUAGES (URDU, HINDI...)</b>	18 1%	7 <b>0%</b> ----	11 <b>5%</b> ++++	7 <b>0%</b> --	0 <b>0%</b> --	9 <b>2%</b> ++	9 <b>1%</b> --	10 1%	8 1%	5 1%	2 <b>0%</b> --	11 <b>1%</b> +	8 1%	3 1%	7 1%	1 2%	2 0%	3 1%	15 <b>1%</b> ++
<b>SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)</b>	29 1%	6 <b>0%</b> ----	23 <b>10%</b> ++++	5 <b>0%</b> ----	0 <b>0%</b> --	13 <b>3%</b> ++	16 <b>1%</b> --	21 2%	8 1%	5 1%	5 <b>1%</b> --	19 <b>2%</b> +++	6 1%	10 2%	9 1%	0 0%	0 <b>0%</b> --	1 <b>0%</b> --	28 <b>3%</b> ++++
<b>AFRICAN LANGUAGES</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%
<b>RUSSIAN</b>	6 0%	0 <b>0%</b> ----	6 <b>3%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> --	3 1%	3 0%	5 0%	1 0%	2 0%	1 0%	3 0%	4 <b>1%</b> ++	0 0%	2 0%	0 0%	0 0%	1 0%	5 0%
<b>OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...)</b>	10 1%	1 <b>0%</b> ----	9 <b>4%</b> ++++	2 <b>0%</b> ----	1 <b>0%</b> --	7 <b>1%</b> +++	3 <b>0%</b> --	5 0%	5 1%	0 0%	2 0%	7 1%	4 1%	3 1%	2 0%	0 0%	0 0%	1 0%	9 <b>1%</b> ++

<b>INDIGENOUS LANGUAGES</b>	2 0%	2 0%	0 0%	0 <b>0%</b> --	0 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 <b>2%</b> ++++	1 0%	0 0%	0 0%	0 0%	
<b>OTHER</b>	1 0%	0 <b>0%</b> --	1 <b>0%</b> +++	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%
<b>Prefer not to say</b>	17 1%	6 0%	0 0%	0 0%	0 1%	8 1%	5 1%	10 1%	5 1%	1 0%	3 0%	11 1%	4 1%	3 1%	4 1%	0 0%	2 0%	5 1%	10 1%	0 0%	
Chi2:	-	(99.9)		(99.9)		(99.9)		-		(99)		(95)		(99.9)							
Margin of error around 50%	2.19	2.35	6.39	2.59	4.62	4.31	2.56	2.90	3.39	4.65	3.64	3.45	4.09	4.26	3.97	13.10	4.53	4.62	2.95		

APPENDIX E  
POST-CAMPAIGN TABULATED DATA

**Are you...**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D1B																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Male gender</b>	1008 48%	76 52%	226 49%	385 48%	64 43%	124 49%	130 46%	1008 <b>100%</b> ++++	0 <b>0%</b> ----	282 49%	153 <b>58%</b> ++++	191 47%	185 45%	197 <b>42%</b> ---	346 <b>44%</b> ---	401 <b>55%</b> ++++	369 <b>44%</b> ---	631 <b>51%</b> +++
<b>Female gender</b>	969 51%	63 47%	208 51%	378 51%	73 54%	108 48%	136 53%	0 <b>0%</b> ----	969 <b>100%</b> ++++	259 50%	101 <b>42%</b> ---	182 51%	194 53%	233 <b>56%</b> ++	396 <b>55%</b> +++	293 <b>44%</b> ----	420 <b>55%</b> ++++	541 <b>48%</b> ----
<b>Gender diverse</b>	10 0%	1 1%	1 0%	4 1%	0 0%	3 1%	1 0%	0 <b>0%</b> ---	0 <b>0%</b> ---	5 1%	0 0%	3 1%	1 0%	1 0%	5 1%	2 0%	6 1%	4 0%
<b>Prefer not to say</b>	13 1%	1 1%	0 0%	4 1%	4 3%	3 1%	1 0%	0 <b>0%</b>	0 <b>0%</b>	1 0%	0 0%	3 1%	4 1%	5 1%	2 0%	5 1%	1 0%	12 1%
Chi2:	-	-	-	-	-	-	-	99.9		(99)					(99.9)		(99)	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

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
D1B																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Male gender</b>	1008 48%	869 48%	139 47%	735 48%	217 49%	267 49%	736 48%	651 <b>54%</b> ++++	344 <b>40%</b> ----	199 48%	358 47%	437 49%	261 <b>43%</b> ---	270 48%	357 <b>56%</b> ++++	56 <b>89%</b> ++++	282 <b>44%</b> --	226 <b>57%</b> ++++	423 <b>45%</b> ---
<b>Female gender</b>	969 51%	833 51%	136 52%	719 51%	199 50%	246 50%	718 51%	499 <b>45%</b> ----	461 <b>59%</b> ++++	188 51%	363 52%	414 50%	305 <b>55%</b> ++	254 51%	251 <b>44%</b> ----	6 <b>11%</b> ----	312 54%	155 <b>43%</b> --	475 <b>55%</b> ++
<b>Gender diverse</b>	10 0%	10 1%	0 0%	9 1%	1 0%	1 0%	9 1%	7 1%	3 0%	2 1%	4 1%	4 0%	7 <b>1%</b> +++	1 0%	2 0%	0 0%	6 <b>1%</b> ++	2 1%	2 0%
<b>Prefer not to say</b>	13 1%	10 1%	3 1%	10 1%	0 0%	1 0%	9 1%	5 0%	5 1%	2 1%	4 1%	4 0%	2 0%	4 1%	0 0%	0 0%	6 1%	0 0%	7 1%
Chi2:	-	-	-	-	-	-	-	(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	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**In which of the following age categories do you belong?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D1C																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>18 to 24</b>	130 7%	3 <b>2%</b> --	31 7%	46 6%	7 5%	16 7%	27 <b>10%</b> ++	52 <b>5%</b> ---	77 <b>8%</b> +++	130 <b>24%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	58 8%	46 7%	57 7%	73 6%
<b>25 to 34</b>	417 21%	22 16%	94 22%	166 21%	26 18%	59 24%	50 18%	230 <b>23%</b> ++	182 <b>19%</b> --	417 <b>76%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	125 <b>17%</b> ----	175 <b>25%</b> +++	142 <b>18%</b> --	273 <b>23%</b> +++
<b>35 to 44</b>	254 16%	26 <b>22%</b> ++	52 15%	82 <b>14%</b> --	21 18%	37 20%	36 17%	153 <b>19%</b> ++++	101 <b>13%</b> ----	0 <b>0%</b> ----	254 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	69 <b>12%</b> ----	114 <b>20%</b> ++++	69 <b>11%</b> ----	184 <b>19%</b> ++++
<b>45 to 54</b>	379 18%	26 17%	70 15%	169 <b>21%</b> --	22 15%	40 16%	51 18%	191 18%	182 18%	0 <b>0%</b> ----	0 <b>0%</b> ----	379 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	131 17%	127 17%	133 16%	245 19%
<b>55 to 64</b>	384 18%	30 19%	83 17%	146 17%	34 22%	43 16%	45 15%	185 17%	194 18%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	384 <b>100%</b> ++++	0 <b>0%</b> ----	173 <b>21%</b> ++++	105 <b>13%</b> ----	162 19%	219 17%
<b>65 or older</b>	436 21%	34 22%	105 24%	162 21%	31 21%	43 17%	59 21%	197 <b>19%</b> ---	233 <b>23%</b> ++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	436 <b>100%</b> ++++	193 <b>25%</b> ++++	134 <b>18%</b> --	233 <b>29%</b> ++++	194 <b>16%</b> ----	
Chi2:	-	90						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**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	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>18 to 24</b>	130 7%	107 6%	23 8%	85 6%	33 8%	26 5%	103 7%	41 3%	88 11%	65 17%	32 5%	33 4%	61 11%	25 5%	21 3%	0 0%	17 3%	22 6%	85 9%
				--	--			----	++++	++++	----	----	++++	----	----	--	----		++++
<b>25 to 34</b>	417 21%	348 20%	69 25%	292 20%	102 24%	121 22%	292 20%	339 29%	73 9%	41 10%	157 22%	212 24%	127 22%	130 24%	125 20%	4 6%	119 19%	63 16%	221 24%
			-	--	++			++++	----	----		++++		++		----		--	++++
<b>35 to 44</b>	254 16%	232 17%	22 10%	193 16%	41 13%	164 38%	88 8%	219 23%	31 5%	32 11%	72 12%	150 22%	47 11%	64 15%	123 25%	5 11%	76 16%	55 18%	115 16%
			---	--	---	++++	----	++++	----	---	---	++++	----		++++				
<b>45 to 54</b>	379 18%	324 18%	55 19%	297 19%	62 14%	173 30%	205 14%	309 25%	66 8%	33 8%	144 19%	202 22%	74 12%	76 14%	167 25%	13 21%	114 18%	89 22%	154 16%
				++	--	++++	----	++++	----	----		++++	----	---	++++			++	----
<b>55 to 64</b>	384 18%	339 18%	45 15%	280 17%	80 18%	26 4%	355 22%	191 15%	186 21%	98 23%	161 20%	119 13%	97 15%	111 19%	108 16%	15 23%	129 19%	69 16%	167 17%
						----	++++	----	++++	+++	++	----							----
<b>65 or older</b>	436 21%	372 21%	64 23%	326 22%	99 23%	5 1%	429 29%	63 5%	369 45%	122 31%	163 22%	143 16%	169 29%	123 23%	66 10%	25 40%	151 24%	85 21%	165 18%
						----	++++	----	++++	++++		----	++++	----	----	++++	++		----
Chi2:	-	95		95		99.9		99.9		99.9			99.9			(99.9)			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**In which province or territory do you live?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D1E																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Newfoundland and Labrador</b>	24 2%	24 <b>23%</b> ++++	0 <b>0%</b> ---	0 <b>0%</b> ----	0 <b>0%</b> ---	0 <b>0%</b> --	0 <b>0%</b> --	14 2%	9 1%	9 2%	2 1%	5 2%	5 2%	3 1%	6 1%	9 2%	8 1%	16 2%
<b>Prince Edward Island</b>	5 0%	5 <b>3%</b> ++++	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	3 0%	1 0%	1 0%	1 0%	0 0%	2 0%	3 0%	1 0%	3 0%	2 0%
<b>Nova Scotia</b>	68 3%	68 <b>42%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> --	0 <b>0%</b> --	0 <b>0%</b> --	36 3%	32 3%	7 <b>1%</b> ---	15 <b>5%</b> ++	13 3%	17 4%	16 3%	31 3%	24 3%	23 2%	45 3%
<b>New Brunswick</b>	44 2%	44 <b>32%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> -	0 <b>0%</b> --	0 <b>0%</b> --	24 2%	19 2%	8 1%	8 3%	7 2%	8 2%	13 3%	10 <b>1%</b> --	17 2%	19 2%	25 2%
<b>Quebec</b>	435 23%	0 <b>0%</b> ----	435 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	226 24%	208 23%	125 24%	52 22%	70 19%	83 23%	105 26%	197 <b>28%</b> ++++	120 <b>19%</b> ----	197 <b>26%</b> +++	236 <b>21%</b> --
<b>Ontario</b>	771 38%	0 <b>0%</b> ----	0 <b>0%</b> ----	771 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	385 38%	378 39%	212 38%	82 <b>32%</b> --	169 <b>45%</b> +++	146 38%	162 37%	286 38%	291 41%	303 38%	458 38%
<b>Manitoba</b>	72 3%	0 <b>0%</b> --	0 <b>0%</b> ----	0 <b>0%</b> ----	72 <b>52%</b> ++++	0 <b>0%</b> --	0 <b>0%</b> ----	30 3%	42 4%	19 3%	7 3%	14 4%	18 5%	14 3%	34 4%	20 3%	43 <b>5%</b> +	29 <b>2%</b> ----
<b>Saskatchewan</b>	69 3%	0 <b>0%</b> --	0 <b>0%</b> ----	0 <b>0%</b> ----	69 <b>48%</b> ++++	0 <b>0%</b> --	0 <b>0%</b> ----	34 3%	31 3%	14 2%	14 5%	8 2%	16 4%	17 3%	20 2%	31 4%	27 3%	41 3%
<b>Alberta</b>	238 11%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	238 <b>100%</b> ++++	0 <b>0%</b> ----	124 12%	108 11%	75 13%	37 14%	40 10%	43 11%	43 9%	75 <b>9%</b> --	81 11%	79 --	158 <b>13%</b> ++
<b>British Columbia</b>	268 13%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	268 <b>100%</b> ++++	130 13%	136 14%	77 14%	36 14%	51 14%	45 12%	59 14%	86 <b>11%</b> --	104 15%	92 <b>12%</b> --	174 <b>15%</b> ++



<b>Yukon</b>	3 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	1 0%	2 0%	+	1 0%	2 0%	1 0%	2 0%
<b>Northwest Territories</b>	3 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	0 0%	1 0%	2 1%	0 0%	++	0 0%	1 0%	1 0%	2 0%
<b>Nunavut</b>	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%	0 0%
Chi2:	-	(99.9)						-		(90)						(99)		(99)	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69		3.58	3.70	3.47	2.84

**In which province or territory do you live?**

	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	
D1E																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>Newfoundland and Labrador</b>	24 2%	23 2%	1 1%	24 <b>2%</b> ++++	1 <b>0%</b> --	3 1%	21 2%	12 1%	11 2%	4 1%	9 2%	11 2%	9 2%	5 1%	8 2%	0 0%	9 2%	5 2%	10 1%	
<b>Prince Edward Island</b>	5 0%	5 0%	0 0%	5 0%	0 0%	2 0%	3 0%	3 0%	2 0%	1 0%	0 0%	3 0%	2 0%	2 0%	1 0%	0 0%	3 0%	2 0%	0 0%	
<b>Nova Scotia</b>	68 3%	63 3%	5 1%	65 <b>4%</b> ++++	2 <b>0%</b> ----	29 <b>5%</b> +++	38 <b>2%</b> --	33 2%	34 4%	12 2%	26 3%	30 3%	26 4%	19 3%	15 2%	5 7%	40 <b>6%</b> ++++	16 4%	7 <b>1%</b> ----	
<b>New Brunswick</b>	44 2%	39 2%	5 2%	40 <b>3%</b> +++	4 <b>1%</b> --	16 3%	27 2%	24 2%	20 2%	14 <b>4%</b> ++	11 2%	19 2%	16 3%	10 2%	14 2%	2 3%	23 <b>4%</b> ++++	6 2%	11 <b>1%</b> --	
<b>Quebec</b>	435 23%	396 <b>24%</b> ++++	39 <b>15%</b> ----	73 <b>5%</b> ----	353 <b>86%</b> ++++	106 23%	328 24%	238 22%	192 25%	65 <b>18%</b> --	183 <b>27%</b> +++	184 23%	157 <b>29%</b> ++++	117 24%	117 20%	6 <b>11%</b> --	82 <b>14%</b> ----	61 <b>17%</b> --	278 <b>32%</b> ++++	
<b>Ontario</b>	771 38%	631 <b>36%</b> ----	140 <b>50%</b> ++++	678 <b>46%</b> ++++	38 <b>8%</b> ----	181 <b>35%</b> --	587 <b>40%</b> ++	444 38%	316 39%	136 35%	253 <b>34%</b> --	375 <b>43%</b> ++++	212 36%	188 35%	247 40%	23 38%	221 36%	149 39%	361 39%	
<b>Manitoba</b>	72 3%	66 4%	6 2%	67 <b>4%</b> ++++	3 <b>1%</b> ----	20 4%	50 3%	41 3%	30 4%	28 <b>7%</b> ++++	19 3%	23 <b>3%</b> --	20 3%	25 5%	16 2%	5 8%	22 4%	13 3%	31 3%	
<b>Saskatchewan</b>	69 3%	65 3%	4 1%	65 <b>4%</b> ++++	1 <b>0%</b> ----	20 4%	48 3%	40 3%	29 3%	18 4%	23 3%	28 3%	14 2%	20 3%	26 4%	1 1%	33 <b>5%</b> +++	13 3%	21 <b>2%</b> --	
<b>Alberta</b>	238 11%	208 12%	30 10%	217 <b>14%</b> ++++	3 <b>1%</b> ----	70 13%	166 11%	161 <b>13%</b> +++	76 <b>9%</b> --	54 13%	94 12%	86 <b>10%</b> --	48 <b>8%</b> ---	70 13%	76 12%	8 13%	80 13%	54 14%	92 <b>10%</b> --	
<b>British Columbia</b>	268 13%	220 <b>13%</b> --	48 <b>17%</b> ++	234 <b>16%</b> ++++	11 <b>2%</b> ----	68 13%	198 14%	164 14%	99 12%	59 16%	110 15%	95 <b>11%</b> ---	69 12%	73 14%	86 14%	10 16%	92 16%	63 <b>17%</b> +	94 <b>10%</b> ----	

<b>Yukon</b>	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 <b>0%</b>	3 <b>0%</b>	--	0 0%	1 0%	2 0%	0 0%	2 0%	1 <b>2%</b>	1 <b>0%</b>	0 <b>0%</b>	1 <b>0%</b>	
<b>Northwest Territories</b>	3 0%	3 0%	0 0%	2 0%	1 0%	0 0%	3 0%	2 0%	1 0%	+	0 0%	0 0%	3 0%	1 0%	0 0%	2 0%	1 <b>2%</b>	0 <b>0%</b>	1 <b>0%</b>	1 <b>0%</b>
<b>Nunavut</b>	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%	0 0%	0 0%	0 0%
Chi2:	-	(99.9)		(99.9)		(95)		(90)			(99.9)		(95)			(99.9)				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44		4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q1																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	643 32%	40 28%	166 <b>38%</b> +++	238 31%	48 34%	74 30%	75 28%	320 32%	315 32%	223 <b>41%</b> ++++	65 <b>25%</b> --	108 28%	109 29%	138 32%	381 <b>51%</b> ++++	149 <b>21%</b> ----	375 <b>47%</b> ++++	265 <b>22%</b> ----
<b>No / Do not remember</b>	1351 68%	101 72%	268 <b>62%</b> ---	531 69%	93 66%	163 69%	191 72%	686 68%	651 67%	322 <b>59%</b> ----	189 <b>75%</b> +++	269 71%	274 71%	297 68%	366 <b>49%</b> ----	551 <b>79%</b> ++++	418 <b>52%</b> ----	920 <b>78%</b> ++++
<b>Prefer not to say</b>	6 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 1%	2 0%	3 0%	2 0%	0 0%	2 1%	1 0%	1 0%	2 0%	1 0%	3 0%	3 0%
Chi2:	-	95						-		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

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

	Born in Canada			First language		Children under 18		Employed		Education			Household income			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	
Q1																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>Yes</b>	643 32%	555 32%	88 32%	454 <b>31%</b> --	153 <b>37%</b> ++	164 32%	473 32%	359 31%	277 34%	140 36%	257 <b>35%</b> ++	240 <b>28%</b> ----	209 <b>36%</b> +++	168 32%	173 <b>28%</b> --	17 28%	212 34%	117 31%	287 32%	
<b>No / Do not remember</b>	1351 68%	1162 68%	189 68%	1015 <b>69%</b> ++	263 <b>63%</b> --	350 68%	994 68%	800 69%	533 65%	250 64%	469 <b>64%</b> --	618 <b>72%</b> ++++	363 <b>63%</b> ---	360 68%	436 <b>72%</b> +++	45 72%	391 65%	264 69%	619 68%	
<b>Prefer not to say</b>	6 0%	5 0%	1 0%	4 0%	1 0%	1 0%	5 0%	3 0%	3 0%	1 0%	3 0%	1 0%	3 1%	1 0%	1 0%	0 0%	3 0%	2 1%	1 0%	
Chi2:	-	-	-	95	-	-	-	90	-	99	-	-	99	-	-	-	-	-	-	-
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	

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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q2																		
Weighted Total:	640	38	176	236	45	69	74	303	330	222	81	102	100	134	380	149	373	264
Total:	643	40	166	238	48	74	75	320	315	223	65	108	109	138	381	149	375	265
<b>Cinema</b>	31 5%	1 2%	5 3%	17 <b>7%</b> ++	2 5%	4 5%	2 3%	20 6%	11 3%	18 <b>8%</b> +++	3 5%	5 4%	4 4%	1 <b>1%</b> --	21 6%	5 3%	15 4%	16 6%
<b>Internet website</b>	134 21%	8 20%	32 19%	43 18%	9 19%	22 <b>30%</b> ++	20 27%	77 <b>24%</b> ++	55 <b>18%</b> --	72 <b>32%</b> ++++	13 20%	18 16%	14 <b>13%</b> --	17 <b>12%</b> ---	72 19%	33 23%	77 20%	55 21%
<b>Magazines</b>	14 2%	2 5%	2 1%	4 2%	2 4%	1 1%	3 4%	7 2%	7 2%	6 3%	2 3%	1 1%	3 3%	2 1%	12 <b>3%</b> ++	0 <b>0%</b> --	12 <b>3%</b> ++	2 <b>1%</b> --
<b>Newspaper (daily)</b>	115 17%	6 13%	33 20%	40 16%	9 18%	14 18%	13 17%	58 17%	55 17%	32 14%	3 <b>5%</b> ---	23 21%	23 21%	34 <b>24%</b> ++	66 17%	24 16%	77 <b>20%</b> ++	38 14%
<b>Newspaper (weekly or community)</b>	49 8%	3 7%	12 8%	24 10%	0 <b>0%</b> --	2 3%	7 9%	19 6%	29 9%	16 7%	4 6%	6 6%	12 11%	11 8%	34 9%	8 6%	31 8%	18 7%
<b>Outdoor billboard</b>	48 7%	3 6%	18 <b>11%</b> ++	13 5%	0 <b>0%</b> --	6 8%	8 11%	23 7%	23 7%	30 <b>14%</b> ++++	0 <b>0%</b> --	10 9%	6 5%	2 <b>2%</b> ---	32 8%	9 6%	30 8%	18 7%
<b>Pamphlet or brochure in the mail</b>	30 5%	1 3%	9 5%	15 7%	0 0%	3 4%	2 3%	15 5%	14 4%	12 5%	5 7%	7 7%	2 2%	4 3%	20 5%	7 5%	18 5%	12 5%
<b>Public transit (bus or subway)</b>	48 8%	0 0%	9 5%	17 8%	0 <b>0%</b> --	7 10%	15 <b>20%</b> ++++	18 6%	28 9%	36 <b>16%</b> ++++	3 5%	5 5%	3 <b>3%</b> --	1 <b>1%</b> ----	32 9%	11 8%	28 8%	20 8%
<b>Radio</b>	140 22%	11 28%	41 25%	49 20%	5 11%	19 26%	14 19%	74 23%	65 21%	55 25%	15 23%	22 21%	26 24%	22 <b>15%</b> --	90 24%	29 20%	82 22%	57 22%
<b>Television</b>	381 59%	21 52%	115 <b>69%</b> +++	133 55%	32 64%	39 52%	40 53%	185 57%	193 61%	90 <b>41%</b> ----	30 <b>47%</b> --	76 <b>70%</b> +++	78 <b>71%</b> +++	107 <b>78%</b> ++++	249 <b>66%</b> ++++	69 <b>45%</b> ----	245 <b>65%</b> ++++	135 <b>50%</b> ----

<b>Twitter</b>	44 7%	2 5%	5 <b>3%</b> --	20 8%	2 4%	8 11%	7 9%	20 6%	24 8%	23 <b>10%</b> ++	4 6%	10 10%	6 6%	1 <b>1%</b> ---	29 8%	5 3%	26 7%	17 6%						
<b>Facebook</b>	169 27%	14 37%	45 27%	59 25%	12 26%	19 26%	19 26%	76 24%	90 29%	92 <b>42%</b> ++++	15 23%	27 26%	18 <b>17%</b> --	17 <b>12%</b> ----	97 26%	38 25%	104 28%	65 24%						
<b>Youtube</b>	79 12%	3 7%	16 9%	31 13%	3 7%	13 17%	13 18%	49 <b>15%</b> ++	28 <b>9%</b> ---	61 <b>27%</b> ++++	4 6%	9 8%	4 <b>4%</b> ---	1 <b>1%</b> ----	43 11%	19 12%	46 12%	33 12%						
<b>Instagram</b>	39 6%	0 0%	5 3%	22 <b>9%</b> ++	3 7%	4 5%	5 7%	23 7%	16 5%	31 <b>14%</b> ++++	1 1%	6 6%	1 <b>1%</b> --	0 <b>0%</b> ----	25 7%	10 6%	22 6%	17 6%						
<b>LinkedIn</b>	8 1%	1 3%	1 1%	4 2%	0 0%	2 2%	0 0%	6 2%	2 1%	4 2%	1 1%	3 3%	0 0%	0 0%	7 2%	0 0%	4 1%	4 1%						
<b>E-MAIL</b>	2 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	1 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	2 1%	0 0%						
<b>Snapchat</b>	8 1%	0 0%	1 1%	2 1%	0 0%	3 <b>4%</b> ++	2 3%	5 1%	3 1%	7 <b>3%</b> +++	0 0%	1 1%	0 0%	0 0%	8 <b>2%</b> ++	0 0%	4 1%	4 1%						
<b>Spotify</b>	7 1%	0 0%	3 2%	2 1%	1 2%	1 1%	0 0%	3 1%	3 1%	6 <b>3%</b> +++	0 0%	0 0%	1 1%	0 0%	5 1%	1 1%	5 1%	2 1%						
<b>OTHER</b>	4 1%	0 0%	0 0%	3 1%	0 0%	1 1%	0 0%	1 0%	3 1%	0 0%	1 1%	1 1%	1 1%	1 1%	2 1%	2 1%	2 1%	2 1%						
<b>Don't remember, DON'T KNOW, NO RESPONSE</b>	5 1%	1 3%	0 0%	4 2%	0 0%	0 0%	0 0%	3 1%	2 1%	0 0%	2 3%	1 1%	0 0%	2 1%	2 1%	1 1%	1 0%	4 2%						
Chi2:	-	(95)							-	(99.9)							-	(95)						
Margin of error around 50%	3.86	15.49	7.61	6.35	14.14	11.39	11.32	5.48	5.52	6.56	12.16	9.43	9.39	8.34	5.02	8.03	5.06	6.02						

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

	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:	640	553	87	443	161	171	463	361	272	138	254	243	209	167	173	16	206	116	292	
Total:	643	555	88	454	153	164	473	359	277	140	257	240	209	168	173	17	212	117	287	
<b>Cinema</b>	31 5%	28 5%	3 3%	27 6%	8 5%	5 3%	26 6%	22 6%	9 3%	7 5%	11 4%	13 5%	7 3%	14 8%	8 4%	1 8%	11 5%	4 4%	14 5%	
<b>Internet website</b>	134 21%	112 20%	22 25%	100 22%	32 21%	39 24%	94 20%	91 25%	42 15%	22 15%	50 20%	60 25%	43 21%	39 23%	37 22%	0 0%	48 23%	28 24%	57 20%	
<b>Magazines</b>	14 2%	12 2%	2 2%	12 3%	2 1%	5 3%	8 2%	11 3%	3 1%	5 3%	7 3%	2 1%	5 3%	7 4%	1 1%	1 8%	7 3%	1 1%	4 1%	
<b>Newspaper (daily)</b>	115 17%	92 16%	23 25%	75 16%	33 22%	25 15%	90 19%	62 17%	53 19%	17 12%	59 22%	38 16%	40 19%	28 16%	33 19%	3 17%	38 17%	19 15%	52 18%	
<b>Newspaper (weekly or community)</b>	49 8%	41 7%	8 10%	36 8%	11 7%	12 8%	37 8%	26 7%	23 8%	5 4%	23 9%	21 9%	17 8%	12 8%	15 8%	3 19%	16 8%	11 9%	19 7%	
<b>Outdoor billboard</b>	48 7%	44 8%	4 4%	32 7%	17 11%	12 7%	36 8%	34 9%	14 5%	14 10%	15 6%	19 8%	21 10%	9 5%	15 8%	1 6%	18 8%	9 7%	19 7%	
<b>Pamphlet or brochure in the mail</b>	30 5%	27 5%	3 3%	22 5%	7 4%	11 7%	19 4%	23 7%	7 3%	8 6%	13 5%	9 4%	14 7%	6 4%	9 6%	0 0%	13 7%	5 4%	10 4%	
<b>Public transit (bus or subway)</b>	48 8%	39 7%	9 10%	36 8%	8 5%	8 5%	39 9%	28 8%	20 7%	13 10%	20 8%	15 6%	24 12%	13 8%	9 5%	1 8%	15 7%	10 9%	22 8%	
<b>Radio</b>	140 22%	119 21%	21 25%	98 22%	35 23%	34 21%	105 22%	87 25%	52 18%	32 23%	57 22%	49 21%	43 21%	34 20%	43 25%	5 31%	42 20%	29 25%	63 22%	
<b>Television</b>	381 59%	339 61%	42 46%	256 56%	104 68%	93 56%	284 60%	195 54%	181 65%	91 66%	155 59%	132 55%	119 57%	89 52%	107 61%	9 50%	113 53%	73 61%	179 62%	



<b>Twitter</b>	44 7%	40 7%	4 4%	37 8%	6 4%	13 8%	29 6%	29 8%	15 6%	12 9%	13 5%	19 8%	16 8%	5 3%	18 10%	0 0%	15 7%	11 9%	17 6%
<b>Facebook</b>	169 27%	147 27%	22 26%	120 27%	42 27%	56 34%	110 23%	107 30%	61 22%	34 25%	71 28%	63 26%	66 32%	46 27%	43 25%	4 22%	55 26%	38 33%	66 23%
<b>Youtube</b>	79 12%	62 11%	17 20%	54 12%	20 13%	20 12%	58 12%	44 12%	34 12%	20 14%	30 12%	28 11%	36 17%	12 7%	19 11%	2 11%	31 15%	15 13%	31 11%
<b>Instagram</b>	39 6%	31 5%	8 9%	29 6%	7 4%	12 7%	26 5%	20 5%	19 7%	15 11%	12 5%	12 5%	21 10%	5 3%	9 5%	1 6%	8 4%	13 11%	16 5%
<b>LinkedIn</b>	8 1%	7 1%	1 1%	6 1%	2 1%	2 1%	6 1%	5 1%	3 1%	1 1%	2 1%	5 2%	1 0%	1 1%	5 3%	0 0%	3 1%	3 3%	2 1%
<b>E-MAIL</b>	2 0%	2 0%	0 0%	1 0%	0 0%	1 1%	1 0%	0 0%	2 1%	1 1%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%
<b>Snapchat</b>	8 1%	6 1%	2 2%	7 1%	0 0%	2 1%	6 1%	3 1%	5 2%	4 3%	2 1%	2 1%	4 2%	1 1%	2 1%	0 0%	0 0%	4 3%	4 1%
<b>Spotify</b>	7 1%	6 1%	1 1%	4 1%	2 1%	3 2%	4 1%	4 1%	3 1%	3 2%	3 1%	1 0%	2 1%	2 1%	3 2%	0 0%	4 2%	0 0%	3 1%
<b>OTHER</b>	4 1%	3 1%	1 1%	4 1%	0 0%	1 1%	3 1%	1 0%	3 1%	1 1%	1 0%	2 1%	1 0%	1 1%	0 0%	0 0%	1 0%	0 0%	3 1%
<b>Don't remember, DON'T KNOW, NO RESPONSE</b>	5 1%	5 1%	0 0%	4 1%	0 0%	2 1%	3 1%	3 1%	2 1%	0 0%	4 2%	1 0%	2 1%	1 1%	0 0%	0 0%	1 0%	1 1%	3 1%
Chi2:	-	-		-		-		(99)		-			(95)			-			
Margin of error around 50%	3.86	4.16	10.45	4.60	7.92	7.65	4.51	5.17	5.89	8.28	6.11	6.33	6.78	7.56	7.45	23.77	6.73	9.06	5.78

**What do you remember about this ad?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q3																		
Weighted Total:	640	38	176	236	45	69	74	303	330	222	81	102	100	134	380	149	373	264
Total:	643	40	166	238	48	74	75	320	315	223	65	108	109	138	381	149	375	265
<b>PARKS CANADA, FREE ACCESS, PARKS</b>	4 1%	0 0%	0 0%	2 1%	0 0%	2 3%	0 0%	3 1%	1 0%	1 0%	0 0%	1 1%	0 0%	2 1%	2 0%	1 1%	3 1%	1 0%
<b>WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES</b>	13 2%	1 2%	0 0%	6 2%	2 4%	4 6%	0 0%	10 3%	2 1%	3 1%	2 3%	3 2%	2 2%	3 2%	4 1%	7 4%	4 1%	9 3%
<b>ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING</b>	32 5%	0 0%	13 8%	13 6%	3 7%	1 1%	2 3%	12 4%	19 6%	12 6%	6 9%	2 2%	4 4%	8 6%	23 6%	3 2%	21 6%	11 5%
<b>TAX REFORM/CHANGES, TAX RISING</b>	4 1%	0 0%	3 2%	0 0%	0 0%	1 1%	0 0%	2 1%	2 1%	2 1%	0 0%	1 1%	1 1%	0 0%	2 0%	1 1%	2 1%	2 1%
<b>PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS</b>	4 1%	1 3%	0 0%	2 1%	0 0%	1 2%	0 0%	1 0%	3 1%	1 0%	2 3%	1 1%	0 0%	0 0%	2 1%	1 1%	1 0%	3 1%
<b>MARIJUANA LEGISLATION/AWARENESS</b>	12 2%	0 0%	7 4%	3 1%	1 2%	1 1%	0 0%	4 1%	8 3%	6 3%	2 3%	0 0%	2 2%	2 2%	5 1%	4 3%	6 2%	6 3%
<b>PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED</b>	31 5%	5 12%	13 8%	4 2%	2 4%	4 5%	3 4%	17 5%	14 4%	5 2%	2 3%	5 5%	6 6%	13 9%	13 3%	10 6%	19 5%	12 4%
<b>MILITARY RELATED, RECRUITMENT FOR ARMED FORCES</b>	15 2%	1 2%	5 3%	6 2%	0 0%	3 4%	0 0%	13 4%	2 1%	9 4%	0 0%	3 3%	1 1%	2 1%	9 2%	4 3%	8 2%	7 2%
<b>OTHER NEGATIVES (VARIOUS)</b>	10 2%	0 0%	1 1%	1 0%	1 2%	6 9%	1 1%	6 2%	4 1%	3 1%	2 3%	2 2%	2 2%	1 1%	7 2%	3 2%	5 1%	5 2%
<b>NAFTA NEGOTIATIONS BETWEEN USA/CANADA, EXPORT/IMPORT, TRADE DEALS</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 0%	0 0%	1 0%	0 0%

<b>POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY</b>	26 4%	2 4%	8 5%	7 3%	2 4%	4 5%	3 4%	10 3%	16 5%	13 6% +	2 4%	5 4%	3 3%	3 2%	13 3%	10 <b>7%</b> ++	12 3%	14 5%
<b>IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS</b>	4 1%	0 0%	2 1%	0 0%	1 2%	0 0%	1 1%	1 0%	3 1%	2 1%	1 2%	0 0%	1 1%	0 0%	2 1%	0 0%	2 1%	2 1%
<b>HEALTH CARE RELATED</b>	7 1%	1 4%	2 1%	3 1%	1 2%	0 0%	0 0%	3 1%	4 1%	1 0%	1 2%	2 2%	1 1%	2 1%	3 1%	3 2%	3 1%	4 1%
<b>PIPELINES</b>	2 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	2 1%	0 0%	1 <b>2%</b> ++	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	1 0%
<b>CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO</b>	10 2%	0 0%	3 2%	3 1%	1 2%	2 3%	0 0%	3 1%	7 2%	2 1%	1 1%	1 1%	3 3%	3 2%	5 1%	3 2%	6 2%	4 1%
<b>DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY</b>	4 1%	0 0%	1 1%	2 1%	0 0%	1 1%	0 0%	4 <b>1%</b> ++	0 <b>0%</b> --	3 1%	1 2%	0 0%	0 0%	0 0%	2 1%	1 1%	1 0%	3 1%
<b>ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS</b>	14 2%	2 4%	2 1%	6 2%	0 0%	2 3%	2 3%	7 2%	7 2%	2 1%	1 2%	2 2%	5 4%	4 3%	8 2%	3 2%	9 2%	5 2%
<b>CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION</b>	11 2%	0 0%	1 1%	6 2%	0 0%	2 3%	2 3%	8 3%	3 1%	7 3%	1 2%	1 1%	1 1%	1 1%	5 1%	3 2%	6 2%	5 2%
<b>HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE</b>	3 0%	0 0%	1 1%	2 1%	0 0%	0 0%	0 0%	3 1% +	0 0% -	2 1%	1 1%	0 0%	0 0%	0 0%	0 <b>0%</b> --	2 <b>1%</b> ++	2 1%	1 0%
<b>REMEMBRANCE DAY, VETERANS</b>	69 11%	1 2% -	18 11%	25 11%	11 <b>23%</b> +++	5 7%	9 12%	27 9% -	42 13% +	15 <b>7%</b> --	7 11%	19 <b>18%</b> ++	15 14%	13 10%	67 <b>18%</b> ++++	0 <b>0%</b> ----	55 <b>14%</b> ++++	13 <b>5%</b> ----
<b>CANADA'S CULTURE, DIVERSITY</b>	1 0%	0 0%	0 0%	0 0%	1 <b>2%</b> +++	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 <b>1%</b> ++	0 0%	0 0%	0 0%	1 1%	0 0%	1 0%
<b>WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY</b>	17 3%	1 3%	4 2%	5 2%	2 4%	2 3%	3 4%	3 <b>1%</b> ---	13 <b>4%</b> ++	2 <b>1%</b> --	2 3%	3 3%	4 4%	6 5%	14 <b>4%</b> ++	1 1% -	13 4%	4 2%
<b>POSITIVE, GOOD IMPRESSION, LIKED IT</b>	5 1%	0 0%	2 1%	1 0%	0 0%	0 0%	2 3% +	3 1%	2 1%	4 <b>2%</b> ++	0 0%	0 0%	1 1%	0 0%	5 1% +	0 0%	5 1%	0 0% -

<b>SENIORS, PENSIONS</b>	2 0%	0 0%	0 0%	2 1% +	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	2 2% +++	0 0%	2 0%	0 0%	2 0%	0 0%
<b>ANTI VAPING</b>	11 2%	0 0%	1 1%	5 2%	0 0%	4 6% +++	1 1%	5 2%	5 2%	6 3%	1 1%	3 3%	1 1%	0 0%	4 1%	4 3%	6 2%	4 1%
<b>FAMILY/CHILD SERVICES OR BENEFITS</b>	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%	1 0%	0 0%	1 0%	0 0%
<b>ECONOMY, VARIOUS</b>	7 1%	0 0%	3 2%	2 1%	0 0%	2 3% +	0 0%	4 1%	3 1%	1 0%	1 1%	0 0%	3 3% +	2 1%	6 2%	0 0%	4 1%	3 1%
<b>PRIVACY/SECURITY ISSUES, FRAUD</b>	3 0%	1 2%	0 0%	0 0%	1 2% +	0 0%	1 1%	2 1%	1 0%	2 1%	0 0%	0 0%	1 1%	0 0%	1 0%	2 1%	3 1%	0 0%
<b>OPIOID USE/OVERDOSES</b>	4 1%	0 0%	3 2% +	1 1%	0 0%	0 0%	0 0%	3 1%	1 0%	2 1%	1 2%	1 1%	0 0%	0 0%	4 1% +	0 0%	2 1%	2 1%
<b>MENTAL HEALTH/SUPPORT FOR VETERANS</b>	3 0%	0 0%	0 0%	1 0%	1 3% ++	1 1%	0 0%	1 0%	2 1%	0 0%	1 1%	1 1%	1 1%	0 0%	2 1%	0 0%	1 0%	2 1%
<b>NEWS, NOT AN AD</b>	2 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	2 1%	0 0%	1 2% ++	1 1%	0 0%	0 0%	1 0%	1 1%	0 0%	2 1% +
<b>OTHER PROVINCIAL GOVERNMENT INFORMATION/ADS</b>	6 1%	1 3%	1 1%	2 1%	0 0%	0 0%	2 3%	1 0% -	5 2% +	3 1%	0 0%	1 1%	0 0%	2 1%	3 1%	1 1%	6 2% ++	0 0% --
<b>AD DID NOT PLAY, DID NOT HAVE AUDIO</b>	2 0%	0 0%	0 0%	2 1% +	0 0%	0 0%	0 0%	2 1%	0 0%	1 0%	0 0%	0 0%	0 0%	1 1%	2 0%	0 0%	2 0%	0 0%
<b>FORMATION OF CABINET MEMBERS</b>	2 0%	0 0%	2 1% ++	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 1%	1 1%	0 0%	1 0%	1 1%	1 0%	1 0%
<b>QUEBEC'S LEGAL AGE FOR CANNABIS USE CHANGING TO 21</b>	3 1%	0 0%	3 2% +++	0 0%	0 0%	0 0%	0 0%	0 0% -	3 1% +	2 1%	1 2%	0 0%	0 0%	0 0%	0 0% --	2 2% ++	0 0% --	3 1% ++
<b>ALBERTA ISSUES: JOBS/ECONOMY, WEXIT/RELATIONS WITH OTHER PROVINCES</b>	4 1%	0 0%	0 0%	1 0%	0 0%	2 3% ++	1 2%	2 1%	2 1%	2 1%	1 1%	1 1%	0 0%	0 0%	2 0%	1 1%	1 0%	3 1%

<b>Don't remember, DON'T KNOW</b>	307 47%	22 57%	66 39% ---	131 55% +++	21 44%	27 36% --	39 52%	158 49%	145 46%	103 46%	27 41%	50 47%	54 49%	73 53%	172 45%	72 48%	172 46%	134 49%
<b>OTHER</b>	20 3%	2 5%	5 3%	3 1%	1 2%	2 3%	7 9%	10 3%	10 3%	15 7%	1 1%	1 1%	1 1%	2 1%	11 3%	6 4%	12 3%	8 3%
<b>Prefer not to say, NO RESPONSE</b>	2 0%	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%	2 1%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	1 0%	1 1%	1 0%	1 0%
Chi2:	-	(99)						(99)		-					(99.9)		(95)	
Margin of error around 50%	3.86	15.49	7.61	6.35	14.14	11.39	11.32	5.48	5.52	6.56	12.16	9.43	9.39	8.34	5.02	8.03	5.06	6.02

**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:	640	553	87	443	161	171	463	361	272	138	254	243	209	167	173	16	206	116	292	
Total:	643	555	88	454	153	164	473	359	277	140	257	240	209	168	173	17	212	117	287	
<b>PARKS CANADA, FREE ACCESS, PARKS</b>	4 1%	3 0%	1 1%	4 1%	0 0%	1 1%	3 1%	2 1%	2 1%	0 0%	0 0%	3 1%	1 1%	1 1%	1 0%	1 6%	0 0%	1 1%	2 1%	
<b>WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES</b>	13 2%	13 2%	0 0%	12 3%	1 1%	5 3%	8 2%	8 2%	5 2%	3 2%	8 3%	2 1%	3 1%	2 1%	4 2%	2 10%	6 3%	4 3%	1 0%	
<b>ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING</b>	32 5%	28 5%	4 5%	23 5%	9 6%	5 4%	27 6%	14 4%	18 7%	10 8%	8 3%	14 6%	19 10%	4 3%	7 4%	1 8%	9 4%	6 6%	14 5%	
<b>TAX REFORM/CHANGES, TAX RISING</b>	4 1%	3 1%	1 1%	1 0%	2 1%	2 1%	2 0%	2 1%	2 1%	0 0%	3 1%	1 0%	0 0%	2 1%	1 1%	0 0%	2 1%	0 0%	2 1%	
<b>PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS</b>	4 1%	4 1%	0 0%	4 1%	0 0%	4 3%	0 0%	3 1%	1 0%	0 0%	0 0%	4 2%	1 1%	2 1%	1 1%	0 0%	1 1%	0 0%	3 1%	
<b>MARIJUANA LEGISLATION/AWARENESS</b>	12 2%	10 2%	2 2%	4 1%	7 5%	2 1%	10 2%	5 2%	7 3%	1 1%	6 3%	5 2%	5 3%	5 3%	2 1%	0 0%	3 1%	2 2%	6 2%	
<b>PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED</b>	31 5%	28 5%	3 3%	20 4%	10 7%	8 5%	23 5%	17 5%	14 5%	10 7%	10 4%	11 5%	12 6%	9 5%	7 4%	1 6%	11 5%	7 5%	11 4%	
<b>MILITARY RELATED, RECRUITMENT FOR ARMED FORCES</b>	15 2%	10 2%	5 5%	8 2%	6 4%	2 1%	13 3%	8 2%	7 2%	4 3%	3 1%	8 3%	3 1%	8 4%	2 1%	2 11%	1 0%	4 3%	8 3%	
<b>OTHER NEGATIVES (VARIOUS)</b>	10 2%	10 2%	0 0%	7 2%	3 2%	3 2%	7 1%	8 2%	2 1%	2 1%	6 2%	2 1%	2 1%	2 1%	4 2%	1 5%	4 2%	3 3%	2 1%	

<b>NAFTA NEGOTIATIONS BETWEEN USA/CANADA, EXPORT/IMPORT, TRADE DEALS</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
<b>POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY</b>	26 4%	25 5%	1 1%	17 4%	10 7% ++	8 5%	18 4%	15 4%	9 3%	5 4%	13 5%	7 3%	8 4%	9 6%	5 3%	1 5%	9 4%	4 3%	12 4%
<b>IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS</b>	4 1%	1 0%	3 4% ---- ++++	3 1%	0 0%	1 1%	3 1%	3 1%	1 0%	0 0%	1 0%	3 1% +	1 0%	2 1%	1 1%	0 0%	0 0%	2 2%	2 1%
<b>HEALTH CARE RELATED</b>	7 1%	5 1%	2 2%	5 1%	2 1%	3 2%	4 1%	3 1%	4 1%	1 1%	2 1%	4 2%	1 0%	1 1%	2 1%	0 0%	4 2%	0 0%	3 1%
<b>PIPELINES</b>	2 0%	1 0%	1 2% -- ++	2 1%	0 0%	1 1%	1 0%	2 1%	0 0%	0 0%	0 0%	2 1% ++	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	1 0%
<b>CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO</b>	10 2%	8 1%	2 2%	8 2%	1 1%	3 2%	7 1%	5 1%	5 2%	2 1%	1 0%	7 3% - ++	1 0%	5 3%	3 2%	0 0%	0 0%	1 1%	9 3% +++
<b>DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY</b>	4 1%	3 1%	1 1%	2 0%	1 1%	1 1%	3 1%	4 1%	0 0%	2 1%	1 1%	1 0%	2 1%	0 0%	1 1%	0 0%	0 0%	4 3% ++++	0 0%
<b>ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS</b>	14 2%	12 2%	2 2%	10 2%	3 2%	3 2%	11 2%	8 2%	6 2%	5 3%	3 1%	6 2%	5 2%	2 1%	3 2%	0 0%	5 2%	3 2%	6 2%
<b>CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION</b>	11 2%	8 1%	3 3%	9 2%	1 1%	3 2%	8 2%	7 2%	4 1%	4 3%	4 2%	3 1%	5 2%	2 1%	2 1%	0 0%	2 1%	7 6% ++++	2 1%
<b>HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE</b>	3 0%	3 1%	0 0%	1 0%	1 1%	1 1%	2 0%	2 1%	1 0%	0 0%	1 0%	2 1%	1 0%	1 1%	1 1%	0 0%	0 0%	1 1%	2 1%
<b>REMEMBRANCE DAY, VETERANS</b>	69 11%	63 11%	6 7%	53 12%	15 9%	15 9%	53 11%	30 9% --	37 13% +	18 13%	26 10%	24 10%	21 10%	14 8%	22 13%	1 6%	24 11%	14 12%	28 10%
<b>CANADA'S CULTURE, DIVERSITY</b>	1 0%	1 0%	0 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 1% +	0 0%
<b>WAR/HISTORICAL EVENTS, SPECIFIC, COMMEMORATIVE EVENTS/MEMORABILIA TO CELEBRATE HISTORY</b>	17 3%	16 3%	1 1%	14 3%	2 1%	2 1%	15 3%	6 2% -	11 4% +	3 2%	8 3%	6 2%	9 4% +	2 1%	3 2%	0 0%	10 5% ++	1 1%	6 2%

<b>POSITIVE, GOOD IMPRESSION, LIKED IT</b>	5 1%	4 1%	1 1%	3 1%	2 1%	3 2% +	2 0%	4 1%	1 0%	0 0%	2 1%	3 1%	3 2%	1 1%	1 0%	0 0%	4 2% ++	0 0%	0 0%	0 0%	1 0%
<b>SENIORS, PENSIONS</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 1%	1 0%	0 0%	2 1%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%
<b>ANTI VAPING</b>	11 2%	7 1% --	4 4% ++	7 2%	1 1%	3 2%	8 2%	6 2%	5 2%	4 3%	1 0%	6 3%	6 3%	2 1%	1 1%	0 0%	3 1%	1 1%	1 1%	7 2%	
<b>FAMILY/CHILD SERVICES OR BENEFITS</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 1% +	0 0%	0 0%	1 0%	1 1% ++	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
<b>ECONOMY, VARIOUS</b>	7 1%	5 1%	2 2%	4 1%	2 1%	1 1%	6 1%	2 1%	5 2%	2 1%	3 1%	2 1%	2 1%	1 1%	2 1%	0 0%	2 1%	2 2%	2 2%	3 1%	
<b>PRIVACY/SECURITY ISSUES, FRAUD</b>	3 0%	1 0% --	2 2% ++	2 0%	0 0%	1 1%	2 0%	3 1%	0 0%	0 0%	1 0%	2 1%	1 0%	2 1%	0 0%	0 0%	2 1% +	1 1%	1 1%	0 0%	
<b>OPIOID USE/OVERDOSES</b>	4 1%	3 1%	1 1%	2 1%	2 1%	1 1%	3 1%	3 1%	1 0%	0 0%	2 1%	2 1%	0 0%	1 1%	1 1%	0 0%	1 0%	2 2% ++	1 0%		
<b>MENTAL HEALTH/SUPPORT FOR VETERANS</b>	3 0%	3 1%	0 0%	3 1%	0 0%	0 0%	3 1%	3 1%	0 0%	1 1%	1 0%	1 0%	1 0%	0 0%	2 1% +	0 0%	1 0%	2 2% ++	0 0%		
<b>NEWS, NOT AN AD</b>	2 0%	2 0%	0 0%	1 0%	1 1%	1 1%	1 0%	1 0%	1 1%	1 1%	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1% +	
<b>OTHER PROVINCIAL GOVERNMENT INFORMATION/ADS</b>	6 1%	4 1%	2 2%	3 1%	2 1%	2 1%	4 1%	1 0% -	5 2% ++	1 1%	3 1%	2 1%	3 1%	2 1%	1 1%	0 0%	0 0%	1 1%	5 2% +		
<b>AD DID NOT PLAY, DID NOT HAVE AUDIO</b>	2 0%	2 0%	0 0%	0 0% --	1 1%	0 0%	2 0%	1 0%	1 0%	1 1%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 0%		
<b>FORMATION OF CABINET MEMBERS</b>	2 0%	2 0%	0 0%	0 0% --	2 1% ++	1 1%	1 0%	1 0%	1 0%	0 0%	0 0%	2 1% +	1 0%	1 1%	0 0%	0 0%	0 0%	1 1%	1 0%		
<b>QUEBEC'S LEGAL AGE FOR CANNABIS USE CHANGING TO 21</b>	3 1%	2 0%	1 2%	0 0% ---	2 1%	1 1%	2 0%	3 1% +	0 0%	2 1%	1 1%	0 0%	0 0%	2 2% +	1 1%	0 0%	0 0%	0 0%	3 1% ++		



<b>ALBERTA ISSUES: JOBS/ECONOMY, WEXIT/RELATIONS WITH OTHER PROVINCES</b>	4 1%	3 1%	1 1%	4 1%	0 0%	1 1%	3 1%	3 1%	1 0%	0 0%	2 1%	2 1%	1 0%	1 1%	1 1%	0 0%	2 1%	1 1%	1 0%
<b>Don't remember, DON'T KNOW</b>	307 47%	265 47%	42 47%	227 50% +	63 41% -	77 47%	226 47%	180 50%	124 44%	59 42%	138 53% ++	107 44%	91 43%	83 49%	90 51%	8 49%	106 50%	47 40% -	142 49%
<b>OTHER</b>	20 3%	18 3%	2 2%	12 3%	5 3%	7 4%	12 3%	15 4%	5 2%	6 4%	3 1%	11 5%	6 3%	9 5%	3 2%	0 0%	6 3%	3 3%	10 4%
<b>Prefer not to say, NO RESPONSE</b>	2 0%	2 0%	0 0%	2 0%	1 1%	1 1%	1 0%	1 0%	1 0%	1 1%	1 0%	0 0%	1 0%	1 1%	0 0%	0 0%	1 0%	0 0%	1 0%
Chi2:	-	(95)		(95)		-		-		-			-			(95)			
Margin of error around 50%	3.86	4.16	10.45	4.60	7.92	7.65	4.51	5.17	5.89	8.28	6.11	6.33	6.78	7.56	7.45	23.77	6.73	9.06	5.78

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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1A																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	749 37%	50 34%	197 <b>45%</b> ++++	286 37%	54 38%	75 <b>31%</b> --	86 <b>31%</b> --	346 <b>34%</b> ---	396 <b>41%</b> +++	183 34%	69 <b>27%</b> ----	131 35%	173 <b>45%</b> ++++	193 <b>44%</b> ++++	749 <b>100%</b> ++++	0 <b>0%</b> ----	494 <b>62%</b> ++++	246 <b>20%</b> ----
<b>No</b>	701 35%	51 36%	120 <b>28%</b> ----	291 38%	51 36%	81 35%	104 39%	401 <b>40%</b> ++++	293 <b>30%</b> ----	221 <b>40%</b> +++	114 <b>44%</b> ++++	127 33%	105 <b>27%</b> ----	134 <b>30%</b> --	0 <b>0%</b> ----	701 <b>100%</b> ++++	125 <b>16%</b> ----	572 <b>48%</b> ++++
<b>I don't remember / Not sure</b>	545 27%	40 30%	118 27%	192 25%	36 26%	80 <b>34%</b> ++	77 29%	258 26%	279 29%	143 26%	71 28%	120 <b>32%</b> ++	103 27%	108 25%	0 <b>0%</b> ----	0 <b>0%</b> ----	175 <b>22%</b> ----	367 <b>31%</b> ++++
<b>Prefer not to say</b>	5 0%	0 0%	0 0%	2 0%	0 0%	2 1%	1 0%	3 0%	1 0%	0 0%	0 0%	1 0%	3 1%	1 0%	0 0%	0 0%	2 0%	3 0%
Chi2:	-	99						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?																			
	Born in Canada			First language		Children under 18		Employed		Education			Household income			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
T1A																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	749 37%	652 37%	97 35%	518 <b>35%</b> ----	192 <b>46%</b> ++++	174 <b>33%</b> --	571 <b>39%</b> ++	394 <b>34%</b> ----	348 <b>43%</b> ++++	171 <b>44%</b> +++	281 38%	289 <b>33%</b> --	246 <b>42%</b> +++	202 38%	198 <b>32%</b> --	26 41%	231 38%	142 37%	331 36%
<b>No</b>	701 35%	597 35%	104 37%	535 36% +	127 <b>31%</b> --	198 <b>39%</b> ++	497 <b>34%</b> --	436 <b>38%</b> +++	257 <b>31%</b> --	133 34%	233 <b>32%</b> --	329 <b>39%</b> +++	172 <b>30%</b> ---	192 36%	246 <b>41%</b> ++++	20 33%	207 34%	131 35%	330 36%
<b>I don't remember / Not sure</b>	545 27%	469 27%	76 28%	417 <b>29%</b> ++	98 <b>24%</b> --	141 27%	401 27%	329 28%	207 26%	85 <b>22%</b> ---	212 29%	241 28%	155 27%	133 25%	166 27%	16 26%	166 28%	108 28%	245 27%
<b>Prefer not to say</b>	5 0%	4 0%	1 0%	3 0%	0 0%	2 0%	3 0%	3 0%	1 0%	2 0%	3 0%	0 0%	2 0%	2 0%	0 0%	0 0%	2 0%	2 0%	1 0%
Chi2:	-	-		99.9		95		99.9		99			99			-			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1B																		
Weighted Total:	743	46	206	284	50	71	85	324	412	185	87	125	159	188	743	0	492	243
Total:	749	50	197	286	54	75	86	346	396	183	69	131	173	193	749	0	494	246
<b>Cinema</b>	13 2%	1 2%	3 1%	5 2%	1 2%	0 0%	3 3%	9 3%	4 1%	5 3%	3 4%	3 2%	1 1%	1 0%	13 2%	0 0%	8 2%	5 2%
<b>Internet website</b>	102 13%	8 15%	21 10%	41 14%	7 13%	8 10%	17 19%	50 14%	52 13%	33 18%	5 7%	19 14%	26 15%	19 10%	102 13%	0 0%	65 13%	34 13%
<b>Magazines</b>	21 3%	1 2%	2 1%	10 3%	1 2%	3 4%	4 4%	14 4%	7 2%	6 3%	0 0%	5 4%	5 3%	5 2%	21 3%	0 0%	16 3%	5 2%
<b>Newspaper (daily)</b>	100 13%	7 12%	31 15%	36 13%	6 11%	7 9%	13 15%	45 13%	54 13%	12 7%	5 8%	15 11%	24 14%	44 23%	100 13%	0 0%	68 13%	29 12%
<b>Newspaper (weekly or community)</b>	41 5%	5 9%	8 4%	19 6%	2 3%	1 1%	6 7%	18 5%	23 5%	1 1%	0 0%	9 7%	13 7%	18 9%	41 5%	0 0%	27 5%	14 5%
<b>Outdoor billboard</b>	25 3%	1 2%	5 3%	10 3%	3 5%	3 4%	3 3%	16 5%	8 2%	13 7%	1 1%	7 5%	2 1%	2 1%	25 3%	0 0%	13 3%	12 5%
<b>Pamphlet or brochure in the mail</b>	13 2%	1 2%	4 2%	5 2%	0 0%	2 3%	1 1%	6 2%	7 2%	7 4%	1 1%	0 0%	2 1%	3 2%	13 2%	0 0%	9 2%	4 2%
<b>Public transit (bus or subway)</b>	24 3%	1 2%	4 2%	10 4%	1 2%	1 1%	7 8%	13 4%	10 2%	13 7%	3 4%	3 2%	2 1%	3 2%	24 3%	0 0%	15 3%	8 3%
<b>Radio</b>	157 21%	15 29%	40 20%	53 18%	10 18%	21 28%	18 22%	75 22%	80 20%	36 20%	17 24%	29 22%	43 24%	32 16%	157 21%	0 0%	103 21%	52 21%
<b>Television</b>	515 68%	29 57%	150 76%	200 69%	41 75%	49 65%	45 52%	235 67%	277 70%	74 41%	44 64%	93 71%	142 82%	162 84%	515 68%	0 0%	359 72%	148 60%

<b>Twitter</b>	50 7%	6 12%	3 <b>2%</b> ----	27 <b>9%</b> ++	2 4%	6 8%	6 7%	26 8%	24 6%	21 <b>11%</b> ++++	4 6%	12 9%	8 5%	5 <b>3%</b> --	50 7%	0 0%	38 8%	11 5%	
<b>Facebook</b>	187 25%	20 <b>42%</b> +++	41 21%	69 24%	15 29%	20 27%	22 26%	72 <b>21%</b> --	113 <b>28%</b> ++	63 <b>35%</b> ++++	19 27%	38 29%	33 <b>19%</b> --	34 <b>17%</b> ---	187 25%	0 0%	126 26%	61 25%	
<b>Youtube</b>	53 7%	4 9%	5 <b>2%</b> ---	28 <b>10%</b> ++	1 2%	5 7%	10 12%	30 9%	22 6%	36 <b>19%</b> ++++	2 2%	7 5%	2 <b>1%</b> ----	6 <b>3%</b> --	53 7%	0 0%	40 8%	12 5%	
<b>Instagram</b>	29 4%	0 0%	3 <b>2%</b> --	13 5%	4 7%	4 5%	5 6%	14 4%	15 4%	21 <b>11%</b> ++++	2 3%	4 3%	2 <b>1%</b> --	0 <b>0%</b> ---	29 4%	0 0%	22 5%	7 3%	
<b>LinkedIn</b>	5 1%	0 0%	1 0%	4 1%	0 0%	0 0%	0 0%	2 1%	2 0%	3 2%	0 0%	2 2%	0 0%	0 0%	5 1%	0 0%	4 1%	1 0%	
<b>Snapchat</b>	6 1%	0 0%	1 1%	2 1%	1 2%	1 1%	1 1%	4 1%	2 1%	5 <b>3%</b> +++	0 0%	1 1%	0 0%	0 0%	6 1%	0 0%	2 0%	4 2%	
<b>Spotify</b>	4 1%	0 0%	3 <b>2%</b> ++	0 0%	0 0%	0 0%	1 1%	1 0%	3 1%	3 <b>2%</b> ++	0 0%	1 1%	0 0%	0 0%	4 1%	0 0%	3 1%	1 0%	
<b>REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES</b>	1 0%	0 0%	0 0%	0 0%	0 0%	1 <b>1%</b> +++	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	
<b>Other</b>	8 1%	1 2%	0 0%	1 0%	2 <b>4%</b> ++	1 1%	3 <b>3%</b> ++	5 1%	3 1%	2 1%	1 2%	1 1%	1 1%	3 1%	8 1%	0 0%	7 1%	1 0%	
<b>Don't remember, DON'T KNOW</b>	16 2%	1 2%	1 1%	8 3%	0 0%	5 6%	1 1%	4 1%	11 3%	6 3%	2 3%	3 2%	3 2%	2 1%	16 2%	0 0%	7 1%	9 4%	
Chi2:	-	(95)						-	(99.9)						-	-			
Margin of error around 50%	3.58	13.86	6.98	5.79	13.34	11.32	10.57	5.27	4.92	7.24	11.80	8.56	7.45	7.05	3.58	*	4.41	6.25	

**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	Yes (family)	Yes (friend)	No	
T1B																				
Weighted Total:	743	647	96	505	199	181	558	395	341	168	277	291	244	199	199	23	226	138	336	
Total:	749	652	97	518	192	174	571	394	348	171	281	289	246	202	198	26	231	142	331	
<b>Cinema</b>	13 2%	11 2%	2 2%	12 2%	4 2%	3 2%	10 2%	11 3%	2 1%	1 1%	7 3%	5 2%	4 2%	5 3%	3 2%	2 8%	6 3%	1 1%	4 1%	
<b>Internet website</b>	102 13%	82 12%	20 20%	74 14%	22 11%	20 11%	81 14%	59 14%	43 12%	20 12%	39 14%	43 15%	30 12%	28 14%	30 15%	3 12%	41 17%	23 16%	33 10%	
<b>Magazines</b>	21 3%	16 2%	5 5%	17 3%	2 1%	6 3%	14 2%	15 3%	6 2%	4 2%	8 3%	9 3%	7 3%	8 4%	2 1%	1 4%	8 3%	5 3%	7 2%	
<b>Newspaper (daily)</b>	100 13%	87 13%	13 13%	67 13%	27 14%	13 8%	87 15%	42 10%	58 17%	25 15%	35 12%	39 13%	32 13%	19 9%	32 16%	2 8%	36 15%	16 11%	44 13%	
<b>Newspaper (weekly or community)</b>	41 5%	36 5%	5 5%	32 6%	8 4%	8 4%	33 6%	13 3%	28 8%	11 6%	15 5%	15 5%	13 5%	12 5%	11 5%	4 15%	13 5%	12 8%	11 3%	
<b>Outdoor billboard</b>	25 3%	16 2%	9 9%	19 4%	4 2%	7 4%	18 3%	17 4%	8 2%	4 2%	9 3%	12 4%	12 5%	4 2%	7 3%	2 8%	8 3%	5 4%	10 3%	
<b>Pamphlet or brochure in the mail</b>	13 2%	11 2%	2 2%	10 2%	4 2%	3 2%	10 2%	8 2%	5 1%	2 1%	7 3%	4 1%	5 2%	5 3%	3 2%	1 4%	3 1%	1 1%	8 2%	
<b>Public transit (bus or subway)</b>	24 3%	19 3%	5 5%	18 4%	5 2%	6 4%	18 3%	13 3%	11 3%	6 4%	8 3%	10 3%	12 5%	5 3%	6 3%	2 9%	7 3%	6 4%	9 3%	
<b>Radio</b>	157 21%	134 20%	23 24%	112 22%	36 19%	46 27%	111 19%	94 24%	63 18%	39 23%	62 22%	55 19%	52 21%	40 19%	46 23%	7 25%	53 23%	32 24%	63 19%	
<b>Television</b>	515 68%	450 69%	65 66%	344 66%	143 75%	101 59%	410 72%	246 62%	263 75%	125 73%	199 70%	184 64%	165 67%	135 67%	133 67%	19 74%	152 65%	97 68%	237 71%	

<b>Twitter</b>	50 7%	45 7%	5 6%	45 9%	7 4%	18 10%	32 6%	34 8%	16 5%	9 5%	18 7%	21 7%	13 5%	9 4%	22 11%	2 8%	22 10%	13 9%	12 4%
<b>Facebook</b>	187 25%	167 26%	20 21%	135 26%	44 23%	49 29%	138 24%	109 28%	77 22%	44 26%	67 24%	76 26%	67 28%	45 22%	50 26%	7 26%	64 28%	39 28%	72 22%
<b>Youtube</b>	53 7%	40 6%	13 14%	40 8%	7 3%	14 8%	39 7%	25 6%	27 8%	12 7%	23 8%	18 6%	25 10%	10 5%	10 5%	4 15%	14 6%	11 8%	23 7%
<b>Instagram</b>	29 4%	23 4%	6 6%	22 4%	6 3%	10 6%	19 3%	17 4%	12 3%	10 6%	7 3%	12 4%	11 4%	4 2%	10 5%	1 4%	7 3%	10 7%	11 3%
<b>LinkedIn</b>	5 1%	4 1%	1 1%	5 1%	1 1%	2 1%	3 1%	4 1%	1 0%	0 0%	3 1%	2 1%	2 1%	0 0%	3 1%	0 0%	2 1%	1 1%	2 1%
<b>Snapchat</b>	6 1%	4 1%	2 2%	5 1%	2 1%	2 1%	4 1%	1 0%	5 1%	2 1%	0 0%	4 1%	3 1%	1 1%	1 0%	0 0%	0 0%	0 0%	6 2%
<b>Spotify</b>	4 1%	2 0%	2 2%	1 0%	1 1%	2 1%	2 0%	3 1%	1 0%	0 0%	3 1%	1 0%	0 0%	2 1%	2 1%	0 0%	1 0%	0 0%	2 1%
<b>REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
<b>Other</b>	8 1%	5 1%	3 3%	7 1%	0 0%	3 2%	4 1%	5 1%	3 1%	2 1%	3 1%	3 1%	2 1%	3 1%	0 0%	1 4%	2 1%	3 2%	1 0%
<b>Don't remember, DON'T KNOW</b>	16 2%	14 2%	2 2%	13 3%	2 1%	5 3%	11 2%	12 3%	4 1%	2 1%	3 1%	11 4%	3 1%	6 3%	4 2%	0 0%	6 3%	3 2%	6 2%
Chi2:	-	(99)		-		(90)		(99.9)		-			-			(90)			
Margin of error around 50%	3.58	3.84	9.95	4.31	7.07	7.43	4.10	4.94	5.25	7.49	5.85	5.76	6.25	6.90	6.96	19.22	6.45	8.22	5.39

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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1C																		
Weighted Total:	727	45	205	275	50	66	84	321	401	178	84	122	157	186	727	0	485	233
Total:	733	49	196	278	54	70	85	342	385	177	67	128	170	191	733	0	487	237
<b>Different images of soldiers (black &amp; white)</b>	6 1%	0 0%	2 1%	2 1%	0 0%	1 2%	1 1%	1 0%	4 1%	2 1%	1 1%	0 0%	1 1%	2 1%	6 1%	0 0%	3 1%	2 1%
<b>Climbing out of/action in trenches</b>	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 0%	1 0%	0 0%	1 0%	0 0%
<b>Boats/planes/tanks of the Canadian Forces</b>	1 0%	1 2% ++++	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1% +	1 0%	0 0%	1 0%	0 0%
<b>Fighting/wounded/dead soldiers</b>	13 2%	0 0%	3 1%	9 3% ++	1 2%	0 0%	0 0%	5 1%	8 2%	0 0%	0 0%	0 0%	8 5% +++	5 3%	13 2%	0 0%	8 2%	5 2%
<b>Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE</b>	1 0%	0 0%	0 0%	0 0%	0 0%	1 1% +++	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 1% +	0 0%	1 0%	0 0%	0 0%	1 0%
<b>Soldiers with children</b>	2 0%	0 0%	0 0%	0 0%	1 2% ++	1 2% ++	0 0%	1 0%	1 0%	0 0%	1 1% +	0 0%	1 1%	0 0%	2 0%	0 0%	2 0%	0 0%
<b>Poppies (poppy campaigns/importance of our support)</b>	112 16%	4 8%	35 18%	42 15%	7 13%	11 16%	13 16%	41 12% --	69 18% +	33 19%	11 16%	19 15%	25 15%	24 13%	112 16%	0 0%	79 17%	32 14%
<b>General message of supporting / honouring / remembering Veterans</b>	52 7%	1 2%	12 6%	18 7%	6 10%	6 9%	9 11%	18 5% -	33 9% +	13 7%	3 5%	10 8%	11 7%	15 8%	52 7%	0 0%	40 8%	12 5%
<b>Specific war footage / images of World War I and World War II</b>	24 3%	1 2%	6 3%	10 4%	2 3%	2 3%	3 3%	11 3%	13 3%	6 3%	1 2%	5 4%	3 2%	9 5%	24 3%	0 0%	17 3%	7 3%
<b>Audio sound of the O Canada</b>	2 0%	0 0%	0 0%	2 1% +	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 2% +++	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%



<b>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...)</b>	46 6%	6 13% ++	8 4%	17 6%	5 9%	7 10%	3 3%	20 6%	26 6%	7 4%	4 6%	7 5%	17 10% ++	11 6%	46 6%	0 0%	30 6%	16 6%
<b>REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES)</b>	161 22%	15 30%	41 21%	60 21%	10 18%	18 25%	17 20%	70 20%	89 23%	44 25%	12 18%	28 22%	36 21%	41 22%	161 22%	0 0%	106 22%	53 22%
<b>ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 2% ++	0 0%	1 0%	1 0%	1 1%	0 0%	1 1%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%
<b>LEST WE FORGET</b>	6 1%	0 0%	1 1%	3 1%	0 0%	1 1%	1 2%	3 1%	3 1%	0 0%	1 2%	1 1%	2 1%	2 1%	6 1%	0 0%	3 1%	3 1%
<b>HISTORY, A PART OF HISTORY</b>	5 1%	1 2%	2 1%	1 0%	0 0%	0 0%	1 1%	2 1%	3 1%	0 0%	0 0%	1 1%	1 1%	3 1%	5 1%	0 0%	5 1%	0 0%
<b>VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)</b>	35 5%	2 5%	8 4%	11 4%	5 9%	4 6%	5 6%	17 5%	17 4%	8 4%	3 4%	9 7%	8 5%	7 4%	35 5%	0 0%	22 4%	13 6%
<b>SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)</b>	12 2%	0 0%	5 2%	5 2%	1 2%	0 0%	1 1%	4 1%	8 2%	1 1%	1 2%	1 1%	5 3%	4 2%	12 2%	0 0%	5 1%	7 3% ++
<b>PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)</b>	7 1%	0 0%	2 1%	3 1%	1 2%	0 0%	1 1%	3 1%	4 1%	0 0%	0 0%	1 1%	3 2%	3 2%	7 1%	0 0%	3 1%	4 2%
<b>OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)</b>	2 0%	0 0%	0 0%	0 0%	0 0%	2 3% ++++	0 0%	0 0%	2 0%	1 1%	0 0%	0 0%	1 1%	0 0%	2 0%	0 0%	1 0%	1 0%
<b>EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)</b>	4 1%	0 0%	0 0%	1 0%	1 2%	1 1%	1 1%	2 1%	2 0%	1 0%	0 0%	0 0%	2 1%	1 1%	4 1%	0 0%	3 1%	1 0%
<b>MUSIC/BAGPIPES PLAYING</b>	12 2%	0 0%	1 1%	7 3%	0 0%	1 1%	3 4%	1 0% ---	11 3% +++	4 2%	0 0%	1 1%	4 2%	3 2%	12 2%	0 0%	5 1%	6 3% -
<b>SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US</b>	52 7%	4 8%	20 10% +	18 7%	4 8%	3 4%	3 4%	21 6%	30 8%	8 5%	3 5%	10 8%	12 7%	19 10% +	52 7%	0 0%	40 8% +	10 4% --

IMAGES OF WAR(S) (GENERAL MENTION)	20 3%	1 2%	6 3%	11 4%	1 2%	1 1%	0 0%	5 1%	15 4%	1 1%	0 0%	3 2%	9 6%	7 4%	20 3%	0 0%	11 2%	9 4%
PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER Veterans, THOSE CURRENTLY FIGHTING	11 1%	0 0%	1 1%	6 2%	1 2%	1 2%	2 2%	3 1%	8 2%	0 0%	1 1%	4 3%	4 2%	2 1%	11 1%	0 0%	11 2%	0 0%
AD BY THE GOVERNMENT OF CANADA	3 0%	1 3% ++	0 0%	0 0%	2 4% ++++	0 0%	0 0%	3 1% ++	0 0% --	2 1% +	1 1%	0 0%	0 0%	0 0%	3 0%	0 0%	2 0%	1 1%
IMAGES OF AGING PEOPLE/MEN, ELDERLY PEOPLE, AGING/GETTING OLDER	4 1%	1 2%	0 0%	0 0%	1 2%	0 0%	2 2% ++	0 0% -	4 1% +	0 0%	0 0%	0 0%	1 1%	3 2% ++	4 1%	0 0%	4 1%	0 0%
EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS	6 1%	0 0%	1 1%	3 1%	0 0%	1 1%	1 1%	2 1%	4 1%	1 1%	0 0%	3 2% ++	1 1%	1 1%	6 1%	0 0%	6 1%	0 0%
SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS	7 1%	2 4% ++	2 1%	1 0%	0 0%	0 0%	2 2%	3 1%	4 1%	2 1%	1 1%	1 1%	2 1%	1 1%	7 1%	0 0%	4 1%	3 1%
FAMILY MEMBERS WHO ARE VETS, PERSONAL MEMORIES	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1% +++	0 0%	1 0%	1 1% +	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%
WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)	2 0%	0 0%	0 0%	2 1% +	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	1 1%	0 0%	1 1%	2 0%	0 0%	2 0%	0 0%
SOLDIERS/ARMY (GENERAL)	17 2%	1 2%	3 1%	9 3%	1 2%	0 0%	3 4%	3 1% --	14 4% ++	4 2%	2 3%	1 1%	7 4% +	3 2%	17 2%	0 0%	11 2%	5 2%
TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)	18 2%	0 0%	7 3%	8 3%	2 4%	1 2%	0 0%	7 2%	11 3%	2 1%	0 0%	8 6% +++	5 3%	3 2%	18 2%	0 0%	13 3%	5 2%
OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE	12 2%	1 2%	2 1%	4 1%	2 4%	1 1%	2 2%	5 1%	7 2%	4 2%	0 0%	1 1%	3 2%	4 2%	12 2%	0 0%	6 1%	6 2%
HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)	10 1%	0 0%	3 2%	4 1%	0 0%	1 1%	2 2%	5 1%	5 1%	3 2%	0 0%	0 0%	4 2%	3 1%	10 1%	0 0%	7 1%	3 1%
GOV'T PROMOTION OF AGENDA, HYPOCRITICAL OF CONSERVATIVES	1 0%	0 0%	0 0%	0 0%	0 0%	1 1% +++	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%



<b>OTHER</b>	7 1%	1 2%	5 <b>2%</b> ++	1 0%	0 0%	0 0%	0 0%	5 2%	2 1%	2 1%	1 1%	1 1%	0 0%	3 2%	7 1%	0 0%	4 1%	3 1%
<b>Prefer not to say, NO RESPONSE</b>	206 28%	12 25%	56 29%	82 29%	10 19%	17 24%	28 33%	110 32%	95 25%	51 29%	24 37%	35 28%	43 25%	53 27%	206 28%	0 0%	123 26%	79 33%
Chi2:	-	(95)						(90)		(95)					-		-	
Margin of error around 50%	3.62	14.00	7.00	5.88	13.34	11.71	10.63	5.30	4.99	7.37	11.97	8.66	7.52	7.09	3.62	*	4.44	6.37

**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:	727	633	94	492	197	177	547	383	337	166	274	280	241	193	195	23	221	135	330
Total:	733	638	95	505	190	169	560	382	344	169	278	278	243	196	194	26	225	139	325
<b>Different images of soldiers (black &amp; white)</b>	6 1%	5 1%	1 1%	4 1%	2 1%	1 1%	5 1%	3 1%	3 1%	0 0%	2 1%	4 2%	1 0%	1 1%	4 2%	0 0%	3 1%	0 0%	3 1%
<b>Climbing out of/action in trenches</b>	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%
<b>Boats/planes/tanks of the Canadian Forces</b>	1 0%	0 0%	1 1%	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%	1 0%	0 0%	0 0%
<b>Fighting/wounded/dead soldiers</b>	13 2%	8 1%	5 5%	11 2%	1 0%	1 1%	12 2%	6 1%	7 2%	3 2%	4 1%	6 2%	4 2%	5 3%	3 1%	0 0%	7 3%	0 0%	6 2%
<b>Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%
<b>Soldiers with children</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 1%	1 0%	1 0%	1 0%	1 1%	0 0%	1 0%	1 0%	1 1%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>Poppies (poppy campaigns/importance of our support)</b>	112 16%	96 15%	16 17%	70 14%	37 19%	25 15%	87 16%	54 14%	57 17%	26 16%	38 14%	47 17%	41 18%	29 15%	29 15%	0 0%	41 18%	19 14%	51 16%
<b>General message of supporting / honouring / remembering Veterans</b>	52 7%	43 7%	9 9%	35 7%	11 6%	11 6%	40 7%	25 7%	26 8%	13 8%	17 6%	21 7%	20 8%	9 4%	16 8%	1 4%	17 8%	13 9%	20 6%
<b>Specific war footage / images of World War I and World War II</b>	24 3%	21 3%	3 3%	19 4%	4 2%	6 4%	18 3%	10 3%	14 4%	5 3%	10 4%	9 3%	9 4%	7 4%	4 2%	0 0%	8 3%	4 3%	11 3%
<b>Audio sound of the O Canada</b>	2 0%	2 0%	0 0%	1 0%	0 0%	2 1%	0 0%	2 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	2 1%

<b>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...)</b>	46 6%	40 6%	6 6%	35 7%	7 3%	12 7%	34 6%	28 7%	18 5%	15 8%	17 6%	14 5%	16 6%	11 5%	11 6%	3 11%	21 9% ++	5 4%	17 5%
<b>REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES)</b>	161 22%	139 22%	22 24%	114 22%	43 23%	36 21%	125 22%	79 20%	82 24%	37 22%	61 22%	63 23%	55 22%	39 20%	44 23%	4 14%	47 20%	33 24%	74 23%
<b>ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)</b>	2 0%	2 0%	0 0%	2 0%	0 0%	2 1% ++	0 0% --	1 0%	1 0%	1 1%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	2 1% ++	0 0%	0 0%
<b>LEST WE FORGET</b>	6 1%	4 1%	2 2%	5 1%	0 0%	2 1%	4 1%	3 1%	3 1%	0 0%	2 1%	4 2%	2 1%	1 0%	1 1%	0 0%	2 1%	1 1%	3 1%
<b>HISTORY, A PART OF HISTORY</b>	5 1%	5 1%	0 0%	3 1%	2 1%	1 1%	4 1%	1 0%	3 1%	0 0%	4 1% +	1 0%	3 1%	2 1%	0 0%	1 4%	1 0%	1 1%	2 1%
<b>VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)</b>	35 5%	29 5%	6 6%	23 5%	9 4%	11 6%	24 4%	19 5%	15 5%	6 4%	14 5%	15 5%	12 5%	9 5%	9 4%	0 0%	10 4%	6 5%	19 6%
<b>SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)</b>	12 2%	12 2%	0 0%	6 1%	5 2%	2 1%	10 2%	6 2%	5 1%	5 3%	5 2%	2 1%	4 2%	2 1%	3 2%	0 0%	2 1%	2 2%	8 2%
<b>PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)</b>	7 1%	7 1%	0 0%	6 1%	2 1%	0 0%	7 1%	3 1%	4 1%	0 0%	3 1%	3 1%	3 1%	0 0%	4 2%	0 0%	3 1%	2 1%	2 1%
<b>OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)</b>	2 0%	2 0%	0 0%	1 0%	0 0%	1 1%	1 0%	1 0%	1 0%	0 0%	2 1% +	0 0%	0 0%	1 1%	1 0%	0 0%	1 0%	1 1%	0 0%
<b>EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)</b>	4 1%	4 1%	0 0%	4 1%	0 0%	0 0%	4 1%	1 0%	3 1%	2 1%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 1%	2 1%
<b>MUSIC/BAGPIPES PLAYING</b>	12 2%	7 1% ---	5 5% +++	9 2%	1 1%	1 1%	11 2%	3 1% --	9 3% ++	1 1%	3 1%	8 3% ++	6 3%	4 2%	1 0%	0 0%	5 2%	0 0%	6 2%
<b>SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US</b>	52 7%	45 7%	7 7%	28 6% --	17 9%	12 7%	40 7%	23 6%	29 9%	10 6%	20 7%	21 8%	18 8%	16 8%	14 7%	1 4%	13 6%	10 7%	28 9%

<b>IMAGES OF WAR(S) (GENERAL MENTION)</b>	20 3%	18 3%	2 2%	16 3%	3 2%	1 1%	19 3%	7 2%	13 4%	5 3%	4 1%	11 4%	4 2%	7 4%	5 2%	0 0%	5 2%	3 2%	11 3%
<b>PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER Veterans, THOSE CURRENTLY FIGHTING</b>	11 1%	11 2%	0 0%	10 2%	1 1%	3 2%	8 1%	4 1%	7 2%	2 1%	5 2%	4 1%	3 1%	1 0%	4 2%	1 4%	6 3%	1 1%	2 1%
<b>AD BY THE GOVERNMENT OF CANADA</b>	3 0%	3 1%	0 0%	3 1%	0 0%	1 1%	2 0%	3 1%	0 0%	0 0%	1 0%	2 1%	1 1%	1 1%	0 0%	0 0%	1 1%	0 0%	2 1%
<b>IMAGES OF AGING PEOPLE/MEN, ELDERLY PEOPLE, AGING/GETTING OLDER</b>	4 1%	4 1%	0 0%	4 1%	0 0%	0 0%	4 1%	0 0%	4 1%	2 1%	1 0%	1 0%	3 1%	0 0%	1 0%	0 0%	2 1%	1 1%	1 0%
<b>EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS</b>	6 1%	6 1%	0 0%	4 1%	2 1%	2 1%	4 1%	3 1%	2 1%	2 1%	2 1%	2 1%	3 1%	0 0%	1 1%	0 0%	2 1%	1 1%	3 1%
<b>SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS</b>	7 1%	5 1%	2 2%	5 1%	2 1%	4 2%	3 1%	3 1%	4 1%	1 1%	3 1%	3 1%	3 1%	2 1%	1 1%	0 0%	4 2%	1 1%	2 1%
<b>FAMILY MEMBERS WHO ARE VETS, PERSONAL MEMORIES</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 1%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%
<b>SOLDIERS/ARMY (GENERAL)</b>	17 2%	14 2%	3 4%	14 3%	2 1%	5 3%	12 2%	6 2%	11 3%	4 2%	5 2%	7 3%	5 2%	3 1%	5 3%	1 4%	7 3%	2 1%	7 2%
<b>TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)</b>	18 2%	15 2%	3 3%	9 2%	7 4%	7 4%	11 2%	12 3%	6 2%	2 1%	6 2%	10 4%	3 1%	8 4%	6 3%	0 0%	4 2%	5 4%	9 3%
<b>OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE</b>	12 2%	9 1%	3 3%	10 2%	2 1%	2 1%	10 2%	8 2%	4 1%	4 2%	2 1%	6 2%	5 2%	4 2%	1 0%	0 0%	3 1%	2 1%	7 2%
<b>HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)</b>	10 1%	8 1%	2 2%	6 1%	3 2%	0 0%	10 2%	1 0%	9 3%	1 1%	3 1%	6 2%	2 1%	3 2%	3 2%	0 0%	0 0%	2 1%	8 2%
<b>GOV'T PROMOTION OF AGENDA, HYPOCRITICAL OF CONSERVATIVES</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 1%	0 0%	0 0%	1 0%	0 0%	0 0%	1 4%	0 0%	0 0%	0 0%

UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACH OTHER	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
HOPEFUL, FEEL GOOD MESSAGE	9 1%	8 1%	1 1%	7 1%	1 1%	7 4%	2 0%	9 2%	0 0%	1 0%	1 0%	7 2%	3 1%	4 2%	1 0%	0 0%	7 3%	1 1%	1 0%
YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO Veteran	8 1%	8 1%	0 0%	5 1%	3 1%	0 0%	8 2%	6 2%	2 1%	2 1%	3 1%	3 1%	4 2%	0 0%	2 1%	0 0%	3 1%	3 2%	2 1%
ENGAGING YOUTH	3 0%	3 1%	0 0%	0 0%	3 2%	0 0%	3 1%	0 0%	3 1%	0 0%	1 0%	2 1%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	3 1%
COMMEMORATIVE COIN, DDAY COIN	16 2%	16 3%	0 0%	9 2%	6 3%	3 2%	12 2%	9 2%	7 2%	3 2%	7 3%	6 2%	4 2%	4 2%	3 2%	0 0%	4 2%	2 1%	10 3%
75TH ANNIVERSARY OF DDAY	8 1%	6 1%	2 2%	6 1%	1 1%	3 2%	5 1%	5 2%	3 1%	1 1%	4 2%	3 1%	3 1%	2 1%	2 1%	0 0%	4 2%	2 2%	1 0%
VIRTUAL POPPY	6 1%	6 1%	0 0%	5 1%	1 1%	3 2%	3 1%	3 1%	3 1%	1 1%	1 0%	4 1%	1 1%	1 0%	4 2%	0 0%	2 1%	1 1%	3 1%
SUPPORT THE TROOPS/SOLDERS, RESPECT FOR MILITARY	8 1%	6 1%	2 2%	3 1%	3 2%	1 1%	7 1%	3 1%	5 2%	4 2%	3 1%	1 0%	3 1%	3 2%	1 0%	0 0%	1 0%	1 1%	6 2%
DIVERSITY OF VETERANS (WOMEN/ETHNIC GROUPS)	13 2%	13 2%	0 0%	12 2%	1 0%	6 4%	7 1%	6 2%	7 2%	1 1%	3 1%	9 3%	2 1%	2 1%	7 4%	0 0%	4 2%	2 1%	5 2%
DIVERSITY OF CANADA REPRESENTED IN AD	4 1%	3 0%	1 1%	3 1%	0 0%	1 1%	3 1%	1 0%	2 1%	1 1%	0 0%	3 1%	1 0%	1 0%	0 0%	0 0%	2 1%	1 1%	1 0%
RECRUITMENT TO CAF	2 0%	1 0%	1 1%	2 0%	0 0%	1 1%	1 0%	2 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 4%	0 0%	0 0%	1 0%
OTHER VETERAN RESPONSES (SINGLE MENTION ONLY)	6 1%	6 1%	0 0%	6 1%	0 0%	2 1%	4 1%	4 1%	2 1%	2 1%	1 0%	3 1%	1 0%	3 1%	2 1%	1 3%	1 0%	1 1%	3 1%



<b>OTHER</b>	7 1%	6 1%	1 1%	2 0%	5 3% -- +++	1 1%	6 1%	2 1%	5 2%	3 2%	3 1%	1 0%	5 2% ++	2 1%	0 0%	0 0%	3 1%	0 0%	4 1%	
<b>Prefer not to say, NO RESPONSE</b>	206 28%	183 29%	23 24%	144 29%	56 30%	40 25%	164 29%	116 31%	87 25%	50 30%	87 31%	65 24%	63 26%	59 31%	54 28%	12 48%	55 25%	45 32%	84 26%	
Chi2:	-	-	-	(90)	(95)	(90)	(90)	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	3.62	3.88	10.05	4.36	7.11	7.54	4.14	5.01	5.28	7.54	5.88	5.88	6.29	7.00	7.04	19.22	6.53	8.31	5.44	

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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1D																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Facebook</b>	444 22%	45 <b>31%</b> ++	76 <b>18%</b> ---	148 <b>19%</b> ---	41 <b>29%</b> ++	63 27% +	70 <b>27%</b> ++	201 <b>20%</b> ---	239 <b>25%</b> +++	171 <b>31%</b> ++++	55 22%	78 21%	67 <b>17%</b> ---	73 <b>17%</b> ---	135 <b>18%</b> ---	178 <b>25%</b> ++	184 23%	259 22%
<b>Twitter</b>	155 8%	13 9%	16 <b>4%</b> ---	63 8%	10 7%	28 <b>12%</b> ++	24 9%	81 8%	73 7%	65 <b>12%</b> ++++	25 10%	33 9%	19 <b>5%</b> --	13 <b>3%</b> ---	46 <b>6%</b> --	60 9%	71 9%	83 7%
<b>YouTube</b>	197 10%	16 10%	33 8%	79 10%	13 9%	26 11%	29 11%	126 <b>13%</b> ++++	68 <b>7%</b> ---	96 <b>17%</b> ++++	29 11%	26 <b>7%</b> --	26 <b>6%</b> --	20 <b>4%</b> ---	80 11%	73 10%	78 10%	118 10%
<b>Instagram</b>	86 4%	4 3%	8 <b>2%</b> ---	40 5%	8 6%	10 4%	16 6%	45 5%	41 4%	59 <b>11%</b> ++++	11 4%	9 <b>2%</b> --	4 <b>1%</b> ---	3 <b>1%</b> ---	26 4%	38 5%	44 <b>6%</b> ++	42 <b>4%</b> --
<b>LinkedIn</b>	35 2%	3 2%	4 1%	18 2%	1 1%	6 2%	3 1%	19 2%	16 2%	20 <b>4%</b> ++++	2 1%	8 2%	2 <b>0%</b> --	3 <b>1%</b> --	12 2%	13 2%	13 2%	22 2%
<b>Television</b>	1018 50%	70 49%	220 50%	408 53%	69 47%	116 48%	132 49%	501 49%	507 52%	192 <b>35%</b> ----	98 <b>38%</b> ----	185 49%	244 <b>63%</b> ++++	299 <b>69%</b> ++++	424 <b>56%</b> ++++	317 <b>44%</b> ----	484 <b>60%</b> ++++	526 <b>44%</b> ----
<b>RADIO</b>	51 2%	4 3%	19 <b>4%</b> +++	17 2%	1 1%	4 2%	6 2%	21 2%	28 3%	7 <b>1%</b> --	1 <b>0%</b> --	21 <b>6%</b> ++++	11 3%	11 3%	13 2%	20 3%	17 2%	33 3%
<b>ROYAL CANADIAN LEGION</b>	18 1%	2 1%	0 <b>0%</b> --	8 1%	2 2%	5 <b>2%</b> ++	1 0%	5 <b>0%</b> --	13 <b>1%</b> ++	0 <b>0%</b> --	2 1%	4 1%	5 1%	7 2%	7 1%	4 1%	11 <b>1%</b> ++	7 1%
<b>BOOKS, HISTORY BOOKS</b>	20 1%	5 <b>3%</b> +++	1 0%	9 1%	1 1%	1 1%	3 1%	13 1%	7 1%	1 <b>0%</b> --	4 1%	9 <b>2%</b> +++	4 1%	2 0%	8 1%	8 1%	7 1%	13 1%
<b>GOOGLE, SEARCH ENGINES</b>	200 10%	13 10%	46 11%	80 11%	5 <b>4%</b> ---	24 10%	31 12%	96 10%	103 11%	61 11%	33 13%	45 12%	30 8%	31 <b>7%</b> --	75 10%	68 10%	60 <b>8%</b> ---	139 <b>12%</b> +++

TALKING TO VETERANS	10 1%	1 1%	0 0%	5 1%	1 1%	3 1%	0 0%	5 1%	4 0%	1 0%	3 1%	5 1%	1 0%	0 0%	5 1%	3 0%	5 1%	5 0%
FAMILY/FRIENDS, WORD OF MOUTH	13 1%	3 2%	0 0%	5 1%	1 1%	1 1%	3 1%	2 0%	11 1%	2 0%	4 2%	3 1%	2 1%	2 0%	2 0%	8 1%	2 0%	11 1%
SCHOOL (AS A STUDENT/PARENT OF A CHILD/EMPLOYMENT)	5 0%	0 0%	1 0%	2 0%	0 0%	2 1%	0 0%	4 0%	1 0%	1 0%	1 0%	1 0%	2 1%	0 0%	2 0%	1 0%	2 0%	3 0%
GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS	6 0%	1 1%	0 0%	2 0%	2 1%	0 0%	1 0%	4 0%	2 0%	1 0%	1 0%	2 0%	1 0%	1 0%	2 0%	3 0%	3 0%	3 0%
NEWS SITES, GENERAL MENTION	25 1%	2 2%	3 1%	8 1%	2 1%	3 1%	7 3%	11 1%	13 1%	7 1%	4 2%	4 1%	6 2%	4 1%	6 1%	8 1%	4 1%	21 2%
GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES	239 12%	15 11%	72 17%	82 11%	22 16%	20 9%	27 10%	96 10%	141 15%	85 16%	31 13%	52 14%	39 11%	32 7%	122 17%	58 9%	115 15%	121 10%
CBC.CA	120 6%	12 9%	6 1%	55 7%	4 3%	13 6%	30 12%	67 7%	51 5%	29 5%	31 12%	30 8%	15 4%	15 3%	36 5%	46 7%	33 4%	87 8%
LA PRESSE ON LINE	9 0%	0 0%	9 2%	0 0%	0 0%	0 0%	0 0%	6 1%	3 0%	2 0%	2 1%	0 0%	4 1%	1 0%	4 1%	3 0%	4 1%	5 0%
MSN	5 0%	1 1%	1 0%	2 0%	1 1%	0 0%	0 0%	5 0%	0 0%	0 0%	1 0%	3 1%	1 0%	0 0%	2 0%	2 0%	3 0%	2 0%
REDDIT	16 1%	1 1%	3 1%	9 1%	0 0%	1 0%	2 1%	12 1%	4 0%	13 2%	1 0%	2 1%	0 0%	0 0%	1 0%	11 2%	0 0%	16 1%
CTV ON LINE	15 1%	0 0%	0 0%	6 1%	2 1%	4 2%	3 1%	9 1%	6 1%	4 1%	2 1%	1 0%	4 1%	4 1%	3 0%	7 1%	6 1%	9 1%
GLOBAL NEWS ON LINE	10 0%	0 0%	0 0%	3 0%	0 0%	3 1%	4 2%	3 0%	7 1%	8 1%	0 0%	0 0%	1 0%	1 0%	2 0%	6 1%	4 0%	6 0%
BBC ON LINE	2 0%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	2 0%

<b>CNN ON LINE</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	2 0%	0 0%	1 0%	1 0%
<b>YAHOO</b>	6 0%	0 0%	1 0%	4 0%	0 0%	0 0%	1 0%	6 1%	0 0%	0 0%	3 1%	1 0%	2 0%	1 0%	4 1%	2 0%	4 0%	
<b>RADIO CANADA ON LINE</b>	15 1%	0 0%	15 3%	0 0%	0 0%	0 0%	0 0%	12 1%	3 0%	4 1%	2 1%	4 1%	4 1%	1 0%	3 0%	6 1%	6 1%	9 1%
<b>ROYAL CANADIAN LEGION ON LINE</b>	41 2%	2 2%	1 0%	15 2%	8 6%	6 3%	8 3%	19 2%	21 2%	4 1%	7 3%	14 4%	9 2%	7 2%	16 2%	14 2%	13 2%	27 2%
<b>WIKIPEDIA</b>	49 2%	5 4%	14 3%	19 2%	4 3%	2 1%	5 2%	34 3%	14 1%	25 4%	8 3%	8 2%	7 2%	1 0%	14 2%	19 3%	17 2%	32 3%
<b>NATIONAL POST ON LINE</b>	9 0%	1 1%	0 0%	5 1%	2 2%	1 0%	0 0%	7 1%	2 0%	2 0%	3 1%	2 0%	1 0%	1 0%	1 0%	6 1%	2 0%	7 1%
<b>THE SUN ON LINE</b>	3 0%	0 0%	1 0%	0 0%	0 0%	2 1%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	2 0%
<b>GLOBE AND MAIL ON LINE</b>	8 0%	2 2%	0 0%	5 1%	0 0%	0 0%	1 0%	5 1%	3 0%	3 0%	2 1%	2 1%	1 0%	0 0%	2 0%	2 0%	3 0%	5 0%
<b>THE STAR ON LINE</b>	4 0%	0 0%	0 0%	4 0%	0 0%	0 0%	0 0%	3 0%	1 0%	1 0%	0 0%	2 1%	0 0%	1 0%	0 0%	2 0%	2 0%	2 0%
<b>TVA ON LINE</b>	3 0%	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	1 0%	2 0%	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	2 0%
<b>PROVINCIAL GOVERNMENT ON LINE</b>	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%
<b>REBEL MEDIA ON LINE</b>	2 0%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%
<b>CITY/MUNICIPAL ON LINE</b>	7 0%	0 0%	0 0%	2 0%	2 1%	1 0%	2 1%	3 0%	4 0%	5 1%	1 0%	0 0%	1 0%	0 0%	2 0%	2 0%	3 0%	4 0%

<b>MUSEUM SITES</b>	8 0%	0 0%	1 0%	5 1%	1 1%	0 0%	1 0%	3 0%	4 0%	1 0%	0 0%	4 <b>1%</b> ++	1 0%	2 0%	6 <b>1%</b> ++	1 0%	3 0%	5 0%
<b>MACLEANS MAGAZINE</b>	48 2%	7 5% +	0 <b>0%</b> ----	25 <b>3%</b> ++	2 2%	7 3%	7 3%	20 2%	27 3%	8 1%	5 2%	7 2%	13 3%	15 3% +	18 2%	14 2%	23 3%	25 2%
<b>L'ACTUALITÉ MAGAZINE</b>	10 1%	0 0%	9 <b>2%</b> ++++	0 <b>0%</b> ---	0 0%	0 0%	1 0%	2 <b>0%</b> --	8 <b>1%</b> ++	3 1%	0 0%	1 0%	1 0%	5 <b>1%</b> ++	6 1%	2 0%	5 1%	5 0%
<b>LEGION MAGAZINE</b>	13 1%	2 1%	0 0%	7 1%	1 1%	2 1%	1 0%	6 1%	7 1%	1 0%	1 0%	3 1%	2 1%	6 1% +	6 1%	3 0%	6 1%	7 1%
<b>WALRUS MAGAZINE</b>	5 0%	0 0%	0 0%	3 0%	0 0%	0 0%	2 1% +	1 0%	4 0%	2 0%	0 0%	1 0%	0 0%	2 0%	2 0%	1 0%	4 1% +	1 0% -
<b>TIME MAGAZINE</b>	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%	1 0%	0 0%	1 0%	0 0%
<b>HISTORY MAGAZINES (VARIOUS)</b>	4 0%	1 1%	1 0%	1 0%	0 0%	1 0%	0 0%	2 0%	2 0%	0 0%	0 0%	0 0%	1 0%	3 <b>1%</b> ++	1 0%	0 0%	2 0%	2 0%
<b>LA PRESSE NEWSPAPER</b>	50 3%	0 <b>0%</b> --	48 <b>11%</b> ++++	1 <b>0%</b> ----	0 <b>0%</b> --	0 <b>0%</b> ---	1 <b>0%</b> --	24 3%	26 3%	11 2%	8 3%	10 3%	10 3%	11 3%	17 2%	18 3%	23 3%	27 2%
<b>THE SUN NEWSPAPER (VARIOUS CITIES)</b>	65 3%	0 <b>0%</b> --	16 3%	21 3%	4 3%	11 5%	13 5% +	38 4%	26 3%	6 <b>1%</b> ---	8 3%	9 2%	24 <b>6%</b> ++++	18 4%	24 3%	26 4%	34 <b>4%</b> ++	31 3% -
<b>GLOBE AND MAIL NEWSPAPER</b>	102 5%	5 4%	3 <b>1%</b> ----	67 <b>9%</b> ++++	5 4%	7 3%	14 5%	48 5%	51 5%	23 4%	10 4%	22 6%	21 6%	26 6%	32 4%	42 6%	39 5%	62 5%
<b>NATIONAL POST NEWSPAPER</b>	45 2%	3 2%	0 <b>0%</b> ----	29 <b>4%</b> ++++	2 1%	4 2%	7 2%	31 <b>3%</b> +++	13 <b>1%</b> --	13 2%	4 2%	10 3%	6 1%	12 3%	9 <b>1%</b> --	21 3% +	18 2%	27 2%
<b>LE DEVOIR NEWSPAPER</b>	16 1%	0 0%	16 <b>4%</b> ++++	0 <b>0%</b> ---	0 0%	0 0%	0 0%	11 1%	5 1%	3 1%	2 1%	2 1%	5 1%	4 1%	8 1%	7 1%	6 1%	10 1%
<b>THE TORONTO STAR NEWSPAPER</b>	77 4%	1 1% -	0 <b>0%</b> ----	76 <b>10%</b> ++++	0 <b>0%</b> --	0 <b>0%</b> ---	0 <b>0%</b> ----	34 3%	42 4%	20 4%	4 <b>2%</b> --	15 4%	15 4%	23 5% +	25 3%	22 3%	33 4%	43 4%

<b>THE MONTREAL GAZETTE NEWSPAPER</b>	10 1%	0 0%	10 <b>2%</b> ++++	0 <b>0%</b> --	0 0%	0 0%	0 0%	6 1%	4 0%	1 0%	0 0%	2 1%	3 1%	4 1%	3 0%	3 0%	3 0%	7 1%
<b>JOURNAL DE MONTREAL NEWSPAPER</b>	17 1%	0 0%	17 <b>4%</b> ++++	0 <b>0%</b> ----	0 0%	0 0%	0 0%	12 1%	5 1%	4 1%	3 1%	2 1%	2 1%	6 1%	7 1%	8 1%	10 1%	7 1%
<b>CALGARY HERALD NEWSPAPER</b>	10 0%	0 0%	0 0%	0 <b>0%</b> --	0 0%	10 <b>4%</b> ++++	0 0%	7 1%	3 0%	1 0%	0 0%	3 1%	1 0%	5 <b>1%</b> ++	3 0%	7 <b>1%</b> ++	4 0%	6 0%
<b>METRO NEWSPAPER, STARMETRO NEWSPAPER</b>	8 0%	0 0%	2 0%	1 0%	0 0%	3 <b>1%</b> ++	2 1%	2 0%	6 1%	3 1%	0 0%	0 0%	2 1%	3 1%	1 0%	2 0%	1 0%	6 1%
<b>JOURNAL DE QUEBEC NEWSPAPER</b>	8 0%	0 0%	8 <b>2%</b> ++++	0 <b>0%</b> --	0 0%	0 0%	0 0%	4 0%	4 0%	1 0%	1 0%	3 1%	0 0%	3 1%	5 1%	2 0%	6 <b>1%</b> ++	2 <b>0%</b> --
<b>LONDON FREE PRESS NEWSPAPER</b>	6 0%	0 0%	0 0%	6 <b>1%</b> +++	0 0%	0 0%	0 0%	2 0%	4 0%	0 0%	1 0%	1 0%	2 1%	2 0%	3 0%	1 0%	2 0%	4 0%
<b>EDMONTON JOURNAL NEWSPAPER</b>	17 1%	0 0%	0 <b>0%</b> --	0 <b>0%</b> ---	0 0%	17 <b>7%</b> ++++	0 0%	8 1%	8 1%	1 0%	1 0%	2 1%	8 <b>2%</b> +++	5 1%	3 0%	5 1%	9 1%	8 1%
<b>24 HEURES NEWSPAPER</b>	2 0%	0 0%	2 <b>0%</b> +++	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	2 0%
<b>THE RECORD NEWSPAPER</b>	8 0%	0 0%	0 0%	8 <b>1%</b> ++++	0 0%	0 0%	0 0%	4 0%	4 0%	2 0%	1 0%	0 0%	3 1%	2 0%	2 0%	2 0%	5 1%	3 0%
<b>THE PROVINCE NEWSPAPER</b>	6 0%	0 0%	0 0%	0 0%	0 0%	0 0%	6 <b>2%</b> ++++	4 0%	2 0%	2 0%	0 0%	0 0%	2 0%	2 0%	4 1%	1 0%	2 0%	4 0%
<b>WINDSOR STAR NEWSPAPER</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	2 0%
<b>REGINA LEADER POST NEWSPAPER</b>	6 0%	0 0%	0 0%	0 0%	6 <b>4%</b> ----	0 0%	0 0%	4 0%	2 0%	1 0%	0 0%	0 0%	2 0%	3 1%	2 0%	2 0%	4 0%	2 0%
<b>OTTAWA CITIZEN NEWSPAPER</b>	19 1%	0 0%	1 0%	18 <b>2%</b> ++++	0 0%	0 0%	0 0%	10 1%	9 1%	0 <b>0%</b> ---	0 0%	4 1%	3 1%	12 <b>3%</b> ++++	4 1%	7 1%	6 1%	13 1%



<b>PRINCE GEORGE CITIZEN NEWSPAPER</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 <b>0%</b> ++	0 0%	1 0%	0 0%	0 0%	0 0%	1 <b>0%</b> ++	0 0%	0 0%	0 0%	1 0%	
<b>LOCAL/COMMUNITY NEWSPAPER (UNSPECIFIED)</b>	19 1%	0 0%	0 <b>0%</b> --	10 1%	0 0%	5 <b>2%</b> ++	4 2%	7 1%	12 1%	2 0%	3 1%	5 1%	5 1%	4 1%	5 1%	3 0%	7 1%	12 1%
<b>TRIBUNE NEWSPAPER</b>	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 <b>0%</b> ++	1 0%	0 0%	1 0%	0 0%	1 0%
<b>VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)</b>	13 1%	1 1%	9 <b>2%</b> ++++	2 0%	1 1%	0 0%	0 0%	4 0%	9 1%	7 <b>1%</b> ++	1 0%	1 0%	1 0%	3 1%	5 1%	5 1%	7 1%	6 0%
<b>TV CHANNELS/SPECIAL INTEREST TV SITES</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 <b>0%</b> ++	0 0%	1 0%	0 0%	0 0%	1 <b>0%</b> ++	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>HUFFINGTON POST SITE</b>	3 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	1 0%	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	2 0%
<b>GEORGIA STRAIGHT NEWSPAPER</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 <b>0%</b> ++	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%
<b>REMEMBRANCE DAY/WEEK EVENTS OR SERVICES</b>	3 0%	0 0%	0 0%	1 0%	1 1%	0 0%	1 0%	0 0%	3 0%	0 0%	0 0%	2 <b>1%</b> ++	0 0%	1 0%	2 0%	1 0%	2 0%	1 0%
<b>MUSEUMS</b>	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 <b>0%</b> ++	0 0%	2 0%
<b>PODCASTS (VARIOUS)</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 <b>0%</b> ++	0 0%	2 0%
<b>CBC (GENERAL MENTION)</b>	13 1%	1 1%	1 0%	5 1%	0 0%	2 1%	4 <b>2%</b> ++	3 <b>0%</b> --	10 <b>1%</b> ++	5 1%	1 0%	2 0%	1 0%	4 1%	3 0%	4 1%	6 1%	7 1%
<b>CTV (GENERAL MENTION)</b>	4 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 1%	1 0%	3 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	4 <b>1%</b> ++	0 <b>0%</b> --
<b>BLOGS</b>	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%



<b>ACADEMIC JOURNALS, UNIVERSITY/PEER REVIEWED PAGES</b>	2 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	2 0%
<b>APPLE/SAFARI</b>	4 0%	0 0%	0 0%	2 0%	0 0%	2 1%	0 0%	2 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	0 0%	4 1%	0 0%	4 0%
<b>OTHER INTERNET</b>	27 1%	2 1%	8 2%	7 1%	2 1%	4 2%	4 2%	15 1%	11 1%	8 1%	3 1%	5 1%	3 1%	8 2%	5 1%	14 2%	10 1%	17 1%
<b>OTHER MAGAZINES</b>	11 1%	0 0%	0 0%	4 1%	2 2%	0 0%	4 1%	4 0%	7 1%	4 1%	1 0%	2 1%	3 1%	1 0%	4 1%	5 1%	5 1%	6 1%
<b>OTHER NEWSPAPER (DAILY/WEEKLY/COMMUNITY)</b>	85 4%	6 4%	12 3%	33 4%	3 2%	10 4%	20 7%	38 4%	45 5%	16 3%	7 3%	13 3%	18 5%	31 7%	32 4%	30 4%	40 5%	45 4%
<b>ZOOMER MAGAZINE</b>	3 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	3 0%	0 0%	0 0%	1 0%	0 0%	2 0%	1 0%	1 0%	2 0%	1 0%
<b>READER'S DIGEST MAGAZINE</b>	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%	0 0%	1 0%	0 0%	1 0%
<b>KINGSTON WHIG-STANDARD NEWSPAPER</b>	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%
<b>DELTA OPTIMIST NEWSPAPER</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>CAF MEMBERS</b>	5 0%	0 0%	1 0%	1 0%	2 2%	1 1%	0 0%	2 0%	3 0%	0 0%	3 1%	1 0%	0 0%	1 0%	1 0%	1 0%	4 1%	1 0%
<b>POPPY CAMPAIGNS/OTHER CAMPAIGNS OR CHARITIES ASSOCIATIONS</b>	5 0%	0 0%	0 0%	2 0%	1 1%	0 0%	2 1%	2 0%	3 0%	1 0%	0 0%	1 0%	1 0%	2 0%	3 0%	0 0%	4 0%	1 0%
<b>NEWSPAPERS ON LINE (GENERAL MENTION)</b>	4 0%	1 1%	0 0%	1 0%	1 1%	1 0%	0 0%	2 0%	2 0%	3 1%	0 0%	0 0%	0 0%	1 0%	1 0%	2 0%	1 0%	3 0%
<b>CANADA.CA</b>	5 0%	1 1%	0 0%	1 0%	1 1%	2 1%	0 0%	2 0%	2 0%	2 0%	2 1%	1 0%	0 0%	0 0%	1 0%	2 0%	3 0%	2 0%

<b>CHATALAINE MAGAZINE</b>	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	+	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0% +++	0 0%	2 0%	+	1 0%	1 0%
<b>ECONOMIST MAGAZINE</b>	4 0%	0 0%	1 0%	2 0%	0 0%	0 0%	1 0%		3 0%	1 0%	2 0%	0 0%	0 0%	0 0%	2 0%		2 0%	2 0%		2 0%	2 0%
<b>MONCTON TIMES AND TRANSCRIPT NEWSPAPER</b>	5 0%	5 3%	0 0%	0 0%	0 0%	0 0%	0 0%		3 0%	2 0%	0 0%	0 0%	1 0%	1 0%	3 1%	++	1 0%	1 0%		4 0%	1 0%
<b>ACADIE NOUVELLE NEWSPAPER</b>	2 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%		2 0%	0 0%	0 0%	0 0%	1 0%	1 0%			1 0%	1 0%		1 0%	1 0%
<b>FREDERICTON DAILY GLEANER NEWSPAPER</b>	2 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%		1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%		0 0%	0 0%		1 0%	1 0%
<b>ST JOHN TELEGRAPH JOURNAL NEWSPAPER</b>	2 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%		1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%		1 0%	1 0%		2 0%	0 0%
<b>NIAGARA FALLS REVIEW NEWSPAPER</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%		0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%		2 0%	0 0%	+	1 0%	1 0%
<b>NEEPAWA BANNER NEWSPAPER</b>	2 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%		1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%		1 0%	0 0%		1 0%	1 0%
<b>VANCOUVER COURIER NEWSPAPER</b>	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%		1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%		0 0%	1 0%		0 0%	2 0%
<b>NEW WESTMINSTER RECORD NEWSPAPER</b>	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%		2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%		1 0%	1 0%		1 0%	1 0%
<b>NEW YORK TIMES</b>	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%		0 0%	0 0%		1 0%	1 0%
<b>OTHER</b>	19 1%	0 0%	3 1%	5 1%	0 0%	9 4%	2 1%		7 1%	11 1%	3 1%	5 2%	3 1%	4 1%	4 1%		8 1%	6 1%		10 1%	9 1%
<b>Prefer not to say</b>	141 7%	7 5%	41 10%	55 7%	9 7%	15 6%	14 5%		84 8%	56 6%	51 9%	23 9%	23 6%	24 6%	20 5%		44 6%	63 9%		33 4%	104 9%
Chi2:	-	(99.9)							(99.9)		(99.9)					(99.9)		(99.9)			
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84			



**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	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>Facebook</b>	444 22%	392 23%	52 19%	353 24% +++	71 17% ---	139 26% +++	302 21% ---	265 23%	171 21%	111 29% ++++	169 23%	161 19% ---	135 24%	110 21%	138 23%	16 25%	145 24%	90 24%	183 21%	
<b>Twitter</b>	155 8%	131 8%	24 9%	127 9% +++	16 4% ---	46 9%	108 7%	100 9%	55 7%	30 8%	42 6% --	80 9% ++	42 7%	39 7%	51 8%	6 10%	41 7%	34 9%	72 8%	
<b>YouTube</b>	197 10%	160 9%	37 14% ++	158 11% ++	29 7% --	58 11%	138 9%	124 11%	71 9%	38 10%	82 11%	77 9%	66 11%	52 10%	61 10%	11 17%	62 10%	36 10%	86 9%	
<b>Instagram</b>	86 4%	71 4%	15 5%	68 5%	11 3%	35 7% +++	51 4% ---	55 5%	31 4%	24 6% +	32 5%	30 4%	30 5%	22 4%	30 5%	1 2%	20 3%	14 4%	50 6% ++	
<b>LinkedIn</b>	35 2%	29 2%	6 2%	31 2% ++	6 1%	11 2%	24 2%	27 2% ++	7 1% --	4 1%	7 1% --	24 3% +++	7 1%	10 2%	17 3% ++	1 2%	12 2%	5 1%	16 2%	
<b>Television</b>	1018 50%	873 50%	145 51%	748 50%	209 50%	226 44% ---	784 53% ++++	526 45% ---	481 59% ++++	219 55% ++	400 54% +++	385 44% ---	304 52%	262 49%	300 49%	28 45%	321 52%	185 48%	463 51%	
<b>RADIO</b>	51 2%	43 2%	8 3%	33 2%	18 4% ++	15 3%	35 2%	28 2%	19 2%	8 2%	19 3%	24 3%	13 2%	13 2%	17 3%	2 3%	17 3%	10 2%	22 2%	
<b>ROYAL CANADIAN LEGION</b>	18 1%	15 1%	3 1%	17 1% ++	0 0% --	4 1%	14 1%	9 1%	9 1%	2 0%	9 1%	7 1%	4 1%	4 1%	4 1%	2 3% ++	6 1%	5 1%	4 0%	
<b>BOOKS, HISTORY BOOKS</b>	20 1%	20 1% +	0 0% -	19 1% ++	1 0% -	10 2% ++	9 1% ---	16 1% ++	4 0% -	1 0%	6 1%	13 1% ++	3 0%	2 0%	9 1%	2 4% ++	7 1%	5 1%	5 1%	
<b>GOOGLE, SEARCH ENGINES</b>	200 10%	163 10% --	37 14% ++	148 10%	36 9%	69 14% +++	131 9% ---	134 12% +++	65 8% --	32 8%	64 9%	102 12% ++	50 9%	63 12%	68 11% +	3 5%	56 10%	52 14% +++	89 10%	

<b>TALKING TO VETERANS</b>	10 1%	10 1%	0 0%	10 1%	0 0%	5 1%	5 0%	7 1%	3 0%	2 1%	5 1%	3 0%	1 0%	3 1%	2 0%	1 2%	2 0%	5 1%	2 0%
				+														++	
<b>FAMILY/FRIENDS, WORD OF MOUTH</b>	13 1%	11 1%	2 1%	12 1%	0 0%	6 1%	7 1%	9 1%	3 0%	1 0%	5 1%	6 1%	3 0%	5 1%	2 0%	0 0%	5 1%	4 1%	3 0%
<b>SCHOOL (AS A STUDENT/PARENT OF A CHILD/EMPLOYMENT)</b>	5 0%	4 0%	1 0%	3 0%	1 0%	3 1%	2 0%	3 0%	2 0%	1 0%	0 0%	4 0%	0 0%	0 0%	3 0%	0 0%	3 0%	1 0%	1 0%
						+													
<b>GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS</b>	6 0%	5 0%	1 0%	5 0%	1 0%	3 1%	3 0%	4 0%	2 0%	1 0%	0 0%	5 1%	1 0%	1 0%	3 0%	0 0%	1 0%	1 0%	4 0%
<b>NEWS SITES, GENERAL MENTION</b>	25 1%	22 1%	3 1%	20 1%	3 1%	6 1%	18 1%	19 2%	5 1%	4 1%	9 1%	11 1%	4 1%	3 1%	14 2%	1 2%	5 1%	5 1%	13 1%
								+	--						+++				
<b>GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES</b>	239 12%	215 13%	24 9%	160 11%	69 17%	74 15%	165 11%	147 13%	90 11%	35 9%	79 11%	123 15%	70 12%	64 13%	81 14%	6 9%	72 12%	45 12%	112 13%
				---	++++	++				--		+++							
<b>CBC.CA</b>	120 6%	106 6%	14 5%	111 8%	3 1%	35 7%	85 6%	81 7%	36 4%	15 4%	25 3%	80 10%	25 4%	26 5%	54 9%	2 3%	46 8%	28 8%	44 5%
				++++	----			++	--	--	----	++++	--		++++		+		--
<b>LA PRESSE ON LINE</b>	9 0%	9 1%	0 0%	1 0%	8 2%	2 0%	7 0%	5 0%	3 0%	1 0%	1 0%	7 1%	4 1%	1 0%	4 1%	0 0%	2 0%	1 0%	6 1%
				----	++++							++							
<b>MSN</b>	5 0%	4 0%	1 0%	3 0%	2 0%	3 1%	2 0%	5 0%	0 0%	0 0%	3 0%	2 0%	1 0%	0 0%	3 0%	0 0%	3 0%	0 0%	2 0%
						+		+											
<b>REDDIT</b>	16 1%	15 1%	1 0%	12 1%	3 1%	4 1%	12 1%	13 1%	3 0%	2 0%	3 0%	11 1%	2 0%	3 1%	10 2%	0 0%	5 1%	3 1%	8 1%
								+				++			+++				
<b>CTV ON LINE</b>	15 1%	12 1%	3 1%	12 1%	1 0%	5 1%	10 1%	8 1%	7 1%	0 0%	7 1%	8 1%	1 0%	3 1%	9 1%	1 2%	7 1%	3 1%	4 0%
										-			-		++				
<b>GLOBAL NEWS ON LINE</b>	10 0%	8 0%	2 1%	9 1%	0 0%	3 1%	7 0%	6 0%	4 1%	1 0%	7 1%	2 0%	2 0%	1 0%	6 1%	0 0%	2 0%	1 0%	7 1%
											++				+				
<b>BBC ON LINE</b>	2 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%
						++	--					+							

<b>CNN ON LINE</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 <b>0%</b> ++	0 0%	1 0%	0 0%	1 0%	
<b>YAHOO</b>	6 0%	5 0%	1 0%	5 0%	1 0%	3 0%	3 0%	5 0%	1 0%	2 0%	2 0%	2 0%	0 0%	2 0%	3 0%	0 0%	5 <b>1%</b> +++	1 0%	0 <b>0%</b> --
<b>RADIO CANADA ON LINE</b>	15 1%	15 1%	0 0%	2 <b>0%</b> ----	15 <b>4%</b> ++++	1 0%	14 1%	9 1%	6 1%	1 0%	3 0%	11 <b>1%</b> ++	6 1%	3 1%	6 1%	0 0%	2 0%	3 1%	10 <b>1%</b> +
<b>ROYAL CANADIAN LEGION ON LINE</b>	41 2%	37 2%	4 1%	39 <b>3%</b> +++	2 <b>0%</b> --	12 2%	29 2%	27 2%	14 2%	10 2%	16 2%	15 2%	6 <b>1%</b> --	13 3%	19 <b>3%</b> ++	3 5%	19 <b>3%</b> ++	13 <b>4%</b> ++	6 <b>1%</b> ----
<b>WIKIPEDIA</b>	49 2%	42 2%	7 3%	33 2%	14 3%	17 3%	32 2%	34 3%	15 2%	4 <b>1%</b> --	15 2%	30 <b>4%</b> +++	16 3%	13 2%	15 3%	0 0%	15 3%	12 3%	22 2%
<b>NATIONAL POST ON LINE</b>	9 0%	8 0%	1 0%	9 1%	0 0%	3 1%	6 0%	7 1%	2 0%	0 0%	4 1%	5 1%	1 0%	0 0%	5 1%	0 0%	5 1%	1 0%	3 0%
<b>THE SUN ON LINE</b>	3 0%	3 0%	0 0%	2 0%	1 0%	2 0%	1 0%	2 0%	1 0%	0 0%	0 0%	3 0%	0 0%	1 0%	2 0%	0 0%	0 0%	1 0%	2 0%
<b>GLOBE AND MAIL ON LINE</b>	8 0%	7 0%	1 0%	8 1%	0 0%	2 0%	6 0%	7 1%	1 0%	0 0%	2 0%	6 <b>1%</b> ++	2 0%	1 0%	3 1%	0 0%	3 0%	3 1%	2 0%
<b>THE STAR ON LINE</b>	4 0%	2 <b>0%</b> --	2 <b>1%</b> ++	4 0%	0 0%	2 0%	2 0%	3 0%	1 0%	0 0%	0 0%	4 <b>0%</b> ++	0 0%	0 0%	3 0%	0 0%	1 0%	1 0%	2 0%
<b>TVA ON LINE</b>	3 0%	3 0%	0 0%	0 <b>0%</b> ---	3 <b>1%</b> ++++	1 0%	2 0%	2 0%	1 0%	2 <b>1%</b> ++	1 0%	0 0%	2 0%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%
<b>PROVINCIAL GOVERNMENT ON LINE</b>	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 <b>0%</b> ++	0 0%
<b>REBEL MEDIA ON LINE</b>	2 0%	1 0%	1 0%	1 0%	0 0%	2 <b>0%</b> ++	0 <b>0%</b> --	2 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%
<b>CITY/MUNICIPAL ON LINE</b>	7 0%	7 0%	0 0%	6 0%	1 0%	1 0%	6 0%	6 1%	1 0%	2 0%	4 0%	0 0%	4 1%	3 1%	1 1%	3 1%	1 0%	2 0%	

<b>MUSEUM SITES</b>	8 0%	8 0%	0 0%	6 0%	2 0%	2 0%	6 0%	6 0%	2 0%	0 0%	2 0%	6 1%	2 0%	4 1%	2 0%	0 0%	1 0%	4 1%	3 0%
<b>MACLEANS MAGAZINE</b>	48 2%	42 2%	6 2%	44 3%	0 0%	12 2%	36 2%	27 2%	21 3%	6 1%	25 3%	17 2%	15 3%	13 2%	14 2%	1 2%	16 3%	8 2%	21 2%
<b>L'ACTUALITÉ MAGAZINE</b>	10 1%	10 1%	0 0%	0 0%	10 2%	1 0%	9 1%	4 0%	6 1%	2 1%	4 1%	4 0%	2 0%	4 1%	2 0%	0 0%	2 0%	2 1%	6 1%
<b>LEGION MAGAZINE</b>	13 1%	13 1%	0 0%	13 1%	0 0%	4 1%	9 1%	5 0%	8 1%	4 1%	3 0%	6 1%	6 1%	3 1%	2 0%	4 7%	6 1%	3 1%	0 0%
<b>WALRUS MAGAZINE</b>	5 0%	3 0%	2 1%	3 0%	0 0%	1 0%	4 0%	2 0%	3 0%	0 0%	2 0%	3 0%	3 1%	1 0%	0 0%	0 0%	0 0%	0 0%	4 0%
<b>TIME MAGAZINE</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%
<b>HISTORY MAGAZINES (VARIOUS)</b>	4 0%	3 0%	1 0%	3 0%	1 0%	0 0%	4 0%	0 0%	4 0%	0 0%	0 0%	4 0%	1 0%	1 0%	2 0%	0 0%	2 0%	1 0%	0 0%
<b>LA PRESSE NEWSPAPER</b>	50 3%	48 3%	2 1%	4 0%	47 12%	13 3%	37 3%	28 3%	22 3%	1 0%	18 3%	31 4%	10 2%	10 2%	24 4%	1 2%	10 2%	7 2%	31 4%
<b>THE SUN NEWSPAPER (VARIOUS CITIES)</b>	65 3%	60 3%	5 2%	45 3%	17 4%	15 3%	50 3%	39 3%	26 3%	11 3%	23 3%	29 3%	15 3%	19 3%	24 4%	5 8%	25 4%	9 2%	25 3%
<b>GLOBE AND MAIL NEWSPAPER</b>	102 5%	90 5%	12 5%	95 6%	3 1%	19 4%	83 6%	65 6%	37 5%	6 2%	24 3%	70 8%	14 2%	23 4%	53 8%	3 5%	34 6%	24 6%	41 4%
<b>NATIONAL POST NEWSPAPER</b>	45 2%	37 2%	8 3%	43 3%	1 0%	11 2%	34 2%	31 3%	14 2%	9 2%	9 1%	26 3%	3 0%	15 3%	22 4%	2 3%	18 3%	11 3%	14 1%
<b>LE DEVOIR NEWSPAPER</b>	16 1%	16 1%	0 0%	1 0%	16 4%	4 1%	12 1%	9 1%	7 1%	0 0%	1 0%	15 2%	4 1%	5 1%	6 1%	0 0%	5 1%	2 1%	9 1%
<b>THE TORONTO STAR NEWSPAPER</b>	77 4%	65 4%	12 4%	69 5%	4 1%	14 3%	63 4%	42 4%	34 4%	10 2%	20 3%	46 5%	17 3%	15 3%	32 5%	1 2%	27 5%	15 4%	33 3%

<b>THE MONTREAL GAZETTE NEWSPAPER</b>	10 1%	8 0%	2 1%	9 1%	1 0%	1 0%	9 1%	5 0%	5 1%	0 0%	4 1%	6 1%	3 1%	2 0%	5 1%	0 0%	2 0%	2 1%	6 1%
<b>JOURNAL DE MONTREAL NEWSPAPER</b>	17 1%	17 1%	0 0%	4 0%	16 4%	4 1%	13 1%	8 1%	9 1%	5 1%	4 1%	8 1%	4 1%	8 2%	3 1%	0 0%	5 1%	2 1%	10 1%
<b>CALGARY HERALD NEWSPAPER</b>	10 0%	9 0%	1 0%	10 1%	0 0%	2 0%	8 0%	6 0%	4 0%	0 0%	2 0%	7 1%	0 0%	3 1%	7 1%	1 2%	4 1%	2 0%	3 0%
<b>METRO NEWSPAPER, STARMETRO NEWSPAPER</b>	8 0%	7 0%	1 0%	4 0%	1 0%	0 0%	8 1%	7 1%	1 0%	4 1%	2 0%	1 0%	4 1%	2 0%	1 0%	0 0%	1 0%	0 0%	6 1%
<b>JOURNAL DE QUEBEC NEWSPAPER</b>	8 0%	8 0%	0 0%	0 0%	8 2%	4 1%	4 0%	5 0%	3 0%	3 1%	2 0%	3 0%	2 0%	2 0%	2 0%	0 0%	1 0%	0 0%	7 1%
<b>LONDON FREE PRESS NEWSPAPER</b>	6 0%	6 0%	0 0%	6 0%	0 0%	1 0%	5 0%	3 0%	3 0%	1 0%	5 1%	0 0%	2 0%	1 0%	3 0%	0 0%	2 0%	1 0%	3 0%
<b>EDMONTON JOURNAL NEWSPAPER</b>	17 1%	14 1%	3 1%	15 1%	0 0%	3 1%	14 1%	9 1%	8 1%	4 1%	9 1%	4 0%	4 1%	5 1%	4 1%	0 0%	4 1%	3 1%	9 1%
<b>24 HEURES NEWSPAPER</b>	2 0%	2 0%	0 0%	0 0%	1 0%	0 0%	2 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%
<b>THE RECORD NEWSPAPER</b>	8 0%	6 0%	2 1%	6 0%	0 0%	0 0%	8 1%	4 0%	4 0%	1 0%	4 1%	3 0%	2 0%	2 0%	2 0%	0 0%	2 0%	2 1%	4 0%
<b>THE PROVINCE NEWSPAPER</b>	6 0%	4 0%	2 1%	6 0%	0 0%	1 0%	5 0%	3 0%	3 0%	2 0%	2 0%	2 0%	2 0%	2 0%	1 0%	1 2%	1 0%	2 1%	2 0%
<b>WINDSOR STAR NEWSPAPER</b>	2 0%	2 0%	0 0%	2 0%	1 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%
<b>REGINA LEADER POST NEWSPAPER</b>	6 0%	6 0%	0 0%	6 0%	0 0%	0 0%	6 0%	3 0%	3 0%	2 0%	2 0%	2 0%	1 0%	3 0%	2 0%	1 1%	4 1%	1 0%	0 0%
<b>OTTAWA CITIZEN NEWSPAPER</b>	19 1%	15 1%	4 1%	17 1%	1 0%	1 0%	18 1%	3 0%	16 2%	3 1%	5 1%	11 1%	5 1%	4 1%	6 1%	3 5%	8 1%	5 1%	3 0%



<b>SASKATOON STAR PHOENIX NEWSPAPER</b>	4 0%	3 0%	1 0%	3 0%	0 0%	1 0%	3 0%	2 0%	2 0%	0 0%	2 0%	2 0%	0 0%	1 0%	2 0%	0 0%	3 0%	1 0%	0 0%
<b>WINNIPEG FREE PRESS NEWSPAPER</b>	11 1%	11 1%	0 0%	10 1%	1 0%	0 0%	11 1%	5 0%	6 1%	3 1%	3 0%	5 1%	3 0%	2 0%	5 1%	1 2%	6 1%	1 0%	3 0%
<b>VICTORIA TIMES COLONIST</b>	10 0%	7 0%	3 1%	10 1%	1 0%	1 0%	9 1%	5 0%	5 1%	0 0%	5 1%	5 1%	2 0%	2 0%	4 1%	1 2%	6 1%	1 0%	2 0%
<b>LE DROÏT NEWSPAPER</b>	4 0%	4 0%	0 0%	0 0%	4 1%	0 0%	4 0%	1 0%	3 0%	0 0%	1 0%	3 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	4 0%
<b>THE CHRONICLE JOURNAL NEWSPAPER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>HAMILTON SPECTATOR NEWSPAPER</b>	7 0%	6 0%	1 0%	6 0%	0 0%	0 0%	7 0%	2 0%	5 1%	0 0%	4 1%	3 0%	1 0%	2 0%	2 0%	0 0%	2 0%	1 0%	3 0%
<b>CHRONICLE HERALD NEWSPAPER</b>	9 0%	8 0%	1 0%	9 1%	0 0%	5 1%	4 0%	5 0%	4 0%	0 0%	3 0%	6 1%	4 1%	3 1%	2 0%	0 0%	3 0%	4 1%	2 0%
<b>THE GUARDIAN NEWSPAPER</b>	4 0%	3 0%	1 0%	4 0%	0 0%	0 0%	4 0%	2 0%	2 0%	1 0%	0 0%	3 0%	3 0%	1 0%	0 0%	0 0%	0 0%	3 1%	1 0%
<b>CBC RADIO</b>	33 2%	29 2%	4 1%	31 2%	0 0%	8 2%	25 2%	21 2%	10 1%	6 2%	7 1%	20 2%	8 1%	11 2%	12 2%	0 0%	9 1%	9 2%	14 1%
<b>LIBRARY</b>	9 0%	9 1%	0 0%	5 0%	3 1%	2 0%	7 0%	4 0%	5 1%	2 0%	3 0%	4 0%	5 1%	1 0%	1 0%	1 2%	0 0%	4 1%	4 0%
<b>HISTORY SITES, TOURISM/CANADA SITES</b>	17 1%	16 1%	1 0%	13 1%	4 1%	2 0%	15 1%	13 1%	4 0%	0 0%	5 1%	12 1%	3 1%	3 1%	9 1%	1 2%	4 1%	6 2%	6 1%
<b>LE QUOTIDIEN NEWSPAPER</b>	1 0%	1 0%	0 0%	0 0%	1 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%
<b>SARNIA OBSERVER NEWSPAPER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%

<b>PRINCE GEORGE CITIZEN NEWSPAPER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	
<b>LOCAL/COMMUNITY NEWSPAPER (UNSPECIFIED)</b>	19 1%	15 1%	4 1%	15 1%	2 0%	5 1%	14 1%	10 1%	9 1%	3 1%	8 1%	8 1%	6 1%	3 1%	5 1%	0 0%	8 1%	3 1%	8 1%
<b>TRIBUNE NEWSPAPER</b>	1 0%	1 0%	0 0%	0 0%	1 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%
<b>VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)</b>	13 1%	11 1%	2 1%	4 0%	9 2%	2 0%	11 1%	5 0%	7 1%	2 1%	8 1%	3 0%	2 0%	4 1%	3 0%	0 0%	2 0%	2 1%	9 1%
<b>TV CHANNELS/SPECIAL INTEREST TV SITES</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%
<b>HUFFINGTON POST SITE</b>	3 0%	2 0%	1 0%	2 0%	0 0%	2 0%	1 0%	3 0%	0 0%	1 0%	2 0%	0 0%	1 0%	0 0%	2 0%	0 0%	1 0%	0 0%	2 0%
<b>GEORGIA STRAIGHT NEWSPAPER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 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%
<b>REMEMBRANCE DAY/WEEK EVENTS OR SERVICES</b>	3 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	2 0%	1 0%	0 0%	0 0%	3 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	2 0%
<b>MUSEUMS</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%
<b>PODCASTS (VARIOUS)</b>	2 0%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>CBC (GENERAL MENTION)</b>	13 1%	10 1%	3 1%	12 1%	1 0%	5 1%	8 1%	7 1%	6 1%	3 1%	6 1%	4 1%	4 1%	3 1%	4 1%	0 0%	6 1%	3 1%	4 0%
<b>CTV (GENERAL MENTION)</b>	4 0%	4 0%	0 0%	4 0%	0 0%	2 0%	2 0%	1 0%	3 0%	1 0%	3 0%	0 0%	1 0%	0 0%	2 0%	0 0%	4 1%	0 0%	0 0%
<b>BLOGS</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%

<b>ACADEMIC JOURNALS, UNIVERSITY/PEER REVIEWED PAGES</b>	2 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	2 0%	0 0%	0 0%	2 0%	+	0 0%	0 0%	2 0%	++	0 0%	0 0%	2 1%	0 0%
<b>APPLE/SAFARI</b>	4 0%	3 0%	1 0%	4 0%	0 0%	1 0%	3 0%	3 0%	1 0%	0 0%	2 0%	2 0%	0 0%	2 0%	1 0%	0 0%	2 0%	0 0%	0 0%	2 0%
<b>OTHER INTERNET</b>	27 1%	21 1%	6 2%	16 1%	7 2%	11 2%	16 1%	15 1%	12 2%	5 1%	11 1%	10 1%	7 1%	6 1%	9 1%	2 4%	5 1%	11 3%	9 1%	+++
<b>OTHER MAGAZINES</b>	11 1%	11 1%	0 0%	8 1%	3 1%	3 1%	8 1%	8 1%	3 0%	2 0%	4 1%	5 1%	3 1%	4 1%	3 0%	2 3%	2 0%	4 1%	3 0%	+++
<b>OTHER NEWSPAPER (DAILY/WEEKLY/COMMUNITY)</b>	85 4%	75 4%	10 4%	68 5%	16 4%	19 4%	66 4%	45 4%	40 5%	15 4%	29 4%	40 4%	21 4%	24 4%	29 5%	4 6%	35 6%	18 4%	25 3%	---
<b>ZOOMER MAGAZINE</b>	3 0%	3 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%	3 0%	2 1%	0 0%	1 0%	2 0%	0 0%	1 0%	0 0%	2 0%	0 0%	1 0%	0%
<b>READER'S DIGEST MAGAZINE</b>	1 0%	1 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%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>KINGSTON WHIG-STANDARD NEWSPAPER</b>	1 0%	1 0%	0 0%	1 0%	0 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%	1 0%
<b>DELTA OPTIMIST NEWSPAPER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 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%	0%
<b>CAF MEMBERS</b>	5 0%	5 0%	0 0%	4 0%	1 0%	3 1%	2 0%	3 0%	2 0%	0 0%	2 0%	3 0%	1 0%	2 0%	2 0%	0 0%	3 1%	2 1%	0 0%	0%
<b>POPPY CAMPAIGNS/OTHER CAMPAIGNS OR CHARITIES ASSOCIATIONS</b>	5 0%	3 0%	2 1%	3 0%	0 0%	2 0%	3 0%	2 0%	3 0%	2 1%	0 0%	3 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	5 1%	++
<b>NEWSPAPERS ON LINE (GENERAL MENTION)</b>	4 0%	4 0%	0 0%	4 0%	0 0%	2 0%	2 0%	3 0%	1 0%	0 0%	2 0%	2 0%	0 0%	1 0%	3 0%	0 0%	1 0%	1 0%	2 0%	0%
<b>CANADA.CA</b>	5 0%	5 0%	0 0%	5 0%	0 0%	2 0%	3 0%	3 0%	2 0%	1 0%	1 0%	3 0%	3 1%	1 0%	1 0%	0 0%	3 1%	2 1%	0 0%	0%

<b>CHATALAINE MAGAZINE</b>	2 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	1 0%	0 0%	1 0%
<b>ECONOMIST MAGAZINE</b>	4 0%	3 0%	1 0%	4 0%	1 0%	4 0%	2 0%	2 0%	0 0%	2 0%	2 0%	0 0%	1 0%	2 0%	0 0%	2 0%	1 0%	1 0%
<b>MONCTON TIMES AND TRANSCRIPT NEWSPAPER</b>	5 0%	5 0%	0 0%	5 0%	0 0%	4 0%	2 0%	3 0%	4 1%	0 0%	1 0%	2 0%	2 0%	1 0%	0 0%	2 0%	2 1%	1 0%
<b>ACADIE NOUVELLE NEWSPAPER</b>	2 0%	2 0%	0 0%	1 0%	1 0%	2 0%	1 0%	1 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 2%	1 0%	0 0%
<b>FREDERICTON DAILY GLEANER NEWSPAPER</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	1 0%
<b>ST JOHN TELEGRAPH JOURNAL NEWSPAPER</b>	2 0%	1 0%	1 0%	2 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%
<b>NIAGARA FALLS REVIEW NEWSPAPER</b>	2 0%	2 0%	0 0%	1 0%	1 0%	2 0%	0 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>NEEPAWA BANNER NEWSPAPER</b>	2 0%	2 0%	0 0%	2 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%
<b>VANCOUVER COURIER NEWSPAPER</b>	2 0%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	2 0%
<b>NEW WESTMINSTER RECORD NEWSPAPER</b>	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%	2 1%	0 0%
<b>NEW YORK TIMES</b>	2 0%	2 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%
<b>OTHER</b>	19 1%	18 1%	1 0%	15 1%	4 1%	9 2%	10 1%	13 1%	6 1%	9 0%	9 1%	4 1%	3 1%	9 2%	1 1%	9 2%	2 1%	7 1%
<b>Prefer not to say</b>	141 7%	114 7%	27 10%	91 6%	41 10%	28 6%	110 7%	82 7%	55 7%	24 6%	50 7%	63 8%	39 7%	31 6%	37 6%	3 5%	31 5%	25 6%
Chi2:	-	-		(99.9)		(99.9)		(99.9)		(99.9)		(99)		(99.9)		(99.9)		
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01



**In 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					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1E																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	868 43%	76 <b>53%</b> ++	140 <b>32%</b> ----	322 42%	77 <b>55%</b> +++	121 <b>51%</b> ++	128 48%	402 <b>39%</b> ----	457 <b>47%</b> ++++	294 <b>54%</b> ++++	110 43%	175 46%	152 40%	137 <b>31%</b> ----	375 <b>50%</b> ++++	245 <b>34%</b> ----	423 <b>53%</b> ++++	441 <b>37%</b> ----
<b>No</b>	1113 56%	63 <b>45%</b> --	291 <b>67%</b> ++++	442 57%	64 <b>45%</b> ---	114 <b>48%</b> ---	137 51%	599 <b>60%</b> ++++	502 <b>52%</b> ----	250 <b>46%</b> ----	142 56%	200 53%	227 59%	294 <b>68%</b> ++++	365 <b>48%</b> ----	453 <b>65%</b> ++++	367 <b>46%</b> ----	736 <b>62%</b> ++++
<b>Prefer not to say</b>	19 1%	2 1%	4 1%	7 1%	0 0%	3 1%	3 1%	7 1%	10 1%	3 1%	2 1%	4 1%	5 1%	5 1%	9 1%	3 0%	6 1%	11 1%
Chi2:	-	99.9						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**In 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	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>Yes</b>	868 43%	755 44%	113 41%	685 <b>47%</b> ++++	139 <b>33%</b> ----	262 <b>51%</b> ++++	602 <b>41%</b> ----	546 <b>47%</b> ++++	315 <b>39%</b> ----	185 47%	317 43%	360 42%	243 42%	211 40%	302 <b>50%</b> - +++++	35 ++	304 ++++	190 +++	324 ----	
<b>No</b>	1113 56%	950 55%	163 59%	774 <b>52%</b> ----	274 <b>66%</b> ++++	249 <b>49%</b> ----	855 <b>58%</b> ++++	609 <b>53%</b> ---	488 <b>60%</b> +++	199 <b>51%</b> --	406 56%	493 57%	325 57%	314 <b>60%</b> ++	306 <b>50%</b> ----	26 --	298 ----	189 ---	576 ++++	
<b>Prefer not to say</b>	19 1%	17 1%	2 1%	14 1%	4 1%	4 1%	15 1%	7 1%	10 1%	7 2%	6 1%	6 1%	7 1%	4 1%	2 0%	1 2%	4 1%	4 1%	7 1%	
Chi2:	-	-		99.9		99.9		99		-			99			99.9				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	

**Wear a poppy**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FA In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	1410 69%	114 <b>79%</b> +++	189 <b>42%</b> ----	590 <b>76%</b> ++++	107 75%	195 <b>82%</b> ++++	210 <b>78%</b> +++	709 69%	685 70%	324 <b>59%</b> ----	163 <b>63%</b> --	277 73%	301 <b>78%</b> ++++	345 <b>79%</b> ++++	566 <b>75%</b> ++++	472 <b>66%</b> --	606 <b>75%</b> ++++	793 <b>66%</b> ----
<b>No</b>	590 31%	27 <b>21%</b> ---	246 <b>58%</b> ++++	181 <b>24%</b> ----	34 25%	43 <b>18%</b> ----	58 <b>22%</b> ---	299 31%	284 30%	223 <b>41%</b> ++++	91 <b>37%</b> ++	102 27%	83 <b>22%</b> ----	91 <b>21%</b> ----	183 <b>25%</b> ----	229 <b>34%</b> ++	190 <b>25%</b> ----	395 <b>34%</b> ++++
Chi2:	-	99.9						-		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84



**Wear a poppy**

	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
T1FA <b>In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?</b>																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	1410 69%	1214 69%	196 70%	1159 <b>78%</b> ++++	176 <b>41%</b> ----	359 68%	1041 70%	803 68%	591 72%	298 <b>75%</b> +++	532 72%	563 <b>64%</b> +	375 <b>64%</b> ---	376 70%	429 69%	53 <b>85%</b> +++	494 <b>81%</b> ++++	295 <b>76%</b> +++	541 <b>59%</b> ----
<b>No</b>	590 31%	508 31%	82 30%	314 <b>22%</b> ----	241 <b>59%</b> ++++	156 32%	431 30%	359 32%	222 28%	93 <b>25%</b> ---	197 28%	296 <b>36%</b> ++++	200 <b>36%</b> +++	153 30%	181 31%	9 <b>15%</b> ---	112 <b>19%</b> ----	88 <b>24%</b> ---	366 <b>41%</b> ++++
Chi2:	-	-	-	99.9	-	-	-	90	-	99.9	-	-	90	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Attend a ceremony in person**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FB In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	377 18%	44 <b>29%</b> ++++	18 <b>4%</b> ----	159 21% +	33 23%	50 21%	69 <b>26%</b> ++++	199 19%	172 17%	77 <b>13%</b> ----	52 20%	84 22% +	73 19%	91 20%	159 <b>21%</b> ++	126 18%	178 <b>22%</b> +++	197 <b>16%</b> ---
<b>No</b>	1623 82%	97 <b>71%</b> ----	417 <b>96%</b> ++++	612 79% -	108 77%	188 79%	199 <b>74%</b> ----	809 81%	797 83%	470 <b>87%</b> ++++	202 80%	295 78% -	311 81%	345 80%	590 <b>79%</b> --	575 82%	618 <b>78%</b> ---	991 <b>84%</b> +++
Chi2:	-	99.9						-		99					-		99	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**Attend a ceremony in person**

	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
T1FB In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	377 18%	332 19%	45 16%	337 <b>23%</b> ++++	23 <b>5%</b> ----	136 <b>26%</b> ++++	240 <b>16%</b> ----	229 19%	146 17%	74 19%	136 18%	164 19%	103 18%	94 17%	132 <b>21%</b> ++	34 <b>54%</b> ++++	151 <b>25%</b> ++++	90 <b>23%</b> ++	101 <b>11%</b> ----
<b>No</b>	1623 82%	1390 81%	233 84%	1136 <b>77%</b> ----	394 <b>95%</b> ++++	379 <b>74%</b> ----	1232 <b>84%</b> ++++	933 81%	667 83%	317 81%	593 82%	695 81%	472 82%	435 83%	478 <b>79%</b> --	28 <b>46%</b> ----	455 <b>75%</b> ----	293 <b>77%</b> --	806 <b>89%</b> ++++
Chi2:	-	-	-	99.9	99.9	99.9	99.9	-	-	-	-	-	-	-	-	99.9	99.9	99.9	99.9
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

### Watch a ceremony on TV

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FC In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	810 40%	61 45%	126 <b>29%</b> ----	349 <b>45%</b> ++++	67 46%	94 39%	111 41%	382 <b>37%</b> --	420 <b>43%</b> ++	114 <b>21%</b> ----	77 <b>30%</b> ----	134 36%	188 <b>49%</b> - +++++	297 <b>68%</b> ++++	378 <b>50%</b> ++++	241 <b>34%</b> ----	422 <b>52%</b> ++++	384 <b>32%</b> ----
<b>No</b>	1190 60%	80 55%	309 <b>71%</b> ++++	422 <b>55%</b> ----	74 54%	144 61%	157 59%	626 <b>63%</b> ++	549 <b>57%</b> --	433 <b>79%</b> ++++	177 <b>70%</b> ++++	245 64%	196 <b>51%</b> + ----	139 <b>32%</b> ----	371 <b>50%</b> ----	460 <b>66%</b> ++++	374 <b>48%</b> ----	804 <b>68%</b> ++++
Chi2:	-	99.9						95		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

### Watch a ceremony on TV

	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
T1FC In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	810 40%	696 40%	114 41%	646 43% ++++	124 29% ----	163 31% ----	643 43% ++++	393 33% ----	409 50% ++++	187 48% ++++	314 42% +	301 34% ----	210 36% --	229 42%	234 38%	30 50%	291 48% ++++	162 42%	313 34% ----
<b>No</b>	1190 60%	1026 60%	164 59%	827 57% ----	293 71% ++++	352 69% ++++	829 57% ----	769 67% ++++	404 50% ----	204 52% ----	415 58% -	558 66% ++++	365 64% ++	300 58%	376 62%	32 50%	315 52% ----	221 58%	594 66% ++++
Chi2:	-	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	90	90	90	99.9	99.9	99.9	99.9
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Take a moment of silence**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FD In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	1305 64%	100 70%	154 <b>35%</b>	573 <b>74%</b>	109 <b>77%</b>	181 <b>76%</b>	182 68%	626 <b>61%</b>	664 <b>68%</b>	294 <b>53%</b>	160 62%	268 <b>70%</b>	276 <b>71%</b>	307 <b>70%</b>	533 <b>71%</b>	418 <b>59%</b>	577 <b>72%</b>	721 <b>60%</b>
			----	++++	+++	++++		---	+++	----		+++	+++	+++	++++	----	++++	----
<b>No</b>	695 36%	41 30%	281 <b>65%</b>	198 <b>26%</b>	32 <b>23%</b>	57 <b>24%</b>	86 32%	382 <b>39%</b>	305 <b>32%</b>	253 <b>47%</b>	94 38%	111 <b>30%</b>	108 <b>29%</b>	129 <b>30%</b>	216 <b>29%</b>	283 <b>41%</b>	219 <b>28%</b>	467 <b>40%</b>
			++++	----	---	----		+++	---	++++		---	---	---	----	++++	----	++++
Chi2:	-	99.9						99		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**Take a moment of silence**

	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
T1FD <b>In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?</b>																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	1305 64%	1136 65% +	169 60% -	1098 <b>74%</b> ++++	148 <b>35%</b> ----	343 65%	953 64%	765 65%	523 64%	279 <b>71%</b> +++	501 <b>68%</b> ++	510 <b>59%</b> ----	363 62%	327 <b>61%</b> --	407 66%	50 ++	465 <b>77%</b> ++++	270 ++	499 <b>54%</b> ----
<b>No</b>	695 36%	586 35% -	109 40% +	375 <b>26%</b> ----	269 <b>65%</b> ++++	172 35%	519 36%	397 35%	290 36%	112 <b>29%</b> ---	228 <b>32%</b> --	349 <b>41%</b> ++++	212 38%	202 <b>39%</b> ++	203 34%	12 --	141 <b>23%</b> ----	113 --	408 <b>46%</b> ++++
Chi2:	-	90		99.9		-		-		99.9			-			99.9			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Attend a talk given by a Veteran**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FE In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	110 5%	6 4%	13 <b>3%</b>	47 6%	8 5%	20 <b>8%</b>	15 5%	64 6%	45 5%	36 6%	10 4%	28 7%	13 3%	23 5%	61 <b>8%</b>	32 4%	64 <b>8%</b>	45 <b>4%</b>
			--			++						+	-		++++		++++	----
<b>No</b>	1890 95%	135 96%	422 <b>97%</b>	724 94%	133 95%	218 <b>92%</b>	253 95%	944 94%	924 95%	511 94%	244 96%	351 93%	371 97%	413 95%	688 <b>92%</b>	669 96%	732 <b>92%</b>	1143 <b>96%</b>
			++			--						-	+		----		----	++++
Chi2:	-	90						-		-					99		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84



### Attend a talk given by a Veteran

	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
T1FE In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	110 5%	98 6%	12 4%	94 6% +++	11 3% ---	47 8% ++++	62 4% ----	73 6%	36 4%	17 4%	43 6%	49 6%	25 4%	35 6%	34 5%	15 25% ++++	43 7% ++	21 5%	30 3% ----
<b>No</b>	1890 95%	1624 94%	266 96%	1379 94% ---	406 97% +++	468 92% ----	1410 96% ++++	1089 94%	777 96%	374 96%	686 94%	810 94%	550 96%	494 94%	576 95%	47 75% ----	563 93% --	362 95%	877 97% ++++
Chi2:	-	-	-	99	99.9	-	-	-	-	-	-	-	-	-	-	(99.9)			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Have discussions with students, family, or friends**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FF In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	1119 56%	92 <b>65%</b> ++	130 <b>30%</b> ----	461 <b>60%</b> +++	90 63% +	158 <b>67%</b> ++++	186 <b>69%</b> ++++	522 <b>51%</b> ----	582 <b>60%</b> ++++	283 <b>51%</b> --	158 <b>61%</b> ++	257 <b>68%</b> ++++	210 54% ----	211 <b>48%</b> ----	435 58% +	364 <b>51%</b> --	485 <b>61%</b> ++++	627 <b>52%</b> ----
<b>No</b>	881 44%	49 <b>35%</b> --	305 <b>70%</b> ++++	310 <b>40%</b> ---	51 37% -	80 <b>33%</b> ----	82 <b>31%</b> ----	486 <b>49%</b> ++++	387 <b>40%</b> ----	264 <b>49%</b> ++	96 <b>39%</b> --	122 <b>32%</b> ----	174 46% ----	225 <b>52%</b> ++++	314 42% -	337 <b>49%</b> +++	311 <b>39%</b> ----	561 <b>48%</b> ++++
Chi2:	-	99.9						99.9		99.9					99		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**Have discussions with students, family, or friends**

	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
T1FF In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	1119 56%	952 55%	167 60%	927 <b>63%</b> ++++	120 <b>29%</b> ----	354 <b>68%</b> ++++	758 <b>51%</b> ----	704 <b>60%</b> ++++	399 <b>49%</b> ----	191 <b>49%</b> ---	426 58% +	492 57%	267 <b>46%</b> ----	288 54%	401 <b>65%</b> ++++	37 59%	410 <b>68%</b> ++++	250 <b>65%</b> ++++	393 <b>43%</b> ----
<b>No</b>	881 44%	770 45%	111 40%	546 <b>37%</b> ----	297 <b>71%</b> ++++	161 <b>32%</b> ----	714 <b>49%</b> ++++	458 <b>40%</b> ----	414 <b>51%</b> ++++	200 <b>51%</b> +++	303 42% -	367 43%	308 <b>54%</b> ++++	241 46%	209 <b>35%</b> ----	25 41%	196 <b>32%</b> ----	133 <b>35%</b> ----	514 <b>57%</b> ++++
Chi2:	-	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Share posts on social media**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FG In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	516 26%	52 <b>37%</b> +++	66 <b>15%</b> ----	205 27%	48 <b>34%</b> ++	67 28%	77 29%	231 <b>23%</b> ---	278 <b>28%</b> +++	112 <b>20%</b> ----	72 28%	127 <b>34%</b> ++++	108 28%	97 <b>22%</b> --	222 <b>30%</b> +++	152 <b>21%</b> ----	258 <b>33%</b> ++++	256 <b>21%</b> ----
<b>No</b>	1484 74%	89 <b>63%</b> ---	369 <b>85%</b> ++++	566 73%	93 <b>66%</b> --	171 72%	191 71%	777 <b>77%</b> +++	691 <b>72%</b> ---	435 <b>80%</b> ++++	182 72%	252 <b>66%</b> ----	276 72%	339 <b>78%</b> ++	527 <b>70%</b> ---	549 <b>79%</b> ++++	538 <b>67%</b> ----	932 <b>79%</b> ++++
Chi2:	-	99.9						99		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**Share posts on social media**

	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
T1FG <b>In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?</b>																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	516 26%	456 26% +	60 21% -	435 <b>30%</b> ++++	63 <b>15%</b> ----	166 <b>32%</b> ++++	349 <b>24%</b> ----	324 <b>28%</b> ++	186 <b>23%</b> --	112 29% +	210 <b>29%</b> ++	189 <b>22%</b> ----	147 26%	115 <b>22%</b> --	167 27%	26 <b>41%</b> +++	224 <b>37%</b> ++++	105 28%	151 <b>17%</b> ----
<b>No</b>	1484 74%	1266 74% -	218 79% +	1038 <b>70%</b> ----	354 <b>85%</b> ++++	349 <b>68%</b> ----	1123 <b>76%</b> ++++	838 <b>72%</b> --	627 <b>77%</b> ++	279 71% -	519 <b>71%</b> --	670 <b>78%</b> ++++	428 74%	414 <b>78%</b> ++	443 73%	36 <b>59%</b> ---	382 <b>63%</b> ----	278 72%	756 <b>83%</b> ++++
Chi2:	-	90		99.9		99.9		95		99			90			99.9			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Visit a cenotaph**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FH In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	277 13%	33 <b>22%</b> +++	28 <b>7%</b> ----	117 15%	20 13%	25 10%	53 <b>20%</b> +++	159 <b>15%</b> ++	112 <b>12%</b> --	56 <b>10%</b> ---	35 14%	67 <b>17%</b> ++	55 14%	64 14%	133 <b>17%</b> ++++	74 <b>10%</b> ---	145 <b>18%</b> ++++	132 <b>11%</b> ----
<b>No</b>	1723 87%	108 <b>78%</b> ---	407 <b>93%</b> ++++	654 85%	121 87%	213 90%	215 <b>80%</b> ---	849 <b>85%</b> --	857 <b>88%</b> +++	491 <b>90%</b> +++	219 86%	312 <b>83%</b> --	329 86%	372 86%	616 <b>83%</b> ----	627 <b>90%</b> +++	651 <b>82%</b> ----	1056 <b>89%</b> ++++
Chi2:	-	99.9						95		95					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**Visit a cenotaph**

	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
T1FH <b>In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?</b>																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	277 13%	246 14%	31 11%	236 <b>16%</b> ++++	29 <b>7%</b> ----	92 <b>17%</b> +++	183 <b>12%</b> ---	174 15%	99 12%	41 <b>10%</b> --	117 <b>16%</b> ++	115 13%	70 12%	70 13%	92 15%	25 <b>40%</b> ++++	120 <b>20%</b> ++++	69 <b>18%</b> +++	62 <b>7%</b> ----
<b>No</b>	1723 87%	1476 86%	247 89%	1237 <b>84%</b> ----	388 <b>93%</b> ++++	423 <b>83%</b> ---	1289 <b>88%</b> +++	988 85%	714 88%	350 <b>90%</b> ++	612 <b>84%</b> --	744 87%	505 88%	459 87%	518 85%	37 <b>60%</b> ----	486 <b>80%</b> ----	314 <b>82%</b> ---	845 <b>93%</b> ++++
Chi2:	-	-	-	99.9	-	99	-	90	-	95	-	-	-	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Read about remembrance, military history, or Veterans**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1F1 In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	1123 56%	90 63% +	159 37% ----	454 59% ++	96 67% +++	151 63% ++	170 63% +++	552 54%	555 57%	242 44% ----	139 55%	237 62% +++	234 61% ++	271 62% +++	454 60% ++++	345 48% ----	501 62% ++++	614 51% ----
<b>No</b>	877 44%	51 37% -	276 63% ++++	317 41% --	45 33% ---	87 37% --	98 37% ---	456 46%	414 43%	305 56% ++++	115 45%	142 38% ---	150 39% --	165 38% ---	295 40% ----	356 52% ++++	295 38% ----	574 49% ++++
Chi2:	-	99.9						-		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84



**Read about remembrance, military history, or 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
T1FI In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	1123 56%	960 55%	163 58%	917 <b>62%</b> ++++	144 <b>34%</b> ----	290 56%	828 56%	669 57%	441 54%	207 52%	420 57%	486 56%	297 <b>51%</b> --	297 55%	375 <b>61%</b> +++	46 +++	404 ++++	255 ++++	399 ----
<b>No</b>	877 44%	762 45%	115 42%	556 <b>38%</b> ----	273 <b>66%</b> ++++	225 44%	644 44%	493 43%	372 46%	184 48%	309 43%	373 44%	278 <b>49%</b> ++	232 45%	235 <b>39%</b> ---	16 ---	202 ----	128 ----	508 ++++
Chi2:	-	-	-	99.9	-	-	-	-	-	-	-	-	99	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Watch a video about remembrance, military history, or Veterans**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FJ In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	781 38%	65 45%	104 <b>23%</b> ----	320 <b>42%</b> ++	70 <b>49%</b> ++	124 <b>51%</b> ++++	98 37%	407 40%	366 37%	173 <b>31%</b> ----	101 39%	171 <b>44%</b> +++	156 40%	180 41%	334 <b>44%</b> ++++	240 <b>33%</b> ----	376 <b>47%</b> ++++	397 <b>33%</b> ----
<b>No</b>	1219 62%	76 55%	331 <b>77%</b> ++++	451 <b>58%</b> --	71 <b>51%</b> --	114 <b>49%</b> ----	170 63%	601 60%	603 63%	374 <b>69%</b> ++++	153 61%	208 <b>56%</b> ---	228 60%	256 59%	415 <b>56%</b> ----	461 <b>67%</b> ++++	420 <b>53%</b> ----	791 <b>67%</b> ++++
Chi2:	-	99.9						-		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**Watch a video about remembrance, military history, or 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
T1FJ In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	781 38%	679 39%	102 36%	644 <b>43%</b> ++++	95 <b>22%</b> ----	227 <b>43%</b> +++	551 <b>37%</b> --	469 40%	302 37%	164 42%	313 <b>42%</b> +++	296 <b>34%</b> ----	216 37%	202 37%	247 40%	34 <b>53%</b> ++	303 <b>50%</b> ++++	174 <b>45%</b> +++	254 <b>28%</b> ----
<b>No</b>	1219 62%	1043 61%	176 64%	829 <b>57%</b> ----	322 <b>78%</b> ++++	288 <b>57%</b> ---	921 <b>63%</b> ++	693 60%	511 63%	227 58%	416 <b>58%</b> ---	563 <b>66%</b> ++++	359 63%	327 63%	363 60%	28 <b>47%</b> --	303 <b>50%</b> ----	209 <b>55%</b> ---	653 <b>72%</b> ++++
Chi2:	-	-	-	99.9	-	99	-	-	-	99	-	-	-	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

Other																		
	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FK In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	207 10%	18 12%	34 <b>8%</b>	73 10%	15 10%	34 <b>15%</b>	31 11%	101 10%	103 11%	26 <b>5%</b>	31 12%	57 <b>15%</b>	40 10%	53 12%	74 10%	67 9%	82 10%	124 10%
<b>No</b>	1793 90%	123 88%	401 <b>92%</b>	698 90%	126 90%	204 <b>85%</b>	237 89%	907 90%	866 89%	521 <b>95%</b>	223 88%	322 <b>85%</b>	344 90%	383 88%	675 90%	634 91%	714 90%	1064 90%
Chi2:	-	-						-		99.9					-		-	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

Other																			
	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
T1FK In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	207 10%	172 10%	35 13%	163 11% +	29 7% ---	64 12% +	143 10%	124 11%	80 10%	24 6% ---	84 11%	99 11%	51 9%	47 9%	73 12%	11 17% +	88 14% ++++	33 8%	70 8% ----
<b>No</b>	1793 90%	1550 90%	243 87%	1310 89% -	388 93% +++	451 88% -	1329 90%	1038 89%	733 90%	367 94% +++	645 89%	760 89%	524 91%	482 91%	537 88%	51 83% -	518 86% ----	350 92%	837 92% ++++
Chi2:	-	-	-	95	-	90	-	-	-	95	-	-	-	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans? [OTHER]**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1FKBOX																		
Weighted Total:	205	17	36	74	13	33	30	95	107	25	38	53	36	51	73	66	80	123
Total:	207	18	34	73	15	34	31	101	103	26	31	57	40	53	74	67	82	124
<b>PERSONAL ENGAGEMENT/ACKNOWLEDGEMENT OF FAMILY MEMBER(S) WHO ARE VETERANS (LOOKED THROUGH OLD PHOTOGRAPHS/DOCUMENTS THEY HAD, VISIT THEIR GRAVES, THINKING ABOUT THEM, SADDENED BY LOSS/HARDSHIPS...)</b>	27 12%	5 26%	4 12%	7 9%	2 13%	7 20%	2 7%	8 7%	18 16%	1 3%	1 3%	4 7%	10 25%	11 21%	11 14%	6 9%	11 13%	16 12%
<b>LISTENED TO CEREMONY/EVENTS ON RADIO</b>	22 11%	2 13%	7 20%	6 8%	1 6%	5 17%	1 3%	10 10%	12 13%	5 21%	5 16%	6 11%	2 5%	4 7%	3 4%	9 14%	4 6%	18 15%
<b>PERSONALLY THANKED/TALKED TO A VETERAN, REACHED OUT TO VETERANS</b>	14 7%	1 5%	2 6%	6 8%	1 6%	2 6%	2 6%	5 5%	8 8%	4 15%	0 0%	4 7%	2 5%	4 7%	3 4%	5 7%	5 6%	9 7%
<b>PARTICIPATED IN AN EVENT (ORGANIZED AN EVENT, LAID CROSSES/FLAGS, SPOKE AT AN EVENT)</b>	14 7%	2 11%	1 4%	6 8%	1 6%	2 5%	1 3%	8 8%	6 6%	1 3%	2 7%	5 9%	1 2%	5 9%	3 4%	6 9%	6 8%	8 6%
<b>LISTENED/WATCHED RECENT NEWS COVERAGE ABOUT VETERAN'S ISSUES/CONCERNS (INCLUDING DON CHERRY INCIDENT)</b>	16 8%	2 13%	7 21%	4 5%	0 0%	2 5%	1 3%	8 7%	8 8%	0 0%	1 4%	4 7%	8 21%	3 6%	5 7%	4 6%	5 6%	11 9%
<b>VISITED A LEGION</b>	5 2%	1 7%	0 0%	2 3%	0 0%	2 6%	0 0%	1 1%	3 3%	1 3%	1 3%	0 0%	2 5%	1 2%	2 3%	0 0%	3 3%	2 2%
<b>MADE A DONATION</b>	8 4%	0 0%	2 6%	4 6%	0 0%	1 3%	1 3%	4 4%	4 4%	1 4%	2 6%	2 4%	1 2%	2 4%	5 7%	1 1%	4 5%	4 3%
<b>LISTENED TO A PODCAST</b>	2 1%	0 0%	0 0%	1 2%	0 0%	0 0%	1 3%	2 2%	0 0%	1 4%	1 3%	0 0%	0 0%	0 0%	0 0%	2 3%	0 0%	2 2%

<b>OTHER</b>	4 2%	0 0%	0 0%	1 2%	0 0%	1 3%	2 6% +	2 2%	2 2%	1 4%	1 4%	1 2%	0 0%	1 2%	1 2%	2 3%	0 0% -	4 3% +
<b>ALREADY SELECTED ON LIST/OPTION ON LIST</b>	98 47%	5 26%	11 31%	36 50%	10 69%	14 42%	21 69%	54 55%	44 42%	11 42%	17 54%	32 56%	14 34%	24 45%	41 54%	34 51%	45 54%	52 43%
Chi2:	-	-	-	-	-	-	-	-	-	(95)	(95)	(95)	(95)	(95)	(95)	(95)	(95)	(95)
Margin of error around 50%	6.81	23.10	16.81	11.47	25.30	16.81	17.60	9.75	9.66	19.22	17.60	12.98	15.49	13.46	11.39	11.97	10.82	8.80





<b>OTHER</b>	4 2%	2 1%	2 5%	4 3%	1 3%	2 3%	2 1%	3 2%	1 2%	0 0%	1 1%	3 3%	2 5%	0 0%	2 3%	0 0%	1 1%	2 6% +	1 2%
<b>ALREADY SELECTED ON LIST/OPTION ON LIST</b>	98 47%	78 45%	20 56%	78 48%	10 33%	34 52%	64 45%	60 49%	36 44%	11 46%	39 46%	48 48%	25 49%	17 36%	37 50%	4 38%	38 43%	17 52%	35 49%
Chi2:	-	-		(90)		-		(90)		-			-			(99)			
Margin of error around 50%	6.81	7.47	16.56	7.68	18.20	12.25	8.20	8.80	10.96	20.00	10.69	9.85	13.72	14.29	11.47	29.55	10.45	17.06	11.71

**Over the past three weeks, have you seen these ads or any variation of these ads?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1H2																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	796 40%	53 37%	197 <b>45%</b> ++	303 39%	70 <b>50%</b> +++	79 <b>33%</b> --	92 <b>34%</b> --	369 <b>36%</b> ---	420 <b>43%</b> ++++	199 37%	69 <b>27%</b> ----	133 36%	162 43%	233 <b>54%</b> ++++	494 <b>66%</b> ++++	125 <b>17%</b> ----	796 <b>100%</b> ++++	0 <b>0%</b> ----
<b>No</b>	1188 60%	88 63%	236 <b>55%</b> --	458 60%	70 <b>49%</b> --	158 <b>67%</b> ++	174 <b>65%</b> ++	631 <b>63%</b> +++	541 <b>56%</b> ----	346 63%	184 <b>72%</b> ++++	245 64%	219 57%	194 <b>44%</b> ----	246 <b>33%</b> ----	572 <b>82%</b> ++++	0 <b>0%</b> ----	1188 <b>100%</b> ++++
<b>Prefer not to say</b>	16 1%	0 0%	2 1%	10 1%	1 1%	1 0%	2 1%	8 1%	8 1%	2 0%	1 0%	1 0%	3 1%	9 2%	9 1%	4 1%	0 0%	0 0%
Chi2:	-	99						99		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**Over the past three weeks, have you seen these ads or any variation of these ads?**

	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	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	796 40%	682 39%	114 41%	556 <b>37%</b> ---	197 <b>47%</b> ++++	191 37%	602 41%	411 <b>35%</b> ----	377 <b>46%</b> ++++	181 <b>47%</b> +++	297 41%	309 <b>35%</b> ----	257 <b>44%</b> +++	202 38%	223 <b>36%</b> --	28 45%	259 43%	151 39%	341 37%
<b>No</b>	1188 60%	1028 60%	160 58%	907 <b>62%</b> ++++	216 <b>52%</b> ----	323 63%	855 <b>58%</b> +	747 <b>64%</b> ++++	424 <b>53%</b> ----	207 <b>52%</b> ---	424 58%	546 <b>64%</b> ++++	311 <b>54%</b> ---	324 61%	383 <b>63%</b> ++	33 54%	345 57%	229 60%	558 62%
<b>Prefer not to say</b>	16 1%	12 1%	4 1%	10 1%	4 1%	1 0%	15 1%	4 0%	12 1%	3 1%	8 1%	4 0%	7 1%	3 1%	4 1%	1 2%	2 0%	3 1%	8 1%
Chi2:	-	-	-	99.9	-	90	-	99.9	-	99.9	-	99	-	-	-	-	-	-	-
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Where have you seen these ads?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T11_1																		
Weighted Total:	791	51	207	299	66	74	91	346	438	200	87	128	149	227	492	123	791	0
Total:	796	53	197	303	70	79	92	369	420	199	69	133	162	233	494	125	796	0
<b>Cinema</b>	22 3%	0 0%	3 1%	11 4%	1 2%	4 5%	3 3%	14 4% +	8 2%	8 4%	4 6%	2 1%	3 2%	5 2%	19 4%	3 2%	22 3%	0 0%
<b>Internet website</b>	124 16%	5 11%	25 13%	45 15%	10 14%	14 17%	25 27% +++	67 19% ++	56 13% --	53 27% ++++	9 13%	22 16%	18 11%	22 9%	74 15%	23 19%	124 16%	0 0%
<b>Magazines</b>	15 2%	2 4%	3 1%	3 1%	2 3%	2 2%	3 3%	9 3%	6 1%	4 2%	2 3%	2 1%	2 1%	5 2%	10 2%	4 3%	15 2%	0 0%
<b>Newspaper (daily)</b>	81 10%	5 8%	20 10%	35 11%	6 8%	7 8%	8 8%	36 10%	45 10%	8 4% ---	1 1% --	11 8%	22 13% +	39 17% ++++	45 9%	15 12%	81 10%	0 0%
<b>Newspaper (weekly or community)</b>	30 4%	0 0%	6 3%	13 4%	2 3%	4 5%	5 5%	14 4%	14 3%	3 1% -	1 1%	3 2%	7 4%	16 7% +++	17 3%	7 6%	30 4%	0 0%
<b>Outdoor billboard</b>	30 4%	4 8% +	5 3%	9 3%	5 7%	2 3%	5 5%	16 4%	14 3%	11 6%	2 3%	8 6%	6 4%	3 1% --	20 4%	0 0% --	30 4%	0 0%
<b>Pamphlet or brochure in the mail</b>	11 1%	0 0%	1 0%	6 2%	2 3%	0 0%	2 2%	5 1%	6 1%	3 1%	0 0%	1 1%	3 2%	4 2%	9 2%	1 1%	11 1%	0 0%
<b>Public transit (bus or subway)</b>	30 4%	3 7%	6 3%	14 5%	1 1%	0 0%	6 6%	18 5%	12 3%	14 7% ++++	3 4%	8 6%	3 2%	2 1% ---	19 4%	4 3%	30 4%	0 0%
<b>Radio</b>	64 8%	5 10%	14 7%	26 8%	8 11%	4 5%	7 8%	30 8%	33 8%	14 7%	5 7%	11 8%	20 13% ++	14 6%	43 8%	8 6%	64 8%	0 0%
<b>Television</b>	591 74%	39 73%	162 82% +++	221 72%	52 74%	58 73%	57 62% ---	269 73%	318 75%	86 43% ----	47 68%	101 76%	143 89% ++++	214 92% ++++	382 77% ++	84 67%	591 74%	0 0%

<b>Twitter</b>	63 8%	7 13%	8 4% --	29 10%	1 1%	8 10%	10 11%	35 10% +	28 7%	24 12% ++	8 11%	18 14% +++	9 5%	4 2% ----	41 8%	9 8%	63 8%	0 0%
<b>Facebook</b>	227 29%	12 23%	55 28%	86 28%	24 35%	22 29%	28 30%	102 28%	123 29%	96 48% ++++	19 28%	34 25%	37 24%	41 17% ----	129 26% --	47 38% ++	227 29%	0 0%
<b>YouTube</b>	107 13%	7 12%	14 7% ---	50 16% ++	10 15%	9 11%	17 19% +	58 16% +	48 11% -	67 33% ++++	9 12%	19 14%	8 5% ----	4 2% ----	68 14%	10 8%	107 13%	0 0%
<b>Instagram</b>	41 5%	2 4%	5 3% --	26 9% ++++	5 7%	1 1%	2 2%	18 5%	23 5%	30 15% ++++	2 3%	3 2%	4 3%	2 1% ----	26 5%	9 7%	41 5%	0 0%
<b>LinkedIn</b>	4 1%	0 0%	0 0%	3 1%	0 0%	1 2%	0 0%	2 1%	2 0%	1 0%	1 1%	2 2% +	0 0%	0 0%	3 1%	1 1%	4 1%	0 0%
<b>Snapchat</b>	4 1%	1 2% ++	1 1%	1 0%	0 0%	1 1%	0 0%	2 1%	2 0%	4 2% ++++	0 0%	0 0%	0 0%	0 0%	2 0%	1 1%	4 1%	0 0%
<b>Spotify</b>	3 0%	0 0%	1 1%	0 0%	0 0%	0 0%	2 2% +++	1 0%	2 0%	3 2% +++	0 0%	0 0%	0 0%	0 0%	3 1%	0 0%	3 0%	0 0%
<b>KIOSK AT A SHOPPING CENTRE, SELLING POPPIES IN STORES/MALLS ADDED</b>	4 1%	0 0%	3 2% ++	1 0%	0 0%	0 0%	0 0%	1 0%	3 1%	1 1%	1 1%	0 0%	1 1%	1 0%	2 0%	1 1%	4 1%	0 0%
<b>Other</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1% +++	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%
<b>Don't know</b>	18 2%	2 3%	3 1%	5 2%	2 3%	3 4%	3 3%	9 2%	8 2%	3 1%	3 5%	7 5%	2 1%	3 1%	7 1%	4 3%	18 2%	0 0%
Chi2:	-	(95)						-		(99.9)					-		-	
Margin of error around 50%	3.47	13.46	6.98	5.63	11.71	11.03	10.22	5.10	4.78	6.95	11.80	8.50	7.70	6.42	4.41	8.77	3.47	*

**Where have you seen these ads?**

	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_1																				
Weighted Total:	791	679	112	543	205	200	587	416	367	179	294	309	255	200	224	25	255	148	345	
Total:	796	682	114	556	197	191	602	411	377	181	297	309	257	202	223	28	259	151	341	
<b>Cinema</b>	22 3%	19 3%	3 3%	19 4%	6 3%	9 5%	13 2%	16 4%	6 2%	3 2%	5 2%	13 4%	2 1%	4 2%	13 6%	1 5%	9 3%	3 2%	8 2%	
<b>Internet website</b>	124 16%	97 14%	27 24%	88 16%	27 14%	29 15%	93 16%	86 20%	37 10%	20 11%	51 17%	53 17%	37 15%	35 18%	38 17%	2 7%	43 17%	33 22%	44 13%	
<b>Magazines</b>	15 2%	11 2%	4 4%	12 2%	3 1%	5 3%	9 1%	10 2%	5 1%	5 3%	4 1%	6 2%	5 2%	5 2%	1 1%	0 0%	9 3%	1 1%	5 1%	
<b>Newspaper (daily)</b>	81 10%	71 10%	10 8%	57 10%	21 10%	6 3%	75 12%	33 8%	48 13%	15 8%	34 11%	31 10%	24 9%	22 10%	18 8%	2 7%	28 11%	14 9%	35 10%	
<b>Newspaper (weekly or community)</b>	30 4%	27 4%	3 3%	25 4%	5 3%	6 3%	24 4%	9 2%	21 6%	5 3%	18 6%	7 2%	13 5%	7 3%	7 3%	2 7%	13 5%	7 4%	8 2%	
<b>Outdoor billboard</b>	30 4%	18 3%	12 10%	21 4%	8 4%	9 5%	21 3%	17 4%	13 3%	6 3%	14 5%	10 3%	13 5%	8 4%	7 3%	2 8%	5 2%	8 5%	15 4%	
<b>Pamphlet or brochure in the mail</b>	11 1%	7 1%	4 4%	7 1%	1 0%	4 2%	7 1%	7 2%	4 1%	2 1%	7 2%	2 1%	5 2%	2 1%	3 1%	0 0%	2 1%	4 2%	5 1%	
<b>Public transit (bus or subway)</b>	30 4%	22 3%	8 7%	20 4%	8 4%	8 4%	22 4%	19 5%	11 3%	4 2%	10 3%	16 5%	9 4%	10 5%	8 4%	1 5%	3 1%	8 5%	17 5%	
<b>Radio</b>	64 8%	53 8%	11 10%	45 8%	14 7%	12 6%	51 8%	35 8%	28 7%	12 6%	26 9%	24 8%	29 11%	11 5%	15 7%	3 10%	23 9%	10 7%	27 8%	
<b>Television</b>	591 74%	517 76%	74 64%	399 71%	156 79%	123 65%	466 77%	282 68%	304 80%	136 75%	227 76%	221 71%	182 70%	146 72%	168 74%	22 79%	185 71%	113 74%	260 76%	

<b>Twitter</b>	63 8%	58 8%	5 5%	49 9%	10 5%	20 10%	42 7%	43 <b>10%</b> +++	20 <b>5%</b> --	12 6%	19 7%	30 10%	19 7%	10 5%	30 <b>13%</b> - +++++	1 3%	23 9%	22 <b>14%</b> +++	16 <b>5%</b> --
<b>Facebook</b>	227 29%	199 29%	28 26%	160 29%	57 29%	71 <b>37%</b> +++	154 <b>26%</b> --	122 30%	102 27%	52 29%	88 30%	84 27%	74 29%	60 30%	61 28%	8 30%	81 31%	48 32%	83 <b>25%</b> --
<b>YouTube</b>	107 13%	74 <b>11%</b> ----	33 <b>30%</b> ++++	76 14%	19 <b>9%</b> --	33 17%	73 12%	60 14%	46 12%	29 16%	39 13%	39 13%	46 <b>18%</b> +++	23 11%	30 13%	2 7%	24 <b>9%</b> ---	23 15%	56 <b>17%</b> ++
<b>Instagram</b>	41 5%	33 5%	8 7%	24 4%	8 4%	12 6%	29 5%	23 6%	18 5%	14 8%	14 5%	13 4%	14 6%	11 5%	12 5%	0 0%	13 5%	8 5%	19 6%
<b>LinkedIn</b>	4 1%	2 <b>0%</b> --	2 <b>2%</b> ++	3 1%	0 0%	2 1%	2 0%	1 0%	3 1%	0 0%	1 0%	3 1%	1 0%	1 1%	1 0%	0 0%	0 0%	2 1%	1 0%
<b>Snapchat</b>	4 1%	2 0%	2 2% +	2 0%	1 1%	1 1%	3 1%	1 0%	3 1%	1 1%	2 1%	1 0%	3 1% +	1 1%	0 0%	0 0%	1 0%	0 0%	3 1%
<b>Spotify</b>	3 0%	2 0%	1 1%	2 0%	0 0%	1 1%	2 0%	2 0%	1 0%	0 0%	1 0%	2 1%	2 0%	2 1%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>KIOSK AT A SHOPPING CENTRE, SELLING POPPIES IN STORES/MALLS ADDED</b>	4 1%	3 1%	1 1%	0 <b>0%</b> ---	3 <b>2%</b> ++	1 1%	3 1%	2 1%	2 1%	1 1%	1 0%	2 1%	2 1%	0 0%	2 1%	0 0%	2 1%	0 0%	2 1%
<b>Other</b>	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%	1 0%	0 0%	0 0%
<b>Don't know</b>	18 2%	18 3%	0 0%	16 3%	3 1%	8 4%	10 2%	12 3%	6 1%	3 1%	4 1%	11 4%	4 1%	4 2%	7 3%	1 4%	8 3%	2 2%	6 2%
Chi2:	-	(99.9)		-		(99)		(99.9)		-			(90)			(90)			
Margin of error around 50%	3.47	3.75	9.18	4.16	6.98	7.09	3.99	4.83	5.05	7.28	5.69	5.57	6.11	6.90	6.56	18.52	6.09	7.97	5.31

**What do you think is the main point these ads are trying to get across?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1J																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>REMEMBER VETERANS, IMPORTANCE OF REMEMBERING VETS, RESPECT/THANKFUL FOR VETERANS</b>	372 19%	22 16%	75 17%	137 18%	30 21%	45 20%	61 23%	175 17%	193 20%	112 21%	51 20%	76 20%	61 16%	72 16%	138 19%	127 18%	146 19%	225 19%
<b>REASONS WHY VETS SHOULD BE REMEMBERED/APPRECIATED, ALL VETERANS HAVE DONE FOR US</b>	122 6%	13 10%	31 7%	52 7%	3 2%	9 4%	14 5%	55 6%	65 7%	31 6%	15 6%	24 6%	27 7%	25 6%	49 7%	39 6%	58 7%	64 6%
<b>REMEMBER THEIR SACRIFICES/RISK TO THEIR LIVES, FOUGHT FOR OUR FREEDOM, SAVED OUR COUNTRY/DEMOCRACY</b>	648 32%	42 29%	148 34%	247 32%	58 42%	71 30%	79 30%	286 28%	359 37%	155 28%	79 31%	138 37%	134 35%	142 33%	257 34%	198 28%	299 38%	346 29%
<b>ATTRIBUTES OF SOLDIERS/ARMY: HEROES, BRAVERY, CAMARADERIE</b>	13 1%	2 1%	8 2%	3 0%	0 0%	0 0%	0 0%	5 1%	8 1%	8 2%	1 0%	1 0%	0 0%	3 1%	6 1%	4 1%	5 1%	8 1%
<b>RESPECT/APPRECIATION/PROUD OF SOLDIERS AND/OR TROOPS, RESPECT FOR THE MILITARY, APPRECIATION FOR THOSE THAT ARE IN THE MILITARY/ARMED FORCES</b>	133 7%	13 8%	29 7%	46 6%	12 8%	17 7%	14 5%	60 6%	71 7%	31 6%	10 4%	27 7%	25 6%	40 9%	48 6%	46 6%	50 6%	81 7%
<b>CONTRIBUTIONS TO HISTORY/WARS/BATTLES, SPECIFIC BATTLES/WARS, PART OF HISTORY IN THE WORLD</b>	65 3%	6 5%	12 3%	35 4%	3 2%	4 2%	5 2%	31 3%	33 3%	21 4%	6 2%	12 3%	11 3%	15 3%	22 3%	25 4%	30 4%	35 3%
<b>REMEMBER FALLEN SOLDIERS, THOSE WHO HAVE DIED/SACRIFICED THEIR LIFE/THOSE WE HAVE LOST</b>	102 5%	10 7%	18 4%	40 5%	6 4%	11 5%	17 6%	51 5%	51 5%	31 6%	14 6%	12 3%	17 4%	28 7%	35 5%	43 6%	48 6%	53 5%
<b>PAST AND PRESENT SOLDIERS/VETS, NOT JUST OLDER ONES</b>	86 4%	13 9%	5 1%	37 5%	7 5%	9 4%	15 6%	34 3%	51 5%	19 3%	13 5%	17 5%	15 4%	22 5%	47 6%	24 3%	42 5%	43 4%
<b>REMEMBER, TAKE TIME TO REMEMBER, RESPECT/HONOUR (GENERAL MENTION)</b>	143 7%	15 10%	34 8%	46 6%	9 6%	21 9%	18 6%	79 8%	62 6%	31 6%	16 6%	25 6%	38 10%	33 7%	62 8%	51 7%	62 8%	78 6%



REMEMBRANCE DAY, EVENTS/ACTIVITIES, PARTICIPATE IN LOCAL EVENTS, FOR REMEMBRANCE DAY	129 7%	11 8%	19 5%	52 7%	8 6%	23 <b>10%</b>	16 6%	65 7%	63 7%	57 <b>10%</b> ++++	26 <b>10%</b> +++	24 6%	14 <b>4%</b> ---	8 <b>2%</b> ----	33 <b>4%</b> ---	43 7%	33 <b>4%</b> ----	96 <b>8%</b> ++++
SUPPORT VETS, WHAT WE SHOULD BE DOING FOR THEM, DESERVE MORE SUPPORT/COMPENSATION	35 2%	6 <b>4%</b> ++	5 1%	17 2%	1 1%	2 1%	4 2%	17 2%	18 2%	6 1%	5 2%	5 1%	7 2%	12 3%	22 <b>3%</b> +++	7 1%	20 2%	15 1%
WE/PEOPLE SHOULD NOT TAKE WHAT THEY HAVE DONE FOR GRANTED, CANNOT FORGET WE OWE OUR CURRENT/SAFETY AND WAY OF LIFE TO THEM, DIRECT TO HOW OUR LIVES ARE NOW	220 11%	16 11%	33 <b>7%</b> ---	87 11%	9 7%	27 11%	46 <b>17%</b> ++++	99 10%	119 12%	56 10%	24 9%	37 10%	44 12%	59 <b>14%</b> ++	91 12%	60 <b>9%</b> --	96 12%	122 10%
EVOKING PRIDE/PATRIOTIC FEELINGS	29 1%	4 3%	10 2%	7 1%	1 1%	5 2%	2 1%	16 2%	11 1%	10 2%	2 1%	4 1%	6 2%	7 2%	14 2%	9 1%	11 1%	18 1%
VETS/SOLDIERS AMONG US/LIVE WITH US, A PART OF OUR SOCIETY/COMMUNITY, PERSONAL CONNECTIONS TO ALL OF THEM/NEIGHBOURS, WE ALL KNOW A VET/SOLDIER	28 1%	2 1%	3 1%	10 1%	2 1%	4 2%	7 3%	20 <b>2%</b> ++	8 <b>1%</b> --	6 1%	3 1%	9 2%	7 2%	3 1%	12 2%	5 <b>1%</b> --	15 2%	13 1%
WOMEN MENTIONED/INCLUDED, MEN AND WOMEN SERVING/SERVED	54 3%	6 4%	10 2%	22 3%	2 1%	6 2%	8 3%	22 2%	32 3%	9 2%	6 2%	8 2%	15 4%	16 4%	33 <b>4%</b> ++++	15 2%	27 3%	27 2%
NEGATIVES TOWARDS GOVERNMENT (FOREIGN/WAR POLICY, PERSONALLY SERVING/AGENDAS SUPPORT ISSUES, HYPOCRITICAL/DISHONEST ABOUT SUPPORT THEY SAY THEY GIVE)	47 2%	2 2%	1 <b>0%</b> ----	19 2%	5 4%	8 3%	12 <b>4%</b> ++	32 <b>3%</b> ++	13 <b>1%</b> --	11 2%	9 3%	11 3%	3 <b>1%</b> --	13 3%	10 <b>1%</b> --	29 <b>4%</b> ++++	11 <b>1%</b> --	36 <b>3%</b> ++
HARDSHIP, WAR/VIOLENCE, SADNESS, REMIND US OF REALITIES OF WAR/VICTIMS, DIFFICULTIES	16 1%	0 0%	1 0%	11 <b>1%</b> +++	3 2%	1 0%	0 0%	5 0%	11 1%	2 0%	1 0%	2 1%	5 1%	6 1%	8 1%	3 0%	8 1%	8 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	12 1%	2 1%	1 0%	2 0%	2 1%	1 0%	4 <b>2%</b> ++	4 0%	8 1%	1 0%	1 0%	1 0%	3 1%	6 <b>1%</b> ++	5 1%	5 1%	5 1%	7 1%
LEST WE FORGET	9 0%	0 0%	0 0%	7 <b>1%</b> ++	1 1%	0 0%	1 0%	6 1%	3 0%	3 1%	0 0%	2 1%	2 1%	2 0%	3 0%	4 1%	6 1%	3 0%

NEED TO ENGAGE YOUTH/TELL THE STORIES TO YOUTH SO WE CARRY ON REMEMBERING, CREATE MORE AWARENESS WITH YOUTH	4 0%	1 1%	0 0%	2 0%	1 1%	0 0%	0 0%	0 0%	4 0%	4 0%	0 0%	0 0%	3 1%	0 0%	1 0%	2 0%	1 0%	2 0%	2 0%
DIVERSITY WITHIN THE ARMY/VETERANS, DIFFERENT ETHNIC GROUPS/INDIGENOUS, ECLECTICITY OF THE TROOPS	84 4%	5 3%	4 1%	44 6%	8 6%	12 5%	11 4%	26 3%	56 6%	16 3%	17 7%	21 6%	13 3%	17 4%	31 4%	29 4%	35 4%	49 4%	
GLORIFYING WAR FOR PROFIT, BENEFITS TO GOVERNMENT/BIG BUSINESS/THE RICH	17 1%	2 1%	4 1%	7 1%	0 0%	2 1%	2 1%	13 1%	4 0%	7 1%	2 1%	2 1%	3 1%	3 1%	5 1%	10 1%	5 1%	12 1%	
AWARENESS (GENERAL)	10 0%	0 0%	2 0%	7 1%	0 0%	1 0%	0 0%	3 0%	7 1%	5 1%	0 0%	3 1%	2 1%	0 0%	4 1%	3 0%	5 1%	5 0%	
DIVERSITY OF CANADA/OUTCOMES OF FREEDOM WE FOUGHT FOR (FREEDOM OF SPEECH, EQUALITY IN DIVERSITY REGARDLESS OF RACE/RELIGION/SEXUAL ORIENTATION)	52 3%	2 2%	3 1%	30 4%	0 0%	8 3%	9 3%	18 2%	32 3%	15 3%	1 0%	12 3%	12 3%	12 3%	23 3%	21 3%	19 2%	33 3%	
CAMPAIGNS/FUNDRAISING FOR VETERANS (VARIOUS, MAINLY POPPIES)	65 3%	9 6%	6 1%	30 4%	4 3%	10 4%	6 2%	39 4%	26 3%	24 4%	10 4%	8 2%	13 3%	10 2%	32 4%	18 3%	27 3%	38 3%	
GOVERNMENT OF CANADA SUPPORTS VETS, THEY HONOUR/RESPECT THEM	24 1%	3 2%	0 0%	11 1%	0 0%	4 2%	6 2%	11 1%	13 1%	5 1%	4 2%	5 1%	3 1%	7 2%	8 1%	12 2%	12 2%	12 1%	
OTHER NEGATIVES, VARIOUS	16 1%	2 1%	1 0%	7 1%	1 1%	4 2%	1 0%	14 1%	2 0%	4 1%	1 0%	6 2%	2 0%	3 1%	2 0%	8 1%	3 0%	13 1%	
FREEDOM, PEACE	18 1%	1 1%	5 1%	7 1%	2 1%	1 0%	2 1%	6 1%	12 1%	1 0%	1 0%	4 1%	7 2%	5 1%	13 2%	2 0%	12 2%	6 0%	
WE ARE RESPONSIBLE TO UPHOLD/PROTECT THE VALUES AND FREEDOMS THAT THEY FOUGHT FOR, CARRY ON THE FREEDOM AND VALUES THAT WERE GIVEN TO US	12 1%	0 0%	0 0%	5 1%	2 1%	3 1%	2 1%	4 0%	7 1%	1 0%	2 1%	1 0%	4 1%	4 1%	6 1%	3 0%	7 1%	5 0%	
DID NOT WATCH AD	11 1%	0 0%	2 0%	5 1%	1 1%	1 0%	2 1%	5 0%	6 1%	3 1%	1 0%	0 0%	4 1%	3 1%	2 0%	6 1%	0 0%	11 1%	

<b>POSITIVES (GENERAL MENTIONS OF GREAT/GOOD/LOVE)</b>	7 0%	0 0%	0 0%	0 <b>0%</b> --	1 1%	2 1%	4 <b>1%</b> +++	6 1%	1 0%	6 <b>1%</b> ++++	0 0%	1 0%	0 0%	0 0%	5 1%	1 0%	6 <b>1%</b> ++	1 <b>0%</b> --
<b>SERVING TO PROTECT/HELP OTHER COUNTRIES AND PEOPLE ABROAD</b>	3 0%	1 <b>1%</b> ++	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	3 0%	0 0%	0 0%	2 <b>1%</b> ++	0 0%	1 0%	2 0%	1 0%	1 0%	2 0%
<b>THE MANY SERVICES/ROLES/CAPACITIES THAT THEY CONDUCT</b>	3 0%	0 0%	0 0%	1 0%	0 0%	0 0%	2 <b>1%</b> ++	1 0%	2 0%	0 0%	0 0%	0 0%	3 <b>1%</b> ++++	0 0%	0 0%	0 0%	1 0%	2 0%
<b>OTHER</b>	6 0%	1 1%	0 0%	5 <b>1%</b> ++	0 0%	0 0%	0 0%	2 0%	4 0%	2 0%	1 0%	1 0%	2 1%	0 0%	3 0%	2 0%	1 0%	5 0%
<b>DO NOT KNOW WHAT THE MAIN MESSAGE WAS</b>	17 1%	2 1%	1 0%	6 1%	1 1%	4 2%	3 1%	13 1%	3 0%	3 1%	4 2%	4 1%	3 1%	3 1%	2 0%	9 1%	4 0%	13 1%
<b>Prefer not to say, NO RESPONSE</b>	272 14%	12 10%	73 17%	111 14%	11 8%	32 14%	33 12%	164 16%	102 11%	89 16%	36 15%	44 12%	47 12%	56 13%	82 11%	116 16%	77 10%	189 16%
Chi2:	-	(99.9)						(99.9)		(99.9)					(99.9)		(99.9)	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**What do you think is the main point these ads are 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	Yes	No
																	(family)	(friend)	
T11																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>REMEMBER VETERANS, IMPORTANCE OF REMEMBERING VETS, RESPECT/THANKFUL FOR VETERANS</b>	372 19%	317 19%	55 20%	282 19%	66 16%	99 19%	273 19%	207 18%	161 20%	76 20%	115 16%	177 21%	106 19%	95 18%	109 18%	9 14%	116 20%	69 18%	171 19%
<b>REASONS WHY VETS SHOULD BE REMEMBERED/APPRECIATED, ALL VETERANS HAVE DONE FOR US</b>	122 6%	105 6%	17 6%	86 6%	30 7%	34 7%	87 6%	65 6%	55 7%	19 5%	43 6%	60 7%	31 5%	36 7%	35 6%	0 0%	34 6%	25 6%	62 7%
<b>REMEMBER THEIR SACRIFICES/RISK TO THEIR LIVES, FOUGHT FOR OUR FREEDOM, SAVED OUR COUNTRY/DEMOCRACY</b>	648 32%	545 32%	103 37%	466 32%	138 33%	165 32%	481 33%	373 32%	269 33%	124 32%	230 32%	289 34%	179 31%	183 35%	204 33%	20 33%	206 34%	143 38%	275 30%
<b>ATTRIBUTES OF SOLDIERS/ARMY: HEROES, BRAVERY, CAMARADERIE</b>	13 1%	12 1%	1 0%	8 1%	6 2%	4 1%	9 1%	7 1%	6 1%	2 1%	6 1%	5 1%	5 1%	1 0%	7 1%	0 0%	5 1%	1 0%	7 1%
<b>RESPECT/APPRECIATION/PROUD OF SOLDIERS AND/OR TROOPS, RESPECT FOR THE MILITARY, APPRECIATION FOR THOSE THAT ARE IN THE MILITARY/ARMED FORCES</b>	133 7%	113 6%	20 7%	99 7%	31 7%	31 6%	102 7%	73 6%	58 7%	26 7%	48 6%	58 7%	32 6%	36 7%	41 7%	4 6%	41 7%	28 7%	56 6%
<b>CONTRIBUTIONS TO HISTORY/WARS/BATTLES, SPECIFIC BATTLES/WARS, PART OF HISTORY IN THE WORLD</b>	65 3%	55 3%	10 4%	50 3%	11 3%	15 3%	49 3%	37 3%	27 3%	7 2%	27 4%	29 3%	22 4%	12 2%	24 4%	1 2%	22 4%	10 3%	28 3%
<b>REMEMBER FALLEN SOLDIERS, THOSE WHO HAVE DIED/SACRIFICED THEIR LIFE/THOSE WE HAVE LOST</b>	102 5%	83 5%	19 7%	78 5%	17 4%	28 5%	74 5%	53 5%	48 6%	27 7%	40 6%	35 4%	40 7%	28 5%	23 4%	5 8%	42 7%	15 4%	38 4%
<b>PAST AND PRESENT SOLDIERS/VETS, NOT JUST OLDER ONES</b>	86 4%	81 5%	5 2%	77 5%	9 2%	21 4%	65 4%	40 3%	44 5%	19 5%	26 4%	39 5%	25 4%	19 3%	26 4%	2 3%	30 5%	17 4%	36 4%
<b>REMEMBER, TAKE TIME TO REMEMBER, RESPECT/HONOUR (GENERAL MENTION)</b>	143 7%	125 7%	18 6%	103 7%	36 8%	32 6%	110 7%	80 7%	61 7%	25 6%	67 9%	50 6%	40 7%	38 7%	44 7%	5 8%	37 6%	27 7%	68 7%

REMEMBRANCE DAY, EVENTS/ACTIVITIES, PARTICIPATE IN LOCAL EVENTS, FOR REMEMBRANCE DAY	129 7%	113 7%	16 6%	103 7%	18 5%	47 <b>9%</b> +++	81 <b>6%</b> ---	89 <b>8%</b> +++	40 <b>5%</b> --	20 5%	40 6%	69 <b>8%</b> ++	33 6%	33 6%	46 8%	2 4%	33 6%	26 7%	68 <b>8%</b> +
SUPPORT VETS, WHAT WE SHOULD BE DOING FOR THEM, DESERVE MORE SUPPORT/COMPENSATION	35 2%	28 2%	7 2%	27 2%	5 1%	9 2%	26 2%	16 1%	18 2%	12 <b>3%</b> ++	10 1%	12 1%	9 1%	11 2%	6 1%	1 2%	9 1%	11 <b>3%</b> ++	14 2%
WE/PEOPLE SHOULD NOT TAKE WHAT THEY HAVE DONE FOR GRANTED, CANNOT FORGET WE OWE OUR CURRENT/SAFETY AND WAY OF LIFE TO THEM, DIRECT TO HOW OUR LIVES ARE NOW	220 11%	179 <b>10%</b> --	41 <b>14%</b> ++	167 11%	35 <b>8%</b> --	55 10%	163 11%	127 11%	89 11%	38 10%	80 11%	100 11%	68 12%	52 10%	71 12%	7 12%	71 12%	49 13%	89 10%
EVOKING PRIDE/PATRIOTIC FEELINGS	29 1%	23 1%	6 2%	20 1%	9 2%	5 1%	24 2%	18 2%	11 1%	2 1%	6 1%	21 <b>2%</b> +++	8 1%	10 2%	8 1%	0 0%	9 1%	3 1%	16 2%
VETS/SOLDIERS AMONG US/LIVE WITH US, A PART OF OUR SOCIETY/COMMUNITY, PERSONAL CONNECTIONS TO ALL OF THEM/NEIGHBOURS, WE ALL KNOW A VET/SOLDIER	28 1%	24 1%	4 1%	25 2%	3 1%	8 1%	20 1%	19 2%	9 1%	4 1%	12 2%	12 1%	9 1%	5 1%	12 2%	2 3%	7 1%	6 1%	13 1%
WOMEN MENTIONED/INCLUDED, MEN AND WOMEN SERVING/SERVED	54 3%	48 3%	6 2%	43 3%	13 3%	9 2%	45 3%	29 2%	25 3%	12 3%	16 2%	26 3%	18 3%	11 2%	20 3%	3 5%	17 3%	14 4%	19 2%
NEGATIVES TOWARDS GOVERNMENT (FOREIGN/WAR POLICY, PERSONALLY SERVING/AGENDAS SUPPORT ISSUES, HYPOCRITICAL/DISHONEST ABOUT SUPPORT THEY SAY THEY GIVE)	47 2%	41 2%	6 2%	41 <b>3%</b> ++	3 <b>1%</b> --	12 2%	35 2%	31 3%	15 2%	9 2%	20 3%	18 2%	9 2%	7 1%	20 3%	4 <b>6%</b> ++	22 <b>4%</b> +++	10 3%	10 <b>1%</b> ---
HARDSHIP, WAR/VIOLENCE, SADNESS, REMIND US OF REALITIES OF WAR/VICTIMS, DIFFICULTIES	16 1%	15 1%	1 0%	13 1%	2 0%	3 1%	13 1%	6 1%	10 1%	4 1%	6 1%	6 1%	6 1%	3 1%	5 1%	1 2%	7 1%	1 0%	7 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	12 1%	10 1%	2 1%	8 1%	2 0%	2 0%	10 1%	6 1%	6 1%	3 1%	4 1%	5 1%	4 1%	2 0%	5 1%	2 <b>3%</b> ++	4 1%	2 0%	3 0%
LEST WE FORGET	9 0%	8 0%	1 0%	8 1%	1 0%	3 1%	6 0%	5 0%	4 0%	0 0%	4 1%	5 1%	1 0%	3 1%	5 1%	0 0%	4 1%	3 1%	0 <b>0%</b> ---

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%	4 0%	0 0%	2 0%	2 0%	3 0%	1 0%	1 0%	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	3 0%	
DIVERSITY WITHIN THE ARMY/VETERANS, DIFFERENT ETHNIC GROUPS/INDIGENOUS, ECLECTICITY OF THE TROOPS	84 4%	73 4%	11 4%	76 5%	6 1%	27 5%	57 4%	55 5%	27 3%	5 1%	21 3%	56 7%	21 4%	14 3%	41 7%	3 5%	28 5%	17 5%	33 4%
GLORIFYING WAR FOR PROFIT, BENEFITS TO GOVERNMENT/BIG BUSINESS/THE RICH	17 1%	16 1%	1 0%	11 1%	5 1%	1 0%	16 1%	12 1%	4 0%	1 0%	5 1%	11 1%	4 1%	9 2%	3 1%	0 0%	7 1%	7 2%	3 0%
AWARENESS (GENERAL)	10 0%	6 0%	4 1%	5 0%	2 1%	3 1%	7 0%	7 1%	3 0%	1 0%	3 0%	6 1%	4 1%	3 1%	3 0%	0 0%	3 1%	2 1%	5 1%
DIVERSITY OF CANADA/OUTCOMES OF FREEDOM WE FOUGHT FOR (FREEDOM OF SPEECH, EQUALITY IN DIVERSITY REGARDLESS OF RACE/RELIGION/SEXUAL ORIENTATION)	52 3%	44 3%	8 3%	44 3%	7 2%	17 3%	35 2%	30 2%	22 3%	7 2%	22 3%	23 3%	13 2%	11 2%	18 3%	1 2%	19 3%	10 2%	21 2%
CAMPAIGNS/FUNDRAISING FOR VETERANS (VARIOUS, MAINLY POPPIES)	65 3%	60 3%	5 2%	59 4%	6 1%	15 3%	50 3%	38 3%	27 3%	11 3%	25 3%	29 3%	16 3%	21 4%	15 3%	2 4%	27 5%	15 4%	21 2%
GOVERNMENT OF CANADA SUPPORTS VETS, THEY HONOUR/RESPECT THEM	24 1%	22 1%	2 1%	24 2%	0 0%	10 2%	14 1%	11 1%	12 1%	5 1%	9 1%	10 1%	8 1%	5 1%	7 1%	0 0%	6 1%	9 2%	7 1%
OTHER NEGATIVES, VARIOUS	16 1%	14 1%	2 1%	13 1%	1 0%	4 1%	12 1%	10 1%	6 1%	1 0%	6 1%	9 1%	5 1%	2 0%	5 1%	2 3%	4 1%	1 0%	9 1%
FREEDOM, PEACE	18 1%	17 1%	1 0%	14 1%	4 1%	2 0%	16 1%	11 1%	7 1%	6 1%	8 1%	4 1%	4 1%	7 1%	6 1%	0 0%	5 1%	3 1%	9 1%
WE ARE RESPONSIBLE TO UPHOLD/PROTECT THE VALUES AND FREEDOMS THAT THEY FOUGHT FOR, CARRY ON THE FREEDOM AND VALUES THAT WERE GIVEN TO US	12 1%	9 1%	3 1%	9 1%	0 0%	4 1%	8 1%	8 1%	4 0%	5 1%	3 0%	4 0%	5 1%	5 1%	1 0%	0 0%	3 0%	2 0%	7 1%
DID NOT WATCH AD	11 1%	11 1%	0 0%	11 1%	0 0%	2 0%	9 1%	7 1%	4 1%	4 1%	3 0%	4 0%	4 1%	2 0%	3 0%	0 0%	6 1%	0 0%	5 1%

<b>POSITIVES (GENERAL MENTIONS OF GREAT/GOOD/LOVE)</b>	7 0%	7 0%	0 0%	7 0%	0 0%	5 <b>1%</b> ++	2 <b>0%</b> --	7 <b>1%</b> ++	0 <b>0%</b> --	0 0%	2 0%	5 1%	2 0%	5 <b>1%</b> +++	0 0%	0 0%	6 <b>1%</b> +++	0 0%	0 0%	1 0%
<b>SERVING TO PROTECT/HELP OTHER COUNTRIES AND PEOPLE ABROAD</b>	3 0%	2 0%	1 1%	3 0%	0 0%	0 0%	3 0%	2 0%	1 0%	0 0%	0 0%	3 <b>0%</b> ++	0 0%	2 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 0%
<b>THE MANY SERVICES/ROLES/CAPACITIES THAT THEY CONDUCT</b>	3 0%	1 <b>0%</b> --	2 <b>1%</b> ++	2 0%	0 0%	0 0%	3 0%	2 0%	1 0%	1 0%	1 0%	1 0%	1 0%	0 0%	2 0%	0 0%	0 0%	1 0%	1 0%	2 0%
<b>OTHER</b>	6 0%	4 0%	2 1%	4 0%	0 0%	2 0%	4 0%	5 0%	0 <b>0%</b> --	1 0%	1 0%	4 0%	0 0%	2 0%	3 1%	0 0%	2 0%	1 0%	1 0%	3 0%
<b>DO NOT KNOW WHAT THE MAIN MESSAGE WAS</b>	17 1%	15 1%	2 1%	15 1%	1 0%	5 1%	12 1%	8 1%	8 1%	3 1%	10 1%	4 0%	6 1%	5 1%	5 1%	1 2%	6 1%	1 0%	1 0%	8 1%
<b>Prefer not to say, NO RESPONSE</b>	272 14%	239 14%	33 12%	190 13%	70 17%	71 14%	194 13%	159 14%	106 13%	70 18%	103 14%	91 11%	84 15%	71 13%	69 12%	8 13%	66 11%	47 12%	137 15%	
Chi2:	-	-		(99.9)		-		-		(99)			-			(90)				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	

**These ads catch my attention**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1KA Please indicate your level of agreement with the following statements about these ads.																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>DISAGREE (1-2)</b>	427 22%	26 19%	108 <b>26%</b>	158 21%	20 <b>14%</b>	55 23%	59 22%	239 <b>24%</b>	177 <b>19%</b>	136 <b>25%</b>	77 <b>31%</b>	80 21%	63 <b>16%</b>	71 <b>16%</b>	106 <b>14%</b>	188 <b>27%</b>	86 <b>11%</b>	338 <b>29%</b>
<b>NEITHER (3)</b>	513 26%	37 27%	96 <b>22%</b>	197 26%	37 27%	66 27%	77 30%	270 27%	238 25%	153 28%	75 29%	103 27%	96 25%	86 <b>20%</b>	147 <b>20%</b>	203 <b>29%</b>	163 <b>21%</b>	346 <b>29%</b>
<b>AGREE (4-5)</b>	1009 50%	76 53%	220 50%	396 51%	79 56%	109 46%	127 47%	468 <b>46%</b>	535 <b>55%</b>	245 <b>45%</b>	99 <b>39%</b>	187 50%	213 <b>56%</b>	265 <b>61%</b>	489 <b>65%</b>	279 <b>40%</b>	543 <b>68%</b>	458 <b>38%</b>
<b>1 Strongly Disagree</b>	181 9%	13 10%	39 9%	69 9%	8 6%	27 11%	25 9%	104 11%	68 <b>7%</b>	59 11%	35 <b>14%</b>	31 8%	24 <b>6%</b>	32 7%	45 <b>6%</b>	88 <b>13%</b>	31 <b>4%</b>	149 <b>13%</b>
<b>2</b>	246 13%	13 10%	69 <b>16%</b>	89 11%	12 8%	28 12%	34 13%	135 14%	109 11%	77 14%	42 <b>17%</b>	49 13%	39 10%	39 <b>9%</b>	61 <b>8%</b>	100 <b>15%</b>	55 <b>7%</b>	189 <b>16%</b>
<b>3</b>	513 26%	37 27%	96 <b>22%</b>	197 26%	37 27%	66 27%	77 30%	270 27%	238 25%	153 28%	75 29%	103 27%	96 25%	86 <b>20%</b>	147 <b>20%</b>	203 <b>29%</b>	163 <b>21%</b>	346 <b>29%</b>
<b>4</b>	555 28%	39 27%	120 27%	215 28%	36 26%	70 30%	73 27%	274 27%	277 29%	150 27%	68 27%	108 28%	117 30%	112 26%	244 <b>32%</b>	173 <b>25%</b>	269 <b>34%</b>	282 <b>24%</b>
<b>5 Strongly Agree</b>	454 22%	37 26%	100 23%	181 23%	43 <b>30%</b>	39 <b>16%</b>	54 20%	194 <b>19%</b>	258 <b>26%</b>	95 <b>17%</b>	31 <b>12%</b>	79 21%	96 25%	153 <b>35%</b>	245 <b>32%</b>	106 <b>15%</b>	274 <b>34%</b>	176 <b>15%</b>
<b>Prefer not to say</b>	51 2%	2 1%	11 2%	20 3%	5 3%	8 3%	5 2%	31 3%	19 2%	13 2%	3 1%	9 2%	12 3%	14 3%	7 <b>1%</b>	31 <b>4%</b>	4 <b>1%</b>	46 <b>4%</b>
Chi2:	-	-						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	3.43	3.50	3.39	3.46	<b>3.68</b>	3.28	3.36	<b>3.31</b>	<b>3.56</b>	<b>3.27</b>	<b>3.07</b>	3.44	<b>3.60</b>	<b>3.75</b>	<b>3.77</b>	<b>3.15</b>	<b>3.88</b>	<b>3.12</b>
Standard Deviation:	1.24	1.25	1.27	1.24	1.17	1.23	1.20	1.24	1.21	1.23	1.22	1.20	1.17	1.24	1.17	1.24	1.08	1.24



Student's T:	*	-	-	-	95	90	-	99.9	99.9	99.9	99.9	-	99	99.9	99.9	99.9	99.9	99.9	99.9
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**These ads catch my attention**

	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	
T1KA Please indicate your level of agreement with the following statements about these ads.																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>DISAGREE (1-2)</b>	427 22%	379 22%	48 18%	297 20%	100 25%	117 23%	309 21%	278 24%	143 18%	63 16%	154 21%	208 25%	125 22%	99 19%	139 23%	15 25%	115 19%	80 21%	206 23%	
<b>NEITHER (3)</b>	513 26%	448 26%	65 23%	390 27%	102 24%	137 27%	374 25%	316 27%	190 23%	91 23%	175 24%	243 28%	126 22%	142 27%	179 30%	19 31%	150 25%	107 29%	223 24%	
<b>AGREE (4-5)</b>	1009 50%	854 49%	155 55%	748 51%	207 49%	252 48%	751 51%	546 47%	454 56%	221 56%	387 53%	391 45%	311 54%	274 52%	283 46%	26 41%	331 55%	187 48%	453 50%	
<b>1 Strongly Disagree</b>	181 9%	164 10%	17 6%	130 9%	40 10%	49 10%	131 9%	116 10%	61 7%	29 8%	69 9%	82 10%	51 9%	44 9%	58 10%	7 11%	59 10%	31 8%	79 9%	
<b>2</b>	246 13%	215 13%	31 11%	167 11%	60 15%	68 14%	178 12%	162 14%	82 10%	34 9%	85 12%	126 15%	74 13%	55 10%	81 14%	8 14%	56 9%	49 13%	127 14%	
<b>3</b>	513 26%	448 26%	65 23%	390 27%	102 24%	137 27%	374 25%	316 27%	190 23%	91 23%	175 24%	243 28%	126 22%	142 27%	179 30%	19 31%	150 25%	107 29%	223 24%	
<b>4</b>	555 28%	479 28%	76 27%	421 29%	114 27%	147 28%	407 28%	322 28%	232 29%	112 28%	207 28%	231 27%	158 27%	150 28%	174 28%	12 18%	170 28%	102 26%	263 29%	
<b>5 Strongly Agree</b>	454 22%	375 22%	79 28%	327 22%	93 22%	105 20%	344 23%	224 19%	222 27%	109 28%	180 25%	160 18%	153 26%	124 23%	109 17%	14 23%	161 26%	85 22%	190 21%	
<b>Prefer not to say</b>	51 2%	41 2%	10 4%	38 2%	8 2%	9 2%	38 3%	22 2%	26 3%	16 4%	13 2%	17 2%	13 2%	14 3%	9 1%	2 3%	10 2%	9 2%	25 3%	
Chi2:	-	90		-		-		99.9		99.9			99			-				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	

Mean:	3.43	<b>3.40</b>	<b>3.62</b>	3.44	3.38	3.36	3.45	<b>3.32</b>	<b>3.60</b>	<b>3.63</b>	3.48	<b>3.29</b>	3.49	3.49	<b>3.31</b>	3.29	<b>3.53</b>	3.40	3.40
Standard Deviation:	1.24	1.24	1.20	1.22	1.27	1.23	1.24	1.23	1.21	1.22	1.25	1.22	1.28	1.21	1.19	1.30	1.26	1.21	1.23
Student's T:	*	99	99	-	-	-	-	99.9	99.9	99.9	-	99.9	-	-	99	-	95	-	-

**These ads are relevant to me**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1KB Please indicate your level of agreement with the following statements about these ads.																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>DISAGREE (1-2)</b>	372 19%	19 14%	120 28%	139 18%	10 7%	37 16%	46 17%	216 22%	149 16%	144 26%	66 27%	61 16%	44 11%	57 13%	116 16%	156 23%	102 13%	267 23%
		-	++++		----			+++	----	++++	++++	-	----	----	---	+++	----	++++
<b>NEITHER (3)</b>	433 22%	28 21%	90 21%	153 20%	29 20%	63 27%	67 25%	221 22%	205 21%	137 25%	62 24%	81 21%	79 21%	74 17%	126 17%	182 26%	137 18%	292 25%
				-		++				++				---	----	++++	----	++++
<b>AGREE (4-5)</b>	1127 56%	91 63%	212 48%	453 59%	95 67%	127 53%	147 55%	534 52%	586 60%	247 45%	121 47%	225 60%	246 64%	288 66%	497 66%	328 46%	545 68%	576 48%
		+	----	++	+++			---	++++	----	---		++++	++++	++++	----	++++	----
<b>1 Strongly Disagree</b>	183 9%	12 9%	60 14%	70 9%	4 3%	18 7%	19 7%	101 10%	76 8%	65 12%	33 14%	36 9%	20 5%	29 6%	56 8%	84 12%	44 6%	138 12%
			++++		---			-		++	++		---	--	--	++++	----	++++
<b>2</b>	189 10%	7 4%	60 14%	69 9%	6 4%	19 8%	27 10%	115 12%	73 8%	79 14%	33 13%	25 7%	24 6%	28 6%	60 8%	72 10%	58 7%	129 11%
		--	++++		--			+++	---	++++	++	--	--	---			---	+++
<b>3</b>	433 22%	28 21%	90 21%	153 20%	29 20%	63 27%	67 25%	221 22%	205 21%	137 25%	62 24%	81 21%	79 21%	74 17%	126 17%	182 26%	137 18%	292 25%
				-		++				++				---	----	++++	----	++++
<b>4</b>	493 25%	40 27%	115 26%	184 24%	35 26%	58 25%	60 23%	243 24%	247 25%	132 24%	70 28%	90 24%	103 27%	98 23%	195 26%	154 22%	207 26%	284 24%
																--		
<b>5 Strongly Agree</b>	634 31%	51 36%	97 22%	269 35%	60 42%	69 28%	87 32%	291 28%	339 34%	115 21%	51 20%	135 36%	143 37%	190 44%	302 40%	174 24%	338 42%	292 24%
			----	+++	+++			---	+++	----	----	++	+++	++++	++++	----	++++	----
<b>Prefer not to say</b>	68 3%	3 2%	13 3%	26 3%	7 5%	11 4%	8 3%	37 4%	29 3%	19 3%	5 2%	12 3%	15 4%	17 4%	10 1%	35 5%	12 1%	53 4%
															----	+++	----	+++
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	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	3.60	3.79	<b>3.28</b>	<b>3.68</b>	<b>4.04</b>	3.61	3.65	<b>3.50</b>	<b>3.71</b>	<b>3.28</b>	<b>3.28</b>	<b>3.72</b>	<b>3.88</b>	<b>3.94</b>	<b>3.83</b>	<b>3.37</b>	<b>3.93</b>	<b>3.39</b>
Standard Deviation:	1.29	1.26	1.35	1.30	1.07	1.22	1.24	1.31	1.26	1.30	1.31	1.29	1.16	1.23	1.26	1.32	1.19	1.31

Student's T:	*	90	99.9	95	99.9	-	-	99.9	99.9	99.9	99.9	95	99.9	99.9	99.9	99.9	99.9	99.9
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**These ads are 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 these ads.																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>DISAGREE (1-2)</b>	372 19%	325 19%	47 17%	232 <b>16%</b> ----	117 <b>29%</b> ++++	99 20%	271 19%	239 <b>21%</b> +++	127 <b>16%</b> ---	60 16%	125 18%	186 <b>22%</b> +++	115 21%	88 17%	121 20%	9 14%	73 <b>12%</b> ----	59 16%	222 <b>25%</b> ++++	
<b>NEITHER (3)</b>	433 22%	375 22%	58 21%	317 22%	87 21%	104 20%	327 22%	263 23%	166 21%	90 23%	138 <b>19%</b> --	200 23%	122 21%	123 24%	138 23%	15 26%	108 <b>18%</b> ---	83 22%	219 <b>24%</b> ++	
<b>AGREE (4-5)</b>	1127 56%	966 56%	161 58%	874 <b>59%</b> ++++	203 <b>48%</b> ----	299 57%	823 55%	626 <b>53%</b> ---	489 <b>60%</b> +++	226 58%	441 <b>60%</b> +++	452 <b>52%</b> ---	319 55%	298 56%	340 55%	37 59%	409 <b>67%</b> ++++	230 59%	432 <b>47%</b> ----	
<b>1 Strongly Disagree</b>	183 9%	160 10%	23 8%	113 <b>8%</b> ----	61 <b>15%</b> ++++	51 10%	131 9%	117 <b>11%</b> ++	64 <b>8%</b> --	30 8%	70 10%	83 10%	62 11%	41 8%	56 9%	7 11%	43 <b>7%</b> --	23 <b>6%</b> --	105 <b>12%</b> ++++	
<b>2</b>	189 10%	165 10%	24 9%	119 <b>8%</b> ----	56 <b>13%</b> ++++	48 9%	140 10%	122 <b>11%</b> ++	63 <b>8%</b> --	30 8%	55 <b>8%</b> --	103 <b>12%</b> ++++	53 9%	47 9%	65 11%	2 3%	30 <b>5%</b> ----	36 10%	117 <b>13%</b> ++++	
<b>3</b>	433 22%	375 22%	58 21%	317 22%	87 21%	104 20%	327 22%	263 23%	166 21%	90 23%	138 <b>19%</b> --	200 23%	122 21%	123 24%	138 23%	15 26%	108 <b>18%</b> ---	83 22%	219 <b>24%</b> ++	
<b>4</b>	493 25%	433 25%	60 21%	369 25%	106 25%	137 27%	356 24%	300 26%	189 23%	89 23%	185 25%	218 26%	133 23%	139 26%	154 26%	11 17%	160 26%	102 27%	208 23%	
<b>5 Strongly Agree</b>	634 31%	533 <b>30%</b> --	101 <b>36%</b> ++	505 <b>34%</b> ++++	97 <b>22%</b> ----	162 31%	467 31%	326 <b>27%</b> ----	300 <b>36%</b> ++++	137 35%	256 <b>35%</b> +++	234 <b>26%</b> ----	186 32%	159 30%	186 30%	26 42%	249 <b>41%</b> ++++	128 33%	224 <b>24%</b> ----	
<b>Prefer not to say</b>	68 3%	56 3%	12 4%	50 3%	10 2%	13 2%	51 3%	34 3%	31 4%	15 4%	25 3%	21 <b>2%</b> --	19 3%	20 4%	11 <b>2%</b> ---	1 2%	16 3%	11 3%	34 4%	
Chi2:	-	-		99.9		-		99.9		99.9			-			(99.9)				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	

Mean:	3.60	3.59	3.71	<b>3.72</b>	<b>3.26</b>	3.59	3.61	<b>3.50</b>	<b>3.76</b>	3.71	<b>3.70</b>	<b>3.47</b>	3.56	3.62	3.56	3.77	<b>3.91</b>	3.71	<b>3.36</b>
Standard Deviation:	1.29	1.29	1.30	1.25	1.37	1.30	1.29	1.30	1.26	1.26	1.30	1.29	1.34	1.25	1.28	1.34	1.22	1.21	1.32
Student's T:	*	-	-	99.9	99.9	-	-	99.9	99.9	90	95	99.9	-	-	-	-	99.9	90	99.9

**These ads are difficult to follow**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1KC Please indicate your level of agreement with the following statements about these ads.																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>DISAGREE (1-2)</b>	1553 78%	115 82%	346 80%	610 79%	108 77%	171 <b>72%</b>	199 75%	743 <b>74%</b>	796 <b>82%</b>	423 78%	209 82%	304 80%	301 79%	316 <b>73%</b>	609 <b>82%</b>	501 <b>72%</b>	664 <b>84%</b>	879 <b>75%</b>
<b>NEITHER (3)</b>	230 11%	13 9%	42 10%	80 10%	15 11%	38 <b>16%</b>	41 15%	136 <b>13%</b>	89 <b>9%</b>	60 11%	27 11%	40 10%	42 11%	61 14%	65 <b>9%</b>	99 <b>14%</b>	66 <b>8%</b>	160 <b>13%</b>
<b>AGREE (4-5)</b>	142 7%	8 6%	31 7%	52 7%	13 9%	18 7%	19 7%	85 <b>8%</b>	55 <b>6%</b>	48 9%	8 <b>3%</b>	24 6%	25 6%	37 9%	62 8%	54 7%	57 7%	84 7%
<b>1 Strongly Disagree</b>	1113 56%	83 59%	242 56%	446 58%	79 56%	110 <b>47%</b>	149 56%	517 <b>52%</b>	585 <b>60%</b>	298 55%	140 55%	222 59%	220 58%	233 54%	441 <b>59%</b>	351 <b>50%</b>	490 <b>61%</b>	617 <b>52%</b>
<b>2</b>	440 22%	32 23%	104 24%	164 21%	29 21%	61 26%	50 19%	226 23%	211 22%	125 23%	69 <b>27%</b>	82 21%	81 21%	83 19%	168 23%	150 22%	174 22%	262 22%
<b>3</b>	230 11%	13 9%	42 10%	80 10%	15 11%	38 <b>16%</b>	41 15%	136 <b>13%</b>	89 <b>9%</b>	60 11%	27 11%	40 10%	42 11%	61 14%	65 <b>9%</b>	99 <b>14%</b>	66 <b>8%</b>	160 <b>13%</b>
<b>4</b>	88 4%	7 4%	19 4%	30 4%	10 7%	11 4%	10 4%	49 5%	39 4%	29 5%	5 <b>2%</b>	14 4%	20 5%	20 5%	37 5%	35 5%	32 4%	55 4%
<b>5 Strongly Agree</b>	54 3%	1 1%	12 3%	22 3%	3 2%	7 3%	9 3%	36 <b>4%</b>	16 <b>2%</b>	19 3%	3 1%	10 3%	5 1%	17 4%	25 3%	19 3%	25 3%	29 2%
<b>Prefer not to say</b>	75 4%	5 4%	16 4%	29 4%	5 4%	11 5%	9 3%	44 4%	29 3%	16 3%	10 4%	11 3%	16 4%	22 5%	13 <b>2%</b>	47 <b>7%</b>	9 <b>1%</b>	65 <b>5%</b>
Chi2:	-	-	-	-	-	-	-	99.9	-	90	-	-	-	-	99.9	-	99.9	-
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	1.71	1.61	1.69	1.67	1.73	<b>1.85</b>	1.75	<b>1.81</b>	<b>1.60</b>	1.76	1.62	1.65	1.65	<b>1.80</b>	1.68	<b>1.80</b>	<b>1.64</b>	<b>1.75</b>
Standard Deviation:	1.02	0.92	1.01	1.01	1.04	1.04	1.05	1.08	0.93	1.07	0.86	1.00	0.96	1.11	1.04	1.05	1.01	1.02



Student's T:	*	-	-	-	-	95	-	99.9	99.9	-	90	-	-	95	-	99	95	95
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**These ads are difficult to follow**

	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	
T1KC Please indicate your level of agreement with the following statements about these ads.																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>DISAGREE (1-2)</b>	1553 78%	1336 78%	217 78%	1140 78%	326 79%	412 81% +	1135 77%	906 78%	632 78%	294 76%	561 77%	687 80% ++	429 75% --	411 78%	504 83% ++++	40 65% --	474 79%	305 80%	710 79%	
<b>NEITHER (3)</b>	230 11%	194 11%	36 13%	170 11%	46 11%	52 10%	177 12%	138 12%	89 11%	46 12%	95 13%	86 10%	78 13% +	52 10%	60 10%	12 18% +	67 11%	43 11%	101 11%	
<b>AGREE (4-5)</b>	142 7%	129 7%	13 5%	107 7%	32 7%	36 7%	104 7%	83 7%	57 7%	30 7%	50 7%	61 7%	48 8% +	46 8%	31 5% --	6 10%	45 7%	22 5%	65 7%	
<b>1 Strongly Disagree</b>	1113 56%	955 56%	158 57%	818 56%	238 57%	292 57%	816 56%	635 55%	467 58%	207 54%	392 54%	507 59% ++	303 53% -	295 56%	367 60% +++	25 40% --	363 60% +++	212 55%	500 55%	
<b>2</b>	440 22%	381 22%	59 22%	322 22%	88 21%	120 24%	319 22%	271 24% +	165 20%	87 22%	169 23%	180 21%	126 22%	116 22%	137 23%	15 25%	111 18% ---	93 25%	210 23%	
<b>3</b>	230 11%	194 11%	36 13%	170 11%	46 11%	52 10%	177 12%	138 12%	89 11%	46 12%	95 13%	86 10%	78 13% +	52 10%	60 10%	12 18% +	67 11%	43 11%	101 11%	
<b>4</b>	88 4%	80 4%	8 3%	68 4%	20 5%	20 4%	66 4%	54 4%	34 4%	19 5%	27 3%	42 5%	26 5%	26 5%	24 4%	0 0% -	27 4%	17 4%	40 4%	
<b>5 Strongly Agree</b>	54 3%	49 3%	5 2%	39 3%	12 3%	16 3%	38 3%	29 2%	23 3%	11 3%	23 3%	19 2%	22 4% ++	20 4%	7 1% ---	6 10% ++++	18 3%	5 1%	25 3%	
<b>Prefer not to say</b>	75 4%	63 4%	12 4%	56 4%	13 3%	15 3%	56 4%	35 3% --	35 4%	21 5%	23 3%	25 3%	20 3%	20 4%	15 3%	4 6%	20 3%	13 3%	31 3%	
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	99			(95)				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	

Mean:	1.71	1.72	1.66	1.71	1.70	1.69	1.71	1.72	1.68	1.75	1.74	1.66	<b>1.80</b>	1.73	<b>1.59</b>	<b>2.10</b>	1.67	1.67	1.71
Standard Deviation:	1.02	1.03	0.95	1.02	1.04	1.01	1.02	1.01	1.02	1.04	1.03	0.99	1.09	1.07	0.90	1.28	1.04	0.93	1.01
Student's T:	*	-	-	-	-	-	-	-	-	-	-	90	95	-	99.9	95	-	-	-

**These ads do not favour one political party over another**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1KD Please indicate your level of agreement with the following statements about these ads.																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>DISAGREE (1-2)</b>	152 7%	6 4%	29 7%	69 9%	8 5%	22 9%	18 6%	96 <b>9%</b> +++	51 <b>5%</b> ----	45 8%	15 6%	32 8%	23 6%	37 8%	50 6%	74 <b>10%</b> ++++	60 7%	91 8%
<b>NEITHER (3)</b>	199 10%	12 9%	42 10%	73 9%	15 10%	34 <b>14%</b> ++	22 8%	108 11%	87 9%	57 11%	29 11%	30 8%	39 10%	44 10%	59 <b>8%</b> --	90 <b>13%</b> +++	53 ----	144 <b>12%</b> ++++
<b>AGREE (4-5)</b>	1557 78%	114 81%	346 79%	599 78%	111 79%	166 <b>70%</b> ---	216 81%	760 <b>76%</b> --	785 <b>81%</b> +++	416 76%	197 78%	305 81%	301 79%	338 78%	621 <b>83%</b> ++++	492 <b>70%</b> ----	671 ++++	875 ----
<b>1 Strongly Disagree</b>	93 5%	3 2%	14 3%	46 <b>6%</b> ++	5 3%	14 6%	11 4%	54 5%	35 4%	26 5%	9 4%	22 6%	14 3%	22 5%	32 4%	41 <b>6%</b> ++	37 5%	56 5%
<b>2</b>	59 3%	3 2%	15 3%	23 3%	3 2%	8 3%	7 3%	42 <b>4%</b> ++++	16 <b>2%</b> ----	19 3%	6 2%	10 3%	9 2%	15 3%	18 2%	33 <b>5%</b> ++++	23 3%	35 3%
<b>3</b>	199 10%	12 9%	42 10%	73 9%	15 10%	34 <b>14%</b> ++	22 8%	108 11%	87 9%	57 11%	29 11%	30 8%	39 10%	44 10%	59 <b>8%</b> --	90 <b>13%</b> +++	53 ----	144 <b>12%</b> ++++
<b>4</b>	329 17%	23 17%	67 15%	122 16%	28 21%	37 16%	50 19%	168 17%	157 16%	101 19%	56 <b>22%</b> ++	65 17%	58 15%	49 <b>11%</b> ----	124 17%	122 17%	114 --	213 <b>18%</b> ++
<b>5 Strongly Agree</b>	1228 61%	91 64%	279 64%	477 62%	83 59%	129 <b>54%</b> --	166 62%	592 <b>59%</b> --	628 <b>65%</b> +++	315 57%	141 56%	240 64%	243 64%	289 <b>67%</b> ++	497 <b>66%</b> ++++	370 <b>53%</b> ----	557 ++++	662 ----
<b>Prefer not to say</b>	92 5%	9 7%	18 4%	30 4%	7 5%	16 7%	12 5%	44 4%	46 5%	29 5%	13 5%	12 3%	21 5%	17 4%	19 <b>2%</b> ----	45 <b>6%</b> +++	12 ----	78 <b>7%</b> ++++
Chi2:	-	-						99.9		-					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	4.34	<b>4.49</b>	4.39	4.30	4.36	<b>4.17</b>	4.39	<b>4.25</b>	<b>4.43</b>	4.27	4.31	4.35	4.41	4.36	<b>4.42</b>	<b>4.14</b>	<b>4.45</b>	<b>4.26</b>
Standard Deviation:	1.09	0.90	1.03	1.15	1.00	1.19	1.03	1.15	1.00	1.11	1.03	1.12	1.02	1.13	1.03	1.20	1.05	1.11

Student's T:	*	95	-	-	-	95	-	99	99.9	-	-	-	-	-	99	99.9	99.9	99.9
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**These ads do not favour one political party over another**

	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	
T1KD Please indicate your level of agreement with the following statements about these ads.																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>DISAGREE (1-2)</b>	152 7%	130 7%	22 8%	113 7%	31 7%	37 7%	115 8%	97 8%	52 6%	18 5%	75 10%	57 6%	45 8%	35 6%	49 8%	11 17%	52 8%	30 8%	55 6%	
<b>NEITHER (3)</b>	199 10%	171 10%	28 10%	148 10%	42 10%	40 8%	157 11%	115 10%	82 10%	41 11%	79 11%	75 9%	65 11%	43 8%	60 10%	12 19%	59 10%	36 9%	87 10%	
<b>AGREE (4-5)</b>	1557 78%	1344 78%	213 77%	1144 78%	328 79%	416 81%	1135 77%	903 78%	641 79%	307 78%	545 75%	698 81%	431 75%	433 82%	483 79%	38 62%	475 78%	299 78%	721 80%	
<b>1 Strongly Disagree</b>	93 5%	78 4%	15 5%	70 5%	17 4%	22 4%	71 5%	59 5%	33 4%	11 3%	48 6%	32 4%	25 4%	23 4%	31 5%	7 11%	30 5%	17 5%	36 4%	
<b>2</b>	59 3%	52 3%	7 3%	43 3%	14 3%	15 3%	44 3%	38 3%	19 2%	7 2%	27 4%	25 3%	20 3%	12 2%	18 3%	4 6%	22 4%	13 3%	19 2%	
<b>3</b>	199 10%	171 10%	28 10%	148 10%	42 10%	40 8%	157 11%	115 10%	82 10%	41 11%	79 11%	75 9%	65 11%	43 8%	60 10%	12 19%	59 10%	36 9%	87 10%	
<b>4</b>	329 17%	292 17%	37 13%	245 17%	64 16%	92 18%	236 16%	210 18%	117 15%	75 19%	112 16%	142 17%	98 17%	90 18%	94 15%	7 12%	81 13%	68 18%	166 18%	
<b>5 Strongly Agree</b>	1228 61%	1052 61%	176 63%	899 61%	264 63%	324 63%	899 61%	693 60%	524 64%	232 59%	433 59%	556 65%	333 57%	343 65%	389 64%	31 50%	394 65%	231 60%	555 61%	
<b>Prefer not to say</b>	92 5%	77 5%	15 5%	68 5%	16 4%	22 5%	65 4%	47 4%	38 5%	25 7%	30 4%	29 3%	34 6%	18 3%	18 3%	1 2%	20 3%	18 4%	44 5%	
Chi2:	-	-	-	-	-	-	-	-	-	99.9	99.9	99.9	90	90	90	(99)	(99)	(99)	(99)	
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	

Mean:	4.34	4.34	4.34	4.33	4.35	4.39	4.31	4.30	<b>4.40</b>	4.39	<b>4.23</b>	<b>4.41</b>	4.28	4.41	4.35	<b>3.85</b>	4.35	4.32	4.38
Standard Deviation:	1.09	1.08	1.13	1.09	1.08	1.04	1.11	1.11	1.05	0.97	1.20	1.03	1.11	1.03	1.10	1.41	1.12	1.09	1.03
Student's T:	*	-	-	-	-	-	-	90	95	-	99	99	-	90	-	99	-	-	-

**These ads talk about an important topic**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1KE Please indicate your level of agreement with the following statements about these ads.																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>DISAGREE (1-2)</b>	127 6%	10 7%	29 7%	53 7%	3 2%	16 7%	16 6%	80 8%	42 5%	49 9%	20 8%	24 6%	13 3%	21 5%	45 6%	50 7%	36 5%	90 8%
<b>NEITHER (3)</b>	209 11%	8 6%	59 14%	86 11%	10 7%	21 9%	25 9%	109 11%	96 10%	68 13%	46 18%	32 8%	28 7%	35 8%	49 7%	98 15%	45 6%	161 14%
<b>AGREE (4-5)</b>	1602 80%	122 86%	336 76%	604 78%	125 88%	190 79%	219 82%	784 77%	806 83%	409 75%	182 71%	317 84%	329 86%	365 84%	642 85%	519 74%	704 88%	887 74%
<b>1 Strongly Disagree</b>	63 3%	3 3%	11 3%	33 4%	0 0%	7 3%	9 3%	36 4%	23 2%	23 4%	10 4%	16 4%	4 1%	10 2%	22 3%	26 4%	19 2%	44 4%
<b>2</b>	64 3%	7 5%	18 4%	20 3%	3 2%	9 4%	7 2%	44 4%	19 2%	26 5%	10 4%	8 2%	9 2%	11 2%	23 3%	24 3%	17 2%	46 4%
<b>3</b>	209 11%	8 6%	59 14%	86 11%	10 7%	21 9%	25 9%	109 11%	96 10%	68 13%	46 18%	32 8%	28 7%	35 8%	49 7%	98 15%	45 6%	161 14%
<b>4</b>	444 22%	24 17%	119 27%	151 20%	38 28%	53 22%	56 21%	236 24%	203 21%	144 26%	62 24%	85 22%	82 22%	71 16%	148 20%	161 23%	159 20%	281 24%
<b>5 Strongly Agree</b>	1158 57%	98 69%	217 49%	453 58%	87 61%	137 57%	163 61%	548 53%	603 62%	265 48%	120 47%	232 62%	247 64%	294 68%	494 65%	358 51%	545 68%	606 50%
<b>Prefer not to say</b>	62 3%	1 1%	11 2%	28 4%	3 2%	11 4%	8 3%	35 3%	25 3%	21 4%	6 2%	6 2%	14 4%	15 3%	13 2%	34 5%	11 1%	50 4%
Chi2:	-	(99)						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	4.31	4.46	<b>4.19</b>	4.30	<b>4.51</b>	4.33	4.38	<b>4.23</b>	<b>4.41</b>	<b>4.14</b>	<b>4.08</b>	4.37	<b>4.51</b>	<b>4.50</b>	<b>4.44</b>	<b>4.19</b>	<b>4.52</b>	<b>4.18</b>
Standard Deviation:	1.02	0.99	1.02	1.07	0.73	1.02	0.99	1.07	0.94	1.10	1.10	1.02	0.82	0.92	0.97	1.07	0.88	1.08



Student's T:	*	90	99	-	99	-	-	99	99.9	99.9	99.9	-	99.9	99.9	99.9	99.9	99.9	99.9
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**These ads talk about an important topic**

	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	
T1KE Please indicate your level of agreement with the following statements about these ads.																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>DISAGREE (1-2)</b>	127 6%	112 7%	15 5%	87 6%	31 8%	31 6%	95 6%	81 7%	44 5%	19 5%	49 7%	58 7%	37 6%	39 8%	41 7%	8 12%	38 6%	16 4%	61 7%	
<b>NEITHER (3)</b>	209 11%	172 10%	37 14%	133 9%	58 14%	66 14%	143 10%	132 12%	76 10%	31 8%	57 8%	120 14%	57 10%	60 12%	64 11%	6 11%	40 7%	33 9%	126 14%	
<b>AGREE (4-5)</b>	1602 80%	1390 80%	212 76%	1205 82%	318 76%	409 78%	1185 80%	918 78%	668 82%	328 84%	603 82%	657 76%	458 79%	414 77%	496 81%	46 74%	515 85%	326 85%	687 75%	
<b>1 Strongly Disagree</b>	63 3%	56 3%	7 3%	43 3%	16 4%	20 4%	43 3%	40 4%	22 3%	9 2%	24 3%	30 4%	17 3%	17 3%	24 4%	5 7%	22 4%	10 3%	25 3%	
<b>2</b>	64 3%	56 3%	8 3%	44 3%	15 4%	11 2%	52 3%	41 4%	22 3%	10 2%	25 3%	28 3%	20 3%	22 4%	17 3%	3 5%	16 2%	6 2%	36 4%	
<b>3</b>	209 11%	172 10%	37 14%	133 9%	58 14%	66 14%	143 10%	132 12%	76 10%	31 8%	57 8%	120 14%	57 10%	60 12%	64 11%	6 11%	40 7%	33 9%	126 14%	
<b>4</b>	444 22%	395 23%	49 18%	311 21%	112 27%	115 22%	328 22%	288 25%	153 19%	76 20%	158 22%	207 24%	131 23%	113 21%	147 24%	8 14%	117 19%	76 20%	238 26%	
<b>5 Strongly Agree</b>	1158 57%	995 57%	163 58%	894 60%	206 49%	294 56%	857 58%	630 53%	515 63%	252 64%	445 61%	450 51%	327 56%	301 56%	349 57%	38 60%	398 66%	250 64%	449 49%	
<b>Prefer not to say</b>	62 3%	48 3%	14 5%	48 3%	10 2%	9 2%	49 3%	31 3%	25 3%	13 3%	20 3%	24 3%	23 4%	16 3%	9 1%	2 3%	13 2%	8 2%	33 4%	
Chi2:	-	90		99.9		95		99.9		99.9			-			(99.9)				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	

Mean:	4.31	4.31	4.33	<b>4.38</b>	<b>4.15</b>	4.26	4.33	<b>4.24</b>	<b>4.42</b>	<b>4.46</b>	4.37	<b>4.20</b>	4.31	4.27	4.29	4.18	<b>4.43</b>	<b>4.45</b>	<b>4.19</b>
Standard Deviation:	1.02	1.02	1.01	0.99	1.07	1.05	1.01	1.04	0.97	0.93	1.01	1.05	1.02	1.06	1.03	1.27	1.01	0.92	1.02
Student's T:	*	-	-	99.9	99.9	-	-	99.9	99.9	99	90	99.9	-	-	-	-	99	99	99.9

**These ads provide new information**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1KF Please indicate your level of agreement with the following statements about these ads.																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>DISAGREE (1-2)</b>	1004 50%	72 51%	184 43%	416 54%	64 45%	127 53%	139 52%	532 53%	456 48%	298 54%	156 62%	221 58%	162 42%	167 38%	307 41%	398 57%	326 41%	671 57%
			----	+++				++	---	++	++++	+++	----	----	----	++++	----	++++
<b>NEITHER (3)</b>	592 29%	46 32%	149 34%	198 26%	43 31%	76 32%	76 28%	288 28%	301 31%	138 26%	67 26%	101 27%	137 36%	149 34%	234 31%	189 27%	268 34%	319 27%
			++	---						--			+++	++			+++	---
<b>AGREE (4-5)</b>	346 17%	19 14%	89 20%	134 17%	31 22%	27 11%	46 17%	156 16%	187 19%	94 17%	25 10%	50 13%	72 19%	105 25%	198 26%	79 11%	195 24%	148 12%
			+			--		-	++		----	--	++++	++++	++++	----	++++	----
<b>1 Strongly Disagree</b>	504 25%	31 22%	85 20%	213 28%	34 24%	65 28%	75 28%	276 28%	217 23%	160 29%	82 32%	115 30%	76 20%	71 16%	136 18%	217 31%	148 19%	354 30%
			---	++				++	---	++	+++	++	---	----	----	++++	----	++++
<b>2</b>	500 25%	41 29%	99 23%	203 27%	30 21%	62 26%	64 24%	256 25%	239 25%	138 25%	74 30%	106 27%	86 22%	96 22%	171 23%	181 26%	178 22%	317 27%
											+			-			--	++
<b>3</b>	592 29%	46 32%	149 34%	198 26%	43 31%	76 32%	76 28%	288 28%	301 31%	138 26%	67 26%	101 27%	137 36%	149 34%	234 31%	189 27%	268 34%	319 27%
			++	---						--			+++	++			+++	---
<b>4</b>	225 11%	12 9%	58 13%	84 11%	16 12%	22 9%	33 12%	94 9%	129 13%	53 10%	17 7%	38 10%	53 14%	64 15%	121 16%	53 8%	118 15%	106 9%
								--	++		---		++	+++	++++	----	++++	----
<b>5 Strongly Agree</b>	121 6%	7 5%	31 7%	50 7%	15 10%	5 2%	13 5%	62 6%	58 6%	41 7%	8 3%	12 3%	19 5%	41 9%	77 10%	26 4%	77 10%	42 4%
					++	---				+	--	--	++++	++++	++++	----	++++	----
<b>Prefer not to say</b>	58 3%	4 3%	13 3%	23 3%	3 2%	8 3%	7 3%	32 3%	25 3%	17 3%	6 2%	7 2%	13 3%	15 3%	10 1%	35 5%	7 1%	50 4%
															---	++++	----	++++
Chi2:	-	(95)						95	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	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	2.46	2.44	<b>2.63</b>	2.40	2.62	<b>2.30</b>	2.39	<b>2.39</b>	<b>2.53</b>	2.40	<b>2.17</b>	<b>2.28</b>	<b>2.62</b>	<b>2.79</b>	<b>2.76</b>	<b>2.23</b>	<b>2.74</b>	<b>2.26</b>
Standard Deviation:	1.17	1.10	1.16	1.20	1.27	1.05	1.16	1.18	1.16	1.22	1.06	1.11	1.12	1.18	1.22	1.11	1.20	1.11

Student's T:	*	-	99.9	90	-	95	-	95	99	-	99.9	99.9	99	99.9	99.9	99.9	99.9	99.9	99.9
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**These ads provide new information**

	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	
T1KF Please indicate your level of agreement with the following statements about these ads.																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>DISAGREE (1-2)</b>	1004 50%	868 51%	136 49%	776 53%	178 43%	297 58%	703 48%	631 55%	360 44%	166 43%	342 47%	489 57%	258 45%	252 48%	350 58%	31 50%	295 49%	203 53%	458 51%	
<b>NEITHER (3)</b>	592 29%	519 30%	73 26%	418 28%	139 33%	135 26%	456 31%	324 28%	266 33%	114 29%	222 31%	250 29%	174 30%	160 30%	176 28%	16 25%	201 33%	100 26%	259 28%	
<b>AGREE (4-5)</b>	346 17%	286 17%	60 22%	236 16%	90 22%	73 14%	270 18%	179 15%	160 20%	95 24%	148 21%	100 12%	127 22%	101 19%	74 12%	13 22%	97 16%	70 18%	162 18%	
<b>1 Strongly Disagree</b>	504 25%	446 26%	58 21%	394 27%	87 21%	160 31%	342 23%	337 29%	157 19%	83 21%	177 24%	240 28%	136 24%	116 22%	173 28%	19 30%	156 26%	98 26%	225 25%	
<b>2</b>	500 25%	422 25%	78 28%	382 26%	91 22%	137 27%	361 25%	294 26%	203 25%	83 21%	165 22%	249 29%	122 21%	136 26%	177 30%	12 19%	139 23%	105 27%	233 26%	
<b>3</b>	592 29%	519 30%	73 26%	418 28%	139 33%	135 26%	456 31%	324 28%	266 33%	114 29%	222 31%	250 29%	174 30%	160 30%	176 28%	16 25%	201 33%	100 26%	259 28%	
<b>4</b>	225 11%	186 11%	39 14%	155 11%	57 14%	46 9%	177 12%	114 10%	105 13%	59 15%	96 13%	69 8%	73 13%	66 12%	58 10%	8 13%	60 10%	52 14%	103 11%	
<b>5 Strongly Agree</b>	121 6%	100 6%	21 8%	81 5%	33 8%	27 5%	93 6%	65 6%	55 7%	36 9%	52 7%	31 4%	54 9%	35 6%	16 3%	5 9%	37 6%	18 5%	59 6%	
<b>Prefer not to say</b>	58 3%	49 3%	9 3%	43 3%	10 3%	10 2%	43 3%	28 2%	27 3%	16 4%	17 2%	20 2%	16 3%	16 3%	10 2%	2 3%	13 2%	10 3%	28 3%	
Chi2:	-	-		99.9		99.9		99.9		99.9			99.9			-				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	

Mean:	2.46	2.44	2.58	<b>2.40</b>	<b>2.65</b>	<b>2.29</b>	<b>2.52</b>	<b>2.35</b>	<b>2.62</b>	<b>2.68</b>	<b>2.56</b>	<b>2.28</b>	<b>2.61</b>	2.54	<b>2.28</b>	2.50	2.46	2.42	2.47
Standard Deviation:	1.17	1.17	1.20	1.16	1.19	1.16	1.17	1.17	1.15	1.24	1.21	1.08	1.25	1.17	1.07	1.31	1.17	1.16	1.18
Student's T:	*	90	90	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99	99.9	99.9	90	99.9	-	-	-	-

**These ads clearly convey that the Government of Canada wants you to remember and honour Canadian Veterans**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T1KG Please indicate your level of agreement with the following statements about these ads.																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>DISAGREE (1-2)</b>	133 6%	10 7%	16 4%	62 8%	6 4%	18 7%	20 7%	84 8%	44 5%	22 4%	19 7%	36 9%	23 6%	33 7%	42 5%	69 10%	33 4%	98 8%
				---	++			+++	---	---		++			++++	---	---	++++
<b>NEITHER (3)</b>	213 11%	17 13%	38 9%	76 10%	14 10%	42 17%	26 10%	122 12%	89 9%	62 11%	34 14%	40 10%	40 10%	37 8%	45 6%	104 15%	62 8%	150 13%
						++++		++	-		+			-	----	++++	----	++++
<b>AGREE (4-5)</b>	1598 80%	112 79%	370 85%	607 79%	117 83%	170 72%	217 81%	769 77%	815 84%	445 82%	198 78%	297 79%	308 81%	350 81%	652 87%	495 71%	692 87%	894 76%
				+++		---		----	++++						++++	----	++++	----
<b>1 Strongly Disagree</b>	63 3%	4 3%	4 1%	31 4%	2 1%	11 4%	11 4%	37 3%	22 2%	11 2%	4 2%	18 5%	11 3%	19 4%	17 2%	32 4%	17 2%	46 4%
				---	++				-			++		+	-	+++	-	++
<b>2</b>	70 3%	6 4%	12 3%	31 4%	4 3%	7 3%	9 3%	47 5%	22 2%	11 2%	15 6%	18 5%	12 3%	14 3%	25 3%	37 5%	16 2%	52 4%
								+++	---	--	++				+++	---	---	+++
<b>3</b>	213 11%	17 13%	38 9%	76 10%	14 10%	42 17%	26 10%	122 12%	89 9%	62 11%	34 14%	40 10%	40 10%	37 8%	45 6%	104 15%	62 8%	150 13%
						++++		++	-		+			-	----	++++	----	++++
<b>4</b>	475 24%	33 24%	106 24%	170 22%	37 27%	62 26%	65 24%	264 27%	207 21%	151 28%	78 30%	89 23%	73 19%	84 19%	159 21%	182 26%	170 21%	300 26%
								+++	---	++	+++		--	---	--	+	--	++
<b>5 Strongly Agree</b>	1123 56%	79 55%	264 60%	437 57%	80 56%	108 46%	152 57%	505 50%	608 62%	294 54%	120 48%	208 56%	235 62%	266 62%	493 66%	313 45%	522 66%	594 50%
				++		----		----	++++		---	++	++	++	++++	----	++++	----
<b>Prefer not to say</b>	56 3%	2 1%	11 2%	26 3%	4 3%	8 3%	5 2%	33 3%	21 2%	18 3%	3 1%	6 2%	13 3%	16 4%	10 1%	33 4%	9 1%	46 4%
									-		-				---	++++	----	++++
Chi2:	-	(95)						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	4.30	4.26	<b>4.44</b>	4.28	4.37	<b>4.10</b>	4.29	<b>4.19</b>	<b>4.43</b>	4.34	<b>4.17</b>	4.22	4.39	4.35	<b>4.47</b>	<b>4.07</b>	<b>4.48</b>	<b>4.18</b>
Standard Deviation:	1.01	1.01	0.85	1.07	0.90	1.08	1.04	1.06	0.92	0.91	0.99	1.11	0.98	1.06	0.92	1.12	0.88	1.07



Student's T:	*	-	99.9	-	-	99	-	99.9	99.9	-	95	-	90	-	99.9	99.9	99.9	99.9
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**These ads clearly convey 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 these ads.																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>DISAGREE (1-2)</b>	133 6%	120 7%	13 4%	112 <b>8%</b> +++	18 <b>4%</b> --	35 7%	96 6%	87 7%	46 5%	19 4%	64 <b>9%</b> +++	49 6%	34 6%	38 7%	40 6%	12 <b>19%</b> ++++	56 <b>9%</b> +++	20 5%	43 <b>5%</b> ---	
<b>NEITHER (3)</b>	213 11%	192 11%	21 8%	161 11%	38 9%	64 13%	149 10%	145 <b>13%</b> +++	66 <b>8%</b> ---	43 12%	67 9%	101 11%	59 10%	51 10%	65 10%	10 16%	58 10%	46 12%	94 10%	
<b>AGREE (4-5)</b>	1598 80%	1366 80%	232 83%	1157 <b>79%</b> ---	352 <b>85%</b> +++	406 79%	1185 81%	904 <b>78%</b> ---	676 <b>84%</b> +++	316 81%	582 80%	687 80%	464 81%	424 80%	494 81%	37 <b>60%</b> ----	478 79%	310 81%	743 <b>82%</b> ++	
<b>1 Strongly Disagree</b>	63 3%	55 3%	8 3%	55 <b>4%</b> ++	6 <b>1%</b> --	15 3%	47 3%	37 3%	26 3%	11 2%	37 <b>5%</b> ++++	14 <b>2%</b> ---	20 3%	15 3%	17 3%	7 <b>11%</b> ++++	28 <b>5%</b> +++	12 3%	15 <b>2%</b> ----	
<b>2</b>	70 3%	65 4%	5 2%	57 4%	12 3%	20 4%	49 3%	50 <b>4%</b> ++	20 <b>2%</b> --	8 2%	27 4%	35 4%	14 2%	23 4%	23 4%	5 <b>8%</b> ++	28 5%	8 2%	28 3%	
<b>3</b>	213 11%	192 11%	21 8%	161 11%	38 9%	64 13%	149 10%	145 <b>13%</b> +++	66 <b>8%</b> ---	43 12%	67 9%	101 11%	59 10%	51 10%	65 10%	10 16%	58 10%	46 12%	94 10%	
<b>4</b>	475 24%	418 25%	57 20%	343 23%	102 25%	140 <b>27%</b> ++	333 23%	305 <b>27%</b> ++++	163 <b>20%</b> ----	86 21%	163 22%	221 <b>26%</b> ++	118 <b>20%</b> --	131 25%	157 26%	15 24%	130 21%	99 26%	215 24%	
<b>5 Strongly Agree</b>	1123 56%	948 <b>55%</b> --	175 <b>63%</b> ++	814 55%	250 60%	266 <b>52%</b> --	852 <b>58%</b> +++	599 <b>51%</b> ----	513 <b>64%</b> ++++	230 59%	419 58%	466 54%	346 <b>60%</b> ++	293 55%	337 55%	22 <b>36%</b> ---	348 58%	211 55%	528 58%	
<b>Prefer not to say</b>	56 3%	44 2%	12 4%	43 3%	9 2%	10 2%	42 3%	26 2%	25 3%	13 3%	16 2%	22 2%	18 3%	16 3%	11 2%	3 5%	14 2%	7 2%	27 3%	
Chi2:	-	95	-	95	-	-	-	99.9	-	99	-	-	-	-	-	(99.9)	-	-	-	-
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	

Mean:	4.30	<b>4.28</b>	<b>4.45</b>	<b>4.26</b>	<b>4.42</b>	4.24	4.33	<b>4.22</b>	<b>4.43</b>	4.37	4.27	4.30	4.36	4.30	4.30	<b>3.69</b>	4.26	4.30	<b>4.38</b>
Standard Deviation:	1.01	1.02	0.94	1.05	0.88	1.00	1.01	1.03	0.97	0.95	1.10	0.95	1.01	1.01	0.99	1.36	1.11	0.98	0.91
Student's T:	*	99	99	99	99	90	90	99.9	99.9	-	-	-	-	-	-	99	-	-	99

Hosting commemorative events and ceremonies in Canada																		
	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q3_NEWD Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>NOT IMPORTANT (1-2)</b>	103 5%	4 3%	37 <b>9%</b> ++++	43 6%	1 <b>1%</b> ---	6 <b>3%</b> --	12 4%	60 6%	41 5%	42 <b>8%</b> +++	19 <b>8%</b> ++	20 5%	11 <b>3%</b> --	11 <b>2%</b> ---	36 5%	44 7%	26 <b>3%</b> ----	75 <b>7%</b> +++
<b>SOMEWHAT (3)</b>	198 10%	11 8%	78 <b>18%</b> ++++	52 <b>7%</b> ----	12 9%	21 9%	24 9%	108 11%	85 9%	75 <b>14%</b> ++++	30 12%	33 9%	28 <b>7%</b> --	32 <b>7%</b> --	48 <b>6%</b> ----	85 <b>13%</b> +++	61 <b>8%</b> ---	133 <b>12%</b> ++
<b>QUITE IMPORTANT (4-5)</b>	1626 81%	124 <b>88%</b> ++	296 <b>68%</b> ----	652 <b>84%</b> +++	124 <b>88%</b> ++	202 85%	222 83%	802 79%	809 <b>83%</b> ++	400 <b>72%</b> ----	198 77%	316 83%	339 <b>88%</b> ++++	373 <b>86%</b> +++	649 <b>86%</b> ++++	536 <b>76%</b> ----	696 <b>87%</b> ++++	922 <b>77%</b> ----
<b>1 Not at all important</b>	42 2%	2 1%	9 2%	23 3%	1 1%	2 1%	5 2%	26 3%	15 2%	17 3%	3 1%	11 3%	6 2%	5 1%	16 2%	22 3%	10 1%	32 3%
<b>2</b>	61 3%	2 2%	28 7%	20 3%	0 0%	4 2%	7 3%	34 4%	26 3%	25 5%	16 7%	9 2%	5 1%	6 1%	20 3%	22 3%	16 2%	43 4%
<b>3</b>	198 10%	11 8%	78 18%	52 7%	12 9%	21 9%	24 9%	108 11%	85 9%	75 14%	30 12%	33 9%	28 7%	32 7%	48 6%	85 13%	61 8%	133 12%
<b>4</b>	450 22%	39 27%	103 23%	164 21%	37 26%	48 20%	57 21%	239 24%	206 21%	141 26%	55 22%	81 21%	90 23%	83 19%	159 21%	159 22%	165 21%	284 24%
<b>5 Very important</b>	1176 58%	85 60%	193 44%	488 63%	87 62%	154 65%	165 61%	563 55%	603 62%	259 47%	143 56%	235 62%	249 65%	290 67%	490 65%	377 53%	531 66%	638 53%
<b>Don't know/Prefer not to say / No answer</b>	73 4%	2 1%	24 5%	24 3%	4 3%	9 4%	10 4%	38 4%	34 4%	30 6%	7 3%	10 3%	6 2%	20 4%	16 2%	36 5%	13 2%	58 5%
Chi2:	-	99.9						-		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	4.37	4.45	<b>4.07</b>	<b>4.43</b>	<b>4.53</b>	<b>4.52</b>	4.43	<b>4.31</b>	<b>4.43</b>	<b>4.15</b>	4.28	4.41	<b>4.51</b>	<b>4.56</b>	<b>4.48</b>	<b>4.26</b>	<b>4.52</b>	<b>4.27</b>

Standard Deviation:	0.95	0.83	1.07	0.96	0.71	0.81	0.91	0.99	0.90	1.06	1.00	0.96	0.82	0.79	0.90	1.04	0.82	1.01
Student's T:	*	-	99.9	95	99	99	-	99	99	99.9	-	-	99.9	99.9	99.9	99.9	99.9	99.9

### Hosting commemorative events and ceremonies in 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	
Q3_NEWD Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>NOT IMPORTANT (1-2)</b>	103 5%	89 5%	14 5%	58 4% ----	39 10% ++++	29 6%	74 5%	73 7% +++	29 4% ---	11 3%	37 5%	55 7% ++	36 7%	27 6%	33 5%	5 8%	26 4%	9 3% ---	60 7% +++	
<b>SOMEWHAT (3)</b>	198 10%	164 10%	34 12%	116 8% ----	71 17% ++++	51 10%	147 10%	120 11%	76 10%	29 7%	64 9%	101 12% ++	64 11%	54 11%	56 9%	5 9%	43 7%	33 9%	112 12% +++	
<b>QUITE IMPORTANT (4-5)</b>	1626 81%	1410 81%	216 77%	1253 85% ++++	286 68% ----	421 81%	1196 81%	937 80%	674 83%	335 85% ++	598 82%	680 79% --	450 78% --	432 81%	507 83%	49 78%	528 87% ++++	330 86% +++	693 76% ----	
<b>1 Not at all important</b>	42 2%	37 2%	5 2%	28 2%	13 3%	9 2%	33 2%	28 2%	14 2%	6 2%	14 2%	22 3%	12 2%	9 2%	18 3%	2 3%	14 2%	5 1%	20 2%	
<b>2</b>	61 3%	52 3%	9 4%	30 2%	26 7%	20 4%	41 3%	45 4%	15 2%	5 2%	23 3%	33 4%	24 4%	18 4%	15 3%	3 5%	12 2%	4 1%	40 5%	
<b>3</b>	198 10%	164 10%	34 12%	116 8%	71 17%	51 10%	147 10%	120 11%	76 10%	29 7%	64 9%	101 12%	64 11%	54 11%	56 9%	5 9%	43 7%	33 9%	112 12%	
<b>4</b>	450 22%	407 24%	43 15%	326 22%	103 25%	105 20%	342 23%	267 23%	181 22%	92 23%	157 22%	199 23%	123 21%	123 23%	148 24%	10 16%	104 17%	85 22%	243 27%	
<b>5 Very important</b>	1176 58%	1003 58%	173 62%	927 63%	183 43%	316 61%	854 58%	670 57%	493 60%	243 62%	441 60%	481 56%	327 57%	309 58%	359 59%	39 62%	424 70%	245 63%	450 49%	
<b>Don't know/Prefer not to say / No answer</b>	73 4%	59 3%	14 5%	46 3%	21 5%	14 3%	55 4%	32 3%	34 4%	16 4%	30 4%	23 3%	25 4%	16 3%	14 2%	3 5%	9 1%	11 3%	42 5%	
Chi2:	-	-		99.9		-		95		99			-			(99.9)				

Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25
Mean:	4.37	4.36	4.40	<b>4.46</b>	<b>4.04</b>	4.38	4.36	<b>4.32</b>	<b>4.44</b>	<b>4.49</b>	4.40	<b>4.29</b>	4.31	4.35	4.36	4.36	<b>4.53</b>	<b>4.49</b>	<b>4.22</b>
Standard Deviation:	0.95	0.95	0.97	0.88	1.10	0.96	0.95	0.99	0.88	0.84	0.93	1.01	1.00	0.95	0.97	1.06	0.90	0.82	1.00
Student's T:	*	-	-	99.9	99.9	-	-	99	99	99	-	99	-	-	-	-	99.9	99	99.9

**Development of commemorative educational resources for schools**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q3_NEWC Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>NOT IMPORTANT (1-2)</b>	122 6%	6 4%	52 <b>12%</b> ++++	43 6%	3 <b>2%</b> --	8 <b>3%</b> --	10 <b>4%</b> --	71 7%	49 5%	53 <b>10%</b> ++++	20 8%	20 5%	13 <b>4%</b> --	16 <b>3%</b> --	44 6%	52 <b>8%</b> ++	35 <b>4%</b> --	85 <b>8%</b> +++
<b>SOMEWHAT (3)</b>	202 10%	12 8%	70 <b>17%</b> ++++	57 <b>7%</b> ----	19 13%	17 7%	27 10%	106 11%	89 10%	74 <b>14%</b> +++	33 13%	34 9%	29 8%	32 <b>7%</b> --	41 <b>6%</b> ----	97 <b>14%</b> ++++	53 <b>7%</b> ----	148 <b>13%</b> ++++
<b>QUITE IMPORTANT (4-5)</b>	1596 79%	122 <b>87%</b> ++	285 <b>64%</b> ----	643 <b>83%</b> ++++	115 82%	204 <b>85%</b> ++	221 82%	794 78%	789 81%	391 <b>71%</b> ----	192 75%	314 83%	332 <b>86%</b> +	367 <b>84%</b> ++++	643 <b>85%</b> ++++	516 <b>73%</b> ----	686 <b>86%</b> ++++	899 <b>75%</b> ----
<b>1 Not at all important</b>	49 2%	4 2%	17 4%	17 2%	2 1%	4 2%	5 2%	27 3%	21 2%	21 4%	3 1%	12 3%	7 2%	6 1%	24 3%	18 3%	15 2%	34 3%
<b>2</b>	73 4%	2 2%	35 9%	26 3%	1 1%	4 2%	5 2%	44 5%	28 3%	32 6%	17 7%	8 2%	6 2%	10 2%	20 3%	34 5%	20 3%	51 5%
<b>3</b>	202 10%	12 8%	70 17%	57 7%	19 13%	17 7%	27 10%	106 11%	89 10%	74 14%	33 13%	34 9%	29 8%	32 7%	41 6%	97 14%	53 7%	148 13%
<b>4</b>	467 23%	35 25%	111 25%	171 22%	32 23%	56 23%	59 22%	257 26%	207 21%	158 29%	61 24%	84 22%	89 23%	75 17%	172 23%	167 24%	175 22%	286 24%
<b>5 Very important</b>	1129 56%	87 62%	174 39%	472 61%	83 59%	148 62%	162 60%	537 52%	582 59%	233 42%	131 51%	230 61%	243 63%	292 67%	471 63%	349 49%	511 64%	613 51%
<b>Don't know/Prefer not to say / No answer</b>	80 4%	1 1%	28 6%	28 4%	4 3%	9 4%	10 4%	37 4%	42 4%	29 5%	9 4%	11 3%	10 3%	21 5%	21 3%	36 5%	22 3%	56 5%
Chi2:	-	99.9						-		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	4.32	4.43	<b>3.93</b>	<b>4.42</b>	4.41	<b>4.49</b>	<b>4.42</b>	<b>4.26</b>	<b>4.38</b>	<b>4.05</b>	4.21	4.40	<b>4.48</b>	<b>4.54</b>	<b>4.43</b>	<b>4.18</b>	<b>4.48</b>	<b>4.21</b>



Standard Deviation:	0.99	0.91	1.16	0.94	0.86	0.84	0.90	1.01	0.96	1.10	1.02	0.97	0.86	0.84	0.96	1.05	0.88	1.04
Student's T:	*	-	99.9	99.9	-	99	95	99	99	99.9	90	90	99.9	99.9	99.9	99.9	99.9	99.9

**Development of commemorative educational resources for schools**

	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_NEWC <b>Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:</b>																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>NOT IMPORTANT (1-2)</b>	122 6%	105 6%	17 6%	59 4%	55 14%	38 8%	84 6%	79 7%	42 5%	12 3%	37 5%	72 9%	39 7%	31 6%	40 7%	5 8%	23 4%	13 4%	78 9%	
				----	++++	+		++		---		++++					---	--	++++	
<b>SOMEWHAT (3)</b>	202 10%	173 10%	29 11%	124 9%	67 17%	49 10%	153 11%	125 11%	76 10%	41 11%	68 10%	90 11%	67 12%	56 11%	53 9%	7 12%	48 8%	25 7%	118 13%	
				----	++++								+				--	--	++++	
<b>QUITE IMPORTANT (4-5)</b>	1596 79%	1374 79%	222 80%	1243 84%	268 63%	413 79%	1174 79%	922 79%	658 81%	320 81%	592 81%	671 77%	438 75%	427 80%	502 82%	48 77%	520 86%	335 87%	668 73%	
				++++	----								---		++	++++	++++	----		
<b>1 Not at all important</b>	49 2%	45 3%	4 1%	28 2%	21 5%	11 2%	38 3%	30 3%	18 2%	8 2%	21 3%	20 2%	15 3%	14 3%	15 2%	2 3%	11 2%	6 1%	28 3%	
<b>2</b>	73 4%	60 4%	13 5%	31 2%	34 9%	27 6%	46 3%	49 5%	24 3%	4 1%	16 2%	52 6%	24 4%	17 4%	25 4%	3 5%	12 2%	7 2%	50 6%	
<b>3</b>	202 10%	173 10%	29 11%	124 9%	67 17%	49 10%	153 11%	125 11%	76 10%	41 11%	68 10%	90 11%	67 12%	56 11%	53 9%	7 12%	48 8%	25 7%	118 13%	
<b>4</b>	467 23%	415 24%	52 18%	335 23%	111 26%	106 20%	359 24%	284 24%	181 22%	90 23%	158 21%	216 25%	135 23%	123 23%	163 27%	5 8%	107 17%	102 27%	249 27%	
<b>5 Very important</b>	1129 56%	959 55%	170 61%	908 61%	157 37%	307 59%	815 55%	638 54%	477 58%	230 58%	434 59%	455 52%	303 52%	304 57%	339 55%	43 69%	413 68%	233 60%	419 46%	
<b>Don't know/Prefer not to say / No answer</b>	80 4%	70 4%	10 4%	47 3%	27 6%	15 3%	61 4%	36 3%	37 5%	18 5%	32 5%	26 3%	31 5%	15 3%	15 3%	2 3%	15 3%	10 3%	43 5%	
Chi2:	-	-		99.9		-		-		99			-			(99.9)				

Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25
Mean:	4.32	4.31	4.38	<b>4.45</b>	<b>3.87</b>	4.32	4.31	<b>4.27</b>	<b>4.38</b>	<b>4.41</b>	<b>4.38</b>	<b>4.22</b>	4.25	4.31	4.31	4.39	<b>4.52</b>	<b>4.45</b>	<b>4.12</b>
Standard Deviation:	0.99	0.99	0.97	0.88	1.19	1.02	0.98	1.02	0.95	0.89	0.97	1.04	1.03	1.00	0.98	1.08	0.87	0.84	1.07
Student's T:	*	-	-	99.9	99.9	-	-	95	95	95	95	99.9	90	-	-	-	99.9	99.9	99.9

**Funding for commemorative community initiatives**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q3_NEWF Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>NOT IMPORTANT (1-2)</b>	152 8%	9 6%	56 <b>13%</b> ++++	55 7%	4 <b>3%</b> --	11 5%	17 7%	89 <b>9%</b> ++	60 <b>7%</b> --	53 <b>10%</b> ++	26 11% +	31 8%	20 <b>5%</b> --	22 <b>5%</b> --	44 <b>6%</b> --	61 9%	40 <b>5%</b> ----	111 <b>10%</b> ++++
<b>SOMEWHAT (3)</b>	372 19%	25 18%	103 <b>24%</b> ++++	132 17%	33 24%	41 17%	38 <b>14%</b> --	198 20%	166 18%	107 20%	63 <b>25%</b> +++	69 18%	70 18%	63 <b>14%</b> ---	108 <b>15%</b> ----	166 <b>24%</b> ++++	120 <b>15%</b> ----	248 <b>21%</b> ++++
<b>QUITE IMPORTANT (4-5)</b>	1380 68%	105 74%	242 <b>55%</b> ----	556 <b>72%</b> +++	97 68%	172 72%	202 <b>75%</b> +++	676 67%	693 <b>71%</b> ++	351 <b>64%</b> ---	158 <b>62%</b> --	265 70%	283 <b>74%</b> ++	323 <b>74%</b> +++	571 <b>76%</b> ++++	433 <b>61%</b> ----	609 <b>76%</b> ++++	762 <b>63%</b> ----
<b>1 Not at all important</b>	64 3%	4 3%	20 5%	26 3%	1 1%	3 1%	10 4%	39 4%	24 3%	19 4%	8 3%	16 4%	11 3%	10 2%	24 3%	29 4%	21 3%	43 4%
<b>2</b>	88 5%	5 3%	36 8%	29 4%	3 2%	8 4%	7 3%	50 5%	36 4%	34 6%	18 7%	15 4%	9 2%	12 3%	20 3%	32 5%	19 2%	68 6%
<b>3</b>	372 19%	25 18%	103 24%	132 17%	33 24%	41 17%	38 14%	198 20%	166 18%	107 20%	63 25%	69 18%	70 18%	63 14%	108 15%	166 24%	120 15%	248 21%
<b>4</b>	602 30%	41 28%	124 28%	222 29%	39 27%	87 37%	86 33%	297 30%	302 31%	181 33%	82 32%	102 26%	112 29%	125 29%	237 32%	196 28%	238 30%	358 30%
<b>5 Very important</b>	778 38%	64 46%	118 27%	334 43%	58 41%	85 35%	116 43%	379 37%	391 40%	170 31%	76 30%	163 43%	171 44%	198 46%	334 44%	237 33%	371 46%	404 33%
<b>Don't know/Prefer not to say / No answer</b>	96 5%	2 1%	34 8%	28 4%	7 5%	14 6%	11 4%	45 5%	50 5%	36 7%	7 3%	14 4%	11 3%	28 6%	26 4%	41 6%	27 4%	67 6%
Chi2:	-	99.9						95		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	4.01	4.13	<b>3.69</b>	<b>4.08</b>	4.11	4.08	<b>4.12</b>	<b>3.95</b>	<b>4.07</b>	<b>3.87</b>	<b>3.80</b>	4.05	<b>4.13</b>	<b>4.21</b>	<b>4.15</b>	<b>3.86</b>	<b>4.19</b>	<b>3.88</b>

Standard Deviation:	1.05	1.02	1.14	1.04	0.91	0.90	1.02	1.08	1.01	1.07	1.06	1.09	1.00	0.96	1.00	1.09	0.97	1.08
Student's T:	*	-	99.9	99	-	-	95	95	99	99.9	99.9	-	95	99.9	99.9	99.9	99.9	99.9

Funding for commemorative community initiatives																			
	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_NEWF Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>NOT IMPORTANT (1-2)</b>	152 8%	126 8%	26 9%	75 5%	59 14%	45 9%	107 7%	97 9%	54 7%	20 5%	47 6%	85 10%	48 9%	40 8%	50 8%	4 6%	35 6%	22 6%	89 10%
<b>SOMEWHAT (3)</b>	372 19%	318 19%	54 19%	255 17%	96 24%	99 20%	273 19%	238 21%	131 16%	50 13%	131 18%	187 22%	102 18%	96 19%	132 22%	9 15%	93 15%	62 17%	201 22%
<b>QUITE IMPORTANT (4-5)</b>	1380 68%	1195 69%	185 66%	1087 74%	230 54%	355 68%	1017 69%	782 67%	584 72%	300 76%	514 70%	553 64%	394 68%	369 69%	410 67%	45 72%	462 76%	286 74%	564 62%
<b>1 Not at all important</b>	64 3%	55 3%	9 3%	37 2%	23 6%	18 4%	46 3%	40 4%	23 3%	8 2%	24 3%	32 4%	17 3%	18 3%	21 3%	4 6%	16 3%	8 2%	34 4%
<b>2</b>	88 5%	71 4%	17 6%	38 3%	36 9%	27 5%	61 4%	57 5%	31 4%	12 3%	23 3%	53 6%	31 6%	22 4%	29 5%	0 0%	19 3%	14 4%	55 6%
<b>3</b>	372 19%	318 19%	54 19%	255 17%	96 24%	99 20%	273 19%	238 21%	131 16%	50 13%	131 18%	187 22%	102 18%	96 19%	132 22%	9 15%	93 15%	62 17%	201 22%
<b>4</b>	602 30%	539 31%	63 23%	463 32%	120 28%	144 28%	455 31%	355 31%	242 30%	131 33%	214 29%	254 30%	158 27%	173 33%	194 32%	15 25%	175 29%	117 31%	282 31%
<b>5 Very important</b>	778 38%	656 38%	122 43%	624 42%	110 26%	211 40%	562 38%	427 36%	342 42%	169 43%	300 41%	299 34%	236 40%	196 36%	216 35%	30 48%	287 47%	169 43%	282 31%
<b>Don't know/Prefer not to say / No answer</b>	96 5%	83 5%	13 5%	56 4%	32 8%	16 3%	75 5%	45 4%	44 6%	21 5%	37 5%	34 4%	31 5%	24 5%	18 3%	4 6%	16 3%	13 3%	53 6%
Chi2:	-	-		99.9		-		99		99.9			-			(99.9)			

Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25
Mean:	4.01	4.00	4.02	<b>4.12</b>	<b>3.65</b>	3.98	4.01	<b>3.94</b>	<b>4.10</b>	<b>4.18</b>	<b>4.07</b>	<b>3.87</b>	4.02	3.99	<b>3.93</b>	4.14	<b>4.18</b>	<b>4.13</b>	<b>3.83</b>
Standard Deviation:	1.05	1.04	1.11	0.97	1.16	1.09	1.03	1.06	1.02	0.95	1.03	1.09	1.07	1.04	1.05	1.13	1.00	0.98	1.08
Student's T:	*	-	-	99.9	99.9	-	-	99	99	99.9	95	99.9	-	-	95	-	99.9	99	99.9

### Hosting commemorative events and ceremonies in Europe

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q3_NEWE Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>NOT IMPORTANT (1-2)</b>	376 19%	26 18%	103 <b>25%</b> +++	128 <b>17%</b> --	22 16%	48 20%	48 18%	205 21%	165 18%	123 <b>23%</b> ++	79 <b>32%</b> ++++	65 17%	50 <b>13%</b> ----	59 <b>13%</b> ----	112 <b>16%</b> ----	167 <b>24%</b> ++++	109 <b>14%</b> ----	263 <b>23%</b> ++++
<b>SOMEWHAT (3)</b>	532 27%	32 23%	116 27%	211 28%	42 29%	61 26%	67 25%	268 27%	260 27%	149 27%	75 29%	110 29%	98 25%	100 23%	174 <b>23%</b> ---	199 29%	194 <b>24%</b> --	337 <b>29%</b> ++
<b>QUITE IMPORTANT (4-5)</b>	969 48%	78 55%	176 <b>39%</b> + ----	393 50%	70 50%	112 46%	139 51%	482 47%	475 48%	230 <b>42%</b> ----	86 <b>33%</b> ----	182 48%	224 <b>59%</b> ++++	247 <b>57%</b> ++++	424 <b>56%</b> ++++	283 <b>40%</b> ----	454 <b>56%</b> ++++	508 <b>42%</b> ----
<b>1 Not at all important</b>	143 7%	12 9%	39 9%	46 6%	6 4%	20 9%	20 8%	85 9%	56 6%	47 9%	34 13%	25 6%	19 5%	18 4%	44 6%	68 10%	41 5%	102 9%
<b>2</b>	233 12%	14 9%	64 15%	82 11%	16 12%	28 11%	28 11%	120 12%	109 12%	76 14%	45 18%	40 10%	31 8%	41 9%	68 10%	99 14%	68 9%	161 14%
<b>3</b>	532 27%	32 23%	116 27%	211 28%	42 29%	61 26%	67 25%	268 27%	260 27%	149 27%	75 29%	110 29%	98 25%	100 23%	174 23%	199 29%	194 24%	337 29%
<b>4</b>	476 24%	38 28%	87 19%	189 24%	32 24%	57 23%	73 27%	240 24%	231 23%	125 23%	50 19%	96 25%	105 28%	100 23%	195 26%	140 20%	212 27%	261 22%
<b>5 Very important</b>	493 24%	40 26%	89 20%	204 26%	38 27%	55 23%	66 24%	242 23%	244 25%	105 19%	36 14%	86 23%	119 31%	147 34%	229 30%	143 20%	242 30%	247 20%
<b>Don't know/Prefer not to say / No answer</b>	123 6%	5 4%	40 9%	39 5%	7 5%	17 7%	14 5%	53 5%	69 7%	45 8%	14 6%	22 6%	12 3%	30 7%	39 5%	52 8%	39 5%	80 7%
Chi2:	-	95						-		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	3.48	3.57	<b>3.28</b>	<b>3.56</b>	3.60	3.43	3.52	3.43	3.53	<b>3.32</b>	<b>3.02</b>	3.50	<b>3.73</b>	<b>3.79</b>	<b>3.68</b>	<b>3.27</b>	<b>3.71</b>	<b>3.33</b>



Standard Deviation:	1.22	1.24	1.27	1.19	1.15	1.26	1.21	1.24	1.19	1.22	1.25	1.17	1.14	1.16	1.20	1.26	1.16	1.24
Student's T:	*	-	99.9	95	-	-	-	90	90	99.9	99.9	-	99.9	99.9	99.9	99.9	99.9	99.9

Hosting commemorative events and ceremonies in Europe																			
	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_NEWE Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>NOT IMPORTANT (1-2)</b>	376 19%	322 19%	54 20%	238 16%	107 26%	131 27%	244 17%	251 22%	123 15%	51 13%	126 18%	197 24%	106 19%	91 18%	139 23%	13 21%	93 16%	62 17%	201 23%
<b>SOMEWHAT (3)</b>	532 27%	460 27%	72 26%	397 27%	114 27%	154 30%	377 26%	335 29%	195 24%	90 23%	176 24%	262 31%	140 24%	148 28%	183 30%	9 15%	171 28%	89 23%	250 27%
<b>QUITE IMPORTANT (4-5)</b>	969 48%	834 48%	135 48%	761 51%	159 37%	199 37%	763 52%	518 44%	437 53%	214 55%	379 51%	366 42%	288 49%	254 47%	268 43%	36 58%	321 52%	209 54%	392 42%
<b>1 Not at all important</b>	143 7%	122 7%	21 8%	90 6%	42 10%	49 10%	93 6%	98 9%	44 5%	18 5%	52 7%	71 9%	38 7%	36 7%	53 9%	6 10%	38 6%	19 5%	77 9%
<b>2</b>	233 12%	200 12%	33 12%	148 10%	65 16%	82 17%	151 10%	153 14%	79 10%	33 9%	74 10%	126 15%	68 12%	55 11%	86 14%	7 11%	55 9%	43 11%	124 14%
<b>3</b>	532 27%	460 27%	72 26%	397 27%	114 27%	154 30%	377 26%	335 29%	195 24%	90 23%	176 24%	262 31%	140 24%	148 28%	183 30%	9 15%	171 28%	89 23%	250 27%
<b>4</b>	476 24%	418 24%	58 21%	367 25%	78 18%	98 18%	375 26%	263 22%	203 25%	103 27%	176 24%	196 23%	135 23%	121 23%	148 24%	11 18%	141 23%	110 29%	209 23%
<b>5 Very important</b>	493 24%	416 24%	77 27%	394 26%	81 19%	101 19%	388 26%	255 21%	234 28%	111 28%	203 27%	170 19%	153 26%	133 24%	120 19%	25 40%	180 29%	99 25%	183 20%
<b>Don't know/Prefer not to say / No answer</b>	123 6%	106 6%	17 7%	77 5%	37 9%	31 6%	88 6%	58 5%	58 7%	36 9%	48 7%	34 4%	41 7%	36 7%	20 4%	4 6%	21 4%	23 6%	64 7%
Chi2:	-	-		99.9		99.9		99.9		99.9		99.9	95			99.9			

Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25
Mean:	3.48	3.48	3.51	<b>3.58</b>	<b>3.22</b>	<b>3.21</b>	<b>3.58</b>	<b>3.35</b>	<b>3.66</b>	<b>3.71</b>	<b>3.58</b>	<b>3.30</b>	3.54	3.50	<b>3.31</b>	3.72	<b>3.62</b>	<b>3.61</b>	<b>3.33</b>
Standard Deviation:	1.22	1.21	1.26	1.19	1.28	1.25	1.19	1.23	1.18	1.15	1.24	1.21	1.23	1.21	1.21	1.40	1.20	1.16	1.23
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	95	99.9	-	-	99.9	-	99.9	95	99.9

**Maintenance of military memorials in Europe**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q3_NEWB Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>NOT IMPORTANT (1-2)</b>	232 12%	12 8%	80 <b>19%</b> +++	76 <b>10%</b> --	15 10%	27 12%	21 <b>8%</b> --	121 12%	107 12%	87 <b>16%</b> ++++	45 <b>18%</b> ++++	47 12%	26 <b>7%</b> ----	27 <b>6%</b> ----	69 <b>9%</b> ---	100 <b>15%</b> +++	65 <b>8%</b> ----	164 <b>14%</b> ++++
<b>SOMEWHAT (3)</b>	353 18%	26 20%	90 21%	126 17%	20 14%	36 15%	53 21%	167 17%	184 20%	105 19%	67 <b>27%</b> ++++	62 17%	63 16%	56 <b>13%</b> ---	120 17%	136 20%	129 17%	222 19%
<b>QUITE IMPORTANT (4-5)</b>	1319 65%	99 68%	239 <b>54%</b> ----	537 <b>69%</b> +++	100 71%	160 67%	182 67%	680 67%	623 63%	316 <b>57%</b> ----	132 <b>51%</b> ----	253 66%	285 <b>74%</b> ++++	333 <b>76%</b> ++++	534 <b>70%</b> ++++	424 <b>59%</b> ----	578 <b>72%</b> ++++	733 <b>60%</b> ----
<b>1 Not at all important</b>	89 5%	6 4%	30 7%	28 4%	2 1%	12 5%	11 4%	53 5%	36 4%	32 6%	16 6%	20 5%	13 3%	8 2%	29 4%	42 6%	25 3%	64 6%
<b>2</b>	143 7%	6 4%	50 12%	48 6%	13 9%	15 7%	10 4%	68 7%	71 8%	55 10%	29 12%	27 7%	13 3%	19 4%	40 6%	58 9%	40 5%	100 9%
<b>3</b>	353 18%	26 20%	90 21%	126 17%	20 14%	36 15%	53 21%	167 17%	184 20%	105 19%	67 27%	62 17%	63 16%	56 13%	120 17%	136 20%	129 17%	222 19%
<b>4</b>	538 27%	39 28%	111 25%	185 24%	39 28%	78 33%	85 32%	268 26%	264 27%	148 27%	67 26%	103 27%	116 30%	104 24%	213 28%	177 25%	218 27%	318 26%
<b>5 Very important</b>	781 38%	60 41%	128 28%	352 45%	61 43%	82 34%	97 35%	412 40%	359 36%	168 30%	65 25%	150 39%	169 44%	229 52%	321 42%	247 34%	360 44%	415 34%
<b>Don't know/Prefer not to say / No answer</b>	96 5%	4 4%	26 6%	32 4%	6 4%	15 6%	12 4%	40 4%	55 6%	39 7%	10 4%	17 5%	10 3%	20 5%	26 4%	41 6%	24 3%	69 6%
Chi2:	-	99.9						-	99.9					99.9		99.9		
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	3.91	4.00	<b>3.59</b>	<b>4.05</b>	4.07	3.89	3.94	3.93	3.89	<b>3.70</b>	<b>3.54</b>	3.93	<b>4.10</b>	<b>4.26</b>	<b>4.03</b>	<b>3.78</b>	<b>4.08</b>	<b>3.79</b>

Standard Deviation:	1.15	1.09	1.25	1.12	1.05	1.14	1.06	1.18	1.13	1.21	1.19	1.17	1.04	0.98	1.10	1.21	1.07	1.19
Student's T:	*	-	99.9	99.9	90	-	-	-	-	99.9	99.9	-	99.9	99.9	99.9	99.9	99.9	99.9

### Maintenance of military memorials in Europe

	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_NEWB Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>NOT IMPORTANT (1-2)</b>	232 12%	197 12%	35 13%	133 <b>9%</b> ----	85 <b>21%</b> ++++	75 <b>15%</b> +++	156 <b>11%</b> ---	156 <b>14%</b> ++++	75 <b>9%</b> ---	31 <b>8%</b> --	77 11%	123 <b>15%</b> ++++	66 12%	60 12%	83 14%	7 12%	47 <b>8%</b> ----	29 <b>8%</b> ---	145 <b>17%</b> ++++
<b>SOMEWHAT (3)</b>	353 18%	304 18%	49 18%	254 18%	79 20%	111 <b>22%</b> +++	242 <b>17%</b> --	224 <b>20%</b> ++	127 <b>16%</b> --	62 16%	118 17%	170 <b>20%</b> ++	103 18%	107 21%	107 19%	5 <b>8%</b> --	92 16%	72 20%	174 20%
<b>QUITE IMPORTANT (4-5)</b>	1319 65%	1139 65%	180 64%	1021 <b>68%</b> ++++	229 <b>54%</b> ----	306 <b>58%</b> ----	1006 <b>67%</b> ++++	737 <b>62%</b> ---	567 <b>69%</b> +++	274 <b>69%</b> ++	494 67%	539 <b>61%</b> ---	373 64%	337 63%	404 65%	47 76%	453 <b>74%</b> ++++	266 68%	534 <b>58%</b> ----
<b>1 Not at all important</b>	89 5%	77 5%	12 4%	51 4%	34 8%	27 5%	62 4%	56 5%	32 4%	12 3%	35 5%	41 5%	27 5%	23 4%	30 5%	5 8%	21 4%	11 3%	49 6%
<b>2</b>	143 7%	120 7%	23 9%	82 6%	51 13%	48 10%	94 7%	100 9%	43 5%	19 5%	42 6%	82 10%	39 7%	37 7%	53 9%	2 3%	26 4%	18 5%	96 11%
<b>3</b>	353 18%	304 18%	49 18%	254 18%	79 20%	111 22%	242 17%	224 20%	127 16%	62 16%	118 17%	170 20%	103 18%	107 21%	107 19%	5 8%	92 16%	72 20%	174 20%
<b>4</b>	538 27%	472 27%	66 24%	393 27%	113 27%	142 27%	393 27%	311 26%	223 27%	101 26%	195 26%	239 28%	140 24%	146 27%	185 30%	13 21%	157 26%	115 30%	243 27%
<b>5 Very important</b>	781 38%	667 38%	114 40%	628 42%	116 27%	164 31%	613 41%	426 36%	344 42%	173 43%	299 40%	300 34%	233 40%	191 35%	219 35%	34 54%	296 48%	151 38%	291 31%
<b>Don't know/Prefer not to say / No answer</b>	96 5%	82 5%	14 5%	65 4%	24 6%	23 5%	68 5%	45 4%	44 6%	24 6%	40 6%	27 3%	33 6%	25 5%	16 3%	3 5%	14 2%	16 5%	54 6%
Chi2:	-	-		99.9		99.9		99.9		99			-			99.9			

Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25
Mean:	3.91	3.91	3.92	<b>4.02</b>	<b>3.55</b>	<b>3.72</b>	<b>3.98</b>	<b>3.82</b>	<b>4.03</b>	<b>4.08</b>	3.97	<b>3.78</b>	3.91	3.86	3.83	4.15	<b>4.13</b>	4.00	<b>3.71</b>
Standard Deviation:	1.15	1.15	1.18	1.09	1.27	1.18	1.13	1.18	1.10	1.07	1.15	1.18	1.18	1.14	1.16	1.26	1.07	1.04	1.21
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99	90	99.9	-	-	90	-	99.9	90	99.9

Cemetery maintenance and grave marker repair																		
	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q3_NEWA Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>NOT IMPORTANT (1-2)</b>	83 4%	6 4%	26 <b>6%</b> ++	31 4%	4 3%	6 3%	10 4%	47 5%	34 4%	34 <b>6%</b> +++	23 <b>9%</b> ++++	13 3%	7 <b>2%</b> ---	6 <b>1%</b> ----	25 3%	37 6%	25 <b>3%</b> --	56 5% +
<b>SOMEWHAT (3)</b>	194 10%	9 7%	68 <b>16%</b> ++++	54 <b>7%</b> ----	9 7%	22 9%	30 11%	96 10%	95 10%	69 <b>13%</b> ++	29 12%	31 8%	35 9%	30 <b>7%</b> --	52 <b>7%</b> ----	81 12%	54 <b>7%</b> ----	137 <b>12%</b> ++++
<b>QUITE IMPORTANT (4-5)</b>	1651 82%	123 87%	321 <b>73%</b> ----	658 <b>85%</b> ++++	124 87%	202 84%	219 82%	832 82%	803 82%	411 <b>75%</b> ----	194 <b>76%</b> ---	329 <b>87%</b> +++	333 <b>87%</b> +++	384 <b>88%</b> ++++	651 <b>87%</b> ++++	548 <b>78%</b> ----	698 <b>87%</b> ++++	944 <b>79%</b> ----
<b>1 Not at all important</b>	29 1%	2 1%	11 3%	9 1%	1 1%	2 1%	4 2%	18 2%	11 1%	11 2%	6 3%	5 1%	5 1%	2 0%	11 1%	13 2%	11 1%	18 2%
<b>2</b>	54 3%	4 3%	15 4%	22 3%	3 2%	4 2%	6 3%	29 3%	23 3%	23 4%	17 7%	8 2%	2 1%	4 1%	14 2%	24 4%	14 2%	38 3%
<b>3</b>	194 10%	9 7%	68 16%	54 7%	9 7%	22 9%	30 11%	96 10%	95 10%	69 13%	29 12%	31 8%	35 9%	30 7%	52 7%	81 12%	54 7%	137 12%
<b>4</b>	536 27%	36 25%	136 31%	175 23%	40 28%	78 33%	70 26%	273 27%	257 27%	162 30%	73 29%	117 31%	95 25%	89 21%	194 26%	193 28%	203 26%	330 28%
<b>5 Very important</b>	1115 55%	87 62%	185 42%	483 62%	84 59%	124 51%	149 55%	559 55%	546 55%	249 45%	121 47%	212 56%	238 62%	295 67%	457 60%	355 50%	495 61%	614 51%
<b>Don't know/Prefer not to say / No answer</b>	72 4%	3 2%	20 5%	28 4%	4 3%	8 4%	9 3%	33 3%	37 4%	33 6%	8 3%	6 2%	9 2%	16 4%	21 3%	35 5%	19 2%	51 4%
Chi2:	-	99.9						-	99.9					99.9		99.9		
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84
Mean:	4.36	4.47	<b>4.11</b>	<b>4.48</b>	4.47	4.37	4.36	4.35	4.38	<b>4.19</b>	<b>4.14</b>	4.41	<b>4.49</b>	<b>4.60</b>	<b>4.46</b>	<b>4.26</b>	<b>4.48</b>	<b>4.29</b>



Standard Deviation:	0.90	0.84	1.01	0.85	0.78	0.80	0.90	0.92	0.88	0.98	1.05	0.83	0.79	0.70	0.84	0.96	0.82	0.93
Student's T:	*	-	99.9	99.9	90	-	-	-	-	99.9	99.9	-	99	99.9	99.9	99.9	99.9	99.9

Cemetery maintenance and grave marker repair																			
	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_NEWA Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>NOT IMPORTANT (1-2)</b>	83 4%	73 5%	10 4%	49 3%	27 7%	35 7%	47 3%	60 6%	22 3%	14 4%	21 3%	48 6%	25 5%	24 5%	29 5%	2 3%	18 3%	12 3%	48 6%
				----	+++	++++	----	+++	---		--	+++					-		++
<b>SOMEWHAT (3)</b>	194 10%	163 10%	31 11%	118 8%	65 16%	52 10%	142 10%	122 11%	69 9%	31 8%	59 8%	102 12%	57 10%	54 10%	57 10%	4 7%	37 6%	29 8%	116 13%
				----	++++						-	+++					----		++++
<b>QUITE IMPORTANT (4-5)</b>	1651 82%	1427 82%	224 80%	1258 85%	305 72%	415 80%	1229 83%	942 80%	694 85%	331 84%	617 84%	689 79%	465 80%	435 82%	512 83%	55 88%	540 89%	334 86%	700 77%
				++++	----		++	--	+++		++	---					++++	++	----
<b>1 Not at all important</b>	29 1%	25 2%	4 1%	17 1%	10 3%	12 2%	17 1%	23 2%	6 1%	5 1%	6 1%	18 2%	9 2%	9 2%	10 2%	2 3%	6 1%	4 1%	15 2%
<b>2</b>	54 3%	48 3%	6 2%	32 2%	17 4%	23 5%	30 2%	37 4%	16 2%	9 2%	15 2%	30 4%	16 3%	15 3%	19 3%	0 0%	12 2%	8 2%	33 4%
<b>3</b>	194 10%	163 10%	31 11%	118 8%	65 16%	52 10%	142 10%	122 11%	69 9%	31 8%	59 8%	102 12%	57 10%	54 10%	57 10%	4 7%	37 6%	29 8%	116 13%
<b>4</b>	536 27%	479 28%	57 21%	377 26%	135 32%	134 26%	400 27%	327 28%	206 25%	93 24%	196 27%	245 29%	136 24%	153 29%	184 30%	13 20%	129 21%	114 30%	275 30%
<b>5 Very important</b>	1115 55%	948 54%	167 60%	881 59%	170 40%	281 54%	829 56%	615 52%	488 60%	238 60%	421 57%	444 51%	329 57%	282 53%	328 53%	42 68%	411 68%	220 57%	425 46%
<b>Don't know/Prefer not to say / No answer</b>	72 4%	59 3%	13 5%	48 3%	20 5%	13 3%	54 4%	38 3%	28 4%	15 4%	32 5%	20 2%	28 5%	16 3%	12 2%	1 2%	11 2%	8 2%	43 5%
Chi2:	-	-		99.9		99.9		99		99			-			(99.9)			

Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25
Mean:	4.36	4.35	4.42	<b>4.45</b>	<b>4.08</b>	<b>4.27</b>	<b>4.40</b>	<b>4.29</b>	<b>4.46</b>	<b>4.45</b>	<b>4.45</b>	<b>4.25</b>	4.37	4.32	4.32	4.52	<b>4.55</b>	4.41	<b>4.21</b>
Standard Deviation:	0.90	0.90	0.89	0.84	1.00	1.01	0.85	0.95	0.80	0.86	0.81	0.97	0.92	0.92	0.91	0.88	0.79	0.83	0.95
Student's T:	*	-	-	99.9	99.9	95	95	99.9	99.9	95	99	99.9	-	-	-	-	99.9	-	99.9

**Please describe in your own words who you consider a Veteran?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q4																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>ANY MEMBER OF THE MILITARY, ANYONE WHO SERVES IN THE MILITARY/CAF, CURRENTLY SERVES MILITARY BRANCH</b>	142 7%	15 11% +	12 3% ----	59 8%	17 12% ++	27 11% ++	11 4% --	73 7%	68 7%	26 5% --	24 9% +	26 7% +	36 9% +	30 7%	51 7%	46 6%	56 7%	86 7%
<b>MEMBERS WHO HAVE FOUGHT, SEEN ACTION/COMBAT, SERVED ROLES IN A COMBAT/CONFLICT ZONE</b>	491 25%	34 23%	130 30% +++	174 23%	30 21%	52 22%	71 27%	235 24%	251 26%	132 24%	73 29%	93 25%	91 24%	102 24%	172 24%	186 27%	190 24%	296 25%
<b>ANYONE WHO WAS IN THE MILITARY, RETIRED PERSONNEL FROM MILITARY, WHO HAVE SERVED A BRANCH OF THE MILITARY (PAST TENSE)</b>	837 41%	73 53% +++	90 21% ----	358 46% ++++	81 57% ++++	112 46% +	119 45%	413 40%	416 42%	175 32% ----	100 39%	174 46% +	185 48% +++	203 46% ++	312 41%	262 37% --	339 42%	492 41%
<b>THOSE WHO HAVE RISKS THEIR LIVES FOR THE COUNTRY/OUR FREEDOM, SACRIFICED ALL TO PROTECT OUR VALUES/DEMOCRACY</b>	181 9%	11 7%	48 11%	68 9%	11 8%	24 10%	19 7%	71 7% ----	108 11% ++++	57 10%	21 8%	26 7%	34 9%	43 10%	80 11% +	54 8%	85 11% ++	95 8%
<b>AUX./ANC. SERVS. TO MLTRY. MED. PERSL./DRs/NURSES, EMERG./POLICE/RCMP, SPEC. SPPRT SYS; MERC. MARINES, COAST GUARD, BORDER SEC. SYS., SUPP. OF SPPRT SERVS, REPORTERS IN CONF. ZONES, CIV. SPPRT SERVS.)</b>	98 5%	12 8% ++	8 2% ----	40 5%	6 4%	21 9% +++	11 4%	49 5%	47 5%	23 4%	11 4%	18 5%	16 4%	30 7% ++	45 6% +	28 4%	48 6% +	49 4%
<b>HONOURABLE ATTRIBUTES OF SOLDIERS/MILITARY (COURAGEOUS, MEDAL OF HONOUR/HONOURABLE DISCHARGE, WORTHY OF ACCOLADES)</b>	39 2%	2 1%	7 2%	15 2%	3 2%	6 3%	5 2%	23 2%	16 2%	15 3%	7 3%	6 2%	4 1%	7 2%	14 2%	14 2%	14 2%	25 2%
<b>ONE WHO HAS GONE OVERSEAS/DEPLOYED ABROAD, SERVED IN FOREIGN WARS/CONFLICTS</b>	81 4%	8 7%	24 5% +	26 3%	2 1%	9 4%	12 4%	46 5%	33 3%	19 3%	13 5%	20 5%	14 4%	15 3%	33 4%	29 4%	32 4%	47 4%

<b>RETIRED SOLDIER, PARTICIPATED IN COMBAT/CONFLICTS AND NO LONGER IN SERVICE (SPECIFIC TO RETIRED SOLDIER WHO FOUGHT)</b>	87 4%	4 3%	45 <b>10%</b> ++++	26 3%	4 3%	2 <b>1%</b> ---	5 <b>2%</b> --	50 5%	34 4%	37 <b>7%</b> ++++	8 3%	18 5%	11 3%	13 3%	30 4%	36 5%	34 4%	53 4%
<b>PREVIOUS/RECENT WARS, INCLUSIVE OF ALL WARS, YOUNG/OLD VETERANS</b>	82 4%	3 2%	11 2%	39 5%	8 6%	11 4%	10 4%	32 <b>3%</b> --	48 5%	14 <b>3%</b> --	6 2%	14 4%	23 <b>6%</b> ++	25 <b>6%</b> ++	34 4%	26 4%	37 5%	45 4%
<b>WOMEN INCLUSIVE, WOMEN AND MEN WHO PARTICIPATED</b>	53 3%	1 1%	18 <b>4%</b> ++	18 2%	4 3%	5 2%	7 2%	23 2%	30 3%	10 2%	1 <b>0%</b> --	12 3%	11 3%	19 <b>4%</b> +++	23 3%	17 2%	30 <b>4%</b> ++	23 <b>2%</b> --
<b>PARTICIPATED IN PEACEKEEPING DUTIES/MISSIONS</b>	117 6%	7 5%	18 4%	44 6%	13 9%	8 4%	27 <b>10%</b> ++++	42 <b>4%</b> ---	74 <b>8%</b> +++	10 <b>2%</b> ----	18 7%	29 8%	25 7%	35 <b>8%</b> ++	37 5%	48 7%	61 <b>8%</b> +++	54 <b>5%</b> ---
<b>PERSONAL STORY/CONNECTION (FAMILY MEMBERS ARE VETERANS, RESPONDENT IS A VETERAN)</b>	55 3%	4 3%	11 3%	19 2%	5 3%	9 4%	7 2%	29 3%	25 3%	6 <b>1%</b> ---	4 2%	10 3%	15 4%	20 <b>5%</b> +++	24 3%	10 <b>1%</b> --	29 4%	26 2%
<b>SPECIFIC AMOUNT OF YEARS OF SERVICE, SERVED/COMPLETED TERM</b>	40 2%	5 3%	8 2%	10 1%	2 2%	5 2%	10 3%	23 2%	17 2%	17 <b>3%</b> ++	6 2%	6 2%	4 1%	7 2%	16 2%	11 2%	19 2%	21 2%
<b>LONG TIME SERVICE, OLDER VETERANS, FOUGHT/SERVED IN WWI/WWII/KOREAN/VIETNAM WAR</b>	66 3%	6 4%	19 4%	27 3%	4 3%	5 2%	4 1%	39 4%	27 3%	24 4%	6 2%	12 3%	11 3%	13 3%	27 4%	24 3%	30 4%	35 3%
<b>DECEASED MEMBERS OF THE MILITARY (THOSE WHO GAVE THEIR LIVES/KILLED IN COMBAT)</b>	36 2%	2 2%	7 2%	11 1%	2 1%	8 3%	6 2%	15 1%	21 2%	6 1%	4 2%	7 2%	10 3%	9 2%	15 2%	9 1%	19 2%	17 1%
<b>THOSE INJURED/SUFFERING WITH PTSD</b>	18 1%	0 0%	7 2%	9 1%	0 0%	1 0%	1 0%	6 1%	12 1%	4 1%	0 0%	7 <b>2%</b> ++	3 1%	4 1%	12 <b>2%</b> ++	2 <b>0%</b> --	13 <b>2%</b> +++	5 <b>0%</b> ---
<b>SURVIVORS OF WAR</b>	27 1%	1 1%	9 2%	11 1%	1 1%	3 1%	2 1%	12 1%	15 2%	6 1%	2 1%	3 1%	10 <b>3%</b> ++	6 1%	14 2%	7 1%	13 2%	14 1%
<b>SERVICE ANIMALS</b>	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%	1 0%	1 0%	0 0%	2 0%
<b>OLD SOLDIERS</b>	1 0%	0 0%	1 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%	0 0%	0 0%	1 0%
<b>REGARDLESS OF COUNTRY, FOUGHT FOR ANY COUNTRY</b>	5 0%	0 0%	0 0%	5 <b>1%</b> +++	0 0%	0 0%	0 0%	2 0%	3 0%	0 0%	0 0%	2 1%	1 0%	2 0%	2 0%	2 0%	2 0%	3 0%

<b>LOVED ONES/FAMILIES OF SOLDIERS OR VETS (HARDSHIPS THEY ENDURE)</b>	8 0%	0 0%	1 0%	1 0%	1 1%	4 2% ++++	1 0%	2 0%	6 1%	2 0%	0 0%	0 0%	4 1% ++	2 0%	6 1% ++	2 0%	3 0%	5 0%
<b>OTHER GENERAL POSITIVES (GOOD, GREAT, GRATEFUL, RESPECT/HONOUR)</b>	8 0%	0 0%	2 0%	1 0%	1 1%	1 0%	3 1% +	8 1% +++	0 0% --	7 1% ++++	0 0%	0 0%	0 0%	1 0%	6 1% ++	2 0%	6 1% ++	2 0% -
<b>DIVERSITY OF VETS/SOLDIERS (ETHNICITY GROUPS, RELIGION, INDIGENOUS AGE...)</b>	3 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0% -	3 0% +	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	2 0%	1 0%
<b>OTHER</b>	20 1%	0 0%	7 2%	10 1%	1 1%	1 0%	1 0%	9 1%	11 1%	8 1%	2 1%	5 1%	4 1%	1 0%	8 1%	9 1%	10 1%	10 1%
<b>DON'T KNOW</b>	3 0%	0 0%	1 0%	2 0%	0 0%	0 0%	0 0%	3 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	3 0%	0 0%	3 0%	0 0%
<b>Prefer not to say/NO RESPONSE</b>	216 11%	12 10%	59 14%	87 11%	8 6%	20 8%	30 11%	120 12%	92 10%	96 18%	27 11%	32 9%	27 7%	34 8%	72 10%	93 13%	67 9%	144 12%
Chi2:	-	(99.9)						(99.9)		(99.9)					-	(99)		
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**Please describe in your own words who you consider a Veteran?**

	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:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>ANY MEMBER OF THE MILITARY, ANYONE WHO SERVES IN THE MILITARY/CAF, CURRENTLY SERVES MILITARY BRANCH</b>	142 7%	128 7%	14 5%	125 8%	11 3%	33 6%	109 7%	80 7%	62 7%	31 8%	58 8%	52 6%	41 7%	34 6%	41 7%	4 7%	53 9%	38 10%	47 5%
				++++	----												++	++	---
<b>MEMBERS WHO HAVE FOUGHT, SEEN ACTION/COMBAT, SERVED ROLES IN A COMBAT/CONFLICT ZONE</b>	491 25%	429 25%	62 23%	342 23%	116 28%	132 26%	357 24%	275 24%	212 26%	106 27%	175 25%	207 24%	134 24%	144 28%	142 24%	8 13%	142 23%	92 25%	243 27%
				--	+									+		--			++
<b>ANYONE WHO WAS IN THE MILITARY, RETIRED PERSONNEL FROM MILITARY, WHO HAVE SERVED A BRANCH OF THE MILITARY (PAST TENSE)</b>	837 41%	723 41%	114 40%	708 48%	89 21%	214 41%	622 42%	475 40%	353 43%	163 41%	298 40%	365 42%	227 39%	199 37%	286 46%	33 51%	290 48%	191 49%	313 34%
				++++	----									--	+++		++++	++++	----
<b>THOSE WHO HAVE RISKS THEIR LIVES FOR THE COUNTRY/OUR FREEDOM, SACRIFICED ALL TO PROTECT OUR VALUES/DEMOCRACY</b>	181 9%	151 9%	30 11%	120 8%	49 12%	50 9%	130 9%	96 8%	82 11%	35 9%	78 11%	66 8%	64 11%	34 6%	49 8%	7 11%	53 9%	39 10%	78 9%
				--	++			-	+		++	--	++	---					
<b>AUX./ANC. SERVS. TO MLTRY. MED. PERSL./DRs/NURSES, EMERG./POLICE/RCMP, SPEC. SPPRT SYS; MERC. MARINES, COAST GUARD, BORDER SEC. SYS., SUPP. OF SPPRT SERVS, REPORTERS IN CONF. ZONES, CIV. SPPRT SERVS.)</b>	98 5%	79 4%	19 6%	82 5%	11 3%	25 5%	72 5%	51 4%	46 6%	17 4%	34 5%	44 5%	26 4%	29 5%	27 4%	1 2%	32 5%	33 8%	31 3%
				++	--												++++	---	
<b>HONOURABLE ATTRIBUTES OF SOLDIERS/MILITARY (COURAGEOUS, MEDAL OF HONOUR/HONOURABLE DISCHARGE, WORTHY OF ACCOLADES)</b>	39 2%	30 2%	9 3%	31 2%	5 1%	9 2%	30 2%	21 2%	17 2%	9 2%	11 2%	18 2%	17 3%	5 1%	12 2%	3 5%	14 2%	7 2%	14 2%
					+								+	-					
<b>ONE WHO HAS GONE OVERSEAS/DEPLOYED ABROAD, SERVED IN FOREIGN WARS/CONFLICTS</b>	81 4%	70 4%	11 4%	50 3%	26 6%	18 4%	62 4%	57 5%	23 3%	9 2%	22 3%	50 6%	19 3%	19 4%	32 5%	2 3%	18 3%	19 5%	41 5%
				--	++			++	--	--	-	++++			+				

<b>RETIRED SOLDIER, PARTICIPATED IN COMBAT/CONFLICTS AND NO LONGER IN SERVICE (SPECIFIC TO RETIRED SOLDIER WHO FOUGHT)</b>	87 4%	72 4%	15 6%	41 <b>3%</b> ----	39 <b>9%</b> ++++	19 4%	68 5%	52 5%	35 4%	13 3%	30 4%	43 5%	32 6%	25 5%	24 4%	0 0%	23 4%	10 3%	53 <b>6%</b> +++
<b>PREVIOUS/RECENT WARS, INCLUSIVE OF ALL WARS, YOUNG/OLD VETERANS</b>	82 4%	71 4%	11 4%	69 <b>5%</b> ++	9 <b>2%</b> --	14 <b>3%</b> --	68 <b>5%</b> ++	41 3%	41 5%	17 4%	35 5%	30 3%	21 4%	31 <b>6%</b> ++	21 3%	2 3%	27 4%	17 4%	35 4%
<b>WOMEN INCLUSIVE, WOMEN AND MEN WHO PARTICIPATED</b>	53 3%	43 2%	10 3%	31 <b>2%</b> ---	18 <b>4%</b> ++	8 <b>1%</b> --	45 <b>3%</b> ++	24 <b>2%</b> --	28 3%	8 2%	22 3%	23 3%	21 4%	14 3%	13 2%	1 2%	15 2%	12 3%	25 3%
<b>PARTICIPATED IN PEACEKEEPING DUTIES/MISSIONS</b>	117 6%	102 6%	15 6%	92 6%	18 4%	30 6%	87 6%	62 5%	54 7%	20 5%	41 6%	56 7%	27 5%	40 7%	37 6%	2 3%	49 <b>8%</b> +++	20 5%	45 5%
<b>PERSONAL STORY/CONNECTION (FAMILY MEMBERS ARE VETERANS, RESPONDENT IS A VETERAN)</b>	55 3%	51 3%	4 1%	50 <b>3%</b> +++	7 2%	11 2%	44 3%	25 2%	29 3%	8 2%	26 3%	21 2%	20 4%	10 2%	14 2%	10 <b>17%</b> ++++	34 <b>6%</b> ++++	4 <b>1%</b> --	7 <b>1%</b> ----
<b>SPECIFIC AMOUNT OF YEARS OF SERVICE, SERVED/COMPLETED TERM</b>	40 2%	36 2%	4 1%	31 2%	8 2%	11 2%	28 2%	25 2%	15 2%	8 2%	15 2%	17 2%	10 2%	15 3%	11 2%	2 3%	17 3%	9 2%	11 <b>1%</b> --
<b>LONG TIME SERVICE, OLDER VETERANS, FOUGHT/SERVED IN WWI/WWII/KOREAN/VIETNAM WAR</b>	66 3%	53 3%	13 5%	37 <b>2%</b> ---	22 <b>5%</b> +++	14 3%	51 3%	41 3%	24 3%	10 2%	20 3%	36 <b>4%</b> ++	17 3%	15 3%	25 4%	1 1%	14 2%	8 2%	39 <b>4%</b> ++
<b>DECEASED MEMBERS OF THE MILITARY (THOSE WHO GAVE THEIR LIVES/KILLED IN COMBAT)</b>	36 2%	30 2%	6 2%	27 2%	6 1%	9 2%	27 2%	23 2%	11 1%	7 2%	16 2%	13 1%	13 2%	9 2%	10 2%	2 3%	14 2%	4 1%	16 2%
<b>THOSE INJURED/SUFFERING WITH PTSD</b>	18 1%	16 1%	2 1%	11 1%	7 <b>2%</b> ++	5 1%	13 1%	10 1%	8 1%	3 1%	7 1%	8 1%	6 1%	3 1%	5 1%	2 3%	3 1%	3 1%	9 1%
<b>SURVIVORS OF WAR</b>	27 1%	23 1%	4 1%	14 <b>1%</b> --	9 2%	8 1%	19 1%	14 1%	12 1%	5 1%	14 2%	8 1%	7 1%	9 2%	9 1%	1 2%	5 1%	4 1%	17 <b>2%</b> ++
<b>SERVICE ANIMALS</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%
<b>OLD SOLDIERS</b>	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>REGARDLESS OF COUNTRY, FOUGHT FOR ANY COUNTRY</b>	5 0%	4 0%	1 0%	4 0%	0 0%	2 0%	3 0%	1 0%	4 0%	0 0%	2 0%	3 0%	2 0%	0 0%	1 0%	1 <b>2%</b> ++	1 0%	0 0%	3 0%



<b>LOVED ONES/FAMILIES OF SOLDIERS OR VETS (HARDSHIPS THEY ENDURE)</b>	8 0%	7 0%	1 0%	7 0%	1 0%	2 0%	6 0%	4 0%	4 0%	1 0%	3 0%	4 0%	3 1%	2 0%	2 0%	0 0%	1 0%	3 1%	4 0%
<b>OTHER GENERAL POSITIVES (GOOD, GREAT, GRATEFUL, RESPECT/HONOUR)</b>	8 0%	8 0%	0 0%	6 0%	3 1%	6 <b>1%</b> +++	2 <b>0%</b> ---	7 1%	1 0%	0 0%	3 0%	5 1%	2 0%	5 <b>1%</b> ++	0 0%	0 0%	5 1%	1 0%	2 0%
<b>DIVERSITY OF VETS/SOLDIERS (ETHNICITY GROUPS, RELIGION, INDIGENOUS AGE...)</b>	3 0%	3 0%	0 0%	3 0%	0 0%	3 0%	0 0%	2 0%	1 0%	1 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>OTHER</b>	20 1%	16 1%	4 2%	12 1%	8 2% +	4 1%	16 1%	12 1%	7 1%	2 1%	5 1%	12 1%	8 1%	4 1%	7 1%	2 <b>4%</b> ++	6 1%	0 <b>0%</b> --	12 1%
<b>DON'T KNOW</b>	3 0%	3 0%	0 0%	2 0%	1 0%	2 0%	1 0%	3 0%	0 0%	1 0%	2 0%	0 0%	0 0%	3 1%	0 0%	2 4%	0 0%	0 0%	1 0%
<b>Prefer not to say/NO RESPONSE</b>	216 11%	187 11%	29 10%	146 10%	59 14%	53 11%	157 11%	138 12%	72 9%	48 12%	77 11%	86 10%	66 12%	72 14%	47 8%	2 3%	38 6%	22 6%	139 15%
Chi2:	-	-		(99.9)		-		(90)		-			(90)			(99.9)			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Veterans and members of the Canadian Armed Forces have served in countries around the world. To your knowledge, in what countries have the Canadian military served over the years?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
Q5																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>WESTERN ASIAN/MIDDLE EAST (AFGHANISTAN, IRAQ, IRAN, KUWAIT, SAUDI ARABIA)</b>	1119 56%	69 48%	256 59%	435 56%	79 56%	139 58%	137 51%	548 54%	557 57%	281 51%	137 54%	229 61%	229 60%	243 56%	425 57%	370 53%	466 59%	645 54%
<b>NORTH AFRICA, NORTH EAST AFRICA, WEST AFRICA (TUNISIA, MALTA, NIGER, MALI, ALGERIA, SENEGAL, LIBYA, BURKINA FASO, SUDAN)</b>	277 14%	18 12%	41 9%	125 16%	21 14%	35 14%	36 13%	168 17%	107 11%	60 10%	36 14%	61 16%	43 11%	77 17%	100 13%	93 13%	112 14%	165 14%
<b>WESTERN EUROPE, WWI/WWII INCLUSIVE (GERMANY, FRANCE, BELGIUM, GREAT BRITAIN)</b>	845 42%	58 40%	182 42%	320 41%	63 45%	101 42%	118 44%	442 44%	391 40%	196 35%	111 44%	170 45%	169 44%	199 45%	310 41%	281 40%	340 42%	499 42%
<b>SOUTH EAST ASIA/EAST ASIA (KOREA, VIETNAM, JAPAN, CHINA, PHILIPPINES, HONG KONG, MYANMAR, EAST TIMOR)</b>	656 32%	37 25%	114 25%	266 34%	53 37%	86 37%	97 36%	355 35%	295 30%	141 25%	80 31%	128 34%	127 33%	180 41%	238 31%	226 32%	270 34%	383 32%
<b>OTHER WESTERN EUROPEAN, SOUTH WESTERN EUROPE, INCLUDES MEDITERRANEAN (GREECE, SPAIN, CYPRUS)</b>	323 15%	29 19%	54 12%	140 18%	22 15%	35 14%	41 14%	204 20%	117 12%	33 6%	29 11%	80 21%	80 21%	101 23%	115 15%	107 15%	133 16%	190 15%
<b>SOUTH EASTERN EUROPE, BALKAN PENINSULA (BOSNIA, KOSOVO, SERBIA, CROATIA, MACEDONIA, SLOVENIA, MONTENEGRO, ALBANIA)</b>	548 27%	34 22%	123 28%	214 28%	39 27%	62 26%	73 27%	309 31%	233 24%	81 14%	80 31%	134 35%	129 33%	124 28%	207 27%	183 26%	224 28%	320 27%
<b>EAST/CENTRAL AFRICA (RWANDA, SOMALIA, CONGO, ETHIOPIA, BURUNDI, KENYA, UGANDA)</b>	421 21%	26 18%	82 19%	185 24%	21 15%	43 18%	63 23%	234 23%	185 19%	87 16%	64 25%	101 27%	74 19%	95 22%	146 20%	150 21%	160 20%	257 22%
<b>EASTERN/CENTRAL EUROPE (UKRAINE, CZECH REPUBLIC, POLAND, AUSTRIA)</b>	191 9%	15 11%	19 4%	82 11%	21 15%	31 13%	23 9%	89 9%	102 10%	49 9%	29 11%	27 7%	41 10%	45 10%	63 8%	70 10%	74 9%	116 10%
<b>CARIBBEAN/PACIFIC (HAITI)</b>	206 10%	15 11%	52 12%	81 11%	9 7%	20 8%	29 11%	103 10%	102 11%	37 7%	32 13%	54 14%	40 10%	43 10%	74 10%	71 10%	80 10%	124 10%

RUSSIA, USSR	44 2%	5 4%	9 2%	14 2%	5 4%	4 2%	7 3%	29 <b>3%</b> ++	14 <b>1%</b> --	16 3%	11 <b>4%</b> ++	2 <b>1%</b> --	5 1%	10 2%	19 2%	15 2%	18 2%	26 2%
OTHER WESTERN ASIA OR GENERAL MENTIONS OF MIDDLE EAST (EGYPT, LEBANON, TURKEY, JORDAN, GOLAN HEIGHTS, SYRIA, ISRAEL, YEMEN)	539 27%	42 29%	95 <b>22%</b> ---	229 <b>30%</b> ++	44 31%	66 28%	62 23%	262 26%	268 27%	109 <b>20%</b> ----	58 23%	104 28%	126 <b>33%</b> +++	142 <b>32%</b> +++	218 29%	167 <b>23%</b> --	238 <b>29%</b> ++	295 <b>25%</b> --
U.S.A	107 5%	11 8%	15 3%	36 4%	16 <b>12%</b> ++++	14 6%	15 6%	61 6%	44 4%	32 6%	13 5%	22 6%	24 6%	16 4%	43 6%	37 5%	45 6%	62 5%
NORTHERN EUROPE, SCANDINAVIA (NETHERLANDS/HOLLAND, DENMARK, ESTONIA, LATVIA, LITHUANIA)	320 16%	25 18%	40 <b>9%</b> ----	152 <b>19%</b> ++++	27 19%	33 13%	42 16%	192 <b>19%</b> ++++	125 <b>13%</b> ----	71 <b>13%</b> --	40 15%	60 15%	64 16%	85 <b>19%</b> ++	114 15%	110 15%	135 16%	184 15%
LATIN/CENTRAL/SOUTH AMERICA	45 2%	4 3%	9 2%	11 1%	4 3%	7 3%	10 4%	23 2%	22 2%	19 <b>4%</b> ++	4 2%	6 2%	12 3%	4 <b>1%</b> --	19 3%	16 2%	17 2%	28 2%
SOUTH ASIA (INDIA, PAKISTAN)	61 3%	7 5%	6 <b>2%</b> --	24 3%	4 3%	8 4%	12 5%	20 <b>2%</b> ---	40 <b>4%</b> +++	12 2%	14 <b>6%</b> ++	11 3%	5 <b>1%</b> --	19 4%	29 4%	17 3%	34 <b>4%</b> ++	26 <b>2%</b> --
CANADA/DOMESTIC	106 5%	8 6%	21 5%	34 4%	11 8%	20 <b>8%</b> ++	12 4%	52 5%	53 5%	29 5%	12 5%	22 6%	20 5%	23 5%	39 5%	32 5%	38 5%	68 6%
SOUTH AFRICA, BOER WARS (IVORY COAST, ZIMBABWE, BOTSWANA)	90 4%	9 6%	13 3%	42 5%	7 5%	6 2%	12 4%	57 <b>6%</b> ++	27 <b>3%</b> ----	26 5%	10 4%	16 4%	17 4%	21 5%	28 4%	37 5%	28 3%	61 5% +
EUROPE (GENERAL MENTION)	280 14%	19 14%	53 12%	108 14%	21 14%	41 17%	38 14%	137 13%	142 14%	37 <b>7%</b> ----	27 11%	62 16%	69 <b>18%</b> ++	85 <b>19%</b> ++++	115 15%	82 <b>11%</b> --	129 <b>16%</b> ++	150 <b>12%</b> --
ASIA (GENERAL MENTION)	55 3%	5 3%	12 3%	23 3%	4 3%	5 2%	6 2%	30 3%	25 3%	6 <b>1%</b> ---	4 2%	12 3%	11 3%	22 <b>5%</b> ++++	25 3%	14 2%	26 3%	28 2%
AFRICA (GENERAL MENTION)	250 12%	20 14%	50 11%	87 11%	25 17%	30 13%	38 15%	118 11%	130 13%	41 <b>8%</b> ----	22 <b>8%</b> --	48 13%	54 14%	85 <b>19%</b> ++++	91 12%	81 11%	110 14%	140 12%
NATO MISSIONS, UN MISSIONS, PEACEKEEPING MISSIONS	132 6%	9 7%	15 <b>3%</b> ---	64 <b>8%</b> ++	10 7%	13 6%	21 7%	72 7%	55 6%	24 <b>4%</b> --	15 6%	29 8%	28 7%	36 8% +	38 <b>5%</b> --	48 7%	49 6%	83 7%

<b>OCEANIA (AUSTRALIA, NEW ZEALAND, NEW GUINEA)</b>	13 1%	2 2%	0 0%	4 0%	3 2%	2 1%	2 1%	7 1%	6 1%	2 0%	2 1%	1 0%	5 1%	3 1%	4 1%	6 1%	6 1%	7 1%	
<b>INTERNATIONAL WATERS, PATROLLING SEAS</b>	2 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	2 0%	0 0%	
<b>THE POLES / ANTARCTICA / ARCTIC</b>	10 1%	3 2%	1 0%	1 0%	1 1%	2 1%	2 1%	4 0%	6 1%	0 0%	4 1%	1 0%	4 1%	1 0%	3 0%	3 0%	5 1%	5 0%	
<b>DISASTER RELIEF, HUMANITARIAN EFFORTS</b>	23 1%	1 1%	4 1%	9 1%	0 0%	4 2%	5 2%	8 1%	15 1%	6 1%	0 0%	6 2%	6 2%	5 1%	7 1%	4 1%	12 1%	11 1%	
<b>ALL OVER THE WORLD/ON EVERY CONTINENT, TOO MANY TO LIST</b>	130 7%	18 13%	19 4%	49 6%	16 11%	10 5%	17 6%	73 7%	55 6%	18 3%	26 10%	34 9%	28 7%	24 6%	49 7%	59 8%	50 6%	80 7%	
<b>OTHER</b>	22 1%	1 1%	0 0%	7 1%	2 1%	4 2%	8 3%	12 1%	9 1%	8 1%	4 1%	2 1%	2 1%	6 1%	9 1%	9 1%	10 1%	12 1%	
<b>DO NOT KNOW/REMEMBER</b>	42 2%	2 1%	8 2%	8 1%	7 5%	11 5%	6 2%	11 1%	31 3%	22 4%	6 2%	3 1%	7 2%	4 1%	11 1%	22 3%	9 1%	33 3%	
<b>Prefer not to say</b>	345 17%	24 17%	62 14%	145 19%	17 13%	44 19%	53 19%	184 18%	156 16%	145 26%	43 17%	57 15%	42 11%	58 13%	117 16%	128 18%	111 14%	229 19%	
Chi2:	-	(99.9)							(99.9)		(99.9)					-		-	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84	

**Veterans and members of the Canadian Armed Forces have served in countries around the world. To your knowledge, in what countries have the Canadian military served over the years?**

	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	
Q5																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>WESTERN ASIAN/MIDDLE EAST (AFGHANISTAN, IRAQ, IRAN, KUWAIT, SAUDI ARABIA)</b>	1119 56%	964 56%	155 55%	812 55%	240 58%	286 55%	830 57%	661 57%	445 55%	198 51%	381 52%	532 62%	290 50%	304 57%	388 63%	38 61%	347 57%	245 64%	474 52%	
				++++	---			++	-	----	----	++++	---		++++			++++	----	
<b>NORTH AFRICA, NORTH EAST AFRICA, WEST AFRICA (TUNISIA, MALTA, NIGER, MALI, ALGERIA, SENEGAL, LIBYA, BURKINA FASO, SUDAN)</b>	277 14%	235 13%	42 15%	228 15%	41 10%	72 14%	205 14%	176 15%	99 12%	28 7%	71 9%	175 20%	70 12%	68 13%	109 17%	12 19%	93 15%	70 18%	99 11%	
				++++	---			++	-	----	----	++++			++++			+++	----	
<b>WESTERN EUROPE, WWI/WWII INCLUSIVE (GERMANY, FRANCE, BELGIUM, GREAT BRITAIN)</b>	845 42%	747 43%	98 35%	628 42%	169 40%	204 39%	639 43%	494 42%	338 41%	138 35%	278 38%	422 49%	224 38%	213 40%	289 47%	31 49%	287 47%	180 47%	336 37%	
		++	--				+			---	---	++++	--		+++		+++	++	----	
<b>SOUTH EAST ASIA/EAST ASIA (KOREA, VIETNAM, JAPAN, CHINA, PHILIPPINES, HONG KONG, MYANMAR, EAST TIMOR)</b>	656 32%	581 33%	75 27%	512 35%	115 27%	163 31%	491 33%	376 32%	273 33%	98 25%	210 29%	342 39%	168 28%	174 32%	222 36%	29 47%	245 40%	135 35%	238 26%	
		++	--	++++	---					----	---	++++	--		++	++	++++		----	
<b>OTHER WESTERN EUROPEAN, SOUTH WESTERN EUROPE, INCLUDES MEDITERRANEAN (GREECE, SPAIN, CYPRUS)</b>	323 15%	284 16%	39 14%	262 17%	52 12%	69 12%	254 17%	175 14%	143 17%	37 9%	105 14%	177 20%	73 12%	97 18%	117 18%	29 46%	113 18%	86 22%	94 10%	
				++++	--	--	++			----	-	++++	---		++	++++	+	++++	----	
<b>SOUTH EASTERN EUROPE, BALKAN PENINSULA (BOSNIA, KOSOVO, SERBIA, CROATIA, MACEDONIA, SLOVENIA, MONTENEGRO, ALBANIA)</b>	548 27%	479 28%	69 25%	405 27%	120 29%	132 25%	415 28%	344 29%	196 24%	72 18%	172 23%	298 34%	126 21%	143 27%	210 34%	25 40%	186 30%	144 38%	185 20%	
								+++	---	----	---	++++	----		++++	++	+	++++	----	
<b>EAST/CENTRAL AFRICA (RWANDA, SOMALIA, CONGO, ETHIOPIA, BURUNDI, KENYA, UGANDA)</b>	421 21%	370 21%	51 18%	319 22%	81 19%	106 20%	314 21%	261 22%	156 19%	49 13%	122 17%	246 28%	102 18%	103 19%	164 27%	18 29%	134 22%	111 30%	151 17%	
								+	-	----	----	++++	--		++++		++++		----	
<b>EASTERN/CENTRAL EUROPE (UKRAINE, CZECH REPUBLIC, POLAND, AUSTRIA)</b>	191 9%	175 10%	16 6%	159 11%	22 5%	52 10%	138 9%	109 9%	79 9%	28 7%	74 10%	86 10%	42 7%	55 10%	61 10%	10 16%	77 13%	37 10%	64 7%	
		++	--	+++	----					-			--			+	+++		----	
<b>CARIBBEAN/PACIFIC (HAITI)</b>	206 10%	191 11%	15 5%	155 11%	49 12%	60 11%	146 10%	127 11%	76 9%	30 8%	68 9%	105 12%	53 9%	56 11%	72 12%	12 20%	74 12%	50 14%	64 7%	
		+++	---							-		+++	+		+	++	+	++	----	

RUSSIA, USSR	44 2%	42 2%	2 1%	36 3%	8 2%	11 2%	33 2%	31 3%	13 2%	9 2%	14 2%	20 2%	12 2%	13 2%	13 2%	3 5%	14 2%	8 2%	19 2%
OTHER WESTERN ASIA OR GENERAL MENTIONS OF MIDDLE EAST (EGYPT, LEBANON, TURKEY, JORDAN, GOLAN HEIGHTS, SYRIA, ISRAEL, YEMEN)	539 27%	457 26%	82 29%	421 <b>28%</b> +++	89 <b>21%</b> ---	132 25%	406 27%	298 25%	235 29%	90 <b>23%</b> --	182 25%	263 <b>30%</b> +++	152 26%	139 26%	177 29%	31 <b>48%</b> ++++	187 <b>31%</b> +++	114 30%	199 <b>22%</b> ----
U.S.A	107 5%	96 5%	11 4%	87 6%	18 4%	31 6%	76 5%	65 6%	41 5%	23 6%	39 5%	44 5%	22 <b>4%</b> --	33 6%	33 5%	11 <b>17%</b> ++++	41 7%	22 6%	33 <b>4%</b> --
NORTHERN EUROPE, SCANDINAVIA (NETHERLANDS/HOLLAND, DENMARK, ESTONIA, LATVIA, LITHUANIA)	320 16%	281 16%	39 14%	276 <b>19%</b> ++++	24 <b>6%</b> ---	79 15%	241 16%	185 16%	130 16%	56 14%	95 <b>13%</b> --	168 <b>19%</b> ++++	76 <b>13%</b> --	78 14%	114 <b>18%</b> ++	15 24%	121 <b>20%</b> +++	83 <b>22%</b> ++++	96 <b>10%</b> ----
LATIN/CENTRAL/SOUTH AMERICA	45 2%	39 2%	6 2%	36 2%	9 2%	12 2%	33 2%	29 2%	16 2%	9 2%	22 3%	14 2%	10 2%	17 3%	8 1%	2 3%	18 3%	12 3%	13 <b>1%</b> --
SOUTH ASIA (INDIA, PAKISTAN)	61 3%	55 3%	6 2%	53 <b>4%</b> ++	7 2%	17 4%	44 3%	32 3%	29 4%	14 4%	20 3%	27 3%	19 3%	17 3%	19 3%	1 2%	23 4%	17 5%	19 <b>2%</b> --
CANADA/DOMESTIC	106 5%	95 6%	11 4%	86 6%	21 5%	22 4%	84 6%	67 6%	38 5%	17 4%	36 5%	53 6%	28 5%	29 6%	35 6%	2 3%	35 6%	29 <b>8%</b> ++	40 4%
SOUTH AFRICA, BOER WARS (IVORY COAST, ZIMBABWE, BOTSWANA)	90 4%	79 4%	11 4%	73 5%	9 <b>2%</b> --	24 4%	66 4%	55 5%	35 4%	10 <b>2%</b> --	24 3%	56 <b>6%</b> ++++	22 4%	30 5%	27 4%	7 <b>11%</b> ++	36 <b>6%</b> ++	15 4%	32 <b>3%</b> --
EUROPE (GENERAL MENTION)	280 14%	234 13%	46 16%	221 <b>15%</b> ++	49 11%	70 14%	210 14%	153 13%	127 16%	58 14%	102 14%	117 14%	74 13%	81 15%	92 15%	12 18%	104 <b>17%</b> +++	59 15%	103 <b>11%</b> --
ASIA (GENERAL MENTION)	55 3%	49 3%	6 2%	45 3%	11 3%	12 2%	43 3%	24 <b>2%</b> --	30 <b>4%</b> ++	13 3%	19 3%	23 3%	18 3%	12 2%	15 2%	3 4%	22 4%	12 3%	17 2%
AFRICA (GENERAL MENTION)	250 12%	199 <b>11%</b> --	51 <b>18%</b> +++	195 13%	44 11%	58 11%	192 13%	134 11%	115 <b>14%</b> --	54 13%	101 14%	92 <b>10%</b> --	72 12%	74 14%	69 11%	8 12%	86 14%	54 14%	97 <b>10%</b> --
NATO MISSIONS, UN MISSIONS, PEACEKEEPING MISSIONS	132 6%	110 6%	22 8%	113 <b>8%</b> ++++	13 <b>3%</b> ----	24 <b>5%</b> --	107 <b>7%</b> ++	77 6%	54 7%	15 <b>4%</b> --	45 6%	69 <b>8%</b> ++	33 6%	36 7%	48 8%	2 3%	43 7%	32 8%	53 6%

<b>OCEANIA (AUSTRALIA, NEW ZEALAND, NEW GUINEA)</b>	13 1%	11 1%	2 1%	11 1%	2 0%	1 0%	12 1%	8 1%	5 1%	3 1%	4 1%	6 1%	4 1%	4 1%	1 0%	1 2%	8 <b>1%</b> +++	3 1%	1 <b>0%</b> ---
<b>INTERNATIONAL WATERS, PATROLLING SEAS</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 <b>0%</b> ++	0 0%	0 0%	0 0%	0 0%	2 0%
<b>THE POLES / ANTARCTICA / ARCTIC</b>	10 1%	9 1%	1 0%	9 1%	1 0%	4 1%	6 0%	6 1%	4 0%	1 0%	6 1%	3 0%	3 1%	1 0%	4 1%	0 0%	6 <b>1%</b> ++	2 0%	2 0%
<b>DISASTER RELIEF, HUMANITARIAN EFFORTS</b>	23 1%	22 1%	1 0%	19 1%	4 1%	5 1%	18 1%	13 1%	9 1%	4 1%	10 1%	9 1%	8 1%	4 1%	6 1%	1 2%	8 1%	6 1%	8 1%
<b>ALL OVER THE WORLD/ON EVERY CONTINENT, TOO MANY TO LIST</b>	130 7%	116 7%	14 5%	107 <b>7%</b> ++	20 5%	45 <b>9%</b> +++	84 <b>6%</b> ---	72 6%	57 7%	24 6%	57 <b>8%</b> ++	47 5%	45 8%	27 5%	39 6%	6 10%	48 8%	19 5%	54 6%
<b>OTHER</b>	22 1%	20 1%	2 1%	22 <b>2%</b> +++	0 <b>0%</b> --	9 2%	13 1%	15 1%	7 1%	4 1%	4 1%	13 1%	10 2%	6 1%	4 1%	0 0%	12 <b>2%</b> ++	2 1%	7 1%
<b>DO NOT KNOW/REMEMBER</b>	42 2%	36 2%	6 2%	33 2%	7 2%	15 3%	26 2%	28 2%	14 2%	15 4%	15 2%	12 1%	12 2%	18 4%	7 1%	1 2%	7 1%	5 1%	28 3%
<b>Prefer not to say</b>	345 17%	298 17%	47 17%	259 18%	68 16%	90 18%	247 17%	205 18%	130 16%	73 19%	149 20%	115 14%	102 18%	84 16%	82 14%	7 12%	81 13%	51 13%	188 21%
Chi2:	-	(99)		(99.9)		-		-		(99.9)			(99.9)			(99.9)			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**What do you think is the biggest issue facing Veterans today?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
T11																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>HEALTH/MEDICAL/INJURIES (GENERAL MENTION)</b>	125 6%	4 3%	24 5%	53 7%	12 8%	8 3%	24 9%	68 7%	55 6%	15 3%	13 5%	21 6%	36 9%	40 9%	52 7%	36 5%	52 6%	73 6%
<b>MENTAL/PTSD, EMOTIONAL HEALTH</b>	457 23%	31 22%	153 36%	145 19%	32 23%	44 18%	50 19%	202 20%	254 27%	116 22%	68 28%	98 26%	82 22%	93 22%	171 23%	142 21%	187 24%	268 23%
<b>FINANCIAL/PENSIONS, ADEQUATE INCOME TO LIVE ON</b>	194 10%	14 10%	27 6%	75 10%	11 8%	30 12%	37 14%	83 8%	108 11%	38 7%	22 9%	31 8%	48 13%	55 12%	73 10%	70 10%	84 11%	107 9%
<b>LACK OF SUPPORT FROM GOVERNMENT, DIFFICULTY ACCESSING SERVICES, INAPPROPRIATE LEVELS OF SUPPORTS AVAILABLE/CUTS TO FUNDING</b>	469 23%	35 25%	47 11%	212 27%	41 29%	72 30%	61 22%	259 25%	204 21%	116 21%	58 22%	109 28%	108 28%	78 18%	171 22%	181 25%	175 22%	292 24%
<b>PHYSICAL/MENTAL HEALTH (BOTH MENTIONED)</b>	133 7%	13 8%	24 5%	57 8%	10 7%	16 7%	12 4%	60 6%	68 7%	32 6%	12 5%	33 9%	22 6%	34 8%	42 5%	46 7%	54 7%	78 7%
<b>EMPLOYMENT SERVICES, JOB SKILLS/TRAINING, TRANSFERRING SKILLS INTO CIVILIAN EMPLOYMENT OPPORTUNITIES</b>	25 1%	3 3%	3 1%	11 1%	1 1%	6 3%	1 0%	12 1%	13 1%	11 2%	4 1%	2 1%	2 1%	6 1%	10 1%	7 1%	12 2%	13 1%
<b>LACK OF RECOGNITION/AWARENESS/ACKNOWLEDGEMENT FOR WHAT THEY HAVE DONE OR BEEN THROUGH, LACK OF RESPECT FROM THE PUBLIC/SOCIETY</b>	151 8%	8 6%	33 7%	56 7%	14 10%	18 8%	22 8%	77 8%	71 7%	49 9%	24 9%	28 7%	22 6%	28 6%	63 8%	58 9%	63 8%	87 7%
<b>DIFFICULTY TRANSITIONING INTO CIVILIAN LIFE/REGULAR SOCIETY</b>	82 4%	5 4%	21 5%	32 4%	3 2%	9 4%	11 4%	40 4%	42 4%	21 4%	7 3%	15 4%	14 4%	25 6%	34 5%	32 5%	31 4%	50 4%
<b>HOUSING/AFFORDABLE HOUSING (INCLUDES LONG TERM CARE FACILITIES)</b>	33 2%	5 3%	2 0%	17 2%	1 1%	4 2%	4 2%	17 2%	16 2%	9 2%	3 1%	6 1%	6 2%	9 2%	13 2%	5 1%	17 2%	15 1%



<b>WAR/CONFLICTS/TERRORISM, TOO MUCH WAR IN THE WORLD</b>	17 1%	1 1%	8 <b>2%</b> ++	4 1%	1 1%	1 0%	2 1%	8 1%	9 1%	5 1%	2 1%	0 <b>0%</b> --	1 0%	9 <b>2%</b> +++	7 1%	6 1%	10 1%	7 1%
<b>ISOLATION, SOLITUDE</b>	11 1%	1 1%	10 <b>2%</b> ++++	0 <b>0%</b> ---	0 0%	0 0%	0 0%	6 1%	5 1%	3 1%	3 1%	1 0%	3 1%	1 0%	5 1%	3 0%	6 1%	5 0%
<b>LACK OF TRAINING, NEED FOR EFFECTIVE TRAINING OR USE OF EQUIPMENT</b>	5 0%	1 1%	0 0%	3 0%	1 1%	0 0%	0 0%	2 0%	3 0%	1 0%	1 0%	0 0%	2 1%	1 0%	0 0%	4 <b>1%</b> ++	1 0%	4 0%
<b>SAME ISSUES AS CIVILIANS/ANYBODY</b>	3 0%	1 1%	1 0%	1 0%	0 0%	0 0%	0 0%	3 0%	0 0%	0 0%	0 0%	2 <b>1%</b> ++	0 0%	1 0%	0 0%	1 0%	0 0%	3 0%
<b>LOW RECRUITMENT RATES</b>	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	1 0%	1 0%
<b>DANGERS OF THE JOB (GETTING INJURED, POSSIBILITY OF DEATH)</b>	4 0%	0 0%	2 1%	1 0%	0 0%	1 0%	0 0%	1 0%	3 0%	0 0%	1 0%	0 0%	1 0%	2 0%	2 0%	2 0%	2 0%	2 0%
<b>OTHER</b>	30 1%	4 3%	4 1%	10 1%	2 1%	4 2%	5 2%	21 <b>2%</b> ++	9 <b>1%</b> --	10 2%	3 1%	6 2%	6 1%	5 1%	18 <b>2%</b> ++	7 1%	16 2%	14 1%
<b>DO NOT KNOW</b>	46 2%	1 1%	15 4%	18 2%	3 2%	5 2%	4 2%	23 2%	23 2%	16 3%	6 2%	5 1%	10 3%	9 2%	17 2%	18 3%	17 2%	29 2%
<b>Prefer not to say, NO RESPONSE</b>	213 11%	14 11%	60 <b>14%</b> ++	75 10%	9 7%	20 9%	35 13%	125 <b>13%</b> ++	85 <b>9%</b> ---	104 <b>19%</b> ++++	27 11%	22 <b>6%</b> ----	21 <b>5%</b> ----	39 9%	69 9%	83 12%	68 <b>9%</b> --	140 <b>12%</b> ++
Chi2:	-	(99.9)						(99)		(99.9)					-		-	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84



<b>HOUSING/AFFORDABLE HOUSING (INCLUDES LONG TERM CARE FACILITIES)</b>	33 2%	31 2%	2 1%	29 <b>2%</b> ++	3 1%	9 2%	24 2%	19 2%	14 2%	11 <b>3%</b> ++	14 2%	8 <b>1%</b> --	13 2%	7 1%	8 1%	2 3%	10 2%	5 1%	13 1%
<b>WAR/CONFLICTS/TERRORISM, TOO MUCH WAR IN THE WORLD</b>	17 1%	16 1%	1 0%	9 1%	8 <b>2%</b> +++	3 1%	14 1%	7 1%	9 1%	3 1%	5 1%	9 1%	6 1%	4 1%	3 0%	0 0%	6 1%	4 1%	7 1%
<b>ISOLATION, SOLITUDE</b>	11 1%	9 1%	2 1%	2 <b>0%</b> ----	8 <b>2%</b> ++++	5 1%	6 0%	5 0%	6 1%	3 1%	2 0%	6 1%	3 1%	3 1%	5 1%	0 0%	1 0%	3 1%	6 1%
<b>LACK OF TRAINING, NEED FOR EFFECTIVE TRAINING OR USE OF EQUIPMENT</b>	5 0%	5 0%	0 0%	5 0%	0 0%	0 0%	5 0%	2 0%	3 0%	1 0%	1 0%	3 0%	1 0%	2 0%	1 0%	0 0%	2 0%	0 0%	3 0%
<b>SAME ISSUES AS CIVILIANS/ANYBODY</b>	3 0%	2 0%	1 0%	2 0%	1 0%	2 0%	1 0%	3 0%	0 0%	0 0%	1 0%	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%
<b>LOW RECRUITMENT RATES</b>	2 0%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>DANGERS OF THE JOB (GETTING INJURED, POSSIBILITY OF DEATH)</b>	4 0%	4 0%	0 0%	2 0%	2 1%	1 0%	3 0%	2 0%	2 0%	1 0%	2 0%	1 0%	2 0%	0 0%	1 0%	0 0%	0 0%	1 0%	3 0%
<b>OTHER</b>	30 1%	28 2%	2 1%	23 1%	5 1%	14 <b>3%</b> ++	16 <b>1%</b> --	19 2%	11 1%	4 1%	6 1%	20 <b>2%</b> +++	6 1%	7 1%	14 <b>2%</b> ++	2 3%	14 <b>2%</b> ++	3 1%	9 1%
<b>DO NOT KNOW</b>	46 2%	31 <b>2%</b> ----	15 <b>5%</b> ++++	26 <b>2%</b> ---	15 <b>4%</b> ++	11 2%	33 2%	22 2%	24 3%	15 <b>4%</b> ++	17 2%	14 2%	16 3%	13 3%	10 2%	2 4%	5 <b>1%</b> ---	4 1%	34 <b>4%</b> ++++
<b>Prefer not to say, NO RESPONSE</b>	213 11%	175 10%	38 14%	140 <b>10%</b> ---	58 <b>14%</b> ++	52 10%	155 11%	124 11%	83 10%	54 <b>14%</b> ++	76 11%	75 <b>9%</b> --	70 12%	65 13%	46 <b>8%</b> ---	3 5%	41 <b>7%</b> ----	19 <b>5%</b> ----	137 <b>15%</b> ++++
Chi2:	-	(95)		(99.9)		-		(90)		(99.9)			-			(99.9)			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D1																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Working full-time (30 or more hours per week)</b>	818 42%	47 34%	183 43%	313 41%	55 40%	107 45%	113 43%	497 51%	314 33%	297 54%	176 69%	213 56%	118 30%	14 3%	268 37%	308 45%	285 37%	531 46%
		-						++++	----	++++	++++	++++	----	----	----	++	----	++++
<b>Working part-time (less than 30 hours per week)</b>	162 8%	14 10%	25 6%	59 8%	13 10%	27 11%	23 9%	52 5%	107 11%	54 10%	14 6%	36 10%	30 8%	28 6%	61 8%	56 8%	67 9%	93 8%
			--			+		----	++++	+								
<b>Self-employed</b>	174 9%	11 7%	28 6%	68 9%	13 9%	26 11%	27 10%	100 10%	73 7%	21 4%	29 11%	60 15%	43 11%	21 5%	62 8%	68 10%	56 7%	118 10%
			--			+		+	-	----	+	++++	+	----			--	++
<b>Unemployed, but looking for work</b>	50 3%	6 5%	10 2%	23 3%	4 3%	4 2%	3 1%	25 2%	23 2%	18 3%	7 3%	15 4%	8 2%	2 0%	21 3%	19 3%	21 3%	29 3%
		+										++		----				
<b>A student attending full-time school</b>	120 6%	5 4%	32 7%	43 6%	5 4%	15 6%	20 8%	52 5%	67 7%	115 21%	3 1%	2 1%	0 0%	0 0%	50 7%	42 6%	48 6%	71 6%
								+	+	++++	----	----	----	----				
<b>Retired</b>	517 25%	43 28%	129 28%	201 25%	40 27%	43 17%	57 20%	234 22%	279 28%	1 0%	1 0%	8 2%	144 38%	363 83%	230 30%	152 20%	260 32%	247 20%
			++			---		---	+++	----	----	----	++++	++++	++++	---	++++	----
<b>Not in the workforce (Full-time homemaker, unemployed but not looking for work)</b>	86 4%	4 3%	15 3%	34 5%	7 5%	11 5%	15 6%	17 2%	68 7%	19 4%	13 5%	29 8%	22 6%	3 1%	31 4%	29 4%	32 4%	53 5%
								----	++++			++++		----				
<b>DISABILITY, LONG TERM DISABILITY</b>	33 2%	7 4%	6 1%	13 2%	1 1%	2 1%	4 1%	15 1%	18 2%	3 1%	5 2%	12 3%	12 3%	1 0%	11 1%	14 2%	13 2%	20 2%
		+++								--		+++	++	---				
<b>STUDENT AND WORKING</b>	8 0%	0 0%	2 0%	4 1%	0 0%	1 0%	1 0%	2 0%	5 1%	8 2%	0 0%	0 0%	0 0%	0 0%	3 0%	4 1%	3 0%	5 0%
										++++								
<b>MATERNAL/PATERNAL LEAVE</b>	7 0%	2 1%	0 0%	2 0%	2 2%	1 0%	0 0%	1 0%	6 1%	5 1%	2 1%	0 0%	0 0%	0 0%	5 1%	1 0%	3 0%	4 0%
		++			++			-	+	++					+			

<b>OTHER</b>	5 0%	0 0%	2 0%	2 0%	0 0%	0 0%	1 0%	1 0%	4 0%	0 0%	1 0%	0 0%	2 1%	2 0%	3 0%	1 0%	2 0%	3 0%
<b>Prefer not to say</b>	20 1%	2 2%	3 1%	9 1%	1 1%	1 0%	4 1%	12 1%	5 1%	6 1%	3 1%	4 1%	5 1%	2 0%	4 1%	7 1%	6 1%	14 1%
Chi2:	-	(90)						(99.9)		(99.9)					(99)		(99.9)	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**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	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>Working full-time (30 or more hours per week)</b>	818 42%	713 42%	105 38%	600 42%	170 42%	301 59%	515 35%	818 71%	0 0%	90 23%	285 39%	436 52%	122 22%	231 45%	391 65%	24 39%	230 39%	158 42%	393 44%	
<b>Working part-time (less than 30 hours per week)</b>	162 8%	133 8%	29 11%	126 9%	24 6%	48 9%	112 8%	162 14%	0 0%	29 7%	71 10%	60 7%	56 10%	49 9%	27 5%	2 3%	52 9%	34 9%	71 8%	
<b>Self-employed</b>	174 9%	148 8%	26 9%	135 9%	28 6%	62 12%	110 7%	174 14%	0 0%	22 5%	69 9%	81 9%	42 7%	41 8%	61 10%	5 8%	63 10%	40 10%	62 7%	
<b>Unemployed, but looking for work</b>	50 3%	42 2%	8 3%	38 3%	9 2%	13 3%	35 2%	0 0%	50 6%	9 2%	21 3%	20 2%	30 5%	9 2%	5 1%	0 0%	16 3%	10 3%	23 2%	
<b>A student attending full-time school</b>	120 6%	89 5%	31 11%	73 5%	32 8%	26 5%	93 7%	0 0%	120 15%	47 12%	30 4%	43 5%	59 11%	24 5%	16 3%	1 2%	13 2%	18 5%	84 9%	
<b>Retired</b>	517 25%	458 25%	59 21%	376 24%	128 30%	12 2%	504 33%	0 0%	517 62%	148 37%	194 26%	171 19%	195 33%	149 27%	79 12%	28 44%	173 28%	97 24%	211 22%	
<b>Not in the workforce (Full-time homemaker, unemployed but not looking for work)</b>	86 4%	77 5%	9 3%	69 5%	13 3%	35 7%	51 4%	0 0%	86 11%	28 7%	29 4%	29 3%	41 8%	13 3%	21 3%	0 0%	30 5%	14 4%	40 4%	
<b>DISABILITY, LONG TERM DISABILITY</b>	33 2%	31 2%	2 1%	27 2%	6 1%	4 1%	29 2%	0 0%	33 4%	11 3%	18 2%	4 0%	21 3%	6 1%	3 0%	2 3%	16 2%	7 2%	8 1%	
<b>STUDENT AND WORKING</b>	8 0%	7 0%	1 0%	5 0%	3 1%	1 0%	7 0%	8 1%	0 0%	2 0%	4 1%	2 0%	4 1%	2 0%	2 0%	0 0%	4 1%	1 0%	2 0%	
<b>MATERNAL/PATERNAL LEAVE</b>	7 0%	7 0%	0 0%	6 0%	0 0%	7 1%	0 0%	0 0%	7 1%	1 0%	1 0%	5 1%	0 0%	2 0%	4 1%	0 0%	4 1%	0 0%	3 0%	

<b>OTHER</b>	5 0%	3 0%	2 1%	3 0%	2 0%	1 0%	4 0%	0 0%	0 0%	1 0%	1 0%	3 0%	2 0%	2 0%	0 0%	0 0%	1 0%	2 1%	2 0%
<b>Prefer not to say</b>	20 1%	14 1%	6 2%	15 1%	2 0%	5 1%	12 1%	0 0%	0 0%	3 1%	6 1%	5 1%	3 1%	1 0%	1 0%	0 0%	4 1%	2 0%	8 1%
Chi2:	-	(99)		(95)		(99.9)		(99.9)		(99.9)			(99.9)			(99.9)			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D2																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Grade 8 or less</b>	5 0%	0 0%	4 <b>1%</b> ++++	1 0%	0 0%	0 0%	0 0%	1 0%	4 0%	0 0%	2 <b>1%</b> ++	0 0%	1 0%	2 0%	0 0%	4 <b>1%</b> ++	1 0%	4 0%
<b>Some high school</b>	40 2%	4 3%	11 3%	16 2%	4 3%	3 1%	2 1%	19 2%	21 2%	8 1%	6 2%	4 1%	5 1%	17 <b>4%</b> +++	18 3%	12 2%	19 2%	21 2%
<b>High school diploma or equivalent</b>	346 17%	27 19%	50 <b>11%</b> ----	119 15%	42 <b>29%</b> ++++	51 20%	57 <b>22%</b> ++	179 17%	163 17%	98 18%	24 <b>9%</b> ----	29 <b>7%</b> ----	92 <b>24%</b> ++++	103 <b>24%</b> ++++	153 <b>20%</b> +++	117 16%	161 <b>20%</b> +++	182 <b>15%</b> ---
<b>Registered Apprenticeship or other trades certificate or diploma</b>	122 6%	11 8%	27 6%	24 <b>3%</b> ----	9 6%	27 <b>11%</b> ++++	24 9%	86 <b>8%</b> ++++	34 <b>4%</b> ----	26 5%	20 8%	29 7%	24 6%	23 5%	38 5%	43 6%	38 5%	84 <b>7%</b> ++
<b>College, CEGEP or other non-university certificate or diploma</b>	474 24%	30 21%	120 <b>27%</b> ++	185 24%	28 20%	49 21%	61 22%	216 <b>21%</b> --	253 <b>26%</b> ++	131 24%	39 <b>15%</b> ----	97 <b>26%</b> ++	108 <b>28%</b> ++	99 23%	193 26%	152 22%	203 25%	267 22%
<b>University certificate or diploma below bachelor's level</b>	133 7%	5 3%	36 8%	44 6%	5 3%	18 8%	25 9%	56 6%	76 8%	32 6%	13 5%	18 5%	29 8%	41 <b>10%</b> +++	50 7%	38 5%	56 7%	73 6%
<b>Bachelor's degree</b>	512 26%	38 29%	105 24%	224 <b>29%</b> +++	28 21%	54 24%	61 23%	275 <b>28%</b> ++	235 24%	172 <b>31%</b> ++++	83 <b>32%</b> +++	117 <b>31%</b> ++	67 <b>18%</b> ----	73 <b>17%</b> ----	171 <b>23%</b> --	195 28%	180 <b>23%</b> ---	329 <b>28%</b> +++
<b>Post graduate degree above bachelor's level</b>	347 18%	25 17%	79 19%	151 <b>20%</b> ++	23 16%	32 14%	34 <b>13%</b> --	162 16%	179 19%	73 <b>13%</b> ---	67 <b>27%</b> ++++	85 <b>23%</b> +++	52 <b>14%</b> --	70 16%	118 16%	134 20%	129 16%	217 19%
<b>Prefer not to say</b>	21 1%	1 1%	3 1%	7 1%	2 1%	4 2%	4 1%	14 1%	4 <b>0%</b> ---	7 1%	0 0%	0 <b>0%</b> --	6 2%	8 <b>2%</b> ++	8 1%	6 1%	9 1%	11 1%
Chi2:	-	(99.9)						(99.9)		(99.9)					(99)		(99)	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84



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

	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	
D2																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>Grade 8 or less</b>	5 0%	5 0%	0 0%	1 0%	4 1%	1 0%	4 0%	1 0%	4 1%	5 2%	0 0%	0 0%	3 1%	2 0%	0 0%	0 0%	0 0%	0 0%	0 1%	5 1%
				---	++++			-	+	++++	-	--	+						+++	
<b>Some high school</b>	40 2%	38 2%	2 1%	31 2%	9 2%	12 2%	28 2%	11 1%	29 4%	40 11%	0 0%	0 0%	22 4%	12 2%	3 0%	0 0%	16 3%	6 2%	17 2%	
								----	++++	++++	----	----	++++		----					
<b>High school diploma or equivalent</b>	346 17%	313 18%	33 12%	279 18%	52 12%	51 10%	292 19%	131 11%	211 26%	346 88%	0 0%	0 0%	154 27%	95 17%	46 7%	12 19%	107 17%	62 16%	160 17%	
				+++	---	----	++++	----	++++	++++	----	----	++++		----					
<b>Registered Apprenticeship or other trades certificate or diploma</b>	122 6%	110 6%	12 4%	83 6%	30 7%	40 8%	81 5%	79 7%	41 5%	0 0%	122 17%	0 0%	32 5%	30 6%	39 6%	9 14%	41 7%	30 8%	39 4%	
						++	--			----	++++	----				+++			---	
<b>College, CEGEP or other non-university certificate or diploma</b>	474 24%	419 24%	55 20%	346 23%	117 28%	116 22%	356 24%	283 24%	187 23%	0 0%	474 65%	0 0%	164 28%	118 22%	114 18%	13 20%	160 27%	85 22%	209 23%	
					++					----	++++	----	++++		----		++			
<b>University certificate or diploma below bachelor's level</b>	133 7%	107 6%	26 9%	94 6%	29 7%	22 4%	111 8%	67 6%	65 8%	0 0%	133 18%	0 0%	47 8%	39 7%	32 5%	6 10%	38 6%	26 7%	58 6%	
						--	+++	--	++	----	++++	----	+		----					
<b>Bachelor's degree</b>	512 26%	431 25%	81 30%	384 26%	97 23%	171 33%	339 23%	347 30%	160 20%	0 0%	0 0%	512 59%	96 17%	132 25%	225 37%	12 21%	131 22%	98 26%	257 29%	
						++++	----	++++	----	----	----	++++	----		++++				+++	
<b>Post graduate degree above bachelor's level</b>	347 18%	285 17%	62 23%	240 17%	76 18%	100 20%	246 17%	232 21%	112 14%	0 0%	0 0%	347 41%	53 9%	100 20%	149 25%	9 14%	108 18%	71 19%	153 17%	
								++++	----	----	----	++++	----		++++					
<b>Prefer not to say</b>	21 1%	14 1%	7 2%	15 1%	3 1%	2 0%	15 1%	11 1%	4 0%	0 0%	0 0%	0 0%	4 1%	1 0%	2 0%	1 2%	5 1%	5 1%	9 1%	
						-				--	----	----		--	--					
Chi2:	-	(99.9)		(99.9)		(99.9)		(99.9)		(99.9)			(99.9)			(95)				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	



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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D3																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes</b>	515 27%	50 <b>36%</b> ++	106 27%	181 <b>25%</b> --	40 30%	70 31%	68 27%	267 28%	246 27%	147 27%	164 <b>65%</b> ++++	173 <b>45%</b> ++++	26 <b>7%</b> ----	5 <b>1%</b> ----	174 <b>24%</b> --	198 <b>30%</b> ++	191 25%	323 29% +
<b>No</b>	1472 72%	89 <b>63%</b> --	328 73%	587 <b>75%</b> ++	98 67%	166 68%	198 73%	736 71%	718 73%	395 72%	88 <b>35%</b> ----	205 <b>55%</b> ----	355 <b>93%</b> ++++	429 <b>98%</b> ++++	571 <b>75%</b> ++	497 <b>69%</b> --	602 74%	855 <b>70%</b> --
<b>Prefer not to say</b>	13 1%	2 1%	1 0%	3 0%	3 2%	2 1%	2 1%	5 1%	5 0%	5 1%	2 1%	1 0%	3 1%	2 0%	4 1%	6 1%	3 0%	10 1%
Chi2:	-	95						-		99.9					95		90	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**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	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes</b>	515 27%	441 27%	74 28%	382 27%	91 24%	515 <b>100%</b> ++++	0 <b>0%</b> ----	412 <b>37%</b> ++++	97 <b>13%</b> ----	64 <b>18%</b> ----	178 26%	271 <b>33%</b> ++++	91 <b>17%</b> ----	120 24%	247 <b>43%</b> ++++	12 21%	168 29%	93 25%	231 27%
<b>No</b>	1472 72%	1274 72%	198 70%	1082 72%	326 <b>76%</b> ++	0 <b>0%</b> ----	1472 <b>100%</b> ++++	744 <b>62%</b> ----	712 <b>87%</b> ++++	324 <b>82%</b> ++++	548 74%	585 <b>67%</b> ----	481 <b>83%</b> ++++	408 <b>76%</b> ++	363 <b>57%</b> ----	50 79%	436 70%	288 74%	668 72%
<b>Prefer not to say</b>	13 1%	7 0%	6 2%	9 1%	0 0%	0 0%	0 0%	6 1%	4 1%	3 1%	3 0%	3 0%	3 1%	1 0%	0 0%	0 0%	2 0%	2 1%	8 1%
Chi2:	-	-	-	-	-	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	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D4																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Under \$20,000</b>	106 5%	9 6%	26 6%	39 5%	11 8%	7 3%	14 5%	47 5%	58 6%	49 <b>9%</b> ++++	9 4%	16 4%	17 4%	15 4%	46 6%	38 5%	41 5%	65 6%
<b>Between \$20,000 and \$39,999</b>	209 11%	19 14%	61 <b>14%</b> +++	74 10%	9 6%	20 8%	26 10%	87 <b>9%</b> ---	117 <b>12%</b> ++	74 <b>14%</b> +++	20 8%	20 <b>6%</b> ----	30 8%	65 <b>15%</b> ++++	79 11%	60 <b>9%</b> --	94 12%	112 10%
<b>Between \$40,000 and \$59,999</b>	260 13%	25 18%	70 <b>16%</b> +	99 13%	14 10%	21 <b>9%</b> --	29 10%	127 12%	130 13%	65 12%	18 <b>7%</b> --	38 10%	50 13%	89 <b>21%</b> ++++	121 <b>16%</b> +++	74 <b>10%</b> --	122 <b>15%</b> ++	134 <b>11%</b> --
<b>Between \$60,000 and \$79,999</b>	279 14%	19 13%	63 14%	95 12%	27 19%	34 14%	41 15%	139 14%	140 14%	94 <b>17%</b> +++	27 11%	34 <b>9%</b> ---	54 14%	70 16%	115 15%	92 13%	118 15%	159 13%
<b>Between \$80,000 and \$99,999</b>	250 12%	17 12%	54 13%	93 12%	18 13%	36 15%	32 12%	131 13%	114 12%	61 11%	37 14%	42 11%	57 15%	53 12%	87 12%	100 14%	84 <b>11%</b> +	165 <b>14%</b> ++
<b>Between \$100,000 and \$149,999</b>	344 17%	17 12%	73 17%	135 18%	21 14%	45 19%	50 19%	201 <b>20%</b> +++	142 <b>15%</b> --	97 18%	62 <b>24%</b> ++++	80 <b>21%</b> ++	61 16%	44 <b>10%</b> ----	113 <b>15%</b> --	142 <b>21%</b> +++	135 17%	206 18%
<b>\$150,000 or above</b>	266 13%	21 15%	44 <b>10%</b> --	112 15%	21 15%	31 13%	36 13%	156 <b>16%</b> +++	109 <b>12%</b> --	49 <b>9%</b> ----	61 <b>24%</b> ++++	87 <b>23%</b> ++++	47 12%	22 <b>5%</b> ----	85 12%	104 15%	88 <b>11%</b> --	177 <b>15%</b> ++
<b>Prefer not to say</b>	286 14%	14 9%	44 10%	124 16%	20 15%	44 18%	40 15%	120 12%	159 16%	58 11%	20 8%	62 16%	68 18%	78 18%	103 14%	91 13%	114 14%	170 14%
Chi2:	-	90						99		99.9					99		99	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

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

	Born in Canada			First language		Children under 18		Employed		Education			Household income			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
D4																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Under \$20,000</b>	106 5%	85 5%	21 8%	74 5%	27 6%	15 3%	90 6%	21 2%	84 10%	44 11%	41 6%	19 2%	106 18%	0 0%	0 0%	2 4%	29 5%	14 4%	61 7%
<b>Between \$20,000 and \$39,999</b>	209 11%	180 11%	29 11%	147 10%	57 14%	34 7%	173 12%	87 8%	121 15%	67 18%	95 13%	47 6%	209 37%	0 0%	0 0%	5 8%	56 10%	42 11%	100 11%
<b>Between \$40,000 and \$59,999</b>	260 13%	226 13%	34 12%	181 12%	70 16%	42 8%	218 15%	116 10%	141 17%	68 18%	107 15%	83 9%	260 45%	0 0%	0 0%	9 14%	87 14%	45 11%	114 13%
<b>Between \$60,000 and \$79,999</b>	279 14%	242 14%	37 14%	209 14%	58 14%	56 11%	223 15%	164 14%	114 14%	57 14%	109 15%	113 13%	0 0%	279 53%	0 0%	12 19%	73 12%	52 13%	134 15%
<b>Between \$80,000 and \$99,999</b>	250 12%	212 12%	38 14%	185 12%	51 12%	64 13%	185 13%	159 14%	89 11%	52 13%	78 11%	119 14%	0 0%	250 47%	0 0%	5 8%	76 12%	56 14%	107 12%
<b>Between \$100,000 and \$149,999</b>	344 17%	304 18%	40 14%	249 17%	69 17%	117 23%	227 15%	258 22%	86 10%	36 9%	128 18%	178 21%	0 0%	0 0%	344 56%	9 14%	115 19%	71 20%	146 16%
<b>\$150,000 or above</b>	266 13%	231 14%	35 12%	210 15%	40 10%	130 25%	136 9%	223 19%	42 5%	13 3%	57 8%	196 23%	0 0%	0 0%	266 44%	9 15%	83 14%	53 14%	118 13%
<b>Prefer not to say</b>	286 14%	242 14%	44 16%	218 15%	45 10%	57 11%	220 15%	134 11%	136 17%	54 14%	114 15%	104 12%	0 0%	0 0%	0 0%	11 18%	87 14%	50 13%	127 14%
Chi2:	-	-	-	95	-	99.9	-	99.9	-	99.9	-	99.9	99.9	-	-	-	-	-	-
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**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					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D4B																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes, I am a Veteran</b>	62 3%	7 4%	6 <b>1%</b> --	23 3%	6 4%	8 3%	10 3%	56 <b>5%</b> ++++	6 <b>1%</b> ----	4 <b>1%</b> ----	5 2%	13 3%	15 4%	25 <b>5%</b> ++++	26 3%	20 3%	28 3%	33 3%
<b>Yes, a family member is a Veteran</b>	619 31%	77 <b>54%</b> ++++	84 <b>19%</b> ----	224 29%	58 <b>41%</b> +++	81 34%	94 35% +	293 28% -	314 32%	137 <b>25%</b> ----	77 30%	116 30%	130 33%	159 <b>36%</b> +++	235 31%	212 30%	265 <b>33%</b> ++	352 29% -
<b>Yes, a friend/someone else is a Veteran</b>	553 27%	57 <b>39%</b> +++	75 <b>17%</b> ----	213 28%	39 27%	75 31%	93 <b>35%</b> +++	312 <b>31%</b> ++++	236 <b>24%</b> --	123 <b>22%</b> ----	81 31%	133 <b>35%</b> ++++	95 24%	121 27%	211 28%	192 27%	217 27%	333 27%
<b>No</b>	907 46%	28 <b>22%</b> ----	278 <b>64%</b> ++++	361 47%	52 <b>38%</b> --	92 <b>39%</b> --	94 <b>36%</b> ----	423 <b>43%</b> ---	475 <b>50%</b> +++	306 <b>57%</b> ++++	115 46%	154 <b>41%</b> --	167 44%	165 <b>39%</b> ----	331 45%	330 48%	341 44%	558 48% +
<b>Don't know / Prefer not to say</b>	42 2%	2 1%	8 2%	17 2%	2 2%	4 2%	9 3%	21 2%	21 2%	16 3%	3 1%	9 2%	4 1%	10 2%	19 3%	13 2%	17 2%	23 2%
Chi2:	-	(99.9)						99.9		99.9					-		-	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

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

	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	
D4B																				
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>Yes, I am a Veteran</b>	62 3%	59 <b>3%</b> ++	3 <b>1%</b> --	53 <b>3%</b> ++	9 <b>2%</b> --	12 2%	50 3%	31 2%	31 4%	12 3%	28 3%	21 2%	16 3%	17 3%	18 3%	62 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	
<b>Yes, a family member is a Veteran</b>	619 31%	578 <b>33%</b> ++++	41 <b>14%</b> ----	545 <b>37%</b> ++++	82 <b>19%</b> ----	171 33%	446 30%	353 30%	261 32%	126 32%	246 <b>34%</b> ++	241 <b>27%</b> --	175 30%	155 28%	199 32%	13 21%	606 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	
<b>Yes, a friend/someone else is a Veteran</b>	553 27%	481 27%	72 25%	458 <b>31%</b> ++++	77 <b>18%</b> ----	148 28%	403 27%	335 28%	212 26%	92 23%	214 29%	241 28%	149 25%	156 29%	178 29%	15 25%	155 25%	383 <b>100%</b> ++++	0 <b>0%</b> ----	
<b>No</b>	907 46%	742 <b>44%</b> ----	165 <b>61%</b> ++++	558 <b>38%</b> ----	262 <b>64%</b> ++++	231 46%	668 46%	528 46%	369 46%	182 47%	306 <b>43%</b> --	410 <b>49%</b> ++	275 49%	241 47%	264 44%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	907 <b>100%</b> ++++	
<b>Don't know / Prefer not to say</b>	42 2%	32 2%	10 4%	30 2%	7 2%	11 2%	30 2%	21 2%	15 2%	6 2%	15 2%	20 2%	11 2%	14 3%	6 1%	0 0%	0 0%	0 0%	0 0%	
Chi2:	-	99.9		99.9		-		-		95			-			(99.9)				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25	



**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					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D4BX																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Yes, I am a veteran</b>	62 3%	7 4%	6 <b>1%</b>	23 3%	6 4%	8 3%	10 3%	56 <b>5%</b>	6 <b>1%</b>	4 <b>1%</b>	5 2%	13 3%	15 4%	25 <b>5%</b>	26 3%	20 3%	28 3%	33 3%
			--					++++	----	----				++++				
<b>Yes, a family member is a veteran</b>	606 30%	75 <b>53%</b>	82 <b>19%</b>	221 29%	55 <b>39%</b>	80 34%	92 34%	282 <b>27%</b>	312 32%	136 <b>24%</b>	76 30%	114 30%	129 33%	151 <b>34%</b>	231 30%	207 29%	259 32%	345 29%
		++++	----		++		+	--	+	----				++			+	
<b>Yes, a friend/someone else is a veteran</b>	383 19%	29 20%	61 <b>14%</b>	149 19%	26 18%	54 23%	63 <b>23%</b>	226 <b>22%</b>	155 <b>16%</b>	85 <b>15%</b>	55 21%	89 <b>23%</b>	69 18%	85 19%	142 19%	131 19%	151 19%	229 19%
			---				++	++++	----	---		++						
<b>No, I do not personally know a veteran</b>	907 46%	28 <b>22%</b>	278 <b>64%</b>	361 47%	52 <b>38%</b>	92 <b>39%</b>	94 <b>36%</b>	423 <b>43%</b>	475 <b>50%</b>	306 <b>57%</b>	115 46%	154 <b>41%</b>	167 44%	165 <b>39%</b>	331 45%	330 48%	341 44%	558 48%
		----	++++		--	--	----	---	+++	++++		--		----			-	+
<b>Don't know / Prefer not to say</b>	42 2%	2 1%	8 2%	17 2%	2 2%	4 2%	9 3%	21 2%	21 2%	16 3%	3 1%	9 2%	4 1%	10 2%	19 3%	13 2%	17 2%	23 2%
Chi2:	-	(99.9)						99.9		99.9					-		-	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

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
D4BX																			
Weighted Total:	2000	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Yes, I am a veteran</b>	62 3%	59 <b>3%</b> ++	3 <b>1%</b> --	53 <b>3%</b> ++	9 2%	12 2%	50 3%	31 2%	31 4%	12 3%	28 3%	21 2%	16 3%	17 3%	18 3%	62 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----
<b>Yes, a family member is a veteran</b>	606 30%	565 <b>32%</b> ++++	41 <b>14%</b> ----	533 <b>36%</b> ++++	80 <b>19%</b> ----	168 32%	436 29%	349 30%	252 31%	123 31%	239 <b>33%</b> ++	239 <b>27%</b> --	172 30%	149 27%	198 32%	0 <b>0%</b> ----	606 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----
<b>Yes, a friend/someone else is a veteran</b>	383 19%	324 19%	59 21%	299 <b>20%</b> ++	59 <b>14%</b> --	93 18%	288 19%	233 20%	146 18%	68 17%	141 19%	169 19%	101 17%	108 20%	124 20%	0 <b>0%</b> ----	0 <b>0%</b> ----	383 <b>100%</b> ++++	0 <b>0%</b> ----
<b>No, I do not personally know a veteran</b>	907 46%	742 <b>44%</b> ----	165 <b>61%</b> ++++	558 <b>38%</b> ----	262 <b>64%</b> ++++	231 46%	668 46%	528 46%	369 46%	182 47%	306 <b>43%</b> --	410 <b>49%</b> ++	275 49%	241 47%	264 44%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	907 <b>100%</b> ++++
<b>Don't know / Prefer not to say</b>	42 2%	32 2%	10 4%	30 2%	7 2%	11 2%	30 2%	21 2%	15 2%	6 2%	15 2%	20 2%	11 2%	14 3%	6 1%	0 0%	0 0%	0 0%	0 0%
Chi2:	-	99.9		99.9		-		-		-			-			(99.9)			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**Where were you born?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D5																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>Born in Canada</b>	1722 86%	130 <b>92%</b> ++	396 <b>91%</b> +++	631 <b>82%</b> ----	131 <b>93%</b> ++	208 88%	220 <b>82%</b> --	869 86%	833 86%	455 <b>83%</b> --	232 <b>91%</b> ++	324 86%	339 89%	372 85%	652 87%	597 86%	682 86%	1028 87%
<b>UNITED KINGDOM, IRELAND, WALES, SCOTLAND</b>	61 3%	3 2%	5 <b>1%</b> --	35 <b>4%</b> +++	1 1%	8 3%	9 3%	24 2%	37 <b>4%</b> ++	2 <b>0%</b> ----	3 1%	11 3%	13 3%	32 <b>7%</b> ++++	24 3%	20 3%	32 <b>4%</b> ++	29 2%
<b>OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)</b>	33 2%	4 2%	13 <b>3%</b> +++	5 <b>1%</b> ---	1 1%	4 2%	6 2%	21 2%	11 1%	11 2%	1 0%	6 2%	8 2%	7 2%	12 2%	13 2%	14 2%	19 2%
<b>NORTHERN EUROPE, SCANDINAVIAN (NETHERLANDS, HOLLAND...)</b>	10 0%	0 0%	1 0%	3 0%	0 0%	1 0%	5 <b>2%</b> ++++	7 1%	3 0%	2 0%	1 0%	0 0%	2 0%	5 <b>1%</b> ++	1 0%	5 1%	4 0%	6 0%
<b>EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)</b>	18 1%	0 0%	4 1%	11 <b>1%</b> ++	1 1%	0 0%	2 1%	8 1%	10 1%	8 1%	2 1%	2 1%	3 1%	3 1%	8 1%	6 1%	9 1%	9 1%
<b>SOUTH ASIA (PAKISTAN, INDIA...)</b>	23 1%	0 0%	1 <b>0%</b> --	17 <b>2%</b> ++++	2 1%	1 1%	2 1%	18 <b>2%</b> +++	5 <b>1%</b> --	10 2%	2 1%	5 1%	5 1%	1 0%	8 1%	8 1%	9 1%	14 1%
<b>SOUTHEAST ASIA (CHINA, HONG, KONG...)</b>	23 1%	0 0%	2 0%	9 1%	1 1%	2 1%	9 <b>3%</b> ++++	7 1%	16 <b>2%</b> ++	17 <b>3%</b> ++++	0 0%	5 1%	1 0%	0 <b>0%</b> --	6 1%	11 2%	10 1%	13 1%
<b>CARIBBEAN (JAMAICA, HAITI...)</b>	6 0%	0 0%	0 0%	5 <b>1%</b> ++	0 0%	0 0%	1 0%	1 0%	5 1%	2 0%	0 0%	3 1%	0 0%	1 0%	2 0%	3 0%	4 1%	2 0%
<b>CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SALVADOR...)</b>	14 1%	0 0%	4 1%	6 1%	0 0%	2 1%	2 1%	8 1%	6 1%	4 1%	3 1%	5 1%	2 1%	0 <b>0%</b> --	3 0%	6 1%	5 1%	8 1%
<b>AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)</b>	18 1%	1 1%	3 1%	8 1%	2 1%	3 1%	1 0%	8 1%	10 1%	8 1%	3 1%	4 1%	2 1%	1 0%	8 1%	2 <b>0%</b> --	8 1%	9 1%

<b>RUSSIA</b>	3 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	3 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	3 0%	
<b>WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)</b>	17 1%	1 1%	3 1%	10 1%	1 1%	1 1%	1 1%	10 1%	7 1%	9 <b>2%</b> ++	3 1%	4 1%	1 0%	0 <b>0%</b> --	10 1%	6 1%	7 1%	10 1%	
<b>U.S.A</b>	25 1%	2 2%	0 <b>0%</b> ---	15 <b>2%</b> ++	0 0%	3 1%	5 2%	11 1%	14 1%	5 1%	1 0%	6 2%	5 1%	8 2%	8 1%	10 1%	6 1%	19 2%	
<b>OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)</b>	7 0%	0 0%	0 0%	4 1%	0 0%	1 0%	2 1%	3 0%	4 0%	1 0%	1 0%	1 0%	0 0%	4 <b>1%</b> ++	1 0%	4 1%	2 0%	5 0%	
<b>Prefer not to say</b>	20 1%	0 0%	3 1%	10 1%	1 1%	4 2%	2 1%	10 1%	8 1%	11 2%	1 0%	3 1%	3 1%	2 0%	6 1%	8 1%	4 0%	14 1%	
Chi2:	-	(99.9)						(95)	(99.9)						-	-			
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84	

**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	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907
<b>Born in Canada</b>	1722 86%	1722 <b>100%</b> ++++	0 <b>0%</b> ----	1317 <b>90%</b> ++++	396 <b>95%</b> ++++	441 86%	1274 87%	1001 86%	704 87%	356 <b>91%</b> +++	636 87%	716 <b>84%</b> ---	491 86%	454 86%	535 88%	59 <b>95%</b> ++	565 <b>93%</b> ++++	324 85%	742 <b>82%</b> ----
<b>UNITED KINGDOM, IRELAND, WALES, SCOTLAND</b>	61 3%	0 <b>0%</b> ----	61 <b>22%</b> ++++	61 <b>4%</b> ++++	1 <b>0%</b> ----	10 2%	50 3%	25 <b>2%</b> ---	35 <b>4%</b> +++	14 3%	21 3%	25 3%	18 3%	15 3%	16 2%	0 0%	21 3%	17 4%	22 2%
<b>OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)</b>	33 2%	0 <b>0%</b> ----	33 <b>11%</b> ++++	10 <b>1%</b> ----	13 <b>3%</b> +++	9 2%	23 2%	21 2%	12 1%	3 1%	16 2%	14 2%	14 2%	8 2%	10 2%	1 2%	8 1%	4 1%	19 2%
<b>NORTHERN EUROPE, SCANDINAVIAN (NETHERLANDS, HOLLAND...)</b>	10 0%	0 <b>0%</b> ----	10 <b>4%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	2 0%	8 1%	5 0%	4 0%	0 0%	6 1%	4 0%	3 0%	1 0%	6 <b>1%</b> ++	0 0%	0 <b>0%</b> --	5 <b>1%</b> ++	5 1%
<b>EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)</b>	18 1%	0 <b>0%</b> ----	18 <b>7%</b> ++++	2 <b>0%</b> ----	0 <b>0%</b> --	6 1%	12 1%	13 1%	5 1%	0 <b>0%</b> --	6 1%	12 <b>1%</b> ++	2 0%	6 1%	5 1%	0 0%	1 <b>0%</b> --	2 1%	14 <b>2%</b> +++
<b>SOUTH ASIA (PAKISTAN, INDIA...)</b>	23 1%	0 <b>0%</b> ----	23 <b>8%</b> ++++	9 <b>1%</b> ----	0 <b>0%</b> --	6 1%	17 1%	17 1%	5 1%	2 0%	9 1%	12 1%	9 2%	8 1%	5 1%	1 2%	1 <b>0%</b> ---	3 1%	17 <b>2%</b> +++
<b>SOUTHEAST ASIA (CHINA, HONG, KONG...)</b>	23 1%	0 <b>0%</b> ----	23 <b>8%</b> ++++	12 <b>1%</b> --	1 <b>0%</b> --	2 <b>0%</b> --	21 <b>1%</b> ++	15 1%	8 1%	2 0%	9 1%	12 1%	11 <b>2%</b> ++	5 1%	4 1%	0 0%	1 <b>0%</b> ---	6 2%	15 2%
<b>CARIBBEAN (JAMAICA, HAITI...)</b>	6 0%	0 <b>0%</b> ----	6 <b>2%</b> ++++	6 0%	0 0%	2 0%	4 0%	5 0%	1 0%	0 0%	3 0%	3 0%	3 1%	1 0%	2 0%	0 0%	1 0%	1 0%	4 0%
<b>CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SALVADOR...)</b>	14 1%	0 <b>0%</b> ----	14 <b>5%</b> ++++	3 <b>0%</b> ----	0 <b>0%</b> --	10 <b>2%</b> ++++	4 <b>0%</b> ----	10 1%	4 1%	2 0%	4 1%	8 1%	4 1%	4 1%	5 1%	0 0%	1 <b>0%</b> --	3 1%	10 <b>1%</b> ++
<b>AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)</b>	18 1%	0 <b>0%</b> ----	18 <b>7%</b> ++++	12 1%	4 1%	11 <b>2%</b> ++++	7 <b>0%</b> ----	11 1%	7 1%	2 1%	2 <b>0%</b> --	13 <b>2%</b> ++	5 1%	8 <b>2%</b> ++	2 0%	0 0%	0 <b>0%</b> ---	4 1%	14 <b>2%</b> +++

<b>RUSSIA</b>	3 0%	0 <b>0%</b> ----	3 <b>1%</b> ++++	1 0%	0 0%	0 0%	3 0%	2 0%	1 0%	0 0%	0 0%	3 <b>0%</b> ++	0 0%	2 0%	1 0%	0 0%	0 0%	1 0%	2 0%
<b>WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)</b>	17 1%	0 <b>0%</b> ----	17 <b>6%</b> ++++	5 <b>0%</b> ----	1 0%	8 1%	9 1%	11 1%	6 1%	4 1%	3 0%	10 1%	6 1%	6 1%	4 1%	0 0%	1 <b>0%</b> --	2 1%	13 <b>1%</b> +++
<b>U.S.A</b>	25 1%	0 <b>0%</b> ----	25 <b>9%</b> ++++	23 <b>2%</b> ++	0 <b>0%</b> ---	5 1%	20 1%	11 1%	13 2%	4 1%	7 1%	14 2%	7 1%	7 1%	8 1%	1 2%	3 <b>0%</b> --	6 2%	14 1%
<b>OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)</b>	7 0%	0 <b>0%</b> ----	7 <b>3%</b> ++++	7 0%	0 0%	1 0%	6 0%	3 0%	3 0%	1 0%	2 0%	4 0%	0 0%	2 0%	2 0%	0 0%	2 0%	2 1%	3 0%
<b>Prefer not to say</b>	20 1%	0 0%	20 7%	5 0%	1 0%	2 0%	14 1%	12 1%	5 1%	1 0%	5 1%	9 1%	2 0%	2 0%	5 1%	0 0%	1 0%	3 1%	13 1%
Chi2:	-	(99.9)		(99.9)		(99.9)		-		(90)			-			(99.9)			
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25

**In what year did you first move to Canada?**

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D6																		
Weighted Total:	255	10	39	127	8	24	46	121	133	81	27	49	37	61	90	94	108	146
Total:	258	11	36	130	9	26	46	129	128	81	21	52	42	62	91	96	110	146
<b>1984 and before (more than 35 years ago)</b>	119 45%	8 72%	10 <b>26%</b>	64 48%	2 19%	12 44%	23 48%	54 40%	65 49%	0 <b>0%</b>	3 15%	28 53%	33 <b>79%</b>	55 <b>89%</b>	44 47%	42 42%	48 42%	70 46%
			--						+	----		++++	++++					
<b>Since 1984 (last 35 years)</b>	131 52%	2 18%	25 <b>71%</b>	62 48%	7 81%	12 47%	23 52%	72 58%	59 47%	76 <b>94%</b>	17 81%	24 47%	9 <b>21%</b>	5 <b>8%</b>	43 48%	51 55%	58 54%	73 51%
			++					+		++++		----	----					
<b>Prefer not to say</b>	8 3%	1 10%	1 3%	4 3%	0 0%	2 8%	0 0%	3 3%	4 3%	5 6%	1 4%	0 0%	0 0%	2 3%	4 5%	3 3%	4 4%	3 2%
Chi2:	-	(95)						90	99.9						-	-		
Margin of error around 50%	6.10	29.55	16.33	8.60	32.67	19.22	14.45	8.63	8.66	10.89	21.38	13.59	15.12	12.45	10.27	10.00	9.34	8.11

**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:	255	0	255	147	20	74	179	148	102	32	87	134	81	74	68	3	38	54	154
Total:	258	0	258	151	20	72	184	149	104	34	88	134	82	73	70	3	40	56	152
<b>1984 and before (more than 35 years ago)</b>	119 45%	0 0%	119 45%	92 <b>60%</b> ++++	4 21% ----	23 <b>29%</b> ---	96 <b>51%</b> ++++	53 <b>34%</b> ----	63 <b>60%</b> ++++	15 42%	49 <b>54%</b> ++	54 <b>39%</b> --	33 39%	33 44%	37 50%	2 67%	30 <b>73%</b> ++++	26 46%	59 <b>37%</b> ---
<b>Since 1984 (last 35 years)</b>	131 52%	0 0%	131 52%	55 <b>37%</b> ----	15 75% ----	47 <b>68%</b> +++	83 <b>46%</b> ---	92 <b>64%</b> ++++	38 <b>37%</b> ----	18 55%	38 45%	75 57% +	48 60% +	38 53%	33 50%	1 33%	9 <b>24%</b> ----	28 50%	89 <b>60%</b> +++
<b>Prefer not to say</b>	8 3%	0 0%	8 3%	4 3%	1 4%	2 3%	5 3%	4 3%	3 3%	1 3%	1 1%	5 4%	1 1%	2 3%	0 0%	0 0%	1 3%	2 4%	4 3%
Chi2:	-	-	-	99	99	99.9	99.9	99.9	99.9	90	90	90	-	-	-	(99.9)	(99.9)	(99.9)	(99.9)
Margin of error around 50%	6.10	*	6.10	7.97	21.91	11.55	7.22	8.03	9.61	16.81	10.45	8.47	10.82	11.47	11.71	56.58	15.49	13.10	7.95



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

	Total	Region						Gender		Age					Aware of Veteran's ads		Ad recall	
		Atl	QC	ON	MB/SK	AB	BC	M	F	<35	35 to 44	45 to 54	55 to 64	65+	Yes	No	Yes	No
D7																		
Weighted Total:	2000	137	464	765	132	227	270	960	1017	547	319	360	350	423	743	703	791	1194
Total:	2000	141	435	771	141	238	268	1008	969	547	254	379	384	436	749	701	796	1188
<b>English</b>	1473 73%	134 <b>96%</b> ++++	73 <b>16%</b> ----	678 <b>88%</b> ++++	132 <b>94%</b> ++++	217 <b>91%</b> ++++	234 <b>87%</b> ++++	735 72%	719 73%	377 <b>68%</b> ---	193 75%	297 <b>78%</b> ++	280 72%	326 74%	518 <b>68%</b> ----	535 75% +	556 69% ---	907 <b>75%</b> ++++
<b>French</b>	417 22%	7 <b>5%</b> ----	353 <b>81%</b> ++++	38 <b>5%</b> ----	4 <b>3%</b> ----	3 <b>1%</b> ----	11 <b>4%</b> ----	217 22%	199 22%	135 <b>26%</b> +++	41 17%	62 <b>17%</b> --	80 22%	99 24%	192 <b>27%</b> ++++	127 <b>19%</b> --	197 <b>26%</b> ++++	216 <b>19%</b> ----
<b>WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)</b>	45 2%	0 0%	11 3%	17 2%	2 1%	8 3%	7 3%	24 2%	21 2%	9 2%	8 3%	13 3%	11 3%	4 <b>1%</b> --	18 2%	14 2%	20 3%	25 2%
<b>NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...)</b>	12 1%	0 0%	1 0%	4 0%	0 0%	2 1%	5 <b>2%</b> +++	8 1%	3 0%	2 0%	1 0%	1 0%	3 1%	5 1%	1 <b>0%</b> --	5 1%	6 1%	6 0%
<b>EASTERN//CENTRAL EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)</b>	26 1%	1 1%	4 1%	17 <b>2%</b> +++	1 1%	1 0%	2 1%	12 1%	13 1%	9 2%	3 1%	2 1%	6 2%	6 1%	11 1%	8 1%	12 2%	14 1%
<b>SOUTH ASIAN LANGUAGES (URDU, HINDI...)</b>	25 1%	0 0%	2 0%	17 <b>2%</b> +++	2 1%	2 1%	2 1%	19 <b>2%</b> +++	6 <b>1%</b> --	11 2%	4 1%	5 1%	5 1%	0 <b>0%</b> --	9 1%	10 1%	12 2%	13 1%
<b>SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)</b>	19 1%	0 0%	2 0%	6 1%	1 1%	2 1%	8 <b>3%</b> ++++	6 1%	13 1%	15 <b>3%</b> ++++	0 0%	4 1%	0 <b>0%</b> --	0 <b>0%</b> --	3 <b>0%</b> --	10 1%	6 1%	13 1%
<b>AFRICAN LANGUAGES</b>	4 0%	0 0%	0 0%	1 0%	1 1%	1 0%	1 0%	1 0%	3 0%	1 0%	0 0%	1 0%	0 0%	2 0%	3 0%	0 0%	2 0%	1 0%
<b>RUSSIAN</b>	4 0%	0 0%	0 0%	2 0%	1 1%	0 0%	1 0%	2 0%	2 0%	3 <b>1%</b> ++	0 0%	0 0%	0 0%	1 0%	0 0%	3 0%	1 0%	3 0%
<b>OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...)</b>	15 1%	1 1%	2 1%	11 <b>1%</b> +++	0 0%	0 0%	1 1%	6 1%	9 1%	8 <b>2%</b> ++	2 1%	4 1%	1 0%	0 <b>0%</b> --	8 1%	5 1%	7 1%	7 1%

<b>INDIGENOUS LANGUAGES</b>	1 0%	0 0%	1 <b>0%</b> ++	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 <b>0%</b> +++	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
<b>Prefer not to say</b>	17 1%	0 0%	3 1%	6 1%	1 1%	4 2%	3 1%	9 1%	6 1%	8 1%	2 1%	2 1%	3 1%	2 0%	5 1%	7 1%	3 0%	14 1%
Chi2:	-	(99.9)						-		(99.9)					(99)		(95)	
Margin of error around 50%	2.19	8.25	4.70	3.53	8.25	6.35	5.99	3.09	3.15	4.19	6.15	5.03	5.00	4.69	3.58	3.70	3.47	2.84

**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	1725	275	1452	437	544	1443	1178	797	383	724	874	576	527	617	57	598	378	925	
Total:	2000	1722	278	1473	417	515	1472	1162	813	391	729	859	575	529	610	62	606	383	907	
<b>English</b>	1473 73%	1317 75% ++++	156 55% ----	1473 100% ++++	37 8% ----	382 73%	1082 73%	866 73%	589 71%	311 78% +++	523 71%	624 72%	402 69% --	394 73%	459 74%	53 ++	533 88% ++++	299 78% ++	558 60% ----	
<b>French</b>	417 22%	396 24% ++++	21 8% ----	37 3% ----	417 100% ++++	91 19%	326 23% ++	225 20%	188 24% ++	65 18% --	176 25% +++	173 21%	154 28% ++++	109 22%	109 19% --	9 16%	80 14% ----	59 16% ---	262 30% ++++	
<b>WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)</b>	45 2%	20 1% ----	25 9% ++++	4 0% ----	3 1% --	21 4% ++++	24 2% ----	31 3%	14 2%	4 1%	19 2%	22 3%	12 2%	13 3%	18 3%	1 2%	6 1% --	10 3%	28 3% ++	
<b>NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...)</b>	12 1%	2 0% ----	10 4% ++++	1 0% ----	0	3 1%	9 1%	6 1%	5 1%	1 0%	7 1%	4 0%	4 1%	1 0%	6 1%	0 0%	2 0%	5 1% +	5 1%	
<b>EASTERN//CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)</b>	26 1%	11 1% ----	15 6% ++++	1 0% ----	0 0% --	7 1%	19 1%	15 1%	11 1%	2 1%	7 1%	17 2% ++	5 1%	6 1%	8 1%	0 0%	3 0% --	4 1%	19 2% +++	
<b>SOUTH ASIAN LANGUAGES (URDU, HINDI...)</b>	25 1%	7 0% ----	18 6% ++++	3 0% ----	0 0% --	7 1%	18 1%	19 2% +	6 1%	4 1%	10 1%	11 1%	10 2%	9 2%	6 1%	1 2%	0 0% --	5 1%	18 2% ++	
<b>SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)</b>	19 1%	4 0% ----	15 5% ++++	4 0% ----	0 0% --	3 1%	16 1%	10 1%	9 1%	4 1%	4 1%	11 1%	7 1%	5 1%	4 1%	0 0%	1 0% --	5 1%	13 1% ++	
<b>AFRICAN LANGUAGES</b>	4 0%	1 0% ----	3 1% ++++	1 0% --	0	1 0%	3 0%	3 0%	1 0%	0 0%	2 0%	2 0%	2 0%	1 0%	0 0%	0 0%	0 0%	2 1%	1 0%	
<b>RUSSIAN</b>	4 0%	1 0% ----	3 1% ++++	1 0% --	0	0 0%	4 0%	2 0%	2 0%	1 0%	0 0%	3 0%	0 0%	2 0%	1 0%	0 0%	1 0%	1 0%	1 0%	
<b>OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...)</b>	15 1%	2 0% ----	13 5% ++++	2 0% ----	0 0% --	10 2% ++++	5 0% ----	8 1%	7 1%	3 1%	3 0%	9 1%	5 1%	5 1%	5 1%	0 0%	0 0% --	1 0%	13 1% ++++	

<b>INDIGENOUS LANGUAGES</b>	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	
<b>Prefer not to say</b>	17 1%	3 0%	14 5%	0 0%	0 0%	1 0%	12 1%	10 1%	4 1%	1 0%	4 1%	8 1%	0 0%	2 0%	4 1%	0 0%	1 0%	2 0%	12 1%
Chi2:	-	(99.9)		(99.9)		(99.9)		-		(90)			-		(99.9)				
Margin of error around 50%	2.19	2.36	5.88	2.55	4.80	4.32	2.55	2.87	3.44	4.96	3.63	3.34	4.09	4.26	3.97	12.45	3.98	5.01	3.25