



Veterans Affairs  
Canada

Anciens Combattants  
Canada

# Evaluation of the 2020 Remembrance Advertising Campaign

*Methodology Report*

**Prepared for Veterans Affairs Canada**

**Supplier:** EKOS RESEARCH ASSOCIATES INC.

**PSPC Contract Number:** # 51019-201018/001/CY

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For more information on this report, please email: [vac.marketing-marketing.acc@canada.ca](mailto:vac.marketing-marketing.acc@canada.ca)

*Ce rapport est aussi disponible en français*

Canada 

# Evaluation of the 2020 Remembrance Advertising Campaign

## Methodology Report

**Prepared for Veterans Affairs Canada**

**Supplier name:** EKOS RESEARCH ASSOCIATES INC.

**Date:** March 30, 2021

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

Cette publication est aussi disponible en français sous le titre : Évaluation de la campagne de publicité sur la commémoration de 2020 : rapport sur la méthodologie

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# SUMMARY

As part of its mandate, Veterans Affairs Canada (VAC) seeks to engage Canadians in remembrance. In 2020, the advertising campaign focused on the “Our Freedom” digital creative which illustrated the connection that past service has to our current freedom. The campaign was designed to encourage Canadians to remember and honour the accomplishments and sacrifices of our Veterans and invite Canadians' participation in remembrance activities, to visit VAC's website and to engage in social media acts of remembrance to honour them. The campaign's purpose was to honour the Canadians who served our country during times of war, military conflict and peace and to engage Canadians in remembering past and present sacrifices. Advertising concepts demonstrated Canadians' commitment to remember the sacrifices and achievements of Canada's traditional War Service Veterans and modern-day Veterans. The call to action of the campaign was to engage the pride of Canadians through VAC's website or through social media sites.

## A. BACKGROUND

VAC's Remembrance advertising campaign has been marketed to an extensive demographic with solid post-campaign recall. The 2020 Remembrance Advertising Campaign had a comprehensive set of advertising products that honoured the sacrifices of Canada's Veterans through commemoration via online resources, social media channels and traditional media.

To remember Canada's Veterans, digital creatives were used for this campaign. As with previous campaigns, the 2020 campaign was supported by a marketing 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 2020 Remembrance Campaign media buy 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 2020 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 Canadians;
- 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.

## **B. 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. 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).

## C. CONTRACT VALUE

The contract value for the POR project is \$49,737.47 (including HST).

Supplier Name: EKOS Research Associates

PWGSC Contract Number: #51019– 201018/001/CY

Contract Award Date: October 21, 2020

To obtain more information on this study, please e-mail: [vac.marketing-marketing.acc@canada.ca](mailto:vac.marketing-marketing.acc@canada.ca), or call 1-866-522-2122.

## D. 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)

# APPENDICES

## A. 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 and an internet banner ad key to the campaign, along with questions testing the impact of the creatives on perceptions and behaviour. The average time it took respondents to complete the questionnaire was 10.4 minutes for the baseline, and 13.3 minutes for the post-campaign survey. There was a pretesting phase conducted for each survey between October 24 and 25, 2020 (baseline) and between November 12 and 13, 2020 (post-campaign) to ensure each questionnaire was working well. This entailed completing cases with 14 English and 18 French (baseline), and 13 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 each survey, respondents completed the survey online. For most, participation was prompted through an initial or one of several email reminders. A small percentage (two percent in the baseline and three percent the post-campaign) of online completions, however, were prompted by follow-up telephone calls reminding non-respondents to complete the survey online using the link in one of the emails sent. Calls were typically made with non-respondents in lower response segments including those under 35 years of age.

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 26 and 31, 2020. The post-campaign survey was collected between November 13 and 18, 2020.

The regional distribution of the sample is as follows:

#### **Baseline**

<b>Province/Region</b>	<b>Baseline</b>
British Columbia	267
Alberta	235
Manitoba & Saskatchewan	132
Ontario	766
Quebec	449
Atlantic	148
Territories	3
<b>Total</b>	<b>2,000</b>

#### **Post-Campaign**

<b>Province/Region</b>	<b>Post-Campaign</b>
British Columbia	275
Alberta	233
Manitoba & Saskatchewan	137
Ontario	759
Quebec	449
Atlantic	141



Territories	6
<b>Total</b>	<b>2,000</b>

Survey data collection adhered to Government of Canada standards 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 12.7%. This is calculated using the formula developed by the Marketing Research Intelligence Agency in conjunction with the Government of Canada. A total of 20,137 email invitations were sent, of which 139 were returned as undeliverable. A total of 2,000 valid cases were completed, and combined with another 541 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 8.3%, using the same formula. This includes 35,776 email invitations sent, of which 219 were returned as undeliverable. The 2,000 valid cases completed are combined with another 947 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 total of 196 non-respondents in the baseline survey and 254 non-respondents in

the post-campaign survey were reached by telephone and reminded to complete the survey online.

A comparison of each unweighted sample with 2016 Census figures from Statistics Canada suggests that there are similar sources of systematic sample bias in each survey, following patterns typically found in most general public surveys. These include a more educated sample in each survey than found in the population with 41% reporting university degrees in both the baseline and in the post-campaign surveys 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 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 (14% 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, 8% 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 both surveys, 73% of respondents reported English as their mother tongue, compared to 56% in the general population. As previously described, each sample was weighted by age, gender, and region.

## 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 10 minutes to complete. This survey is being directed by EKOS Research, on behalf of Veterans Affairs Canada, and is being administered according to the requirements of the *Privacy Act* and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

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	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	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.



## C. POST-CAMPAIGN QUESTIONNAIRE (ENGLISH)

### INTRO

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians.

Si vous préférez répondre au sondage en français, veuillez cliquer sur « Français » dans le coin supérieur droit.

**Your participation is voluntary and your responses will be kept entirely confidential and anonymous.** The survey takes about 10 minutes to complete. This survey is being directed by EKOS Research, on behalf of Veterans Affairs Canada and is being administered according to the requirements of the *Privacy Act* and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service (20201022-EK923).

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For the visually impaired, please click [Accessible version](#) at the top of any screen.

### 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**

Wore a poppy

Yes	1
No	2

#### **T1FC**

Watched a ceremony on TV or online

Yes	1
No	2

#### **T1FD**

Took a moment of silence

Yes	1
No	2

#### **T1FE**

Watched a talk online given by a Veteran

Yes	1
No	2

#### **T1FF**

Had discussions with students, family, or friends

Yes	1
No	2

**T1FG**

Shared posts on social media

Yes	1
No	2

**T1FH**

Visited a cenotaph

Yes	1
No	2

**T1FI**

Read about remembrance, military history, or Veterans

Yes	1
No	2

**T1FJ**

Watched a video about remembrance, military history, or Veterans

Yes	1
No	2

**T1FK [0,1]**

Other

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

**T1KE**

These ads talk about an important topic	
Strongly Disagree	1
2	2
3	3
4	4
Strongly Agree	5
Prefer not to say	99

**T1KF**

These ads provide new information	
Strongly Disagree	1
2	2
3	3
4	4
Strongly Agree	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
2	2
3	3
4	4
Strongly Agree	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
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
Don't know/ Prefer not to say / No answer	99

### Q3\_NEWF

Funding for commemorative community initiatives

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

### Q3\_NEWE

Hosting commemorative events and ceremonies in Europe

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

### Q6

How satisfied are you with Veterans Affairs Canada's communications about the services and benefits available to Veterans and their families?

Not at all satisfied	1
2	2

3	3
4	4
Very satisfied 5	5
Not applicable	8
Don't know/ Prefer not to say / No answer	9

#### **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\_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.



## D. BASELINE TABULATED DATA

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
D1B																
Weighted Total:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Male gender</b>	979 48%	78 52%	219 47%	357 46%	67 50%	122 51%	134 49%	979 100%	0 0%	251 45%	170 47%	175 55%	188 49%	195 44%	80 45%	692 50%
								++++	----			+++				+++
<b>Female gender</b>	988 51%	68 47%	223 51%	392 52%	65 50%	110 48%	129 49%	0 0%	988 100%	278 53%	170 50%	131 44%	176 49%	233 55%	97 55%	625 48%
								----	++++			---		++		----
<b>Gender diverse</b>	13 1%	1 1%	1 0%	7 1%	0 0%	1 0%	3 1%	0 0%	0 0%	7 1%	4 1%	2 1%	0 0%	0 0%	0 0%	8 1%
								----	----	++			-	-		
<b>Prefer not to say</b>	20 1%	1 1%	6 1%	10 1%	0 0%	2 1%	1 0%	0 0%	0 0%	4 1%	5 2%	3 1%	6 2%	2 0%	0 0%	15 1%
Chi2:	-	-						99.9		(99)					-	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Male gender</b>	979 48%	849 <b>49%</b> ++	119 <b>42%</b> --	734 49% +	202 47%	242 46%	734 49%	615 <b>52%</b> ++++	353 <b>42%</b> ----	232 <b>52%</b> ++	346 48%	392 46%	242 <b>42%</b> ----	252 49%	377 <b>57%</b> ++++	41 <b>95%</b> ++++	248 47%	254 <b>56%</b> ++++	497 <b>45%</b> --
<b>Female gender</b>	988 51%	819 <b>49%</b> --	157 <b>58%</b> +++	702 <b>49%</b> --	209 52%	268 53%	710 50%	522 <b>46%</b> ----	459 <b>57%</b> ++++	205 48%	354 51%	419 52%	310 <b>56%</b> +++	246 51%	273 <b>43%</b> ----	2 <b>5%</b> ----	256 51%	187 <b>42%</b> ----	562 <b>54%</b> +++
<b>Gender diverse</b>	13 1%	13 1%	0 0%	12 1%	2 0%	1 0%	12 1%	10 1%	3 0%	0 0%	5 1%	8 1%	8 <b>1%</b> +++	3 1%	2 0%	0 0%	3 1%	3 1%	7 1%
<b>Prefer not to say</b>	20 1%	15 1%	1 0%	15 1%	3 1%	6 1%	12 1%	13 1%	4 0%	1 0%	9 1%	8 1%	5 1%	0 0%	2 0%	0 0%	5 1%	7 2%	7 1%
Chi2:	-	(95)		-		-		99.9		-			(99.9)			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99



<b>In which of the following age categories do you belong?</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
D1C																
Weighted Total:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>18 to 24</b>	114 6%	4 3%	25 6%	51 7%	3 2%	14 6%	17 7%	34 4%	78 8%	114 21%	0 0%	0 0%	0 0%	0 0%	9 5%	74 6%
<b>25 to 34</b>	426 22%	28 20%	82 19%	180 24%	31 24%	53 23%	52 20%	217 22%	200 21%	426 79%	0 0%	0 0%	0 0%	0 0%	31 18%	317 24%
<b>35 to 44</b>	349 16%	22 14%	86 18%	126 15%	26 18%	44 17%	44 15%	170 16%	170 16%	0 0%	349 100%	0 0%	0 0%	0 0%	17 9%	253 18%
<b>45 to 54</b>	311 18%	25 19%	66 17%	111 17%	21 18%	47 23%	41 18%	175 21%	131 15%	0 0%	0 0%	311 100%	0 0%	0 0%	29 18%	219 19%
<b>55 to 64</b>	370 17%	34 21%	81 17%	135 17%	24 18%	40 16%	55 19%	188 18%	176 17%	0 0%	0 0%	0 0%	370 100%	0 0%	30 16%	227 16%
<b>65 or older</b>	430 21%	35 23%	109 24%	163 21%	27 20%	37 15%	58 21%	195 19%	233 23%	0 0%	0 0%	0 0%	0 0%	430 100%	61 33%	250 18%
Chi2:	-	-	-	-	-	-	-	99.9	99.9	99.9	-	-	-	99.9	99.9	-
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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 (family)	Yes (friend)	No
DIC																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>18 to 24</b>	114 6%	89 5%	23 8%	76 5%	28 7%	21 4%	92 7%	41 4%	70 9%	45 11%	39 6%	29 4%	58 11%	22 4%	17 3%	0 0%	16 3%	9 2%	88 8%
		--	+			--	+	----	++++	++++		----	++++		----	-	---	----	++++
<b>25 to 34</b>	426 22%	348 21%	78 28%	318 22%	80 20%	127 25%	296 21%	328 28%	95 12%	54 13%	117 17%	249 30%	124 22%	110 22%	155 24%	5 12%	78 15%	77 17%	270 25%
		-	+++			+	-	++++	----	----	----	++++					----	---	++++
<b>35 to 44</b>	349 16%	303 17%	36 12%	255 16%	76 17%	216 39%	129 8%	289 23%	55 6%	39 8%	119 16%	188 21%	60 10%	90 17%	167 24%	5 11%	104 19%	89 19%	166 14%
			--			++++	----	++++	----	----		++++	----		++++		++		--
<b>45 to 54</b>	311 18%	253 17%	51 21%	219 17%	61 17%	134 29%	174 14%	252 25%	56 8%	39 10%	111 18%	158 22%	53 11%	71 16%	150 26%	7 19%	73 16%	94 24%	158 17%
			-			++++	----	++++	----	----		++++	----		++++			++++	
<b>55 to 64</b>	370 17%	339 19%	25 8%	286 19%	76 17%	14 2%	355 23%	186 15%	180 21%	113 25%	154 20%	103 12%	113 19%	96 18%	95 14%	14 31%	107 20%	87 18%	187 16%
		++++	----	++		----	++++	----	++++	++++	++	----			---	++	+		
<b>65 or older</b>	430 21%	364 21%	64 22%	309 21%	95 22%	5 1%	422 28%	64 5%	363 44%	148 33%	174 24%	100 12%	157 27%	112 22%	70 10%	12 27%	134 26%	95 20%	204 18%
						----	++++	----	++++	++++	++	----	++++		----		+++		---
Chi2:	-	99.9		-		99.9		99.9		99.9			99.9			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Newfoundland and Labrador</b>	28 2% ++++	28 <b>22%</b> ----	0 <b>0%</b> ---	0 <b>0%</b> ----	0 <b>0%</b> ---	0 <b>0%</b> --	0 <b>0%</b> --	16 2%	12 1%	9 2%	5 2%	3 1%	7 2%	4 1%	0 0%	23 2%
<b>Prince Edward Island</b>	10 0%	10 <b>6%</b> ++++	0 <b>0%</b> --	0 <b>0%</b> --	0 <b>0%</b> --	0 <b>0%</b> --	0 <b>0%</b> --	6 0%	4 0%	1 0%	0 0%	0 0%	2 0%	7 <b>1%</b> ++++	4 <b>2%</b> +++	4 0%
<b>Nova Scotia</b>	65 3%	65 <b>40%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> --	0 <b>0%</b> --	0 <b>0%</b> --	34 3%	29 2%	14 2%	7 2%	14 4%	18 4%	12 2%	9 4%	34 <b>2%</b> --
<b>New Brunswick</b>	45 2%	45 <b>31%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> -	0 <b>0%</b> --	0 <b>0%</b> --	22 2%	23 2%	8 1%	10 3%	8 2%	7 2%	12 3%	10 <b>5%</b> +++	22 <b>2%</b> --
<b>Quebec</b>	449 23%	0 <b>0%</b> ----	449 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	219 23%	223 24%	107 21%	86 26%	66 22%	81 23%	109 26%	36 21%	319 <b>25%</b> ++
<b>Ontario</b>	766 39%	0 <b>0%</b> ----	0 <b>0%</b> ----	766 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	357 37%	392 40%	231 <b>43%</b> ++	126 36%	111 36%	135 37%	163 38%	64 37%	506 38%
<b>Manitoba</b>	75 3%	0 <b>0%</b> --	0 <b>0%</b> ----	0 <b>0%</b> ----	75 <b>54%</b> ++++	0 <b>0%</b> --	0 <b>0%</b> ----	37 3%	38 4%	20 3%	15 4%	15 4%	11 3%	14 3%	6 3%	49 3%
<b>Saskatchewan</b>	57 3%	0 <b>0%</b> --	0 <b>0%</b> ----	0 <b>0%</b> ----	57 <b>46%</b> ++++	0 <b>0%</b> --	0 <b>0%</b> ----	30 3%	27 3%	14 3%	11 3%	6 2%	13 4%	13 3%	8 5%	39 3%
<b>Alberta</b>	235 11%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	235 <b>100%</b> ++++	0 <b>0%</b> ----	122 12%	110 11%	67 12%	44 12%	47 <b>14%</b> ++	40 10%	37 <b>8%</b> --	16 9%	175 <b>12%</b> ++
<b>British Columbia</b>	267 14%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	267 <b>100%</b> ++++	134 14%	129 13%	69 13%	44 13%	41 14%	55 15%	58 14%	24 14%	167 13%
<b>Yukon</b>	3 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	2 0%

<b>In which province or territory do you live?</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
D1E																
Weighted Total:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<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)						-	-	-					(99.9)	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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 (family)	Yes (friend)	No	
D1E																				
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086	
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073	
<b>Newfoundland and Labrador</b>	28 2%	26 2%	2 1%	28 <b>2%</b> ++++	1 <b>0%</b> --	6 1%	22 2%	15 1%	11 1%	6 1%	10 1%	11 1%	9 2%	12 <b>3%</b> ++	6 1%	0 0%	5 1%	10 2%	15 2%	
<b>Prince Edward Island</b>	10 0%	9 0%	1 0%	10 1% +	0 0%	10 1% +	0 0%	10 1% +	2 <b>0%</b> --	8 <b>1%</b> ++	5 1%	3 0%	2 0%	6 <b>1%</b> ++	4 1%	0 <b>0%</b> --	0 0%	3 0%	1 0%	6 0%
<b>Nova Scotia</b>	65 3%	59 3%	6 2%	61 <b>4%</b> ++++	4 <b>1%</b> ---	16 3%	48 3%	37 3%	27 3%	16 3%	27 3%	21 2%	18 3%	19 3%	12 <b>2%</b> --	6 <b>12%</b> ++++	23 4% +	25 <b>5%</b> +++	16 <b>1%</b> ---	
<b>New Brunswick</b>	45 2%	42 2%	3 1%	36 2%	11 2%	13 2%	32 2%	26 2%	19 2%	11 2%	22 3%	12 1%	11 2%	17 <b>3%</b> ++	12 2%	1 2%	23 <b>4%</b> ++++	10 2%	14 <b>1%</b> ---	
<b>Quebec</b>	449 23%	404 <b>25%</b> ++++	41 <b>15%</b> ----	81 <b>6%</b> ----	362 <b>88%</b> ++++	117 24%	328 23%	247 22%	196 25%	63 <b>15%</b> ----	177 <b>26%</b> ++	208 <b>26%</b> ++	149 <b>28%</b> +++	119 25%	131 21%	6 15%	66 <b>14%</b> ----	63 <b>15%</b> ----	315 <b>30%</b> ++++	
<b>Ontario</b>	766 39%	617 <b>37%</b> ----	131 <b>48%</b> ++++	677 <b>47%</b> ++++	24 <b>6%</b> ----	188 37%	571 39%	443 38%	315 39%	162 37%	221 <b>31%</b> ----	375 <b>45%</b> ++++	195 <b>35%</b> --	162 <b>33%</b> ---	281 <b>43%</b> +++	14 33%	196 39%	161 36%	413 38%	
<b>Manitoba</b>	75 3%	63 3%	12 4%	66 <b>4%</b> +++	5 <b>1%</b> --	31 <b>6%</b> +++	44 <b>3%</b> --	47 4%	28 3%	23 5%	31 4%	20 <b>2%</b> --	25 4%	26 5%	17 2%	2 5%	29 <b>5%</b> +++	19 4%	33 3%	
<b>Saskatchewan</b>	57 3%	53 3%	4 1%	55 <b>4%</b> ++++	0 <b>0%</b> ----	12 2%	45 3%	43 <b>4%</b> +++	14 <b>2%</b> --	15 4%	26 4%	14 <b>2%</b> --	14 3%	17 4%	20 3%	1 2%	19 4%	20 <b>5%</b> ++	24 2%	
<b>Alberta</b>	235 11%	201 11%	31 11%	212 <b>14%</b> ++++	6 <b>1%</b> ----	80 <b>15%</b> +++	153 <b>10%</b> --	151 12%	84 10%	58 13%	101 <b>14%</b> ++	74 <b>8%</b> ----	62 10%	61 12%	84 12%	9 <b>22%</b> ++	75 <b>14%</b> ++	78 <b>16%</b> ++++	96 <b>8%</b> ----	
<b>British Columbia</b>	267 14%	220 13%	45 17%	234 <b>16%</b> ++++	3 <b>1%</b> ----	53 <b>11%</b> --	213 <b>15%</b> ++	147 13%	116 14%	77 <b>18%</b> +++	96 14%	89 <b>11%</b> --	75 13%	64 13%	89 14%	4 9%	72 15%	64 15%	139 13%	
<b>Yukon</b>	3 0%	2 0%	1 0%	3 0%	0 0%	1 0%	2 0%	2 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	0 0%	1 0%	0 0%	2 0%	

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 (family)	Yes (friend)	No
D1E																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<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)		(99.9)		(99)		(90)		(99.9)			(99)			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

<b>Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?</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
Q1																
Weighted Total:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Yes</b>	934 47%	65 44%	245 <b>55%</b> ++++	347 45%	62 46%	94 <b>40%</b> --	120 45%	474 49%	442 45%	274 <b>51%</b> ++	147 42%	139 45%	180 49%	194 45%	130 <b>74%</b> ++++	590 <b>44%</b> ----
<b>No / Do not remember</b>	1061 53%	83 56%	202 <b>45%</b> ----	417 54%	70 54%	141 <b>60%</b> ++	146 55%	503 51%	543 55%	264 <b>49%</b> --	202 58%	172 55%	190 51%	233 54%	46 <b>26%</b> ----	748 <b>56%</b> ++++
<b>Prefer not to say</b>	5 0%	0 0%	2 0%	2 0%	0 0%	0 0%	1 0%	2 0%	3 0%	2 0%	0 0%	0 0%	0 0%	3 1%	1 1%	2 0%
Chi2:	-	99						90		90					99.9	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Yes</b>	934 47%	796 47%	124 45%	643 <b>44%</b> ----	233 <b>56%</b> ++++	235 46%	691 47%	541 47%	383 47%	214 49%	343 48%	369 45%	280 50%	240 48%	286 44%	21 51%	257 50%	234 <b>52%</b> +	474 <b>44%</b> --
<b>No / Do not remember</b>	1061 53%	895 53%	153 55%	816 <b>56%</b> ++++	182 <b>44%</b> ----	282 54%	772 53%	619 53%	431 53%	224 51%	370 52%	454 55%	284 50%	261 52%	367 56%	21 47%	253 50%	216 <b>48%</b> -	596 <b>55%</b> ++
<b>Prefer not to say</b>	5 0%	5 0%	0 0%	4 0%	1 0%	0 0%	5 0%	0 0%	5 1%	0 0%	1 0%	4 0%	1 0%	0 0%	1 0%	1 2%	2 0%	1 0%	3 0%
Chi2:	-	-	-	99.9	-	-	-	-	-	-	-	-	-	-	-	95	-	-	-
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99



**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:	935	60	255	349	59	89	122	465	452	279	138	160	170	188	130	593
Total:	934	65	245	347	62	94	120	474	442	274	147	139	180	194	130	590
<b>Cinema</b>	10 1%	2 <b>4%</b> ++	2 1%	2 1%	1 2%	1 1%	2 2%	6 1%	4 1%	7 <b>3%</b> +++	1 1%	2 1%	0 0%	0 0%	6 <b>5%</b> ++++	4 1%
<b>Internet website</b>	256 27%	17 27%	44 <b>18%</b> ---	113 <b>33%</b> +++	18 29%	35 <b>37%</b> ++	29 24%	143 <b>30%</b> ++	105 <b>23%</b> --	84 30%	35 24%	45 32%	45 25%	47 24%	53 <b>41%</b> ++++	141 <b>24%</b> ---
<b>Magazines</b>	9 1%	1 2%	2 1%	5 1%	1 2%	0 0%	0 0%	4 1%	5 1%	2 1%	0 0%	0 0%	2 1%	5 <b>3%</b> +++	5 <b>4%</b> ++++	3 1%
<b>Newspaper (daily)</b>	137 15%	11 17%	50 <b>20%</b> +++	51 14%	6 9%	13 14%	6 <b>5%</b> --	83 <b>18%</b> ++	52 <b>12%</b> --	28 <b>10%</b> --	13 <b>9%</b> --	18 13%	24 13%	54 <b>27%</b> ++++	32 <b>24%</b> ++++	77 13%
<b>Newspaper (weekly or community)</b>	44 5%	1 1%	11 4%	21 6%	1 2%	6 6%	4 3%	19 4%	25 6%	11 4%	4 3%	4 3%	12 7%	13 7%	17 <b>13%</b> ++++	18 <b>3%</b> ---
<b>Outdoor billboard</b>	34 4%	2 3%	8 3%	14 4%	0 0%	6 7%	4 3%	20 4%	14 3%	16 <b>6%</b> ++	4 3%	6 4%	4 2%	4 2%	12 <b>9%</b> ++++	15 <b>3%</b> --
<b>Pamphlet or brochure in the mail</b>	25 3%	2 3%	7 3%	6 2%	3 5%	5 5%	2 2%	10 2%	15 3%	8 3%	4 3%	2 1%	3 2%	8 4%	8 <b>6%</b> +++	10 <b>2%</b> --
<b>Public transit (bus or subway)</b>	37 4%	2 3%	4 <b>2%</b> --	19 6%	1 2%	6 7%	5 4%	18 4%	18 4%	27 <b>10%</b> ++++	5 3%	4 3%	1 <b>1%</b> ---	0 <b>0%</b> ---	9 7%	19 3%
<b>Radio</b>	241 26%	12 18%	66 27%	97 28%	16 25%	24 26%	26 22%	127 27%	110 25%	85 <b>31%</b> ++	49 <b>34%</b> ++	33 24%	39 22%	35 <b>18%</b> ---	41 32%	150 25%
<b>Television</b>	563 60%	34 53%	167 <b>68%</b> +++	191 <b>54%</b> ---	45 <b>72%</b> ++	57 61%	68 57%	277 58%	277 62%	121 <b>44%</b> ---	71 <b>49%</b> ---	78 56%	135 <b>75%</b> ++++	158 <b>82%</b> ++++	100 <b>76%</b> ++++	324 <b>55%</b> ---
<b>Twitter</b>	102 11%	10 15%	9 <b>4%</b> ----	51 <b>15%</b> +++	7 11%	14 15%	11 9%	51 11%	47 10%	41 <b>15%</b> +++	24 <b>16%</b> ++	15 11%	15 8%	7 <b>4%</b> ----	17 13%	65 11%

**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:	935	60	255	349	59	89	122	465	452	279	138	160	170	188	130	593
Total:	934	65	245	347	62	94	120	474	442	274	147	139	180	194	130	590
<b>Facebook</b>	271 29%	28 <b>44%</b> +++	48 <b>20%</b> ----	111 32%	18 29%	30 32%	36 31%	130 28%	132 30%	121 <b>44%</b> ++++	39 26%	38 27%	39 <b>21%</b> --	34 <b>17%</b> ----	55 <b>42%</b> ++++	163 28%
<b>Youtube</b>	137 15%	14 22% +	21 <b>9%</b> --	50 15%	5 8%	20 21% +	27 <b>23%</b> +++	89 <b>19%</b> ++++	44 <b>10%</b> ----	81 <b>29%</b> ++++	25 17%	22 16%	6 <b>3%</b> --	3 <b>1%</b> --	25 19%	87 15%
<b>Instagram</b>	60 7%	2 3%	10 4%	33 <b>10%</b> +++	3 5%	5 5%	7 6%	25 5%	32 7%	41 <b>15%</b> ++++	6 4%	5 4%	5 <b>3%</b> --	3 <b>2%</b> --	17 <b>13%</b> ++++	32 5%
<b>LinkedIn</b>	16 2%	1 2%	1 0%	9 3%	0 0%	4 4% +	1 1%	10 2%	5 1%	8 3% +	2 1%	4 3%	0 <b>0%</b> --	2 1%	3 2%	9 2%
<b>NEWS APPL</b>	2 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 1%	2 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>E-MAIL</b>	4 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 <b>2%</b> ++	1 0%	3 1%	0 0%	2 <b>1%</b> ++	0 0%	1 1%	1 1%	0 0%	2 0%
<b>SPOTIFY</b>	2 0%	1 <b>1%</b> ++	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 1%	0 0%	0 0%	0 0%	1 1%	1 0%
<b>PODCASTS</b>	4 0%	0 0%	1 0%	3 1%	0 0%	0 0%	0 0%	1 0%	3 1%	4 <b>1%</b> +++	0 0%	0 0%	0 0%	0 0%	0 0%	4 1%
<b>SNAPCHAT</b>	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	2 0%	0 0%	2 <b>1%</b> ++	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>Other</b>	5 1%	1 2%	1 0%	2 1%	0 0%	0 0%	1 1%	3 1%	2 0%	4 <b>1%</b> ++	0 0%	1 1%	0 0%	0 0%	2 2% +	3 1%
<b>Don't remember, DON'T KNOW, NO RESPONSE</b>	4 0%	0 0%	2 1%	0 0%	0 0%	0 0%	2 2%	2 0%	2 1%	0 0%	1 1%	1 1%	0 0%	2 1%	0 0%	1 0%
Chi2:	-	(99.9)						(95)		(99.9)					(99.9)	
Margin of error around 50%	3.21	12.16	6.26	5.26	12.45	10.11	8.95	4.50	4.66	5.92	8.08	8.31	7.30	7.04	8.60	4.03

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:	935	796	125	634	241	239	688	549	376	209	342	376	279	240	289	21	251	234	481
Total:	934	796	124	643	233	235	691	541	383	214	343	369	280	240	286	21	257	234	474
<b>Cinema</b>	10 1%	10 1%	0 0%	8 1%	3 1%	4 2%	6 1%	8 1%	2 1%	1 0%	5 2%	4 1%	3 1%	4 2%	2 1%	0 0%	2 1%	6 3%	4 1%
<b>Internet website</b>	256 27%	204 25%	45 37%	194 30%	43 18%	63 27%	189 27%	150 28%	100 26%	47 22%	97 28%	109 29%	82 29%	61 26%	78 27%	9 43%	64 25%	74 31%	123 26%
<b>Magazines</b>	9 1%	8 1%	1 1%	7 1%	1 0%	2 1%	7 1%	4 1%	5 1%	0 0%	4 1%	5 1%	2 1%	3 1%	2 1%	0 0%	6 2%	2 1%	2 0%
<b>Newspaper (daily)</b>	137 15%	117 15%	17 14%	87 13%	43 18%	29 13%	106 15%	64 12%	71 18%	35 16%	46 13%	54 15%	32 11%	42 17%	35 12%	6 29%	39 15%	35 15%	64 14%
<b>Newspaper (weekly or community)</b>	44 5%	34 4%	9 8%	33 5%	7 3%	8 4%	34 5%	20 4%	23 6%	8 4%	21 6%	14 4%	20 7%	10 4%	6 2%	3 14%	16 6%	12 5%	14 3%
<b>Outdoor billboard</b>	34 4%	28 4%	6 5%	22 4%	8 3%	9 4%	24 3%	23 4%	9 2%	4 2%	10 3%	19 5%	13 5%	6 3%	10 4%	1 5%	7 3%	5 2%	22 5%
<b>Pamphlet or brochure in the mail</b>	25 3%	21 3%	4 3%	17 3%	7 3%	5 2%	18 3%	14 3%	10 3%	4 2%	11 3%	9 2%	8 3%	5 2%	8 3%	1 5%	5 2%	8 3%	12 2%
<b>Public transit (bus or subway)</b>	37 4%	27 3%	9 7%	23 4%	6 3%	11 5%	25 4%	31 6%	5 1%	6 3%	7 2%	22 6%	9 3%	10 4%	11 4%	1 5%	7 3%	6 3%	22 5%
<b>Radio</b>	241 26%	208 26%	28 22%	164 26%	64 27%	79 33%	160 23%	169 31%	70 18%	48 22%	93 27%	97 26%	63 23%	61 26%	83 29%	9 43%	74 29%	66 28%	117 25%
<b>Television</b>	563 60%	491 62%	63 50%	373 58%	156 67%	123 53%	436 63%	294 54%	264 69%	140 65%	212 62%	205 55%	164 59%	155 64%	162 56%	14 66%	162 63%	144 62%	277 58%
<b>Twitter</b>	102 11%	85 11%	13 11%	88 14%	6 2%	28 12%	72 10%	69 13%	32 8%	18 8%	27 8%	57 15%	24 9%	24 10%	40 14%	0 0%	29 11%	29 12%	52 11%

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:	935	796	125	634	241	239	688	549	376	209	342	376	279	240	289	21	251	234	481
Total:	934	796	124	643	233	235	691	541	383	214	343	369	280	240	286	21	257	234	474
<b>Facebook</b>	271 29%	224 28%	43 35%	199 31%	48 21%	82 35%	186 27%	170 31%	97 25%	55 26%	103 30%	109 30%	96 34%	59 25%	79 27%	7 33%	80 31%	66 28%	133 28%
<b>Youtube</b>	137 15%	113 14%	21 17%	104 16%	17 7%	42 18%	92 13%	95 18%	38 10%	25 12%	44 13%	66 18%	46 17%	30 13%	45 16%	2 10%	34 13%	39 16%	70 15%
<b>Instagram</b>	60 7%	49 6%	10 8%	48 8%	7 3%	16 7%	44 6%	38 7%	21 6%	13 6%	21 6%	26 7%	20 7%	17 7%	14 5%	1 5%	12 5%	10 4%	37 8%
<b>LinkedIn</b>	16 2%	8 1%	6 5%	11 2%	1 0%	5 2%	11 2%	12 2%	4 1%	2 1%	3 1%	11 3%	2 1%	5 2%	8 3%	0 0%	3 1%	5 2%	8 2%
<b>NEWS APPL</b>	2 0%	1 0%	1 1%	1 0%	1 0%	0 0%	2 0%	2 0%	0 0%	0 0%	0 0%	2 1%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%
<b>E-MAIL</b>	4 0%	2 0%	2 2%	3 0%	0 0%	0 0%	3 0%	3 1%	1 0%	1 0%	1 0%	2 1%	3 1%	1 0%	0 0%	0 0%	1 0%	1 0%	3 1%
<b>SPOTIFY</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%	1 0%	1 0%	0 0%	0 0%	2 1%	0 0%	0 0%
<b>PODCASTS</b>	4 0%	3 0%	1 1%	4 1%	1 0%	2 1%	2 0%	3 1%	1 0%	0 0%	2 1%	2 1%	2 1%	1 0%	1 0%	0 0%	2 1%	0 0%	2 0%
<b>SNAPCHAT</b>	2 0%	1 0%	1 1%	1 0%	1 0%	1 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	2 0%
<b>Other</b>	5 1%	4 1%	1 1%	5 1%	1 0%	3 1%	2 0%	4 1%	1 0%	2 1%	1 0%	2 1%	1 0%	1 0%	2 1%	0 0%	1 0%	2 1%	2 0%
<b>Don't remember, DON'T KNOW, NO RESPONSE</b>	4 0%	3 0%	1 1%	1 0%	2 1%	0 0%	4 1%	1 0%	3 1%	0 0%	1 0%	3 1%	2 1%	1 0%	0 0%	0 0%	1 0%	1 0%	2 0%
Chi2:	-	(99)		(99.9)		-		(99.9)		(95)			-			-			
Margin of error around 50%	3.21	3.47	8.80	3.86	6.42	6.39	3.73	4.21	5.01	6.70	5.29	5.10	5.86	6.33	5.79	21.38	6.11	6.41	4.50

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:	935	60	255	349	59	89	122	465	452	279	138	160	170	188	130	593
Total:	934	65	245	347	62	94	120	474	442	274	147	139	180	194	130	590
<b>WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES</b>	15 2%	2 3%	0 0%	6 2%	0 0%	5 5%	2 2%	8 2%	7 1%	1 0%	3 2%	2 1%	4 2%	5 3%	2 1%	9 1%
<b>ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING</b>	23 2%	3 4%	3 1%	8 2%	1 2%	2 2%	6 5%	10 2%	13 3%	12 4%	3 2%	1 1%	3 2%	4 2%	5 4%	16 3%
<b>TAX REFORM/CHANGES, TAX RISING</b>	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS</b>	7 1%	1 1%	2 1%	3 1%	1 1%	0 0%	0 0%	1 0%	6 1%	0 0%	1 1%	2 2%	2 1%	2 1%	3 2%	3 1%
<b>MARIJUANA LEGISLATION/AWARENESS</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%
<b>PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED</b>	5 1%	0 0%	3 1%	1 0%	0 0%	1 1%	0 0%	4 1%	1 0%	0 0%	1 1%	2 1%	2 1%	0 0%	0 0%	5 1%
<b>MILITARY RELATED, RECRUITMENT FOR ARMED FORCES</b>	13 1%	0 0%	3 1%	4 1%	1 1%	1 1%	4 3%	11 2%	2 0%	6 2%	0 0%	2 1%	3 2%	2 1%	3 2%	4 1%
<b>OTHER NEGATIVES (VARIOUS)</b>	22 2%	0 0%	8 3%	5 1%	2 3%	3 3%	4 3%	16 3%	5 1%	2 1%	6 4%	5 3%	3 2%	6 3%	4 3%	14 2%
<b>U.S.A/CANADA ECONOMIC CONCERNS, EXPORT/IMPORT, TRADE DEALS AMENDED</b>	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY</b>	5 1%	0 0%	0 0%	4 1%	0 0%	0 0%	1 1%	2 0%	3 1%	1 0%	1 1%	0 0%	1 1%	2 1%	2 1%	3 1%

**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:	935	60	255	349	59	89	122	465	452	279	138	160	170	188	130	593
Total:	934	65	245	347	62	94	120	474	442	274	147	139	180	194	130	590
<b>IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS</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>HEALTH CARE RELATED</b>	3 0%	0 0%	1 0%	2 1%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%	1 1%	0 0%	2 1%	1 1%	2 0%
<b>CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO</b>	13 1%	1 2%	2 1%	8 2%	0 0%	1 1%	1 1%	8 2%	4 1%	5 2%	4 3%	2 1%	2 1%	0 0%	1 1%	8 1%
<b>DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY</b>	2 0%	0 0%	0 0%	0 0%	1 2%	0 0%	1 1%	1 0%	1 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>EMPLOYMENT OPPORTUNITIES, JOB BANKS/EMPLOYMENT PROGRAMS</b>	10 1%	1 1%	1 0%	6 2%	0 0%	1 1%	1 1%	4 1%	6 1%	3 1%	0 0%	4 3%	2 1%	1 0%	1 1%	7 1%
<b>CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION</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>HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE</b>	1 0%	1 1%	0 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%	0 0%
<b>REMEMBRANCE DAY, VETERANS</b>	3 0%	0 0%	1 0%	0 0%	0 0%	2 2%	0 0%	1 0%	2 0%	1 0%	1 1%	0 0%	0 0%	1 1%	3 2%	0 0%
<b>POSITIVE, GOOD IMPRESSION, LIKED IT</b>	12 1%	1 2%	0 0%	9 3%	0 0%	2 2%	0 0%	6 1%	6 1%	6 2%	0 0%	2 1%	2 1%	2 1%	3 2%	6 1%
<b>ANTI VAPING</b>	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>ECONOMY, VARIOUS</b>	3 0%	0 0%	0 0%	1 0%	0 0%	1 1%	1 1%	1 0%	2 0%	1 0%	0 0%	0 0%	1 1%	1 1%	0 0%	3 0%

**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:	935	60	255	349	59	89	122	465	452	279	138	160	170	188	130	593
Total:	934	65	245	347	62	94	120	474	442	274	147	139	180	194	130	590
<b>ROYAL CANADIAN MINT, COMMEMORATIVE COINS</b>	5 1%	2 <b>3%</b> +++	0 0%	2 1%	0 0%	0 0%	1 1%	3 1%	2 0%	1 0%	1 1%	1 1%	2 1%	0 0%	2 2% +	1 0%
<b>NEWS, NOT AN AD</b>	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1%	1 0%	1 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%
<b>OTHER PROVINCIAL GOVERNMENT INFORMATION/ADS</b>	4 0%	0 0%	0 0%	2 1%	0 0%	0 0%	2 <b>2%</b> ++	3 1%	1 0%	1 0%	1 1%	0 0%	2 1%	0 0%	0 0%	4 1%
<b>GOVERNMENT (GENERAL MENTION)</b>	2 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	2 0%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	1 0%
<b>AD DID NOT PLAY, DID NOT HAVE AUDIO</b>	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 <b>1%</b> ++	0 0%	0 0%
<b>COVID-19 ASSISTANCE TO WORKERS/UNEMPLOYED, CERB/EI CHANGES</b>	68 7%	7 11%	20 8%	25 7%	5 8%	5 6%	6 5%	31 7%	37 8%	15 6%	12 8%	10 7%	17 10%	14 7%	9 7%	39 7%
<b>WE CHARITY RELATED</b>	5 1%	0 0%	4 <b>2%</b> +++	0 0%	1 2%	0 0%	0 0%	4 1%	1 0%	1 0%	1 1%	1 1%	0 0%	2 1%	1 1%	4 1%
<b>COVID-19 RELATED, COVID-19 UPDATES/INFORMATION</b>	185 20%	11 17%	56 23%	73 21%	8 13%	13 14%	24 20%	104 22% +	79 18%	60 22%	32 22%	28 21%	35 19%	30 15%	19 15%	114 19%
<b>COVID-19 RESTRICTIONS/PRECAUTIONS/SAFETY PROTOCOL, COVID-19 APP/ALERT</b>	222 24%	17 26%	67 28%	93 27%	19 31%	15 16%	10 <b>9%</b> ----	84 <b>18%</b> ----	131 <b>30%</b> ++++	72 26%	31 21%	40 29%	40 22%	39 20%	34 26%	148 25%
<b>COVID-19 ECONOMY/BUSINESS RELATED, CEWS/SUBSIDIES TO BUSINESS</b>	21 2%	0 0%	12 <b>5%</b> +++	6 2%	1 2%	1 1%	1 1%	10 2%	11 3%	4 1%	3 2%	4 3%	6 3%	4 2%	2 1%	17 3% +
<b>BUDGET/DEFICIT, SPENDING/FISCAL CONCERNS</b>	6 1%	0 0%	3 1%	1 0%	0 0%	0 0%	2 2%	5 1%	1 0%	0 0%	2 1%	1 1%	1 1%	2 1%	1 1%	3 0%

<b>What do you remember about this ad?</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
Q3																
Weighted Total:	935	60	255	349	59	89	122	465	452	279	138	160	170	188	130	593
Total:	934	65	245	347	62	94	120	474	442	274	147	139	180	194	130	590
<b>OTHER</b>	19 2%	1 2%	4 2%	7 2%	2 3%	1 1%	4 3%	9 2%	10 2%	5 2%	3 2%	6 4% ++	4 2%	1 1%	7 6% +++	11 2%
<b>Don't remember, DON'T KNOW</b>	311 33%	22 35%	68 27%	100 29%	25 40%	42 44%	54 45%	174 37%	131 29%	87 32%	46 31%	36 25%	59 33%	83 43%	39 29%	199 33%
Chi2:	-	(95)						(99)		-					(95)	
Margin of error around 50%	3.21	12.16	6.26	5.26	12.45	10.11	8.95	4.50	4.66	5.92	8.08	8.31	7.30	7.04	8.60	4.03



**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:	935	796	125	634	241	239	688	549	376	209	342	376	279	240	289	21	251	234	481
Total:	934	796	124	643	233	235	691	541	383	214	343	369	280	240	286	21	257	234	474
<b>WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES</b>	15 2%	15 2%	0 0%	14 2%	0 0%	5 2%	9 1%	9 2%	5 1%	3 1%	8 2%	3 1%	3 1%	2 1%	4 1%	1 5%	4 1%	4 2%	5 1%
<b>ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING</b>	23 2%	20 2%	2 2%	17 3%	4 2%	6 2%	17 2%	14 3%	9 2%	8 4%	8 2%	7 2%	7 2%	4 2%	9 3%	0 0%	7 3%	3 1%	15 3%
<b>TAX REFORM/CHANGES, TAX RISING</b>	2 0%	1 0%	1 1%	1 0%	1 0%	0 0%	2 0%	0 0%	2 1%	0 0%	2 1%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS</b>	7 1%	7 1%	0 0%	4 1%	2 1%	2 1%	5 1%	3 1%	4 1%	1 0%	3 1%	3 1%	3 1%	2 1%	1 0%	0 0%	3 1%	0 0%	3 1%
<b>MARIJUANA LEGISLATION/AWARENESS</b>	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%
<b>PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED</b>	5 1%	5 1%	0 0%	2 0%	3 1%	1 0%	4 1%	2 0%	3 1%	0 0%	5 1%	0 0%	1 0%	0 0%	3 1%	0 0%	2 1%	2 1%	3 1%
<b>MILITARY RELATED, RECRUITMENT FOR ARMED FORCES</b>	13 1%	12 2%	1 1%	8 1%	4 2%	5 2%	8 1%	6 1%	7 2%	4 2%	2 1%	7 2%	5 2%	3 1%	5 2%	1 4%	2 1%	1 0%	9 2%
<b>OTHER NEGATIVES (VARIOUS)</b>	22 2%	20 2%	1 1%	11 2%	8 3%	5 2%	15 2%	13 2%	7 2%	6 3%	12 4%	3 1%	3 1%	3 1%	9 3%	0 0%	8 3%	8 3%	10 2%
<b>U.S.A/CANADA ECONOMIC CONCERNS, EXPORT/IMPORT, TRADE DEALS AMENDED</b>	1 0%	0 0%	1 1%	0 0%	1 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%	0 0%	1 0%
<b>POLITICAL AD, NEGATIVES TOWARDS POLITICAL PARTIES/POSITIVES TOWARDS POLITICAL PARTY</b>	5 1%	5 1%	0 0%	5 1%	0 0%	2 1%	3 0%	2 0%	3 1%	1 0%	2 1%	2 1%	1 0%	2 1%	2 1%	0 0%	1 0%	1 0%	3 1%
<b>IMMIGRATION/CITIZENSHIP REFORM, CHANGES TO LAWS</b>	1 0%	0 0%	1 1%	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%

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 (family)	Yes (friend)	No
Q3																			
Weighted Total:	935	796	125	634	241	239	688	549	376	209	342	376	279	240	289	21	251	234	481
Total:	934	796	124	643	233	235	691	541	383	214	343	369	280	240	286	21	257	234	474
<b>HEALTH CARE RELATED</b>	3 0%	3 0%	0 0%	1 0%	1 0%	1 0%	2 0%	1 0%	2 1%	0 0%	3 1%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	2 0%
<b>CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO</b>	13 1%	12 1%	1 1%	11 2%	2 1%	4 2%	9 1%	10 2%	3 1%	2 1%	3 1%	8 2%	3 1%	3 1%	6 2%	0 0%	3 1%	3 1%	8 2%
<b>DANGEROUS/IMPAIRED DRIVING, DRINKING/TEXTING/DISTRACTED DRIVING, BOATING REGULATIONS FOR DRIVING SAFETY</b>	2 0%	1 0%	1 1%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
<b>EMPLOYMENT OPPORTUNITIES, JOB BANKS/EMPLOYMENT PROGRAMS</b>	10 1%	9 1%	1 1%	6 1%	1 1%	3 1%	7 1%	4 1%	6 2%	4 2%	4 1%	2 1%	1 0%	4 2%	4 1%	0 0%	3 1%	0 0%	7 2%
<b>CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION</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%	0 0%	1 0%	0 0%
<b>HEALTH CONCERNS ABOUT CANNABIS USE, DANGERS OF/SAFE USE</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, VETERANS</b>	3 0%	3 0%	0 0%	3 0%	1 0%	1 0%	2 0%	2 0%	1 0%	1 0%	0 0%	2 0%	0 0%	0 0%	2 1%	0 0%	2 1%	1 0%	0 0%
<b>POSITIVE, GOOD IMPRESSION, LIKED IT</b>	12 1%	9 1%	3 2%	10 2%	2 1%	4 2%	8 1%	9 2%	3 1%	0 0%	3 1%	9 2%	2 1%	6 2%	4 1%	0 0%	5 2%	1 0%	6 1%
<b>ANTI VAPING</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>ECONOMY, VARIOUS</b>	3 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	2 0%	1 0%	2 1%	1 0%	0 0%	1 0%	0 0%	2 1%	0 0%	1 0%	0 0%	2 0%
<b>ROYAL CANADIAN MINT, COMMEMORATIVE COINS</b>	5 1%	4 0%	1 1%	5 1%	0 0%	1 0%	4 1%	3 1%	2 0%	0 0%	3 1%	2 1%	2 1%	2 1%	1 0%	0 0%	4 1%	1 0%	0 0%

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 (family)	Yes (friend)	No
Q3																			
Weighted Total:	935	796	125	634	241	239	688	549	376	209	342	376	279	240	289	21	251	234	481
Total:	934	796	124	643	233	235	691	541	383	214	343	369	280	240	286	21	257	234	474
<b>NEWS, NOT AN AD</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	2 1%	0 0%	1 0%	0 0%	1 0%	0 0%	2 1%	0 0%	0 0%
<b>OTHER PROVINCIAL GOVERNMENT INFORMATION/ADS</b>	4 0%	4 0%	0 0%	4 1%	1 0%	0 0%	4 1%	3 1%	1 0%	1 0%	2 1%	1 0%	1 0%	0 0%	2 1%	1 5%	1 0%	1 0%	3 1%
<b>GOVERNMENT (GENERAL MENTION)</b>	2 0%	1 0%	1 1%	1 0%	1 0%	0 0%	2 0%	0 0%	2 1%	0 -	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%
<b>AD DID NOT PLAY, DID NOT HAVE AUDIO</b>	1 0%	1 0%	0 0%	1 0%	0 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%	1 0%	0 0%
<b>COVID-19 ASSISTANCE TO WORKERS/UNEMPLOYED, CERB/EI CHANGES</b>	68 7%	57 7%	10 8%	45 7%	21 9%	22 9%	45 6%	40 7%	27 7%	20 9%	26 8%	22 6%	18 6%	20 8%	22 8%	1 5%	20 8%	18 8%	35 7%
<b>WE CHARITY RELATED</b>	5 1%	4 1%	1 1%	1 0%	4 2%	2 1%	3 0%	3 1%	2 1%	1 0%	2 1%	2 1%	2 1%	1 0%	2 1%	0 0%	2 1%	0 0%	3 1%
<b>COVID-19 RELATED, COVID-19 UPDATES/INFORMATION</b>	185 20%	159 20%	22 18%	126 20%	49 21%	50 21%	134 20%	106 20%	78 21%	47 22%	60 18%	76 21%	58 21%	43 18%	64 22%	6 29%	44 17%	48 21%	94 20%
<b>COVID-19 RESTRICTIONS/PRECAUTIONS/SAFETY PROTOCOL, COVID-19 APP/ALERT</b>	222 24%	183 23%	36 29%	145 23%	64 28%	57 25%	163 24%	137 26%	83 22%	40 19%	66 20%	116 32%	66 24%	62 26%	61 22%	4 19%	60 24%	52 22%	116 25%
<b>COVID-19 ECONOMY/BUSINESS RELATED, CEWS/SUBSIDIES TO BUSINESS</b>	21 2%	16 2%	4 3%	7 1%	11 5%	3 1%	17 2%	11 2%	9 2%	3 1%	6 2%	12 3%	7 2%	5 2%	7 3%	0 0%	3 1%	4 2%	15 3%
<b>BUDGET/DEFICIT, SPENDING/FISCAL CONCERNS</b>	6 1%	6 1%	0 0%	6 1%	0 0%	2 1%	4 1%	4 1%	2 1%	0 0%	4 1%	2 1%	3 1%	1 0%	2 1%	0 0%	1 0%	2 1%	3 1%
<b>OTHER</b>	19 2%	14 2%	4 4%	12 2%	4 2%	7 3%	12 2%	14 3%	5 1%	4 2%	6 2%	9 3%	4 1%	9 4%	4 1%	1 4%	5 2%	4 2%	9 2%

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 (family)	Yes (friend)	No
Q3																			
Weighted Total:	935	796	125	634	241	239	688	549	376	209	342	376	279	240	289	21	251	234	481
Total:	934	796	124	643	233	235	691	541	383	214	343	369	280	240	286	21	257	234	474
<b>Don't remember, DON'T KNOW</b>	311 33%	266 33%	42 33%	227 35%	62 26%	68 29%	242 35%	172 31%	136 35%	79 37%	127 37%	102 27%	98 35%	81 33%	85 30%	8 38%	88 34%	85 36%	151 31%
Chi2:	-	-	-	(95)	-	-	-	-	-	(99)	-	-	-	-	-	-	-	-	-
Margin of error around 50%	3.21	3.47	8.80	3.86	6.42	6.39	3.73	4.21	5.01	6.70	5.29	5.10	5.86	6.33	5.79	21.38	6.11	6.41	4.50

<b>Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?</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
T1A																
Weighted Total:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Yes</b>	177 9%	23 <b>15%</b> +++	36 8%	64 8%	14 11%	16 7%	24 9%	80 8%	97 10%	40 7%	17 <b>5%</b> ---	29 9%	30 8%	61 <b>14%</b> ++++	177 <b>100%</b> ++++	0 <b>0%</b> ----
<b>No</b>	1340 67%	83 <b>57%</b> ---	319 <b>71%</b> ++	506 66%	88 67%	175 <b>74%</b> ++	167 63%	692 <b>71%</b> +++	625 <b>64%</b> ----	391 <b>72%</b> +++	253 <b>72%</b> ++	219 71%	227 <b>61%</b> --	250 <b>58%</b> ----	0 <b>0%</b> ----	1340 <b>100%</b> ++++
<b>I don't remember / Not sure</b>	480 24%	41 27%	94 21%	195 25%	29 22%	44 <b>18%</b> --	76 28% +	205 <b>21%</b> ---	265 <b>27%</b> +++	108 <b>20%</b> --	79 23%	63 20%	113 <b>30%</b> +++	117 27% +	0 <b>0%</b> ----	0 <b>0%</b> ----
<b>Prefer not to say</b>	3 0%	1 1%	0 0%	1 0%	1 1%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%
Chi2:	-	95						99		99.9					99.9	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Yes</b>	177 9%	148 9%	26 10%	128 9%	33 8%	37 7%	138 9%	89 8%	85 10%	42 10%	75 10%	59 7%	67 12%	41 8%	40 6%	7 18%	62 12%	52 12%	69 6%
				-	++	-	++++	--	+		+	--	+++		---	++	+++	++	----
<b>No</b>	1340 67%	1130 67%	189 68%	964 66%	298 72%	379 73%	953 65%	807 70%	518 64%	269 62%	463 65%	592 72%	352 63%	341 68%	466 71%	29 67%	320 63%	278 62%	768 72%
				-	++	++++	---	+++	---	---		++++	---		+++	--	---	++++	
<b>I don't remember / Not sure</b>	480 24%	415 24%	62 22%	368 25%	85 20%	101 20%	375 25%	263 23%	215 26%	125 28%	176 24%	176 21%	144 25%	119 24%	148 23%	7 15%	130 25%	120 27%	234 22%
				++	--	---	++		+	++		--							
<b>Prefer not to say</b>	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	2 0%
Chi2:	-	-		90		99		95		99			99			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

**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:	176	21	37	64	14	16	25	79	98	41	16	33	28	59	176	0
Total:	177	23	36	64	14	16	24	80	97	40	17	29	30	61	177	0
<b>Cinema</b>	3 2%	0 0%	0 0%	0 0%	1 7%	1 6%	1 5%	3 4% ++	0 0% --	2 5% +	0 0%	1 4%	0 0%	0 0%	3 2%	0 0%
<b>Internet website</b>	27 15%	3 13%	1 3% --	15 23% ++	5 36%	1 7%	2 8%	15 18%	12 13%	8 20%	5 29%	5 17%	3 10%	6 10%	27 15%	0 0%
<b>Magazines</b>	8 4%	1 4%	0 0%	2 3%	2 16%	1 6%	2 8%	5 6%	3 3%	3 7%	1 6%	1 4%	1 3%	2 3%	8 4%	0 0%
<b>Newspaper (daily)</b>	24 13%	3 12%	4 11%	9 14%	4 29%	2 13%	2 8%	15 19% +	9 9% -	4 10%	1 6%	4 14%	2 7%	13 20% ++	24 13%	0 0%
<b>Newspaper (weekly or community)</b>	10 6%	0 0%	2 5%	2 3%	1 9%	2 13%	3 13%	5 6%	5 6%	3 7%	0 0%	3 11%	2 7%	2 3%	10 6%	0 0%
<b>Outdoor billboard</b>	5 3%	0 0%	2 5%	2 3%	0 0%	1 6%	0 0%	2 2%	3 3%	2 5%	1 6%	0 0%	1 3%	1 2%	5 3%	0 0%
<b>Pamphlet or brochure in the mail</b>	3 2%	0 0%	1 3%	1 2%	1 7%	0 0%	0 0%	1 1%	2 2%	1 2%	1 6%	0 0%	0 0%	1 2%	3 2%	0 0%
<b>Public transit (bus or subway)</b>	3 2%	0 0%	1 3%	0 0%	0 0%	1 6%	1 4%	2 2%	1 1%	2 5% +	0 0%	0 0%	0 0%	1 2%	3 2%	0 0%
<b>Radio</b>	29 16%	4 16%	6 16%	10 16%	3 20%	5 30%	1 4%	13 16%	16 16%	5 12%	4 23%	5 18%	6 19%	9 14%	29 16%	0 0%
<b>Television</b>	102 57%	16 69%	21 58%	35 55%	8 56%	8 46%	14 58%	43 53%	59 60%	15 37% ---	6 35%	13 45%	24 80% +++	44 72% +++	102 57%	0 0%
<b>Twitter</b>	12 7%	3 14%	2 5%	5 8%	2 15%	0 0%	0 0%	4 5%	8 8%	6 15% ++	1 6%	2 7%	2 7%	1 2% --	12 7%	0 0%

**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:	176	21	37	64	14	16	25	79	98	41	16	33	28	59	176	0	
Total:	177	23	36	64	14	16	24	80	97	40	17	29	30	61	177	0	
<b>Facebook</b>	51 29%	5 23%	8 23%	16 26%	5 34%	8 51%	9 38%	20 26%	31 32%	17 43%	5 30%	12 40%	5 17%	12 20%	51 29%	0 0%	
<b>Youtube</b>	11 6%	2 9%	1 3%	4 6%	0 0%	2 12%	2 9%	4 5%	7 7%	9 22%	0 0%	0 0%	1 3%	1 1%	11 6%	0 0%	
<b>Instagram</b>	4 2%	0 0%	0 0%	3 5%	1 7%	0 0%	0 0%	0 0%	4 4%	4 -	2 5%	0 0%	1 4%	0 0%	1 2%	4 2%	0 0%
<b>LinkedIn</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>E-MAIL</b>	1 1%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%	1 2%	1 1%	0 0%	
<b>OTHER</b>	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 6%	0 0%	0 0%	0 0%	1 1%	0 0%	
<b>Don't remember, DON'T KNOW</b>	4 2%	0 0%	1 3%	2 3%	0 0%	0 0%	1 4%	1 1%	3 3%	3 5%	0 0%	0 0%	1 3%	1 2%	4 2%	0 0%	
Chi2:	-	-	-	-	-	-	-	-	-	(95)	-	-	-	-	-	-	
Margin of error around 50%	7.37	20.43	16.33	12.25	26.19	24.50	20.00	10.96	9.95	15.49	23.77	18.20	17.89	12.55	7.37	*	



**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:	176	147	27	127	34	37	138	90	83	41	74	61	66	41	41	7	61	52	70
Total:	177	148	26	128	33	37	138	89	85	42	75	59	67	41	40	7	62	52	69
<b>Cinema</b>	3 2%	3 2%	0 0%	3 2%	0 0%	1 3%	2 2%	2 2%	1 1%	0 0%	2 3%	1 2%	1 2%	0 0%	2 5%	0 0%	1 2%	1 2%	1 1%
<b>Internet website</b>	27 15%	21 14%	6 25%	23 18%	1 3%	9 25%	17 12%	14 16%	12 14%	6 14%	7 9%	13 22%	10 15%	6 15%	8 20%	3 41%	7 11%	6 11%	11 16%
<b>Magazines</b>	8 4%	7 5%	1 5%	8 6%	0 0%	4 11%	4 3%	5 6%	3 3%	2 4%	3 4%	3 5%	1 1%	4 10%	3 7%	0 0%	5 8%	3 5%	1 1%
<b>Newspaper (daily)</b>	24 13%	20 13%	4 17%	19 15%	4 12%	6 17%	18 13%	9 11%	15 17%	5 11%	10 13%	9 15%	3 4%	11 26%	5 12%	1 14%	8 13%	7 14%	7 10%
<b>Newspaper (weekly or community)</b>	10 6%	8 5%	2 9%	10 8%	1 3%	3 8%	7 5%	7 8%	3 4%	2 5%	4 5%	4 7%	2 3%	3 8%	4 10%	1 15%	5 9%	2 4%	2 3%
<b>Outdoor billboard</b>	5 3%	5 3%	0 0%	3 2%	2 6%	3 8%	2 1%	4 4%	1 1%	1 3%	3 4%	1 2%	0 0%	2 5%	2 5%	1 14%	1 1%	1 2%	2 3%
<b>Pamphlet or brochure in the mail</b>	3 2%	3 2%	0 0%	3 2%	1 3%	2 5%	1 1%	2 2%	1 1%	2 5%	1 1%	0 0%	0 0%	1 2%	1 2%	0 0%	1 2%	2 4%	0 0%
<b>Public transit (bus or subway)</b>	3 2%	3 2%	0 0%	3 2%	1 3%	2 5%	1 1%	2 2%	1 1%	1 3%	1 1%	1 2%	0 0%	1 2%	1 2%	0 0%	1 2%	2 4%	0 0%
<b>Radio</b>	29 16%	22 14%	6 23%	21 16%	7 21%	8 22%	20 14%	20 22%	8 9%	6 14%	14 18%	8 14%	8 11%	9 22%	6 14%	1 14%	9 14%	9 16%	12 17%
<b>Television</b>	102 57%	87 58%	13 49%	77 60%	20 60%	16 44%	85 61%	44 49%	57 67%	30 70%	42 55%	29 50%	37 55%	25 61%	23 57%	3 44%	43 68%	34 65%	33 48%
<b>Twitter</b>	12 7%	8 5%	3 11%	9 7%	0 0%	2 6%	9 7%	5 6%	6 7%	2 5%	2 3%	8 14%	5 8%	4 9%	2 5%	0 0%	2 3%	3 6%	9 13%

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:	176	147	27	127	34	37	138	90	83	41	74	61	66	41	41	7	61	52	70
Total:	177	148	26	128	33	37	138	89	85	42	75	59	67	41	40	7	62	52	69
<b>Facebook</b>	51 29%	43 30%	8 31%	39 31%	9 28%	14 38%	37 27%	28 32%	22 26%	12 29%	22 30%	17 29%	27 41% +++	6 15% --	11 28%	3 42%	15 25%	15 29%	20 30%
<b>Youtube</b>	11 6%	9 6%	2 8%	8 6%	1 3%	6 16% +++	5 4% ---	9 10% ++	2 2% --	1 2%	5 7%	5 8%	7 11% +	1 2%	3 7%	1 14%	3 5%	2 4%	4 6%
<b>Instagram</b>	4 2%	4 3%	0 0%	3 2%	0 0%	0 0%	4 3%	1 1%	3 4%	1 2%	0 0%	3 5% +	2 3%	1 2%	0 0%	0 0%	1 2%	0 0%	3 4%
<b>LinkedIn</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>E-MAIL</b>	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 2%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%
<b>OTHER</b>	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
<b>Don't remember, DON'T KNOW</b>	4 2%	3 2%	1 4%	2 2%	1 3%	1 3%	3 2%	1 1%	3 4%	1 2%	2 3%	1 2%	2 3%	1 3%	1 2%	0 0%	0 0%	1 2%	3 4%
Chi2:	-	-	-	-	-	(99)	-	-	-	-	-	-	(90)	-	-	-	-	-	-
Margin of error around 50%	7.37	8.06	19.22	8.66	17.06	16.11	8.34	10.39	10.63	15.12	11.32	12.76	11.97	15.30	15.49	37.04	12.45	13.59	11.80

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:	172	21	36	62	14	16	24	78	95	38	16	33	27	58	172	0
Total:	173	23	35	62	14	16	23	79	94	38	17	29	29	60	173	0
<b>Fighting/wounded/dead soldiers</b>	1 1%	0 0%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 4%	0 0%	1 1%	0 0%
<b>Poppies (poppy campaigns/importance of our support), NEW POPPY PRODUCTS AVAILABLE FOR SALES/DONATION</b>	21 12%	1 4%	4 12%	8 13%	1 7%	4 24%	3 14%	3 4%	18 19%	2 5%	2 12%	5 18%	6 21%	6 10%	21 12%	0 0%
<b>General message of supporting / honouring / remembering Veterans</b>	8 5%	0 0%	1 3%	4 7%	0 0%	1 6%	2 9%	4 5%	4 4%	5 13%	0 0%	2 7%	0 0%	1 2%	8 5%	0 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>	24 14%	4 18%	4 12%	8 13%	2 12%	2 13%	4 17%	12 15%	12 13%	1 3%	2 11%	5 17%	1 3%	15 25%	24 14%	0 0%
<b>REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES</b>	23 14%	1 5%	6 17%	9 15%	1 9%	2 14%	4 17%	6 8%	17 19%	4 11%	1 6%	5 18%	3 10%	10 17%	23 14%	0 0%
<b>ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)</b>	4 2%	0 0%	3 9%	0 0%	0 0%	0 0%	1 4%	1 2%	3 3%	0 0%	0 0%	1 4%	1 4%	2 4%	4 2%	0 0%
<b>LEST WE FORGET</b>	2 1%	1 4%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	2 7%	0 0%	2 1%	0 0%
<b>HISTORY, A PART OF HISTORY</b>	2 1%	0 0%	1 3%	0 0%	0 0%	0 0%	1 4%	1 1%	1 1%	0 0%	1 6%	0 0%	1 4%	0 0%	2 1%	0 0%
<b>VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)</b>	8 5%	2 9%	0 0%	5 8%	0 0%	0 0%	1 4%	2 2%	6 6%	3 8%	1 6%	1 3%	0 0%	3 5%	8 5%	0 0%
<b>HEARING STORIES/EXPERIENCES FROM VETS</b>	1 1%	0 0%	1 3%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 4%	0 0%	1 1%	0 0%

**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:	172	21	36	62	14	16	24	78	95	38	16	33	27	58	172	0
Total:	173	23	35	62	14	16	23	79	94	38	17	29	29	60	173	0
<b>SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)</b>	1 1%	0 0%	0 0%	0 0%	0 0%	1 6%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 3%	0 0%	1 1%	0 0%
<b>PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)</b>	2 1%	0 0%	0 0%	1 1%	1 9%	0 0%	0 0%	2 3%	0 0%	0 0%	0 0%	1 4%	1 3%	0 0%	2 1%	0 0%
<b>OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)</b>	3 2%	0 0%	1 3%	0 0%	1 7%	1 6%	0 0%	2 2%	1 1%	0 0%	1 6%	0 0%	0 0%	2 3%	3 2%	0 0%
<b>SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US</b>	4 2%	1 5%	1 3%	1 2%	0 0%	0 0%	1 5%	0 -	4 +	1 3%	0 0%	0 0%	1 4%	2 3%	4 2%	0 0%
<b>PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VETERANS, THOSE CURRENTLY FIGHTING</b>	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 6%	0 0%	0 0%	0 0%	1 1%	0 0%
<b>EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS</b>	2 1%	0 0%	0 0%	2 3% +	0 0%	0 0%	0 0%	0 0%	2 2%	2 5% +++	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%
<b>SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS</b>	2 1%	0 0%	1 3%	0 0%	0 0%	0 0%	1 4%	0 0%	2 2%	0 0%	0 0%	0 0%	1 4%	1 2%	2 1%	0 0%
<b>SOLDIERS/ARMY (GENERAL)</b>	2 1%	0 0%	0 0%	0 0%	1 9%	1 6%	0 0%	2 3%	0 0%	1 2%	0 0%	1 4%	0 0%	0 0%	2 1%	0 0%
<b>OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE</b>	2 1%	1 5%	0 0%	1 2%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 3%	1 4%	0 0%	2 1%	0 0%
<b>HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)</b>	2 1%	1 4%	0 0%	0 0%	0 0%	1 6%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%	2 3% +	2 1%	0 0%
<b>GOV'T PROMOTION OF AGENDA, HYPOCRITICAL OF CONSERVATIVES</b>	3 2%	1 4%	0 0%	0 0%	0 0%	0 0%	2 8%	2 2%	1 1%	1 2%	1 6%	0 0%	0 0%	1 2%	3 2%	0 0%

<b>What do you remember about this ad? What words, sounds or images come to mind?</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
T1C																
Weighted Total:	172	21	36	62	14	16	24	78	95	38	16	33	27	58	172	0
Total:	173	23	35	62	14	16	23	79	94	38	17	29	29	60	173	0
<b>SOLDIER SHOT AT MEMORIAL, ACTS OF TERRORISM</b>	1 1%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	1 1%	0 0%
<b>COMMEMORATIVE COIN AVAILABLE</b>	18 10%	2 10%	6 17%	6 9%	2 15%	0 0%	2 8%	14 17% +++	4 4% ---	2 5%	2 12%	2 6%	5 17%	7 12%	18 10%	0 0%
<b>75TH ANNIVERSARY OF DDAY</b>	2 1%	0 0%	0 0%	2 3% ++	0 0%	0 0%	0 0%	1 1%	1 1%	1 3%	0 0%	1 3%	0 0%	0 0%	2 1%	0 0%
<b>VIRTUAL POPPY, USING TAP TO DONATE TO POPPY FUND/NEW METHODS PAYMENT</b>	8 5%	1 5%	0 0%	2 3%	2 13%	1 7%	2 9%	3 4%	5 5%	1 3%	1 6%	3 10%	2 7%	1 2%	8 5%	0 0%
<b>SUPPORT THE TROOPS/SOLDERS, RESPECT FOR MILITARY</b>	1 1%	0 0%	1 3% ++	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 3% +	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
<b>DIVERSITY OF VETERANS (WOMEN/ETHNIC GROUPS)</b>	2 1%	1 4%	1 3%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	1 2%	1 6%	0 0%	0 0%	0 0%	2 1%	0 0%
<b>RECRUITMENT TO CAF</b>	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%	1 1%	1 3% +	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
<b>COVID-19 RELATED CHANGES/MEASURES TO CEREMONIES, COVID-19 CONCERNS/CHANGES/RESTRICTI ONS</b>	9 5%	1 5%	0 0%	4 6%	0 0%	0 0%	4 17%	3 4%	6 6%	3 8%	0 0%	1 3%	3 11%	2 3%	9 5%	0 0%
<b>OTHER VETERAN RESPONSES (SINGLE MENTION ONLY)</b>	13 7%	1 4%	6 18% +++	2 3%	2 13%	1 6%	1 4%	6 8%	7 7%	5 13%	5 30%	1 4%	1 3%	1 2% --	13 7%	0 0%
<b>Don't remember, DON'T KNOW</b>	20 11%	6 26%	3 8%	5 9%	3 21%	2 11%	1 4%	10 13%	10 10%	6 15%	1 5%	3 10%	4 14%	6 10%	20 11%	0 0%
<b>Prefer not to say, NO RESPONSE</b>	16 9%	1 4%	3 8%	10 16%	1 7%	1 7%	0 0%	9 11%	7 7%	2 5%	3 18%	1 3%	2 7%	8 13%	16 9%	0 0%
Chi2:	-	-	-	-	-	-	-	(95)	(95)	(95)	(95)	(95)	(95)	(95)	-	-

<b>What do you remember about this ad? What words, sounds or images come to mind?</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
T1C																
Weighted Total:	172	21	36	62	14	16	24	78	95	38	16	33	27	58	172	0
Total:	173	23	35	62	14	16	23	79	94	38	17	29	29	60	173	0
Margin of error around 50%	7.45	20.43	16.56	12.45	26.19	24.50	20.43	11.03	10.11	15.90	23.77	18.20	18.20	12.65	7.45	*

What do you remember about this ad? What words, sounds or images come to mind?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			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
TIC																			
Weighted Total:	172	144	26	125	33	36	135	89	80	40	72	60	64	40	40	7	61	51	67
Total:	173	145	25	126	32	36	135	88	82	41	73	58	65	40	39	7	62	51	66
<b>Fighting/wounded/dead soldiers</b>	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%
<b>Poppies (poppy campaigns/importance of our support), NEW POPPY PRODUCTS AVAILABLE FOR SALES/DONATION</b>	21 12%	17 12%	4 15%	18 14%	1 4%	1 3%	20 15%	10 12%	11 14%	6 14%	7 10%	8 15%	9 14%	3 8%	5 13%	1 16%	6 11%	6 12%	10 15%
<b>General message of supporting / honouring / remembering Veterans</b>	8 5%	8 6%	0 0%	6 5%	2 7%	4 11%	4 3%	5 6%	3 4%	3 8%	3 4%	2 4%	0 0%	2 5%	4 11%	1 14%	1 2%	2 4%	3 5%
<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>	24 14%	22 15%	2 8%	20 16%	4 13%	3 9%	21 15%	6 7%	17 20%	7 17%	8 11%	9 15%	7 10%	8 21%	4 11%	2 28%	13 21%	6 11%	7 11%
<b>REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES</b>	23 14%	18 13%	5 21%	15 12%	6 19%	4 12%	19 15%	13 16%	10 12%	5 13%	9 12%	9 17%	8 13%	4 11%	6 15%	2 31%	8 14%	6 12%	10 16%
<b>ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)</b>	4 2%	4 3%	0 0%	3 2%	1 4%	0 0%	4 3%	2 2%	2 3%	2 5%	1 1%	1 2%	2 3%	0 0%	0 0%	1 16%	3 5%	3 6%	0 0%
<b>LEST WE FORGET</b>	2 1%	2 1%	0 0%	1 1%	1 3%	0 0%	2 1%	0 0%	2 2%	0 0%	2 3%	0 0%	2 3%	0 0%	0 0%	0 0%	1 2%	0 0%	1 2%
<b>HISTORY, A PART OF HISTORY</b>	2 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	1 2%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	2 3%
<b>VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)</b>	8 5%	8 5%	0 0%	8 6%	0 0%	4 11%	4 3%	3 3%	5 6%	5 12%	2 3%	1 2%	1 2%	3 7%	3 7%	0 0%	4 6%	2 4%	2 3%
<b>HEARING STORIES/EXPERIENCES FROM VETS</b>	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 1%

What do you remember about this ad? What words, sounds or images come to mind?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			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
TIC																			
Weighted Total:	172	144	26	125	33	36	135	89	80	40	72	60	64	40	40	7	61	51	67
Total:	173	145	25	126	32	36	135	88	82	41	73	58	65	40	39	7	62	51	66
<b>SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)</b>	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 2%	1 1%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%
<b>PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)</b>	2 1%	2 1%	0 0%	2 2%	0 0%	1 3%	1 1%	1 1%	1 1%	0 0%	1 1%	1 2%	0 0%	0 0%	2 5% +++	0 0%	1 2%	1 2%	0 0%
<b>OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)</b>	3 2%	3 2%	0 0%	2 2%	1 3%	1 3%	2 1%	2 2%	1 1%	2 5% +	1 1%	0 0%	1 2%	1 2%	1 3%	0 0%	1 1%	2 4%	1 1%
<b>SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US</b>	4 2%	4 3%	0 0%	3 2%	1 3%	0 0%	4 3%	1 1%	3 4%	1 2%	3 4%	0 0%	4 6% +++	0 0%	0 0%	0 0%	1 2%	0 0%	2 3%
<b>PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VETERANS, THOSE CURRENTLY FIGHTING</b>	1 1%	1 1%	0 0%	1 1%	0 0%	1 3% +	0 0%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	1 2% +	0 0%	1 1%	0 0%	0 0%
<b>EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS</b>	2 1%	1 1%	1 4%	1 1%	0 0%	1 3%	1 1%	1 1%	1 1%	2 5% +++	0 0%	0 0%	1 2%	1 3%	0 0%	0 0%	0 0%	1 2%	1 2%
<b>SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS</b>	2 1%	1 1%	0 0%	1 1%	1 3%	0 0%	2 2%	0 0%	2 3%	0 0%	1 1%	1 2%	1 2%	0 0%	0 0%	0 0%	0 0%	1 2%	1 2%
<b>SOLDIERS/ARMY (GENERAL)</b>	2 1%	2 1%	0 0%	2 2%	0 0%	2 6% +++	0 0% ---	2 2%	0 0%	0 0%	0 0%	2 4% ++	0 0%	0 0%	2 5% +++	0 0%	1 2%	1 2%	0 0%
<b>OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE</b>	2 1%	2 1%	0 0%	2 2%	0 0%	0 0%	2 1%	1 1%	1 1%	1 2%	0 0%	1 2%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	2 3% +
<b>HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)</b>	2 1%	1 1%	1 4%	2 1%	0 0%	0 0%	2 1%	0 0%	2 2%	1 2%	1 1%	0 0%	2 3% +	0 0%	0 0%	0 0%	0 0%	2 3% ++	0 0%
<b>GOV'T PROMOTION OF AGENDA, HYPOCRITICAL OF CONSERVATIVES</b>	3 2%	3 2%	0 0%	3 2%	0 0%	1 3%	1 1%	2 2%	0 0%	0 0%	2 3%	0 0%	1 2%	0 0%	1 2%	0 0%	2 3%	1 2%	0 0%



What do you remember about this ad? What words, sounds or images come to mind?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household Income			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
T1C																			
Weighted Total:	172	144	26	125	33	36	135	89	80	40	72	60	64	40	40	7	61	51	67
Total:	173	145	25	126	32	36	135	88	82	41	73	58	65	40	39	7	62	51	66
<b>SOLDIER SHOT AT MEMORIAL, ACTS OF TERRORISM</b>	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
<b>COMMEMORATIVE COIN AVAILABLE</b>	18 10%	16 11%	2 8%	9 7%	6 18%	0 0%	18 13%	8 9%	10 12%	4 10%	7 10%	7 12%	9 14%	5 13%	2 5%	0 0%	8 13%	8 15%	5 7%
<b>75TH ANNIVERSARY OF DDAY</b>	2 1%	2 2%	0 0%	2 2%	0 0%	1 3%	1 1%	2 2%	0 0%	0 0%	1 1%	1 2%	1 2%	0 0%	1 3%	0 0%	2 4%	1 2%	0 0%
<b>VIRTUAL POPPY, USING TAP TO DONATE TO POPPY FUND/NEW METHODS PAYMENT</b>	8 5%	8 6%	0 0%	8 6%	0 0%	2 6%	6 4%	6 7%	2 2%	1 2%	4 6%	3 5%	0 0%	2 5%	6 16%	0 0%	3 5%	2 4%	4 6%
<b>SUPPORT THE TROOPS/SOLDERS, RESPECT FOR MILITARY</b>	1 1%	1 1%	0 0%	0 0%	1 3%	1 3%	0 0%	1 1%	0 0%	1 3%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%
<b>DIVERSITY OF VETERANS (WOMEN/ETHNIC GROUPS)</b>	2 1%	1 1%	0 0%	1 1%	0 0%	1 2%	0 0%	0 0%	1 1%	0 0%	1 1%	1 2%	0 0%	1 2%	0 0%	0 0%	1 1%	1 2%	1 1%
<b>RECRUITMENT TO CAF</b>	1 1%	0 0%	1 4%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%
<b>COVID-19 RELATED CHANGES/MEASURES TO CEREMONIES, COVID-19 CONCERNS/CHANGES/RESTRICTI ONS</b>	9 5%	8 6%	0 0%	9 7%	0 0%	1 3%	8 6%	7 8%	2 2%	5 12%	2 3%	2 3%	6 9%	1 3%	1 2%	0 0%	4 6%	1 2%	5 8%
<b>OTHER VETERAN RESPONSES (SINGLE MENTION ONLY)</b>	13 7%	12 8%	1 4%	7 5%	6 19%	8 22%	5 4%	10 11%	3 4%	1 3%	8 11%	4 6%	6 9%	3 8%	2 5%	0 0%	5 8%	6 12%	4 6%
<b>Don't remember, DON'T KNOW</b>	20 11%	16 11%	4 15%	17 13%	1 3%	5 13%	15 11%	11 12%	9 11%	3 7%	9 12%	8 14%	9 13%	4 9%	4 10%	2 27%	4 6%	6 11%	8 12%
<b>Prefer not to say, NO RESPONSE</b>	16 9%	11 7%	5 20%	9 7%	4 12%	3 8%	13 10%	6 6%	10 12%	4 10%	9 12%	3 5%	4 6%	4 10%	2 5%	0 0%	4 6%	4 8%	7 10%
Chi2:	-	-	-	-	-	(99.9)	-	-	-	-	-	-	-	-	-	-	-	-	-

<b>What do you remember about this ad? What words, sounds or images come to mind?</b>																			
	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
T1C																			
Weighted Total:	172	144	26	125	33	36	135	89	80	40	72	60	64	40	40	7	61	51	67
Total:	173	145	25	126	32	36	135	88	82	41	73	58	65	40	39	7	62	51	66
Margin of error around 50%	7.45	8.14	19.60	8.73	17.32	16.33	8.43	10.45	10.82	15.30	11.47	12.87	12.16	15.49	15.69	37.04	12.45	13.72	12.06

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Facebook</b>	442 22% ++	43 29% ++	60 13% ----	182 24% +	38 28% +	66 28% ++	53 20%	190 19% --	246 25% +++	148 27% ++++	83 24%	63 20%	72 19%	76 18% --	46 26%	280 21%
<b>Twitter</b>	175 9%	17 12%	15 3% ----	83 11% +++	16 12%	26 11%	18 7%	92 10%	81 8%	57 10% +	46 13% +++	34 11%	24 6%	14 3% ----	18 10%	115 9%
<b>YouTube</b>	220 11%	17 12%	27 6% ----	92 12%	19 15%	31 13%	33 12%	131 13% ++++	81 8% --	110 20% ++++	48 14% +	27 8%	21 6% ----	14 3% ----	24 14%	147 11%
<b>Instagram</b>	150 7%	9 6%	7 2% ----	75 10% +++	16 12% +	21 9%	22 8%	56 6% --	92 9% +++	90 17% ++++	33 9%	9 3% ----	10 3% ----	8 2% ----	12 7%	96 7%
<b>LinkedIn</b>	49 2%	4 3%	7 2%	21 3%	5 4%	7 3%	5 2%	33 3% +++	15 2% --	21 4% ++	8 2%	10 3%	8 2%	2 0% --	3 2%	36 3%
<b>Television</b>	1021 51%	83 56%	240 53%	379 49% 61% ++	80 49%	115 49%	123 46%	500 51%	509 51%	191 35% ----	149 43% --	148 47%	237 64% ++++	296 69% ++++	100 56%	638 47% ----
<b>RADIO</b>	51 3%	3 2%	13 3%	20 3%	1 1%	4 2%	10 4%	27 3%	24 2%	9 2%	9 3%	9 3%	14 4%	10 2%	3 2%	38 3%
<b>ROYAL CANADIAN LEGION</b>	18 1%	1 1%	0 0% --	6 1%	2 1%	3 1%	6 2% ++	8 1%	10 1%	1 0% --	3 1%	4 1%	7 2% ++	3 1%	3 2%	11 1%
<b>BOOKS, HISTORY BOOKS</b>	14 1%	2 2%	1 0%	7 1%	2 2%	1 0%	1 0%	6 1%	7 1%	4 1%	3 1%	3 1%	2 1%	2 0%	3 2% +	11 1%
<b>GOOGLE, SEARCH ENGINES</b>	184 9%	18 12%	40 9%	70 9%	12 9%	20 9%	23 9%	79 8% -	103 11% +	63 12% ++	33 9%	36 12%	33 9%	19 4% ----	15 9%	122 9%
<b>TALKING TO VETERANS</b>	16 1%	1 1%	0 0% --	3 0% -	2 2%	4 2% +	6 2% +++	8 1%	8 1%	2 0%	1 0%	4 1%	5 1%	4 1%	3 2%	11 1%

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>FAMILY/FRIENDS, WORD OF MOUTH</b>	12 1%	1 1%	2 0%	5 1%	1 1%	0 0%	3 1%	6 1%	6 1%	2 0%	3 1%	2 1%	1 0%	4 1%	1 1%	8 1%
<b>SCHOOL (AS A STUDENT/PARENT OF A CHILD/EMPLOYMENT)</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%	2 1%	0 0%	1 1%	0 0%
<b>GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS</b>	5 0%	0 0%	1 0%	0 0%	1 1%	1 0%	2 1%	2 0%	3 0%	2 0%	0 0%	0 0%	0 0%	3 1%	0 0%	5 0%
<b>NEWS SITES, GENERAL MENTION</b>	31 2%	2 1%	3 1%	6 1%	1 1%	8 3%	11 4%	17 2%	14 1%	6 1%	10 3%	4 1%	6 2%	5 1%	1 1%	20 1%
<b>GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES</b>	222 11%	25 17%	74 17%	77 10%	6 5%	14 6%	25 9%	77 8%	139 14%	70 13%	43 12%	38 13%	41 11%	30 7%	31 18%	130 10%
<b>CBC.CA</b>	111 6%	12 8%	5 1%	45 6%	7 6%	13 5%	29 11%	61 6%	49 5%	30 5%	26 7%	23 7%	15 4%	17 4%	3 2%	69 5%
<b>CANADIAN ARMY/FORCES/AIR FORCE WEBSITES</b>	13 1%	1 1%	4 1%	5 1%	1 1%	0 0%	2 1%	8 1%	5 0%	2 0%	4 1%	4 1%	3 1%	0 0%	2 1%	8 1%
<b>LA PRESSE ON LINE</b>	77 4%	0 0%	76 17%	1 0%	0 0%	0 0%	0 0%	36 4%	41 4%	15 3%	18 5%	9 3%	16 5%	19 5%	8 5%	52 4%
<b>MSN</b>	10 1%	0 0%	1 0%	4 1%	1 1%	2 1%	2 1%	4 0%	6 1%	0 0%	2 1%	2 1%	2 1%	4 1%	1 1%	5 0%
<b>REDDIT</b>	12 1%	1 1%	0 0%	9 1%	0 0%	1 0%	1 0%	10 1%	1 0%	8 1%	3 1%	1 0%	0 0%	0 0%	0 0%	11 1%
<b>CTV ON LINE</b>	24 1%	5 3%	1 0%	10 1%	1 1%	2 1%	5 2%	14 1%	10 1%	5 1%	4 1%	9 3%	2 1%	4 1%	0 0%	13 1%

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>GLOBAL NEWS ON LINE</b>	10 0%	0 0%	0 0%	1 0%	2 1%	3 1%	4 2%	6 1%	4 0%	5 1%	3 1%	1 0%	0 0%	1 0%	0 0%	5 0%
			-	-		+	+++									
<b>BBC ON LINE</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 1%	1 0%
															+	
<b>YAHOO</b>	4 0%	0 0%	2 0%	0 0%	1 1%	0 0%	1 0%	2 0%	2 0%	0 0%	0 0%	1 0%	2 1%	1 0%	0 0%	3 0%
<b>RADIO CANADA ON LINE</b>	20 1%	1 1%	18 4%	1 0%	0 0%	0 0%	0 0%	9 1%	10 1%	8 2%	5 1%	3 1%	3 1%	1 0%	0 0%	19 1%
			++++	---			-									+++
<b>ROYAL CANADIAN LEGION ON LINE</b>	44 2%	7 5%	1 0%	21 3%	2 2%	9 4%	4 2%	22 2%	21 2%	4 1%	8 2%	12 4%	11 3%	9 2%	7 4%	25 2%
		++	----			+				---		++			+	
<b>WIKIPEDIA</b>	46 2%	3 2%	9 2%	23 3%	0 0%	4 2%	7 3%	29 3%	15 2%	23 4%	9 3%	10 3%	3 1%	1 0%	5 3%	34 3%
					-			+	--	++++			--	---		
<b>NATIONAL POST ON LINE</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>THE SUN ON LINE</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
							0%									++
<b>GLOBE AND MAIL ON LINE</b>	6 0%	0 0%	1 0%	3 0%	0 0%	1 0%	1 0%	5 1%	1 0%	2 0%	2 1%	2 1%	0 0%	0 0%	0 0%	5 0%
								+	-							
<b>THE STAR ON LINE</b>	5 0%	0 0%	0 0%	5 1%	0 0%	0 0%	0 0%	4 0%	1 0%	0 0%	1 0%	1 0%	2 1%	1 0%	1 1%	2 0%
				+++												
<b>PROVINCIAL GOVERNMENT ON LINE</b>	6 0%	1 1%	1 0%	0 0%	1 1%	0 0%	3 1%	3 0%	3 0%	4 1%	0 0%	2 1%	0 0%	0 0%	0 0%	5 0%
				--			+++			++						

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>REBEL MEDIA ON LINE</b>	5 0%	1 1%	1 0%	2 0%	0 0%	1 0%	0 0%	3 0%	1 0%	1 0%	0 0%	0 0%	2 1%	2 0%	1 0%	3 0%
<b>CITY/MUNICIPAL ON LINE</b>	9 0%	2 2% +	1 0%	2 0%	1 1%	1 0%	2 1%	4 0%	5 1%	2 0%	2 1%	3 1%	1 0%	1 0%	1 1%	6 0%
<b>MUSEUM SITES</b>	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0% ++	0 0%	0 0%	0 0%	0 0%
<b>MACLEANS MAGAZINE</b>	30 1%	2 2%	0 0% ---	20 3% +++	1 1%	2 1%	4 2%	17 2%	13 1%	6 1%	10 3% ++	3 1%	4 1%	7 2%	0 0%	24 2%
<b>L'ACTUALITÉ MAGAZINE</b>	2 0%	0 0%	2 0% ++	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 1% +++	0 0%	0 0%	0 0%	0 0%	1 0%
<b>LEGION MAGAZINE</b>	20 1%	3 2%	0 0% --	4 0%	4 3% ++	3 1%	6 2% ++	12 1%	8 1%	1 0% --	0 0% --	1 0%	7 2% ++	11 2% ++++	2 1%	9 1%
<b>WALRUS MAGAZINE</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>HISTORY MAGAZINES (VARIOUS)</b>	2 0%	0 0%	0 0%	1 0%	1 1% +++	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 1% ++	0 0% --
<b>THE SUN NEWSPAPER (VARIOUS CITIES)</b>	34 2%	0 0%	6 1%	12 2%	1 1%	6 3%	9 3% ++	21 2%	13 1%	1 0% ---	2 1% -	5 2%	10 3% +	16 4% ++++	3 2%	21 2%
<b>GLOBE AND MAIL NEWSPAPER</b>	75 4%	3 2%	5 1% ----	55 7% ++++	0 0% --	6 3%	5 2%	36 4%	39 4%	15 3%	18 5%	11 4%	13 4%	18 4%	2 1%	53 4%
<b>NATIONAL POST NEWSPAPER</b>	36 2%	2 2%	3 1% --	22 3% +++	0 0%	6 3%	3 1%	19 2%	14 1%	7 1%	8 2%	6 2%	5 1%	10 2%	1 1%	32 2% +++

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>LE DEVOIR NEWSPAPER</b>	16 1%	0 0%	16 4%	0 0%	0 0%	0 0%	0 0%	8 1%	8 1%	4 1%	2 1%	3 1%	4 1%	3 1%	0 0%	13 1%
			++++	---												
<b>THE TORONTO STAR NEWSPAPER</b>	52 3%	0 0%	1 0%	49 6%	0 0%	0 0%	2 1%	30 3%	22 2%	7 1%	7 2%	8 3%	10 3%	20 5%	3 2%	29 2%
		--	----	++++	-	---	--			--				+++		
<b>THE MONTREAL GAZETTE NEWSPAPER</b>	10 1%	0 0%	10 2%	0 0%	0 0%	0 0%	0 0%	4 0%	5 1%	1 0%	3 1%	1 0%	1 0%	4 1%	1 1%	6 0%
			++++	--												
<b>JOURNAL DE MONTREAL NEWSPAPER</b>	8 0%	0 0%	8 2%	0 0%	0 0%	0 0%	0 0%	5 1%	3 0%	0 0%	2 1%	0 0%	3 1%	3 1%	2 1%	6 0%
			++++	--						-						
<b>CALGARY HERALD NEWSPAPER</b>	11 1%	0 0%	0 0%	0 0%	0 0%	11 5%	0 0%	7 1%	4 0%	1 0%	2 1%	3 1%	4 1%	1 0%	0 0%	8 1%
			-	--		++++										
<b>METRO NEWSPAPER, STARMETRO NEWSPAPER</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%	0 0%	0 0%
			+							+						
<b>JOURNAL DE QUEBEC NEWSPAPER</b>	7 0%	0 0%	7 2%	0 0%	0 0%	0 0%	0 0%	5 1%	2 0%	2 0%	0 0%	1 0%	2 1%	2 0%	2 1%	4 0%
			++++	--											1% ++	
<b>LONDON FREE PRESS NEWSPAPER</b>	7 0%	0 0%	0 0%	7 1%	0 0%	0 0%	0 0%	0 0%	7 1%	0 0%	1 0%	0 0%	3 1%	3 1%	1 1%	2 0%
				++++				--	+++				+			--
<b>EDMONTON JOURNAL NEWSPAPER</b>	8 0%	0 0%	0 0%	0 0%	0 0%	8 3%	0 0%	3 0%	5 0%	1 0%	1 0%	2 1%	0 0%	4 1%	1 1%	4 0%
				--		++++								+		
<b>24 HEURES NEWSPAPER</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%	1 0%	0 0%	0 0%	2 0%
<b>THE RECORD 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%	1 1%	1 0%
				+											+	

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>THE PROVINCE NEWSPAPER</b>	11 1%	0 0%	0 0%	0 <b>0%</b>	0 0%	0 0%	11 <b>4%</b>	8 1%	3 0%	1 0%	1 0%	1 0%	4 1%	4 1%	2 1%	5 0%
<b>WINDSOR STAR 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%	1 <b>0%</b>	0 0%	0 0%	1 0%
<b>OTTAWA CITIZEN NEWSPAPER</b>	25 1%	0 0%	3 1%	22 <b>3%</b>	0 0%	0 0%	0 <b>0%</b>	11 1%	13 1%	2 <b>0%</b>	2 1%	3 1%	7 2%	11 <b>3%</b>	1 1%	19 1%
<b>THE TELEGRAM NEWSPAPER</b>	1 0%	1 <b>1%</b>	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 <b>0%</b>	0 0%	0 0%
<b>SASKATOON STAR PHOENIX NEWSPAPER</b>	4 0%	0 0%	0 0%	0 0%	4 <b>3%</b>	0 0%	0 0%	3 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	3 0%
<b>WINNIPEG FREE PRESS NEWSPAPER</b>	19 1%	0 0%	0 <b>0%</b>	0 <b>0%</b>	18 <b>13%</b>	1 0%	0 0%	5 1%	14 <b>1%</b>	2 0%	0 0%	6 2%	2 1%	9 <b>2%</b>	3 2%	12 1%
<b>VICTORIA TIMES COLONIST</b>	3 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 <b>1%</b>	2 0%	1 0%	0 0%	0 0%	0 0%	0 0%	3 <b>1%</b>	0 0%	3 0%
<b>LE DROIT NEWSPAPER</b>	2 0%	0 0%	2 <b>0%</b>	0 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>HAMILTON SPECTATOR NEWSPAPER</b>	6 0%	0 0%	0 0%	6 <b>1%</b>	0 0%	0 0%	0 0%	4 0%	2 0%	1 0%	1 0%	0 0%	0 0%	4 <b>1%</b>	2 <b>1%</b>	3 0%
<b>CHRONICLE HERALD NEWSPAPER</b>	5 0%	5 <b>3%</b>	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	3 0%	0 0%	2 0%	1 0%	0 0%	2 0%	0 0%	3 0%
<b>THE GUARDIAN NEWSPAPER</b>	3 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	2 0%	1 0%	0 0%	0 0%	0 0%	1 0%	2 <b>0%</b>	0 0%	3 0%



**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>CBC RADIO</b>	22 1%	3 2%	2 0%	10 1%	1 1%	1 0%	4 2%	5 0%	16 2%	2 0%	1 0%	5 2%	5 1%	9 2%	1 1%	16 1%
<b>LIBRARY</b>	4 0%	1 1%	0 0%	0 0%	0 0%	1 0%	2 1%	1 0%	3 0%	1 0%	0 0%	1 0%	0 0%	2 0%	0 0%	3 0%
<b>HISTORY SITES, TOURISM/CANADA SITES</b>	13 1%	1 1%	2 0%	6 1%	2 1%	1 0%	1 0%	7 1%	5 0%	5 1%	3 1%	2 1%	2 1%	1 0%	2 1%	10 1%
<b>LOCAL/COMMUNITY NEWSPAPER (UNSPECIFIED)</b>	11 1%	1 1%	1 0%	3 0%	1 1%	1 0%	4 2%	3 0%	8 1%	2 0%	1 0%	2 1%	4 1%	2 0%	1 1%	6 0%
<b>VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)</b>	20 1%	0 0%	12 3%	3 0%	2 2%	2 1%	1 0%	9 1%	11 1%	5 1%	4 1%	1 0%	4 1%	6 1%	2 1%	14 1%
<b>TV CHANNELS/SPECIAL INTEREST TV SITES</b>	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>GEORGIA STRAIGHT NEWSPAPER</b>	1 0%	0 0%	0 0%	0 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%
<b>NEWS APPS</b>	4 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 2%	3 0%	1 0%	1 0%	1 0%	2 1%	0 0%	0 0%	0 0%	2 0%
<b>REMEMBRANCE DAY/WEEK EVENTS OR SERVICES</b>	3 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	3 0%	1 0%	2 1%	0 0%	0 0%	0 0%	1 1%	1 0%
<b>MUSEUMS</b>	5 0%	1 1%	0 0%	2 0%	0 0%	2 1%	0 0%	4 0%	0 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	3 0%
<b>PODCASTS (VARIOUS)</b>	1 0%	0 0%	0 0%	0 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%

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>CBC (GENERAL MENTION)</b>	11 1%	1 1%	0 0%	8 1%	0 0%	1 0%	1 0%	5 0%	6 1%	7 1%	3 1%	0 0%	1 0%	0 0%	1 1%	8 1%
				- ++												
<b>CTV (GENERAL MENTION)</b>	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	0 0%	1 0%	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	3 0%
					++											
<b>BLOGS</b>	1 0%	0 0%	0 0%	0 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%
							++				++					
<b>ACADEMIC JOURNALS, UNIVERSITY/PEER REVIEWED PAGES</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%	0 0%
							+++			+						
<b>APPLE/SAFARI</b>	6 0%	0 0%	0 0%	3 0%	0 0%	2 1%	1 0%	4 0%	2 0%	0 0%	1 0%	1 0%	2 1%	2 0%	2 1%	0 0%
															++	---
<b>OTHER INTERNET</b>	31 2%	3 2%	4 1%	11 1%	0 0%	5 2%	8 3%	16 2%	14 1%	6 1%	8 2%	8 2%	3 1%	6 1%	2 1%	20 1%
							++									
<b>OTHER MAGAZINES</b>	9 0%	0 0%	1 0%	5 1%	1 1%	0 0%	2 1%	6 1%	3 0%	1 0%	4 1%	1 0%	1 0%	2 0%	1 1%	5 0%
											++					
<b>OTHER NEWSPAPER (DAILY/WEEKLY/COMMUNITY)</b>	92 5%	6 4%	12 3%	37 5%	3 2%	17 7%	16 6%	43 4%	48 5%	14 3%	13 4%	12 4%	20 5%	33 8%	13 7%	54 4%
			--			+				---				++++	+	-
<b>ZOOMER MAGAZINE</b>	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%
														+++		
<b>RED DEER ADVOCATE NEWSPAPER</b>	1 0%	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%	0 0%	1 0%
						+++								+		
<b>KITCHENER-WATERLOO RECORD NEWSPAPER</b>	8 0%	0 0%	0 0%	8 1%	0 0%	0 0%	0 0%	3 0%	5 1%	0 0%	0 0%	4 1%	3 1%	1 0%	1 1%	4 0%
				++++						-		+++				

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>NATIONAL OBSERVER NEWSPAPER ON LINE</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>LE NOUVELLISTE NEWSPAPER</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%	0 0%	1 0%	0 0%	1 0%
<b>ST. CATHARINES 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%	1 0%	0 0%	0 0%	1 0%
<b>THE TELEGRAM NEWSPAPER (ST. JOHN'S, NEWFOUNDLAND)</b>	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
<b>DELTA OPTIMIST NEWSPAPER</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%
<b>CAF MEMBERS</b>	1 0%	1 0%	0 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%	0 0%
<b>POPPY CAMPAIGNS/OTHER CAMPAIGNS OR CHARITIES ASSOCIATIONS</b>	4 0%	1 1%	0 0%	2 0%	0 0%	0 0%	1 0%	1 0%	3 0%	1 0%	0 0%	1 0%	1 0%	1 0%	2 1%	2 0%
<b>NEWSPAPERS ON LINE (GENERAL MENTION)</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>CHATALAINE MAGAZINE</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>ECONOMIST MAGAZINE</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%	2 0%
<b>MONCTON TIMES AND TRANSCRIPT NEWSPAPER</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%	0 0%	2 0%	1 1%	0 0%

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>ACADIE NOUVELLE NEWSPAPER</b>	3 0%	3 <b>2%</b> ++++	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 0%	1 0%	1 0%	0 0%	0 0%	1 0%	2 <b>1%</b> ++++	1 0%
<b>SAINT JOHN TELEGRAPH JOURNAL NEWSPAPER</b>	5 0%	5 <b>4%</b> ++++	0 0%	0 0%	0 0%	0 0%	0 0%	4 0%	1 0%	0 0%	0 0%	2 1%	1 0%	2 0%	1 1%	1 <b>0%</b> --
<b>OTHER</b>	14 1%	0 0%	3 1%	7 1%	1 1%	0 0%	3 1%	5 0%	9 1%	1 0%	4 1%	2 1%	2 1%	5 1%	3 2%	9 1%
<b>DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS</b>	5 0%	0 0%	3 1%	0 0%	0 0%	1 0%	1 0%	3 0%	2 0%	1 0%	2 1%	0 0%	2 1%	0 0%	0 0%	4 0%
<b>Prefer not to say</b>	142 7%	6 4%	37 8%	57 7%	6 4%	15 6%	21 8%	86 9%	50 5%	54 10%	36 10%	24 8%	15 4%	13 3%	6 3%	105 8%
Chi2:	-	(99.9)						(99.9)		(99.9)					(99.9)	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

**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 (family)	Yes (friend)	No
T1D																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Facebook</b>	442 22%	372 22%	67 24%	360 <b>25%</b> ++++	57 <b>14%</b> ----	130 25% +	309 21% -	277 <b>24%</b> ++	163 <b>20%</b> --	99 23%	180 <b>25%</b> ++	158 <b>19%</b> --	135 24%	114 22%	141 21%	14 33% +	132 <b>26%</b> ++	126 <b>28%</b> ++++	203 <b>19%</b> ----
<b>Twitter</b>	175 9%	148 9%	24 9%	148 <b>10%</b> ++++	15 <b>4%</b> ----	61 <b>12%</b> +++	113 <b>8%</b> --	132 <b>11%</b> ++++	42 <b>5%</b> ----	28 7%	61 9%	84 10% +	32 <b>6%</b> --	49 10%	77 <b>12%</b> +++	5 12%	47 9%	53 <b>12%</b> +++	81 <b>7%</b> --
<b>YouTube</b>	220 11%	165 <b>10%</b> ----	49 <b>17%</b> ++++	174 <b>12%</b> ++	18 <b>4%</b> ----	58 11%	160 11%	154 <b>13%</b> ++++	64 <b>8%</b> ----	45 10%	70 10%	103 12% +	79 <b>14%</b> +++	55 11%	64 10%	5 12%	53 10%	55 12%	116 11%
<b>Instagram</b>	150 7%	114 <b>7%</b> --	33 <b>12%</b> +++	124 <b>9%</b> +++	9 <b>2%</b> ----	46 9%	102 7%	110 <b>9%</b> ++++	39 <b>5%</b> ----	29 7%	45 6%	72 9% +	45 8%	46 9%	52 8%	3 7%	35 7%	29 6%	87 8%
<b>LinkedIn</b>	49 2%	36 <b>2%</b> --	10 4%	33 2%	9 2%	15 3%	34 2%	41 <b>3%</b> ++++	8 <b>1%</b> ----	6 1%	16 2%	25 3%	13 2%	12 2%	20 3%	0 0%	8 2%	21 <b>5%</b> ++++	20 <b>2%</b> --
<b>Television</b>	1021 51%	875 51%	131 47%	744 51%	220 52%	218 <b>43%</b> ----	798 <b>54%</b> ++++	533 <b>46%</b> ----	483 <b>59%</b> ++++	259 <b>59%</b> ++++	386 <b>54%</b> ++	369 <b>44%</b> ----	296 52%	272 54%	307 <b>47%</b> --	21 48%	281 <b>55%</b> ++	242 53%	529 49%
<b>RADIO</b>	51 3%	45 3%	5 2%	36 2%	12 3%	12 2%	39 3%	38 <b>3%</b> ++	13 <b>2%</b> --	12 3%	14 2%	25 3%	13 2%	13 2%	18 3%	0 0%	12 2%	13 3%	28 3%
<b>ROYAL CANADIAN LEGION</b>	18 1%	17 1%	1 0%	16 1%	1 0%	5 1%	13 1%	10 1%	8 1%	3 1%	11 <b>2%</b> ++	4 0%	6 1%	8 <b>2%</b> ++	3 0%	3 <b>7%</b> ++++	9 <b>2%</b> ++	10 <b>2%</b> ++++	2 <b>0%</b> ----
<b>BOOKS, HISTORY BOOKS</b>	14 1%	11 1%	3 1%	13 1%	1 0%	4 1%	10 1%	9 1%	5 1%	1 0%	6 1%	7 1%	4 1%	3 1%	5 1%	0 0%	4 1%	9 <b>2%</b> ++++	3 <b>0%</b> --
<b>GOOGLE, SEARCH ENGINES</b>	184 9%	150 9%	33 12%	129 9%	40 10%	54 11%	129 9%	122 <b>11%</b> ++	62 <b>8%</b> --	34 8%	63 9%	85 10%	53 9%	33 <b>7%</b> --	74 <b>11%</b> ++	3 7%	39 8%	42 9%	105 10%
<b>TALKING TO VETERANS</b>	16 1%	14 1%	2 1%	14 1%	0 <b>0%</b> --	4 1%	11 1%	7 1%	9 1%	4 1%	9 1%	2 <b>0%</b> --	5 1%	7 1%	1 <b>0%</b> --	2 <b>5%</b> ++++	10 <b>2%</b> ++++	7 <b>2%</b> ++	2 <b>0%</b> ----

**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 (family)		Yes (friend)	
																	Yes	No	Yes	No
T1D																				
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086	
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073	
<b>FAMILY/FRIENDS, WORD OF MOUTH</b>	12 1%	11 1%	1 0%	9 1%	1 0%	4 1%	8 1%	7 1%	5 1%	2 0%	4 1%	6 1%	2 0%	2 0%	4 1%	0 0%	3 1%	8 2%	3 0%	
																		++++	--	
<b>SCHOOL (AS A STUDENT/PARENT OF A CHILD/EMPLOYMENT)</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	
													++					++		
<b>GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS</b>	5 0%	4 0%	1 0%	3 0%	2 0%	0 0%	5 0%	1 0%	4 0%	2 0%	0 0%	2 0%	3 1%	1 0%	1 0%	0 0%	2 0%	0 0%	3 0%	
<b>NEWS SITES, GENERAL MENTION</b>	31 2%	31 2%	0 0%	26 2%	4 1%	8 1%	23 2%	21 2%	10 1%	8 2%	11 1%	12 1%	3 1%	7 1%	15 2%	1 2%	15 3%	10 2%	10 1%	
													--		+	2%	+++		--	
<b>GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES</b>	222 11%	198 12%	22 8%	139 10%	69 17%	64 12%	158 11%	137 12%	84 10%	30 7%	59 8%	132 16%	49 9%	59 12%	85 13%	4 9%	62 12%	59 13%	106 10%	
				----	++++					---	---	++++	--		+					
<b>CBC.CA</b>	111 6%	99 6%	11 4%	102 7%	5 1%	31 6%	80 5%	78 7%	33 4%	13 3%	35 5%	62 7%	16 3%	24 5%	57 9%	1 2%	30 6%	27 6%	52 5%	
				++++	----			+++	--	---		+++	----	++++						
<b>CANADIAN ARMY/FORCES/AIR FORCE WEBSITES</b>	13 1%	11 1%	2 1%	8 1%	4 1%	4 1%	9 1%	10 1%	3 0%	0 0%	8 1%	5 1%	1 0%	5 1%	5 1%	1 3%	6 1%	8 2%	1 0%	
										-	++		-			+	++++	----		
<b>LA PRESSE ON LINE</b>	77 4%	72 4%	5 2%	6 0%	71 17%	23 5%	54 4%	46 4%	31 4%	4 1%	24 3%	49 6%	12 2%	24 5%	36 6%	0 0%	8 2%	11 2%	57 5%	
				----	++++					----	++++	--		+++			---	-	++++	
<b>MSN</b>	10 1%	6 0%	4 2%	8 1%	1 0%	4 1%	6 0%	7 1%	3 0%	2 0%	6 1%	2 0%	3 1%	6 1%	0 0%	3 1%	3 1%	4 0%		
<b>REDDIT</b>	12 1%	9 1%	3 1%	10 1%	0 0%	2 0%	10 1%	10 1%	2 0%	0 0%	3 0%	9 1%	2 0%	3 1%	7 1%	0 0%	0 0%	3 1%	9 1%	
										-		++			++		--			
<b>CTV ON LINE</b>	24 1%	22 1%	1 0%	19 1%	2 0%	6 1%	17 1%	15 1%	8 1%	3 1%	8 1%	12 1%	6 1%	3 1%	12 2%	0 0%	5 1%	6 1%	11 1%	
															+					

**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 (family)		Yes (friend)	
																	Yes	No	Yes	No
T1D																				
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086	
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073	
<b>GLOBAL NEWS ON LINE</b>	10 0%	8 0%	2 1%	9 1%	1 0%	1 0%	8 1%	6 0%	3 0%	2 0%	3 0%	4 0%	4 1%	1 0%	4 1%	0 0%	2 0%	2 0%	6 1%	
<b>BBC ON LINE</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	1 0%	0 0%	1 0%	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	
<b>YAHOO</b>	4 0%	4 0%	0 0%	2 0%	2 1%	0 0%	4 0%	2 0%	2 0%	0 0%	4 1%	0 0%	2 0%	1 0%	1 0%	0 0%	2 0%	0 0%	2 0%	
<b>RADIO CANADA ON LINE</b>	20 1%	14 1%	6 2%	3 0%	16 4%	7 1%	13 1%	16 1%	4 1%	0 0%	4 1%	16 2%	8 2%	2 0%	9 1%	0 0%	0 0%	5 1%	14 1%	
<b>ROYAL CANADIAN LEGION ON LINE</b>	44 2%	40 2%	4 1%	43 3%	1 0%	12 2%	31 2%	24 2%	20 2%	9 2%	15 2%	20 2%	10 2%	8 2%	21 3%	2 5%	22 4%	18 4%	10 1%	
<b>WIKIPEDIA</b>	46 2%	42 3%	4 1%	39 3%	5 1%	16 3%	30 2%	31 3%	15 2%	5 1%	12 2%	29 3%	10 2%	12 2%	17 3%	0 0%	9 2%	14 3%	22 2%	
<b>NATIONAL POST ON LINE</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%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	
<b>THE SUN ON LINE</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>GLOBE AND MAIL ON LINE</b>	6 0%	6 0%	0 0%	5 0%	1 0%	2 0%	4 0%	5 0%	1 0%	0 0%	1 0%	5 1%	0 0%	0 0%	5 1%	0 0%	1 0%	2 0%	4 0%	
<b>THE STAR ON LINE</b>	5 0%	5 0%	0 0%	5 0%	0 0%	1 0%	4 0%	2 0%	3 0%	0 0%	2 0%	3 0%	0 0%	1 0%	2 0%	0 0%	1 0%	3 1%	1 0%	
<b>PROVINCIAL GOVERNMENT ON LINE</b>	6 0%	4 0%	2 1%	6 0%	0 0%	2 0%	4 0%	3 0%	3 0%	2 1%	0 0%	3 0%	0 0%	1 0%	4 1%	0 0%	1 0%	3 1%	3 0%	

**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 (family)	Yes (friend)	No
T1D																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>REBEL MEDIA ON LINE</b>	5 0%	5 0%	0 0%	5 0%	0 0%	0 0%	4 0%	0 0%	3 0%	1 0%	1 0%	2 0%	1 0%	0 0%	2 0%	1 2%	2 0%	2 0%	2 0%
																---	+++		
<b>CITY/MUNICIPAL ON LINE</b>	9 0%	8 0%	1 0%	8 1%	1 0%	3 1%	6 0%	6 1%	3 0%	1 0%	3 0%	4 0%	2 0%	3 1%	4 1%	0 0%	4 1%	5 1%	3 0%
																		++	
<b>MUSEUM 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%	0 0%	0 0%	0 0%	1 0%	0 0%
																			+
<b>MACLEANS MAGAZINE</b>	30 1%	26 2%	3 1%	27 2%	0 0%	8 1%	22 2%	19 2%	10 1%	4 1%	5 1%	21 2%	4 1%	8 2%	11 2%	0 0%	11 2%	13 3%	10 1%
				++	---						--	+++	-					+++	---
<b>L'ACTUALITÉ MAGAZINE</b>	2 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	1 0%
				--	+++	++	--								++				
<b>LEGION MAGAZINE</b>	20 1%	19 1%	1 0%	19 1%	2 0%	0 0%	20 1%	6 0%	14 2%	5 1%	12 2%	3 0%	5 1%	8 1%	4 1%	2 5%	9 2%	10 2%	4 0%
				++		--	+++	--	++		++	--				+++	+	+++	---
<b>WALRUS MAGAZINE</b>	1 0%	0 0%	1 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%	1 0%	0 0%	0 0%
			--	++															+
<b>HISTORY MAGAZINES (VARIOUS)</b>	2 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%
<b>THE SUN NEWSPAPER (VARIOUS CITIES)</b>	34 2%	30 2%	4 1%	27 2%	4 1%	1 0%	32 2%	11 1%	22 3%	11 3%	13 2%	10 1%	7 1%	11 2%	9 1%	1 2%	15 3%	10 2%	12 1%
						---	+++	---	+++								++		---
<b>GLOBE AND MAIL NEWSPAPER</b>	75 4%	58 3%	17 6%	71 5%	1 0%	14 3%	60 4%	42 4%	32 4%	7 2%	11 2%	57 7%	15 3%	11 2%	38 6%	1 2%	19 4%	14 3%	41 4%
			++	++++	----					---	----	++++			---				++
<b>NATIONAL POST NEWSPAPER</b>	36 2%	32 2%	4 1%	33 2%	1 0%	10 2%	25 2%	20 2%	15 2%	6 1%	6 1%	24 3%	8 1%	4 1%	19 3%	0 0%	12 2%	9 2%	19 2%
				++	---						--	+++			++				



**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 (family)	Yes (friend)	No
T1D																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>LE DEVOIR NEWSPAPER</b>	16 1%	16 1%	0 0%	1 0%	15 4%	4 1%	12 1%	12 1%	4 1%	1 0%	2 0%	13 2%	1 0%	7 1%	7 1%	0 0%	1 0%	4 1%	11 1%
		+	-	----	++++						-	+++	-	+			-		
<b>THE TORONTO STAR NEWSPAPER</b>	52 3%	44 3%	7 3%	47 3%	1 0%	7 2%	45 3%	28 2%	23 3%	8 2%	21 3%	23 3%	13 2%	15 3%	19 3%	0 0%	16 3%	12 3%	28 3%
				+++	----	-	+												
<b>THE MONTREAL GAZETTE NEWSPAPER</b>	10 1%	8 0%	2 1%	9 1%	1 0%	2 0%	7 0%	6 1%	3 0%	1 0%	3 0%	6 1%	2 0%	1 0%	4 1%	1 2%	3 1%	1 0%	4 0%
																+			
<b>JOURNAL DE MONTREAL NEWSPAPER</b>	8 0%	8 0%	0 0%	2 0%	8 2%	1 0%	7 0%	3 0%	5 1%	1 0%	5 1%	2 0%	1 0%	1 0%	3 0%	0 0%	0 0%	2 0%	6 1%
				---	++++														
<b>CALGARY HERALD NEWSPAPER</b>	11 1%	10 1%	1 0%	9 1%	1 0%	4 1%	6 0%	8 1%	3 0%	2 0%	5 1%	4 0%	3 0%	3 1%	2 0%	1 2%	3 1%	4 1%	4 0%
<b>METRO NEWSPAPER, STARMETRO NEWSPAPER</b>	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
		--	++	-															
<b>JOURNAL DE QUEBEC NEWSPAPER</b>	7 0%	7 0%	0 0%	0 0%	7 2%	1 0%	6 0%	2 0%	5 1%	1 0%	4 1%	2 0%	2 0%	3 1%	1 0%	1 3%	1 0%	2 0%	5 0%
				----	++++											+++			
<b>LONDON FREE PRESS NEWSPAPER</b>	7 0%	7 0%	0 0%	7 0%	0 0%	1 0%	6 0%	1 0%	6 1%	3 1%	4 1%	0 0%	1 0%	3 1%	2 0%	0 0%	1 0%	1 0%	5 0%
								--	++			--							
<b>EDMONTON JOURNAL NEWSPAPER</b>	8 0%	8 0%	0 0%	7 0%	1 0%	2 0%	6 0%	4 0%	4 0%	2 0%	2 0%	4 0%	2 0%	1 0%	5 1%	1 2%	2 0%	2 0%	3 0%
															+	+			
<b>24 HEURES NEWSPAPER</b>	2 0%	1 0%	1 0%	0 0%	1 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%
				--						+++									
<b>THE RECORD NEWSPAPER</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%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%

**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			
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T1D																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>THE PROVINCE NEWSPAPER</b>	11 1%	10 1%	1 0%	11 1% ++	0 0%	2 0%	9 1%	5 0%	6 1%	6 1%	3 0%	2 0%	2 0%	3 1%	5 1%	0 0%	2 0%	2 0%	7 1%
<b>WINDSOR STAR NEWSPAPER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
<b>OTTAWA CITIZEN NEWSPAPER</b>	25 1%	25 1% ++	0 0% --	23 2% ++	2 1%	3 1%	21 1%	12 1%	13 2%	6 1%	9 1%	10 1%	2 0% --	4 1%	12 2%	1 2%	12 2% +++	8 2%	7 1% --
<b>THE TELEGRAM 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%	1 0%	0 0%	0 0%	1 0%	0 0%
<b>SASKATOON STAR PHOENIX NEWSPAPER</b>	4 0%	4 0%	0 0%	4 0%	0 0%	0 0%	4 0%	2 0%	2 0%	1 0%	2 0%	1 0%	2 0%	1 0%	1 0%	1 2% +++	1 0%	2 0%	2 0%
<b>WINNIPEG FREE PRESS NEWSPAPER</b>	19 1%	17 1%	2 1%	19 1% +++	0 0% --	6 1%	13 1%	8 1%	11 1%	5 1%	8 1%	6 1%	7 1%	7 1%	4 1%	0 0%	8 1%	6 1%	8 1%
<b>VICTORIA TIMES COLONIST</b>	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0% --	3 0% ++	2 0% +	1 0%	0 0%	0 0%	0 0%	3 0% ++	1 2% ++++	0 0%	0 0%	2 0%
<b>LE DROÏT NEWSPAPER</b>	2 0%	1 0%	1 0% +	0 0% --	1 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	2 0% +++	0 0%	0 0%	0 0%	0 0%	2 0%
<b>HAMILTON SPECTATOR NEWSPAPER</b>	6 0%	6 0%	0 0%	6 0%	0 0%	1 0%	5 0%	3 0%	3 0%	3 1% +	2 0%	1 0%	1 0%	3 1%	1 0%	0 0%	3 1%	1 0%	2 0%
<b>CHRONICLE HERALD NEWSPAPER</b>	5 0%	5 0%	0 0%	5 0%	0 0%	0 0%	5 0%	3 0%	2 0%	1 0%	2 0%	2 0%	0 0%	2 0%	1 0%	0 0%	0 0%	5 1% ++++	0 0% --
<b>THE GUARDIAN NEWSPAPER</b>	3 0%	1 0% --	2 1% +++	2 0%	0 0%	0 0%	3 0%	1 0%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	2 0%

**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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>CBC RADIO</b>	22 1%	18 1%	4 2%	21 1%	0 0%	3 1%	19 1%	16 1%	6 1%	3 1%	10 1%	9 1%	4 1%	6 1%	5 1%	1 2%	4 1%	8 2%	9 1%
<b>LIBRARY</b>	4 0%	4 0%	0 0%	3 0%	0 0%	0 0%	4 0%	1 0%	3 0%	1 0%	1 0%	2 0%	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	3 0%
<b>HISTORY SITES, TOURISM/CANADA SITES</b>	13 1%	12 1%	1 0%	12 1%	1 0%	4 1%	9 1%	5 0%	8 1%	1 0%	2 0%	10 1%	3 0%	5 1%	5 1%	0 0%	4 1%	3 1%	6 1%
<b>LOCAL/COMMUNITY NEWSPAPER (UNSPECIFIED)</b>	11 1%	10 1%	1 0%	9 1%	1 0%	3 1%	8 1%	7 1%	4 0%	1 0%	7 1%	3 0%	2 0%	3 1%	4 1%	1 2%	2 0%	3 1%	5 0%
<b>VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)</b>	20 1%	19 1%	1 0%	7 0%	12 3%	7 1%	13 1%	11 1%	9 1%	2 0%	3 0%	15 2%	5 1%	6 1%	6 1%	2 5%	7 1%	2 0%	11 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%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 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%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%
<b>NEWS APPS</b>	4 0%	3 0%	1 0%	4 0%	0 0%	1 0%	3 0%	3 0%	1 0%	0 0%	1 0%	3 0%	0 0%	0 0%	3 0%	0 0%	1 0%	1 0%	2 0%
<b>REMEMBRANCE DAY/WEEK EVENTS OR SERVICES</b>	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	3 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	1 0%	1 0%
<b>MUSEUMS</b>	5 0%	5 0%	0 0%	4 0%	1 0%	1 0%	4 0%	3 0%	2 0%	0 0%	0 0%	5 1%	1 0%	2 0%	2 0%	1 2%	1 0%	1 0%	2 0%
<b>PODCASTS (VARIOUS)</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%

**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 (family)	Yes (friend)	No
T1D																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>CBC (GENERAL MENTION)</b>	11 1%	7 0%	4 1%	8 1%	0 0%	3 1%	8 1%	10 1%	1 0%	0 0%	1 0%	10 1%	1 0%	2 0%	7 1%	0 0%	2 0%	2 0%	7 1%
		-	++					++	--	-	-	+++			++				
<b>CTV (GENERAL MENTION)</b>	3 0%	1 0%	2 1%	3 0%	0 0%	2 0%	1 0%	3 0%	0 0%	0 0%	0 0%	3 0%	2 0%	0 0%	1 0%	0 0%	0 0%	1 0%	2 0%
		--	+++									++	+						
<b>BLOGS</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%
						+											+		
<b>ACADEMIC JOURNALS, UNIVERSITY/PEER REVIEWED PAGES</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>APPLE/SAFARI</b>	6 0%	6 0%	0 0%	4 0%	1 0%	3 1%	3 0%	2 0%	4 0%	2 0%	3 0%	1 0%	2 0%	1 0%	3 0%	0 0%	1 0%	3 1%	2 0%
																		+	
<b>OTHER INTERNET</b>	31 2%	29 2%	2 1%	28 2%	4 1%	10 2%	20 1%	18 2%	13 2%	5 1%	11 2%	14 2%	6 1%	11 2%	11 2%	1 2%	7 1%	7 2%	18 2%
				++															
<b>OTHER MAGAZINES</b>	9 0%	7 0%	2 1%	8 1%	1 0%	2 0%	7 0%	5 0%	4 0%	2 0%	3 0%	4 0%	1 0%	2 0%	4 1%	1 2%	3 1%	2 0%	3 0%
																+			
<b>OTHER NEWSPAPER (DAILY/WEEKLY/COMMUNITY)</b>	92 5%	74 4%	16 6%	74 5%	10 2%	17 3%	75 5%	51 4%	41 5%	19 4%	34 5%	37 4%	25 4%	27 5%	28 4%	3 7%	20 4%	28 6%	44 4%
				+	--	+											+		
<b>ZOOMER MAGAZINE</b>	2 0%	1 0%	1 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%
								-	+										
<b>RED DEER ADVOCATE NEWSPAPER</b>	1 0%	1 0%	0 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%	0 0%	0 0%	1 0%
										+									
<b>KITCHENER-WATERLOO RECORD NEWSPAPER</b>	8 0%	7 0%	0 0%	6 0%	0 0%	2 0%	6 0%	5 0%	3 0%	1 0%	3 0%	4 1%	1 0%	3 1%	2 0%	0 0%	1 0%	3 1%	4 0%

**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 (family)	Yes (friend)	No
T1D																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>NATIONAL OBSERVER NEWSPAPER ON LINE</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>LE NOUVELLISTE 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%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>ST. CATHARINES STANDARD NEWSPAPER</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%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>THE TELEGRAM NEWSPAPER (ST. JOHN'S, NEWFOUNDLAND)</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%	0 0%	1 0%	0 0%
<b>DELTA OPTIMIST 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%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%
<b>CAF MEMBERS</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>POPPY CAMPAIGNS/OTHER CAMPAIGNS OR CHARITIES ASSOCIATIONS</b>	4 0%	2 0%	1 0%	3 0%	1 0%	0 0%	4 0%	3 0%	1 0%	0 0%	0 0%	4 1% ++	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	2 0%
<b>NEWSPAPERS ON LINE (GENERAL MENTION)</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%
<b>CHATALAIN MAGAZINE</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%	0 0%	0 0%	1 0%
<b>ECONOMIST MAGAZINE</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%	2 0%	1 2% ++++	0 0%	1 0%	0 0%
<b>MONCTON TIMES AND TRANSCRIPT NEWSPAPER</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%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%

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 (family)	Yes (friend)	No
T1D																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>ACADIE NOUVELLE NEWSPAPER</b>	3 0%	2 0%	1 0%	0 0%	2 0%	0 0%	3 0%	1 0%	2 0%	0 0%	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%
<b>SAINT JOHN TELEGRAPH JOURNAL NEWSPAPER</b>	5 0%	5 0%	0 0%	4 0%	1 0%	1 0%	4 0%	3 0%	2 0%	1 0%	3 0%	1 0%	0 0%	3 1%	1 0%	1 2%	4 1%	1 0%	1 0%
<b>OTHER</b>	14 1%	12 1%	2 1%	11 1%	3 1%	5 1%	9 1%	7 1%	7 1%	3 1%	6 1%	5 1%	2 0%	7 1%	4 1%	1 2%	4 1%	3 1%	6 1%
<b>DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS</b>	5 0%	5 0%	0 0%	2 0%	3 1%	2 0%	3 0%	2 0%	3 0%	1 0%	3 0%	1 0%	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	3 0%
<b>Prefer not to say</b>	142 7%	122 7%	17 6%	96 7%	38 9%	54 10%	86 6%	91 8%	45 6%	34 8%	47 7%	54 7%	45 8%	28 6%	43 7%	0 0%	29 6%	23 5%	89 8%
Chi2:	-	(99.9)		(99.9)		-		(99.9)		(99.9)			(99.9)			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Yes</b>	296 15%	25 17%	38 <b>9%</b> ----	130 <b>17%</b> ++	31 <b>24%</b> +++	37 16%	35 13%	139 14%	153 15%	63 <b>12%</b> --	36 <b>10%</b> --	54 17%	68 <b>18%</b> ++	75 17% +	81 <b>46%</b> ++++	127 <b>9%</b> ----
<b>No</b>	1693 85%	122 82%	408 <b>91%</b> ++++	631 <b>82%</b> --	100 <b>76%</b> ---	197 84%	232 87%	833 85%	831 84%	473 <b>88%</b> ++	310 <b>89%</b> ++	257 83%	300 <b>81%</b> --	353 82%	95 <b>54%</b> ----	1212 <b>90%</b> ++++
<b>Prefer not to say</b>	11 1%	1 1%	3 1%	5 1%	1 1%	1 0%	0 0%	7 1%	4 0%	4 1%	3 1%	0 0%	2 1%	2 0%	1 1%	1 0%
Chi2:	-	99.9						-		99					99.9	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

**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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Yes</b>	296 15%	257 15%	37 13%	247 <b>17%</b> ++++	34 <b>8%</b> ----	71 14%	222 15%	169 15%	121 15%	82 <b>19%</b> +++	124 <b>17%</b> ++	86 <b>11%</b> ----	90 16%	68 13%	91 14%	12 <b>29%</b> ++	99 <b>19%</b> ++++	97 <b>22%</b> ++++	107 <b>10%</b> ----
<b>No</b>	1693 85%	1430 84%	238 86%	1210 <b>83%</b> ----	377 <b>91%</b> ++++	443 86%	1239 84%	985 85%	694 85%	354 <b>81%</b> --	585 <b>82%</b> --	738 <b>89%</b> ++++	470 83%	430 86%	562 86%	31 <b>71%</b> --	412 <b>81%</b> ---	352 <b>78%</b> ----	958 <b>89%</b> ++++
<b>Prefer not to say</b>	11 1%	9 1%	2 1%	6 0%	5 1%	3 1%	7 0%	6 0%	4 0%	2 0%	5 1%	3 0%	5 1%	3 1%	1 0%	0 0%	1 0%	2 0%	8 1%
Chi2:	-	-	-	99.9	-	-	-	-	-	99.9	-	-	-	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99



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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>NOT IMPORTANT (1-2)</b>	146 7%	7 5%	54 12%	52 7%	4 3%	14 6%	15 6%	79 8%	62 6%	49 9%	35 10%	20 7%	17 5%	25 6%	8 4%	107 8%
<b>MODERATELY IMPORTANT (3)</b>	311 16%	21 14%	90 20%	111 14%	21 15%	28 12%	40 15%	156 16%	149 15%	107 20%	73 21%	34 11%	46 12%	51 12%	21 12%	220 16%
<b>QUITE IMPORTANT (4-5)</b>	1469 73%	116 78%	279 62%	576 75%	102 78%	188 80%	205 77%	711 73%	739 74%	353 65%	232 66%	249 80%	295 80%	340 79%	146 83%	956 71%
<b>1 Not at all important</b>	65 3%	5 4%	22 5%	25 3%	1 1%	6 3%	6 2%	38 4%	25 3%	21 4%	16 5%	9 3%	8 2%	11 3%	3 2%	47 4%
<b>2</b>	81 4%	2 1%	32 7%	27 3%	3 2%	8 3%	9 3%	41 4%	37 4%	28 5%	19 6%	11 4%	9 2%	14 3%	5 3%	60 5%
<b>3</b>	311 16%	21 14%	90 20%	111 14%	21 15%	28 12%	40 15%	156 16%	149 15%	107 20%	73 21%	34 11%	46 12%	51 12%	21 12%	220 16%
<b>4</b>	472 24%	24 17%	119 26%	167 22%	24 18%	56 24%	82 31%	242 25%	221 23%	149 28%	90 26%	74 24%	71 19%	88 21%	28 16%	317 24%
<b>5 Very important</b>	997 50%	92 61%	160 35%	409 54%	78 59%	132 57%	123 46%	469 48%	518 52%	204 38%	142 41%	175 56%	224 60%	252 58%	118 67%	639 47%
<b>Don't know/Prefer not to say / No answer</b>	74 4%	4 3%	26 6%	27 4%	5 4%	5 2%	7 3%	33 3%	38 4%	31 6%	9 3%	8 3%	12 3%	14 3%	2 1%	57 4%
Chi2:	-	99.9						-	99.9					95		
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68
Mean:	4.17	<b>4.35</b>	<b>3.85</b>	<b>4.23</b>	<b>4.39</b>	<b>4.31</b>	4.18	4.12	<b>4.22</b>	<b>3.96</b>	<b>3.94</b>	<b>4.29</b>	<b>4.38</b>	<b>4.33</b>	<b>4.45</b>	<b>4.12</b>
Standard Deviation:	1.06	1.02	1.16	1.05	0.89	0.99	0.96	1.09	1.03	1.10	1.13	1.01	0.96	1.00	0.93	1.08
Student's T:	*	95	99.9	95	99	95	-	90	95	99.9	99.9	95	99.9	99.9	99.9	99

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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>NOT IMPORTANT (1-2)</b>	146 7%	134 8% ++	10 4% ---	90 6% ----	51 13% ++++	38 8%	107 7%	87 8%	56 7%	21 5% --	58 8%	66 8%	49 9%	38 8%	46 7%	2 5%	27 5% --	24 5% -	94 9% +++
<b>MODERATELY IMPORTANT (3)</b>	311 16%	259 15%	46 17%	200 13% ----	82 20% ++++	81 15%	230 16%	189 16%	117 14%	60 14%	103 14%	147 18% ++	89 16%	93 18% ++	94 14%	5 11%	62 12% --	50 11% ---	189 18% +++
<b>QUITE IMPORTANT (4-5)</b>	1469 73%	1246 73%	208 75%	1130 77% ++++	256 61% ----	377 73%	1081 73%	844 73%	614 75%	345 79% +++	529 74%	581 70% ---	401 71%	354 70%	491 75%	36 84% +	413 81% ++++	367 82% ++++	738 69% ----
<b>1 Not at all important</b>	65 3%	62 4%	2 1%	41 3%	24 6%	16 3%	49 3%	38 3%	25 3%	10 2%	28 4%	27 3%	22 4%	20 4%	15 2%	2 5%	12 2%	8 2%	43 4%
<b>2</b>	81 4%	72 4%	8 3%	49 3%	27 7%	22 4%	58 4%	49 4%	31 4%	11 2%	30 4%	39 5%	27 5%	18 4%	31 5%	0 0%	15 3%	16 3%	51 5%
<b>3</b>	311 16%	259 15%	46 17%	200 13%	82 20%	81 15%	230 16%	189 16%	117 14%	60 14%	103 14%	147 18%	89 16%	93 18%	94 14%	5 11%	62 12%	50 11%	189 18%
<b>4</b>	472 24%	398 24%	68 25%	332 23%	101 24%	130 25%	340 23%	294 25%	176 22%	89 21%	148 21%	231 28%	118 21%	107 22%	169 26%	6 15%	95 19%	110 25%	277 26%
<b>5 Very important</b>	997 50%	848 50%	140 50%	798 55%	155 37%	247 48%	741 50%	550 47%	438 53%	256 58%	381 53%	350 43%	283 50%	247 49%	322 49%	30 70%	318 62%	257 57%	461 43%
<b>Don't know/Prefer not to say / No answer</b>	74 4%	57 3%	13 5%	43 3%	27 7%	21 4%	50 3%	40 3%	32 4%	12 3%	24 3%	33 4%	26 5%	16 3%	23 3%	0 0%	10 2%	10 2%	52 5%
Chi2:	-	95		99.9		-		-		95			-			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99
Mean:	4.17	4.15	<b>4.28</b>	<b>4.27</b>	<b>3.85</b>	4.15	4.17	4.13	<b>4.23</b>	<b>4.34</b>	4.19	<b>4.06</b>	4.13	4.11	4.20	4.45	<b>4.38</b>	<b>4.34</b>	<b>4.03</b>
Standard Deviation:	1.06	1.08	0.90	1.01	1.20	1.06	1.06	1.06	1.05	0.97	1.10	1.06	1.11	1.11	1.02	1.03	0.97	0.94	1.10
Student's T:	*	-	95	99.9	99.9	-	-	90	95	99.9	-	99.9	-	-	-	90	99.9	99.9	99.9

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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>NOT IMPORTANT (1-2)</b>	166 8%	10 7%	68 15%	55 7%	1 1%	14 6%	18 7%	92 9%	70 7%	50 9%	39 11%	27 9%	22 6%	28 6%	4 2%	131 10%
			++++	-	----						++		-		---	++++
<b>MODERATELY IMPORTANT (3)</b>	272 14%	14 9%	97 22%	77 10%	14 11%	29 12%	40 15%	139 14%	127 13%	108 20%	50 14%	25 8%	40 11%	49 12%	20 11%	187 14%
			++++	----						++++		---	-			
<b>QUITE IMPORTANT (4-5)</b>	1495 75%	122 82%	255 57%	612 80%	113 86%	188 80%	203 76%	716 73%	758 76%	359 66%	252 72%	252 80%	297 80%	335 78%	153 87%	971 72%
		++	----	++++	+++	++			+	----		+++	+++		++++	----
<b>1 Not at all important</b>	75 4%	6 4%	29 7%	24 3%	1 1%	5 2%	10 4%	43 4%	29 3%	22 4%	19 5%	13 4%	10 3%	11 3%	3 2%	61 5%
<b>2</b>	91 5%	4 3%	39 9%	31 4%	0 0%	9 4%	8 3%	49 5%	41 4%	28 5%	20 6%	14 5%	12 3%	17 4%	1 1%	70 5%
<b>3</b>	272 14%	14 9%	97 22%	77 10%	14 11%	29 12%	40 15%	139 14%	127 13%	108 20%	50 14%	25 8%	40 11%	49 12%	20 11%	187 14%
<b>4</b>	513 26%	40 28%	121 27%	192 25%	32 24%	58 24%	70 26%	260 27%	246 25%	152 28%	95 27%	71 23%	89 24%	106 25%	36 20%	341 25%
<b>5 Very important</b>	982 49%	82 55%	134 30%	420 55%	81 62%	130 56%	133 50%	456 47%	512 51%	207 38%	157 45%	181 57%	208 56%	229 53%	117 66%	630 47%
<b>Don't know/Prefer not to say / No answer</b>	67 3%	2 1%	29 7%	22 3%	4 3%	4 2%	6 2%	32 3%	33 3%	23 4%	8 2%	7 2%	11 3%	18 4%	0 0%	51 4%
Chi2:	-	99.9						-	99.9					99.9		
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68
Mean:	4.15	4.27	<b>3.69</b>	<b>4.29</b>	<b>4.51</b>	<b>4.30</b>	4.19	<b>4.09</b>	<b>4.21</b>	<b>3.95</b>	<b>4.03</b>	<b>4.28</b>	<b>4.31</b>	<b>4.27</b>	<b>4.49</b>	<b>4.09</b>
Standard Deviation:	1.08	1.04	1.21	1.02	0.74	0.98	1.05	1.11	1.04	1.10	1.16	1.09	0.99	1.00	0.84	1.13
Student's T:	*	-	99.9	99.9	99.9	95	-	95	95	99.9	95	95	99	99	99.9	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 (family)	Yes (friend)	No
Q3_NEWC Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>NOT IMPORTANT (1-2)</b>	166 8%	146 9%	16 6%	88 6%	66 16%	42 8%	124 9%	105 9%	59 7%	27 6%	53 8%	85 10%	48 8%	52 11%	48 7%	2 4%	28 5%	26 6%	109 10%
				----	++++					-		+++		++			---		+++
<b>MODERATELY IMPORTANT (3)</b>	272 14%	222 13%	47 17%	167 11%	85 21%	74 14%	196 13%	150 13%	117 14%	49 11%	94 13%	127 15%	95 17%	67 13%	80 12%	7 17%	51 10%	41 9%	177 17%
			+	----	++++					-		+	+++				---		++++
<b>QUITE IMPORTANT (4-5)</b>	1495 75%	1272 75%	205 74%	1170 80%	237 56%	387 75%	1098 75%	870 75%	612 75%	348 79%	543 76%	590 71%	393 69%	372 74%	506 77%	34 79%	424 83%	377 84%	736 68%
				++++	----					+++		---	----	++		++++	++++		----
<b>1 Not at all important</b>	75 4%	68 4%	5 2%	43 3%	29 7%	17 3%	58 4%	38 3%	35 4%	14 3%	24 3%	36 4%	32 6%	22 5%	13 2%	1 2%	13 2%	11 2%	50 5%
<b>2</b>	91 5%	78 5%	11 4%	45 3%	37 9%	25 5%	66 5%	67 6%	24 3%	13 3%	29 4%	49 6%	16 3%	30 6%	35 5%	1 2%	15 3%	15 3%	59 6%
<b>3</b>	272 14%	222 13%	47 17%	167 11%	85 21%	74 14%	196 13%	150 13%	117 14%	49 11%	94 13%	127 15%	95 17%	67 13%	80 12%	7 17%	51 10%	41 9%	177 17%
<b>4</b>	513 26%	432 25%	74 27%	366 25%	110 26%	133 25%	379 26%	313 27%	197 24%	103 24%	169 24%	239 29%	132 24%	139 28%	170 26%	5 11%	119 23%	117 26%	287 27%
<b>5 Very important</b>	982 49%	840 49%	131 47%	804 55%	127 30%	254 49%	719 49%	557 48%	415 50%	245 56%	374 52%	351 43%	261 46%	233 46%	336 51%	29 68%	305 60%	260 58%	449 42%
<b>Don't know/Prefer not to say / No answer</b>	67 3%	56 3%	9 3%	38 3%	28 7%	14 3%	50 3%	35 3%	31 4%	14 3%	24 3%	25 3%	29 5%	10 2%	20 3%	0 0%	9 2%	7 2%	51 5%
Chi2:	-	90		99.9		-		-		95			95			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99
Mean:	4.15	4.15	4.17	4.30	3.68	4.15	4.15	4.14	4.18	4.30	4.21	4.02	4.07	4.07	4.23	4.40	4.37	4.35	4.00
Standard Deviation:	1.08	1.09	0.99	1.00	1.23	1.07	1.09	1.08	1.08	1.01	1.06	1.12	1.14	1.13	1.01	1.00	0.96	0.96	1.14
Student's T:	*	-	-	99.9	99.9	-	-	-	-	99.9	90	99.9	95	90	95	-	99.9	99.9	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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>NOT IMPORTANT (1-2)</b>	251 13%	12 9%	91 21% ++++	86 11% -	5 4% ---	31 13% -	26 10% -	139 14% ++	106 11% --	70 13% -	60 17% +++	41 13% -	39 11% -	41 10% -	10 5% ---	200 15% ++++
<b>MODERATELY IMPORTANT (3)</b>	485 24%	25 16% --	130 29% ++	169 22% -	32 25% -	56 24% -	71 27% -	235 24%	242 24%	155 29% +++	100 29% ++	62 20% --	77 21% -	91 21% -	30 17% --	336 25% -
<b>QUITE IMPORTANT (4-5)</b>	1188 59%	109 74% ++++	195 43% ----	488 64% ++++	91 68% ++	140 60% -	164 62% -	571 58%	602 61%	287 53% ----	180 51% ---	200 64% +	240 65% ++	281 65% +++	133 75% ++++	747 56% ----
<b>1 Not at all important</b>	102 5%	10 7%	41 9%	30 4%	0 0%	12 5%	9 3%	56 6%	42 4%	30 6%	25 7%	16 5%	14 4%	17 4%	4 2%	86 6%
<b>2</b>	149 8%	2 1%	50 11%	56 7%	5 4%	19 8%	17 6%	83 9%	64 7%	40 7%	35 10%	25 8%	25 7%	24 6%	6 3%	114 9%
<b>3</b>	485 24%	25 16%	130 29%	169 22%	32 25%	56 24%	71 27%	235 24%	242 24%	155 29%	100 29%	62 20%	77 21%	91 21%	30 17%	336 25%
<b>4</b>	580 29%	52 36%	118 27%	220 29%	50 37%	64 27%	76 28%	271 28%	301 30%	158 29%	103 29%	88 29%	109 29%	122 28%	52 29%	369 28%
<b>5 Very important</b>	608 30%	57 38%	77 17%	268 35%	41 31%	76 33%	88 33%	300 31%	301 30%	129 24%	77 22%	112 35%	131 35%	159 37%	81 46%	378 28%
<b>Don't know/Prefer not to say / No answer</b>	76 4%	2 1%	33 7%	23 3%	4 3%	8 3%	6 2%	34 3%	38 4%	28 5%	9 3%	8 3%	14 4%	17 4%	4 2%	57 4%
Chi2:	-	99.9						90		99.9					99.9	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68
Mean:	3.75	<b>3.97</b>	<b>3.33</b>	<b>3.87</b>	<b>3.99</b>	3.77	3.84	3.71	3.79	<b>3.62</b>	<b>3.50</b>	3.83	<b>3.89</b>	<b>3.92</b>	<b>4.16</b>	<b>3.65</b>
Standard Deviation:	1.14	1.13	1.20	1.11	0.86	1.16	1.07	1.17	1.10	1.12	1.17	1.17	1.10	1.10	0.98	1.18
Student's T:	*	95	99.9	99.9	99	-	-	-	-	99	99.9	-	99	99.9	99.9	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 (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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>NOT IMPORTANT (1-2)</b>	251 13%	223 13%	24 9%	147 10%	89 22%	70 14%	179 12%	161 14%	83 10%	44 10%	83 12%	121 15%	68 12%	71 15%	79 12%	3 7%	44 9%	44 10%	162 15%
		+	--	----	++++			++	---	-		++					---	--	++++
<b>MODERATELY IMPORTANT (3)</b>	485 24%	400 24%	80 29%	330 22%	114 27%	140 27%	344 24%	296 25%	185 23%	82 19%	167 23%	234 28%	135 24%	127 25%	166 25%	4 10%	91 18%	92 20%	305 28%
		-	++	---	+					---		++++				--	----	--	++++
<b>QUITE IMPORTANT (4-5)</b>	1188 59%	1009 59%	164 59%	946 65%	180 43%	288 56%	889 60%	663 57%	515 63%	300 68%	429 60%	445 54%	333 59%	291 58%	385 59%	36 83%	365 71%	306 68%	552 51%
				++++	----	-		--	+++	++++		----				+++	++++	++++	----
<b>1 Not at all important</b>	102 5%	93 6%	8 3%	54 4%	43 11%	27 5%	75 5%	61 5%	38 5%	17 4%	40 6%	44 5%	30 5%	37 8%	23 4%	2 5%	20 4%	16 4%	66 6%
<b>2</b>	149 8%	130 8%	16 6%	93 6%	46 11%	43 9%	104 7%	100 9%	45 6%	27 6%	43 6%	77 9%	38 7%	34 7%	56 9%	1 2%	24 5%	28 6%	96 9%
<b>3</b>	485 24%	400 24%	80 29%	330 22%	114 27%	140 27%	344 24%	296 25%	185 23%	82 19%	167 23%	234 28%	135 24%	127 25%	166 25%	4 10%	91 18%	92 20%	305 28%
<b>4</b>	580 29%	492 29%	78 28%	443 30%	105 25%	146 28%	431 29%	341 29%	235 29%	117 27%	201 28%	260 31%	146 26%	152 30%	199 30%	12 27%	162 31%	139 31%	298 28%
<b>5 Very important</b>	608 30%	517 30%	86 31%	503 34%	75 18%	142 28%	458 31%	322 28%	280 34%	183 42%	228 32%	185 23%	187 33%	139 28%	186 29%	24 56%	203 40%	167 37%	254 24%
<b>Don't know/Prefer not to say / No answer</b>	76 4%	64 4%	9 3%	40 3%	33 8%	19 4%	56 4%	40 3%	36 4%	12 3%	35 5%	27 3%	29 5%	12 2%	24 4%	0 0%	12 2%	9 2%	54 5%
Chi2:	-	95		99.9		-		99		99.9			-			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99
Mean:	3.75	3.74	3.81	3.88	3.31	3.67	3.77	3.68	3.86	3.99	3.78	3.58	3.78	3.65	3.75	4.28	4.01	3.94	3.56
Standard Deviation:	1.14	1.15	1.05	1.08	1.24	1.14	1.14	1.14	1.11	1.11	1.15	1.11	1.15	1.19	1.09	1.06	1.07	1.08	1.15
Student's T:	*	-	-	99.9	99.9	90	-	99	99.9	99.9	-	99.9	-	95	-	99	99.9	99.9	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_NEWE Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																
Weighted Total:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>NOT IMPORTANT (1-2)</b>	562 28%	34 23%	142 <b>32%</b> ++	211 28%	25 <b>19%</b> --	69 29%	81 30%	292 30%	260 27%	160 30%	128 <b>37%</b> ++++	94 30%	86 <b>23%</b> --	94 <b>22%</b> ---	36 <b>20%</b> --	413 <b>31%</b> ++++
<b>MODERATELY IMPORTANT (3)</b>	566 28%	38 26%	126 28%	201 26%	51 <b>39%</b> +++	66 28%	84 32%	285 29%	274 28%	155 29%	99 28%	83 27%	102 27%	127 30%	42 24%	382 28%
<b>QUITE IMPORTANT (4-5)</b>	723 36%	68 <b>46%</b> ++	143 <b>31%</b> --	302 <b>39%</b> ++	41 31%	86 37%	80 <b>30%</b> --	357 36%	353 35%	148 <b>27%</b> ----	102 <b>29%</b> ---	122 39%	165 <b>45%</b> ++++	186 <b>43%</b> ++++	87 <b>49%</b> ++++	443 <b>33%</b> ----
<b>1 Not at all important</b>	247 12%	18 13%	77 17%	73 9%	13 10%	32 13%	34 13%	132 13%	110 11%	75 14%	58 17%	35 11%	41 11%	38 9%	13 7%	195 15%
<b>2</b>	315 16%	16 11%	65 15%	138 18%	12 9%	37 15%	47 18%	160 16%	150 15%	85 16%	70 20%	59 19%	45 12%	56 13%	23 13%	218 16%
<b>3</b>	566 28%	38 26%	126 28%	201 26%	51 39%	66 28%	84 32%	285 29%	274 28%	155 29%	99 28%	83 27%	102 27%	127 30%	42 24%	382 28%
<b>4</b>	380 19%	36 24%	84 18%	150 20%	20 15%	48 21%	40 15%	189 19%	184 18%	82 15%	55 16%	55 18%	94 26%	94 22%	35 19%	234 17%
<b>5 Very important</b>	343 17%	32 21%	59 13%	152 20%	21 16%	38 17%	40 15%	168 17%	169 17%	66 12%	47 13%	67 21%	71 19%	92 21%	52 30%	209 16%
<b>Don't know/Prefer not to say / No answer</b>	149 8%	8 5%	38 9%	52 7%	15 11%	14 6%	22 8%	45 5%	101 10%	77 14%	20 6%	12 4%	17 5%	23 5%	12 7%	102 8%
Chi2:	-	99						-	99.9					99.9		
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68
Mean:	3.14	3.32	<b>2.95</b>	<b>3.24</b>	3.21	3.12	3.02	3.11	3.17	<b>2.95</b>	<b>2.88</b>	3.20	<b>3.31</b>	<b>3.36</b>	<b>3.55</b>	<b>3.03</b>
Standard Deviation:	1.28	1.31	1.30	1.27	1.18	1.29	1.25	1.28	1.27	1.26	1.29	1.31	1.25	1.23	1.28	1.29
Student's T:	*	90	99.9	99	-	-	-	-	-	99.9	99.9	-	99	99.9	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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>NOT IMPORTANT (1-2)</b>	562 28%	482 28%	69 25%	377 26%	141 34%	166 32%	393 27%	337 29%	220 27%	94 21%	193 27%	269 33%	149 26%	142 29%	194 30%	6 13%	107 21%	116 26%	340 32%
				----	++++	++	--			----		++++				--	----		++++
<b>MODERATELY IMPORTANT (3)</b>	566 28%	483 28%	77 28%	430 29%	103 25%	142 27%	419 29%	341 29%	221 27%	112 26%	223 31%	226 27%	147 26%	147 29%	199 30%	13 31%	151 30%	137 30%	294 27%
				+	-						++								
<b>QUITE IMPORTANT (4-5)</b>	723 36%	610 36%	107 38%	556 38%	134 32%	163 32%	556 38%	392 34%	320 39%	196 45%	243 34%	278 34%	211 37%	172 34%	227 35%	24 57%	221 43%	173 38%	345 32%
				+++	--	--	++	--	++	++++		-	+++	++++	----				----
<b>1 Not at all important</b>	247 12%	218 13%	25 9%	155 11%	72 17%	76 15%	171 12%	150 13%	95 12%	50 11%	85 12%	110 13%	69 12%	71 14%	75 11%	3 7%	49 9%	44 10%	154 14%
<b>2</b>	315 16%	264 16%	44 16%	222 15%	69 17%	90 18%	222 15%	187 16%	125 15%	44 10%	108 15%	159 19%	80 14%	71 14%	119 18%	3 6%	58 11%	72 16%	186 17%
<b>3</b>	566 28%	483 28%	77 28%	430 29%	103 25%	142 27%	419 29%	341 29%	221 27%	112 26%	223 31%	226 27%	147 26%	147 29%	199 30%	13 31%	151 30%	137 30%	294 27%
<b>4</b>	380 19%	322 19%	55 20%	290 20%	76 18%	78 15%	302 20%	215 18%	158 19%	86 20%	126 18%	167 20%	107 19%	89 18%	120 18%	9 21%	105 20%	87 19%	201 19%
<b>5 Very important</b>	343 17%	288 17%	52 19%	266 18%	58 14%	85 17%	254 17%	177 15%	162 20%	110 25%	117 16%	111 14%	104 18%	83 17%	107 16%	15 35%	116 23%	86 19%	144 13%
<b>Don't know/Prefer not to say / No answer</b>	149 8%	121 7%	24 9%	100 7%	38 9%	46 9%	100 7%	90 8%	58 7%	36 8%	55 8%	54 7%	58 10%	40 8%	34 5%	0 0%	33 7%	25 6%	94 9%
Chi2:	-	-		99.9		95		90		99.9			-			99.9			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99
Mean:	3.14	3.12	3.25	3.22	2.93	3.02	3.17	3.07	3.22	3.40	3.12	3.02	3.19	3.09	3.11	3.72	3.39	3.23	2.99
Standard Deviation:	1.28	1.28	1.24	1.25	1.33	1.32	1.26	1.26	1.29	1.32	1.26	1.25	1.30	1.30	1.25	1.21	1.26	1.24	1.27
Student's T:	*	-	-	99.9	99.9	95	95	95	95	99.9	-	99.9	-	-	-	99	99.9	90	99.9



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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>NOT IMPORTANT (1-2)</b>	338 17%	24 17%	122 <b>27%</b> +++	100 <b>13%</b> ----	14 <b>11%</b> --	40 17%	38 14%	167 17%	165 17%	108 <b>20%</b> ++	88 <b>25%</b> ++++	51 16%	47 <b>13%</b> --	44 <b>10%</b> ----	15 <b>8%</b> ---	255 <b>19%</b> ++++
<b>MODERATELY IMPORTANT (3)</b>	415 21%	24 17%	90 20%	144 19%	33 25%	55 23%	69 <b>26%</b> ++	187 19%	221 22%	134 <b>25%</b> +++	77 22%	53 17%	70 19%	81 19%	31 18%	281 21%
<b>QUITE IMPORTANT (4-5)</b>	1124 56%	93 62%	206 <b>46%</b> ----	476 <b>62%</b> ++++	75 57%	129 55%	142 53%	586 <b>60%</b> ++++	521 <b>52%</b> ---	239 <b>44%</b> ----	166 <b>47%</b> ----	194 <b>62%</b> ++	235 <b>63%</b> +++	290 <b>67%</b> ++++	122 <b>69%</b> ++++	719 <b>53%</b> ----
<b>1 Not at all important</b>	155 8%	14 10%	62 14%	35 5%	5 3%	22 9%	17 6%	79 8%	73 8%	42 8%	41 12%	29 9%	24 6%	19 4%	4 2%	125 9%
<b>2</b>	183 9%	10 7%	60 13%	65 9%	9 7%	18 8%	21 8%	88 9%	92 9%	66 12%	47 14%	22 7%	23 6%	25 6%	11 6%	130 10%
<b>3</b>	415 21%	24 17%	90 20%	144 19%	33 25%	55 23%	69 26%	187 19%	221 22%	134 25%	77 22%	53 17%	70 19%	81 19%	31 18%	281 21%
<b>4</b>	492 25%	42 28%	100 22%	197 26%	34 26%	59 25%	59 22%	258 26%	228 23%	128 24%	73 21%	82 26%	101 27%	108 25%	46 26%	315 23%
<b>5 Very important</b>	632 31%	51 34%	106 24%	279 36%	41 31%	70 30%	83 31%	328 34%	293 29%	111 20%	93 27%	112 36%	134 36%	182 42%	76 43%	404 30%
<b>Don't know/Prefer not to say / No answer</b>	123 6%	7 5%	31 7%	46 6%	10 7%	11 5%	18 7%	39 4%	81 8%	59 11%	18 5%	13 4%	18 5%	15 4%	9 5%	85 6%
Chi2:	-	99.9						95		99.9					99.9	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68
Mean:	3.67	3.73	<b>3.30</b>	<b>3.86</b>	3.80	3.62	3.69	3.71	3.63	<b>3.41</b>	<b>3.39</b>	3.75	<b>3.84</b>	<b>3.98</b>	<b>4.07</b>	<b>3.59</b>
Standard Deviation:	1.26	1.30	1.38	1.17	1.11	1.27	1.20	1.27	1.25	1.23	1.36	1.29	1.20	1.14	1.05	1.30
Student's T:	*	-	99.9	99.9	-	-	-	-	-	99.9	99.9	-	99	99.9	99.9	99.9

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 (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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>NOT IMPORTANT (1-2)</b>	338 17%	296 18%	34 12%	199 14%	119 29%	110 21%	227 16%	211 18%	125 15%	49 11%	118 17%	167 20%	98 17%	82 17%	122 19%	3 7%	58 11%	57 13%	221 21%
<b>MODERATELY IMPORTANT (3)</b>	415 21%	344 20%	65 24%	308 21%	75 18%	112 22%	300 20%	250 21%	160 20%	78 18%	164 23%	170 20%	121 22%	109 21%	127 19%	6 13%	85 16%	89 20%	243 23%
<b>QUITE IMPORTANT (4-5)</b>	1124 56%	962 57%	154 55%	874 60%	193 46%	254 49%	861 58%	622 54%	490 60%	286 65%	385 54%	443 54%	299 52%	280 56%	371 57%	33 78%	345 67%	289 64%	527 49%
<b>1 Not at all important</b>	155 8%	137 8%	17 6%	88 6%	58 14%	46 9%	109 7%	97 9%	57 7%	25 6%	58 8%	70 9%	47 8%	42 9%	47 7%	2 4%	27 5%	25 5%	101 10%
<b>2</b>	183 9%	159 9%	17 6%	111 8%	61 15%	64 12%	118 8%	114 10%	68 8%	24 6%	60 8%	97 12%	51 9%	40 8%	75 11%	1 2%	31 6%	32 7%	120 11%
<b>3</b>	415 21%	344 20%	65 24%	308 21%	75 18%	112 22%	300 20%	250 21%	160 20%	78 18%	164 23%	170 20%	121 22%	109 21%	127 19%	6 13%	85 16%	89 20%	243 23%
<b>4</b>	492 25%	421 25%	69 25%	377 26%	93 22%	113 22%	378 26%	297 26%	192 23%	115 26%	155 22%	220 27%	127 22%	125 25%	165 25%	10 23%	135 26%	112 25%	256 24%
<b>5 Very important</b>	632 31%	541 32%	85 31%	497 34%	100 24%	141 27%	483 33%	325 28%	298 36%	171 39%	230 32%	223 27%	172 30%	155 31%	206 32%	23 55%	210 41%	177 39%	271 25%
<b>Don't know/Prefer not to say / No answer</b>	123 6%	94 6%	24 9%	82 6%	29 7%	41 8%	80 6%	77 7%	44 5%	25 6%	47 7%	47 6%	47 9%	30 6%	34 5%	1 2%	24 5%	16 4%	82 8%
Chi2:	-	90		99.9		99.9		95		99.9			-			99.9			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99
Mean:	3.67	3.66	3.73	3.79	3.29	3.50	3.72	3.59	3.78	3.93	3.65	3.55	3.62	3.65	3.66	4.24	3.97	3.89	3.47
Standard Deviation:	1.26	1.27	1.19	1.20	1.40	1.31	1.24	1.27	1.25	1.18	1.27	1.27	1.28	1.27	1.26	1.08	1.16	1.19	1.29
Student's T:	*	-	-	99.9	99.9	99	99	99	99	99.9	-	99.9	-	-	-	99	99.9	99.9	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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>NOT IMPORTANT (1-2)</b>	133 7%	9 6%	45 <b>10%</b> +++	49 6%	4 3%	10 4%	16 6%	71 7%	59 6%	45 8%	25 7%	23 7%	19 5%	21 5%	4 <b>2%</b> ---	109 <b>8%</b> ++++
<b>MODERATELY IMPORTANT (3)</b>	281 14%	13 9%	88 <b>20%</b> ++++	91 <b>12%</b> --	17 13%	29 12%	43 16%	128 13%	148 15%	106 <b>20%</b> ++++	61 <b>18%</b> ++	36 12%	36 <b>10%</b> ---	42 <b>10%</b> ---	18 10%	200 15%
<b>QUITE IMPORTANT (4-5)</b>	1520 76%	122 82%	290 <b>64%</b> +	604 <b>79%</b> ----	108 82%	191 <b>81%</b> +	202 76%	750 77%	747 75%	366 <b>68%</b> ----	252 72%	244 78%	306 <b>82%</b> ++++	352 <b>82%</b> +++	152 <b>86%</b> ++++	979 <b>73%</b> ----
<b>1 Not at all important</b>	49 2%	5 4%	16 4%	16 2%	1 1%	4 2%	7 3%	33 3%	16 2%	15 3%	5 1%	13 4%	8 2%	8 2%	1 1%	38 3%
<b>2</b>	84 4%	4 3%	29 6%	33 4%	3 2%	6 2%	9 3%	38 4%	43 4%	30 6%	20 6%	10 3%	11 3%	13 3%	3 2%	71 5%
<b>3</b>	281 14%	13 9%	88 20%	91 12%	17 13%	29 12%	43 16%	128 13%	148 15%	106 20%	61 18%	36 12%	36 10%	42 10%	18 10%	200 15%
<b>4</b>	491 24%	34 23%	113 25%	177 23%	30 23%	70 30%	66 25%	236 24%	247 25%	141 26%	106 30%	68 22%	89 24%	87 20%	37 21%	331 25%
<b>5 Very important</b>	1029 51%	88 59%	177 39%	427 56%	78 59%	121 52%	136 51%	514 53%	500 50%	225 42%	146 42%	176 56%	217 59%	265 61%	115 65%	648 48%
<b>Don't know/Prefer not to say / No answer</b>	66 3%	4 3%	26 6%	22 3%	3 2%	5 2%	6 2%	30 3%	34 4%	23 4%	11 3%	8 3%	9 2%	15 4%	3 2%	52 4%
Chi2:	-	99.9						-	99.9					99.9		
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68
Mean:	4.22	4.35	<b>3.95</b>	<b>4.30</b>	<b>4.41</b>	4.30	4.21	4.22	4.22	<b>4.03</b>	<b>4.09</b>	4.26	<b>4.37</b>	<b>4.41</b>	<b>4.51</b>	<b>4.14</b>
Standard Deviation:	1.02	1.01	1.12	0.99	0.85	0.91	1.01	1.06	0.98	1.06	0.99	1.07	0.94	0.93	0.79	1.06
Student's T:	*	-	99.9	99	95	-	-	-	-	99.9	99	-	99	99.9	99.9	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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>NOT IMPORTANT (1-2)</b>	133 7%	115 7%	15 5%	79 5%	43 10%	33 6%	100 7%	80 7%	52 6%	25 6%	42 6%	64 8%	38 7%	41 8%	36 6%	2 5%	25 5%	21 5%	88 8%
<b>MODERATELY IMPORTANT (3)</b>	281 14%	234 14%	43 16%	173 12%	80 19%	83 16%	198 14%	173 15%	105 13%	50 12%	92 13%	137 17%	87 16%	65 13%	96 15%	4 9%	45 9%	40 9%	189 18%
<b>QUITE IMPORTANT (4-5)</b>	1520 76%	1296 76%	208 75%	1175 80%	269 64%	384 74%	1123 76%	870 75%	635 77%	351 80%	560 78%	596 72%	413 73%	382 76%	502 77%	37 86%	434 85%	382 85%	747 69%
<b>1 Not at all important</b>	49 2%	39 2%	10 4%	28 2%	16 4%	7 1%	42 3%	30 3%	18 2%	11 3%	17 2%	21 3%	17 3%	17 4%	10 2%	1 2%	6 1%	5 1%	38 4%
<b>2</b>	84 4%	76 5%	5 2%	51 3%	27 7%	26 5%	58 4%	50 4%	34 4%	14 3%	25 3%	43 5%	21 4%	24 5%	26 4%	1 2%	19 4%	16 3%	50 5%
<b>3</b>	281 14%	234 14%	43 16%	173 12%	80 19%	83 16%	198 14%	173 15%	105 13%	50 12%	92 13%	137 17%	87 16%	65 13%	96 15%	4 9%	45 9%	40 9%	189 18%
<b>4</b>	491 24%	412 24%	72 26%	364 25%	98 23%	136 26%	350 24%	314 27%	171 21%	91 21%	159 22%	237 29%	131 23%	123 24%	168 25%	4 9%	113 22%	112 25%	267 25%
<b>5 Very important</b>	1029 51%	884 52%	136 49%	811 55%	171 41%	248 48%	773 52%	556 48%	464 56%	260 59%	401 56%	359 43%	282 49%	259 52%	334 51%	33 77%	321 63%	270 60%	480 44%
<b>Don't know/Prefer not to say / No answer</b>	66 3%	51 3%	11 4%	36 2%	24 6%	17 3%	47 3%	37 3%	27 3%	12 3%	20 3%	30 4%	27 5%	13 3%	20 3%	0 0%	8 2%	8 2%	49 5%
Chi2:	-	-	-	99.9	-	-	-	-	-	95	-	-	-	-	-	(99.9)	-	-	-
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99
Mean:	4.22	4.23	4.19	<b>4.32</b>	<b>3.96</b>	4.18	4.23	<b>4.17</b>	<b>4.29</b>	<b>4.34</b>	<b>4.30</b>	<b>4.09</b>	4.18	4.19	4.25	<b>4.57</b>	<b>4.44</b>	<b>4.41</b>	<b>4.07</b>
Standard Deviation:	1.02	1.02	1.03	0.95	1.14	0.99	1.03	1.02	1.01	0.99	1.00	1.04	1.04	1.08	0.96	0.93	0.89	0.88	1.09
Student's T:	*	-	-	99.9	99.9	-	-	99	99	99	95	99.9	-	-	-	95	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	
		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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>ANY MEMBER OF THE MILITARY, ANYONE WHO SERVES IN THE MILITARY/CAF, CURRENTLY SERVES MILITARY BRANCH (PRESENT TENSE)</b>	73 4%	6 4%	4 1% ----	32 4%	7 5%	15 6% ++	9 3%	33 3%	40 4%	12 2% --	9 3%	11 4%	18 5%	23 5% ++	11 6% ++	45 3%
<b>MEMBERS WHO HAVE FOUGHT, SEEN ACTION/COMBAT, SERVED ROLES IN A COMBAT/CONFLICT ZONE</b>	622 31%	53 36%	158 35% ++	244 32%	34 26%	49 21% ----	83 31%	289 30%	320 33%	143 27% ---	120 35%	109 35% +	112 30%	138 32%	45 25% -	433 33% +
<b>ANYONE WHO WAS IN THE MILITARY, RETIRED PERSONNEL FROM MILITARY, WHO HAVE SERVED A BRANCH OF THE MILITARY (PAST TENSE)</b>	807 40%	62 42%	108 24% ----	308 40%	70 53% +++	137 58% ++++	121 45% +	406 41%	385 38%	189 35% ---	130 37%	131 41%	164 44% +	193 45% ++	79 45%	533 39%
<b>THOSE WHO HAVE RISKS THEIR LIVES FOR THE COUNTRY/OUR FREEDOM, SACRIFICED ALL TO PROTECT OUR VALUES/DEMOCRACY</b>	143 7%	14 9%	37 8%	46 6%	10 8%	17 7%	19 7%	58 6% --	81 8% +	38 7%	20 6%	29 9%	30 8%	26 6%	17 9%	85 6%
<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>	73 4%	4 3%	4 1% ----	25 3%	11 9% +++	14 6% ++	15 6% +	40 4%	32 3%	13 2% -	7 2% -	11 3%	18 5%	24 6% ++	6 3%	45 3%
<b>HONOURABLE ATTRIBUTES OF SOLDIERS/MILITARY (COURAGEOUS, MEDAL OF HONOUR/HONOURABLE DISCHARGE, WORTHY OF ACCOLADES)</b>	42 2%	2 1%	6 1%	17 2%	6 4% ++	6 3%	5 2%	23 2%	18 2%	7 1%	6 2%	7 2%	10 3%	12 3%	5 3%	20 1% ---
<b>ONE WHO HAS GONE OVERSEAS/DEPLOYED ABROAD, SERVED IN FOREIGN WARS/CONFLICTS</b>	97 5%	10 7%	20 5%	38 5%	5 4%	9 4%	15 5%	52 5%	44 4%	24 4%	21 6%	11 4%	19 5%	22 5%	5 3%	66 5%
<b>RETIRED SOLDIER, PARTICIPATED IN COMBAT/CONFLICTS AND NO LONGER IN SERVICE (SPECIFIC TO RETIRED SOLDIER WHO FOUGHT)</b>	71 4%	1 1% --	39 9% ++++	16 2% ---	0 0% --	8 3%	7 3%	37 4%	34 4%	19 4%	18 5%	12 4%	13 4%	9 2%	7 4%	46 4%

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>PREVIOUS/RECENT WARS, INCLUSIVE OF ALL WARS, YOUNG/OLD VETERANS</b>	52 3%	7 5% ++	7 2%	22 3%	3 2%	7 3%	6 2%	27 3%	25 2%	9 2%	7 2%	4 1%	13 4%	19 4% +++	5 3%	29 2%
<b>WOMEN INCLUSIVE, WOMEN AND MEN WHO PARTICIPATED</b>	38 2%	2 1%	12 3%	13 2%	3 2%	6 2%	2 1%	13 1%	25 2%	8 1%	3 1%	3 1%	9 2%	15 3% +++	7 4% ++	19 1%
<b>PARTICIPATED IN PEACEKEEPING DUTIES/MISSIONS</b>	140 7%	15 10%	21 5% --	56 7%	10 8%	15 6%	23 9%	60 6%	77 8%	14 3% ----	23 7%	36 12% ++++	29 8%	38 9%	10 6%	92 7%
<b>PERSONAL STORY/CONNECTION (FATHER/GRANDFATHER/HUSBAN D ARE VETERANS)</b>	27 1%	1 1%	5 1%	10 1%	5 4% ++	2 1%	3 1%	16 2%	11 1%	3 1%	4 1%	1 0%	7 2%	12 3% +++	3 2%	19 1%
<b>SPECIFIC AMOUNT OF YEARS OF SERVICE, SERVED/COMPLETED TERM</b>	49 2%	3 2%	12 3%	19 2%	1 1%	5 2%	9 3%	32 3% ++	16 2% --	20 4% ++	6 2%	4 1%	6 2%	13 3%	5 3%	26 2% --
<b>LONG TIME SERVICE, OLDER VETERANS, FOUGHT/SERVED IN WWI/WWII/KOREAN/VIETNAM WAR</b>	72 4%	6 4%	23 5% ++	30 4%	3 2%	3 1%	7 3%	33 3%	38 4%	15 3%	12 3%	10 3%	12 3%	23 5% ++	7 4%	50 4%
<b>DECEASED MEMBERS OF THE MILITARY (THOSE WHO GAVE THEIR LIVES/KILLED IN COMBAT)</b>	17 1%	2 1%	5 1%	6 1%	0 0%	2 1%	2 1%	9 1%	8 1%	3 1%	1 0%	2 1%	4 1%	7 2% ++	2 1%	10 1%
<b>THOSE INJURED/SUFFERING WITH PTSD</b>	10 0%	1 1%	4 1%	4 1%	0 0%	1 0%	0 0%	4 0%	6 1%	3 1%	1 0%	0 0%	3 1%	3 1%	0 0%	8 1%
<b>SURVIVORS OF WAR</b>	25 1%	4 3% +	8 2%	6 1%	0 0%	1 0%	6 2%	10 1%	15 2%	8 1%	2 1%	5 2%	5 1%	5 1%	2 1%	17 1%
<b>SERVICE ANIMALS</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	2 1% +++	0 0%	0 0%	0 0%	0 0%	1 0%
<b>OLD SOLDIERS</b>	1 0%	1 1% ++++	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0% +	1 1% +++	0 0%

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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>REGARDLESS OF COUNTRY, FOUGHT FOR ANY COUNTRY</b>	14 1%	1 1%	1 0%	10 1%	1 1%	0 0%	1 0%	7 1%	7 1%	1 0%	2 1%	3 1%	3 1%	5 1%	5 3%	5 0%
				+++						-					+++	--
<b>INCLUDING THE KOREAN WAR</b>	14 1%	1 1%	2 0%	5 1%	2 1%	0 0%	3 1%	7 1%	7 1%	2 0%	2 1%	1 0%	2 1%	7 2%	2 1%	8 1%
														+++		
<b>OTHER GENERAL POSITIVES (GOOD, GREAT, GRATEFUL, RESPECT/HONOUR)</b>	7 0%	0 0%	4 1%	3 0%	0 0%	0 0%	0 0%	3 0%	4 0%	2 0%	0 0%	3 1%	1 0%	1 0%	5 3%	1 0%
				++								++			++++	--
<b>DIVERSITY OF VETS/SOLDIERS (ETHNICITY GROUPS, RELIGION, INDIGENOUS AGE...)</b>	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
													++			
<b>CANADIAN CITIZENSHIP SPECIFIC MENTION</b>	10 1%	0 0%	2 0%	3 0%	0 0%	1 0%	3 1%	5 1%	5 1%	2 0%	0 0%	1 0%	2 1%	5 1%	1 1%	9 1%
														++		
<b>HUMANITARIAN EFFORTS, DIASTER RELIEF, PROVIDING AID</b>	19 1%	0 0%	7 1%	8 1%	0 0%	2 1%	2 1%	12 1%	7 1%	4 1%	2 1%	3 1%	4 1%	6 1%	2 1%	13 1%
<b>OTHER</b>	16 1%	1 1%	4 1%	6 1%	1 1%	3 1%	1 0%	8 1%	8 1%	5 1%	3 1%	2 1%	4 1%	2 0%	0 0%	11 1%
<b>DON'T KNOW</b>	7 0%	0 0%	3 1%	1 0%	1 1%	1 0%	1 0%	4 0%	3 0%	6 1%	0 0%	0 0%	0 0%	1 0%	1 1%	4 0%
<b>Prefer not to say/NO RESPONSE</b>	193 10%	10 7%	50 11%	90 12%	12 9%	15 7%	16 6%	90 9%	98 10%	98 18%	36 10%	19 6%	19 5%	21 5%	11 6%	135 10%
Chi2:	-	(99.9)						-	(99.9)						(99.9)	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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 (family)	Yes (friend)	No
Q4																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>ANY MEMBER OF THE MILITARY, ANYONE WHO SERVES IN THE MILITARY/CAF, CURRENTLY SERVES MILITARY BRANCH (PRESENT TENSE)</b>	73 4%	62 4%	10 4%	64 4%	5 1%	18 3%	55 4%	41 4%	32 4%	25 6%	28 4%	20 2%	14 2%	19 4%	26 4%	2 4%	25 5%	19 4%	30 3%
<b>MEMBERS WHO HAVE FOUGHT, SEEN ACTION/COMBAT, SERVED ROLES IN A COMBAT/CONFLICT ZONE</b>	622 31%	543 32%	78 29%	432 30%	149 36%	167 33%	453 31%	367 32%	253 31%	134 31%	188 26%	294 36%	158 28%	164 33%	222 34%	6 13%	154 30%	120 27%	354 33%
<b>ANYONE WHO WAS IN THE MILITARY, RETIRED PERSONNEL FROM MILITARY, WHO HAVE SERVED A BRANCH OF THE MILITARY (PAST TENSE)</b>	807 40%	696 41%	104 37%	672 46%	96 23%	195 37%	609 41%	456 39%	347 42%	183 41%	303 42%	315 38%	228 40%	197 38%	272 41%	19 44%	251 49%	233 51%	363 34%
<b>THOSE WHO HAVE RISKS THEIR LIVES FOR THE COUNTRY/OUR FREEDOM, SACRIFICED ALL TO PROTECT OUR VALUES/DEMOCRACY</b>	143 7%	108 6%	32 11%	102 7%	38 9%	43 8%	99 7%	87 8%	55 7%	27 6%	67 9%	47 6%	37 7%	42 8%	42 7%	7 18%	40 8%	31 7%	75 7%
<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>	73 4%	61 4%	11 4%	64 4%	5 1%	14 3%	57 4%	34 3%	39 5%	21 5%	23 3%	28 3%	23 4%	23 4%	16 2%	4 9%	32 6%	29 7%	21 2%
<b>HONOURABLE ATTRIBUTES OF SOLDIERS/MILITARY (COURAGEOUS, MEDAL OF HONOUR/HONOURABLE DISCHARGE, WORTHY OF ACCOLADES)</b>	42 2%	31 2%	10 4%	35 2%	5 1%	7 1%	35 2%	20 2%	21 2%	11 2%	19 3%	12 1%	13 2%	12 2%	9 1%	1 3%	12 2%	9 2%	23 2%
<b>ONE WHO HAS GONE OVERSEAS/DEPLOYED ABROAD, SERVED IN FOREIGN WARS/CONFLICTS</b>	97 5%	91 5%	5 2%	76 5%	15 4%	22 4%	74 5%	53 5%	44 5%	14 3%	39 5%	44 5%	27 5%	32 6%	28 4%	5 12%	33 6%	20 4%	46 4%
<b>RETIRED SOLDIER, PARTICIPATED IN COMBAT/CONFLICTS AND NO LONGER IN SERVICE (SPECIFIC TO RETIRED SOLDIER WHO FOUGHT)</b>	71 4%	60 4%	10 4%	30 2%	39 9%	22 4%	49 3%	47 4%	22 3%	6 1%	25 4%	40 5%	18 3%	23 5%	26 4%	1 2%	7 1%	15 3%	51 5%



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 (family)	Yes (friend)	No
Q4																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>PREVIOUS/RECENT WARS, INCLUSIVE OF ALL WARS, YOUNG/OLD VETERANS</b>	52 3%	47 3%	5 2%	44 3%	6 1%	8 1%	43 3%	26 2%	26 3%	16 4%	20 3%	16 2%	18 3%	14 3%	13 2%	0 0%	15 3%	16 4%	22 2%
<b>WOMEN INCLUSIVE, WOMEN AND MEN WHO PARTICIPATED</b>	38 2%	36 2%	2 1%	28 2%	10 2%	9 2%	28 2%	19 2%	19 2%	7 2%	12 2%	18 2%	10 2%	9 2%	12 2%	0 0%	8 2%	12 3%	20 2%
<b>PARTICIPATED IN PEACEKEEPING DUTIES/MISSIONS</b>	140 7%	125 7%	15 6%	111 8%	22 5%	35 7%	104 7%	83 7%	55 7%	28 6%	38 5%	72 9%	34 6%	44 9%	43 7%	3 7%	43 9%	31 7%	68 6%
<b>PERSONAL STORY/CONNECTION (FATHER/GRANDFATHER/HUSBAND ARE VETERANS)</b>	27 1%	24 1%	3 1%	20 1%	6 1%	5 1%	22 1%	9 1%	18 2%	12 3%	10 1%	5 1%	11 2%	5 1%	5 1%	5 11%	18 3%	8 2%	2 0%
<b>SPECIFIC AMOUNT OF YEARS OF SERVICE, SERVED/COMPLETED TERM</b>	49 2%	45 3%	4 1%	34 2%	14 3%	12 2%	37 2%	25 2%	24 3%	11 3%	21 3%	17 2%	15 3%	10 2%	17 3%	4 9%	14 3%	14 3%	19 2%
<b>LONG TIME SERVICE, OLDER VETERANS, FOUGHT/SERVED IN WWI/WWII/KOREAN/VIETNAM WAR</b>	72 4%	59 4%	12 4%	49 3%	20 5%	15 3%	56 4%	37 3%	34 4%	17 4%	25 3%	30 4%	18 3%	19 4%	23 4%	0 0%	15 3%	17 4%	39 4%
<b>DECEASED MEMBERS OF THE MILITARY (THOSE WHO GAVE THEIR LIVES/KILLED IN COMBAT)</b>	17 1%	17 1%	0 0%	13 1%	5 1%	3 1%	14 1%	6 1%	11 1%	8 2%	7 1%	2 0%	7 1%	5 1%	2 0%	0 0%	6 1%	2 0%	10 1%
<b>THOSE INJURED/SUFFERING WITH PTSD</b>	10 0%	9 1%	1 0%	4 0%	5 1%	1 0%	9 1%	3 0%	7 1%	4 1%	2 0%	4 0%	6 1%	2 0%	0 0%	0 0%	1 0%	2 0%	8 1%
<b>SURVIVORS OF WAR</b>	25 1%	23 1%	2 1%	16 1%	8 2%	4 1%	21 1%	12 1%	12 1%	7 2%	8 1%	10 1%	10 2%	5 1%	7 1%	0 0%	6 1%	2 0%	17 2%
<b>SERVICE ANIMALS</b>	2 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%
<b>OLD SOLDIERS</b>	1 0%	1 0%	0 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%	0 0%	0 0%	1 0%

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 (family)	Yes (friend)	No
Q4																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>REGARDLESS OF COUNTRY, FOUGHT FOR ANY COUNTRY</b>	14 1%	11 1%	2 1%	10 1%	1 0%	3 1%	11 1%	8 1%	6 1%	2 0%	5 1%	7 1%	3 1%	4 1%	6 1%	0 0%	4 1%	6 1%	6 1%
<b>INCLUDING THE KOREAN WAR</b>	14 1%	14 1%	0 0%	11 1%	3 1%	2 0%	12 1%	5 0%	9 1%	2 0%	9 1%	3 0%	6 1%	5 1%	2 0%	1 2%	7 1%	6 1%	2 0%
<b>OTHER GENERAL POSITIVES (GOOD, GREAT, GRATEFUL, RESPECT/HONOUR)</b>	7 0%	6 0%	1 0%	3 0%	4 1%	1 0%	6 0%	3 0%	4 1%	2 0%	3 0%	2 0%	3 1%	3 1%	1 0%	0 0%	1 0%	1 0%	5 1%
<b>DIVERSITY OF VETS/SOLDIERS (ETHNICITY GROUPS, RELIGION, INDIGENOUS AGE...)</b>	1 0%	0 0%	1 0%	1 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>CANADIAN CITIZENSHIP SPECIFIC MENTION</b>	10 1%	6 0%	4 1%	9 1%	1 0%	1 0%	9 1%	5 0%	5 1%	1 0%	4 1%	5 1%	3 1%	2 0%	2 0%	1 2%	4 1%	2 0%	4 0%
<b>HUMANITARIAN EFFORTS, DIASTER RELIEF, PROVIDING AID</b>	19 1%	15 1%	4 1%	12 1%	5 1%	6 1%	13 1%	11 1%	7 1%	5 1%	4 1%	10 1%	5 1%	8 2%	5 1%	0 0%	4 1%	4 1%	12 1%
<b>OTHER</b>	16 1%	13 1%	3 1%	10 1%	3 1%	2 0%	13 1%	10 1%	6 1%	4 1%	7 1%	4 0%	5 1%	3 1%	5 1%	1 2%	3 1%	4 1%	6 1%
<b>DON'T KNOW</b>	7 0%	5 0%	2 1%	5 0%	3 1%	3 1%	4 0%	5 0%	2 0%	2 0%	4 1%	1 0%	6 1%	1 0%	0 0%	1 2%	0 0%	0 0%	6 1%
<b>Prefer not to say/NO RESPONSE</b>	193 10%	146 9%	34 12%	122 8%	44 11%	59 11%	128 9%	121 10%	63 8%	45 10%	65 9%	76 9%	63 11%	38 8%	49 7%	1 2%	20 4%	26 6%	139 13%
Chi2:	-	(99)		(99.9)		-		(90)		(99.9)			-			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

**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:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>WESTERN ASIAN/MIDDLE EAST (AFGHANISTAN, IRAQ, IRAN, KUWAIT, SAUDI ARABIA)</b>	1111 56%	76 51%	271 <b>60%</b> ++	426 55%	71 54%	125 53%	140 53%	555 57%	539 54%	265 <b>49%</b> ----	220 <b>63%</b> +++	184 59%	218 59%	224 52%	106 60%	749 56%
<b>NORTH AFRICA, NORTH EAST AFRICA, WEST AFRICA (TUNISIA, MALTA, NIGER, MALI, ALGERIA, SENEGAL, LIBYA, BURKINO FASO, SUDAN)</b>	208 10%	11 8%	30 <b>7%</b> ---	101 <b>13%</b> +++	11 9%	24 10%	30 11%	128 <b>13%</b> ++++	77 <b>8%</b> ----	38 <b>7%</b> ---	34 10%	37 12%	43 12%	56 <b>13%</b> ++	24 14%	142 11%
<b>WESTERN EUROPE, WWI/WWII INCLUSIVE (GERMANY, FRANCE, BELGIUM, GREAT BRITAIN)</b>	829 41%	54 36%	197 44%	317 41%	55 43%	89 38%	115 43%	427 <b>44%</b> ++	389 <b>39%</b> --	173 <b>32%</b> ----	141 40%	138 44%	173 <b>47%</b> ++	204 <b>47%</b> +++	82 47%	544 40%
<b>SOUTH EAST ASIA/EAST ASIA (KOREA, VIETNAM, JAPAN, CHINA, PHILIPPINES, HONG KONG, MYANMAR, EAST TIMOR)</b>	596 30%	46 31%	122 27%	237 31%	37 28%	55 <b>23%</b> --	97 <b>36%</b> ++	327 <b>34%</b> ++++	255 <b>26%</b> ----	116 <b>21%</b> ----	98 28%	94 30%	133 <b>36%</b> +++	155 <b>36%</b> +++	48 27%	397 29%
<b>OTHER WESTERN EUROPEAN, SOUTH WESTERN EUROPE, INCLUDES MEDITERRANEAN (GREECE, SPAIN, CYPRUS)</b>	306 15%	26 17%	47 <b>10%</b> ---	125 16%	20 16%	37 16%	49 18%	197 <b>20%</b> ++++	105 <b>10%</b> ----	21 <b>4%</b> ----	34 <b>10%</b> ---	60 <b>19%</b> ++	90 <b>24%</b> ++++	101 <b>23%</b> ++++	37 <b>21%</b> ++	190 <b>14%</b> --
<b>SOUTH EASTERN EUROPE, BALKAN PENINSULA (BOSNIA, KOSOVO, SERBIA, CROATIA, MACEDONIA, SLOVENIA, MONTENEGRO, ALBANIA)</b>	511 25%	40 27%	118 26%	192 25%	32 24%	58 25%	70 26%	298 <b>31%</b> ++++	204 <b>21%</b> ----	71 <b>13%</b> ----	107 <b>30%</b> ++	109 <b>35%</b> ++++	111 <b>30%</b> ++	113 26%	49 28%	344 26%
<b>EAST/CENTRAL AFRICA (RWANDA, SOMALIA, CONGO, ETHIOPIA, BURUNDI, KENYA, UGANDA)</b>	384 19%	30 20%	85 19%	161 21%	20 15%	37 16%	50 18%	227 <b>23%</b> ++++	148 <b>15%</b> ----	67 <b>12%</b> ----	82 <b>23%</b> ++	89 <b>29%</b> ++++	69 19%	77 18%	36 21%	248 19%
<b>EASTERN/CENTRAL EUROPE (UKRAINE, CZECH REPUBLIC, POLAND, AUSTRIA)</b>	163 8%	12 8%	28 6%	66 9%	16 12%	19 8%	22 8%	97 <b>10%</b> +++	63 <b>6%</b> ---	40 7%	29 8%	27 8%	36 10%	31 7%	21 <b>12%</b> ++	103 8%
<b>CARIBBEAN/PACIFIC (HAITI)</b>	210 11%	21 14%	63 <b>14%</b> +++	78 10%	13 10%	15 <b>6%</b> --	19 7%	113 12%	89 <b>9%</b> --	35 <b>6%</b> ----	46 13%	49 <b>16%</b> ++++	39 10%	41 10%	23 13%	138 10%
<b>OTHER WESTERN ASIA OR GENERAL MENTIONS OF MIDDLE EAST (EGYPT, LEBANON, TURKEY, JORDAN, GOLAN HEIGHTS, SYRIA, ISRAEL, YEMEN)</b>	474 24%	40 27%	88 <b>20%</b> --	193 25%	29 23%	52 22%	71 26%	244 25%	217 22%	88 <b>16%</b> ----	81 23%	78 25%	105 <b>28%</b> ++	122 <b>28%</b> ++	61 <b>35%</b> ++++	295 <b>22%</b> --

**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:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>U.S.A</b>	126 6%	13 9%	18 4%	56 7%	7 5%	13 6%	18 7%	62 6%	62 6%	47 9%	24 7%	24 8%	12 3%	19 4%	20 12%	77 6%
<b>NORTHERN EUROPE, SCANDINAVIA (NETHERLANDS, DENMARK, ESTONIA, LATVIA, LITHUANIA)</b>	268 13%	20 13%	29 6%	122 16%	18 14%	34 14%	44 16%	168 17%	95 10%	45 8%	39 11%	50 16%	53 14%	81 19%	25 14%	181 13%
<b>LATIN/CENTRAL/SOUTH AMERICA</b>	33 2%	4 3%	6 1%	14 2%	4 3%	0 0%	5 2%	14 1%	19 2%	9 2%	8 2%	3 1%	5 1%	8 2%	2 1%	23 2%
<b>SOUTH ASIA (INDIA, PAKISTAN)</b>	48 2%	1 1%	7 2%	22 3%	8 6%	3 1%	7 3%	22 2%	26 3%	10 2%	8 2%	6 2%	8 2%	16 4%	6 3%	29 2%
<b>CANADA/DOMESTIC</b>	80 4%	9 6%	19 4%	33 4%	3 2%	12 5%	3 1%	35 4%	42 4%	19 3%	17 5%	10 3%	18 5%	16 4%	7 4%	56 4%
<b>SOUTH AFRICA, BOER WARS (IVORY COAST, ZIMBABWE, BOTSWANA)</b>	66 3%	6 4%	6 1%	38 5%	1 1%	9 4%	6 2%	45 5%	19 2%	17 3%	13 4%	10 3%	12 3%	14 3%	7 4%	45 3%
<b>EUROPE (GENERAL MENTION)</b>	293 15%	24 16%	45 10%	123 16%	20 15%	34 15%	46 18%	135 14%	157 16%	52 10%	53 15%	46 15%	50 13%	92 21%	29 16%	191 14%
<b>ASIA (GENERAL MENTION)</b>	48 2%	4 3%	8 2%	21 3%	4 3%	2 1%	9 3%	24 2%	23 2%	5 1%	6 2%	6 2%	13 4%	18 4%	6 3%	28 2%
<b>AFRICA (GENERAL MENTION)</b>	240 12%	15 10%	49 11%	88 11%	16 12%	31 13%	41 15%	115 12%	123 12%	26 5%	35 10%	36 12%	51 14%	92 21%	33 19%	146 11%
<b>NATO MISSIONS, UN MISSIONS, PEACEKEEPING MISSIONS</b>	134 7%	8 5%	23 5%	59 8%	8 6%	16 7%	19 7%	73 7%	59 6%	21 4%	24 7%	16 5%	34 9%	39 9%	15 8%	90 7%
<b>OCEANIA (AUSTRALIA, NEW ZEALAND, NEW GUINEA)</b>	23 1%	1 1%	4 1%	8 1%	4 3%	3 1%	3 1%	9 1%	14 1%	3 1%	7 2%	1 0%	5 1%	7 2%	1 1%	17 1%

**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:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>RUSSIA, USSR</b>	40 2%	4 3%	5 1%	14 2%	3 2%	7 3%	6 2%	25 3%	15 1%	10 2%	7 2%	3 1%	8 2%	12 3%	3 2%	33 2%
								+								++
<b>INTERNATIONAL WATERS, PATROLLING SEAS</b>	8 0%	1 1%	1 0%	3 0%	0 0%	1 0%	2 1%	3 0%	5 1%	0 0%	0 0%	2 1%	1 0%	5 1%	2 1%	5 0%
										-				1%		+++
<b>THE POLES / ANTARCTICA / ARCTIC</b>	4 0%	1 1%	0 0%	1 0%	2 2%	0 0%	0 0%	2 0%	2 0%	2 0%	0 0%	2 1%	0 0%	0 0%	1 0%	2 0%
					++++							+				
<b>DISASTER RELIEF, HUMANITARIAN EFFORTS</b>	21 1%	3 2%	3 1%	5 1%	2 2%	4 2%	3 1%	9 1%	12 1%	5 1%	3 1%	5 2%	4 1%	4 1%	1 0%	15 1%
<b>ALL OVER THE WORLD/ON EVERY CONTINENT, TOO MANY TO LIST</b>	122 6%	14 9%	21 5%	42 5%	8 6%	22 9%	15 6%	67 7%	52 5%	20 4%	24 7%	21 7%	31 8%	26 6%	13 7%	78 6%
		+				++				---			+			
<b>OTHER</b>	20 1%	2 1%	7 2%	6 1%	1 1%	2 1%	2 1%	13 1%	7 1%	5 1%	5 1%	4 1%	1 0%	5 1%	4 2%	13 1%
															+	
<b>DO NOT KNOW/REMEMBER</b>	64 3%	6 4%	8 2%	24 3%	3 2%	12 5%	11 4%	17 2%	45 5%	27 5%	9 3%	6 2%	5 1%	17 4%	6 3%	45 3%
<b>Prefer not to say</b>	299 15%	24 16%	55 12%	127 17%	20 15%	35 15%	38 14%	134 14%	160 16%	136 25%	44 13%	36 11%	44 12%	39 9%	15 8%	200 15%
Chi2:	-	(99.9)						(99.9)		(99.9)					(99)	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

**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:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>WESTERN ASIAN/MIDDLE EAST (AFGHANISTAN, IRAQ, IRAN, KUWAIT, SAUDI ARABIA)</b>	1111 56%	941 55%	161 58%	791 54%	250 60%	290 56%	819 56%	673 58%	431 53%	216 49%	371 52%	518 62%	278 49%	282 56%	416 63%	23 54%	302 59%	269 60%	571 53%
				--	++			++	--	---	--	++++	----		++++			++	--
<b>NORTH AFRICA, NORTH EAST AFRICA, WEST AFRICA (TUNISIA, MALTA, NIGER, MALI, ALGERIA, SENEGAL, LIBYA, BURKINO FASO, SUDAN)</b>	208 10%	176 10%	30 11%	163 11%	28 7%	38 8%	170 11%	118 10%	88 11%	35 8%	60 8%	112 13%	46 8%	52 10%	72 11%	12 28%	61 12%	64 14%	95 9%
				++	--	--	+++			-	--	++++	--			++++		+++	--
<b>WESTERN EUROPE, WWI/WWII INCLUSIVE (GERMANY, FRANCE, BELGIUM, GREAT BRITAIN)</b>	829 41%	710 42%	115 42%	614 42%	171 41%	202 39%	626 42%	469 40%	353 43%	155 35%	286 40%	385 46%	221 39%	213 43%	300 46%	14 33%	248 48%	219 48%	399 37%
				+	--	--	+++	--	++	---		++++			+++		++++	++++	----
<b>SOUTH EAST ASIA/EAST ASIA (KOREA, VIETNAM, JAPAN, CHINA, PHILIPPINES, HONG KONG, MYANMAR, EAST TIMOR)</b>	596 30%	526 31%	69 25%	450 31%	112 27%	146 28%	449 30%	333 29%	258 31%	128 29%	200 28%	266 32%	168 30%	140 28%	217 33%	14 33%	186 36%	152 33%	286 26%
		+++	-									+			++	++++	++	----	
<b>OTHER WESTERN EUROPEAN, SOUTH WESTERN EUROPE, INCLUDES MEDITERRANEAN (GREECE, SPAIN, CYPRUS)</b>	306 15%	275 16%	28 10%	238 16%	46 11%	60 12%	245 16%	158 14%	145 17%	61 14%	116 16%	128 15%	74 13%	82 16%	107 16%	19 44%	107 21%	81 18%	123 11%
		+++	--	+	--	--	+++	--	++	-						++++	++++	+	----
<b>SOUTH EASTERN EUROPE, BALKAN PENINSULA (BOSNIA, KOSOVO, SERBIA, CROATIA, MACEDONIA, SLOVENIA, MONTENEGRO, ALBANIA)</b>	511 25%	438 26%	68 25%	372 25%	102 25%	128 25%	380 26%	305 26%	201 24%	96 22%	160 22%	252 30%	125 22%	122 24%	199 30%	13 31%	156 30%	148 33%	236 22%
										--	--	++++	--		++++		+++	++++	----
<b>EAST/CENTRAL AFRICA (RWANDA, SOMALIA, CONGO, ETHIOPIA, BURUNDI, KENYA, UGANDA)</b>	384 19%	333 20%	49 18%	295 20%	74 18%	108 21%	276 19%	230 20%	150 18%	60 14%	117 16%	205 25%	86 15%	93 19%	156 24%	12 28%	105 21%	113 25%	176 16%
				+						----	--	++++	---		++++		++++	----	
<b>EASTERN/CENTRAL EUROPE (UKRAINE, CZECH REPUBLIC, POLAND, AUSTRIA)</b>	163 8%	145 8%	17 6%	135 9%	19 5%	39 7%	124 8%	94 8%	69 8%	29 7%	69 9%	65 8%	39 7%	46 9%	53 8%	9 22%	64 13%	56 13%	57 5%
				+++	--						+					++++	++++	++++	----
<b>CARIBBEAN/PACIFIC (HAITI)</b>	210 11%	189 11%	21 8%	145 10%	59 14%	68 13%	141 10%	131 11%	76 9%	29 7%	72 10%	107 13%	46 8%	42 8%	91 14%	11 26%	59 12%	69 15%	91 9%
		++			+++	++	--			---		+++	--	-	++++	+++		++++	--
<b>OTHER WESTERN ASIA OR GENERAL MENTIONS OF MIDDLE EAST (EGYPT, LEBANON, TURKEY, JORDAN, GOLAN HEIGHTS, SYRIA, ISRAEL, YEMEN)</b>	474 24%	419 25%	52 19%	369 25%	83 20%	118 23%	355 24%	259 22%	212 26%	87 20%	176 24%	209 25%	118 21%	122 24%	160 24%	20 47%	162 32%	128 28%	206 19%
		++	--	+++	--			-	+	--			-			++++	++++	+++	----

**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:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>U.S.A</b>	126 6%	106 6%	19 7%	102 <b>7%</b> ++	15 <b>4%</b> ---	33 6%	91 6%	77 7%	46 6%	21 5%	44 6%	60 7%	30 5%	35 7%	48 7%	5	35 7%	38 <b>8%</b> ++	55 <b>5%</b> --
<b>NORTHERN EUROPE, SCANDINAVIA (NETHERLANDS, DENMARK, ESTONIA, LATVIA, LITHUANIA)</b>	268 13%	237 14%	30 11%	229 <b>16%</b> ++++	18 <b>4%</b> ----	51 <b>10%</b> ---	217 <b>15%</b> +++	147 13%	119 14%	56 13%	76 <b>10%</b> ---	134 <b>16%</b> +++	66 11%	72 14%	93 14%	7	87 <b>17%</b> +++	84 <b>18%</b> ++++	114 <b>11%</b> ----
<b>LATIN/CENTRAL/SOUTH AMERICA</b>	33 2%	26 1%	7 3%	23 2%	8 2%	9 2%	24 2%	18 2%	15 2%	9 2%	13 2%	11 1%	6 1%	12 2%	11 2%	0	7 1%	12 3%	17 2%
<b>SOUTH ASIA (INDIA, PAKISTAN)</b>	48 2%	41 2%	7 2%	40 3%	7 2%	10 2%	38 3%	24 2%	24 3%	10 2%	21 3%	17 2%	14 2%	13 3%	15 2%	3 <b>7%</b> ++	15 3%	17 <b>4%</b> ++	19 <b>2%</b> --
<b>CANADA/DOMESTIC</b>	80 4%	71 4%	9 3%	64 4%	16 4%	24 5%	56 4%	48 4%	30 4%	16 4%	28 4%	36 4%	18 3%	23 5%	28 4%	2 4%	22 4%	23 5%	36 3%
<b>SOUTH AFRICA, BOER WARS (IVORY COAST, ZIMBABWE, BOTSWANA)</b>	66 3%	61 4%	4 1%	54 4%	8 2%	18 3%	48 3%	36 3%	30 4%	10 2%	25 4%	31 4%	14 2%	17 3%	27 4%	2 5%	24 <b>5%</b> ++	24 <b>5%</b> +++	22 <b>2%</b> ----
<b>EUROPE (GENERAL MENTION)</b>	293 15%	250 15%	40 14%	235 <b>16%</b> +++	47 <b>11%</b> --	81 16%	210 14%	165 14%	128 16%	76 17%	105 15%	108 13%	75 13%	74 15%	102 16%	5	102 <b>20%</b> ++++	63 14%	139 <b>13%</b> --
<b>ASIA (GENERAL MENTION)</b>	48 2%	44 3%	3 1%	41 3%	6 1%	8 2%	39 3%	25 2%	23 3%	12 3%	15 2%	19 2%	11 2%	11 2%	15 2%	1	19 <b>4%</b> ++	15 3%	17 <b>2%</b> --
<b>AFRICA (GENERAL MENTION)</b>	240 12%	199 12%	39 14%	180 12%	46 11%	59 12%	180 12%	120 <b>10%</b> --	120 <b>14%</b> +++	56 13%	93 13%	89 11%	71 12%	63 13%	75 11%	1	85 <b>16%</b> ++++	69 <b>15%</b> +++	104 <b>10%</b> ----
<b>NATO MISSIONS, UN MISSIONS, PEACEKEEPING MISSIONS</b>	134 7%	107 6%	23 8%	105 7%	23 5%	28 5%	105 7%	72 6%	61 7%	34 8%	36 <b>5%</b> --	63 7%	38 7%	32 6%	43 7%	5	43 8%	45 <b>10%</b> +	54 <b>5%</b> ----
<b>OCEANIA (AUSTRALIA, NEW ZEALAND, NEW GUINEA)</b>	23 1%	19 1%	4 1%	18 1%	3 1%	8 2%	15 1%	13 1%	10 1%	7 2%	7 1%	9 1%	3 0%	11 <b>2%</b> +++	8 1%	0	8 2%	7 2%	12 1%

**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:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>RUSSIA, USSR</b>	40 2%	38 2%	2 1%	30 2%	6 1%	6 1%	34 2%	21 2%	19 2%	10 2%	11 2%	19 2%	9 2%	12 2%	15 2%	1 2%	14 3%	7 2%	21 2%
<b>INTERNATIONAL WATERS, PATROLLING SEAS</b>	8 0%	7 0%	1 0%	8 1%	0 0%	1 0%	7 0%	1 0%	7 1%	0 0%	5 1%	3 0%	2 0%	1 0%	0 0%	0 0%	3 1%	4 1%	1 0%
<b>THE POLES / ANTARCTICA / ARCTIC</b>	4 0%	4 0%	0 0%	4 0%	0 0%	2 0%	2 0%	2 0%	2 0%	0 0%	3 0%	1 0%	0 0%	2 0%	2 0%	0 0%	2 0%	3 1%	0 0%
<b>DISASTER RELIEF, HUMANITARIAN EFFORTS</b>	21 1%	13 1%	8 3%	17 1%	3 1%	5 1%	16 1%	13 1%	8 1%	4 1%	7 1%	10 1%	9 2%	4 1%	6 1%	0 0%	4 1%	6 1%	11 1%
<b>ALL OVER THE WORLD/ON EVERY CONTINENT, TOO MANY TO LIST</b>	122 6%	110 6%	10 3%	99 7%	23 5%	32 6%	89 6%	69 6%	53 6%	31 7%	52 7%	38 4%	36 6%	33 6%	35 5%	4 9%	45 9%	36 8%	50 5%
<b>OTHER</b>	20 1%	17 1%	2 1%	13 1%	4 1%	4 1%	15 1%	6 1%	13 2%	5 1%	9 1%	4 0%	9 2%	6 1%	2 0%	1 2%	4 1%	3 1%	11 1%
<b>DO NOT KNOW/REMEMBER</b>	64 3%	52 3%	11 4%	51 3%	10 2%	23 4%	41 3%	33 3%	31 4%	23 5%	25 4%	16 2%	29 5%	12 2%	11 2%	1 2%	9 2%	11 2%	42 4%
<b>Prefer not to say</b>	299 15%	246 15%	44 16%	218 15%	53 13%	77 15%	214 15%	184 16%	106 13%	76 17%	111 16%	102 12%	98 18%	64 13%	77 12%	4 9%	46 9%	46 10%	200 19%
Chi2:	-	(99)		(99.9)		(90)		(95)		(99.9)			(99.9)			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99



**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>HEALTH/MEDICAL/INJURIES (GENERAL MENTION)</b>	166 8%	25 <b>17%</b> ++++	26 <b>6%</b> --	65 8%	10 7%	14 6%	26 10%	97 <b>10%</b> ++	66 <b>7%</b> --	24 <b>4%</b> ----	21 6%	32 10%	32 8%	57 <b>13%</b> ++++	13 7%	104 8%
<b>MENTAL/PTSD, EMOTIONAL HEALTH</b>	499 25%	34 23%	171 <b>39%</b> ++++	167 <b>22%</b> --	28 22%	44 <b>18%</b> --	54 21%	210 <b>22%</b> ----	279 <b>29%</b> ++++	156 <b>29%</b> ++	113 <b>33%</b> ++++	82 27%	76 <b>21%</b> --	72 <b>17%</b> ----	42 24%	338 26%
<b>FINANCIAL/PENSIONS, ADEQUATE INCOME TO LIVE ON</b>	234 11%	16 11%	25 <b>5%</b> ----	93 12%	22 16%	41 <b>18%</b> +	37 13%	99 <b>10%</b> --	133 <b>13%</b> ++	38 <b>7%</b> ----	43 12%	26 <b>8%</b> --	59 <b>16%</b> +++	68 <b>16%</b> +++	17 9%	159 12%
<b>LACK OF SUPPORT FROM GOVERNMENT, DIFFICULTY ACCESSING SERVICES, INAPPROPRIATE LEVELS OF SUPPORTS AVAILABLE/CUTS TO FUNDING</b>	346 17%	28 19%	47 <b>10%</b> ----	126 16%	31 23%	61 <b>26%</b> +	52 19%	202 <b>20%</b> ++++	141 <b>14%</b> ----	70 <b>13%</b> ---	62 17%	53 17%	74 20%	87 20%	44 <b>24%</b> +++	223 16%
<b>PHYSICAL/MENTAL HEALTH (BOTH MENTIONED)</b>	127 6%	4 3%	20 <b>4%</b> --	64 <b>8%</b> +++	10 8%	7 <b>3%</b> --	22 8%	59 6%	64 6%	29 5%	24 7%	26 8%	30 8%	18 <b>4%</b> --	10 6%	89 7%
<b>EMPLOYMENT SERVICES, JOB SKILLS/TRAINING, TRANSFERRING SKILLS INTO CIVILIAN EMPLOYMENT OPPORTUNITIES</b>	29 1%	2 1%	3 1%	9 1%	2 1%	8 <b>3%</b> +++	4 2%	16 2%	13 1%	13 <b>2%</b> ++	3 1%	2 1%	4 1%	7 2%	2 1%	22 2%
<b>LACK OF RECOGNITION/AWARENESS/ACKNOWLEDGEMENT FOR WHAT THEY HAVE DONE OR BEEN THROUGH, LACK OF RESPECT FROM THE PUBLIC/SOCIETY</b>	160 8%	9 6%	40 9%	67 9%	11 8%	14 6%	19 7%	84 9%	75 8%	39 7%	22 6%	36 <b>12%</b> ++	27 7%	36 8%	18 10%	107 8%
<b>DIFFICULTY TRANSITIONING INTO CIVILIAN LIFE/REGULAR SOCIETY</b>	46 2%	2 1%	19 <b>4%</b> +++	12 2%	0 0%	9 4%	4 2%	23 2%	22 2%	8 1%	10 3%	14 <b>5%</b> +++	6 2%	8 2%	5 3%	33 3%
<b>HOUSING/AFFORDABLE HOUSING (INCLUDES LONG TERM CARE FACILITIES)</b>	26 1%	2 1%	0 <b>0%</b> ---	13 2%	4 <b>3%</b> ++	5 2%	2 1%	13 1%	12 1%	12 <b>2%</b> ++	4 1%	4 1%	3 1%	3 1%	5 <b>3%</b> ++	15 1%
<b>WAR/CONFLICTS/TERRORISM, TOO MUCH WAR IN THE WORLD</b>	17 1%	0 0%	5 1%	4 1%	1 1%	3 1%	4 1%	12 1%	4 <b>0%</b> --	3 1%	4 1%	3 1%	3 1%	4 1%	1 1%	9 1%

<b>What do you think is the biggest issue facing Veterans today?</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
T11																
Weighted Total:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>ISOLATION, SOLITUDE</b>	4 0%	0 0%	3 1%	1 0%	0 0%	0 0%	0 0%	3 0%	1 0%	1 0%	0 0%	0 0%	1 0%	2 0%	1 1%	2 0%
<b>LACK OF TRAINING, NEED FOR EFFECTIVE TRAINING OR USE OF EQUIPMENT</b>	2 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%
<b>SAME ISSUES AS CIVILIANS/ANYBODY</b>	6 0%	1 1%	0 0%	2 0%	0 0%	1 0%	2 1%	2 0%	4 0%	0 0%	3 1%	2 1%	1 0%	0 0%	0 0%	4 0%
<b>LOW RECRUITMENT RATES</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%
<b>DANGERS OF THE JOB (GETTING INJURED, POSSIBILITY OF DEATH)</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%	1 0%	0 0%	0 0%	1 0%
<b>QUALITY OF LIFE (GENERAL MENTION)</b>	7 0%	0 0%	2 0%	4 1%	0 0%	1 0%	0 0%	2 0%	5 0%	2 0%	1 0%	0 0%	3 1%	1 0%	1 1%	6 0%
<b>GETTING OLDER/AGING VETS</b>	10 0%	0 0%	1 0%	7 1%	0 0%	1 0%	1 0%	4 0%	6 1%	2 0%	4 1%	0 0%	1 0%	3 1%	0 0%	7 1%
<b>OTHER</b>	43 2%	4 3%	9 2%	16 2%	3 2%	7 3%	4 1%	23 2%	19 2%	16 3%	6 2%	2 1%	8 2%	11 3%	10 6%	25 2%
<b>DO NOT KNOW</b>	68 3%	3 2%	18 4%	31 4%	4 3%	4 2%	8 3%	23 2%	43 4%	21 4%	7 2%	4 1%	13 4%	23 5%	3 2%	47 4%
<b>Prefer not to say, NO RESPONSE</b>	208 11%	18 12%	59 13%	84 11%	5 4%	15 6%	27 10%	106 11%	98 10%	106 20%	21 6%	25 8%	26 7%	30 7%	5 3%	149 11%
Chi2:	-	(99.9)						(99.9)		(99.9)					(95)	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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 (family)	Yes (friend)	No
T11																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>HEALTH/MEDICAL/INJURIES (GENERAL MENTION)</b>	166 8%	141 8%	24 9%	129 9%	22 5%	34 7%	132 9%	84 7%	81 10%	36 8%	60 8%	69 8%	44 8%	47 9%	46 7%	6 14%	51 10%	47 10%	74 7%
<b>MENTAL/PTSD, EMOTIONAL HEALTH</b>	499 25%	425 25%	71 26%	313 22%	162 39%	159 31%	340 24%	319 28%	177 22%	86 20%	148 21%	262 32%	134 24%	128 26%	192 30%	3 7%	108 21%	107 24%	294 28%
<b>FINANCIAL/PENSIONS, ADEQUATE INCOME TO LIVE ON</b>	234 11%	203 12%	29 10%	203 14%	18 4%	48 9%	184 12%	111 9%	121 15%	54 12%	103 14%	74 9%	76 13%	59 12%	70 10%	7 17%	72 14%	52 11%	118 11%
<b>LACK OF SUPPORT FROM GOVERNMENT, DIFFICULTY ACCESSING SERVICES, INAPPROPRIATE LEVELS OF SUPPORTS AVAILABLE/CUTS TO FUNDING</b>	346 17%	307 18%	36 13%	281 19%	49 11%	85 16%	256 17%	194 16%	146 17%	102 23%	133 18%	106 13%	91 16%	86 17%	110 17%	11 26%	113 22%	99 22%	151 14%
<b>PHYSICAL/MENTAL HEALTH (BOTH MENTIONED)</b>	127 6%	113 7%	13 5%	105 7%	16 4%	33 6%	94 6%	85 7%	42 5%	34 8%	32 5%	61 7%	30 5%	36 7%	44 7%	1 2%	39 8%	35 8%	62 6%
<b>EMPLOYMENT SERVICES, JOB SKILLS/TRAINING, TRANSFERRING SKILLS INTO CIVILIAN EMPLOYMENT OPPORTUNITIES</b>	29 1%	25 1%	4 1%	23 2%	4 1%	5 1%	24 2%	13 1%	16 2%	9 2%	9 1%	10 1%	9 2%	5 1%	10 2%	1 2%	3 1%	5 1%	19 2%
<b>LACK OF RECOGNITION/AWARENESS/ACKNOWLEDGEMENT FOR WHAT THEY HAVE DONE OR BEEN THROUGH, LACK OF RESPECT FROM THE PUBLIC/SOCIETY</b>	160 8%	135 8%	23 8%	109 8%	42 10%	46 9%	113 8%	97 8%	63 8%	26 6%	70 10%	62 8%	40 7%	43 9%	50 8%	2 5%	47 9%	29 7%	88 8%
<b>DIFFICULTY TRANSITIONING INTO CIVILIAN LIFE/REGULAR SOCIETY</b>	46 2%	34 2%	11 4%	27 2%	16 4%	12 2%	33 2%	35 3%	10 1%	6 1%	17 2%	23 3%	7 1%	10 2%	22 3%	2 5%	8 2%	14 3%	25 2%
<b>HOUSING/AFFORDABLE HOUSING (INCLUDES LONG TERM CARE FACILITIES)</b>	26 1%	20 1%	5 2%	22 2%	1 0%	7 1%	19 1%	19 2%	7 1%	5 1%	7 1%	13 2%	5 1%	8 2%	8 1%	1 2%	5 1%	6 1%	14 1%
<b>WAR/CONFLICTS/TERRORISM, TOO MUCH WAR IN THE WORLD</b>	17 1%	16 1%	1 0%	12 1%	5 1%	4 1%	13 1%	5 0%	12 1%	3 1%	9 1%	5 1%	10 2%	3 1%	2 0%	2 5%	4 1%	2 0%	9 1%

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 (family)	Yes (friend)	No
TII																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>ISOLATION, SOLITUDE</b>	4 0%	4 0%	0 0%	2 0%	3 1%	1 0%	3 0%	0 0%	4 0%	0 0%	1 0%	3 0%	2 0%	1 0%	0 0%	0 0%	0 0%	1 0%	3 0%
					+++			--	++										
<b>LACK OF TRAINING, NEED FOR EFFECTIVE TRAINING OR USE OF EQUIPMENT</b>	2 0%	2 0%	0 0%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%
<b>SAME ISSUES AS CIVILIANS/ANYBODY</b>	6 0%	5 0%	1 0%	5 0%	0 0%	4 1%	2 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%
						++	--												
<b>LOW RECRUITMENT RATES</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%	0 0%
<b>DANGERS OF THE JOB (GETTING INJURED, POSSIBILITY OF DEATH)</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>QUALITY OF LIFE (GENERAL MENTION)</b>	7 0%	6 0%	1 0%	6 0%	0 0%	2 0%	5 0%	3 0%	4 0%	2 0%	4 1%	1 0%	3 1%	0 0%	2 0%	0 0%	2 0%	1 0%	4 0%
<b>GETTING OLDER/AGING VETS</b>	10 0%	10 1%	0 0%	8 1%	1 0%	1 0%	9 1%	5 0%	5 1%	1 0%	6 1%	3 0%	2 0%	2 0%	5 1%	0 0%	2 0%	3 1%	5 0%
<b>OTHER</b>	43 2%	39 2%	4 1%	34 2%	9 2%	13 2%	28 2%	25 2%	18 2%	10 2%	16 2%	15 2%	14 2%	12 2%	14 2%	6 14%	14 3%	10 2%	14 1%
																++++			---
<b>DO NOT KNOW</b>	68 3%	49 3%	16 6%	46 3%	14 3%	14 3%	54 4%	37 3%	30 4%	14 3%	25 4%	28 3%	27 5%	10 2%	21 3%	0 0%	10 2%	11 2%	46 4%
<b>Prefer not to say, NO RESPONSE</b>	208 11%	160 10%	38 14%	136 9%	53 13%	49 10%	155 11%	121 10%	80 10%	49 11%	70 10%	87 11%	69 12%	48 10%	55 9%	1 2%	32 6%	26 6%	142 13%
Chi2:	-	-		(99.9)		(90)		(99.9)		(99.9)			-			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Working full-time (30 or more hours per week)</b>	861 43%	60 41%	186 42%	327 43%	62 48%	117 50%	107 40%	483 50%	363 37%	306 56%	241 69%	193 62%	107 29%	14 3%	60 34%	612 46%
<b>Working part-time (less than 30 hours per week)</b>	130 6%	11 8%	26 6%	57 7%	14 10%	11 5%	11 4%	45 5%	80 8%	48 9%	24 7%	14 5%	31 8%	13 3%	19 11%	82 6%
<b>Self-employed</b>	167 8%	9 6%	33 8%	59 8%	14 11%	23 10%	29 11%	87 9%	77 8%	14 3%	23 7%	45 15%	48 13%	37 9%	10 6%	111 8%
<b>Unemployed, but looking for work</b>	108 5%	9 7%	21 5%	43 6%	6 4%	16 7%	13 5%	58 6%	47 5%	48 9%	18 5%	22 7%	18 5%	2 0%	7 4%	73 6%
<b>A student attending full-time school</b>	98 5%	3 2%	23 5%	40 5%	4 3%	9 4%	19 7%	32 3%	65 7%	90 17%	5 1%	2 1%	1 0%	0 0%	6 4%	72 6%
<b>Retired</b>	494 24%	42 27%	132 28%	188 24%	23 17%	39 16%	69 25%	234 23%	258 25%	0 0%	1 0%	7 2%	126 34%	360 84%	65 36%	291 21%
<b>Not in the workforce (Full-time homemaker, unemployed but not looking for work)</b>	88 4%	8 5%	13 3%	33 4%	5 4%	16 7%	13 5%	17 2%	71 7%	22 4%	25 7%	20 7%	20 5%	1 0%	4 2%	61 5%
<b>DISABILITY, LONG TERM DISABILITY</b>	27 1%	3 2%	6 1%	9 1%	3 2%	4 2%	2 1%	12 1%	14 1%	2 0%	5 1%	5 2%	15 4%	0 0%	3 2%	18 1%
<b>STUDENT AND WORKING</b>	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>MATERNAL/PATERNAL LEAVE</b>	4 0%	0 0%	1 0%	2 0%	1 1%	0 0%	0 0%	0 0%	4 0%	3 1%	1 0%	0 0%	0 0%	0 0%	0 0%	3 0%
<b>Prefer not to say</b>	21 1%	3 2%	6 1%	8 1%	0 0%	0 0%	4 2%	11 1%	7 1%	6 1%	5 1%	3 1%	4 1%	3 1%	3 2%	15 1%
Chi2:	-	(90)						(99.9)		(99.9)					(99.9)	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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 (family)	Yes (friend)	No
D1																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Working full-time (30 or more hours per week)</b>	861 43%	728 43%	121 44%	636 44%	175 43%	327 63%	531 37%	861 74%	0 0%	110 25%	278 39%	468 57%	131 24%	235 47%	416 64%	13 32%	207 41%	196 44%	478 45%
<b>Working part-time (less than 30 hours per week)</b>	130 6%	99 6%	28 10%	95 7%	27 6%	42 8%	87 6%	130 11%	0 0%	30 7%	47 6%	53 6%	55 10%	30 6%	29 4%	3 8%	30 6%	30 7%	71 7%
<b>Self-employed</b>	167 8%	146 9%	21 8%	119 8%	29 7%	39 8%	127 9%	167 14%	0 0%	38 9%	54 8%	71 9%	41 7%	44 9%	48 7%	1 2%	45 9%	45 10%	82 8%
<b>Unemployed, but looking for work</b>	108 5%	91 5%	14 5%	86 6%	16 4%	29 6%	79 5%	0 0%	108 14%	24 6%	45 6%	39 5%	51 9%	24 5%	23 4%	2 5%	31 6%	25 6%	57 5%
<b>A student attending full-time school</b>	98 5%	75 5%	21 8%	66 5%	26 6%	19 4%	79 6%	0 0%	98 13%	29 7%	27 4%	42 5%	47 9%	17 4%	15 2%	0 0%	11 2%	12 3%	73 7%
<b>Retired</b>	494 24%	432 25%	58 20%	356 24%	117 27%	6 1%	485 32%	0 0%	494 59%	167 37%	203 28%	117 14%	185 32%	121 23%	89 13%	23 51%	147 28%	115 25%	235 21%
<b>Not in the workforce (Full-time homemaker, unemployed but not looking for work)</b>	88 4%	80 5%	8 3%	69 5%	13 3%	48 9%	39 3%	0 0%	88 11%	25 6%	39 6%	24 3%	30 5%	23 5%	27 4%	0 0%	25 5%	19 4%	49 5%
<b>DISABILITY, LONG TERM DISABILITY</b>	27 1%	26 2%	1 0%	20 1%	8 2%	1 0%	26 2%	0 0%	27 3%	11 2%	16 2%	0 0%	20 3%	1 0%	3 0%	1 2%	9 2%	6 1%	13 1%
<b>STUDENT AND WORKING</b>	2 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%
<b>MATERNAL/PATERNAL LEAVE</b>	4 0%	3 0%	1 0%	2 0%	1 0%	4 1%	0 0%	0 0%	4 1%	1 0%	0 0%	3 0%	0 0%	2 0%	2 0%	0 0%	2 0%	1 0%	2 0%
<b>Prefer not to say</b>	21 1%	14 1%	4 1%	13 1%	3 1%	1 0%	14 1%	0 0%	0 0%	3 1%	4 1%	9 1%	5 1%	3 1%	1 0%	0 0%	4 1%	2 0%	12 1%
Chi2:	-	(95)		-		(99.9)		(99.9)		(99.9)			(99.9)			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Grade 8 or less</b>	8 0%	1 1%	3 1%	1 0%	0 0%	1 0%	2 1%	7 <b>1%</b> ++	1 <b>0%</b> --	2 0%	1 0%	1 0%	2 1%	2 0%	1 1%	5 0%
<b>Some high school</b>	39 2%	5 3%	5 1%	13 2%	4 3%	4 2%	7 2%	22 2%	16 2%	5 1%	2 <b>1%</b>	2 1%	13 <b>3%</b>	17 <b>4%</b> ++++	4 2%	20 <b>1%</b> --
<b>High school diploma or equivalent</b>	391 19%	32 21%	55 <b>12%</b> ----	148 19%	34 25%	53 23%	68 <b>25%</b> ++++	203 20%	188 19%	92 17%	36 <b>10%</b> ----	36 <b>11%</b> ----	98 <b>26%</b> ++++	129 <b>30%</b> ++++	37 20%	244 <b>18%</b> --
<b>Registered Apprenticeship or other trades certificate or diploma</b>	128 6%	12 8%	34 8%	29 <b>4%</b> ----	8 6%	22 9%	23 9%	86 <b>9%</b> ++++	41 <b>4%</b> ----	25 5%	27 8%	27 8%	24 6%	25 6%	8 5%	85 6%
<b>College, CEGEP or other non-university certificate or diploma</b>	440 22%	41 28%	106 24%	151 20%	38 28%	60 26%	44 <b>16%</b> --	189 <b>19%</b> ---	241 <b>24%</b> ++	96 <b>18%</b> ---	75 21%	59 19%	101 <b>27%</b> +++	109 <b>25%</b> ++	50 <b>28%</b> ++	286 21%
<b>University certificate or diploma below bachelor's level</b>	146 7%	9 6%	37 8%	41 <b>5%</b> ---	11 8%	19 8%	29 <b>11%</b> ++	71 7%	72 7%	35 6%	17 5%	25 8%	29 8%	40 9%	17 10%	92 7%
<b>Bachelor's degree</b>	522 27%	31 22%	134 30%	218 29%	23 <b>18%</b> --	50 <b>21%</b> --	66 25%	241 25%	272 28%	188 <b>35%</b> ++++	106 30%	89 29%	71 <b>20%</b> ---	68 <b>16%</b> ----	39 22%	375 <b>28%</b> +++
<b>Post graduate degree above bachelor's level</b>	305 16%	15 10%	74 17%	157 <b>21%</b> ++++	11 <b>9%</b> --	24 <b>10%</b> --	23 <b>9%</b> ----	151 16%	147 15%	90 17%	82 <b>24%</b> ++++	69 <b>22%</b> ++++	32 <b>9%</b> ----	32 <b>7%</b> ----	20 12%	217 16%
<b>Prefer not to say</b>	21 1%	2 1%	1 0%	8 1%	3 2%	2 1%	5 2%	9 1%	10 1%	7 1%	3 1%	3 1%	0 0%	8 2%	1 0%	16 1%
Chi2:	-	(99.9)						(99.9)		(99.9)					-	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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 (family)	Yes (friend)	No
D2																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Grade 8 or less</b>	8 0%	8 0%	0 0%	7 0%	1 0%	1 0%	7 0%	2 0%	6 1%	8 2%	0 0%	0 0%	5 1%	1 0%	1 0%	1 2%	3 1%	1 0%	4 0%
<b>Some high school</b>	39 2%	34 2%	5 2%	30 2%	7 2%	5 1%	34 2%	13 1%	25 3%	39 9%	0 0%	0 0%	25 4%	5 1%	7 1%	0 0%	11 2%	8 2%	20 2%
<b>High school diploma or equivalent</b>	391 19%	346 20%	44 16%	323 22%	56 13%	71 14%	318 21%	163 14%	226 27%	391 89%	0 0%	0 0%	152 26%	104 20%	75 11%	12 27%	96 19%	89 19%	204 19%
<b>Registered Apprenticeship or other trades certificate or diploma</b>	128 6%	121 7%	7 2%	90 6%	32 8%	39 7%	88 6%	72 6%	56 7%	0 0%	128 18%	0 0%	47 8%	29 6%	35 5%	8 19%	42 8%	37 8%	55 5%
<b>College, CEGEP or other non-university certificate or diploma</b>	440 22%	398 23%	40 14%	327 22%	98 24%	107 20%	332 23%	238 20%	198 24%	0 0%	440 61%	0 0%	137 24%	129 26%	113 17%	7 17%	135 26%	99 22%	219 20%
<b>University certificate or diploma below bachelor's level</b>	146 7%	118 7%	22 8%	106 7%	35 8%	38 7%	107 7%	70 6%	76 9%	0 0%	146 21%	0 0%	35 6%	48 10%	40 6%	6 14%	40 8%	39 9%	69 6%
<b>Bachelor's degree</b>	522 27%	418 25%	98 36%	352 24%	121 29%	140 27%	379 26%	366 32%	149 18%	0 0%	0 0%	522 63%	111 20%	126 26%	208 32%	4 9%	112 22%	104 23%	316 30%
<b>Post graduate degree above bachelor's level</b>	305 16%	237 14%	59 22%	213 15%	65 16%	113 22%	191 13%	227 20%	76 9%	0 0%	0 0%	305 37%	48 9%	58 12%	172 26%	5 12%	67 13%	68 16%	177 17%
<b>Prefer not to say</b>	21 1%	16 1%	2 1%	15 1%	1 0%	3 1%	12 1%	9 1%	7 1%	0 0%	0 0%	0 0%	5 1%	1 0%	3 0%	0 0%	6 1%	6 1%	9 1%
Chi2:	-	(99.9)		(95)		(99.9)		(99.9)		(99.9)			(99.9)			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99



<b>Are there any children under the age of 18 currently living in your household?</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
D3																
Weighted Total:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Yes</b>	517 26%	35 24%	117 26%	188 25%	43 32%	80 34%	53 20%	242 25%	268 27%	148 27%	216 62%	134 43%	14 4%	5 1%	37 21%	379 29%
					+	+++	--				++++	++++	----	----	-	++++
<b>No</b>	1468 73%	112 75%	328 73%	571 74%	89 68%	153 65%	213 79%	734 75%	710 72%	388 72%	129 37%	174 56%	355 96%	422 98%	138 78%	953 71%
						---	++				----	----	++++	++++		
<b>Prefer not to say</b>	15 1%	1 1%	4 1%	7 1%	0 0%	2 1%	1 0%	3 0%	10 1%	4 1%	4 1%	3 1%	1 0%	3 1%	2 1%	8 1%
Chi2:	-	99						-	99.9						95	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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 (family)	Yes (friend)	No
D3																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Yes</b>	517 26%	434 26%	71 26%	375 26%	110 27%	517 100% ++++	0 0% ----	409 35% ++++	107 13% ----	77 18% ----	184 26%	253 31% ++++	70 13% ----	140 28%	265 41% ++++	11 28%	131 26%	134 30% ++	266 25%
<b>No</b>	1468 73%	1252 74%	204 73%	1078 73%	306 73%	0 0% ----	1468 100% ++++	746 64% ----	708 86% ++++	359 82% ++++	527 74%	570 69% ----	491 87% ++++	361 72%	389 59% ----	32 72%	377 74%	314 69% --	800 74%
<b>Prefer not to say</b>	15 1%	10 1%	2 1%	10 1%	0 0%	0 0%	0 0%	5 0%	4 0%	2 0%	3 0%	4 0%	4 1%	0 0%	0 0%	0 0%	4 1%	3 1%	7 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	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Under \$20,000</b>	101 5%	7 5%	29 7%	31 4%	9 7%	5 <b>2%</b>	20 7%	42 4%	56 6%	38 <b>7%</b>	13 4%	11 4%	24 6%	15 4%	9 5%	63 5%
<b>Between \$20,000 and \$39,999</b>	216 11%	21 14%	64 <b>14%</b>	69 <b>9%</b>	15 12%	24 10%	23 9%	87 <b>9%</b>	124 <b>12%</b>	68 13%	20 <b>6%</b>	21 <b>7%</b>	38 10%	69 <b>16%</b>	24 13%	145 11%
<b>Between \$40,000 and \$59,999</b>	248 12%	16 11%	56 12%	95 12%	15 11%	33 14%	32 12%	113 11%	130 13%	76 14%	27 <b>8%</b>	21 <b>7%</b>	51 14%	73 <b>17%</b>	34 <b>19%</b>	144 <b>11%</b>
<b>Between \$60,000 and \$79,999</b>	254 13%	34 <b>23%</b>	57 13%	83 11%	25 <b>18%</b>	24 10%	31 11%	130 13%	122 12%	67 13%	41 12%	28 <b>9%</b>	50 13%	68 <b>16%</b>	19 11%	173 13%
<b>Between \$80,000 and \$99,999</b>	247 12%	18 12%	62 14%	79 <b>10%</b>	18 14%	37 16%	33 12%	122 12%	124 13%	65 12%	49 14%	43 14%	46 13%	44 10%	22 12%	168 13%
<b>Between \$100,000 and \$149,999</b>	358 18%	14 <b>10%</b>	72 16%	158 <b>21%</b>	24 18%	42 18%	46 18%	206 <b>21%</b>	150 <b>15%</b>	113 <b>21%</b>	76 <b>22%</b>	62 20%	64 17%	43 <b>10%</b>	21 <b>12%</b>	249 19%
<b>\$150,000 or above</b>	296 15%	16 11%	59 14%	123 16%	13 11%	42 18%	43 16%	171 <b>18%</b>	123 <b>13%</b>	59 <b>11%</b>	91 <b>26%</b>	88 <b>28%</b>	31 <b>8%</b>	27 <b>6%</b>	19 11%	217 <b>16%</b>
<b>Prefer not to say</b>	280 14%	22 14%	50 11%	128 17%	13 10%	28 12%	39 15%	108 11%	159 16%	54 10%	32 9%	37 12%	66 18%	91 21%	29 16%	181 13%
Chi2:	-	99.9						99.9		99.9					99	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

**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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Under \$20,000</b>	101 5%	76 5%	24 9%	62 4%	29 7%	14 3%	86 6%	27 2%	72 9%	42 10%	41 6%	17 2%	101 18%	0 0%	0 0%	1 2%	22 4%	16 4%	66 6%
		---	+++	---	++	---	+++	----	++++	++++		----	++++	----	----				++
<b>Between \$20,000 and \$39,999</b>	216 11%	178 11%	33 12%	149 10%	59 14%	26 5%	188 13%	81 7%	132 16%	68 16%	93 13%	52 6%	216 38%	0 0%	0 0%	3 7%	45 9%	45 10%	126 12%
					+++	----	++++	----	++++	++++	++	----	++++	----	----				
<b>Between \$40,000 and \$59,999</b>	248 12%	211 12%	36 13%	180 12%	55 13%	30 6%	217 15%	119 10%	129 16%	72 16%	85 12%	90 11%	248 44%	0 0%	0 0%	5 12%	58 11%	47 10%	148 14%
						----	++++	----	++++	+++		----	++++	----	----				++
<b>Between \$60,000 and \$79,999</b>	254 13%	223 13%	30 11%	184 12%	54 13%	54 10%	200 13%	140 12%	112 14%	63 14%	106 15%	84 10%	0 0%	254 50%	0 0%	8 18%	70 14%	54 12%	134 12%
						-	++				++	----	----	++++	----				
<b>Between \$80,000 and \$99,999</b>	247 12%	217 13%	29 10%	175 12%	59 14%	86 17%	161 11%	170 15%	76 9%	47 11%	100 14%	100 12%	0 0%	247 50%	0 0%	5 11%	73 14%	63 14%	126 12%
						++++	----	++++	----				----	++++	----				
<b>Between \$100,000 and \$149,999</b>	358 18%	302 18%	54 20%	278 19%	63 15%	116 22%	242 17%	253 22%	104 13%	55 13%	115 16%	187 22%	0 0%	0 0%	358 54%	11 26%	89 17%	87 20%	185 17%
				++	-	+++	----	++++	----	----		++++	----	----	++++				
<b>\$150,000 or above</b>	296 15%	255 15%	37 14%	227 16%	56 14%	149 29%	147 10%	241 21%	55 7%	28 7%	73 10%	193 24%	0 0%	0 0%	296 46%	1 3%	85 17%	67 15%	159 15%
						++++	----	++++	----	----	----	++++	----	----	++++	----			
<b>Prefer not to say</b>	280 14%	234 14%	34 12%	208 14%	41 10%	42 8%	227 15%	129 11%	139 17%	63 14%	101 14%	104 13%	0 0%	0 0%	0 0%	9 20%	70 13%	72 16%	129 12%
Chi2:	-	90		95		99.9		99.9		99.9			99.9			-			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

<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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Yes, I am a Veteran</b>	43 2%	7 4%	6 1%	14 2%	3 2%	9 4%	4 1%	41 4%	2 0%	5 1%	5 1%	7 2%	14 4%	12 3%	7 4%	29 2%
		+				++		++++	----	--			++		++	
<b>Yes, a family member is a Veteran</b>	512 25%	54 35%	66 15%	196 25%	48 36%	75 32%	72 27%	248 25%	256 25%	94 17%	104 30%	73 23%	107 29%	134 31%	62 34%	320 23%
		+++	----		+++	++				----	++		+	+++	+++	--
<b>Yes, a friend/someone else is a Veteran</b>	451 22%	46 31%	63 14%	161 21%	39 30%	78 33%	64 24%	254 26%	187 19%	86 16%	89 25%	94 30%	87 23%	95 22%	52 29%	278 21%
		+++	----		++	++++		++++	----	----		++++			++	----
<b>No</b>	1073 54%	51 36%	315 70%	413 54%	57 43%	96 41%	139 52%	497 51%	562 58%	358 67%	166 48%	158 52%	187 51%	204 48%	69 39%	768 58%
		----	++++		---	----		---	+++	++++	---			---	----	++++
<b>Don't know / Prefer not to say</b>	43 2%	3 2%	7 2%	21 3%	3 2%	5 2%	4 2%	17 2%	23 2%	11 2%	9 3%	5 2%	8 2%	10 2%	4 2%	26 2%
Chi2:	-	(99.9)						99.9		99.9					(99.9)	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

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 (family)	Yes (friend)	No
D4B																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Yes, I am a Veteran</b>	43 2%	42 <b>2%</b> ++	1 <b>0%</b> --	37 2% +	7 2% -	11 2% -	32 2% -	17 <b>1%</b> --	26 <b>3%</b> ++	13 3% -	21 3% +	9 <b>1%</b> --	9 2% -	13 2% -	12 2% -	43 <b>100%</b> ++++	13 2% -	9 2% -	0 <b>0%</b> ----
<b>Yes, a family member is a Veteran</b>	512 25%	486 <b>28%</b> ++++	24 <b>9%</b> ----	436 <b>29%</b> ++++	70 <b>17%</b> ----	131 25% -	377 25% -	283 24% -	225 27% -	110 25% -	217 <b>30%</b> ++++	179 <b>21%</b> ----	125 <b>22%</b> --	143 28% +	174 26% -	13 31% -	512 <b>100%</b> ++++	108 23% -	0 <b>0%</b> ----
<b>Yes, a friend/someone else is a Veteran</b>	451 22%	404 <b>24%</b> +++	40 <b>14%</b> ----	369 <b>25%</b> ++++	65 <b>16%</b> ----	134 <b>26%</b> ++	314 <b>21%</b> --	271 23% -	178 21% -	98 22% -	175 24% +	172 21% -	108 <b>19%</b> --	117 23% -	154 24% -	9 22% -	108 21% -	451 <b>100%</b> ++++	0 <b>0%</b> ----
<b>No</b>	1073 54%	849 <b>51%</b> ----	208 <b>75%</b> ++++	697 <b>48%</b> ----	282 <b>68%</b> ++++	266 52% -	800 55% -	632 55% -	429 53% -	228 53% -	343 <b>49%</b> ----	493 <b>60%</b> ++++	340 <b>61%</b> ++++	260 53% -	344 53% -	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	1073 <b>100%</b> ++++
<b>Don't know / Prefer not to say</b>	43 2%	33 2% -	7 2% -	33 2% -	4 1% -	9 2% -	31 2% -	22 2% -	16 2% -	7 2% -	21 3% +	12 1% -	11 2% -	5 <b>1%</b> --	6 <b>1%</b> --	0 0% -	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----
Chi2:	-	99.9		99.9		-		90		99.9			95			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

**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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Yes, I am a veteran</b>	43 2%	7 4%	6 1%	14 2%	3 2%	9 4%	4 1%	41 4%	2 0%	5 1%	5 1%	7 2%	14 4%	12 3%	7 4%	29 2%
		+				++		++++	----	--			++		++	
<b>Yes, a family member is a veteran</b>	499 24%	52 34%	65 14%	191 25%	46 35%	73 31%	71 27%	235 24%	256 25%	94 17%	103 29%	70 22%	103 28%	129 30%	61 34%	310 23%
		+++	----		+++	++				----	++			+++	+++	---
<b>Yes, a friend/someone else is a veteran</b>	342 17%	35 24%	56 12%	127 17%	23 18%	52 22%	49 18%	189 20%	145 14%	72 13%	66 19%	71 22%	58 16%	75 17%	36 21%	207 15%
		++	---			++		+++	---	---		+++				---
<b>No, I do not personally know a veteran</b>	1073 54%	51 36%	315 70%	413 54%	57 43%	96 41%	139 52%	497 51%	562 58%	358 67%	166 48%	158 52%	187 51%	204 48%	69 39%	768 58%
		----	++++		---	----		---	+++	++++	---			---	----	++++
<b>Don't know / Prefer not to say</b>	43 2%	3 2%	7 2%	21 3%	3 2%	5 2%	4 2%	17 2%	23 2%	11 2%	9 3%	5 2%	8 2%	10 2%	4 2%	26 2%
Chi2:	-	(99.9)						99.9		99.9					(99.9)	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

**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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Yes, I am a veteran</b>	43 2%	42 <b>2%</b> ++	1 <b>0%</b> --	37 2% +	7 2% +	11 2% +	32 2% +	17 <b>1%</b> --	26 <b>3%</b> ++	13 3%	21 3%	9 <b>1%</b> --	9 2%	13 2%	12 2%	43 <b>100%</b> ++++	13 2%	9 2%	0 <b>0%</b> ----
<b>Yes, a family member is a veteran</b>	499 24%	473 <b>27%</b> ++++	24 <b>9%</b> ----	424 <b>29%</b> ++++	68 <b>16%</b> ----	129 24%	366 25%	279 24%	216 26%	109 25%	208 <b>29%</b> +++	176 <b>21%</b> --	122 <b>21%</b> --	139 27%	171 26%	0 <b>0%</b> ----	499 <b>98%</b> ++++	100 22%	0 <b>0%</b> ----
<b>Yes, a friend/someone else is a veteran</b>	342 17%	299 18%	37 13%	272 <b>19%</b> +++	55 <b>13%</b> --	102 20%	239 16%	210 18%	132 16%	81 18%	121 17%	137 16%	83 15%	84 17%	121 19%	0 <b>0%</b> --	0 <b>0%</b> ----	342 <b>76%</b> ++++	0 <b>0%</b> ----
<b>No, I do not personally know a veteran</b>	1073 54%	849 <b>51%</b> ----	208 <b>75%</b> ++++	697 <b>48%</b> ----	282 <b>68%</b> ++++	266 52%	800 55%	632 55%	429 53%	228 53%	343 <b>49%</b> ----	493 <b>60%</b> ++++	340 <b>61%</b> ++++	260 53%	344 53%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	1073 <b>100%</b> ++++
<b>Don't know / Prefer not to say</b>	43 2%	33 2%	7 2%	33 2%	4 1%	9 2%	31 2%	22 2%	16 2%	7 2%	21 3%	12 1%	11 2%	5 1%	6 1%	0 0%	0 0%	0 0%	0 0%
Chi2:	-	99.9		99.9		-		90		99.9			95			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99



### 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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>Born in Canada</b>	1696 85%	136 <b>92%</b> +++	404 <b>90%</b> ++++	617 <b>80%</b> ----	116 88%	201 85%	220 82%	849 <b>87%</b> ++	819 <b>83%</b> --	437 <b>81%</b> ---	303 87%	253 81%	339 <b>92%</b> ++++	364 85%	148 83%	1130 84%
<b>Other</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%
<b>UNITED KINGDOM, IRELAND, WALES, SCOTLAND</b>	55 3%	4 3%	6 <b>1%</b> --	26 3%	4 3%	10 4%	5 2%	27 3%	28 3%	2 <b>0%</b> ----	0 <b>0%</b> ----	13 4%	10 3%	30 <b>7%</b> ++++	9 <b>5%</b> ++	32 2%
<b>OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)</b>	32 2%	1 1%	16 <b>4%</b> ++++	9 1%	1 1%	2 1%	3 1%	11 1%	21 2%	7 1%	7 2%	7 2%	4 1%	7 2%	1 1%	26 2%
<b>NORTHERN EUROPE, SCANDINAVIAN (NETHERLANDS, HOLLAND...)</b>	10 1%	0 0%	0 0%	2 0%	0 0%	3 1%	5 <b>2%</b> ++++	5 0%	5 1%	1 0%	0 0%	2 1%	0 0%	7 <b>2%</b> ++++	1 1%	7 1%
<b>EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)</b>	9 0%	0 0%	1 0%	7 <b>1%</b> ++	0 0%	1 0%	0 0%	3 0%	6 1%	5 1%	1 0%	1 0%	1 0%	1 0%	0 0%	8 1%
<b>SOUTH ASIA (PAKISTAN, INDIA...)</b>	41 2%	1 1%	4 <b>1%</b> --	27 <b>4%</b> ++++	1 1%	4 2%	4 2%	23 2%	18 2%	29 <b>5%</b> ++++	4 1%	3 1%	3 1%	2 <b>0%</b> --	1 1%	30 2%
<b>SOUTHEAST ASIA (CHINA, HONG, KONG...)</b>	32 2%	2 1%	2 <b>0%</b> --	15 2%	2 1%	1 0%	10 <b>4%</b> +++	14 1%	18 2%	25 <b>5%</b> ++++	2 1%	5 2%	0 <b>0%</b> ---	0 <b>0%</b> ---	4 2%	20 2%
<b>CARIBBEAN (JAMAICA, HAITI...)</b>	12 1%	0 0%	1 0%	6 1%	2 2%	1 0%	2 1%	3 0%	9 1%	3 1%	0 0%	4 1%	3 1%	2 0%	0 0%	10 1%
<b>CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SALVADOR...)</b>	16 1%	1 1%	3 1%	7 1%	1 1%	2 1%	2 1%	3 <b>0%</b> --	13 <b>1%</b> +++	8 1%	4 1%	4 1%	0 0%	0 <b>0%</b> --	2 1%	11 1%
<b>AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)</b>	19 1%	0 0%	5 1%	8 1%	2 1%	1 0%	2 1%	10 1%	9 1%	4 1%	9 <b>3%</b> ++++	2 1%	0 <b>0%</b> --	4 1%	0 0%	10 1%

<b>Where were you born?</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
D5																
Weighted Total:	2000	136	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>RUSSIA</b>	4 0%	0 0%	0 0%	1 0%	1 1%	2 <b>1%</b>	0 0%	2 0%	2 0%	1 0%	2 1%	1 0%	0 0%	0 0%	0 0%	3 0%
<b>WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)</b>	13 1%	0 0%	0 <b>0%</b>	11 <b>1%</b>	1 1%	1 0%	0 0%	6 1%	7 1%	9 <b>2%</b>	1 0%	2 1%	0 0%	1 0%	3 2%	10 1%
<b>U.S.A.</b>	28 1%	3 2%	2 0%	10 1%	1 1%	2 1%	10 <b>4%</b>	11 1%	16 2%	6 1%	6 2%	6 2%	4 1%	6 1%	3 2%	18 1%
<b>OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)</b>	4 0%	0 0%	1 0%	0 0%	0 0%	1 0%	2 <b>1%</b>	1 0%	3 0%	1 0%	0 0%	0 0%	0 0%	3 <b>1%</b>	0 0%	4 0%
<b>Prefer not to say</b>	27 1%	0 0%	4 1%	18 2%	0 0%	3 1%	2 1%	11 1%	12 1%	2 0%	10 3%	7 2%	6 2%	2 0%	3 2%	21 2%
Chi2:	-	(99.9)						-	(99.9)					(99)		
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68

**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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>Born in Canada</b>	1696 85%	1696 <b>100%</b> ++++	0 <b>0%</b> ----	1290 <b>88%</b> ++++	393 <b>95%</b> ++++	434 84%	1252 85%	975 84%	707 86%	388 <b>88%</b> ++	637 <b>89%</b> ++++	655 <b>79%</b> ----	465 82%	440 <b>88%</b> ++	557 85%	42 <b>98%</b> ++	486 <b>95%</b> ++++	404 <b>89%</b> +++	849 <b>79%</b> ----
<b>Other</b>	2 0%	0 <b>0%</b> ----	2 <b>1%</b> ++++	2 0%	0 0%	1 0%	1 0%	2 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	2 0%
<b>UNITED KINGDOM, IRELAND, WALES, SCOTLAND</b>	55 3%	0 <b>0%</b> ----	55 <b>19%</b> ++++	55 <b>4%</b> ++++	0 <b>0%</b> ----	6 <b>1%</b> --	48 <b>3%</b> ++	21 <b>2%</b> --	34 <b>4%</b> +++	19 <b>4%</b> ++	19 3%	17 2%	18 3%	13 3%	17 3%	1 2%	12 2%	16 4%	27 2%
<b>OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)</b>	32 2%	0 <b>0%</b> ----	32 <b>12%</b> ++++	5 <b>0%</b> ----	15 <b>4%</b> ++++	6 1%	26 2%	18 2%	13 2%	4 1%	7 1%	21 <b>3%</b> +++	10 2%	8 2%	8 1%	0 0%	3 <b>1%</b> --	2 <b>0%</b> --	27 <b>3%</b> ++++
<b>NORTHERN EUROPE, SCANDINAVIAN (NETHERLANDS, HOLLAND...)</b>	10 1%	0 <b>0%</b> ----	10 <b>4%</b> ++++	0 <b>0%</b> ----	0 0%	2 0%	8 1%	5 0%	5 1%	3 1%	4 1%	3 0%	4 1%	3 1%	1 0%	0 0%	0 0%	0 0%	9 <b>1%</b> ++
<b>EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)</b>	9 0%	0 <b>0%</b> ----	9 <b>3%</b> ++++	4 <b>0%</b> --	0 0%	1 0%	8 1%	9 <b>1%</b> ++	0 <b>0%</b> --	1 0%	2 0%	6 1%	4 1%	0 0%	3 0%	0 0%	0 0%	0 0%	9 <b>1%</b> +++
<b>SOUTH ASIA (PAKISTAN, INDIA...)</b>	41 2%	0 <b>0%</b> ----	41 <b>15%</b> ++++	29 2%	0 <b>0%</b> ----	10 2%	31 2%	28 2%	13 2%	4 1%	5 <b>1%</b> --	31 <b>4%</b> ++++	17 3%	9 2%	11 2%	0 0%	0 <b>0%</b> ----	3 <b>1%</b> --	36 <b>3%</b> ++++
<b>SOUTHEAST ASIA (CHINA, HONG, KONG...)</b>	32 2%	0 <b>0%</b> ----	32 <b>12%</b> ++++	12 <b>1%</b> ----	0 <b>0%</b> --	5 1%	27 2%	26 <b>2%</b> +++	5 <b>1%</b> --	4 1%	9 1%	19 <b>2%</b> ++	11 2%	7 2%	9 1%	0 0%	1 <b>0%</b> --	2 <b>0%</b> --	29 <b>3%</b> ++++
<b>CARIBBEAN (JAMAICA, HAITI...)</b>	12 1%	0 <b>0%</b> ----	12 <b>4%</b> ++++	11 1%	0 0%	3 1%	9 1%	7 1%	5 1%	1 0%	6 1%	5 1%	2 0%	5 1%	4 1%	0 0%	0 <b>0%</b> --	2 1%	10 <b>1%</b> ++
<b>CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SALVADOR...)</b>	16 1%	0 <b>0%</b> ----	16 <b>6%</b> ++++	1 <b>0%</b> ----	0 <b>0%</b> --	7 1%	9 1%	14 <b>1%</b> ++	2 <b>0%</b> --	2 1%	3 0%	11 <b>1%</b> ++	3 1%	5 1%	8 1%	0 0%	2 0%	1 0%	13 <b>1%</b> ++
<b>AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)</b>	19 1%	0 <b>0%</b> ----	19 <b>7%</b> ++++	13 1%	4 1%	9 <b>2%</b> ++	9 <b>1%</b> --	13 1%	5 1%	3 1%	5 1%	11 1%	7 1%	2 0%	9 1%	0 0%	1 <b>0%</b> --	2 0%	15 <b>1%</b> ++

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	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>RUSSIA</b>	4 0%	0 <b>0%</b>	4 <b>1%</b>	0 <b>0%</b>	0 0%	3 <b>1%</b>	1 <b>0%</b>	4 0%	0 0%	0 0%	0 0%	4 <b>0%</b>	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	3 0%
		----	++++	---		++	--	+				++							
<b>WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)</b>	13 1%	0 <b>0%</b>	13 <b>5%</b>	4 <b>0%</b>	0 0%	8 <b>2%</b>	5 <b>0%</b>	10 1%	18 0%	5 0%	2 0%	9 <b>1%</b>	5 1%	2 0%	6 1%	0 0%	0 <b>0%</b>	3 1%	9 1%
		----	++++	----	-	+++	---					++						--	
<b>U.S.A.</b>	28 1%	0 <b>0%</b>	28 <b>10%</b>	24 2%	2 0%	10 2%	18 1%	12 1%	15 2%	5 1%	5 <b>1%</b>	18 <b>2%</b>	12 2%	3 1%	11 2%	0 0%	4 1%	7 2%	17 2%
		----	++++	+	-						--	++		-					
<b>OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)</b>	4 0%	0 <b>0%</b>	4 <b>1%</b>	4 0%	0 0%	0 0%	4 0%	1 0%	3 0%	1 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	2 0%
		----	++++																
<b>Prefer not to say</b>	27 1%	0 0%	0 0%	9 1%	2 0%	12 2%	12 1%	15 1%	9 1%	1 0%	8 1%	15 2%	7 1%	2 0%	6 1%	0 0%	2 0%	7 2%	16 1%
Chi2:	-	(99.9)		(99.9)		(99.9)		(99.9)		(99.9)			-			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

<b>In what year did you first move to Canada?</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
D6																
Weighted Total:	283	11	43	135	16	30	47	117	164	103	34	60	23	62	27	193
Total:	278	12	41	132	16	31	45	119	158	101	36	52	25	64	26	190
<b>1985 and before (more than 35 years ago)</b>	107 38%	8 66%	13 31%	46 35%	5 33%	15 49%	19 42%	49 42%	58 36%	0 0%	3 9%	28 53%	18 71%	58 91%	11 42%	69 36%
										----	----	+++	++++			
<b>Since 1985 (last 35 years)</b>	161 58%	3 25%	27 67%	79 60%	11 67%	15 48%	26 58%	66 55%	94 60%	94 93%	32 89%	24 47%	6 25%	5 8%	15 58%	114 60%
										++++	++++	-	----			
<b>Prefer not to say</b>	10 4%	1 10%	1 2%	7 5%	0 0%	1 3%	0 0%	4 3%	6 4%	7 7%	1 3%	0 0%	1 4%	1 1%	0 0%	7 4%
Chi2:	-	-	-	-	-	-	-	-	-	99.9					-	-
Margin of error around 50%	5.88	28.29	15.30	8.53	24.50	17.60	14.61	8.98	7.80	9.75	16.33	13.59	19.60	12.25	19.22	7.11

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	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D6																			
Weighted Total:	283	0	282	166	21	74	207	177	102	49	69	163	93	60	95	1	24	42	212
Total:	278	0	277	164	21	71	205	171	103	49	69	158	93	59	91	1	24	41	208
<b>1985 and before (more than 35 years ago)</b>	107 38%	0 0%	106 38%	79 <b>48%</b> ++++	3 14%	17 <b>24%</b> ---	89 <b>43%</b> +++	42 <b>25%</b> ----	64 <b>61%</b> ++++	30 <b>61%</b> ++++	34 <b>49%</b> ++	43 <b>27%</b> ----	32 33%	21 36%	35 38%	1 100%	19 78%	23 <b>56%</b> ++	64 <b>31%</b> ----
<b>Since 1985 (last 35 years)</b>	161 58%	0 0%	161 59%	81 <b>50%</b> ----	18 86%	51 <b>72%</b> +++	109 <b>54%</b> ---	123 <b>71%</b> ++++	36 <b>36%</b> ----	18 <b>37%</b> ----	31 <b>45%</b> --	110 <b>70%</b> ++++	57 62%	36 61%	54 59%	0 0%	4 18%	17 <b>42%</b> --	137 <b>66%</b> ++++
<b>Prefer not to say</b>	10 4%	0 0%	10 4%	4 3%	0 0%	3 4%	7 3%	6 3%	3 3%	1 2%	4 6%	5 3%	4 4%	2 3%	2 2%	0 0%	1 4%	1 3%	7 3%
Chi2:	-	-	-	99	-	99	-	99.9	-	99.9	-	-	-	-	-	(99.9)	-	-	-
Margin of error around 50%	5.88	*	5.89	7.65	21.38	11.63	6.84	7.49	9.66	14.00	11.80	7.80	10.16	12.76	10.27	*	20.00	15.30	6.79

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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>English</b>	1463 72% ++++	135 92% ++++	81 18% ----	677 88% ++++	121 92% ++++	212 90% ++++	234 87% ++++	734 74% +	702 70% --	394 72% +	255 72% +	219 69% +	286 77% ++	309 71% +	128 72% +	964 71% --
<b>French</b>	416 21% --	16 11% --	362 81% ++++	24 3% ----	5 3% ----	6 3% ----	3 1% ----	202 21% --	209 22% --	108 21% --	76 22% --	61 21% --	76 21% --	95 23% --	33 19% --	298 23% ++
<b>WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)</b>	53 3% --	1 1% --	10 2% --	21 3% --	6 5% --	2 1% --	13 5% ++	20 2% --	32 3% +	11 2% --	9 3% --	13 4% +	4 1% --	16 4% --	5 3% --	36 3% --
<b>NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...)</b>	14 1% --	0 0% --	0 0% --	5 1% --	0 0% --	6 3% ++++	3 1% --	5 0% --	9 1% --	2 0% --	0 0% --	5 2% ++	1 0% --	6 1% +	3 2% +	7 1% --
<b>EASTERN//CENTRAL EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)</b>	15 1% --	0 0% --	1 0% --	12 2% ++++	0 0% --	1 0% --	1 0% --	6 1% --	9 1% --	4 1% --	1 0% --	2 1% --	5 1% --	3 1% --	2 1% --	11 1% --
<b>SOUTH ASIAN LANGUAGES (URDU, HINDI...)</b>	22 1% --	1 1% --	3 1% --	12 2% --	1 1% --	3 1% --	2 1% --	11 1% --	11 1% --	17 3% ++++	0 0% --	1 0% --	3 1% --	1 0% --	3 2% --	13 1% --
<b>SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)</b>	35 2% --	1 1% --	3 1% --	14 2% --	1 1% --	2 1% --	14 5% ++++	15 2% --	20 2% --	26 5% ++++	3 1% --	4 1% --	1 0% --	1 0% --	5 3% --	21 2% --
<b>AFRICAN LANGUAGES</b>	4 0% --	0 0% --	0 0% --	2 0% --	2 1% ++++	0 0% --	0 0% --	3 0% --	1 0% --	2 0% --	2 1% +	0 0% --	0 0% --	0 0% --	0 0% --	1 0% --
<b>RUSSIAN</b>	5 0% --	0 0% --	0 0% --	2 0% --	1 1% --	1 0% --	1 0% --	3 0% --	2 0% --	2 0% --	1 0% --	1 0% --	0 0% --	1 0% --	0 0% --	3 0% --
<b>OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...)</b>	12 1% --	0 0% --	3 1% --	8 1% ++	0 0% --	1 0% --	0 0% --	6 1% --	6 1% --	5 1% --	3 1% --	3 1% --	0 0% --	1 0% --	3 2% ++	8 1% --
<b>INDIGENOUS LANGUAGES</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% --	2 0% ++	0 0% --	0 0% --	1 0% --

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	467	770	128	223	273	956	1011	549	327	357	349	417	176	1344
Total:	2000	148	449	766	132	235	267	979	988	540	349	311	370	430	177	1340
<b>OTHER</b>	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	2 0%	2 <b>0%</b> ++	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>Prefer not to say</b>	21 1%	0 0%	3 1%	13 2%	0 0%	3 1%	2 1%	7 1%	12 1%	3 1%	9 3%	7 2%	1 0%	1 0%	1 1%	18 1%
Chi2:	-	(99.9)						-		(99.9)					-	
Margin of error around 50%	2.19	8.06	4.62	3.54	8.53	6.39	6.00	3.13	3.12	4.22	5.25	5.56	5.09	4.73	7.37	2.68



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 (family)	Yes (friend)	No
D7																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>English</b>	1463 72%	1290 <b>75%</b> ++++	164 <b>59%</b> ----	1463 <b>100%</b> ++++	37 <b>9%</b> ----	375 72%	1078 73%	851 72%	599 72%	360 <b>82%</b> ++++	523 72%	565 <b>67%</b> ----	391 <b>68%</b> --	359 71%	505 <b>76%</b> +++	37 85%	436 <b>85%</b> ++++	369 <b>81%</b> ++++	697 <b>64%</b> ----
<b>French</b>	416 21%	393 <b>24%</b> ++++	21 <b>8%</b> ----	37 <b>3%</b> ----	416 <b>100%</b> ++++	110 22%	306 22%	232 21%	181 23%	64 <b>15%</b> ----	165 <b>24%</b> ++	186 23%	143 <b>26%</b> ++++	113 23%	119 <b>19%</b> --	7 17%	70 <b>14%</b> ----	65 <b>15%</b> ----	282 <b>27%</b> ++++
<b>WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)</b>	53 3%	24 <b>1%</b> ----	28 <b>10%</b> ++++	2 <b>0%</b> ----	1 <b>0%</b> ----	14 3%	39 3%	31 3%	20 2%	7 2%	19 3%	26 3%	12 2%	14 3%	15 2%	0 0%	7 <b>1%</b> --	10 2%	36 <b>3%</b> ++
<b>NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...)</b>	14 1%	5 <b>0%</b> ----	9 <b>3%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> --	3 1%	11 1%	8 1%	6 1%	4 1%	4 1%	6 1%	6 1%	5 1%	1 <b>0%</b> --	0 0%	2 0%	0 <b>0%</b> --	11 1% +
<b>EASTERN//CENTRAL EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)</b>	15 1%	8 <b>0%</b> ----	7 <b>3%</b> ++++	2 <b>0%</b> ----	0 <b>0%</b> --	0 --	15 ++	11 1%	4 0%	3 1%	4 1%	8 1%	5 1%	2 0%	4 1%	0 0%	3 1%	3 1%	11 1%
<b>SOUTH ASIAN LANGUAGES (URDU, HINDI...)</b>	22 1%	1 <b>0%</b> ----	21 <b>7%</b> ++++	9 <b>1%</b> ----	0 <b>0%</b> --	7 1%	15 1%	15 1%	7 1%	6 1%	2 <b>0%</b> --	13 2%	11 <b>2%</b> ++	3 1%	6 1%	0 0%	0 <b>0%</b> --	2 0%	20 <b>2%</b> ++++
<b>SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)</b>	35 2%	11 <b>1%</b> ----	24 <b>9%</b> ++++	8 <b>1%</b> ----	0 <b>0%</b> --	3 --	32 ++	23 2%	11 1%	6 1%	8 1%	21 <b>3%</b> ++	11 2%	6 1%	12 2%	0 0%	2 <b>0%</b> --	3 <b>1%</b> --	30 <b>3%</b> ++++
<b>AFRICAN LANGUAGES</b>	4 0%	0 <b>0%</b> ----	4 <b>1%</b> ++++	2 0%	0 0%	1 0%	3 0%	1 0%	2 0%	1 0%	1 0%	1 0%	3 <b>0%</b> ++	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>RUSSIAN</b>	5 0%	0 <b>0%</b> ----	5 <b>2%</b> ++++	0 <b>0%</b> ----	0 0%	3 1%	2 0%	4 0%	1 0%	0 0%	0 0%	5 <b>1%</b> +++	1 0%	0 0%	3 0%	0 0%	0 0%	1 0%	4 0%
<b>OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...)</b>	12 1%	2 <b>0%</b> ----	9 <b>3%</b> ++++	0 <b>0%</b> ----	1 0%	8 <b>2%</b> +++	3 ----	9 1%	3 0%	1 0%	5 1%	6 1%	3 1%	4 1%	5 1%	0 0%	0 <b>0%</b> --	3 1%	9 1%
<b>INDIGENOUS LANGUAGES</b>	2 0%	0 <b>0%</b> ---	2 <b>1%</b> +++	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 <b>0%</b> ++	1 0%	0 0%

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 (family)	Yes (friend)	No
D7																			
Weighted Total:	2000	1691	282	1446	430	524	1461	1171	807	428	711	840	563	498	661	40	502	447	1086
Total:	2000	1696	277	1463	416	517	1468	1160	819	438	714	827	565	501	654	43	512	451	1073
<b>OTHER</b>	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>Prefer not to say</b>	21 1%	3 0%	4 1%	0 0%	0 0%	8 2%	9 1%	13 1%	4 0%	0 0%	3 0%	14 2%	3 1%	3 1%	5 1%	0 0%	1 0%	5 1%	13 1%
Chi2:	-	(99.9)		(99.9)		(99)		-		(99.9)			(95)			(99.9)			
Margin of error around 50%	2.19	2.38	5.89	2.56	4.80	4.31	2.56	2.88	3.42	4.68	3.67	3.41	4.12	4.38	3.83	14.94	4.33	4.61	2.99

## 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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Male gender</b>	966 48%	61 42%	237 <b>52%</b> ++	358 47%	69 50%	116 49%	122 44%	966 <b>100%</b> ++++	0 <b>0%</b> ----	253 47%	166 53%	182 50%	169 47%	196 <b>43%</b> --	330 46%	418 <b>53%</b> ++++	422 46%	537 49%
<b>Female gender</b>	1002 51%	78 57%	209 47%	387 51%	65 48%	116 50%	145 53%	0 <b>0%</b> ----	1002 <b>100%</b> ++++	261 50%	142 <b>45%</b> --	168 48%	185 52%	246 <b>56%</b> +++	368 53%	338 <b>44%</b> ----	471 52%	525 49%
<b>Gender diverse</b>	22 1%	2 1%	2 0%	9 1%	3 2%	1 0%	5 2%	0 <b>0%</b> ----	0 <b>0%</b> ----	13 <b>2%</b> ++++	4 1%	1 0%	3 1%	1 0%	6 1%	11 1%	13 1%	9 1%
<b>Prefer not to say</b>	10 0%	0 0%	1 0%	5 1%	0 0%	0 0%	3 1%	0 <b>0%</b>	0 <b>0%</b>	1 0%	3 1%	5 1%	0 0%	1 0%	2 0%	7 1%	3 0%	7 1%
Chi2:	-	-	-	-	-	-	-	99.9		(99)					99		-	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

Are you...																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D1B																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Male gender</b>	966 48%	809 <b>47%</b> --	149 <b>56%</b> +++	698 47%	217 51%	249 49%	707 47%	615 <b>54%</b> ++++	342 <b>39%</b> ----	197 44%	370 <b>51%</b> ++	391 47%	245 <b>43%</b> ---	244 47%	374 <b>58%</b> ++++	52 <b>84%</b> ++++	211 <b>39%</b> ----	206 <b>58%</b> ++++	483 47%
<b>Female gender</b>	1002 51%	877 <b>52%</b> ++	113 <b>43%</b> ---	743 51%	205 49%	244 49%	752 51%	485 <b>44%</b> ----	503 <b>60%</b> ++++	246 <b>56%</b> ++	335 <b>47%</b> --	412 51%	312 <b>55%</b> ++	259 52%	255 <b>41%</b> ----	7 <b>12%</b> ----	320 <b>59%</b> ++++	142 <b>41%</b> ----	518 52%
<b>Gender diverse</b>	22 1%	19 1%	2 1%	21 <b>1%</b> ++	2 0%	5 1%	16 1%	16 1%	6 1%	0 <b>0%</b> --	8 1%	14 <b>2%</b> ++	10 2%	6 1%	5 1%	1 2%	11 <b>2%</b> ++	2 1%	8 1%
<b>Prefer not to say</b>	10 0%	8 0%	0 0%	6 0%	2 0%	3 1%	4 0%	5 0%	4 0%	1 0%	4 1%	4 0%	0 0%	0 0%	1 0%	1 2%	0 0%	0 0%	6 1%
Chi2:	-	(95)		-		-		99.9		(99)			99.9			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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
DIC																		
Weighted Total:	2000	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>18 to 24</b>	104 5%	4 3%	33 8%	32 4%	8 6%	10 4%	17 6%	39 4%	62 7%	104 20%	0 0%	0 0%	0 0%	0 0%	40 6%	41 6%	50 6%	53 5%
<b>25 to 34</b>	424 22%	20 16%	97 23%	171 23%	30 23%	55 25%	50 19%	214 23%	199 21%	424 80%	0 0%	0 0%	0 0%	0 0%	131 19%	187 25%	177 20%	244 24%
<b>35 to 44</b>	315 16%	26 19%	62 14%	113 15%	23 17%	45 20%	45 17%	166 18%	142 15%	0 0%	315 100%	0 0%	0 0%	0 0%	86 13%	147 20%	125 14%	189 18%
<b>45 to 54</b>	356 18%	30 23%	62 14%	143 19%	24 18%	42 18%	53 19%	182 19%	168 17%	0 0%	0 0%	356 100%	0 0%	0 0%	116 17%	149 19%	130 15%	225 21%
<b>55 to 64</b>	357 17%	29 19%	81 18%	135 17%	26 18%	37 15%	47 17%	169 17%	185 18%	0 0%	0 0%	0 0%	357 100%	0 0%	137 19%	110 14%	187 20%	168 15%
<b>65 or older</b>	444 21%	32 20%	114 24%	165 20%	26 18%	44 18%	63 22%	196 19%	246 23%	0 0%	0 0%	0 0%	0 0%	444 100%	196 26%	140 17%	240 25%	199 17%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
DIC																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>18 to 24</b>	104 5%	87 5%	14 6%	66 5%	33 8%	21 4%	82 6%	46 4%	58 7%	40 10%	37 5%	26 3%	43 8%	24 5%	20 3%	1 2%	15 3%	12 4%	74 8%
				--	+++			--	+++	++++		---	+++		---			-	++++
<b>25 to 34</b>	424 22%	351 21%	68 27%	299 21%	104 25%	117 24%	306 22%	334 31%	83 10%	51 12%	115 17%	256 32%	138 26%	125 26%	135 22%	4 7%	92 18%	59 18%	264 27%
		--	++		+			++++	----	----	----	++++	++	++		---	---	--	++++
<b>35 to 44</b>	315 16%	273 16%	37 15%	239 17%	54 13%	185 37%	126 9%	254 23%	59 7%	33 8%	114 17%	168 21%	60 11%	79 16%	147 24%	7 12%	90 17%	74 22%	134 14%
				--	+++	++++	----	++++	----	----		++++	----	----	++++			+++	----
<b>45 to 54</b>	356 18%	305 18%	48 18%	283 19%	57 13%	150 29%	200 14%	268 24%	79 10%	66 15%	124 17%	162 20%	68 12%	74 15%	160 25%	13 22%	95 18%	63 18%	180 18%
				+++	---	++++	----	++++	----	-		+	----	--	++++				
<b>55 to 64</b>	357 17%	325 18%	31 11%	271 18%	74 17%	19 4%	336 22%	174 15%	178 21%	113 25%	142 19%	98 11%	88 15%	89 17%	112 17%	20 33%	122 22%	67 19%	148 14%
		+++	---			----	++++	----	+++	++++	+	----	-			+++	++++		----
<b>65 or older</b>	444 21%	372 20%	66 23%	310 20%	104 23%	9 2%	429 28%	45 4%	398 45%	141 30%	185 24%	111 13%	170 28%	118 22%	61 9%	16 24%	128 23%	75 20%	215 20%
				-		----	++++	----	++++	++++	+++	----	++++		----				
Chi2:	-	90		99.9		99.9		99.9		99.9			99.9			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

**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
DIE																		
Weighted Total:	2000	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Newfoundland and Labrador</b>	16 2%	16 <b>22%</b> ++++	0 <b>0%</b> ---	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> --	0 <b>0%</b> --	5 1%	11 <b>2%</b> ++	3 1%	2 1%	7 <b>4%</b> ++++	2 1%	2 1%	8 2%	5 1%	9 2%	7 1%
<b>Prince Edward Island</b>	5 0%	5 <b>3%</b> ++++	0 <b>0%</b>	0 <b>0%</b>	0 <b>0%</b>	0 <b>0%</b>	0 <b>0%</b>	1 0%	4 0%	0 0%	0 0%	1 0%	2 0%	2 0%	3 0%	2 0%	3 0%	2 0%
<b>Nova Scotia</b>	77 3%	77 <b>43%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> --	0 <b>0%</b> ---	0 <b>0%</b> ---	35 3%	41 3%	11 <b>2%</b> --	14 3%	17 4%	18 4%	17 3%	31 3%	25 2%	39 3%	37 3%
<b>New Brunswick</b>	43 2%	43 <b>32%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> -	0 <b>0%</b> --	0 <b>0%</b> ---	20 2%	22 2%	10 2%	10 3%	5 1%	7 2%	11 3%	21 3%	12 2%	21 2%	21 2%
<b>Quebec</b>	449 23%	0 <b>0%</b> ----	449 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	237 <b>25%</b> ++	209 22%	130 25%	62 20%	62 <b>18%</b> ---	81 24%	114 27%	177 <b>26%</b> ++	170 23%	199 23%	250 24%
<b>Ontario</b>	759 38%	0 <b>0%</b> ----	0 <b>0%</b> ----	759 <b>100%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	358 38%	387 39%	203 39%	113 36%	143 40%	135 38%	165 38%	268 38%	285 37%	349 39%	401 38%
<b>Manitoba</b>	73 3%	0 <b>0%</b> --	0 <b>0%</b> ----	0 <b>0%</b> ----	73 <b>53%</b> ++++	0 <b>0%</b> --	0 <b>0%</b> ----	37 4%	35 3%	15 3%	14 4%	16 4%	15 4%	13 3%	22 3%	26 3%	31 3%	42 4%
<b>Saskatchewan</b>	64 3%	0 <b>0%</b> --	0 <b>0%</b> ----	0 <b>0%</b> ----	64 <b>47%</b> ++++	0 <b>0%</b> --	0 <b>0%</b> ----	32 3%	30 3%	23 4%	9 3%	8 2%	11 3%	13 3%	23 3%	29 4%	32 3%	32 3%
<b>Alberta</b>	233 11%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	233 <b>100%</b> ++++	0 <b>0%</b> ----	116 11%	116 11%	65 12%	45 14%	42 11%	37 10%	44 9%	72 10%	101 12%	100 10%	133 12%
<b>British Columbia</b>	275 14%	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	0 <b>0%</b> ----	275 <b>100%</b> ++++	122 13%	145 14%	67 13%	45 14%	53 15%	47 13%	63 14%	80 <b>11%</b> --	115 15%	126 14%	147 14%
<b>Yukon</b>	4 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	2 0%	1 0%	0 0%	1 0%	2 1%	0 0%	1 0%	2 0%	0 0%	4 0%
<b>Northwest Territories</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 <b>0%</b> ++	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%

<b>In which province or territory do you live?</b>																		
	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Nunavut</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
Chi2:	-	(99.9)						-	-	-					-	-	-	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98



**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Newfoundland and Labrador</b>	16 2%	16 <b>2%</b> ++	0 <b>0%</b> --	16 <b>2%</b> ++++	0 <b>0%</b> ---	4 1%	12 2%	11 2%	5 1%	4 2%	7 2%	5 1%	5 2%	4 1%	4 1%	0 0%	6 2%	3 2%	7 1%
<b>Prince Edward Island</b>	5 0%	4 0%	1 0%	5 0%	0 0%	0 0%	5 0%	2 0%	3 0%	1 0%	2 0%	2 0%	4 <b>1%</b> ++	1 0%	0 0%	0 0%	2 0%	0 0%	3 0%
<b>Nova Scotia</b>	77 3%	69 3%	8 2%	76 <b>4%</b> ++++	0 <b>0%</b> ----	13 2%	63 3%	43 3%	32 3%	20 3%	28 3%	27 2%	23 3%	20 3%	23 3%	7 <b>9%</b> +++	38 <b>5%</b> ++++	11 2%	21 <b>2%</b> ----
<b>New Brunswick</b>	43 2%	39 2%	3 1%	37 3%	8 2%	12 2%	31 2%	21 2%	22 3%	15 <b>3%</b> ++	14 2%	13 2%	17 3%	6 1%	14 2%	3 5%	16 3%	9 3%	14 <b>1%</b> --
<b>Quebec</b>	449 23%	393 24%	53 21%	72 <b>5%</b> ----	368 <b>87%</b> ++++	107 22%	341 24%	245 23%	199 24%	86 20%	176 25%	186 23%	179 <b>32%</b> ++++	117 24%	110 <b>18%</b> ----	10 18%	70 <b>13%</b> ----	62 <b>18%</b> --	301 <b>30%</b> ++++
<b>Ontario</b>	759 38%	639 38%	104 40%	671 <b>47%</b> ++++	37 <b>9%</b> ----	195 39%	555 38%	440 40%	308 36%	169 38%	242 <b>34%</b> ---	341 <b>42%</b> +++	175 <b>31%</b> ----	195 39%	267 <b>43%</b> +++	23 39%	209 39%	132 38%	378 37%
<b>Manitoba</b>	73 3%	61 3%	12 4%	69 <b>5%</b> ++++	0 <b>0%</b> ----	22 4%	51 3%	42 4%	30 3%	22 5%	19 3%	30 3%	19 3%	23 4%	23 3%	1 2%	22 4%	14 4%	35 3%
<b>Saskatchewan</b>	64 3%	61 <b>3%</b> ++	2 <b>1%</b> --	58 <b>4%</b> +++	1 <b>0%</b> ----	18 3%	45 3%	34 3%	29 3%	16 3%	18 2%	28 3%	18 3%	18 3%	17 3%	1 2%	24 4%	12 3%	27 3%
<b>Alberta</b>	233 11%	200 11%	32 12%	210 <b>14%</b> ++++	6 <b>1%</b> ----	72 <b>14%</b> ++	160 10%	128 11%	104 12%	50 11%	88 12%	94 11%	40 <b>7%</b> ----	63 12%	99 <b>15%</b> ++++	8 13%	74 13%	54 <b>15%</b> ++	95 <b>9%</b> ---
<b>British Columbia</b>	275 14%	225 13%	49 <b>19%</b> ++	249 <b>17%</b> ++++	4 <b>1%</b> ----	56 <b>11%</b> --	212 14%	150 13%	122 14%	60 13%	121 <b>17%</b> +++	92 <b>11%</b> ---	87 15%	60 12%	76 12%	7 12%	79 15%	51 15%	133 13%
<b>Yukon</b>	4 0%	4 0%	0 0%	3 0%	2 0%	1 0%	3 0%	3 0%	1 0%	0 0%	2 0%	2 0%	0 0%	1 0%	1 0%	1 <b>2%</b> +++	0 0%	2 1%	1 0%

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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Northwest Territories</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%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%
<b>Nunavut</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%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%
Chi2:	-	(90)		(99.9)		-		-		(95)			(99.9)			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	1130 56%	83 58%	300 <b>67%</b> ++++	410 54%	77 56%	118 <b>50%</b> --	139 51%	541 56%	569 57%	307 58%	153 <b>48%</b> ---	196 55%	212 60%	262 59%	530 <b>75%</b> ++++	352 <b>45%</b> ----	648 <b>71%</b> ++++	475 <b>44%</b> ----
<b>No / Do not remember</b>	866 43%	57 41%	149 <b>33%</b> ----	346 46%	60 44%	115 <b>50%</b> ++	136 49%	423 44%	432 43%	220 42%	162 <b>52%</b> +++	159 45%	145 40%	180 41%	176 <b>25%</b> ----	422 <b>55%</b> ++++	260 <b>28%</b> ----	602 <b>56%</b> ++++
<b>Prefer not to say</b>	4 0%	1 1%	0 0%	3 0%	0 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	0 0%	2 0%	0 0%	0 0%	1 0%	1 0%
Chi2:	-	99.9						-		95					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
Q1																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	1130 56%	985 <b>57%</b> ++	138 52%	796 <b>54%</b> ----	290 <b>68%</b> ++++	253 <b>50%</b> ---	867 <b>59%</b> ++++	597 <b>53%</b> ---	517 <b>60%</b> +++	254 58%	415 58%	453 55%	338 60%	276 54%	347 55%	39 64%	332 <b>61%</b> +++	203 58%	537 <b>53%</b> ----
<b>No / Do not remember</b>	866 43%	727 43%	125 47%	668 <b>46%</b> ++++	135 <b>32%</b> ----	248 <b>50%</b> ++++	609 <b>41%</b> ----	524 <b>47%</b> ++++	334 <b>39%</b> ---	189 42%	301 42%	367 45%	227 40%	232 46%	288 45%	22 36%	210 <b>39%</b> ---	147 42%	475 <b>47%</b> +++
<b>Prefer not to say</b>	4 0%	1 0%	1 0%	4 0%	1 0%	0 0%	3 0%	0 0%	4 0%	1 0%	1 0%	1 0%	2 0%	1 0%	0 0%	0 0%	0 0%	0 0%	3 0%
Chi2:	-	-		99.9		99.9		99		-			90			99			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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:	1129	79	310	414	73	111	139	533	576	321	157	198	207	246	529	353	647	475
Total:	1130	83	300	410	77	118	139	541	569	307	153	196	212	262	530	352	648	475
<b>Cinema</b>	6 1%	0 0%	0 0%	1 0%	2 3%	0 0%	2 2%	4 1%	1 0%	5 2%	0 0%	1 1%	0 0%	0 0%	2 0%	3 1%	4 1%	2 0%
<b>Internet website</b>	241 21%	18 19%	49 16%	98 24%	18 23%	28 24%	29 21%	132 24%	104 18%	76 25%	33 21%	46 23%	31 14%	55 21%	128 24%	72 20%	152 23%	89 19%
<b>Magazines</b>	10 1%	0 0%	2 1%	3 1%	3 4%	1 1%	1 1%	7 1%	3 1%	6 2%	1 1%	1 1%	0 0%	2 1%	7 1%	3 1%	9 1%	1 0%
<b>Newspaper (daily)</b>	124 11%	9 11%	49 16%	44 10%	6 8%	9 8%	7 5%	55 10%	68 12%	24 8%	9 6%	16 9%	21 10%	54 21%	69 13%	31 9%	79 12%	43 9%
<b>Newspaper (weekly or community)</b>	40 4%	0 0%	14 5%	10 2%	1 1%	4 3%	11 8%	18 3%	21 4%	11 4%	5 3%	2 1%	8 4%	14 5%	22 4%	7 2%	25 4%	15 3%
<b>Outdoor billboard</b>	31 3%	1 1%	3 1%	15 4%	2 3%	5 4%	5 4%	12 2%	17 3%	15 5%	5 3%	5 2%	3 1%	3 1%	16 3%	9 3%	20 3%	11 2%
<b>Pamphlet or brochure in the mail</b>	28 2%	3 3%	4 1%	13 3%	2 3%	1 1%	5 4%	11 2%	16 3%	8 3%	4 3%	5 3%	1 0%	10 4%	14 3%	8 2%	17 3%	11 2%
<b>Public transit (bus or subway)</b>	27 2%	1 1%	2 1%	16 4%	1 1%	2 2%	5 4%	11 2%	14 3%	19 6%	6 4%	1 1%	1 0%	0 0%	14 3%	10 3%	16 3%	11 2%
<b>Radio</b>	261 23%	13 18%	82 28%	105 26%	13 17%	26 22%	21 15%	131 25%	124 22%	87 28%	43 28%	42 23%	46 22%	43 16%	119 23%	85 25%	142 22%	117 25%
<b>Television</b>	751 66%	59 75%	210 69%	258 62%	46 59%	78 66%	98 70%	341 63%	402 70%	134 44%	91 59%	131 68%	175 83%	220 84%	380 71%	201 57%	446 69%	298 62%
<b>Twitter</b>	88 8%	8 9%	11 4%	46 11%	2 3%	11 9%	9 7%	41 8%	44 8%	35 11%	17 11%	15 7%	12 6%	9 3%	50 9%	23 6%	55 9%	33 7%
<b>Facebook</b>	261 23%	22 23%	64 22%	89 22%	20 27%	34 29%	29 21%	125 23%	131 23%	114 37%	46 30%	43 21%	31 14%	27 10%	142 27%	71 20%	159 24%	102 22%

**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:	1129	79	310	414	73	111	139	533	576	321	157	198	207	246	529	353	647	475
Total:	1130	83	300	410	77	118	139	541	569	307	153	196	212	262	530	352	648	475
<b>YouTube</b>	153 14%	8 9%	24 <b>8%</b> ---	70 <b>17%</b> +++	13 17%	15 13%	22 16%	90 <b>17%</b> +++	58 <b>10%</b> ---	84 <b>27%</b> ++++	28 18%	30 15%	5 <b>2%</b> ---	6 <b>2%</b> ---	78 15%	55 16%	101 <b>16%</b> ++	52 <b>11%</b> --
<b>Instagram</b>	67 6%	2 2%	11 <b>4%</b> --	35 <b>9%</b> +++	4 5%	7 6%	8 6%	27 5%	39 7%	46 <b>15%</b> ++++	9 6%	9 4%	3 <b>1%</b> ---	0 <b>0%</b> ---	32 6%	23 7%	44 7%	23 5%
<b>LinkedIn</b>	15 1%	1 1%	3 1%	8 2%	1 1%	1 1%	1 1%	8 1%	6 1%	6 2%	3 2%	2 1%	4 2%	0 <b>0%</b> --	8 2%	4 1%	9 1%	6 1%
<b>NEWS APPL</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%	0 0%	1 0%	0 0%	1 0%
<b>E-MAIL</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%	0 0%	0 0%	1 0%	0 0%
<b>Snapchat</b>	7 1%	1 1%	1 0%	4 1%	1 1%	0 0%	0 0%	5 1%	2 0%	7 <b>2%</b> ++++	0 0%	0 0%	0 0%	0 0%	6 <b>1%</b> ++	1 0%	6 1%	1 0%
<b>Spotify</b>	14 1%	0 0%	4 1%	4 1%	2 3%	1 1%	3 2%	6 1%	7 1%	10 <b>3%</b> ++++	2 1%	1 1%	0 0%	1 0%	8 2%	4 1%	9 1%	5 1%
<b>PODCASTS</b>	4 0%	0 0%	0 0%	1 0%	0 0%	3 <b>3%</b> ++++	0 0%	2 0%	2 0%	2 1%	2 <b>1%</b> ++	0 0%	0 0%	0 0%	3 1%	1 0%	3 0%	1 0%
<b>OTHER</b>	4 0%	0 0%	1 0%	3 1%	0 0%	0 0%	0 0%	1 0%	3 1%	1 0%	0 0%	0 0%	2 1%	1 0%	2 0%	1 0%	2 0%	2 0%
<b>Don't remember, DON'T KNOW, NO RESPONSE</b>	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
Chi2:	-	(99.9)						(90)		(99.9)					-		-	
Margin of error around 50%	2.92	10.76	5.66	4.84	11.17	9.02	8.31	4.21	4.11	5.59	7.92	7.00	6.73	6.05	4.26	5.22	3.85	4.50

**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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
Q2																			
Weighted Total:	1129	984	138	787	299	258	861	608	505	252	413	457	339	275	348	37	328	202	542
Total:	1130	985	138	796	290	253	867	597	517	254	415	453	338	276	347	39	332	203	537
<b>Cinema</b>	6 1%	5 1%	1 1%	5 1%	1 0%	2 1%	4 0%	3 0%	3 1%	2 1%	1 0%	3 1%	3 1%	1 0%	0 0%	0 0%	0 0%	1 1%	5 1%
<b>Internet website</b>	241 21%	196 20%	43 31%	186 23%	41 14%	61 24%	177 20%	138 23%	101 19%	31 12%	94 22%	115 25%	70 21%	55 20%	84 24%	9 22%	69 20%	50 25%	105 19%
<b>Magazines</b>	10 1%	7 1%	3 2%	8 1%	1 0%	5 2%	5 1%	4 1%	6 1%	1 0%	3 1%	6 1%	2 1%	6 2%	2 1%	2 5%	0 0%	2 1%	5 1%
<b>Newspaper (daily)</b>	124 11%	104 11%	20 15%	73 9%	46 16%	25 10%	99 11%	54 9%	68 13%	27 10%	41 10%	56 12%	27 8%	34 12%	41 12%	4 10%	38 11%	24 12%	56 10%
<b>Newspaper (weekly or community)</b>	40 4%	34 3%	6 4%	26 3%	14 5%	12 5%	28 3%	18 3%	22 4%	10 4%	16 4%	14 3%	17 5%	9 3%	9 3%	0 0%	16 5%	9 5%	14 3%
<b>Outdoor billboard</b>	31 3%	26 3%	5 4%	22 3%	6 2%	9 4%	22 3%	23 4%	8 2%	4 2%	11 3%	16 4%	9 3%	7 3%	13 4%	3 8%	12 4%	6 3%	10 2%
<b>Pamphlet or brochure in the mail</b>	28 2%	26 3%	2 2%	22 3%	3 1%	5 2%	23 3%	11 2%	17 3%	7 3%	11 3%	10 2%	12 3%	8 3%	5 1%	1 3%	5 1%	6 3%	14 3%
<b>Public transit (bus or subway)</b>	27 2%	21 2%	6 5%	22 3%	3 1%	6 2%	21 2%	17 3%	10 2%	6 3%	5 1%	16 4%	12 4%	5 2%	8 2%	3 8%	7 2%	3 2%	12 2%
<b>Radio</b>	261 23%	222 23%	38 28%	178 23%	75 26%	69 27%	189 22%	166 28%	91 18%	52 21%	109 26%	97 22%	68 21%	72 27%	84 24%	11 29%	73 23%	49 24%	123 23%
<b>Television</b>	751 66%	679 69%	67 48%	523 66%	209 71%	143 56%	602 69%	348 58%	394 76%	199 78%	282 68%	263 58%	213 63%	194 70%	218 63%	26 66%	225 67%	131 64%	361 67%
<b>Twitter</b>	88 8%	75 8%	13 10%	74 9%	11 4%	24 9%	64 7%	55 9%	32 6%	14 6%	28 7%	46 10%	22 6%	25 9%	29 8%	3 7%	30 9%	18 9%	34 6%

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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
Q2																			
Weighted Total:	1129	984	138	787	299	258	861	608	505	252	413	457	339	275	348	37	328	202	542
Total:	1130	985	138	796	290	253	867	597	517	254	415	453	338	276	347	39	332	203	537
<b>Facebook</b>	261 23%	232 24%	29 22%	196 25%	60 21%	72 28%	187 22%	157 26%	101 20%	50 19%	97 23%	112 25%	92 27%	66 24%	73 21%	8 19%	78 23%	59 29%	110 21%
<b>YouTube</b>	153 14%	129 13%	24 18%	116 15%	27 10%	43 17%	108 13%	96 16%	53 11%	31 12%	51 12%	71 16%	46 14%	38 14%	51 15%	3 9%	43 13%	24 12%	82 16%
<b>Instagram</b>	67 6%	53 6%	14 11%	48 6%	15 5%	20 8%	47 6%	48 8%	18 4%	6 2%	15 4%	46 10%	20 6%	26 10%	17 5%	1 3%	19 6%	10 5%	37 7%
<b>LinkedIn</b>	15 1%	13 1%	2 2%	12 2%	1 0%	2 1%	13 2%	12 2%	3 1%	1 0%	5 1%	9 2%	8 2%	2 1%	5 1%	2 5%	5 2%	3 1%	3 1%
<b>NEWS APPL</b>	1 0%	0 0%	1 1%	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%	0 0%	1 0%
<b>E-MAIL</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%	0 0%	0 0%	0 0%
<b>Snapchat</b>	7 1%	6 1%	1 1%	6 1%	3 1%	0 0%	7 1%	3 1%	4 1%	5 2%	1 0%	1 0%	3 1%	3 1%	1 0%	0 0%	2 1%	1 1%	4 1%
<b>Spotify</b>	14 1%	8 1%	6 4%	10 1%	3 1%	5 2%	8 1%	9 2%	5 1%	3 1%	1 0%	10 2%	6 2%	4 2%	2 1%	0 0%	3 1%	2 1%	9 2%
<b>PODCASTS</b>	4 0%	4 0%	0 0%	4 1%	0 0%	2 1%	2 0%	3 0%	1 0%	0 0%	0 0%	4 1%	1 0%	1 0%	2 1%	0 0%	2 1%	0 0%	2 0%
<b>OTHER</b>	4 0%	4 0%	0 0%	4 1%	0 0%	0 0%	4 0%	3 0%	1 0%	2 1%	1 0%	1 0%	2 1%	0 0%	2 1%	0 0%	1 0%	0 0%	3 1%
<b>Don't remember, DON'T KNOW, NO RESPONSE</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 1%	0 0%
Chi2:	-	(99.9)		(99.9)		(99)		(99.9)		(99.9)			-			-			
Margin of error around 50%	2.92	3.12	8.34	3.47	5.75	6.16	3.33	4.01	4.31	6.15	4.81	4.60	5.33	5.90	5.26	15.69	5.38	6.88	4.23



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:	1129	79	310	414	73	111	139	533	576	321	157	198	207	246	529	353	647	475
Total:	1130	83	300	410	77	118	139	541	569	307	153	196	212	262	530	352	648	475
<b>PARKS CANADA, FREE ACCESS, PARKS</b>	3 0%	2 <b>2%</b> ++++	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	2 <b>1%</b> ++	1 1%	0 0%	0 0%	2 0%	1 0%	2 0%	1 0%
<b>WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES</b>	13 1%	0 0%	0 <b>0%</b> --	8 2%	1 1%	2 2%	1 1%	7 1%	5 1%	2 1%	0 0%	3 1%	4 2%	4 2%	6 1%	7 2%	6 1%	7 1%
<b>ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING</b>	3 0%	1 1%	0 0%	1 0%	0 0%	0 0%	1 1%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%	1 0%	2 0%
<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%	1 <b>1%</b> ++	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
<b>PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS</b>	11 1%	1 1%	3 1%	1 0%	1 1%	1 1%	4 <b>3%</b> ++	4 1%	7 1%	2 1%	4 <b>3%</b> ++	1 1%	2 1%	2 1%	5 1%	3 1%	6 1%	5 1%
<b>MARIJUANA LEGISLATION/AWARENESS</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%	0 0%	1 0%	0 0%	1 0%
<b>PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED</b>	8 1%	0 0%	1 0%	5 1%	0 0%	1 1%	1 1%	5 1%	3 1%	1 0%	1 1%	3 2%	0 0%	3 1%	5 1%	1 0%	3 0%	5 1%
<b>MILITARY RELATED, RECRUITMENT FOR ARMED FORCES</b>	5 0%	0 0%	1 0%	3 1%	1 1%	0 0%	0 0%	2 0%	2 0%	5 <b>2%</b> ++++	0 0%	0 0%	0 0%	0 0%	4 1%	1 0%	5 <b>1%</b> ++	0 0%
<b>OTHER NEGATIVES (VARIOUS)</b>	12 1%	2 2%	3 1%	3 1%	2 2%	1 1%	1 1%	10 <b>2%</b> ++	2 0%	2 1%	2 1%	1 0%	2 1%	5 2%	5 1%	6 2%	6 1%	6 1%
<b>U.S.A/CANADA ECONOMIC CONCERNS, EXPORT/IMPORT, TRADE DEALS</b>	2 0%	1 <b>1%</b> ++	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	2 <b>1%</b> +++	0 0%	2 0%	0 0%	0 0%	2 0%
<b>HEALTH CARE RELATED</b>	10 1%	2 <b>4%</b> ++	2 1%	3 1%	1 1%	1 1%	1 1%	1 <b>0%</b> --	9 <b>2%</b> +++	4 1%	1 1%	0 0%	2 1%	3 1%	6 1%	3 1%	7 1%	3 1%

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:	1129	79	310	414	73	111	139	533	576	321	157	198	207	246	529	353	647	475
Total:	1130	83	300	410	77	118	139	541	569	307	153	196	212	262	530	352	648	475
<b>CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO</b>	16 1%	0 0%	3 1%	10 <b>2%</b> ++	0 0%	3 3%	0 0%	6 1%	10 2%	6 2%	3 2%	1 1%	4 2%	2 1%	10 2%	4 1%	7 1%	9 2%
<b>EMPLOYMENT OPPORTUNITIES, JOB BANKS/EMPLOYMENT PROGRAMS</b>	7 1%	0 0%	0 0%	4 1%	0 0%	2 2%	1 1%	3 1%	4 1%	5 <b>2%</b> +++	1 1%	1 0%	0 0%	0 0%	1 0%	4 1%	5 1%	2 0%
<b>ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS</b>	3 0%	0 0%	1 0%	2 1%	0 0%	0 0%	0 0%	3 1%	0 0%	1 0%	1 1%	0 0%	1 0%	0 0%	2 0%	1 0%	1 0%	2 0%
<b>CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION</b>	2 0%	0 0%	0 0%	0 0%	0 0%	2 <b>2%</b> ++++	0 0%	0 0%	2 0%	0 0%	0 0%	2 <b>1%</b> +++	0 0%	0 0%	0 0%	1 0%	0 0%	2 0%
<b>REMEMBRANCE DAY, VETERANS</b>	60 5%	3 4%	19 6%	19 5%	5 6%	7 6%	7 5%	27 5%	30 5%	13 4%	8 5%	13 6%	11 5%	15 6%	58 <b>11%</b> ++++	0 <b>0%</b> ----	51 <b>8%</b> ++++	9 <b>2%</b> ----
<b>CANADA'S CULTURE, DIVERSITY</b>	1 0%	0 0%	0 0%	1 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%	0 0%	0 0%	1 0%
<b>VETERANS, SPECIFIC (HONOURING AND SUPPORTING VETERANS/OWE OUR FREEDOM TO THEM/POPPY CAMPAIGN...)</b>	10 1%	0 0%	2 1%	5 1%	0 0%	2 2%	1 1%	3 1%	7 1%	0 -	1 1%	1 1%	4 2%	4 2%	10 <b>2%</b> ++++	0 <b>0%</b> --	9 <b>1%</b> ++	1 <b>0%</b> --
<b>POSITIVE, GOOD IMPRESSION, LIKED IT</b>	3 0%	0 0%	0 0%	3 <b>1%</b> ++	0 0%	0 0%	0 0%	0 0%	3 1%	2 1%	0 0%	1 1%	0 0%	0 0%	1 0%	2 1%	2 0%	1 0%
<b>SENIORS, PENSIONS</b>	2 0%	0 0%	1 0%	0 0%	1 <b>1%</b> ++	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 1%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%
<b>PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES</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%	1 <b>0%</b> ++	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>TOURISM, CANADA</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 <b>1%</b> +++	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%
<b>ANTI VAPING</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%	1 0%	0 0%

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:	1129	79	310	414	73	111	139	533	576	321	157	198	207	246	529	353	647	475
Total:	1130	83	300	410	77	118	139	541	569	307	153	196	212	262	530	352	648	475
<b>ROYAL CANADIAN MINT, COMMEMORATIVE COINS</b>	6 1%	0 0%	2 1%	0 0%	2 3%	1 1%	1 1%	4 1%	2 0%	0 0%	2 1%	1 1%	3 1%	0 0%	6 1%	0 0%	4 1%	2 0%
					- ++								+		+++			
<b>MENTAL HEALTH/SUPPORT FOR VETERANS</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%	1 0%	0 0%	1 0%	0 0%
														+				
<b>NEWS, NOT AN AD</b>	2 0%	1 2%	0 0%	0 0%	1 1%	0 0%	0 0%	2 1%	0 0%	1 0%	0 0%	0 0%	1 1%	0 0%	2 1%	0 0%	2 0%	0 0%
		++++			++			+	-				++		+			
<b>OTHER PROVINCIAL GOVERNMENT INFORMATION/ADS</b>	2 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	2 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%	1 0%	1 0%
					++					++					++			
<b>AD DID NOT PLAY, DID NOT HAVE AUDIO</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%	0 0%	1 0%
														+				
<b>COVID-19 ASSISTANCE TO WORKERS/UNEMPLOYED, CERB/EI CHANGES</b>	71 6%	5 5%	18 6%	27 7%	3 4%	10 8%	8 6%	37 7%	32 5%	13 4%	8 5%	12 6%	18 8%	20 8%	35 6%	21 6%	43 6%	28 6%
										-								
<b>WE CHARITY RELATED</b>	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%
			+								++							
<b>COVID-19 RELATED, COVID-19 UPDATES/INFORMATION</b>	305 27%	25 31%	76 25%	113 27%	16 20%	30 25%	44 32%	151 28%	150 27%	78 26%	37 24%	66 34%	54 25%	70 27%	134 25%	110 31%	166 26%	137 29%
												++			++			
<b>COVID-19 RESTRICTIONS/PRECAUTIONS/SAFETY PROTOCOL, COVID-19 APP/ALERT</b>	309 27%	18 19%	91 30%	122 30%	17 22%	29 25%	31 22%	129 24%	174 30%	87 28%	48 31%	47 24%	67 32%	60 23%	125 23%	91 26%	160 25%	148 31%
								--	++					-	---		--	++
<b>COVID-19 ECONOMY/BUSINESS RELATED, CEWS/SUBSIDIES TO BUSINESS</b>	12 1%	0 0%	6 2%	4 1%	1 1%	0 0%	1 1%	5 1%	7 1%	1 0%	1 1%	2 1%	3 1%	5 2%	5 1%	2 1%	5 1%	7 1%
			+															
<b>BUDGET/DEFICIT, SPENDING/FISCAL CONCERNS</b>	7 1%	0 0%	4 1%	2 0%	0 0%	0 0%	0 0%	5 1%	1 0%	0 0%	2 1%	3 2%	1 0%	1 0%	1 0%	6 2%	3 0%	4 1%
			+						-	-		+			-	+++		
<b>RADON WARNINGS/INFORMATION</b>	4 0%	0 0%	2 1%	2 0%	0 0%	0 0%	0 0%	3 1%	1 0%	1 0%	1 1%	1 1%	0 0%	1 0%	2 0%	1 0%	2 0%	2 0%

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:	1129	79	310	414	73	111	139	533	576	321	157	198	207	246	529	353	647	475
Total:	1130	83	300	410	77	118	139	541	569	307	153	196	212	262	530	352	648	475
<b>SCAM PROTECTION (LEARN ABOUT CYBER SECURITY, HOW TO BE ALERT/AWARE)</b>	4 0%	0 0%	1 0%	0 0%	1 1%	0 0%	2 1%	2 0%	2 0%	1 0%	0 0%	0 0%	2 1%	1 0%	2 0%	2 1%	3 0%	1 0%
<b>INFRASTRUCTURE DEVELOPMENT</b>	3 0%	1 1%	0 0%	1 0%	0 0%	1 1%	0 0%	2 0%	1 0%	0 0%	0 0%	2 1%	0 0%	1 0%	2 0%	1 0%	2 0%	1 0%
<b>ANTI-TABACCO/SMOKING CAMPAIGN</b>	2 0%	0 0%	1 0%	0 0%	0 0%	1 1%	0 0%	1 0%	1 0%	2 1%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%
<b>GOVERNMENT WEBSITE/WHERE TO GET MORE INFORMATION</b>	2 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	1 0%	1 0%	1 0%	0 0%	1 1%	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%
<b>OTHER</b>	12 1%	0 0%	3 1%	5 1%	1 1%	1 1%	2 1%	8 1%	4 1%	4 1%	0 0%	4 2%	1 0%	3 1%	9 2%	1 0%	5 1%	7 1%
<b>Don't remember, DON'T KNOW</b>	289 26%	26 33%	73 24%	93 23%	24 31%	34 29%	39 28%	148 27%	135 24%	85 28%	39 25%	44 23%	45 21%	76 29%	137 26%	93 26%	182 28%	103 22%
<b>Prefer not to say, NO RESPONSE</b>	2 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	1 0%	1 0%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%
Chi2:	-	(90)						(90)		(95)					(99.9)		(95)	
Margin of error around 50%	2.92	10.76	5.66	4.84	11.17	9.02	8.31	4.21	4.11	5.59	7.92	7.00	6.73	6.05	4.26	5.22	3.85	4.50

**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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
Q3																			
Weighted Total:	1129	984	138	787	299	258	861	608	505	252	413	457	339	275	348	37	328	202	542
Total:	1130	985	138	796	290	253	867	597	517	254	415	453	338	276	347	39	332	203	537
<b>PARKS CANADA, FREE ACCESS, PARKS</b>	3 0%	3 0%	0 0%	2 0%	1 0%	1 0%	2 0%	3 0%	0 0%	0 0%	1 0%	2 0%	0 0%	2 1%	0 0%	0 0%	2 0%	0 0%	1 0%
<b>WASTE OF TAX PAYERS MONEY, MISLEADING/FALSE/PROPAGANDA, SELF SERVING AGENDA/FOR VOTES</b>	13 1%	12 1%	0 0%	10 1%	1 0%	3 1%	10 1%	5 1%	8 2%	3 1%	5 1%	5 1%	1 0%	4 1%	4 1%	1 3%	7 2%	0 0%	4 1%
<b>ELECTIONS, VOTING, UPCOMING ELECTIONS, REFERENDUM, ELECTION REFORM, CANDIDATES RUNNING</b>	3 0%	2 0%	1 1%	3 0%	0 0%	1 0%	2 0%	2 0%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	2 0%
<b>TAX REFORM/CHANGES, TAX RISING</b>	1 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%	1 0%	0 0%	0 0%
<b>PRIME MINISTER FEATURED/SPEAKING ON SUBJECTS</b>	11 1%	11 1%	0 0%	7 1%	4 1%	6 2%	5 1%	6 1%	5 1%	4 2%	2 0%	5 1%	3 1%	4 1%	4 1%	0 0%	2 1%	5 2%	4 1%
<b>MARIJUANA LEGISLATION/AWARENESS</b>	1 0%	0 0%	1 1%	1 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>PROMOTION OF WHAT GOVERNMENT IS DOING FOR CANADA/PEOPLE, CHANGES/NEW INITIATIVES/PROGRAMS PROMOTED</b>	8 1%	7 1%	1 1%	7 1%	1 0%	2 1%	6 1%	4 1%	4 1%	1 0%	4 1%	3 1%	1 0%	3 1%	1 0%	0 0%	5 2%	1 0%	1 0%
<b>MILITARY RELATED, RECRUITMENT FOR ARMED FORCES</b>	5 0%	4 0%	1 1%	4 1%	1 0%	0 0%	5 1%	1 0%	3 1%	3 1%	1 0%	1 0%	3 1%	1 0%	1 0%	0 0%	2 1%	0 0%	3 1%
<b>OTHER NEGATIVES (VARIOUS)</b>	12 1%	12 1%	0 0%	9 1%	3 1%	2 1%	10 1%	5 1%	6 1%	3 1%	6 1%	3 1%	6 2%	0 0%	4 1%	1 3%	1 0%	5 2%	5 1%
<b>U.S.A/CANADA ECONOMIC CONCERNS, EXPORT/IMPORT, TRADE DEALS</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%	1 0%	1 0%	0 0%
<b>HEALTH CARE RELATED</b>	10 1%	9 1%	1 1%	8 1%	2 1%	1 0%	9 1%	7 1%	3 1%	1 0%	3 1%	6 1%	1 0%	3 1%	4 1%	1 3%	3 1%	0 0%	6 1%

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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
Q3																			
Weighted Total:	1129	984	138	787	299	258	861	608	505	252	413	457	339	275	348	37	328	202	542
Total:	1130	985	138	796	290	253	867	597	517	254	415	453	338	276	347	39	332	203	537
<b>CANADA LOGO/MUSIC AT THE END, GOVERNMENT OF CANADA LOGO</b>	16 1%	16 2%	0 0%	13 2%	3 1%	5 2%	11 1%	10 2%	6 1%	2 1%	7 2%	7 2%	4 1%	3 1%	7 2%	0 0%	7 2%	1 0%	8 2%
<b>EMPLOYMENT OPPORTUNITIES, JOB BANKS/EMPLOYMENT PROGRAMS</b>	7 1%	7 1%	0 0%	7 1%	0 0%	0 0%	7 1%	2 0%	5 1%	1 0%	2 0%	4 1%	6 2%	0 0%	1 0%	0 0%	1 0%	2 1%	3 1%
<b>ENVIRONMENT, CLIMATE CHANGE, INCLUDES CARBON TAX, POLICY/REGS</b>	3 0%	2 0%	1 1%	3 0%	0 0%	1 0%	2 0%	3 1%	0 0%	0 0%	1 0%	2 0%	0 0%	2 1%	1 0%	1 3%	1 0%	1 0%	0 0%
<b>CANNABIS USE AND DRIVING, DANGERS OF DRIVING AFTER CONSUMPTION</b>	2 0%	2 0%	0 0%	2 0%	0 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%	2 0%
<b>REMEMBRANCE DAY, VETERANS</b>	60 5%	53 5%	7 5%	39 5%	18 6%	14 5%	45 5%	28 5%	32 6%	14 5%	20 5%	26 6%	19 6%	12 4%	18 5%	5 13%	21 6%	7 3%	27 5%
<b>CANADA'S CULTURE, DIVERSITY</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>VETERANS, SPECIFIC (HONOURING AND SUPPORTING VETERANS/OWE OUR FREEDOM TO THEM/POPPY CAMPAIGN...)</b>	10 1%	9 1%	1 1%	7 1%	2 1%	1 0%	9 1%	3 1%	7 1%	2 1%	5 1%	3 1%	5 1%	3 1%	2 1%	0 0%	6 2%	0 0%	4 1%
<b>POSITIVE, GOOD IMPRESSION, LIKED IT</b>	3 0%	2 0%	1 1%	3 0%	0 0%	2 1%	1 0%	3 1%	0 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 1%	0 0%	1 0%	0 0%	2 0%
<b>SENIORS, PENSIONS</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%	1 0%	0 0%	1 0%	0 0%	0 0%	2 1%	0 0%
<b>PERSONAL BANKING/FINANCE; SAVINGS PROTECTION, INSURANCE, INTEREST RATES</b>	1 0%	0 0%	1 1%	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%	1 0%	0 0%	0 0%
<b>TOURISM, CANADA</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%	1 0%	0 0%	0 0%	1 0%	0 0%

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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K- \$100K	\$100K +	Is a vet	Yes (family )	Yes (friend)	No
Q3																			
Weighted Total:	1129	984	138	787	299	258	861	608	505	252	413	457	339	275	348	37	328	202	542
Total:	1130	985	138	796	290	253	867	597	517	254	415	453	338	276	347	39	332	203	537
<b>ANTI VAPING</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%	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%
<b>ROYAL CANADIAN MINT, COMMEMORATIVE COINS</b>	6 1%	6 1%	0 0%	4 0%	2 1%	1 0%	5 1%	3 0%	3 1%	2 1%	2 1%	2 0%	2 1%	2 1%	1 0%	1 2%	2 1%	2 1%	1 0%
<b>MENTAL HEALTH/SUPPORT FOR VETERANS</b>	1 0%	1 0%	0 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%
<b>NEWS, NOT AN AD</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	0 0%	1 0%	1 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 0%
<b>OTHER PROVINCIAL GOVERNMENT INFORMATION/ADS</b>	2 0%	2 0%	0 0%	0 0%	1 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	2 0%	1 0%	0 0%	0 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%	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%	1 0%	0 0%
<b>COVID-19 ASSISTANCE TO WORKERS/UNEMPLOYED, CERB/EI CHANGES</b>	71 6%	56 6%	14 10%	52 6%	16 5%	16 6%	54 6%	39 6%	32 6%	16 6%	25 6%	30 7%	20 6%	23 8%	18 5%	3 8%	19 5%	13 6%	34 6%
<b>WE CHARITY RELATED</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%	1 1%	0 0%
<b>COVID-19 RELATED, COVID-19 UPDATES/INFORMATION</b>	305 27%	275 28%	29 21%	225 28%	78 27%	72 28%	230 27%	179 30%	120 23%	66 26%	111 27%	125 28%	73 21%	79 29%	111 32%	6 16%	99 30%	61 30%	136 25%
<b>COVID-19 RESTRICTIONS/PRECAUTIONS/SA FETY PROTOCOL, COVID-19 APP/ALERT</b>	309 27%	259 26%	50 37%	212 27%	82 28%	69 27%	238 27%	169 28%	138 27%	47 18%	115 28%	145 32%	82 24%	77 28%	104 30%	9 22%	83 25%	55 27%	160 30%
<b>COVID-19 ECONOMY/BUSINESS RELATED, CEWS/SUBSIDIES TO BUSINESS</b>	12 1%	10 1%	2 1%	6 1%	6 2%	2 1%	10 1%	4 1%	8 2%	5 2%	3 1%	4 1%	4 1%	4 1%	3 1%	0 0%	6 2%	0 0%	6 1%

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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
Q3																			
Weighted Total:	1129	984	138	787	299	258	861	608	505	252	413	457	339	275	348	37	328	202	542
Total:	1130	985	138	796	290	253	867	597	517	254	415	453	338	276	347	39	332	203	537
<b>BUDGET/DEFICIT, SPENDING/FISCAL CONCERNS</b>	7 1%	7 1%	0 0%	3 0%	5 2% +++	1 0%	5 1%	2 0%	4 1%	0 0%	3 1%	3 1%	2 1%	2 1%	1 0%	0 0%	1 0%	0 0%	6 1% ++
<b>RADON WARNINGS/INFORMATION</b>	4 0%	4 0%	0 0%	1 0%	2 1% --	1 0%	3 0%	3 1%	1 0%	0 0%	1 0%	3 1%	0 0%	1 0%	2 1%	0 0%	0 0%	1 0%	3 1%
<b>SCAM PROTECTION (LEARN ABOUT CYBER SECURITY, HOW TO BE ALERT/AWARE)</b>	4 0%	4 0%	0 0%	3 0%	1 0%	0 0%	4 0%	1 0%	3 1%	1 0%	0 0%	3 1%	0 0%	2 1%	2 1%	0 0%	1 0%	0 0%	3 1%
<b>INFRASTRUCTURE DEVELOPMENT</b>	3 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	2 0%	1 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 1%	0 0%	1 0%	1 1%	1 0%
<b>ANTI-TABACCO/SMOKING CAMPAIGN</b>	2 0%	2 0%	0 0%	1 0%	1 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%	0 0%	2 1% ++	0 0%	0 0%	0 0%	0 0%	1 1%	1 0%
<b>GOVERNMENT WEBSITE/WHERE TO GET MORE INFORMATION</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	2 1% ++	0 0%	1 0%	1 0%	1 0%	0 0%
<b>OTHER</b>	12 1%	10 1%	2 1%	8 1%	3 1%	3 1%	7 1%	5 1%	7 1%	2 1%	5 1%	5 1%	5 1%	2 1%	1 0%	0 0%	1 0%	1 1%	9 2% +
<b>Don't remember, DON'T KNOW</b>	289 26%	253 26%	32 23%	204 26%	72 25%	60 23%	227 26%	132 22%	152 30%	88 35%	109 26%	89 19%	118 35%	58 21%	68 19%	12 31%	83 25%	50 25%	135 25%
<b>Prefer not to say, NO RESPONSE</b>	2 0%	1 0%	1 1%	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 3%	1 0%	0 0%	0 0%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.92	3.12	8.34	3.47	5.75	6.16	3.33	4.01	4.31	6.15	4.81	4.60	5.33	5.90	5.26	15.69	5.38	6.88	4.23



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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	706 35%	63 <b>46%</b> +++	177 <b>39%</b> ++	268 35%	45 33%	72 31%	80 <b>29%</b> --	330 34%	368 37%	171 32%	86 <b>27%</b> ---	116 33%	137 39%	196 <b>44%</b> ++++	706 <b>100%</b> ++++	0 <b>0%</b> ----	501 <b>55%</b> ++++	200 <b>18%</b> ----
<b>No</b>	774 39%	44 <b>31%</b> --	170 38%	285 38%	55 40%	101 44%	115 42%	418 <b>43%</b> ++++	338 <b>34%</b> ----	228 <b>43%</b> ++	147 <b>47%</b> +++	149 42%	110 <b>31%</b> ----	140 <b>32%</b> ----	0 <b>0%</b> ----	774 <b>100%</b> ++++	187 <b>21%</b> ----	586 <b>54%</b> ++++
<b>I don't remember / Not sure</b>	520 26%	34 24%	102 23%	206 27%	37 27%	60 26%	80 29%	218 <b>23%</b> ----	296 <b>29%</b> ++++	129 25%	82 26%	91 25%	110 <b>31%</b> ++	108 24%	0 <b>0%</b> ----	0 <b>0%</b> ----	221 24%	292 27%
<b>Prefer not to say</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:	-	95						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Canadian Veterans?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1A																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	706 35%	609 35%	91 34%	498 <b>34%</b> --	171 <b>40%</b> ++	157 <b>31%</b> --	544 <b>37%</b> ++	352 <b>32%</b> ----	346 <b>40%</b> ++++	160 36%	279 <b>39%</b> ++	262 <b>32%</b> --	228 <b>40%</b> +++	175 34%	198 <b>31%</b> --	21 34%	207 38%	140 <b>40%</b> ++	326 <b>32%</b> --
<b>No</b>	774 39%	664 39%	102 39%	581 <b>40%</b>	152 36%	213 42%	551 <b>37%</b> +	485 <b>43%</b> ++++	279 <b>33%</b> ----	159 36%	274 38%	336 41%	202 36%	194 38%	273 <b>43%</b> +++	26 42%	199 37%	116 <b>33%</b> --	421 <b>42%</b> +++
<b>I don't remember / Not sure</b>	520 26%	440 26%	71 27%	389 26%	103 24%	131 26%	384 26%	284 25%	230 27%	125 28%	164 <b>23%</b> --	223 27%	137 24%	140 27%	164 26%	14 24%	136 25%	94 27%	268 26%
<b>Prefer not to say</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:	-	-		90		90		99.9		95			95			95			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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:	704	62	182	270	43	68	79	325	371	179	89	118	134	184	704	0	502	198
Total:	706	63	177	268	45	72	80	330	368	171	86	116	137	196	706	0	501	200
<b>Cinema</b>	1 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%
<b>Internet website</b>	93 13%	9 12%	16 9%	36 13%	3 7%	12 17%	16 20%	53 16%	39 10%	24 14%	14 15%	17 14%	14 10%	24 12%	93 13%	0 0%	67 13%	26 13%
<b>Magazines</b>	7 1%	0 0%	1 1%	1 0%	0 0%	2 3%	3 4%	2 1%	5 1%	1 1%	0 0%	0 0%	1 1%	5 3%	7 1%	0 0%	6 1%	0 0%
<b>Newspaper (daily)</b>	79 11%	11 14%	13 7%	40 15%	6 13%	4 5%	5 6%	32 9%	47 12%	12 7%	7 8%	9 7%	6 4%	45 23%	79 11%	0 0%	50 10%	27 13%
<b>Newspaper (weekly or community)</b>	31 4%	2 3%	6 3%	8 3%	2 4%	2 3%	11 14%	9 3%	22 6%	5 3%	2 2%	4 3%	4 3%	16 8%	31 4%	0 0%	19 4%	11 5%
<b>Outdoor billboard</b>	13 2%	1 2%	2 1%	6 2%	2 4%	1 1%	1 1%	5 2%	8 2%	4 2%	1 1%	3 3%	2 1%	3 2%	13 2%	0 0%	9 2%	4 2%
<b>Pamphlet or brochure in the mail</b>	2 0%	0 0%	1 1%	1 0%	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%
<b>Public transit (bus or subway)</b>	10 1%	1 2%	0 0%	5 2%	1 2%	2 3%	1 1%	4 1%	6 2%	6 3%	2 2%	1 1%	0 0%	1 0%	10 1%	0 0%	8 2%	2 1%
<b>Radio</b>	118 17%	14 22%	30 17%	43 16%	10 22%	10 14%	10 12%	49 15%	69 19%	24 14%	12 14%	21 19%	27 20%	34 17%	118 17%	0 0%	78 15%	39 20%
<b>Television</b>	459 65%	48 79%	120 67%	168 62%	34 74%	40 55%	48 59%	206 62%	251 68%	65 38%	43 51%	72 63%	117 85%	162 83%	459 65%	0 0%	343 68%	112 55%
<b>Twitter</b>	56 8%	7 10%	5 3%	33 12%	1 2%	7 10%	3 4%	26 8%	28 7%	22 13%	11 12%	9 7%	10 7%	4 2%	56 8%	0 0%	51 10%	5 3%
<b>Facebook</b>	168 24%	27 39%	36 21%	62 23%	10 23%	21 29%	11 14%	64 19%	103 27%	55 32%	24 27%	25 22%	27 19%	37 18%	168 24%	0 0%	125 25%	43 22%

**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:	704	62	182	270	43	68	79	325	371	179	89	118	134	184	704	0	502	198
Total:	706	63	177	268	45	72	80	330	368	171	86	116	137	196	706	0	501	200
<b>YouTube</b>	79 12%	3 5%	17 10%	34 13%	7 16%	10 14%	8 10%	46 14%	31 9%	44 26%	17 20%	12 11%	2 1%	4 2%	79 12%	0 0%	67 14%	12 6%
<b>Instagram</b>	26 4%	2 2%	4 2%	15 6%	3 7%	1 1%	1 1%	12 4%	14 4%	15 9%	5 6%	5 4%	0 0%	1 0%	26 4%	0 0%	18 4%	8 4%
<b>LinkedIn</b>	4 1%	0 0%	1 1%	2 1%	0 0%	0 0%	1 1%	3 1%	1 0%	1 1%	2 2%	1 1%	0 0%	0 0%	4 1%	0 0%	4 1%	0 0%
<b>Snapchat</b>	8 1%	0 0%	4 2%	3 1%	1 2%	0 0%	0 0%	5 2%	3 1%	7 4%	1 1%	0 0%	0 0%	0 0%	8 1%	0 0%	7 1%	1 1%
<b>Spotify</b>	7 1%	0 0%	2 1%	2 1%	1 2%	0 0%	2 3%	3 1%	3 1%	4 2%	2 2%	0 0%	1 1%	0 0%	7 1%	0 0%	6 1%	1 1%
<b>REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES</b>	2 0%	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 1%	2 0%	0 0%	2 0%	0 0%
<b>OTHER</b>	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%
<b>Don't know</b>	8 1%	1 2%	3 2%	1 0%	1 2%	1 1%	1 1%	5 2%	2 1%	2 1%	4 5%	1 1%	1 1%	0 0%	8 1%	0 0%	5 1%	3 2%
Chi2:	-	(99)						(95)		(99.9)					-		(95)	
Margin of error around 50%	3.69	12.35	7.37	5.99	14.61	11.55	10.96	5.39	5.11	7.49	10.57	9.10	8.37	7.00	3.69	*	4.38	6.93

**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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1B																			
Weighted Total:	704	608	90	493	175	161	539	360	337	158	278	264	227	174	199	20	204	141	328
Total:	706	609	91	498	171	157	544	352	346	160	279	262	228	175	198	21	207	140	326
<b>Cinema</b>	1 0%	1 0%	0 0%	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%	0 0%	0 0%
<b>Internet website</b>	93 13%	75 12%	17 19%	71 14%	13 8%	23 14%	68 12%	53 15%	39 11%	17 11%	35 12%	40 15%	28 12%	19 11%	33 16%	4 19%	27 13%	19 13%	41 12%
<b>Magazines</b>	7 1%	6 1%	1 1%	7 1%	0 0%	1 1%	6 1%	0 0%	6 2%	2 1%	3 1%	1 0%	3 1%	1 1%	2 1%	0 0%	3 1%	2 1%	2 1%
<b>Newspaper (daily)</b>	79 11%	65 10%	13 14%	62 12%	13 8%	12 8%	67 12%	28 8%	50 14%	15 9%	35 12%	26 10%	24 10%	13 7%	26 13%	4 18%	24 11%	21 15%	27 8%
<b>Newspaper (weekly or community)</b>	31 4%	24 4%	7 7%	20 4%	6 4%	7 4%	24 4%	10 3%	21 6%	6 4%	16 6%	8 3%	14 6%	4 2%	8 4%	0 0%	6 3%	6 4%	18 5%
<b>Outdoor billboard</b>	13 2%	11 2%	2 2%	7 1%	3 2%	3 2%	10 2%	4 1%	9 3%	3 2%	5 2%	5 2%	7 3%	4 2%	1 0%	1 5%	3 1%	2 1%	7 2%
<b>Pamphlet or brochure in the mail</b>	2 0%	2 0%	0 0%	1 0%	1 1%	1 1%	1 0%	1 0%	1 0%	1 1%	0 0%	1 0%	1 0%	1 1%	0 0%	0 0%	0 0%	1 1%	1 0%
<b>Public transit (bus or subway)</b>	10 1%	4 1%	6 7%	7 1%	2 1%	3 2%	7 1%	5 1%	5 1%	1 1%	1 0%	8 3%	9 4%	1 1%	0 0%	0 0%	0 0%	2 1%	7 2%
<b>Radio</b>	118 17%	101 17%	16 17%	87 17%	25 15%	28 18%	90 17%	59 17%	56 16%	34 22%	49 17%	32 12%	40 17%	32 18%	29 14%	3 16%	29 14%	35 24%	47 15%
<b>Television</b>	459 65%	416 68%	40 44%	323 64%	120 69%	82 52%	374 68%	196 56%	256 73%	128 79%	182 65%	146 55%	149 65%	113 64%	118 59%	15 71%	145 70%	67 48%	227 69%
<b>Twitter</b>	56 8%	49 8%	7 8%	47 9%	8 5%	18 11%	38 7%	37 10%	19 6%	6 4%	19 7%	31 12%	15 6%	15 8%	22 11%	2 9%	21 10%	14 10%	18 5%

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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1B																			
Weighted Total:	704	608	90	493	175	161	539	360	337	158	278	264	227	174	199	20	204	141	328
Total:	706	609	91	498	171	157	544	352	346	160	279	262	228	175	198	21	207	140	326
<b>Facebook</b>	168 24%	151 25%	17 19%	124 24%	40 24%	46 29%	121 22%	88 24%	79 23%	41 25%	68 24%	57 22%	58 26%	41 23%	42 21%	6 28%	53 25%	47 33%	58 18%
<b>YouTube</b>	79 12%	58 10%	19 21%	51 11%	18 11%	27 17%	51 10%	55 16%	24 7%	15 10%	22 8%	41 16%	31 14%	19 11%	20 10%	2 10%	22 11%	15 11%	39 12%
<b>Instagram</b>	26 4%	20 3%	5 5%	19 4%	4 2%	9 6%	17 3%	14 4%	11 3%	4 3%	10 4%	11 4%	9 4%	5 3%	8 4%	0 0%	6 3%	4 3%	15 5%
<b>LinkedIn</b>	4 1%	4 1%	0 0%	3 1%	1 1%	1 1%	3 1%	2 1%	2 1%	0 0%	2 1%	2 1%	1 0%	1 1%	1 1%	0 0%	0 0%	3 2%	0 0%
<b>Snapchat</b>	8 1%	6 1%	2 2%	5 1%	5 3%	0 0%	8 2%	5 1%	3 1%	4 3%	2 1%	2 1%	5 2%	1 1%	2 1%	0 0%	2 1%	1 1%	5 2%
<b>Spotify</b>	7 1%	5 1%	2 2%	5 1%	2 1%	3 2%	4 1%	5 1%	2 1%	1 1%	2 1%	4 2%	4 2%	3 2%	0 0%	0 0%	1 0%	1 1%	5 2%
<b>REMEMBRANCE EVENTS, CAMPAIGNS FOR VETERANS, COMMEMORATIVE INITIATIVES</b>	2 0%	1 0%	1 1%	0 0%	1 1%	0 0%	2 0%	0 0%	2 1%	0 0%	1 0%	1 0%	2 1%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>OTHER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	1 1%	0 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>Don't know</b>	8 1%	6 1%	2 2%	5 1%	3 2%	2 1%	6 1%	6 2%	2 1%	1 1%	2 1%	5 2%	1 0%	3 2%	3 1%	0 0%	1 0%	3 2%	4 1%
Chi2:	-	(99.9)		-		(95)		(99.9)		(99)			-			(90)			
Margin of error around 50%	3.69	3.97	10.27	4.39	7.49	7.82	4.20	5.22	5.27	7.75	5.87	6.05	6.49	7.41	6.96	21.38	6.81	8.28	5.43

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
TIC																		
Weighted Total:	696	61	178	269	42	67	78	320	369	177	85	118	133	184	696	0	497	195
Total:	698	62	174	267	44	71	79	325	366	169	82	115	136	196	698	0	496	197
Different images of soldiers (black & white)	4 1%	0 0%	1 1%	2 1%	0 0%	0 0%	1 1%	1 0%	3 1%	2 1%	0 0%	1 1%	0 0%	1 1%	4 1%	0 0%	2 0%	2 1%
Climbing out of/action in trenches	1 0%	1 3% ++++	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 1% +++	0 0%	1 0%	0 0%	1 0%	0 0%
Fighting/wounded/dead soldiers	5 1%	2 3% +++	1 1%	0 0%	1 2%	0 0%	1 1%	2 1%	3 1%	1 1%	1 1%	1 1%	0 0%	2 1%	5 1%	0 0%	5 1%	0 0%
Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE	2 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	1 1%	0 0%	0 0%	1 1%	2 0%	0 0%	2 0%	0 0%
Soldiers with children	1 0%	0 0%	0 0%	0 0%	0 0%	1 1% +++	0 0%	0 0%	1 0%	0 0%	1 1% +++	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%
Tagline: How will you remember?	1 0%	0 0%	1 1% +	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%
Poppies (poppy campaigns/importance of our support), NEW POPPY PRODUCTS AVAILABLE FOR SALES/DONATION	117 17%	12 20%	25 15%	49 19%	10 23%	10 14%	11 14%	38 12% ----	77 21% +++	35 21%	19 23%	23 20%	20 15%	20 10% ---	117 17%	0 0%	94 19% ++	22 11% --
General message of supporting / honouring / remembering Veterans	61 9%	7 13%	12 7%	27 10%	4 9%	4 6%	7 9%	27 9%	34 9%	14 8%	6 7%	11 10%	12 9%	18 9%	61 9%	0 0%	48 10%	13 7%
Specific war footage / images of World War I and World War II	2 0%	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 1% ++	2 0%	0 0%	2 0%	0 0%
SUPPORT/BENEFITS/JOBS/HEALTH CARE FOR VETERANS AND RETURNING SOLDIERS/VETS (LEVEL OF SERVICES, ISSUES AROUND LACK OF SUPPORT/NEED FOR BENEFITS, BEING TREATED BETTER...)	42 6%	4 7%	5 3% --	18 7%	5 11%	5 7%	5 6%	20 6%	22 6%	5 3%	2 2%	6 5%	9 7%	20 10% +++	42 6%	0 0%	27 5%	14 7%
REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES)	173 25%	15 22%	49 28%	66 25%	12 27%	13 19%	18 23%	80 25%	92 25%	45 26%	19 23%	27 24%	35 26%	47 24%	173 25%	0 0%	136 27% ++	37 19% --

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
TIC																		
Weighted Total:	696	61	178	269	42	67	78	320	369	177	85	118	133	184	696	0	497	195
Total:	698	62	174	267	44	71	79	325	366	169	82	115	136	196	698	0	496	197
<b>ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)</b>	9 1%	0 0%	4 2%	4 2%	0 0%	1 1%	0 0%	3 1%	6 2%	3 2%	0 0%	1 1%	2 1%	3 2%	9 1%	0 0%	7 1%	2 1%
<b>LEST WE FORGET</b>	10 1%	2 3%	0 0%	6 2%	0 0%	1 1%	1 1%	4 1%	6 2%	1 1%	4 5% +++	1 1%	3 2%	1 1%	10 1%	0 0%	8 2%	2 1%
<b>WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)</b>	2 0%	0 0%	0 0%	2 1% +	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 1%	0 0%	1 1%	2 0%	0 0%	0 0%	2 1% ++
<b>HISTORY, A PART OF HISTORY</b>	4 1%	1 2%	0 0%	2 1%	0 0%	1 1%	0 0%	2 1%	2 1%	1 1%	0 0%	2 2% +	1 1%	0 0%	4 1%	0 0%	2 0%	2 1%
<b>VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)</b>	47 7%	4 6%	10 6%	20 8%	5 12%	5 7%	3 4%	20 6%	27 7%	12 7%	10 12% ++	11 9%	6 5%	8 4%	47 7%	0 0%	40 8% ++	7 4% --
<b>HEARING STORIES/EXPERIENCES FROM VETS</b>	6 1%	0 0%	2 1%	1 0%	0 0%	1 1%	2 2% +	2 1%	4 1%	0 0%	1 1%	0 0%	1 1%	4 2% ++	6 1%	0 0%	3 1%	2 1%
<b>SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)</b>	15 2%	2 3%	3 2%	7 3%	2 5%	0 0%	1 1%	2 1% --	12 3% ++	5 3%	0 0%	1 1%	1 1%	8 4% ++	15 2%	0 0%	10 2%	5 3%
<b>PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)</b>	10 1%	1 1%	2 1%	7 3% ++	0 0%	0 0%	0 0%	6 2%	4 1%	2 1%	2 3%	1 1%	2 1%	3 2%	10 1%	0 0%	7 1%	3 1%
<b>OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)</b>	7 1%	0 0%	1 1%	2 1%	0 0%	1 1%	3 4% +++	1 0%	6 2% +	1 1%	1 1%	3 3% +	1 1%	1 1%	7 1%	0 0%	3 1% -	4 2% +
<b>EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)</b>	11 2%	0 0%	2 1%	7 3% +	0 0%	1 1%	1 1%	4 1%	6 2%	4 2%	1 1%	2 2%	0 0%	4 2%	11 2%	0 0%	7 1%	4 2%
<b>MUSIC/BAGPIPES PLAYING</b>	7 1%	0 0%	1 1%	1 0%	0 0%	1 1%	4 5% ++++	2 1%	5 1%	2 1%	0 0%	2 2%	0 0%	3 2%	7 1%	0 0%	7 1% +	0 0% -



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:	696	61	178	269	42	67	78	320	369	177	85	118	133	184	696	0	497	195
Total:	698	62	174	267	44	71	79	325	366	169	82	115	136	196	698	0	496	197
<b>SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US, PEOPLE TALKING ABOUT WHY THEY REMEMBER</b>	65 9%	7 13%	25 <b>14%</b> ++	19 7%	1 2%	4 6%	9 12%	31 10%	34 9%	10 6%	7 8%	12 11%	16 12%	20 10%	65 9%	0 0%	55 <b>11%</b> ++	10 <b>6%</b> --
<b>IMAGES OF WAR(S) (GENERAL MENTION)</b>	9 1%	0 0%	4 2%	2 1%	1 2%	1 1%	1 1%	2 1%	7 2%	4 2%	1 1%	0 0%	2 2%	2 1%	9 1%	0 0%	7 1%	2 1%
<b>PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VETERANS, THOSE CURRENTLY FIGHTING</b>	4 1%	0 0%	1 1%	2 1%	0 0%	0 0%	1 1%	3 1%	1 0%	1 1%	1 1%	0 0%	1 1%	4 1%	0 0%	4 1%	0 0%	
<b>AD BY THE GOVERNMENT OF CANADA</b>	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1%	1 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%
<b>IMAGES OF AGING PEOPLE/MEN, ELDERLY PEOPLE, AGING/GETTING OLDER</b>	2 0%	0 0%	0 0%	1 0%	1 <b>2%</b> ++	0 0%	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>EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS</b>	5 1%	0 0%	0 0%	2 1%	0 0%	1 1%	2 <b>3%</b> ++	5 <b>2%</b> ++	0 <b>0%</b> --	1 1%	1 1%	1 1%	1 1%	1 0%	5 1%	0 0%	4 1%	1 1%
<b>SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS</b>	3 0%	0 0%	1 1%	1 0%	0 0%	1 1%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	3 <b>2%</b> +++	3 0%	0 0%	3 1%	0 0%
<b>REMEMBER THE WAR(S)</b>	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%
<b>FAMILY MEMBERS WHO ARE VETS, PERSONAL MEMORIES</b>	2 0%	0 0%	0 0%	1 0%	1 <b>2%</b> ++	0 0%	0 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 0%	2 0%	0 0%	2 0%	0 0%
<b>WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)</b>	4 1%	0 0%	1 1%	1 0%	0 0%	1 1%	1 1%	2 1%	2 1%	1 1%	1 1%	0 0%	0 0%	2 1%	4 1%	0 0%	4 1%	0 0%
<b>SOLDIERS/ARMY (GENERAL)</b>	17 3%	3 <b>6%</b> ++	2 1%	9 3%	1 2%	2 3%	0 0%	2 <b>1%</b> ---	15 <b>4%</b> +++	2 1%	0 0%	2 2%	7 <b>5%</b> ++	6 4%	17 3%	0 0%	12 3%	5 3%

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
TIC																		
Weighted Total:	696	61	178	269	42	67	78	320	369	177	85	118	133	184	696	0	497	195
Total:	698	62	174	267	44	71	79	325	366	169	82	115	136	196	698	0	496	197
<b>TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)</b>	20 3%	2 3%	10 6% +++	5 2%	0 0%	1 1%	2 3%	9 3%	11 3%	3 2%	3 3%	4 3%	4 3%	6 3%	20 3%	0 0%	13 3%	7 4%
<b>OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE</b>	11 2%	2 3%	5 3%	0 0% ---	1 2%	1 1%	2 2%	2 1%	8 2%	1 1%	1 1%	0 0%	4 3%	5 3%	11 2%	0 0%	8 2%	2 1%
<b>HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)</b>	9 1%	0 0%	1 1%	5 2%	1 2%	1 1%	1 1%	5 2%	4 1%	2 1%	0 0%	3 3%	3 2%	1 1%	9 1%	0 0%	7 1%	2 1%
<b>UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)</b>	6 1%	0 0%	2 1%	2 1%	0 0%	1 1%	1 1%	2 1%	4 1%	1 1%	0 0%	2 2%	1 1%	2 1%	6 1%	0 0%	5 1%	1 0%
<b>VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACH 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%	1 1% ++	0 0%	1 0%	0 0%	1 0%	0 0%
<b>SOLDER SHOT AT MEMORIAL, ACTS OF TERRORISM</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%	1 1% ++	0 0%	1 0%	0 0%	0 0%	1 1%
<b>POPPY FUNDS NOT GOING TOWARDS VETS, USE OF FUNDS</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1% +++	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 0%	0 0%	1 0%	0 0%
<b>YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO VETERAN</b>	14 2%	0 0%	10 6% ++++	2 1% -	1 2%	0 0%	1 1%	3 1% -	10 3%	7 4% ++	2 3%	1 1%	2 2%	2 1%	14 2%	0 0%	6 1% --	8 4% +++
<b>COMMEMORATIVE COIN AVAILABLE</b>	22 3%	3 4%	5 3%	7 3%	1 2%	4 6%	2 3%	13 4%	9 2%	5 3%	4 5%	4 3%	7 5%	2 1% --	22 3%	0 0%	12 2%	10 5% +
<b>75TH ANNIVERSARY OF DDAY</b>	8 1%	1 1%	0 0%	2 1%	0 0%	1 1%	4 5% ++++	4 1%	4 1%	1 1%	0 0%	2 2%	2 1%	3 1%	8 1%	0 0%	5 1%	3 1%
<b>VIRTUAL POPPY, USING TAP TO DONATE TO POPPY FUND/NEW METHODS PAYMENT</b>	8 1%	1 1%	0 0%	6 2% ++	0 0%	1 1%	0 0%	0 0% ---	8 2% +++	3 2%	0 0%	3 3%	2 1%	0 0% -	8 1%	0 0%	5 1%	3 1%
<b>SUPPORT THE TROOPS/SOLDERS, RESPECT FOR MILITARY</b>	10 1%	1 2%	4 2%	3 1%	0 0%	1 1%	1 1%	2 1% -	8 2% +	4 2%	0 0%	2 2%	2 1%	2 1%	10 1%	0 0%	7 1%	3 2%

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
TIC																		
Weighted Total:	696	61	178	269	42	67	78	320	369	177	85	118	133	184	696	0	497	195
Total:	698	62	174	267	44	71	79	325	366	169	82	115	136	196	698	0	496	197
<b>DIVERSITY OF VETERANS (WOMEN/ETHNIC GROUPS)</b>	4 1%	2 <b>5%</b> ++++	0 0%	2 1%	0 0%	0 0%	0 0%	2 1%	2 1%	0 0%	1 1%	1 1%	2 <b>2%</b> ++	0 0%	4 1%	0 0%	3 1%	1 1%
<b>DIVERSITY OF CANADA REPRESENTED IN AD</b>	5 1%	0 0%	2 1%	1 0%	0 0%	0 0%	2 <b>3%</b> ++	1 0%	4 1%	1 1%	0 0%	2 2%	2 1%	0 0%	5 1%	0 0%	3 1%	2 1%
<b>RECRUITMENT TO CAF</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 1%	0 0%	1 0%	1 0%	2 <b>1%</b> ++	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 1%
<b>COVID-19 RELATED CHANGES/MEASURES TO CEREMONIES, COVID-19 CONCERNS/CHANGES/RESTRICTIONS</b>	20 3%	3 5%	1 <b>1%</b> --	8 3%	1 2%	1 1%	6 <b>7%</b> +++	8 2%	12 3%	4 2%	1 1%	3 3%	2 1%	10 <b>5%</b> ++	20 3%	0 0%	10 <b>2%</b> --	10 <b>5%</b> ++
<b>PROMOTING PEACE</b>	4 1%	0 0%	2 1%	1 0%	0 0%	1 1%	0 0%	0 -	4 1%	0 0%	1 1%	0 0%	2 1%	1 1%	4 1%	0 0%	3 1%	1 1%
<b>IMAGES OF CANADA</b>	2 0%	0 0%	0 0%	0 0%	0 0%	2 <b>3%</b> ++++	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 0%	2 0%	0 0%	2 0%	0 0%
<b>GOVERNMENT OF CANADA JINGLE/LOGO</b>	6 1%	0 0%	0 0%	4 1%	0 0%	1 1%	1 1%	1 0%	5 1%	1 1%	0 0%	1 1%	1 1%	3 2%	6 1%	0 0%	6 1%	0 0%
<b>NOT A GOVERNMENT OF CANADA AD/NEWS</b>	4 1%	0 0%	1 1%	3 1%	0 0%	0 0%	0 0%	1 0%	3 1%	0 0%	0 0%	2 2%	1 1%	1 1%	4 1%	0 0%	2 0%	2 1%
<b>SERVICE ANIMALS SERVING IN WARS</b>	3 0%	0 0%	2 1%	1 0%	0 0%	0 0%	0 0%	1 0%	2 1%	0 0%	0 0%	2 <b>2%</b> ++	1 1%	0 0%	3 0%	0 0%	2 0%	1 1%
<b>WHO WAS FEATURED IN THE AD (TRUDEAU/OTHER MINISTERS)</b>	5 1%	1 1%	1 1%	1 0%	2 <b>5%</b> ++++	0 0%	0 0%	1 0%	4 1%	0 0%	1 1%	0 0%	2 1%	2 1%	5 1%	0 0%	3 1%	2 1%
<b>WHERE THEY SAW THE AD</b>	2 0%	0 0%	0 0%	1 0%	1 <b>2%</b> +++	0 0%	0 0%	1 0%	1 0%	1 1%	1 1%	0 0%	0 0%	0 0%	2 0%	0 0%	0 <b>0%</b> --	2 <b>1%</b> ++

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:	696	61	178	269	42	67	78	320	369	177	85	118	133	184	696	0	497	195
Total:	698	62	174	267	44	71	79	325	366	169	82	115	136	196	698	0	496	197
<b>GOVERNMENT PROPAGANDA, SELF SERVING AGENDA</b>	3 0%	0 0%	0 0%	0 0%	2 <b>5%</b> ++++	0 0%	1 1%	2 1%	1 0%	1 1%	1 1%	0 0%	1 1%	0 0%	3 0%	0 0%	2 0%	1 0%
<b>OTHER NEGATIVES</b>	3 0%	1 1%	0 0%	2 1%	0 0%	0 0%	0 0%	3 1%	0 0%	0 0%	1 1%	0 0%	1 1%	1 1%	3 0%	0 0%	2 0%	1 0%
<b>OTHER VETERAN RESPONSES (SINGLE MENTION ONLY)</b>	10 1%	0 0%	3 2%	2 1%	3 <b>7%</b> +++	1 1%	1 1%	6 2%	4 1%	3 2%	1 1%	2 2%	1 1%	3 2%	10 1%	0 0%	4 <b>1%</b> --	6 <b>3%</b> ++
<b>Don't remember, DON'T KNOW</b>	30 4%	3 4%	8 5%	11 4%	2 4%	3 4%	2 3%	19 6%	11 3%	6 4%	3 4%	8 7%	5 3%	8 4%	30 4%	0 0%	14 3%	16 8%
<b>Prefer not to say, NO RESPONSE</b>	83 12%	9 15%	14 8%	33 12%	2 5%	16 22%	9 12%	46 14%	36 10%	24 14%	12 16%	10 8%	14 10%	23 12%	83 12%	0 0%	56 11%	24 12%
Chi2:	-	(99)						(99)		-					-		(95)	
Margin of error around 50%	3.71	12.45	7.43	6.00	14.77	11.63	11.03	5.44	5.12	7.54	10.82	9.14	8.40	7.00	3.71	*	4.40	6.98

What do you remember about this ad? What words, sounds or images come to mind?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			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
TIC																			
Weighted Total:	696	602	89	488	172	159	533	354	335	157	276	259	226	171	196	20	203	138	324
Total:	698	603	89	493	168	155	538	346	344	159	277	257	227	172	195	21	206	137	322
<b>Different images of soldiers (black &amp; white)</b>	4 1%	4 1%	0 0%	2 0%	1 1%	1 1%	3 1%	1 0%	3 1%	2 1%	1 0%	1 0%	1 0%	1 1%	1 1%	1 5%	2 1%	0 0%	1 0%
<b>Climbing out of/action in trenches</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
<b>Fighting/wounded/dead soldiers</b>	5 1%	3 0%	2 2%	3 1%	2 1%	2 1%	3 1%	2 1%	3 1%	0 0%	2 1%	3 1%	3 1%	0 0%	2 1%	0 0%	1 1%	3 2%	1 0%
<b>Modern soldiers in Afghanistan, MODERN DAY SOLDIERS/CURRENT WARS AND FOOTAGE</b>	2 0%	2 0%	0 0%	1 0%	1 1%	1 1%	1 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	2 1%
<b>Soldiers with children</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 1%	0 0%	0 0%	1 1%	0 0%
<b>Tagline: How will you remember?</b>	1 0%	1 0%	0 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	1 1%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>Poppies (poppy campaigns/importance of our support), NEW POPPY PRODUCTS AVAILABLE FOR SALES/DONATION</b>	117 17%	102 17%	14 16%	83 17%	25 15%	38 25%	79 15%	62 18%	53 16%	26 17%	42 15%	49 19%	39 17%	23 14%	41 21%	2 10%	33 16%	19 14%	61 19%
<b>General message of supporting / honouring / remembering Veterans</b>	61 9%	52 9%	9 10%	43 9%	15 9%	12 8%	49 9%	30 9%	30 9%	12 7%	21 8%	28 11%	20 9%	18 10%	14 8%	1 5%	18 9%	14 11%	28 8%
<b>Specific war footage / images of World War I and World War II</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 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%
<b>SUPPORT/BENEFITS/JOB/HEALTH CARE FOR VETERANS AND RETURNING SOLDIERS/VETS (LEVEL OF SERVICES, ISSUES AROUND LACK OF SUPPORT/NEED FOR BENEFITS, BEING TREATED BETTER...)</b>	42 6%	37 6%	5 6%	37 7%	4 2%	6 4%	35 6%	14 4%	28 8%	11 7%	18 6%	13 5%	10 4%	14 8%	7 3%	3 14%	16 8%	7 5%	16 5%

What do you remember about this ad? What words, sounds or images come to mind?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			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
TIC																			
Weighted Total:	696	602	89	488	172	159	533	354	335	157	276	259	226	171	196	20	203	138	324
Total:	698	603	89	493	168	155	538	346	344	159	277	257	227	172	195	21	206	137	322
<b>REMEMBRANCE DAY, ARMISTICE DAY CEREMONIES/PARADES)</b>	173 25%	153 25%	19 22%	123 25%	42 25%	42 27%	131 24%	90 26%	80 23%	38 24%	64 23%	70 27%	44 19%	47 27%	54 28%	6 28%	50 25%	33 24%	81 25%
<b>ROYAL CANADIAN LEGION (GETTING PEOPLE INVOLVED)</b>	9 1%	8 1%	1 1%	5 1%	3 2%	2 1%	7 1%	1 0%	8 2%	3 2%	4 1%	2 1%	5 2%	2 1%	1 1%	0 0%	3 1%	1 1%	5 2%
<b>LEST WE FORGET</b>	10 1%	8 1%	2 2%	7 1%	1 1%	4 3%	6 1%	8 2%	2 1%	2 1%	5 2%	3 1%	2 1%	4 2%	2 1%	0 0%	2 1%	3 2%	5 1%
<b>WWI (VETS FROM /FOOTAGE OF/SOLDIERS IN)</b>	2 0%	1 0%	1 1%	2 0%	0 0%	0 0%	2 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%
<b>HISTORY, A PART OF HISTORY</b>	4 1%	3 1%	1 1%	4 1%	0 0%	3 2%	1 0%	4 1%	0 0%	0 0%	0 0%	4 2%	0 0%	1 1%	3 2%	1 5%	0 0%	3 2%	0 0%
<b>VETS (GENERALLY, STANDING/IN UNIFORM, PHOTOS/PICTURES)</b>	47 7%	44 7%	3 3%	36 7%	11 7%	13 8%	34 6%	28 8%	19 6%	9 6%	13 5%	24 9%	13 6%	14 8%	16 8%	2 10%	18 9%	11 8%	16 5%
<b>HEARING STORIES/EXPERIENCES FROM VETS</b>	6 1%	5 1%	1 1%	4 1%	2 1%	0 0%	6 1%	1 0%	5 1%	1 1%	2 1%	3 1%	3 1%	0 0%	3 2%	0 0%	1 0%	2 1%	3 1%
<b>SITES/MEMORIALS/SYMBOLS FOR SOLDIERS (CENOTAPHS, WHITE CROSSES IN BURIAL GROUNDS, POEM IN FLANDERS FIELDS)</b>	15 2%	12 2%	3 3%	12 2%	4 2%	1 1%	14 3%	4 1%	11 3%	4 3%	8 3%	3 1%	10 4%	3 2%	0 0%	0 0%	6 3%	3 2%	6 2%
<b>PERCEIVED ATTRIBUTES OF SOLDIERS (BRAVERY, COMMITMENT, COURAGE)</b>	10 1%	8 1%	2 2%	8 2%	2 1%	2 1%	8 1%	7 2%	3 1%	0 0%	4 1%	6 2%	1 0%	2 1%	6 3%	0 0%	5 2%	1 1%	4 1%
<b>OTHER CAMPAIGNS TO RAISE MONEY/AWARENESS/CHARITY ORGS (LICENSE PLATES, WAR AMPS...)</b>	7 1%	6 1%	1 1%	7 1%	1 1%	3 2%	4 1%	5 1%	2 1%	4 3%	1 0%	2 1%	3 1%	2 1%	0 0%	0 0%	2 1%	1 1%	4 1%
<b>EMOTIONAL IMAGES (SORROW, HARDSHIP, VICTIMS, TRAGEDY...)</b>	11 2%	10 2%	1 1%	9 2%	1 1%	1 1%	10 2%	5 1%	6 2%	1 1%	3 1%	7 3%	4 2%	2 1%	3 2%	0 0%	5 2%	2 1%	4 1%

What do you remember about this ad? What words, sounds or images come to mind?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			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
T1C																			
Weighted Total:	696	602	89	488	172	159	533	354	335	157	276	259	226	171	196	20	203	138	324
Total:	698	603	89	493	168	155	538	346	344	159	277	257	227	172	195	21	206	137	322
<b>MUSIC/BAGPIPES PLAYING</b>	7 1%	5 1%	2 2%	5 1%	1 1%	1 1%	5 1%	3 1%	4 1%	3 2%	3 1%	1 0%	4 2%	0 0%	1 1%	0 0%	1 1%	3 2%	3 1%
<b>SACRIFICES THEY MADE/ FOUGHT FOR OUR COUNTRY/FREEDOM, WHAT THEY DID FOR US, PEOPLE TALKING ABOUT WHY THEY REMEMBER</b>	65 9%	50 9%	15 16%	37 8%	23 14%	15 10%	49 9%	31 9%	34 10%	11 7%	22 8%	32 13%	24 11%	21 12%	18 9%	1 4%	19 10%	10 7%	33 10%
<b>IMAGES OF WAR(S) (GENERAL MENTION)</b>	9 1%	8 1%	1 1%	5 1%	3 2%	1 1%	8 2%	2 1%	7 2%	3 2%	3 1%	3 1%	3 1%	2 1%	1 1%	0 0%	1 0%	2 1%	6 2%
<b>PAST AND PRESENT VETS, NOT JUST OLDER, THERE ARE YOUNGER VETERANS, THOSE CURRENTLY FIGHTING</b>	4 1%	3 1%	1 1%	1 0%	1 1%	2 1%	2 0%	2 1%	2 1%	1 1%	2 1%	1 0%	2 1%	0 0%	2 1%	0 0%	1 1%	1 1%	2 1%
<b>AD BY THE GOVERNMENT OF CANADA</b>	2 0%	1 0%	1 1%	2 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 1%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
<b>IMAGES OF AGING PEOPLE/MEN, ELDERLY PEOPLE, AGING/GETTING OLDER</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 1%	0 0%	1 1%	1 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	2 1%
<b>EVOKING PATRIOTISM, PRIDE, UNITY, CANADIAN PATRIOTIC SYMBOLS</b>	5 1%	2 0%	3 3%	4 1%	0 0%	1 1%	4 1%	2 1%	3 1%	1 1%	2 1%	2 1%	1 0%	1 1%	3 2%	1 5%	1 0%	1 1%	2 1%
<b>SOLDIERS COMING HOME INJURED/PTSD, VETS IN WHEELCHAIRS</b>	3 0%	3 0%	0 0%	0 0%	3 2%	0 0%	3 1%	0 0%	3 1%	0 0%	2 1%	1 0%	0 0%	2 1%	1 0%	0 0%	1 0%	1 1%	1 0%
<b>REMEMBER THE WAR(S)</b>	1 0%	1 0%	0 0%	0 0%	1 1%	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>FAMILY MEMBERS WHO ARE VETS, PERSONAL MEMORIES</b>	2 0%	1 0%	0 0%	1 0%	0 0%	1 1%	1 0%	1 0%	1 0%	1 1%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
<b>WWII (VETS FROM /FOOTAGE OF/SOLDIERS IN)</b>	4 1%	3 0%	1 1%	3 1%	1 1%	2 1%	2 0%	2 1%	2 1%	1 1%	2 1%	1 0%	0 0%	3 2%	1 0%	0 0%	0 0%	2 1%	2 1%

What do you remember about this ad? What words, sounds or images come to mind?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			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
TIC																			
Weighted Total:	696	602	89	488	172	159	533	354	335	157	276	259	226	171	196	20	203	138	324
Total:	698	603	89	493	168	155	538	346	344	159	277	257	227	172	195	21	206	137	322
<b>SOLDIERS/ARMY (GENERAL)</b>	17 3%	16 3%	1 1%	13 3%	3 2%	2 1%	15 3%	7 2%	9 3%	3 2%	8 3%	5 2%	5 2%	2 2%	6 3%	0 0%	9 4%	3 2%	5 2%
<b>TAGLINES, VARIATIONS OF REMEMBER (EX: WE WILL REMEMBER, REMEMBER THEM, REMEMBER...)</b>	20 3%	19 3%	1 1%	13 3%	8 5% +	4 3%	16 3%	9 2%	10 3%	2 1%	9 3%	9 3%	6 3%	4 2%	6 3%	0 0%	9 4%	2 1%	8 3%
<b>OLDER/AGING VETS, NOT MANY OF THEM AROUND ANYMORE</b>	11 2%	9 1%	2 2%	7 1%	4 2%	1 1%	10 2%	2 1%	8 2%	2 1%	7 3%	1 0%	5 2%	4 2%	1 0%	0 0%	1 0%	4 3%	6 2%
<b>HONOUR, RESPECT, SUPPORT, PRIDE (SOLE MENTIONS)</b>	9 1%	7 1%	2 2%	7 1%	0 0%	2 1%	7 1%	5 1%	4 1%	5 3%	1 0%	3 1%	2 1%	4 2%	2 1%	0 0%	2 1%	0 0%	7 2%
<b>UNIFORMS AND PARTS OF UNIFORMS SPECIFIED (BERETS, MEDALS DECORATED...)</b>	6 1%	4 1%	2 2%	4 1%	2 1%	1 1%	5 1%	1 0%	5 1%	0 0%	4 1%	2 1%	4 2%	1 1%	1 0%	1 5%	2 1%	0 0%	3 1%
<b>VETS WITH KIDS, INTERACTING WITH CHILDREN, SCENES WITH THEM ENGAGING WITH EACH OTHER</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%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%
<b>SOLDER SHOT AT MEMORIAL, ACTS OF TERRORISM</b>	1 0%	1 0%	0 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 0%	0 0%	0 0%
<b>POPPY FUNDS NOT GOING TOWARDS VETS, USE OF FUNDS</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%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>YOUNG GIRL ON THE BUS COMMERCIAL, SPECIFIC IMAGES, POPPY BEING GIVEN TO VETERAN</b>	14 2%	10 2%	4 5% +	5 1% ---	8 5% +++	3 2%	11 2%	6 2%	8 2%	0 0%	8 3%	6 2%	8 4%	2 1%	3 2%	0 0%	2 1%	2 2%	10 3% +
<b>COMMEMORATIVE COIN AVAILABLE</b>	22 3%	21 3%	1 1%	17 3%	5 3%	7 5%	15 3%	13 4%	9 3%	8 5%	4 1% --	10 4%	7 3%	9 5%	5 2%	1 5%	4 2%	4 3%	13 4%
<b>75TH ANNIVERSARY OF DDAY</b>	8 1%	8 1%	0 0%	8 2%	0 0%	1 1%	7 1%	5 1%	3 1%	1 1%	4 1%	3 1%	2 1%	2 1%	3 1%	1 5%	2 1%	4 3%	1 0% +



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	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
T1C																			
Weighted Total:	696	602	89	488	172	159	533	354	335	157	276	259	226	171	196	20	203	138	324
Total:	698	603	89	493	168	155	538	346	344	159	277	257	227	172	195	21	206	137	322
<b>VIRTUAL POPPY, USING TAP TO DONATE TO POPPY FUND/NEW METHODS PAYMENT</b>	8 1%	8 1%	0 0%	8 2% +	0 0%	4 2% +	4 1%	5 1%	3 1%	0 0%	2 1%	6 2% ++	1 0%	4 2%	3 1%	0 0%	2 1%	2 1%	4 1%
<b>SUPPORT THE TROOPS/SOLDERS, RESPECT FOR MILITARY</b>	10 1%	9 2%	1 1%	6 1%	4 2%	2 1%	8 2%	4 1%	6 2%	1 1%	4 2%	5 2%	1 0%	4 2%	4 2%	0 0%	4 2%	2 2%	4 1%
<b>DIVERSITY OF VETERANS (WOMEN/ETHNIC GROUPS)</b>	4 1%	4 1%	0 0%	3 1%	0 0%	2 1%	2 1%	4 1% ++	0 0% --	1 1%	2 1%	1 0%	1 1%	0 0%	2 1%	0 0%	3 2% ++	0 0%	1 0%
<b>DIVERSITY OF CANADA REPRESENTED IN AD</b>	5 1%	5 1%	0 0%	3 1%	2 1%	1 1%	3 1%	3 1%	2 1%	1 1%	2 1%	2 1%	0 0%	0 0%	4 2% +++	0 0%	2 1%	1 1%	2 1%
<b>RECRUITMENT TO CAF</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 1%	1 1%	1 0%	0 0%	0 0%	1 1%	1 1%	0 0%	2 1% ++	0 0%	0 0%
<b>COVID-19 RELATED CHANGES/MEASURES TO CEREMONIES, COVID-19 CONCERNS/CHANGES/RESTRICTIONS</b>	20 3%	14 2% --	5 5%	15 3%	1 1% --	1 1% -	19 3% +	8 2%	12 3%	9 6% ++	4 1% -	6 2%	12 5% +++	5 3%	1 1% --	1 5%	2 1%	4 3%	13 4%
<b>PROMOTING PEACE</b>	4 1%	3 1%	1 1%	2 0%	2 1%	1 1%	3 1%	2 1%	2 1%	1 1%	2 1%	1 0%	1 0%	2 1%	1 1%	0 0%	0 0%	1 1%	3 1%
<b>IMAGES OF CANADA</b>	2 0%	1 0%	1 1%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%	2 1%
<b>GOVERNMENT OF CANADA JINGLE/LOGO</b>	6 1%	6 1%	0 0%	6 1%	1 1%	1 1%	5 1%	2 1%	4 1%	0 0%	4 1%	2 1%	2 1%	0 0%	3 2%	0 0%	3 1%	0 0%	2 1%
<b>NOT A GOVERNMENT OF CANADA AD/NEWS</b>	4 1%	1 0% ----	2 2% ++	1 0%	1 1% -	1 1%	3 1%	2 1%	2 1%	0 0%	2 1%	2 1%	1 0%	1 1%	1 1%	0 0%	0 0%	0 0%	3 1%
<b>SERVICE ANIMALS SERVING IN WARS</b>	3 0%	3 1%	0 0%	3 1%	0 0%	2 1% +	1 0% -	1 0%	1 0%	0 0%	0 0%	2 1%	0 0%	0 0%	1 1%	0 0%	0 0%	2 1% ++	1 0%

What do you remember about this ad? What words, sounds or images come to mind?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			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
T1C																			
Weighted Total:	696	602	89	488	172	159	533	354	335	157	276	259	226	171	196	20	203	138	324
Total:	698	603	89	493	168	155	538	346	344	159	277	257	227	172	195	21	206	137	322
<b>WHO WAS FEATURED IN THE AD (TRUDEAU/OTHER MINISTERS)</b>	5 1%	5 1%	0 0%	2 0%	2 1%	1 1%	4 1%	2 0%	3 1%	0 0%	4 1%	1 0%	1 0%	0 0%	3 1%	0 0%	4 2%	0 0%	1 0%
<b>WHERE THEY SAW THE AD</b>	2 0%	2 0%	0 0%	2 0%	0 0%	1 1%	1 0%	1 0%	1 0%	1 1%	1 0%	0 0%	1 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%
<b>GOVERNMENT PROPAGANDA, SELF SERVING AGENDA</b>	3 0%	3 0%	0 0%	0 0%	1 1%	1 1%	2 0%	1 0%	2 1%	1 1%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	2 1%	0 0%	1 0%
<b>OTHER NEGATIVES</b>	3 0%	3 0%	0 0%	3 1%	0 0%	1 1%	2 0%	2 0%	1 0%	1 1%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	2 1%	1 1%	0 0%
<b>OTHER VETERAN RESPONSES (SINGLE MENTION ONLY)</b>	10 1%	8 1%	2 2%	7 1%	3 2%	2 1%	8 1%	6 2%	4 1%	1 1%	6 2%	3 1%	4 2%	3 2%	2 1%	0 0%	2 1%	2 1%	5 2%
<b>Don't remember, DON'T KNOW</b>	30 4%	26 4%	4 5%	23 5%	6 4%	6 4%	24 4%	16 5%	14 4%	6 4%	17 6%	7 3%	9 4%	7 4%	11 6%	1 5%	11 5%	10 7%	8 3%
<b>Prefer not to say, NO RESPONSE</b>	83 12%	74 12%	7 8%	62 13%	18 11%	18 12%	63 12%	41 12%	40 11%	21 13%	37 14%	24 9%	33 15%	13 8%	20 10%	3 14%	25 12%	16 12%	35 11%
Chi2:	-	-		(95)		-		-		(90)			-			-			
Margin of error around 50%	3.71	3.99	10.39	4.41	7.56	7.87	4.23	5.27	5.28	7.77	5.89	6.11	6.50	7.47	7.02	21.38	6.83	8.37	5.46

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Facebook</b>	403 20%	45 <b>32%</b> ++++	55 <b>12%</b> ----	144 19%	29 22%	69 <b>30%</b> ++++	58 21%	164 <b>17%</b> ----	234 <b>23%</b> ++++	128 <b>24%</b> +++	67 21%	72 20%	69 19%	67 <b>15%</b> ---	127 18%	170 22%	183 20%	218 21%
<b>Twitter</b>	132 7%	11 8%	12 <b>3%</b> ----	65 <b>9%</b> +++	12 9%	19 8%	13 5%	72 8%	57 6%	53 <b>10%</b> ++++	30 <b>9%</b> ++	24 7%	16 4%	9 <b>2%</b> ----	38 5%	58 8%	63 7%	69 6%
<b>YouTube</b>	224 11%	13 8%	26 <b>6%</b> ----	102 <b>14%</b> +++	20 15%	22 9%	40 <b>15%</b> ++	142 <b>15%</b> ++++	76 <b>8%</b> ----	102 <b>19%</b> ++++	30 10%	44 12%	27 <b>7%</b> --	21 <b>5%</b> ----	71 10%	101 <b>13%</b> ++	105 12%	119 11%
<b>Instagram</b>	107 5%	5 3%	8 <b>2%</b> ----	46 6%	7 5%	14 6%	27 <b>10%</b> ++++	48 5%	56 6%	61 <b>11%</b> ++++	18 6%	18 5%	8 <b>2%</b> --	2 <b>0%</b> ----	31 4%	48 6%	44 5%	63 6%
<b>LinkedIn</b>	41 2%	1 1%	2 <b>0%</b> --	22 <b>3%</b> ++	3 2%	6 3%	7 3%	24 3%	16 2%	19 <b>4%</b> +++	6 2%	9 2%	5 1%	2 <b>0%</b> --	14 2%	21 3%	14 2%	27 3%
<b>Television</b>	960 47%	77 55% +	214 47%	358 47%	64 46%	116 49%	128 46%	464 47%	482 48%	158 <b>30%</b> ----	116 <b>37%</b> ----	161 46%	231 <b>65%</b> ++++	294 <b>66%</b> ++++	376 <b>53%</b> ++++	317 <b>40%</b> ----	508 <b>55%</b> ++++	445 <b>41%</b> ----
<b>RADIO</b>	56 3%	1 1%	14 3%	23 3%	6 4%	5 2%	6 2%	31 3%	25 2%	11 2%	10 3%	12 3%	14 4%	9 2%	13 2%	28 4%	18 <b>2%</b> --	38 <b>4%</b> ++
<b>ROYAL CANADIAN LEGION</b>	12 1%	1 1%	0 0%	7 1%	0 0%	0 0%	4 1%	5 1%	7 1%	0 <b>0%</b> --	3 1%	4 1%	2 1%	3 1%	5 1%	5 1%	4 0%	8 1%
<b>BOOKS, HISTORY BOOKS</b>	18 1%	2 1%	3 1%	7 1%	2 1%	3 1%	1 0%	12 1%	6 1%	5 1%	6 2% +	2 1%	2 1%	3 1%	11 <b>2%</b> ++	5 1%	9 1%	9 1%
<b>GOOGLE, SEARCH ENGINES</b>	171 9%	17 12%	41 9%	66 9%	11 8%	17 7%	19 7%	74 8%	94 9%	59 <b>11%</b> ++	30 9%	28 8%	29 8%	25 <b>6%</b> --	55 8%	71 9%	68 8%	102 9%
<b>TALKING TO VETERANS</b>	12 1%	1 1%	3 1%	4 1%	0 0%	1 0%	2 1%	6 1%	6 1%	1 0%	4 1%	3 1%	4 1%	0 <b>0%</b> +	6 1%	4 1%	7 1%	5 0%
<b>FAMILY/FRIENDS, WORD OF MOUTH</b>	16 1%	1 1%	2 0%	7 1%	1 1%	1 0%	4 1%	8 1%	8 1%	4 1%	3 1%	3 1%	2 1%	4 1%	4 1%	10 1%	5 1%	11 1%

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>SCHOOL (AS A STUDENT/PARENT OF A CHILD/EMPLOYMENT)</b>	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%
<b>GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS</b>	7 0%	1 1%	0 0%	3 0%	1 1%	0 0%	2 1%	2 0%	4 0%	0 0%	3 1%	2 1%	2 1%	0 0%	5 1%	2 0%	4 0%	3 0%
<b>NEWS SITES, GENERAL MENTION</b>	49 2%	6 4%	8 2%	20 3%	2 1%	7 3%	6 2%	27 3%	22 2%	13 2%	14 4%	10 3%	5 1%	7 1%	17 2%	20 3%	22 2%	27 2%
<b>GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES</b>	248 12%	25 18% ++	42 9% --	88 12%	27 20% +++	31 14%	34 12%	85 9% ----	158 16% ++++	79 15%	46 14%	55 16%	29 8% +	39 9% --	116 17% ++++	77 10% --	133 15% +++	115 11% --
<b>CBC.CA</b>	128 6%	9 6%	6 1% ----	58 8% +	7 5%	15 7%	32 12% ++++	68 7%	55 6%	35 6%	34 11% ++++	28 8%	13 4% --	18 4% --	36 5%	46 6%	63 7%	65 6%
<b>CANADIAN ARMY/FORCES/AIR FORCE WEBSITES</b>	5 0%	0 0%	0 0%	1 0%	1 1%	2 1% ++	1 0%	2 0%	3 0%	1 0%	1 0%	2 1%	1 0%	0 0%	4 1% ++	1 0%	2 0%	3 0%
<b>LA PRESSE ON LINE</b>	10 1%	0 0%	10 2% ++++	0 0% --	0 0%	0 0%	0 0%	6 1%	4 0%	2 0%	3 1%	1 0%	3 1%	1 0%	3 0%	6 1%	6 1%	4 0%
<b>MSN</b>	3 0%	0 0%	2 0% +	0 0%	0 0%	1 0%	0 0%	1 0%	2 0%	0 0%	2 1% ++	0 0%	1 0%	0 0%	0 0%	3 0% ++	1 0%	2 0%
<b>REDDIT</b>	14 1%	0 0%	2 0%	4 1%	1 1%	4 2% ++	3 1%	12 1% +++	2 0% --	9 2% +++	2 1%	2 1%	1 0%	0 0%	0 0% --	9 1% ++	2 0% --	12 1% ++
<b>CTV ON LINE</b>	21 1%	1 1%	2 0%	14 2% +++	0 0%	1 0%	3 1%	7 1%	14 1%	3 1%	3 1%	6 2%	3 1%	6 1%	6 1%	7 1%	12 1%	9 1%
<b>GLOBAL NEWS ON LINE</b>	13 1%	1 1%	0 0%	4 1% -	1 1%	2 1%	5 2% +++	4 0%	8 1%	3 1%	2 1%	3 1%	2 1%	3 1%	3 0%	5 1%	7 1%	6 1%
<b>BBC ON LINE</b>	8 0%	0 0%	1 0%	3 0%	0 0%	2 1%	2 1%	6 1%	2 0%	1 0%	5 2% ++++	0 0%	0 0%	2 0%	1 0%	4 1%	5 1%	3 0%

**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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081	
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078	
<b>CNN ON LINE</b>	5 0%	0 0%	1 0%	3 0%	0 0%	0 0%	1 0%	2 0%	3 0%	0 0%	4 <b>1%</b> ++++	0 0%	0 0%	1 0%	0 0%	3 0%	2 0%	3 0%	
<b>YAHOO</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	2 0%	0 0%	
<b>RADIO CANADA ON LINE</b>	14 1%	1 1%	12 <b>3%</b> ++++	0 <b>0%</b> ---	0 0%	0 0%	1 0%	0 0%	8 1%	6 1%	3 1%	4 1%	4 1%	1 0%	2 0%	5 1%	4 1%	9 1%	5 0%
<b>ROYAL CANADIAN LEGION ON LINE</b>	62 3%	5 4%	7 <b>2%</b> --	29 4%	10 <b>7%</b> +++	3 1%	8 3%	21 <b>2%</b> --	40 <b>4%</b> ++	8 <b>2%</b> --	14 <b>4%</b> +	18 <b>5%</b> ++	13 4%	9 2%	31 <b>4%</b> ++	14 <b>2%</b> --	41 <b>5%</b> ++++	21 <b>2%</b> ---	
<b>WIKIPEDIA</b>	54 3%	6 4%	11 2%	20 3%	4 3%	4 2%	9 3%	39 <b>4%</b> ++++	13 <b>1%</b> ---	20 4%	15 <b>5%</b> ++	14 4%	3 <b>1%</b> --	2 <b>0%</b> ---	22 3%	18 2%	23 3%	31 3%	
<b>NATIONAL POST ON LINE</b>	9 0%	0 0%	0 0%	6 1%	0 0%	2 1%	1 0%	8 <b>1%</b> ++	1 <b>0%</b> --	0 0%	4 <b>1%</b> ++	3 1%	1 0%	1 0%	2 0%	4 1%	3 0%	6 1%	
<b>THE SUN ON LINE</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 <b>0%</b> ++	1 0%	0 0%	0 0%	0 0%	0 0%	1 <b>0%</b> ++	0 0%	0 0%	1 0%	0 0%	1 0%	
<b>GLOBE AND MAIL ON LINE</b>	9 0%	0 0%	0 0%	7 <b>1%</b> ++	0 0%	2 1%	0 0%	6 1%	2 0%	2 0%	1 0%	3 1%	3 1%	0 0%	1 0%	5 1%	3 0%	6 1%	
<b>THE STAR ON LINE</b>	9 0%	0 0%	1 0%	6 1%	0 0%	2 1%	0 0%	6 1%	3 0%	3 1%	2 1%	0 0%	2 1%	2 0%	3 0%	3 0%	3 0%	6 1%	
<b>TVA ON LINE</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%	1 <b>0%</b> ++	0 0%	1 0%	0 0%	1 0%	0 0%	
<b>PROVINCIAL GOVERNMENT ON LINE</b>	5 0%	2 <b>1%</b> ++	0 0%	2 0%	1 1%	0 0%	0 0%	1 0%	4 0%	2 0%	1 0%	2 1%	0 0%	0 0%	2 0%	2 0%	2 0%	3 0%	
<b>REBEL MEDIA ON LINE</b>	4 0%	0 0%	0 0%	3 0%	1 1%	0 0%	0 0%	4 <b>0%</b> ++	0 <b>0%</b> --	1 0%	0 0%	2 1%	0 0%	1 0%	1 0%	3 0%	2 0%	2 0%	

**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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>CITY/MUNICIPAL ON LINE</b>	7 0%	1 1%	0 0%	3 0%	0 0%	2 1%	1 0%	6 1%		2 0%	2 1%	1 0%	0 0%	2 0%	2 0%	3 0%	3 0%	4 0%
<b>MUSEUM SITES</b>	4 0%	0 0%	1 0%	3 0%	0 0%	0 0%	0 0%	3 0%		1 0%	1 0%	1 0%	1 0%	0 0%	3 0%	1 0%	3 0%	1 0%
<b>MACLEANS MAGAZINE</b>	34 2%	4 3%	1 0%	16 2%	3 2%	5 2%	5 2%	20 2%		8 1%	3 1%	9 2%	6 2%	8 2%	10 2%	10 1%	23 3%	10 1%
<b>L'ACTUALITÉ MAGAZINE</b>	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%
<b>LEGION MAGAZINE</b>	18 1%	1 1%	0 0%	9 1%	3 2%	3 1%	1 0%	6 1%	6 1%	1 0%	1 0%	5 1%	5 1%	6 1%	5 1%	9 1%	9 1%	
<b>WALRUS MAGAZINE</b>	3 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	0 0%	1 0%	3 0%	0 0%	2 0%	1 0%
<b>TIME MAGAZINE</b>	3 0%	0 0%	0 0%	2 0%	1 1%	0 0%	0 0%	2 0%	2 0%	0 0%	1 0%	1 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%
<b>HISTORY MAGAZINES (VARIOUS)</b>	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	2 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	2 0%	0 0%	2 0%	0 0%
<b>LA PRESSE NEWSPAPER</b>	45 2%	0 0%	44 10%	1 0%	0 0%	0 0%	0 0%	19 2%	19 2%	10 2%	7 2%	6 2%	7 2%	15 3%	13 2%	13 2%	17 2%	28 3%
<b>THE SUN NEWSPAPER (VARIOUS CITIES)</b>	42 2%	0 0%	6 1%	19 2%	1 1%	9 4%	7 2%	22 2%	22 2%	3 1%	4 1%	5 1%	17 5%	13 3%	15 2%	20 2%	22 2%	
<b>GLOBE AND MAIL NEWSPAPER</b>	68 3%	4 4%	4 1%	36 5%	4 3%	4 2%	16 6%	43 4%	43 4%	11 2%	10 3%	16 5%	10 3%	21 5%	22 3%	22 3%	31 4%	37 3%
<b>NATIONAL POST NEWSPAPER</b>	29 1%	0 0%	2 0%	18 2%	1 1%	5 2%	3 1%	9 1%	9 1%	3 1%	7 2%	8 2%	5 1%	6 1%	13 2%	13 2%	12 1%	17 2%

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081	
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078	
<b>LE DEVOIR NEWSPAPER</b>	21 1%	0 0%	21 5% ++++	0 0% ----	0 0% ----	0 0% -	0 0% -	12 1%	9 1%	4 1%	7 2% ++	3 1%	0 0% --	7 2%	6 1%	9 1%	9 1%	12 1%	
<b>THE TORONTO STAR NEWSPAPER</b>	55 3%	0 0%	0 0%	54 7% ++++	0 0% --	0 0% --	0 0% --	1 2%	32 3%	8 2%	8 3%	12 3%	6 2%	21 5% +++	20 3%	23 3%	23 3%	32 3%	
<b>THE MONTREAL GAZETTE NEWSPAPER</b>	6 0%	0 0%	6 1% ++++	0 0% -	0 0% -	0 0% -	0 0% -	3 0%	3 0%	0 0%	1 0%	0 0%	0 0%	5 1% ++++	3 0%	1 0%	4 0%	2 0%	
<b>JOURNAL DE MONTREAL NEWSPAPER</b>	18 1%	0 0%	18 4% ++++	0 0% ----	0 0% ----	0 0% ----	0 0% ----	13 1% ++	5 1%	6 1%	0 0%	1 0%	5 1%	6 1%	6 1%	9 1%	11 1%	7 1%	
<b>CALGARY HERALD NEWSPAPER</b>	14 1%	0 0%	0 0%	0 0% -	0 0% --	14 6% ++++	0 0%	6 1%	8 1%	3 1%	2 1%	1 0%	1 0%	7 1% ++	8 1%	3 0%	10 1%	4 0%	
<b>METRO NEWSPAPER, STARMETRO NEWSPAPER</b>	3 0%	0 0%	1 0%	1 0%	1 1% +	0 0%	0 0%	1 0%	2 0%	2 0%	0 0%	1 0%	0 0%	0 0%	1 0%	2 0%	2 0%	1 0%	
<b>JOURNAL DE QUEBEC NEWSPAPER</b>	5 0%	0 0%	5 1% ++++	0 0% -	0 0% -	0 0% -	0 0% -	3 0%	2 0%	0 0%	0 0%	2 1%	3 1% ++	0 0%	2 0%	1 0%	2 0%	3 0%	
<b>LONDON FREE PRESS NEWSPAPER</b>	3 0%	0 0%	0 0%	3 0% ++	0 0%	0 0%	0 0%	0 0%	3 0%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	2 0%	1 0%	
<b>EDMONTON JOURNAL NEWSPAPER</b>	5 0%	0 0%	0 0%	0 0%	0 0%	5 2% ++++	0 0%	2 0%	3 0%	0 0%	1 0%	0 0%	1 0%	3 1% ++	2 0%	1 0%	3 0%	2 0%	
<b>THE RECORD 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%	0 0%	0 0%	1 0%	
<b>THE PROVINCE NEWSPAPER</b>	7 0%	0 0%	0 0%	0 0% --	0 0% --	0 0% --	7 3% ++++	2 0%	5 0%	2 0%	0 0%	2 1%	2 1%	1 0%	2 0%	2 0%	5 1%	2 0%	
<b>WINDSOR STAR NEWSPAPER</b>	4 0%	0 0%	0 0%	4 1% ++	0 0%	0 0%	0 0%	2 0%	2 0%	1 0%	0 0%	1 0%	2 1% +	0 0%	2 0%	1 0%	3 0%	1 0%	

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>REGINA LEADER POST NEWSPAPER</b>	4 0%	0 0%	0 0%	0 0%	4 <b>3%</b> ++++	0 0%	0 0%	1 0%	3 0%	1 0%	0 0%	0 0%	1 0%	2 0%	0 0%	1 0%	3 0%	1 0%
<b>OTTAWA CITIZEN NEWSPAPER</b>	28 1%	0 0%	4 1%	23 <b>3%</b> ++++	0 0%	1 0%	0 <b>0%</b> --	11 1%	16 2%	2 <b>0%</b> --	1 0%	3 1%	6 2%	16 <b>4%</b> ++++	12 2%	7 1%	10 1%	16 1%
<b>SASKATOON STAR PHOENIX NEWSPAPER</b>	3 0%	0 0%	0 0%	0 0%	3 <b>2%</b> ++++	0 0%	0 0%	1 0%	2 0%	1 0%	1 0%	0 0%	0 0%	1 0%	2 0%	1 0%	2 0%	1 0%
<b>WINNIPEG FREE PRESS NEWSPAPER</b>	18 1%	0 0%	0 <b>0%</b> --	0 <b>0%</b> --	18 <b>13%</b> ++++	0 0%	0 0%	7 1%	11 1%	0 <b>0%</b> --	4 1%	3 1%	3 1%	8 <b>2%</b> ++	5 1%	6 1%	8 1%	10 1%
<b>VICTORIA TIMES COLONIST</b>	9 0%	0 0%	0 0%	0 <b>0%</b> --	0 0%	0 0%	9 <b>3%</b> ++++	4 0%	4 0%	1 0%	0 0%	2 1%	2 1%	4 1%	2 0%	4 1%	4 0%	4 0%
<b>LE DROIT NEWSPAPER</b>	3 0%	1 1%	2 <b>0%</b> ++	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%	1 0%	0 0%	2 0%	1 0%	1 0%	1 0%	2 0%
<b>THE CHRONICLE JOURNAL NEWSPAPER</b>	4 0%	4 <b>2%</b> ++++	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	3 0%	1 0%	0 0%	2 0%	0 0%	1 0%	2 0%	0 0%	3 0%	1 0%
<b>HAMILTON SPECTATOR NEWSPAPER</b>	6 0%	0 0%	0 0%	6 <b>1%</b> +++	0 0%	0 0%	0 0%	3 0%	3 0%	0 0%	1 0%	1 0%	3 <b>1%</b> ++	1 0%	1 0%	2 0%	4 0%	2 0%
<b>CHRONICLE HERALD NEWSPAPER</b>	6 0%	6 <b>3%</b> ++++	0 0%	0 0%	0 0%	0 0%	0 0%	3 0%	3 0%	0 0%	0 0%	2 0%	2 0%	2 0%	2 0%	3 0%	2 0%	4 0%
<b>THE GUARDIAN NEWSPAPER</b>	4 0%	1 1%	1 0%	1 0%	0 0%	0 0%	1 0%	3 0%	1 0%	0 0%	0 0%	4 <b>1%</b> ++++	0 0%	0 0%	0 0%	3 0%	0 0%	4 0%
<b>CBC RADIO</b>	22 1%	3 2%	1 <b>0%</b> --	8 1%	1 1%	2 1%	7 <b>3%</b> ++	6 1%	16 <b>2%</b> ++	2 0%	6 2%	5 1%	4 1%	4 1%	7 1%	13 2%	3 <b>0%</b> --	19 <b>2%</b> +++
<b>LIBRARY</b>	7 0%	1 1%	0 0%	3 0%	0 0%	1 0%	2 1%	4 0%	3 0%	2 0%	0 0%	3 1%	2 1%	0 0%	3 0%	1 0%	3 0%	4 0%



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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>HISTORY SITES, TOURISM/CANADA SITES</b>	18 1%	1 1%	1 0%	8 1%	4 3%	2 1%	2 1%	9 1%	8 1%	6 1%	3 1%	2 1%	4 1%	3 1%	11 2%	1 0%	13 1%	5 0%
			-		+++										++	--	++	--
<b>MEDICINE HAT NEWSPAPER</b>	1 0%	0 0%	0 0%	0 0%	0 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%	0 0%
						0%	0%				0%	0%	0%	0%				
<b>LE QUOTIDIEN NEWSPAPER</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%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%
			+											+				
<b>PRINCE GEORGE CITIZEN NEWSPAPER</b>	1 0%	0 0%	0 0%	0 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%	1 0%
							0%				0%	0%	0%	0%				0%
							++				++							
<b>LOCAL/COMMUNITY NEWSPAPER (UNSPECIFIED)</b>	2 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	2 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%	1 0%
						+												
<b>TRIBUNE NEWSPAPER</b>	3 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	1 0%	2 0%	1 0%	1 0%	0 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%
			+															
<b>BRANTFORD EXPOSITOR NEWSPAPER</b>	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%
												0%	0%	0%				
												0%	0%	0%				
												0%	0%	0%				
												0%	0%	0%				
<b>VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)</b>	18 1%	1 1%	2 0%	10 1%	3 2%	1 0%	1 0%	5 1%	13 1%	2 0%	1 0%	4 1%	5 1%	6 1%	13 2%	3 0%	9 1%	9 1%
								-	+						++++	-		
<b>HUFFINGTON POST SITE</b>	4 0%	0 0%	0 0%	3 0%	0 0%	0 0%	1 0%	3 0%	1 0%	0 0%	2 1%	1 0%	0 0%	1 0%	0 0%	4 1%	1 0%	3 0%
											+					++		
<b>NEWS APPS</b>	3 0%	0 0%	1 0%	2 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%	1 0%	2 0%
														+				
<b>REMEMBRANCE DAY/WEEK EVENTS OR SERVICES</b>	5 0%	0 0%	1 0%	1 0%	2 1%	0 0%	1 0%	1 0%	4 0%	0 0%	0 0%	2 1%	1 0%	2 0%	2 0%	1 0%	1 0%	4 0%
					+++													
<b>MUSEUMS</b>	3 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 1%	1 0%	2 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%	2 0%	1 0%
							+++											

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>PODCASTS (VARIOUS)</b>	3 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	2 0%	1 0%	2 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	2 0%	1 0%
<b>CBC (GENERAL MENTION)</b>	15 1%	0 0%	1 0%	9 1% +	2 2%	2 1%	1 0%	7 1%	7 1%	9 2% +++	3 1%	2 1%	1 0%	0 0%	8 1%	6 1%	8 1%	7 1%
<b>CTV (GENERAL MENTION)</b>	4 0%	1 1%	1 0%	1 0%	0 0%	1 0%	0 0%	3 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	2 0%	1 0%	3 0%	1 0%
<b>ACADEMIC JOURNALS, UNIVERSITY/PEER REVIEWED PAGES</b>	7 0%	0 0%	2 0%	2 0%	1 1%	2 1%	0 0%	3 0%	4 0%	4 1% +	2 1%	1 0%	0 0%	0 0%	2 0%	2 0%	2 0%	5 0%
<b>OUTDOOR POSTINGS (PUBLIC TRANSIT, BILLBOARDS)</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%	1 0% ++	0 0%	1 0%	0 0%	1 0%	0 0%
<b>APPLE/SAFARI</b>	2 0%	0 0%	1 0%	0 0%	0 0%	1 0% +	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%
<b>OTHER INTERNET</b>	26 1%	0 0%	2 0%	12 2%	3 2%	4 2%	4 1%	17 2%	8 1% --	3 1%	6 2%	3 1%	8 2%	6 1%	8 1%	13 2%	13 1%	13 1%
<b>OTHER MAGAZINES</b>	11 1%	0 0%	2 0%	4 1%	0 0%	2 1%	2 1%	4 0%	7 1%	2 0%	1 0%	0 0%	3 1%	5 1% +	7 1% ++	3 0%	5 1%	5 0%
<b>OTHER NEWSPAPER (DAILY/WEEKLY/COMMUNITY)</b>	102 5%	4 2%	14 3% --	40 5%	7 5%	13 5%	23 8% +++	40 4% -	62 6% ++	16 3% --	17 5%	13 4%	25 7%	31 7% +	44 6%	29 4% --	55 6%	47 4%
<b>ZOOMER MAGAZINE</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%	0 0%	2 0% +++	1 0%	1 0%	0 0%	2 0%
<b>READER'S DIGEST MAGAZINE</b>	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0% ++	0 0%	1 0%	0 0%	0 0%	1 0% ++	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>RED DEER ADVOCATE NEWSPAPER</b>	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%	0 0%	0 0%	1 0%

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>KITCHENER-WATERLOO RECORD NEWSPAPER</b>	3 0%	0 0%	0 0%	3 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	0 0%	1 0%	2 1%	0 0%	1 0%	0 0%	2 0%	1 0%
				++									++					
<b>NATIONAL OBSERVER NEWSPAPER ON LINE</b>	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	1 0%	1 0%	1 0%
													+++					
<b>KINGSTON WHIG-STANDARD NEWSPAPER</b>	5 0%	0 0%	0 0%	5 1%	0 0%	0 0%	0 0%	2 0%	3 0%	0 0%	1 0%	1 0%	1 0%	2 0%	0 0%	3 0%	2 0%	3 0%
				+++											-			
<b>DAILY NEWSPAPER (UNSPECIFIED)</b>	3 0%	1 1%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	0 0%	1 0%	0 0%	2 0%	2 0%	1 0%	2 0%	1 0%
															+			
<b>CAF MEMBERS</b>	3 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%	1 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	2 0%	1 0%	2 0%	1 0%
<b>POPPY CAMPAIGNS/OTHER CAMPAIGNS OR CHARITIES ASSOCIATIONS</b>	6 0%	1 1%	1 0%	2 0%	0 0%	1 0%	1 0%	4 0%	2 0%	1 0%	0 0%	2 1%	1 0%	2 0%	2 0%	3 0%	4 1%	2 0%
												+						
<b>CHATALAINE MAGAZINE</b>	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%
					++++										+			
<b>ECONOMIST MAGAZINE</b>	5 0%	0 0%	2 0%	1 0%	1 1%	0 0%	1 0%	3 0%	2 0%	1 0%	2 1%	0 0%	0 0%	2 0%	2 0%	2 0%	2 0%	3 0%
<b>MONCTON TIMES AND TRANSCRIPT NEWSPAPER</b>	2 0%	2 1%	0 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%	0 0%	2 0%
															+++			
<b>ACADIE NOUVELLE NEWSPAPER</b>	1 0%	1 1%	0 0%	0 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>FREDERICTON DAILY GLEANER NEWSPAPER</b>	1 0%	1 1%	0 0%	0 0%	0 0%	0 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%
											++							
<b>NEEPAWA BANNER NEWSPAPER</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%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
													++					

**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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>OUR CANADA MAGAZINE</b>	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	2 0%	0 0%	1 0%	1 0%
<b>MILITARY FAMILY 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%	2 1%	0 0%	0 0%	0 0%	2 0%	0 0%
<b>EPOCH MAGAZINE</b>	4 0%	0 0%	0 0%	2 0%	1 1%	1 0%	0 0%	3 0%	1 0%	0 0%	1 0%	2 1%	1 0%	0 0%	0 0%	4 1%	2 0%	2 0%
<b>INTERNATIONAL/OVERSEAS NEWSPAPERS</b>	4 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 1%	4 0%	0 0%	0 0%	2 1%	1 0%	1 0%	0 0%	2 0%	1 0%	2 0%	2 0%
<b>OWEN SOUND SUN TIMES</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%	1 0%	1 0%	1 0%	1 0%
<b>OTHER</b>	12 1%	0 0%	2 0%	5 1%	2 1%	2 1%	1 0%	5 1%	7 1%	3 1%	1 0%	1 0%	3 1%	4 1%	5 1%	5 1%	6 1%	6 1%
<b>DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS</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%	0 0%	1 0%	0 0%	1 0%
<b>Prefer not to say</b>	174 9%	5 3%	76 17%	50 7%	5 4%	12 5%	25 9%	93 10%	78 8%	65 12%	45 14%	25 7%	19 5%	20 5%	38 6%	92 12%	52 6%	119 11%
Chi2:	-	(99.9)						(99.9)		(99.9)					(99.9)		(95)	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Facebook</b>	403 20%	351 20%	46 17%	327 <b>22%</b> ++++	53 <b>13%</b> ----	127 <b>25%</b> ++++	274 <b>18%</b> ----	236 21%	162 19%	104 <b>23%</b> ++	147 20%	149 18%	119 21%	115 23%	123 19%	17 27%	130 <b>24%</b> ++	68 20%	183 <b>18%</b> --
<b>Twitter</b>	132 7%	109 6%	20 8%	110 <b>8%</b> +++	13 <b>3%</b> ----	47 <b>9%</b> +++	83 <b>6%</b> ----	93 <b>8%</b> ++++	38 <b>4%</b> ----	23 5%	37 <b>5%</b> --	71 <b>9%</b> +++	31 5%	37 8%	49 8%	5 8%	35 7%	28 8%	60 6%
<b>YouTube</b>	224 11%	169 <b>10%</b> ----	51 <b>19%</b> ++++	182 <b>13%</b> +++	24 <b>6%</b> ----	73 <b>15%</b> +++	145 <b>10%</b> ----	147 <b>13%</b> +++	73 <b>9%</b> --	51 11%	72 10%	98 12%	67 12%	69 <b>14%</b> ++	61 10%	10 16%	56 10%	35 10%	118 12%
<b>Instagram</b>	107 5%	89 5%	16 6%	89 <b>6%</b> ++	9 <b>2%</b> ----	39 <b>8%</b> +++	67 <b>5%</b> --	75 <b>7%</b> +++	31 <b>4%</b> --	14 <b>3%</b> --	37 5%	54 7%	37 7%	27 5%	32 5%	3 5%	28 5%	16 5%	59 6%
<b>LinkedIn</b>	41 2%	37 2%	4 2%	37 <b>3%</b> ++	1 <b>0%</b> --	15 3%	25 2%	32 <b>3%</b> +++	9 <b>1%</b> --	3 <b>1%</b> --	16 2%	22 3%	9 2%	9 2%	19 <b>3%</b> ++	2 3%	14 3%	7 2%	17 2%
<b>Television</b>	960 47%	844 <b>49%</b> +++	107 <b>40%</b> --	709 48%	214 49%	191 <b>38%</b> ----	759 <b>51%</b> ++++	452 <b>40%</b> ----	499 <b>58%</b> ++++	254 <b>57%</b> ++++	376 <b>52%</b> +++	322 <b>39%</b> ----	287 50%	233 45%	292 46%	35 56%	277 51%	161 46%	472 46%
<b>RADIO</b>	56 3%	45 3%	11 4%	43 3%	9 2%	12 2%	43 3%	40 <b>4%</b> ++	14 <b>2%</b> --	15 3%	22 3%	16 2%	12 2%	19 4%	15 2%	1 2%	15 3%	10 3%	30 3%
<b>ROYAL CANADIAN LEGION</b>	12 1%	9 1%	3 1%	11 1%	1 0%	4 1%	8 1%	6 1%	5 1%	1 0%	7 1%	4 0%	2 0%	4 1%	2 0%	0 0%	6 1%	2 1%	3 0%
<b>BOOKS, HISTORY BOOKS</b>	18 1%	16 1%	2 1%	14 1%	3 1%	6 1%	12 1%	12 1%	6 1%	3 1%	3 0%	12 <b>1%</b> ++	5 1%	4 1%	7 1%	0 0%	9 <b>2%</b> ++	5 1%	3 <b>0%</b> --
<b>GOOGLE, SEARCH ENGINES</b>	171 9%	144 8%	24 9%	128 9%	35 8%	53 11%	118 8%	108 10%	62 7%	37 8%	65 9%	69 8%	45 8%	44 9%	64 10%	4 6%	41 8%	20 <b>6%</b> --	102 <b>10%</b> ++
<b>TALKING TO VETERANS</b>	12 1%	12 1%	0 0%	9 1%	3 1%	5 1%	7 1%	8 1%	4 0%	2 0%	5 1%	5 1%	3 1%	4 1%	3 0%	1 2%	5 1%	4 1%	2 <b>0%</b> --

**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>FAMILY/FRIENDS, WORD OF MOUTH</b>	16 1%	14 1%	2 1%	13 1%	3 1%	6 1%	10 1%	13 1%	3 0%	0 0%	10 1%	6 1%	6 1%	3 1%	7 1%	2 3%	10 2%	1 0%	3 0%
								++	-	--	++					++	+++		--
<b>SCHOOL (AS A STUDENT/PARENT OF A CHILD/EMPLOYMENT)</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%	0 0%	0 0%	1 0%
						+	-												
<b>GOVERNMENT OF CANADA, FEDERAL GOV'T DEPARTMENTS, VETERAN'S AFFAIRS</b>	7 0%	6 0%	1 0%	6 0%	0 0%	1 0%	5 0%	5 0%	2 0%	1 0%	2 0%	4 0%	2 0%	2 0%	2 0%	2 3%	1 0%	2 1%	2 0%
																++++			
<b>NEWS SITES, GENERAL MENTION</b>	49 2%	42 2%	7 3%	43 3%	5 1%	12 2%	37 2%	33 3%	15 2%	11 2%	17 2%	21 3%	12 2%	12 2%	18 3%	1 2%	12 2%	13 4%	23 2%
				++															
<b>GOVERNMENT OF CANADA WEBSITES, VETERAN'S AFFAIRS WEBSITE, FEDERAL GOV'T DEPARTMENT SITES</b>	248 12%	220 13%	27 10%	195 13%	46 11%	74 15%	172 12%	156 14%	92 11%	31 7%	71 10%	144 17%	53 9%	65 13%	92 14%	5 8%	87 16%	44 13%	110 11%
				+		+	-	++	-	----	--	++++	---		+		+++		--
<b>CBC.CA</b>	128 6%	109 6%	18 7%	118 8%	5 1%	39 8%	88 6%	81 7%	46 5%	15 3%	34 5%	79 10%	27 5%	34 7%	51 8%	4 7%	32 6%	28 8%	61 6%
				++++	----					---	--	++++	-		++				
<b>CANADIAN ARMY/FORCES/AIR FORCE WEBSITES</b>	5 0%	5 0%	0 0%	5 0%	0 0%	2 0%	3 0%	4 0%	1 0%	1 0%	0 0%	4 0%	0 0%	2 0%	3 0%	0 0%	4 1%	0 0%	1 0%
											-	+					+++		
<b>LA PRESSE ON LINE</b>	10 1%	9 1%	1 0%	0 0%	10 2%	3 1%	7 0%	6 1%	4 0%	2 0%	3 0%	5 1%	4 1%	2 0%	4 1%	1 2%	0 0%	1 0%	8 1%
				----	++++												--		+
<b>MSN</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%	1 0%	1 0%	1 0%	1 2%	1 0%	0 0%	1 0%
						+	-									++++			
<b>REDDIT</b>	14 1%	14 1%	0 0%	12 1%	1 0%	6 1%	8 1%	11 1%	3 0%	4 1%	6 1%	4 0%	4 1%	5 1%	4 1%	2 4%	3 1%	3 1%	6 1%
								+								+++			
<b>CTV ON LINE</b>	21 1%	20 1%	1 0%	19 1%	2 0%	4 1%	17 1%	10 1%	11 1%	5 1%	6 1%	10 1%	7 1%	5 1%	5 1%	1 2%	2 0%	7 2%	10 1%
				+													-	+	

**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>GLOBAL NEWS ON LINE</b>	13 1%	13 1%	0 0%	13 1%	0 0%	4 1%	9 1%	5 0%	8 1%	1 0%	6 1%	6 1%	4 1%	1 0%	6 1%	0 0%	1 0%	5 1%	7 1%
<b>BBC ON LINE</b>	8 0%	8 0%	0 0%	7 0%	1 0%	4 1%	4 0%	5 0%	3 0%	0 0%	5 1%	3 0%	1 0%	2 0%	5 1%	1 2%	2 0%	2 1%	3 0%
<b>CNN ON LINE</b>	5 0%	5 0%	0 0%	3 0%	2 0%	3 1%	2 0%	3 0%	2 0%	0 0%	3 0%	2 0%	2 0%	0 0%	3 0%	1 2%	1 0%	0 0%	3 0%
<b>YAHOO</b>	2 0%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%
<b>RADIO CANADA ON LINE</b>	14 1%	12 1%	2 1%	1 0%	12 3%	7 1%	7 0%	7 1%	7 1%	0 0%	5 1%	9 1%	8 1%	0 0%	3 0%	1 2%	3 1%	1 0%	9 1%
<b>ROYAL CANADIAN LEGION ON LINE</b>	62 3%	58 3%	4 2%	54 4%	9 2%	19 4%	43 3%	41 4%	21 2%	6 1%	26 4%	30 4%	15 3%	18 4%	25 4%	3 5%	30 6%	12 3%	16 2%
<b>WIKIPEDIA</b>	54 3%	46 3%	8 3%	43 3%	8 2%	19 4%	35 2%	39 3%	15 2%	12 3%	11 2%	31 4%	20 4%	10 2%	20 3%	1 2%	14 3%	10 3%	27 3%
<b>NATIONAL POST ON LINE</b>	9 0%	8 0%	1 0%	8 1%	0 0%	3 1%	6 0%	6 1%	3 0%	1 0%	3 0%	5 1%	1 0%	2 0%	5 1%	1 2%	2 0%	2 1%	4 0%
<b>THE SUN ON LINE</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%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%
<b>GLOBE AND MAIL ON LINE</b>	9 0%	8 0%	1 0%	8 1%	1 0%	3 1%	6 0%	6 1%	3 0%	0 0%	2 0%	7 1%	1 0%	2 0%	6 1%	1 2%	3 1%	0 0%	5 0%
<b>THE STAR ON LINE</b>	9 0%	8 0%	1 0%	7 0%	1 0%	4 1%	5 0%	5 0%	4 0%	1 0%	3 0%	5 1%	2 0%	3 1%	4 1%	0 0%	3 1%	1 0%	4 0%

**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>TVA ON LINE</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%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>PROVINCIAL GOVERNMENT ON LINE</b>	5 0%	4 0%	1 0%	4 0%	1 0%	0 0%	5 0%	4 0%	1 0%	2 0%	2 0%	1 0%	2 0%	2 0%	0 0%	0 0%	2 0%	0 0%	3 0%
<b>REBEL MEDIA ON LINE</b>	4 0%	4 0%	0 0%	4 0%	0 0%	2 0%	2 0%	2 0%	2 0%	0 0%	1 0%	3 0%	1 0%	0 0%	3 0%	0 0%	1 0%	1 0%	2 0%
<b>CITY/MUNICIPAL ON LINE</b>	7 0%	7 0%	0 0%	6 0%	0 0%	1 0%	6 0%	4 0%	3 0%	4 1%	2 0%	1 0%	3 1%	3 1%	1 0%	0 0%	4 1%	0 0%	3 0%
<b>MUSEUM SITES</b>	4 0%	4 0%	0 0%	4 0%	0 0%	2 0%	2 0%	4 0%	0 0%	0 0%	1 0%	3 0%	2 0%	1 0%	1 0%	0 0%	0 0%	2 1%	2 0%
<b>MACLEANS MAGAZINE</b>	34 2%	26 2%	8 3%	28 2%	1 0%	8 2%	26 2%	17 1%	17 2%	5 1%	7 1%	22 3%	3 1%	11 2%	16 2%	0 0%	9 2%	4 1%	20 2%
<b>L'ACTUALITÉ MAGAZINE</b>	2 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>LEGION MAGAZINE</b>	18 1%	16 1%	2 1%	17 1%	0 0%	3 1%	15 1%	10 1%	8 1%	5 1%	7 1%	6 1%	3 0%	4 1%	10 2%	4 6%	10 2%	3 1%	1 0%
<b>WALRUS MAGAZINE</b>	3 0%	3 0%	0 0%	2 0%	1 0%	0 0%	3 0%	1 0%	2 0%	1 0%	1 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	0 0%	3 0%
<b>TIME MAGAZINE</b>	3 0%	2 0%	1 0%	3 0%	0 0%	1 0%	2 0%	1 0%	2 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	0 0%	0 0%	0 0%	3 0%
<b>HISTORY MAGAZINES (VARIOUS)</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%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%



**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>LA PRESSE NEWSPAPER</b>	45 2%	42 3%	3 1%	4 0%	41 10%	11 2%	34 2%	28 3%	17 2%	2 0%	18 3%	25 3%	10 2%	12 2%	18 3%	1 2%	5 1%	5 1%	34 3%
				----	++++					---		++					--		++++
<b>THE SUN NEWSPAPER (VARIOUS CITIES)</b>	42 2%	39 2%	3 1%	33 2%	6 1%	4 1%	37 2%	20 2%	22 3%	12 3%	18 2%	12 1%	10 2%	8 2%	12 2%	1 2%	16 3%	8 2%	17 2%
						--	++										+		
<b>GLOBE AND MAIL NEWSPAPER</b>	68 3%	56 3%	11 4%	61 4%	4 1%	14 3%	52 4%	37 3%	31 4%	8 2%	14 2%	46 6%	9 2%	16 3%	35 6%	0 0%	16 3%	16 5%	34 3%
				+++	---					--	---	++++	---		++++				
<b>NATIONAL POST NEWSPAPER</b>	29 1%	24 1%	4 2%	24 2%	1 0%	9 2%	20 1%	15 1%	12 1%	2 0%	9 1%	18 2%	1 0%	6 1%	14 2%	2 3%	4 1%	10 3%	13 1%
					--					-		++	---		+				++
<b>LE DEVOIR NEWSPAPER</b>	21 1%	18 1%	3 1%	1 0%	19 4%	6 1%	15 1%	11 1%	10 1%	0 0%	7 1%	14 2%	7 1%	6 1%	4 1%	1 2%	1 0%	3 1%	16 2%
				----	++++					--		++					--		++
<b>THE TORONTO STAR NEWSPAPER</b>	55 3%	48 3%	6 2%	51 3%	2 0%	11 2%	43 3%	25 2%	30 4%	10 2%	15 2%	30 4%	14 2%	7 1%	21 3%	0 0%	13 2%	11 3%	29 3%
				++++	---				+			++		--					
<b>THE MONTREAL GAZETTE NEWSPAPER</b>	6 0%	4 0%	2 1%	5 0%	1 0%	1 0%	5 0%	1 0%	5 1%	1 0%	4 1%	1 0%	3 1%	2 0%	0 0%	0 0%	0 0%	3 1%	3 0%
								0%	++										++
<b>JOURNAL DE MONTREAL NEWSPAPER</b>	18 1%	15 1%	3 1%	1 0%	16 4%	2 0%	16 1%	11 1%	7 1%	8 2%	4 1%	6 1%	8 1%	4 1%	6 1%	0 0%	3 1%	1 0%	13 1%
				----	++++					++									+
<b>CALGARY HERALD NEWSPAPER</b>	14 1%	11 1%	3 1%	10 1%	1 0%	2 0%	12 1%	6 0%	8 1%	1 0%	7 1%	6 1%	3 0%	4 1%	4 1%	0 0%	5 1%	5 1%	4 0%
																		+	
<b>METRO NEWSPAPER, STARMETRO NEWSPAPER</b>	3 0%	2 0%	1 0%	2 0%	1 0%	0 0%	3 0%	3 0%	0 0%	1 0%	1 0%	1 0%	2 0%	0 0%	1 0%	0 0%	0 0%	0 0%	3 0%
																			+
<b>JOURNAL DE QUEBEC NEWSPAPER</b>	5 0%	5 0%	0 0%	0 0%	5 1%	1 0%	4 0%	2 0%	3 0%	1 0%	2 0%	2 0%	1 0%	2 0%	1 0%	0 0%	0 0%	0 0%	5 0%
				----	++++														++

**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>LONDON FREE PRESS NEWSPAPER</b>	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	1 0%	2 0%	1 0%	1 0%	1 0%	2 0%	0 0%	1 0%	0 0%	2 0%	0 0%	1 0%
<b>EDMONTON JOURNAL NEWSPAPER</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%	0 0%	3 1%	2 0%	0 0%	1 0%	3 1%	1 0%
<b>THE RECORD NEWSPAPER</b>	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
<b>THE PROVINCE NEWSPAPER</b>	7 0%	5 0%	2 1%	7 0%	0 0%	1 0%	5 0%	4 0%	3 0%	0 0%	3 0%	4 0%	2 0%	1 0%	1 0%	0 0%	0 0%	1 0%	6 1%
<b>WINDSOR STAR NEWSPAPER</b>	4 0%	4 0%	0 0%	4 0%	0 0%	0 0%	4 0%	2 0%	2 0%	0 0%	3 0%	1 0%	0 0%	0 0%	2 0%	0 0%	3 1%	1 0%	0 0%
<b>REGINA LEADER POST NEWSPAPER</b>	4 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	0 0%	4 0%	0 0%	1 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%
<b>OTTAWA CITIZEN NEWSPAPER</b>	28 1%	27 2%	0 0%	20 1%	7 2%	4 1%	24 2%	9 1%	19 2%	4 1%	12 2%	11 1%	2 0%	9 2%	12 2%	1 2%	8 1%	7 2%	10 1%
<b>SASKATOON STAR PHOENIX NEWSPAPER</b>	3 0%	3 0%	0 0%	3 0%	0 0%	2 0%	1 0%	1 0%	2 0%	1 0%	1 0%	1 0%	1 0%	1 0%	1 0%	0 0%	2 0%	1 0%	0 0%
<b>WINNIPEG FREE PRESS NEWSPAPER</b>	18 1%	17 1%	1 0%	18 1%	0 0%	5 1%	13 1%	10 1%	8 1%	5 1%	4 1%	8 1%	5 1%	5 1%	6 1%	0 0%	3 1%	6 2%	9 1%
<b>VICTORIA TIMES COLONIST</b>	9 0%	8 0%	1 0%	9 1%	0 0%	1 0%	8 1%	4 0%	5 1%	2 0%	4 1%	3 0%	5 1%	1 0%	1 0%	0 0%	3 1%	4 1%	2 0%
<b>LE DROIT NEWSPAPER</b>	3 0%	2 0%	1 0%	2 0%	1 0%	1 0%	2 0%	1 0%	2 0%	0 0%	2 0%	1 0%	2 0%	1 0%	0 0%	1 1%	0 0%	1 0%	1 0%

**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>THE CHRONICLE JOURNAL NEWSPAPER</b>	4 0%	3 0%	1 0%	4 0%	0 0%	1 0%	3 0%	3 0%	1 0%	0 0%	0 0%	4 0%	0 0%	2 0%	2 0%	0 0%	1 0%	1 0%	2 0%
<b>HAMILTON SPECTATOR NEWSPAPER</b>	6 0%	6 0%	0 0%	5 0%	0 0%	0 0%	6 0%	3 0%	3 0%	3 1%	2 0%	1 0%	2 0%	2 0%	2 0%	0 0%	3 1%	2 1%	1 0%
<b>CHRONICLE HERALD NEWSPAPER</b>	6 0%	6 0%	0 0%	6 0%	0 0%	2 0%	4 0%	4 0%	2 0%	3 1%	2 0%	1 0%	2 0%	2 0%	2 0%	1 1%	3 0%	0 0%	2 0%
<b>THE GUARDIAN NEWSPAPER</b>	4 0%	2 0%	2 1%	3 0%	0 0%	2 0%	2 0%	4 0%	0 0%	0 0%	1 0%	3 0%	3 0%	0 0%	1 0%	0 0%	2 0%	1 0%	1 0%
<b>CBC RADIO</b>	22 1%	18 1%	4 1%	20 1%	0 0%	7 1%	15 1%	16 1%	6 1%	3 1%	8 1%	11 1%	5 1%	4 1%	10 2%	0 0%	4 1%	7 2%	10 1%
<b>LIBRARY</b>	7 0%	7 0%	0 0%	7 0%	0 0%	3 1%	4 0%	6 1%	1 0%	2 0%	3 0%	2 0%	3 1%	0 0%	1 0%	0 0%	3 1%	1 0%	2 0%
<b>HISTORY SITES, TOURISM/CANADA SITES</b>	18 1%	18 1%	0 0%	18 1%	1 0%	4 1%	14 1%	11 1%	7 1%	2 0%	4 1%	12 1%	3 1%	3 1%	9 1%	1 2%	5 1%	3 1%	8 1%
<b>MEDICINE HAT 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%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%
<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%	1 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%	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>	2 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	2 1%	0 0%

**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>TRIBUNE NEWSPAPER</b>	3 0%	2 0%	1 0%	2 0%	1 0%	2 0%	1 0%	0 0%	3 0%	0 0%	2 0%	1 0%	2 0%	0 0%	1 0%	1 2%	1 0%	1 0%	0 0%
						+	-	--	++							++++			-
<b>BRANTFORD EXPOSITOR 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%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>VETERAN SITES (ORGS/ASSOCIATIONS, HISTORY OF VETERANS, EVENTS FOR VETS)</b>	18 1%	17 1%	1 0%	15 1%	3 1%	3 1%	15 1%	5 0%	13 2%	6 1%	5 1%	7 1%	2 0%	6 1%	8 1%	3 5%	11 2%	2 1%	2 0%
								--	++				-			++++	+++		----
<b>HUFFINGTON POST SITE</b>	4 0%	3 0%	1 0%	4 0%	0 0%	2 0%	2 0%	2 0%	2 0%	0 0%	1 0%	3 0%	0 0%	1 0%	3 0%	0 0%	2 0%	1 0%	1 0%
															+				
<b>NEWS APPS</b>	3 0%	0 0%	3 1%	0 0%	1 0%	1 0%	2 0%	1 0%	2 0%	0 0%	2 0%	1 0%	2 0%	0 0%	1 0%	0 0%	0 0%	0 0%	3 0%
			----	++++	---														+
<b>REMEMBRANCE DAY/WEEK EVENTS OR SERVICES</b>	5 0%	4 0%	1 0%	4 0%	1 0%	1 0%	4 0%	3 0%	2 0%	0 0%	3 0%	2 0%	2 0%	2 0%	1 0%	0 0%	2 0%	3 1%	0 0%
																		++	--
<b>MUSEUMS</b>	3 0%	2 0%	1 0%	2 0%	0 0%	1 0%	2 0%	1 0%	2 0%	2 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	2 0%
										+									
<b>PODCASTS (VARIOUS)</b>	3 0%	2 0%	1 0%	2 0%	0 0%	1 0%	2 0%	3 0%	0 0%	0 0%	0 0%	3 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	2 0%
																			++
<b>CBC (GENERAL MENTION)</b>	15 1%	14 1%	1 0%	13 1%	1 0%	4 1%	11 1%	11 1%	4 0%	1 0%	4 1%	10 1%	3 1%	1 0%	10 2%	0 0%	3 1%	6 2%	6 1%
															----	++++	+	++	
<b>CTV (GENERAL MENTION)</b>	4 0%	3 0%	1 0%	2 0%	0 0%	1 0%	3 0%	1 0%	3 0%	1 0%	2 0%	1 0%	0 0%	3 1%	0 0%	1 1%	0 0%	1 0%	2 0%
														++		+			
<b>ACADEMIC JOURNALS, UNIVERSITY/PEER REVIEWED PAGES</b>	7 0%	5 0%	2 1%	3 0%	2 0%	2 0%	5 0%	6 1%	1 0%	0 0%	0 0%	7 1%	3 1%	3 1%	1 0%	0 0%	3 1%	0 0%	4 0%
																			++

**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>OUTDOOR POSTINGS (PUBLIC TRANSIT, BILLBOARDS)</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%	1 0%	0 0%	0 0%
<b>APPLE/SAFARI</b>	2 0%	1 0%	1 0%	1 0%	1 0%	1 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%
<b>OTHER INTERNET</b>	26 1%	17 1%	9 3%	20 1%	2 0%	5 1%	21 1%	20 2%	6 1%	3 1%	13 2%	9 1%	7 1%	8 2%	7 1%	2 4%	9 2%	5 1%	10 1%
<b>OTHER MAGAZINES</b>	11 1%	8 0%	3 1%	8 1%	4 1%	1 0%	10 1%	5 0%	5 1%	3 1%	3 0%	5 1%	3 1%	4 1%	4 1%	1 2%	4 1%	4 1%	2 0%
<b>OTHER NEWSPAPER (DAILY/WEEKLY/COMMUNITY)</b>	102 5%	96 5%	6 2%	80 5%	15 3%	19 4%	82 5%	53 5%	47 5%	23 5%	44 6%	35 4%	27 5%	27 5%	34 5%	2 3%	37 7%	24 7%	38 4%
<b>ZOOMER MAGAZINE</b>	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%	2 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%
<b>READER'S DIGEST MAGAZINE</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%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%
<b>RED DEER ADVOCATE 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%	1 0%	0 0%	0 0%	0 0%	1 0%
<b>KITCHENER-WATERLOO RECORD NEWSPAPER</b>	3 0%	3 0%	0 0%	3 0%	0 0%	0 0%	3 0%	1 0%	2 0%	2 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	2 0%
<b>NATIONAL OBSERVER NEWSPAPER ON LINE</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%	1 0%	0 0%	1 0%	0 0%	2 0%	0 0%	0 0%
<b>KINGSTON WHIG-STANDARD NEWSPAPER</b>	5 0%	5 0%	0 0%	4 0%	1 0%	1 0%	3 0%	3 0%	2 0%	1 0%	2 0%	2 0%	1 0%	1 0%	3 0%	0 0%	2 0%	2 1%	1 0%

**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>DAILY NEWSPAPER (UNSPECIFIED)</b>	3 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	1 0%	2 0%	0 0%	1 0%	2 0%	1 0%	1 0%	1 0%	1 2%	0 0%	0 0%	2 0%
<b>CAF MEMBERS</b>	3 0%	3 0%	0 0%	3 0%	0 0%	1 0%	2 0%	3 0%	0 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	1 2%	2 0%	0 0%	0 0%
<b>POPPY CAMPAIGNS/OTHER CAMPAIGNS OR CHARITIES ASSOCIATIONS</b>	6 0%	5 0%	1 0%	5 0%	1 0%	2 0%	4 0%	1 0%	5 1%	3 1%	1 0%	2 0%	2 0%	1 0%	2 0%	0 0%	2 1%	2 1%	2 0%
<b>CHATALAINE MAGAZINE</b>	1 0%	1 0%	0 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%
<b>ECONOMIST MAGAZINE</b>	5 0%	5 0%	0 0%	3 0%	2 0%	1 0%	4 0%	3 0%	2 0%	0 0%	2 0%	3 0%	1 0%	1 0%	3 0%	0 0%	1 0%	2 1%	2 0%
<b>MONCTON TIMES AND TRANSCRIPT NEWSPAPER</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 0%
<b>ACADIE NOUVELLE NEWSPAPER</b>	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>FREDERICTON DAILY GLEANER 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%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
<b>NEEPAWA BANNER 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%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%
<b>OUR CANADA MAGAZINE</b>	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%
<b>MILITARY FAMILY MAGAZINE</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	2 0%	0 0%	0 0%

<b>Which sources would you rely on when looking for information about remembrance and the contributions of Canada's Veterans?</b>																			
	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
T1D																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>EPOCH MAGAZINE</b>	4 0%	4 0%	0 0%	4 0%	0 0%	2 0%	2 0%	4 0%	0 0%	0 0%	3 0%	1 0%	1 0%	1 0%	2 0%	0 0%	1 0%	2 1%	1 0%
<b>INTERNATIONAL/OVERSEAS NEWSPAPERS</b>	4 0%	4 0%	0 0%	3 0%	1 0%	1 0%	3 0%	2 0%	2 0%	0 0%	1 0%	3 0%	0 0%	1 0%	2 0%	0 0%	1 0%	1 0%	2 0%
<b>OWEN SOUND SUN TIMES</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%	1 0%	0 0%	1 0%	0 0%	2 0%	0 0%	0 0%
<b>OTHER</b>	12 1%	10 1%	1 0%	10 1%	2 0%	1 0%	11 1%	7 1%	4 0%	1 0%	3 0%	7 1%	2 0%	5 1%	3 0%	0 0%	3 1%	3 1%	6 1%
<b>DO NOT RECALL, DO NOT KNOW/REMEMBER DETAILS</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%	0 0%	0 0%	1 0%
<b>Prefer not to say</b>	174 9%	147 9%	25 10%	95 7%	72 17%	50 10%	122 9%	108 10%	61 7%	34 8%	56 8%	81 10%	61 11%	41 8%	48 8%	5 9%	34 6%	25 7%	107 11%
Chi2:	-	(95)		(99.9)		(95)		(99.9)		(99.9)			(90)			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

**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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	804 40%	68 <b>49%</b> ++	125 <b>28%</b> ----	332 <b>44%</b> +++	65 48% +	109 <b>47%</b> ++	103 37%	341 <b>35%</b> ----	449 <b>45%</b> ++++	245 <b>46%</b> ++++	140 44%	144 41%	132 36%	143 <b>32%</b> ----	375 <b>53%</b> ++++	226 <b>29%</b> ----	468 <b>52%</b> ++++	334 <b>31%</b> ----
<b>No</b>	1185 59%	72 <b>50%</b> --	321 <b>71%</b> ++++	421 <b>55%</b> ---	72 52% -	124 53% -	171 62%	620 <b>64%</b> ++++	547 <b>54%</b> ----	277 <b>52%</b> ----	173 55% -	210 59%	225 64% +	300 <b>68%</b> ++++	326 <b>46%</b> ----	546 <b>71%</b> ++++	437 <b>48%</b> ----	739 <b>68%</b> ++++
<b>Prefer not to say</b>	11 1%	1 1%	3 1%	6 1%	0 0%	0 0%	1 0%	5 1%	6 1%	6 1%	2 1%	2 1%	0 0%	1 0%	5 1%	2 0%	4 0%	5 0%
Chi2:	-	99.9						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98



**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	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
T1E																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	804 40%	691 41%	107 41%	639 <b>44%</b> ++++	129 <b>31%</b> ----	237 <b>47%</b> ++++	561 <b>38%</b> ----	469 42%	327 38%	180 41%	280 39%	339 42%	216 38%	211 42%	279 <b>44%</b> ++	32 52% +	255 <b>47%</b> ++++	170 <b>49%</b> ++++	335 <b>33%</b> ----
<b>No</b>	1185 59%	1014 59%	156 59%	820 <b>56%</b> ----	294 <b>69%</b> ++++	261 <b>52%</b> ----	910 <b>61%</b> ++++	646 58%	523 61%	262 59%	431 60%	480 58%	344 61%	296 58%	356 56%	28 <b>47%</b> --	285 <b>53%</b> ----	180 <b>51%</b> ----	672 <b>66%</b> ++++
<b>Prefer not to say</b>	11 1%	8 0%	1 0%	9 1%	3 1%	3 1%	8 1%	6 1%	5 1%	2 0%	6 1%	2 0%	7 1%	2 0%	0 0%	1 2%	2 0%	0 0%	8 1%
Chi2:	-	-	-	99.9	-	99.9	-	-	-	-	-	-	-	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

<b>Wore a poppy</b>																		
	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	1160 57%	100 <b>69%</b> +++	130 <b>29%</b> ----	497 <b>65%</b> ++++	96 <b>70%</b> +++	151 <b>64%</b> ++	181 <b>65%</b> +++	551 56%	592 58%	229 <b>43%</b> ----	159 <b>50%</b> ---	215 60%	250 <b>69%</b> ++++	307 <b>69%</b> ++++	465 <b>65%</b> ++++	408 <b>52%</b> ----	596 <b>65%</b> ++++	559 <b>51%</b> ----
<b>No</b>	840 43%	41 <b>31%</b> ---	319 <b>71%</b> ++++	262 <b>35%</b> ----	41 <b>30%</b> ---	82 <b>36%</b> --	94 <b>35%</b> ---	415 44%	410 42%	299 <b>57%</b> ++++	156 <b>50%</b> +++	141 40%	107 <b>31%</b> ----	137 <b>31%</b> ----	241 <b>35%</b> ----	366 <b>48%</b> ++++	313 <b>35%</b> ----	519 <b>49%</b> ++++
Chi2:	-	99.9						-		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

<b>Wore a poppy</b>																			
	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
T1FA In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	1160 57%	1012 <b>58%</b> ++	138 <b>51%</b> --	984 <b>66%</b> ++++	120 <b>28%</b> ----	279 55%	868 58%	615 <b>54%</b> ---	529 <b>61%</b> +++	297 <b>66%</b> ++++	439 <b>60%</b> ++	414 <b>50%</b> ----	305 <b>53%</b> --	296 57%	380 59%	51 <b>82%</b> ++++	388 <b>71%</b> ++++	235 <b>67%</b> ++++	472 <b>46%</b> ----
<b>No</b>	840 43%	701 <b>42%</b> --	126 <b>49%</b> ++	484 <b>34%</b> ----	306 <b>72%</b> ++++	222 45%	611 42%	506 <b>46%</b> +++	326 <b>39%</b> ---	147 <b>34%</b> ----	278 <b>40%</b> --	407 <b>50%</b> ++++	262 <b>47%</b> ++	213 43%	255 41%	10 <b>18%</b> ----	154 <b>29%</b> ----	115 <b>33%</b> ----	543 <b>54%</b> ++++
Chi2:	-	95		99.9		-		99		99.9			90			99.9			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

<b>Watched a ceremony on TV or online</b>																		
	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	900 44%	70 49%	127 <b>28%</b> ----	368 <b>48%</b> +++	82 <b>59%</b> ++++	110 46%	140 <b>50%</b> ++	417 42%	471 46%	130 <b>24%</b> ----	112 <b>35%</b> ----	152 43%	216 <b>60%</b> ++++	290 <b>65%</b> ++++	405 <b>57%</b> ++++	269 <b>34%</b> ----	521 <b>57%</b> ++++	372 <b>34%</b> ----
<b>No</b>	1100 56%	71 51%	322 <b>72%</b> ++++	391 <b>52%</b> ---	55 <b>41%</b> ----	123 54%	135 <b>50%</b> --	549 58%	531 54%	398 <b>76%</b> ++++	203 <b>65%</b> ++++	204 57%	141 <b>40%</b> ----	154 <b>35%</b> ----	301 <b>43%</b> ----	505 <b>66%</b> ++++	388 <b>43%</b> ----	706 <b>66%</b> ++++
Chi2:	-	99.9						90		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

Watched a ceremony on TV or online																			
	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
T1FC In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	900 44%	769 44%	118 44%	725 <b>49%</b> ++++	119 <b>27%</b> ----	194 <b>38%</b> ---	696 <b>46%</b> +++	415 <b>37%</b> ----	474 <b>55%</b> ++++	219 <b>48%</b> ++	343 47% +	328 <b>39%</b> ----	244 42%	239 46%	264 41%	43 ++++	305 ++++	155 43%	384 <b>37%</b> ----
<b>No</b>	1100 56%	944 56%	146 56%	743 <b>51%</b> ----	307 <b>73%</b> ++++	307 <b>62%</b> +++	783 <b>54%</b> ---	706 <b>63%</b> ++++	381 <b>45%</b> ----	225 <b>52%</b> --	374 53% -	493 <b>61%</b> ++++	323 58%	270 54%	371 59%	18 ----	237 ----	195 57%	631 <b>63%</b> ++++
Chi2:	-	-	-	99.9	99.9	99	99.9	99.9	99.9	99	-	+	-	-	+	99.9	99.9	99.9	99.9
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

Took 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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	1278 63%	101 70%	139 <b>31%</b> ----	574 <b>75%</b> ++++	108 <b>79%</b> ++++	167 <b>71%</b> +++	185 67%	593 <b>61%</b> --	667 <b>66%</b> ++	276 <b>52%</b> ----	190 60%	242 <b>68%</b> ++	255 <b>71%</b> ++++	315 <b>70%</b> ++++	501 <b>70%</b> ++++	459 <b>59%</b> ----	639 <b>70%</b> ++++	632 <b>58%</b> ----
<b>No</b>	722 37%	40 30%	310 <b>69%</b> ++++	185 <b>25%</b> ----	29 <b>21%</b> ----	66 <b>29%</b> ---	90 33%	373 <b>39%</b> ++	335 <b>34%</b> --	252 <b>48%</b> ++++	125 40%	114 <b>32%</b> --	102 <b>29%</b> ----	129 <b>30%</b> ----	205 <b>30%</b> ----	315 <b>41%</b> ++++	270 <b>30%</b> ----	446 <b>42%</b> ++++
Chi2:	-	99.9					95		99.9					99.9		99.9		
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

Took a moment of silence																			
	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
T1FD In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	1278 63%	1112 <b>64%</b> ++	157 59%	1076 <b>73%</b> ++++	147 <b>34%</b> ----	329 65%	938 63%	699 62%	564 65%	307 <b>68%</b> +++	482 <b>67%</b> ++	479 <b>58%</b> ----	323 <b>56%</b> ----	328 64%	420 66%	50 <b>81%</b> +++	416 <b>76%</b> ++++	249 <b>70%</b> +++	543 <b>53%</b> ----
<b>No</b>	722 37%	601 <b>36%</b> --	107 41%	392 <b>27%</b> ----	279 <b>66%</b> ++++	172 35%	541 37%	422 38%	291 35%	137 <b>32%</b> ---	235 <b>33%</b> --	342 <b>42%</b> ++++	244 <b>44%</b> ++++	181 36%	215 34%	11 <b>19%</b> ---	126 <b>24%</b> ----	101 <b>30%</b> ---	472 <b>47%</b> ++++
Chi2:	-	90		99.9		-		90		99.9			99			99.9			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

Watched a talk online 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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	339 17%	29 20%	52 <b>11%</b> ----	139 18%	29 21%	40 17%	49 17%	154 15%	181 18%	53 <b>10%</b> ----	40 13%	55 15%	75 <b>21%</b> ++	116 <b>26%</b> ++++	178 <b>25%</b> ++++	86 <b>11%</b> ----	215 <b>23%</b> ++++	121 <b>11%</b> ----
<b>No</b>	1661 83%	112 80%	397 <b>89%</b> ++++	620 82%	108 79%	193 83%	226 83%	812 85%	821 82%	475 <b>90%</b> ++++	275 87% +	301 85%	282 <b>79%</b> --	328 <b>74%</b> ----	528 <b>75%</b> ----	688 <b>89%</b> ++++	694 <b>77%</b> ----	957 <b>89%</b> ++++
Chi2:	-	95						-		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98



Watched a talk online given by a Veteran																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1FE In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	339 17%	283 16%	52 19%	260 17%	54 12% ---	78 15%	256 17%	153 14% ----	181 21% ++++	83 18%	140 19% ++	111 13% ----	97 17%	103 20% ++	92 14% -	18 29% +++	125 23% ++++	62 18%	130 13% ----
<b>No</b>	1661 83%	1430 84%	212 81%	1208 83%	372 88% +++	423 85%	1223 83%	968 86% ++++	674 79% ----	361 82%	577 81% --	710 87% ++++	470 83%	406 80% --	543 86% +	43 71% ---	417 77% ----	288 82%	885 87% ++++
Chi2:	-	-	-	95	-	-	-	99.9	-	99	99	99	95	95	95	99.9	99.9	99.9	99.9
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

Had 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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	898 45%	69 48%	103 <b>23%</b> ----	388 <b>51%</b> ++++	59 43%	136 <b>59%</b> ++++	139 <b>51%</b> ++	396 <b>41%</b> ----	486 <b>48%</b> +++	232 44%	173 <b>54%</b> ++++	189 <b>53%</b> ++++	155 43%	149 <b>33%</b> ----	358 <b>51%</b> ++++	318 <b>41%</b> ---	445 <b>49%</b> ++++	448 <b>41%</b> ----
<b>No</b>	1102 55%	72 52%	346 <b>77%</b> ++++	371 <b>49%</b> ----	78 57%	97 <b>41%</b> ----	136 <b>49%</b> --	570 <b>59%</b> ++++	516 <b>52%</b> ---	296 56%	142 <b>46%</b> ----	167 <b>47%</b> ----	202 57%	295 <b>67%</b> ++++	348 <b>49%</b> ----	456 <b>59%</b> +++	464 <b>51%</b> ----	630 <b>59%</b> ++++
Chi2:	-	99.9						99		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

Had discussions with students, family, or friends																			
	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
T1FF In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	898 45%	784 <b>46%</b> ++	103 <b>39%</b> --	752 <b>51%</b> ++++	97 <b>23%</b> ----	299 <b>59%</b> ++++	590 <b>40%</b> ----	558 <b>49%</b> ++++	330 <b>39%</b> ----	174 <b>39%</b> --	320 44%	396 <b>48%</b> ++	202 <b>36%</b> ----	240 47%	329 <b>52%</b> ++++	30 49%	306 <b>56%</b> ++++	191 <b>55%</b> ++++	355 <b>35%</b> ----
<b>No</b>	1102 55%	929 <b>54%</b> --	161 <b>61%</b> ++	716 <b>49%</b> ----	329 <b>77%</b> ++++	202 <b>41%</b> ----	889 <b>60%</b> ++++	563 <b>51%</b> ----	525 <b>61%</b> ++++	270 <b>61%</b> ++	397 56%	425 <b>52%</b> --	365 <b>64%</b> ++++	269 53%	306 <b>48%</b> ----	31 51%	236 <b>44%</b> ----	159 <b>45%</b> ----	660 <b>65%</b> ++++
Chi2:	-	95		99.9		99.9		99.9		95			99.9			99.9			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

Shared 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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	478 24%	48 <b>32%</b> ++	51 <b>11%</b> ----	213 <b>28%</b> ++++	42 <b>31%</b> ++	62 26%	59 21%	184 <b>19%</b> ----	287 <b>28%</b> ++++	86 <b>16%</b> ----	90 <b>28%</b> ++	103 <b>29%</b> +++	110 <b>30%</b> +++	89 <b>20%</b> --	211 <b>30%</b> ++++	159 <b>20%</b> --	273 <b>30%</b> ++++	204 <b>19%</b> ----
<b>No</b>	1522 76%	93 <b>68%</b> --	398 <b>89%</b> ++++	546 <b>72%</b> ----	95 <b>69%</b> --	171 74%	216 79%	782 <b>81%</b> ++++	715 <b>72%</b> ----	442 <b>84%</b> ++++	225 <b>72%</b> --	253 <b>71%</b> ---	247 <b>70%</b> ---	355 <b>80%</b> ++	495 <b>70%</b> ----	615 <b>80%</b> +++	636 <b>70%</b> ----	874 <b>81%</b> ++++
Chi2:	-	99.9						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

**Shared 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 In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																				
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026	
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015	
<b>Yes</b>	478 24%	427 <b>25%</b> +++	48 <b>18%</b> --	413 <b>28%</b> ++++	50 <b>12%</b> ----	146 <b>29%</b> +++	329 <b>22%</b> --	271 24%	199 23%	108 24%	185 25%	181 22%	117 <b>21%</b> --	127 25%	159 25%	27 <b>43%</b> ++++	192 <b>35%</b> ++++	89 26%	165 <b>16%</b> ----	
<b>No</b>	1522 76%	1286 <b>75%</b> ---	216 <b>82%</b> ++	1055 <b>72%</b> ----	376 <b>88%</b> ++++	355 <b>71%</b> --	1150 <b>78%</b> +++	850 76%	656 77%	336 76%	532 75%	640 78%	450 <b>79%</b> ++	382 75%	476 75%	34 <b>57%</b> ----	350 <b>65%</b> ----	261 74%	850 <b>84%</b> ++++	
Chi2:	-	95		99.9		99		-		-			-			99.9				
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08	

Visited 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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	149 7%	14 9%	8 <b>2%</b> ----	65 8%	9 7%	18 8%	34 <b>12%</b> ++++	88 <b>9%</b> +++	57 <b>6%</b> ---	30 6%	21 7%	32 9%	32 9%	34 8%	56 8%	55 7%	88 <b>9%</b> ++++	61 <b>6%</b> ---
<b>No</b>	1851 93%	127 91%	441 <b>98%</b> ++++	694 92%	128 93%	215 92%	241 <b>88%</b> ----	878 <b>91%</b> ---	945 <b>94%</b> +++	498 94%	294 93%	324 91%	325 91%	410 92%	650 92%	719 93%	821 <b>91%</b> ----	1017 <b>94%</b> +++
Chi2:	-	99.9						99		-					-		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

Visited a cenotaph																			
	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
T1FH In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	149 7%	138 <b>8%</b> ++	10 <b>4%</b> --	136 <b>9%</b> ++++	13 <b>3%</b> ----	28 5%	120 8%	85 7%	62 7%	36 8%	63 9%	50 6%	38 6%	39 8%	55 9%	15 <b>25%</b> ++++	58 <b>11%</b> ++++	35 <b>10%</b> ++	40 <b>4%</b> ----
<b>No</b>	1851 93%	1575 <b>92%</b> --	254 <b>96%</b> ++	1332 <b>91%</b> ----	413 <b>97%</b> ++++	473 95%	1359 92%	1036 93%	793 93%	408 92%	654 91%	771 94%	529 94%	470 92%	580 91%	46 <b>75%</b> ----	484 <b>89%</b> ----	315 <b>90%</b> --	975 <b>96%</b> ++++
Chi2:	-	95		99.9		90		-		-			-			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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
T1FI In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																		
Weighted Total:	2000	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	994 49%	68 48%	154 <b>34%</b> ----	418 <b>55%</b> ++++	75 55%	134 <b>57%</b> +++	143 52%	467 48%	509 51%	227 <b>43%</b> ----	166 53%	183 51%	178 49%	240 <b>54%</b> ++	414 <b>58%</b> ++++	321 <b>41%</b> ----	539 <b>59%</b> ++++	449 <b>41%</b> ----
<b>No</b>	1006 51%	73 52%	295 <b>66%</b> ++++	341 <b>45%</b> ----	62 45%	99 <b>43%</b> ---	132 48%	499 52%	493 49%	301 <b>57%</b> ++++	149 47%	173 49%	179 51%	204 <b>46%</b> --	292 <b>42%</b> ----	453 <b>59%</b> ++++	370 <b>41%</b> ----	629 <b>59%</b> ++++
Chi2:	-	99.9						-		99				99.9		99.9		
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98



**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
T1F1 In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	994 49%	860 50%	121 45%	790 <b>54%</b> ++++	157 <b>37%</b> ----	271 <b>54%</b> ++	711 <b>48%</b> --	547 49%	435 50%	212 48%	366 51%	409 50%	248 <b>43%</b> ----	270 53%	334 53%	37 60%	327 <b>60%</b> ++++	213 <b>61%</b> ++++	400 <b>39%</b> ----
<b>No</b>	1006 51%	853 50%	143 55%	678 <b>46%</b> ----	269 <b>63%</b> ++++	230 <b>46%</b> --	768 <b>52%</b> ++	574 51%	420 50%	232 52%	351 49%	412 50%	319 <b>57%</b> ++++	239 47%	301 47%	24 40%	215 <b>40%</b> ----	137 <b>39%</b> ----	615 <b>61%</b> ++++
Chi2:	-	-	-	99.9	-	95	-	-	-	-	-	-	99	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

<b>Watched a video about remembrance, military history, or Veterans</b>																		
	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	751 37%	54 36%	97 <b>22%</b> ----	322 <b>42%</b> ++++	58 42%	102 <b>43%</b> ++	115 42% +	398 <b>41%</b> +++	338 <b>33%</b> ----	147 <b>28%</b> ----	124 39%	146 41%	150 <b>42%</b> ++	184 41% +	332 <b>47%</b> ++++	239 <b>30%</b> ----	429 <b>47%</b> ++++	320 <b>29%</b> ----
<b>No</b>	1249 63%	87 64%	352 <b>78%</b> ++++	437 <b>58%</b> ----	79 58%	131 <b>57%</b> --	160 58% -	568 <b>59%</b> ---	664 <b>67%</b> ++++	381 <b>72%</b> ++++	191 61%	210 59%	207 <b>58%</b> --	260 59% -	374 <b>53%</b> ----	535 <b>70%</b> ++++	480 <b>53%</b> ----	758 <b>71%</b> ++++
Chi2:	-	99.9						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

Watched a video about remembrance, military history, or Veterans																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1FJ In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans?																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	751 37%	641 37%	101 38%	608 <b>41%</b> ++++	98 <b>23%</b> ----	193 38%	546 36%	410 36%	333 38%	163 36%	307 <b>42%</b> ++++	274 <b>33%</b> ---	180 <b>31%</b> ----	198 38%	263 <b>41%</b> ++	42 ++++	254 ++++	151 ++	292 ----
<b>No</b>	1249 63%	1072 63%	163 62%	860 <b>59%</b> ----	328 <b>77%</b> ++++	308 62%	933 64%	711 64%	522 62%	281 64%	410 <b>58%</b> ----	547 <b>67%</b> +++	387 <b>69%</b> ++++	311 62%	372 <b>59%</b> --	19 ----	288 ----	199 --	723 ++++
Chi2:	-	-	-	99.9	-	-	-	-	-	99	-	-	99	-	-	99.9	-	-	-
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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:	225	11	51	80	17	31	32	98	122	48	39	47	47	44	81	92	104	118
Total:	227	13	50	79	18	33	32	99	123	47	38	47	48	47	81	93	105	119
<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>	38 17%	4 36%	8 16%	11 14%	4 22%	4 12%	6 19%	15 16%	21 17%	5 11%	8 21%	8 17%	11 25%	6 12%	15 20%	15 16%	19 18%	19 16%
<b>LISTENED TO CEREMONY/EVENTS ON RADIO</b>	37 16%	2 15%	10 20%	14 18%	1 6%	7 21%	3 9%	13 13%	23 19%	5 11%	9 24%	10 22%	6 12%	7 15%	15 18%	12 13%	14 13%	23 19%
<b>PERSONALLY THANKED/TALKED TO A VETERAN, REACHED OUT TO VETERANS</b>	10 4%	0 0%	1 2%	5 6%	1 5%	2 6%	1 3%	6 6%	3 3%	0 0%	3 8%	2 4%	3 6%	2 4%	2 3%	6 6%	3 3%	7 6%
<b>PARTICIPATED IN AN EVENT (ORGANIZED AN EVENT, LAID CROSSES/FLAGS, SPOKE AT AN EVENT)</b>	17 7%	2 13%	0 0%	6 8%	1 6%	2 6%	5 15% +	5 5%	12 10%	3 6%	5 13%	3 6%	3 6%	3 6%	9 11%	7 7%	10 9%	7 6%
<b>LISTENED/WATCHED RECENT NEWS COVERAGE ABOUT VETERAN'S ISSUES/CONCERNS (INCLUDING DON CHERRY INCIDENT)</b>	12 5%	0 0%	4 8%	2 2%	1 5%	5 15% +++	0 0%	6 6%	6 5%	1 2%	3 8%	2 4%	6 12% ++	0 0%	4 5%	4 4%	8 8%	4 3%
<b>VISITED A LEGION</b>	1 0%	0 0%	1 2% +	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 2% ++	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%
<b>MADE A DONATION</b>	15 7%	0 0%	3 6%	6 8%	1 6%	4 12%	1 3%	3 3%	12 10% ++	5 11%	0 0%	3 7%	2 4%	5 11%	8 10%	5 5%	8 7%	7 6%
<b>LISTENED TO A PODCAST</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%	0 0%	1 2% ++	1 1%	0 0%	0 0%	1 1%
<b>ATTENDED A SERVICE CEREMONY/EVENT</b>	10 4%	1 7%	1 2%	5 6%	1 6%	1 3%	1 3%	7 7% +	2 2% --	2 4%	2 5%	2 4%	1 2%	3 6%	2 2%	6 6%	4 4%	6 5%
<b>WATCHED HISTORICAL/WAR FILMS OR DOCUMENTARIES</b>	18 8%	1 7%	4 8%	4 5%	0 0%	4 12%	5 16% +	8 8%	10 8%	2 4%	2 5%	4 8%	4 8%	6 13%	6 7%	8 8%	10 10%	8 6%

**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:	225	11	51	80	17	31	32	98	122	48	39	47	47	44	81	92	104	118
Total:	227	13	50	79	18	33	32	99	123	47	38	47	48	47	81	93	105	119
<b>OTHER</b>	6 3%	0 0%	1 2%	3 4%	2 11%	0 0%	0 0%	4 4%	2 2%	4 <b>9%</b> +++	1 3%	0 0%	0 0%	1 2%	1 1%	3 3%	2 2%	3 3%
<b>ALREADY SELECTED ON LIST/OPTION ON LIST</b>	65 29%	3 22%	18 36%	23 29%	6 34%	4 12%	11 35%	32 32%	32 26%	20 43%	5 13%	14 31%	12 24%	14 30%	19 23%	28 31%	28 26%	35 30%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	6.50	27.18	13.86	11.03	23.10	17.06	17.32	9.85	8.84	14.29	15.90	14.29	14.14	14.29	10.89	10.16	9.56	8.98

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

	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
T1FKBOX																			
Weighted Total:	225	193	29	169	47	59	165	134	86	46	84	91	64	55	76	5	74	47	94
Total:	227	195	29	172	46	58	168	134	89	48	84	91	64	56	77	5	75	48	94
<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>	38 17%	34 18%	3 9%	31 18%	8 18%	7 12%	31 19%	27 21% +	10 11%	6 13%	14 17%	16 18%	11 17%	12 22%	9 12%	0 0%	23 31% ++++	4 8%	11 12%
<b>LISTENED TO CEREMONY/EVENTS ON RADIO</b>	37 16%	36 19% ++	1 3%	27 16%	10 22%	14 24% +	23 14%	21 16%	15 17%	5 10%	15 18%	17 19%	8 12%	11 20%	15 20%	0 0%	12 16%	12 25%	12 13% +
<b>PERSONALLY THANKED/TALKED TO A VETERAN, REACHED OUT TO VETERANS</b>	10 4%	10 5%	0 0%	9 5%	1 2%	4 7%	6 3%	7 5%	3 3%	3 6%	5 6%	2 2%	2 3%	2 3%	3 4%	0 0%	4 5%	3 6%	2 2%
<b>PARTICIPATED IN AN EVENT (ORGANIZED AN EVENT, LAID CROSSES/FLAGS, SPOKE AT AN EVENT)</b>	17 7%	17 9% +	0 0%	17 10% ++	1 2%	8 14% ++	9 5% --	11 8%	6 7%	2 4%	6 7%	9 10%	4 6%	2 4%	8 10%	1 21%	9 12% +	2 4%	5 5%
<b>LISTENED/WATCHED RECENT NEWS COVERAGE ABOUT VETERAN'S ISSUES/CONCERNS (INCLUDING DON CHERRY INCIDENT)</b>	12 5%	10 5%	2 7%	6 3% --	4 9%	2 3%	10 6%	10 7% +	2 2%	3 6%	4 5%	5 6%	2 3%	3 5%	4 5%	0 0%	3 4%	3 6%	6 6%
<b>VISITED A LEGION</b>	1 0%	1 1%	0 0%	1 1%	1 2% ++	0 0%	1 1%	1 1%	0 0%	1 2% ++	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
<b>MADE A DONATION</b>	15 7%	13 7%	2 7%	10 6%	2 4%	3 5%	12 7%	8 6%	7 8%	6 13% +	3 4%	6 7%	4 7%	4 7%	5 7%	0 0%	1 1% --	4 8%	10 11% ++
<b>LISTENED TO A PODCAST</b>	1 0%	1 0%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0% +
<b>ATTENDED A SERVICE CEREMONY/EVENT</b>	10 4%	10 5%	0 0%	9 5%	1 2%	3 5%	7 4%	7 5%	3 3%	1 2%	5 6%	4 4%	3 5%	1 2%	6 8%	1 21%	1 1%	5 10% ++	3 3%

In the past three weeks, what commemorative activities, if any, did you take part in to honour Canadian Veterans? [OTHER]																			
	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
T1FKBOX																			
Weighted Total:	225	193	29	169	47	59	165	134	86	46	84	91	64	55	76	5	74	47	94
Total:	227	195	29	172	46	58	168	134	89	48	84	91	64	56	77	5	75	48	94
<b>WATCHED HISTORICAL/WAR FILMS OR DOCUMENTARIES</b>	18 8%	15 7%	3 11%	13 7%	4 8%	3 5%	15 9%	7 5%	11 12% ++	6 13%	6 7%	6 6%	7 11%	3 5%	7 9%	0 0%	7 9%	5 11%	5 5%
<b>OTHER</b>	6 3%	4 2%	2 7%	4 2%	1 2%	2 3%	3 2%	3 2%	2 2%	2 5%	1 1%	2 2%	2 3%	2 4%	1 1%	0 0%	2 3%	0 0%	3 3%
<b>ALREADY SELECTED ON LIST/OPTION ON LIST</b>	65 29%	47 24%	16 56%	47 28%	14 30%	13 23%	52 31%	34 25%	30 34%	14 29%	25 30%	25 28%	21 33%	16 28%	20 26%	3 58%	14 19%	10 21%	37 39%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(95)			
Margin of error around 50%	6.50	7.02	18.20	7.47	14.45	12.87	7.56	8.47	10.39	14.14	10.69	10.27	12.25	13.10	11.17	43.83	11.32	14.14	10.11

<b>Over the past three weeks, have you seen these ads or any variation of these ads?</b>																		
	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	909 45%	72 51%	199 44%	349 46%	63 46%	100 43%	126 46%	422 43%	471 47%	227 43%	125 40%	130 37%	187 53%	240 54%	501 71%	187 24%	909 100%	0 0%
											--	----	+++	++++	++++	----	++++	----
<b>No</b>	1078 54%	67 47%	250 56%	401 53%	74 54%	133 57%	147 54%	537 56%	525 53%	297 56%	189 60%	225 63%	168 47%	199 45%	200 28%	586 76%	0 0%	1078 100%
											++	++++	---	----	----	++++	----	++++
<b>Prefer not to say</b>	13 1%	2 1%	0 0%	9 1%	0 0%	0 0%	2 1%	7 1%	6 1%	4 1%	1 0%	1 0%	2 1%	5 1%	5 1%	1 0%	0 0%	0 0%
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	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98



Over the past three weeks, have you seen these ads or any variation of these ads?																			
	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
T1H2																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	909 45%	776 45%	126 48%	659 45%	201 47%	207 <b>41%</b> --	694 <b>47%</b> ++	468 <b>42%</b> ----	435 <b>51%</b> ++++	210 47%	334 46%	359 43%	278 49%	246 48%	270 42%	34 55%	276 <b>51%</b> +++	165 47%	422 <b>41%</b> ----
<b>No</b>	1078 54%	929 54%	135 51%	798 55%	224 53%	293 <b>59%</b> ++	774 <b>52%</b> --	650 <b>58%</b> ++++	413 <b>49%</b> ----	229 52%	380 53%	461 56%	283 <b>50%</b> --	262 52%	364 <b>57%</b> ++	25 42%	264 <b>49%</b> ---	183 52%	588 <b>58%</b> ++++
<b>Prefer not to say</b>	13 1%	8 0%	3 1%	11 1%	1 0%	1 0%	11 1%	3 0%	7 1%	5 1%	3 0%	1 0%	6 1%	1 0%	1 0%	2 3%	2 0%	2 1%	5 0%
Chi2:	-	-	-	-	-	95	99.9	-	-	95	99	-	95	99	99	99	99	99	99
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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
TII_1																		
Weighted Total:	906	70	204	352	60	94	126	416	474	237	129	132	182	226	502	186	906	0
Total:	909	72	199	349	63	100	126	422	471	227	125	130	187	240	501	187	909	0
<b>Cinema</b>	2 0%	0 0%	0 0%	0 0%	2 <b>3%</b> ++++	0 0%	0 0%	2 0%	0 0%	2 <b>1%</b> ++	0 0%	0 0%	0 0%	0 0%	1 0%	1 1%	2 0%	0 0%
<b>Internet website</b>	165 18%	14 17%	29 15%	63 18%	16 26%	19 19%	24 19%	87 21%	72 <b>15%</b> +	63 <b>28%</b> ++++	34 <b>27%</b> +++	26 19%	18 <b>9%</b> ----	24 <b>10%</b> ----	88 17%	37 20%	165 18%	0 0%
<b>Magazines</b>	14 1%	0 0%	0 <b>0%</b> --	3 1%	4 <b>6%</b> +++	2 2%	5 <b>4%</b> ++	5 1%	9 2%	4 2%	0 0%	1 1%	2 1%	7 <b>3%</b> ++	8 2%	4 2%	14 1%	0 0%
<b>Newspaper (daily)</b>	58 6%	0 <b>0%</b> --	18 9%	25 7%	7 11%	3 3%	5 4%	31 7%	27 6%	8 <b>3%</b> --	5 4%	8 6%	8 4%	29 <b>12%</b> ++++	36 7%	13 7%	58 6%	0 0%
<b>Newspaper (weekly or community)</b>	24 3%	1 1%	3 1%	6 2%	3 5%	3 3%	8 <b>6%</b> +++	11 3%	13 3%	3 1%	2 2%	3 2%	4 2%	12 <b>5%</b> +++	16 3%	4 2%	24 3%	0 0%
<b>Outdoor billboard</b>	13 1%	1 1%	1 1%	8 2%	1 2%	1 1%	1 1%	3 1%	10 2%	7 <b>3%</b> ++	1 1%	1 1%	1 1%	3 1%	6 1%	4 2%	13 1%	0 0%
<b>Pamphlet or brochure in the mail</b>	7 1%	0 0%	2 1%	1 0%	1 1%	0 0%	3 <b>2%</b> ++	1 0%	6 1%	1 0%	0 0%	0 0%	1 1%	5 <b>2%</b> +++	5 1%	1 1%	7 1%	0 0%
<b>Public transit (bus or subway)</b>	14 2%	1 2%	2 1%	8 2%	1 2%	1 1%	1 1%	5 1%	9 2%	11 <b>5%</b> ++++	2 2%	0 0%	0 <b>0%</b> --	1 0%	10 2%	3 2%	14 2%	0 0%
<b>Radio</b>	60 7%	2 4%	8 4%	26 7%	6 9%	8 8%	10 8%	31 8%	28 6%	11 5%	7 6%	9 7%	15 8%	18 7%	35 7%	11 6%	60 7%	0 0%
<b>Television</b>	621 68%	52 75%	144 72%	233 66%	42 65%	66 65%	84 66%	275 <b>64%</b> --	340 <b>72%</b> +++	82 <b>36%</b> ----	64 <b>51%</b> ----	95 74%	161 <b>86%</b> ++++	219 <b>91%</b> ++++	354 70%	116 <b>62%</b> --	621 68%	0 0%
<b>Twitter</b>	76 8%	9 12%	7 <b>4%</b> --	40 <b>12%</b> +++	3 5%	12 12%	5 4%	38 9%	36 8%	28 <b>12%</b> ++	17 <b>13%</b> ++	9 7%	17 9%	5 <b>2%</b> ----	53 <b>10%</b> ++	8 <b>4%</b> --	76 8%	0 0%
<b>Facebook</b>	262 29%	27 34%	59 30%	86 <b>25%</b> --	20 33%	33 33%	37 29%	109 26%	150 32%	101 <b>45%</b> ++++	43 34%	32 24%	41 <b>21%</b> --	45 <b>19%</b> ----	150 30%	52 28%	262 29%	0 0%

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
T1I_1																		
Weighted Total:	906	70	204	352	60	94	126	416	474	237	129	132	182	226	502	186	906	0
Total:	909	72	199	349	63	100	126	422	471	227	125	130	187	240	501	187	909	0
<b>YouTube</b>	171 19%	5 6% ---	24 13% ---	83 24% +++	14 23%	20 21%	25 20%	98 24% +++	67 15% ----	85 37% ++++	35 28% +++	26 19%	16 8% ----	9 4% ----	107 22% ++	31 17%	171 19%	0 0%
<b>Instagram</b>	47 5%	3 4%	6 3%	23 7%	2 3%	5 5%	8 7%	18 4%	28 6%	27 12% ++++	11 9% +	5 4%	2 1% ---	2 1% ----	29 6%	14 8%	47 5%	0 0%
<b>LinkedIn</b>	9 1%	1 1%	1 1%	3 1%	1 2%	1 1%	2 2%	3 1%	6 1%	2 1%	2 2%	3 2%	2 1%	0 0%	6 1%	0 0%	9 1%	0 0%
<b>Snapchat</b>	9 1%	0 0%	2 1%	6 2% +	0 0%	0 0%	1 1%	5 1%	4 1%	8 4% ++++	1 1%	0 0%	0 0%	0 0%	7 1%	2 1%	9 1%	0 0%
<b>Spotify</b>	4 0%	0 0%	0 0%	1 0%	0 0%	0 0%	3 2% ++++	2 0%	2 0%	1 0%	2 2% ++	0 0%	1 1%	0 0%	3 1%	0 0%	4 0%	0 0%
<b>NEWS APPL</b>	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1% ++	0 0%	0 0%	0 0%	0 0%	1 1% ++	1 0%	0 0%
<b>E-MAIL</b>	1 0%	0 0%	0 0%	0 0%	1 2% ++++	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%
<b>REDDIT</b>	2 0%	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%	2 1% ++	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	2 0%	0 0%
<b>OTHER</b>	5 1%	1 1%	0 0%	1 0%	1 2%	1 1%	1 1%	2 0%	3 1%	2 1%	0 0%	2 1%	1 1%	0 0%	1 0%	1 1%	5 1%	0 0%
<b>Don't know</b>	14 2%	1 1%	7 4%	3 1%	0 0%	0 0%	3 2%	6 2%	8 2%	6 3%	2 2%	1 1%	2 1%	3 1%	6 1%	3 2%	14 2%	0 0%
Chi2:	-	(99.9)						(95)		(99.9)					-		-	
Margin of error around 50%	3.25	11.55	6.95	5.25	12.35	9.80	8.73	4.77	4.52	6.50	8.77	8.60	7.17	6.33	4.38	7.17	3.25	*

Where have you seen these ads?																			
	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
T11_1																			
Weighted Total:	906	773	126	651	206	212	687	477	423	207	332	361	276	246	271	32	272	165	425
Total:	909	776	126	659	201	207	694	468	435	210	334	359	278	246	270	34	276	165	422
<b>Cinema</b>	2 0%	2 0%	0 0%	2 0%	0 0%	0 0%	2 0%	2 0%	0 0%	0 0%	0 0%	2 1%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%
<b>Internet website</b>	165 18%	133 17%	30 24%	127 19%	28 14%	49 23%	114 16%	106 22%	59 14%	23 11%	52 16%	88 24%	47 17%	40 16%	52 19%	4 12%	47 17%	28 17%	83 20%
<b>Magazines</b>	14 1%	12 1%	2 2%	12 2%	1 0%	2 1%	12 2%	4 1%	10 2%	2 1%	5 1%	7 2%	10 3%	1 0%	3 1%	1 3%	5 2%	2 1%	6 1%
<b>Newspaper (daily)</b>	58 6%	51 6%	7 6%	40 6%	16 8%	10 5%	48 7%	22 5%	35 8%	9 4%	24 7%	23 6%	17 6%	17 7%	12 4%	1 3%	16 6%	16 9%	24 6%
<b>Newspaper (weekly or community)</b>	24 3%	21 3%	3 2%	20 3%	3 1%	7 3%	17 2%	6 1%	18 4%	7 3%	16 5%	1 0%	11 4%	4 2%	7 3%	2 6%	9 3%	7 4%	4 1%
<b>Outdoor billboard</b>	13 1%	10 1%	3 2%	8 1%	3 2%	4 2%	9 1%	9 2%	4 1%	3 1%	4 1%	6 2%	2 1%	7 3%	3 1%	0 0%	3 1%	1 1%	8 2%
<b>Pamphlet or brochure in the mail</b>	7 1%	6 1%	1 1%	5 1%	2 1%	0 0%	7 1%	0 0%	7 2%	2 1%	4 1%	1 0%	4 1%	2 1%	0 0%	0 0%	3 1%	2 1%	2 0%
<b>Public transit (bus or subway)</b>	14 2%	7 1%	6 5%	8 1%	3 2%	7 3%	7 1%	8 2%	6 1%	3 1%	2 1%	9 3%	8 3%	3 1%	2 1%	0 0%	2 1%	3 2%	9 2%
<b>Radio</b>	60 7%	49 6%	11 9%	42 6%	11 5%	16 8%	44 6%	26 5%	34 8%	16 8%	28 8%	15 4%	17 6%	14 6%	19 7%	3 9%	14 5%	14 8%	28 7%
<b>Television</b>	621 68%	552 71%	64 50%	446 67%	148 73%	111 53%	504 72%	269 57%	347 79%	165 78%	245 73%	206 57%	184 66%	168 68%	178 66%	24 71%	202 73%	109 66%	277 65%
<b>Twitter</b>	76 8%	61 8%	15 12%	64 10%	9 5%	22 10%	54 8%	54 11%	22 5%	11 5%	27 8%	38 11%	21 7%	21 8%	30 11%	5 15%	23 8%	20 12%	27 6%

**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:	906	773	126	651	206	212	687	477	423	207	332	361	276	246	271	32	272	165	425	
Total:	909	776	126	659	201	207	694	468	435	210	334	359	278	246	270	34	276	165	422	
<b>Facebook</b>	262 29%	230 30%	32 26%	191 29%	63 32%	78 <b>38%</b> +++	182 <b>26%</b> ---	144 31%	115 27%	58 27%	98 30%	104 29%	89 32%	78 32%	68 25%	6 17%	83 30%	53 32%	116 28%	
<b>YouTube</b>	171 19%	124 <b>16%</b> ----	45 <b>36%</b> ++++	130 20%	27 <b>14%</b> --	55 <b>27%</b> +++	115 <b>17%</b> ---	110 <b>24%</b> ++++	60 <b>14%</b> ----	32 16%	55 17%	83 <b>24%</b> +++	67 <b>25%</b> +++	38 16%	51 19%	7 22%	39 <b>14%</b> --	36 22%	86 21%	
<b>Instagram</b>	47 5%	38 5%	9 7%	36 6%	9 5%	14 7%	33 5%	25 5%	22 5%	8 4%	13 4%	26 <b>7%</b> ++	11 4%	16 7%	17 6%	1 3%	10 4%	8 5%	28 7%	
<b>LinkedIn</b>	9 1%	7 1%	2 2%	7 1%	1 1%	4 2%	5 1%	5 1%	4 1%	1 0%	3 1%	5 1%	2 1%	2 1%	5 2%	0 0%	1 0%	3 2%	4 1%	
<b>Snapchat</b>	9 1%	7 1%	2 2%	8 1%	3 2%	1 1%	8 1%	4 1%	5 1%	5 <b>3%</b> ++	2 1%	2 1%	2 1%	2 1%	3 1%	0 0%	2 1%	1 1%	6 1%	
<b>Spotify</b>	4 0%	2 <b>0%</b> --	2 <b>2%</b> ++	4 1%	0 0%	3 <b>1%</b> ++	1 <b>0%</b> --	4 1%	0 0%	1 0%	1 0%	2 1%	1 0%	3 <b>1%</b> ++	0 0%	0 0%	2 1%	0 0%	2 0%	
<b>NEWS APPL</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>E-MAIL</b>	1 0%	0 <b>0%</b> --	1 <b>1%</b> ++	1 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%	0 0%	0 0%	1 0%	
<b>REDDIT</b>	2 0%	2 0%	0 0%	1 0%	1 1%	0 0%	2 0%	2 0%	0 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	
<b>OTHER</b>	5 1%	4 0%	1 1%	4 1%	0 0%	1 0%	4 1%	3 1%	2 0%	0 0%	3 1%	1 0%	3 1%	0 0%	2 1%	0 0%	2 1%	1 1%	1 0%	
<b>Don't know</b>	14 2%	14 2%	0 0%	7 1%	7 4%	3 1%	11 2%	8 2%	6 1%	5 2%	4 1%	5 1%	7 3%	4 2%	2 1%	0 0%	5 2%	4 2%	5 1%	
Chi2:	-	(99.9)		-		(99.9)		(99.9)		(99.9)			(90)			-				
Margin of error around 50%	3.25	3.52	8.73	3.82	6.91	6.81	3.72	4.53	4.70	6.76	5.36	5.17	5.88	6.25	5.96	16.81	5.90	7.63	4.77	

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>REMEMBER VETERANS, IMPORTANCE OF REMEMBERING VETS, RESPECT/THANKFUL FOR VETERANS</b>	351 17%	28 18%	66 15%	136 18%	26 19%	38 17%	56 20%	142 <b>15%</b> ---	207 <b>21%</b> ++++	103 19%	63 20%	66 19%	47 <b>13%</b> --	72 16%	121 17%	142 18%	164 18%	186 17%
<b>REASONS WHY VETS SHOULD BE REMEMBERED/APPRECIATED, ALL VETERANS HAVE DONE FOR US</b>	159 8%	11 6%	31 7%	58 8%	11 8%	26 11%	22 8%	84 9%	75 7%	47 9%	20 6%	22 6%	35 10%	35 8%	45 <b>6%</b> --	63 8%	68 7%	91 8%
<b>REMEMBER THEIR SACRIFICES/RISK TO THEIR LIVES, FOUGHT FOR OUR FREEDOM, SAVED OUR COUNTRY/DEMOCRACY</b>	644 32%	40 31%	155 34%	254 33%	46 33%	65 28%	81 30%	285 <b>30%</b> --	348 <b>35%</b> ++	132 <b>25%</b> ----	95 30%	114 32%	135 <b>38%</b> +++	168 <b>38%</b> +++	265 <b>38%</b> ++++	208 <b>27%</b> ----	334 <b>37%</b> ++++	308 <b>29%</b> ----
<b>ATTRIBUTES OF SOLDIERS/ARMY: HEROES, BRAVERY, CAMARADERIE</b>	22 1%	2 1%	6 1%	10 1%	1 1%	1 0%	2 1%	6 1%	16 <b>2%</b> ++	7 1%	3 1%	3 1%	4 1%	5 1%	8 1%	7 1%	9 1%	13 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>	117 6%	5 3%	30 7%	54 7%	7 5%	9 4%	12 4%	54 6%	62 6%	33 6%	13 4%	19 5%	27 8%	25 6%	48 7%	44 6%	57 6%	60 6%
<b>CONTRIBUTIONS TO HISTORY/WARS/BATTLES, SPECIFIC BATTLES/WARS, PART OF HISTORY IN THE WORLD</b>	58 3%	2 2%	19 4%	21 3%	3 2%	9 4%	4 1%	27 3%	30 3%	19 4%	14 5%	6 2%	6 2%	13 3%	22 3%	22 3%	22 2%	36 3%
<b>REMEMBER FALLEN SOLDIERS, THOSE WHO HAVE DIED/SACRIFICED THEIR LIFE/THOSE WE HAVE LOST</b>	116 6%	7 5%	25 5%	41 5%	9 6%	15 6%	17 6%	49 5%	64 6%	21 <b>4%</b> --	18 6%	15 4%	26 7%	36 <b>8%</b> ++	52 <b>7%</b> ++	39 5%	66 <b>7%</b> ++	49 <b>5%</b> --
<b>PAST AND PRESENT SOLDIERS/VETS, NOT JUST OLDER ONES</b>	35 2%	2 1%	2 <b>0%</b> --	13 2%	3 2%	3 1%	12 <b>4%</b> ++++	16 2%	19 2%	3 <b>1%</b> --	8 3%	7 2%	9 2%	8 2%	10 1%	13 2%	20 2%	15 1%
<b>REMEMBER, TAKE TIME TO REMEMBER, RESPECT/HONOUR (GENERAL MENTION)</b>	168 8%	10 7%	38 9%	72 9%	9 7%	22 9%	16 6%	72 7%	93 9%	43 8%	24 7%	34 10%	29 8%	38 9%	63 9%	64 8%	82 9%	85 8%
<b>REMEMBRANCE DAY, EVENTS/ACTIVITIES, PARTICIPATE IN LOCAL EVENTS, FOR REMEMBRANCE DAY</b>	128 6%	9 6%	11 <b>2%</b> ----	53 7%	9 7%	20 9%	26 <b>10%</b> ++	61 6%	63 6%	59 <b>11%</b> ++++	27 8%	25 7%	7 <b>2%</b> ----	10 <b>2%</b> ----	33 <b>5%</b> --	68 <b>9%</b> ++++	55 6%	73 7%

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
T11																		
Weighted Total:	2000	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>SUPPORT VETS, WHAT WE SHOULD BE DOING FOR THEM, DESERVE MORE SUPPORT/COMPENSATION</b>	24 1%	1 1%	9 2%	7 1%	0 0%	3 1%	4 1%	11 1%	12 1%	6 1%	5 2%	0 0%	2 1%	11 2%	13 2%	10 1%	15 2%	8 1%
<b>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</b>	198 10%	18 14%	26 6%	79 10%	23 17%	23 10%	29 11%	81 8%	114 11%	28 5%	31 10%	55 16%	41 11%	43 10%	79 11%	71 9%	103 12%	95 9%
<b>EVOKING PRIDE/PATRIOTIC FEELINGS</b>	24 1%	0 0%	10 2%	9 1%	1 1%	1 0%	3 1%	12 1%	11 1%	7 1%	2 1%	3 1%	6 2%	6 1%	9 1%	10 1%	10 1%	14 1%
<b>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</b>	23 1%	1 1%	3 1%	10 1%	0 0%	3 1%	6 2%	8 1%	15 2%	8 2%	3 1%	5 1%	6 2%	1 0%	8 1%	11 1%	11 1%	12 1%
<b>WOMEN MENTIONED/INCLUDED, MEN AND WOMEN SERVING/SERVED</b>	42 2%	3 2%	7 2%	18 2%	2 1%	5 2%	7 3%	16 2%	25 2%	6 1%	9 3%	6 2%	9 3%	12 3%	18 3%	9 1%	18 2%	24 2%
<b>NEGATIVES TOWARDS GOVERNMENT (FOREIGN/WAR POLICY, PERSONALLY SERVING/AGENDAS SUPPORT ISSUES, HYPOCRITICAL/DISHONEST ABOUT SUPPORT THEY SAY THEY GIVE)</b>	51 3%	1 1%	5 1%	20 3%	7 5%	7 3%	10 4%	32 3%	15 2%	11 2%	14 4%	11 3%	10 3%	5 1%	13 2%	30 4%	14 2%	37 3%
<b>HARDSHIP, WAR/VIOLENCE, SADNESS, REMIND US OF REALITIES OF WAR/VICTIMS, DIFFICULTIES</b>	19 1%	0 0%	2 0%	9 1%	2 1%	3 1%	3 1%	9 1%	10 1%	4 1%	3 1%	4 1%	3 1%	5 1%	13 2%	2 0%	11 1%	8 1%
<b>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</b>	19 1%	2 1%	3 1%	9 1%	1 1%	2 1%	2 1%	3 0%	14 1%	6 1%	3 1%	1 0%	1 0%	8 2%	6 1%	6 1%	9 1%	9 1%
<b>LEST WE FORGET</b>	12 1%	2 1%	0 0%	6 1%	2 1%	1 0%	1 0%	7 1%	5 0%	0 0%	2 1%	2 1%	4 1%	4 1%	4 1%	3 0%	6 1%	6 1%

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>NEED TO ENGAGE YOUTH/TELL THE STORIES TO YOUTH SO WE CARRY ON REMEMBERING, CREATE MORE AWARENESS WITH YOUTH</b>	8 0%	0 0%	3 1%	1 0%	1 1%	1 0%	2 1%	4 0%	4 0%	1 0%	2 1%	0 0%	1 0%	4 1%	4 1%	3 0%	4 0%	4 0%
<b>DIVERSITY WITHIN THE ARMY/VETERANS, DIFFERENT ETHNIC GROUPS/INDIGENOUS</b>	15 1%	2 1%	1 0%	8 1%	0 0%	2 1%	2 1%	8 1%	5 0%	1 0%	4 1%	1 0%	6 2%	3 1%	2 0%	4 0%	4 0%	11 1%
<b>GLORIFYING WAR FOR PROFIT, BENEFITS TO GOVERNMENT/BIG BUSINESS/THE RICH</b>	9 0%	1 1%	0 0%	6 1%	0 0%	0 0%	2 1%	5 1%	3 0%	0 0%	3 1%	4 1%	1 0%	1 0%	2 0%	4 1%	4 0%	5 0%
<b>AWARENESS (GENERAL)</b>	13 1%	2 2%	0 0%	7 1%	1 1%	2 1%	1 0%	7 1%	6 1%	5 1%	4 1%	1 1%	1 0%	2 0%	6 1%	2 0%	12 1%	1 0%
<b>DIVERSITY OF CANADA/OUTCOMES OF FREEDOM WE FOUGHT FOR (FREEDOM OF SPEECH, EQUALITY IN DIVERSITY REGARDLESS OF RACE/RELIGION/SEXUAL ORIENTATION)</b>	44 2%	4 2%	7 2%	17 2%	4 3%	5 2%	7 3%	18 2%	24 2%	6 1%	3 1%	11 3%	8 2%	16 3%	17 2%	15 2%	23 2%	21 2%
<b>CAMPAIGNS/FUNDRAISING FOR VETERANS (VARIOUS, MAINLY POPPIES)</b>	50 3%	5 3%	3 1%	30 4%	1 1%	9 4%	2 1%	26 3%	23 2%	19 3%	7 2%	15 4%	4 1%	5 1%	23 3%	15 2%	26 3%	24 2%
<b>GOVERNMENT OF CANADA SUPPORTS VETS, THEY HONOUR/RESPECT THEM</b>	10 1%	1 1%	1 0%	6 1%	0 0%	0 0%	2 1%	5 1%	5 0%	5 1%	1 0%	3 1%	0 0%	1 0%	3 0%	5 1%	2 0%	8 1%
<b>OTHER NEGATIVES, VARIOUS</b>	16 1%	1 1%	1 0%	4 1%	4 3%	1 0%	5 2%	7 1%	9 1%	3 1%	4 1%	4 1%	3 1%	2 0%	4 1%	8 1%	5 1%	11 1%
<b>FREEDOM, PEACE</b>	39 2%	0 0%	13 3%	10 1%	4 3%	7 3%	5 2%	23 2%	15 2%	9 2%	7 2%	6 2%	9 3%	8 2%	20 3%	11 1%	22 2%	17 2%
<b>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</b>	13 1%	0 0%	1 0%	2 0%	1 1%	4 2%	5 2%	4 0%	9 1%	3 1%	1 0%	4 1%	0 0%	5 1%	9 1%	3 0%	7 1%	5 0%



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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>DID NOT WATCH AD</b>	11 1%	2 1%	5 1%	3 0%	0 0%	1 0%	0 0%	7 1%	4 0%	0 0%	0 0%	2 1%	7 2%	2 0%	4 0%	4 1%	0 0%	11 1%
			+							-		++++					---	+++
<b>POSITIVES (GENERAL MENTIONS OF GREAT/GOOD/LOVE)</b>	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	1 0%	1 0%	1 0%
				+														
<b>SERVING TO PROTECT/HELP OTHER COUNTRIES AND PEOPLE ABROAD</b>	4 0%	0 0%	0 0%	2 0%	0 0%	1 0%	1 0%	1 0%	3 0%	0 0%	1 0%	0 0%	1 0%	2 0%	2 0%	1 0%	2 0%	2 0%
<b>THE MANY SERVICES/ROLES/CAPACITIES THAT THEY CONDUCT</b>	5 0%	0 0%	0 0%	4 1%	1 1%	0 0%	0 0%	2 0%	3 0%	1 0%	1 0%	1 0%	2 1%	0 0%	1 0%	3 0%	3 0%	2 0%
				++														
<b>OTHER</b>	15 1%	1 1%	2 0%	5 1%	1 1%	2 1%	4 1%	9 1%	6 1%	5 1%	2 1%	2 0%	2 1%	4 1%	8 1%	4 1%	7 1%	7 1%
<b>DO NOT KNOW WHAT THE MAIN MESSAGE WAS</b>	13 1%	2 1%	6 1%	3 0%	0 0%	0 0%	2 1%	8 1%	5 0%	4 1%	0 0%	2 1%	2 1%	5 1%	3 0%	4 0%	4 0%	8 1%
<b>Prefer not to say, NO RESPONSE</b>	282 14%	20 16%	75 17%	97 13%	18 13%	33 14%	38 14%	171 18%	108 11%	98 19%	46 15%	38 11%	39 11%	61 14%	74 11%	129 17%	97 11%	179 17%
Chi2:	-	(99.9)						(99)		(99.9)					(99.9)		(99.9)	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

What do you think is the main point these ads are trying to get across?																			
	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
T1J																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>REMEMBER VETERANS, IMPORTANCE OF REMEMBERING VETS, RESPECT/THANKFUL FOR VETERANS</b>	351 17%	298 17%	48 18%	274 19%	60 14%	100 20%	248 17%	205 18%	146 17%	74 17%	122 17%	155 19%	97 17%	105 20%	104 16%	3 5%	94 17%	65 19%	181 18%
<b>REASONS WHY VETS SHOULD BE REMEMBERED/APPRECIATED, ALL VETERANS HAVE DONE FOR US</b>	159 8%	136 8%	23 8%	116 8%	34 8%	37 7%	120 8%	90 8%	68 8%	36 8%	53 7%	69 8%	48 8%	36 7%	52 8%	5 8%	32 6%	32 9%	89 9%
<b>REMEMBER THEIR SACRIFICES/RISK TO THEIR LIVES, FOUGHT FOR OUR FREEDOM, SAVED OUR COUNTRY/DEMOCRACY</b>	644 32%	545 32%	92 35%	459 31%	146 34%	161 32%	479 32%	340 30%	297 35%	139 31%	234 33%	269 33%	179 32%	169 33%	207 33%	18 29%	207 38%	109 31%	306 30%
<b>ATTRIBUTES OF SOLDIERS/ARMY: HEROES, BRAVERY, CAMARADERIE</b>	22 1%	20 1%	2 1%	14 1%	7 2%	4 1%	18 1%	14 1%	8 1%	7 2%	8 1%	7 1%	9 2%	1 0%	9 1%	0 0%	7 1%	2 1%	13 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>	117 6%	101 6%	16 6%	84 6%	30 7%	24 5%	92 6%	59 5%	56 7%	26 6%	43 6%	47 6%	44 8%	35 7%	25 4%	3 4%	29 5%	30 8%	53 5%
<b>CONTRIBUTIONS TO HISTORY/WARS/BATTLES, SPECIFIC BATTLES/WARS, PART OF HISTORY IN THE WORLD</b>	58 3%	49 3%	9 3%	42 3%	17 4%	21 4%	37 3%	34 3%	24 3%	8 2%	24 3%	26 3%	19 3%	18 4%	16 3%	2 3%	18 3%	14 4%	23 2%
<b>REMEMBER FALLEN SOLDIERS, THOSE WHO HAVE DIED/SACRIFICED THEIR LIFE/THOSE WE HAVE LOST</b>	116 6%	90 5%	26 10%	86 6%	24 6%	25 5%	91 6%	52 5%	64 7%	29 7%	46 6%	41 5%	37 6%	25 5%	27 4%	4 6%	31 6%	17 5%	62 6%
<b>PAST AND PRESENT SOLDIERS/VETS, NOT JUST OLDER ONES</b>	35 2%	33 2%	2 1%	31 2%	3 1%	6 1%	28 2%	18 2%	17 2%	7 2%	12 2%	16 2%	8 1%	6 1%	15 2%	1 2%	9 2%	11 3%	14 1%
<b>REMEMBER, TAKE TIME TO REMEMBER, RESPECT/HONOUR (GENERAL MENTION)</b>	168 8%	149 9%	19 7%	122 8%	37 9%	45 9%	122 8%	98 9%	65 8%	30 7%	66 9%	70 8%	46 8%	42 8%	50 8%	7 12%	46 9%	26 7%	86 8%
<b>REMEMBRANCE DAY, EVENTS/ACTIVITIES, PARTICIPATE IN LOCAL EVENTS, FOR REMEMBRANCE DAY</b>	128 6%	114 7%	14 5%	111 8%	12 3%	36 7%	91 6%	89 8%	38 5%	18 4%	42 6%	67 8%	35 6%	30 6%	50 8%	3 5%	40 7%	22 6%	60 6%

What do you think is the main point these ads are trying to get across?																			
	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
T1J																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>SUPPORT VETS, WHAT WE SHOULD BE DOING FOR THEM, DESERVE MORE SUPPORT/COMPENSATION</b>	24 1%	20 1%	4 2%	17 1%	7 2%	5 1%	19 1%	12 1%	12 1%	7 2%	10 1%	7 1%	5 1%	9 2%	8 1%	0 0%	6 1%	4 1%	14 1%
<b>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</b>	198 10%	178 10%	19 7%	166 11%	26 6%	52 10%	146 10%	111 10%	83 10%	44 10%	61 8%	90 11%	48 9%	49 10%	71 11%	3 5%	68 13%	44 12%	79 8%
<b>EVOKING PRIDE/PATRIOTIC FEELINGS</b>	24 1%	22 1%	2 1%	13 1%	10 2%	3 1%	21 1%	12 1%	12 1%	4 1%	10 1%	10 1%	10 2%	4 1%	4 1%	0 0%	5 1%	3 1%	16 2%
<b>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</b>	23 1%	21 1%	2 1%	21 1%	0 0%	7 1%	16 1%	15 1%	8 1%	2 0%	10 1%	11 1%	9 2%	3 1%	9 1%	0 0%	7 1%	4 1%	12 1%
<b>WOMEN MENTIONED/INCLUDED, MEN AND WOMEN SERVING/SERVED</b>	42 2%	36 2%	6 2%	33 2%	8 2%	8 2%	33 2%	21 2%	21 2%	11 2%	15 2%	16 2%	18 3%	7 1%	14 2%	0 0%	17 3%	8 2%	16 2%
<b>NEGATIVES TOWARDS GOVERNMENT (FOREIGN/WAR POLICY, PERSONALLY SERVING/AGENDAS SUPPORT ISSUES, HYPOCRITICAL/DISHONEST ABOUT SUPPORT THEY SAY THEY GIVE)</b>	51 3%	48 3%	3 1%	46 3%	5 1%	16 3%	34 2%	40 4%	11 1%	6 1%	22 3%	23 3%	9 2%	13 3%	19 3%	6 10%	18 3%	10 3%	17 2%
<b>HARDSHIP, WAR/VIOLENCE, SADNESS, REMIND US OF REALITIES OF WAR/VICTIMS, DIFFICULTIES</b>	19 1%	15 1%	3 1%	16 1%	1 0%	4 1%	15 1%	8 1%	11 1%	7 2%	5 1%	7 1%	6 1%	5 1%	5 1%	0 0%	4 1%	2 1%	13 1%
<b>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</b>	19 1%	10 1%	7 3%	13 1%	3 1%	4 1%	15 1%	11 1%	8 1%	4 1%	5 1%	10 1%	6 1%	3 1%	6 1%	0 0%	3 1%	3 1%	11 1%

What do you think is the main point these ads are trying to get across?																			
	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
T1J																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>LEST WE FORGET</b>	12 1%	10 1%	1 0%	7 0%	1 0%	2 0%	10 1%	5 0%	7 1%	4 1%	2 0%	6 1%	3 0%	3 1%	6 1%	2 3%	1 0%	1 0%	8 1%
<b>NEED TO ENGAGE YOUTH/TELL THE STORIES TO YOUTH SO WE CARRY ON REMEMBERING, CREATE MORE AWARENESS WITH YOUTH</b>	8 0%	7 0%	1 0%	7 0%	2 0%	2 0%	6 0%	2 0%	6 1%	2 0%	4 1%	2 0%	3 1%	4 1%	1 0%	1 2%	2 0%	2 1%	3 0%
<b>DIVERSITY WITHIN THE ARMY/VETERANS, DIFFERENT ETHNIC GROUPS/INDIGENOUS</b>	15 1%	10 1%	4 1%	15 1%	1 0%	4 1%	10 1%	11 1%	4 0%	4 1%	5 1%	6 1%	5 1%	2 0%	7 1%	1 2%	4 1%	2 1%	7 1%
<b>GLORIFYING WAR FOR PROFIT, BENEFITS TO GOVERNMENT/BIG BUSINESS/THE RICH</b>	9 0%	8 0%	0 0%	8 1%	0 0%	3 1%	5 0%	8 1%	1 0%	0 0%	5 1%	4 0%	1 0%	5 1%	3 0%	0 0%	3 1%	2 1%	4 0%
<b>AWARENESS (GENERAL)</b>	13 1%	7 0%	4 2%	7 1%	2 0%	3 1%	9 1%	10 1%	3 0%	3 1%	2 0%	7 1%	4 1%	4 1%	4 1%	0 0%	1 0%	4 1%	8 1%
<b>DIVERSITY OF CANADA/OUTCOMES OF FREEDOM WE FOUGHT FOR (FREEDOM OF SPEECH, EQUALITY IN DIVERSITY REGARDLESS OF RACE/RELIGION/SEXUAL ORIENTATION)</b>	44 2%	36 2%	8 3%	37 2%	4 1%	9 2%	35 2%	23 2%	21 2%	10 2%	14 2%	20 2%	9 1%	12 2%	16 2%	1 2%	14 3%	7 2%	21 2%
<b>CAMPAIGNS/FUNDRAISING FOR VETERANS (VARIOUS, MAINLY POPPIES)</b>	50 3%	40 2%	9 3%	45 3%	2 0%	16 3%	34 2%	32 3%	18 2%	7 2%	17 2%	26 3%	17 3%	15 3%	14 2%	4 7%	10 2%	7 2%	28 3%
<b>GOVERNMENT OF CANADA SUPPORTS VETS, THEY HONOUR/RESPECT THEM</b>	10 1%	7 0%	3 1%	9 1%	1 0%	4 1%	6 0%	9 1%	1 0%	1 0%	7 1%	2 0%	2 0%	4 1%	3 0%	0 0%	3 1%	5 1%	2 0%
<b>OTHER NEGATIVES, VARIOUS</b>	16 1%	15 1%	1 0%	15 1%	0 0%	3 1%	13 1%	9 1%	7 1%	4 1%	9 1%	3 0%	5 1%	5 1%	4 1%	2 3%	3 1%	3 1%	7 1%
<b>FREEDOM, PEACE</b>	39 2%	30 2%	9 4%	23 2%	11 3%	13 3%	26 2%	22 2%	16 2%	8 2%	15 2%	15 2%	7 1%	11 2%	11 2%	1 2%	10 2%	8 2%	20 2%

What do you think is the main point these ads are trying to get across?																			
	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
T1J																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>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</b>	13 1%	11 1%	2 1%	12 1%	1 0%	2 0%	11 1%	7 1%	6 1%	3 1%	5 1%	5 1%	5 1%	3 1%	4 1%	0 0%	6 1%	2 1%	4 0%
<b>DID NOT WATCH AD</b>	11 1%	10 1%	1 0%	7 0%	4 1%	0 0%	11 1%	3 0%	8 1%	4 1%	5 1%	2 0%	4 1%	3 1%	2 0%	0 0%	2 0%	3 1%	6 1%
<b>POSITIVES (GENERAL MENTIONS OF GREAT/GOOD/LOVE)</b>	2 0%	1 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%
<b>SERVING TO PROTECT/HELP OTHER COUNTRIES AND PEOPLE ABROAD</b>	4 0%	4 0%	0 0%	4 0%	0 0%	0 0%	4 0%	1 0%	3 0%	0 0%	2 0%	2 0%	1 0%	2 0%	0 0%	0 0%	1 0%	2 1%	1 0%
<b>THE MANY SERVICES/ROLES/CAPACITIES THAT THEY CONDUCT</b>	5 0%	5 0%	0 0%	5 0%	0 0%	2 0%	3 0%	4 0%	0 0%	0 0%	2 0%	3 0%	1 0%	0 0%	4 1%	0 0%	4 1%	1 0%	0 0%
<b>OTHER</b>	15 1%	13 1%	2 1%	11 1%	3 1%	7 1%	8 1%	9 1%	6 1%	1 0%	5 1%	9 1%	3 1%	1 0%	8 1%	1 2%	4 1%	3 1%	6 1%
<b>DO NOT KNOW WHAT THE MAIN MESSAGE WAS</b>	13 1%	10 1%	3 1%	7 0%	5 1%	2 0%	10 1%	6 1%	5 1%	4 1%	3 0%	4 0%	4 1%	1 0%	5 1%	0 0%	1 0%	1 0%	10 1%
<b>Prefer not to say, NO RESPONSE</b>	282 14%	243 14%	32 12%	188 13%	79 19%	67 14%	210 14%	150 14%	125 15%	75 17%	106 15%	95 12%	86 15%	68 14%	84 14%	11 18%	57 11%	39 11%	165 16%
Chi2:	-	(95)		(99.9)		-		(99)		-			-			(99)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>DISAGREE (1-2)</b>	405 20%	29 19%	103 23%	142 19%	26 19%	46 20%	58 21%	212 22%	179 18%	129 25%	85 27%	73 20%	65 18%	53 12%	85 12%	222 29%	113 13%	292 27%
<b>NEITHER (3)</b>	536 27%	36 25%	112 25%	201 27%	28 21%	72 31%	85 31%	276 29%	249 25%	170 32%	92 29%	105 29%	67 19%	102 23%	160 23%	225 29%	210 23%	322 30%
<b>AGREE (4-5)</b>	1010 50%	72 53%	221 49%	400 52%	81 59%	110 47%	123 44%	442 46%	561 56%	220 42%	129 41%	173 49%	209 59%	279 63%	452 64%	302 39%	579 64%	426 39%
<b>1 Strongly Disagree</b>	158 8%	6 3%	51 11%	51 7%	10 7%	17 7%	22 8%	89 9%	63 6%	42 8%	33 10%	33 9%	32 9%	18 4%	27 4%	98 13%	23 2%	135 13%
<b>2</b>	247 12%	23 16%	52 12%	91 12%	16 12%	29 12%	36 13%	123 13%	116 12%	87 17%	52 17%	40 11%	33 9%	35 8%	58 8%	124 16%	90 10%	157 15%
<b>3</b>	536 27%	36 25%	112 25%	201 27%	28 21%	72 31%	85 31%	276 29%	249 25%	170 32%	92 29%	105 29%	67 19%	102 23%	160 23%	225 29%	210 23%	322 30%
<b>4</b>	549 27%	34 24%	133 29%	207 27%	44 32%	58 25%	71 26%	250 26%	296 30%	131 25%	81 26%	99 27%	107 30%	131 30%	218 31%	175 23%	281 31%	265 25%
<b>5 Strongly Agree</b>	461 23%	38 28%	88 19%	193 25%	37 27%	52 22%	52 19%	192 20%	265 26%	89 17%	48 15%	74 22%	102 28%	148 33%	234 33%	127 16%	298 33%	161 15%
<b>Prefer not to say</b>	49 2%	4 3%	13 3%	16 2%	2 1%	5 2%	9 3%	36 4%	13 1%	9 2%	9 3%	5 1%	16 4%	10 2%	9 1%	25 3%	7 1%	38 4%
Chi2:	-	-	-	-	-	-	-	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	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	3.46	3.60	<b>3.34</b>	<b>3.53</b>	3.60	3.43	3.35	<b>3.35</b>	<b>3.58</b>	<b>3.26</b>	<b>3.19</b>	3.42	<b>3.63</b>	<b>3.82</b>	<b>3.82</b>	<b>3.15</b>	<b>3.82</b>	<b>3.15</b>
Standard Deviation:	1.21	1.17	1.26	1.19	1.21	1.19	1.18	1.22	1.18	1.17	1.21	1.21	1.26	1.11	1.11	1.25	1.08	1.23
Student's T:	*	-	95	95	-	-	90	99.9	99.9	99.9	99.9	-	99	99.9	99.9	99.9	99.9	99.9

These ads catch my attention																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1KA Please indicate your level of agreement with the following statements about these ads.																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>DISAGREE (1-2)</b>	405 20%	363 21% +++	38 14% ---	294 20%	91 22%	113 23%	285 19%	269 24% ++++	131 15% ----	73 16% --	142 20%	186 23% ++	103 18%	100 20%	147 23% ++	15 25%	101 19%	76 22%	205 20%
<b>NEITHER (3)</b>	536 27%	459 27%	70 27%	408 28%	104 25%	149 30% +	380 26% -	310 28%	221 26%	120 27%	180 25%	231 28%	142 25%	140 28%	169 27%	17 27%	131 24%	90 26%	287 28%
<b>AGREE (4-5)</b>	1010 50%	848 49% --	151 57% ++	730 50%	219 51%	232 46% --	774 52% +++	518 46% ----	481 56% ++++	235 53%	377 52%	392 48%	306 54% +	255 50%	309 49%	29 48%	301 55% +++	176 50%	494 49%
<b>1 Strongly Disagree</b>	158 8%	143 8% +	14 5% -	109 7%	43 10% +	33 7%	120 8%	104 9% ++	51 6% --	28 6%	53 7%	74 9%	37 7%	41 8%	58 9%	7 12%	40 7%	28 8%	80 8%
<b>2</b>	247 12%	220 13% +	24 9% -	185 13%	48 12%	80 16% +++	165 11% ---	165 15% ++++	80 9% ----	45 10%	89 13%	112 14%	66 12%	59 12%	89 14%	8 13%	61 11%	48 14%	125 13%
<b>3</b>	536 27%	459 27%	70 27%	408 28%	104 25%	149 30% +	380 26% -	310 28%	221 26%	120 27%	180 25%	231 28%	142 25%	140 28%	169 27%	17 27%	131 24%	90 26%	287 28%
<b>4</b>	549 27%	470 27%	74 28%	389 27%	134 31% ++	134 27%	414 28%	303 27%	239 28%	111 25%	210 29%	225 27%	164 29%	146 29%	177 28%	14 23%	138 25%	109 31% +	283 28%
<b>5 Strongly Agree</b>	461 23%	378 22% ---	77 29% +++	341 23%	85 20%	98 20% --	360 24% ++	215 19% ----	242 28% ++++	124 28% +++	167 23%	167 20% --	142 25%	109 21%	132 21%	15 25%	163 30% ++++	67 19% -	211 21% --
<b>Prefer not to say</b>	49 2%	43 3%	5 2%	36 2%	12 3%	7 1% -	40 3%	24 2%	22 3%	16 4%	18 3%	12 1%	16 3%	14 3%	10 2%	0 0%	9 2%	8 2%	29 3%
Chi2:	-	95		-		99		99.9		99			-			(90)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	3.46	<b>3.43</b>	<b>3.68</b>	3.47	3.40	<b>3.37</b>	<b>3.50</b>	<b>3.33</b>	<b>3.64</b>	<b>3.60</b>	3.49	<b>3.37</b>	<b>3.55</b>	3.44	<b>3.38</b>	3.35	<b>3.60</b>	3.40	3.42
Standard Deviation:	1.21	1.21	1.15	1.20	1.23	1.16	1.22	1.22	1.17	1.19	1.20	1.21	1.19	1.19	1.23	1.31	1.24	1.18	1.19
Student's T:	*	99	99	-	-	95	95	99.9	99.9	99	-	99	95	-	95	-	99	-	-

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>DISAGREE (1-2)</b>	376 19%	20 13%	120 <b>27%</b> -	117 <b>16%</b> ++++	23 17%	40 17%	55 20%	198 21%	165 <b>17%</b> +	136 <b>26%</b> ++++	79 <b>25%</b> +++	65 18%	44 <b>12%</b> ----	52 <b>12%</b> ----	95 <b>14%</b> ----	190 <b>25%</b> ++++	113 <b>13%</b> ----	263 <b>25%</b> ++++
<b>NEITHER (3)</b>	472 24%	34 25%	128 <b>29%</b> +++	172 23%	29 21%	42 <b>18%</b> --	66 24%	228 24%	237 24%	144 <b>28%</b> ++	86 27%	83 23%	72 21%	87 <b>20%</b> --	131 <b>19%</b> ----	201 26%	190 <b>21%</b> --	279 <b>26%</b> ++
<b>AGREE (4-5)</b>	1091 54%	82 57%	182 <b>40%</b> ----	451 <b>59%</b> ++++	83 61%	140 60%	149 54%	502 <b>51%</b> --	578 <b>57%</b> +++	235 <b>44%</b> ----	139 <b>44%</b> ----	200 56%	222 <b>62%</b> +++	295 <b>66%</b> ++++	467 <b>66%</b> ++++	353 <b>45%</b> ----	593 <b>65%</b> ++++	491 <b>45%</b> ----
<b>1 Strongly Disagree</b>	184 9%	10 6%	57 <b>13%</b> +++	63 8%	10 7%	20 9%	23 8%	100 10%	78 <b>8%</b> --	57 11%	41 <b>13%</b> ++	37 10%	28 8%	21 <b>5%</b> ----	48 <b>7%</b> --	98 <b>13%</b> ++++	48 <b>5%</b> ----	136 <b>13%</b> ++++
<b>2</b>	192 10%	10 7%	63 <b>14%</b> ++++	54 <b>7%</b> --	13 9%	20 9%	32 12%	98 10%	87 9%	79 <b>15%</b> ++++	38 12%	28 8%	16 <b>4%</b> ----	31 <b>7%</b> --	47 <b>7%</b> --	92 <b>12%</b> +++	65 <b>7%</b> ----	127 <b>12%</b> ++++
<b>3</b>	472 24%	34 25%	128 <b>29%</b> +++	172 23%	29 21%	42 <b>18%</b> --	66 24%	228 24%	237 24%	144 <b>28%</b> ++	86 27%	83 23%	72 21%	87 <b>20%</b> --	131 <b>19%</b> ----	201 26%	190 <b>21%</b> --	279 <b>26%</b> ++
<b>4</b>	480 24%	29 21%	90 <b>20%</b> --	174 23%	35 26%	76 <b>33%</b> +++	73 27%	243 25%	233 23%	139 26%	75 24%	78 22%	83 23%	105 24%	181 26%	163 <b>21%</b> --	240 <b>26%</b> ++	237 <b>22%</b> --
<b>5 Strongly Agree</b>	611 30%	53 36%	92 <b>20%</b> ----	277 <b>36%</b> ++++	48 35%	64 27%	76 27%	259 <b>26%</b> ----	345 <b>34%</b> ++++	96 <b>18%</b> ----	64 <b>20%</b> ----	122 <b>35%</b> ++	139 <b>39%</b> ++++	190 <b>43%</b> ++++	286 <b>40%</b> ++++	190 <b>24%</b> ----	353 <b>38%</b> ++++	254 <b>23%</b> ----
<b>Prefer not to say</b>	61 3%	5 4%	19 4%	19 3%	2 1%	11 5%	5 2%	38 <b>4%</b> ++	22 <b>2%</b> --	13 2%	11 4%	8 2%	19 <b>5%</b> ++	10 2%	13 <b>2%</b> --	30 4%	13 <b>1%</b> ----	45 <b>4%</b> +++
Chi2:	-	(99.9)						99		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	3.58	3.76	<b>3.21</b>	<b>3.73</b>	3.72	3.64	3.53	<b>3.49</b>	<b>3.68</b>	<b>3.26</b>	<b>3.28</b>	3.64	<b>3.84</b>	<b>3.95</b>	<b>3.87</b>	<b>3.33</b>	<b>3.86</b>	<b>3.32</b>
Standard Deviation:	1.28	1.22	1.30	1.27	1.25	1.24	1.25	1.29	1.26	1.24	1.29	1.32	1.24	1.17	1.22	1.33	1.17	1.32
Student's T:	*	90	99.9	99.9	-	-	-	99	99.9	99.9	99.9	-	99.9	99.9	99.9	99.9	99.9	99.9



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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>DISAGREE (1-2)</b>	376 19%	327 19%	46 18%	252 <b>17%</b> ---	103 <b>25%</b> ++++	112 <b>22%</b> ++	260 <b>18%</b> --	241 <b>22%</b> ++++	130 <b>15%</b> ----	70 16%	117 <b>17%</b> --	184 <b>23%</b> ++++	99 18%	88 17%	136 <b>22%</b> +	6 10%	69 <b>13%</b> ----	65 19%	229 <b>23%</b> ++++
<b>NEITHER (3)</b>	472 24%	404 24%	62 24%	326 <b>22%</b> --	124 <b>29%</b> +++	121 24%	344 24%	276 25%	192 23%	98 22%	168 24%	203 25%	145 26%	127 25%	143 22%	11 19%	103 <b>19%</b> --	75 21%	273 <b>27%</b> ++++
<b>AGREE (4-5)</b>	1091 54%	928 54%	151 57%	850 <b>58%</b> ++++	181 <b>42%</b> ----	261 52%	822 55%	574 <b>51%</b> ---	505 <b>58%</b> ++++	256 57%	413 57%	414 <b>50%</b> +	304 53%	279 54%	341 54%	43 <b>69%</b> ++	356 <b>65%</b> ++++	200 57%	482 <b>47%</b> ----
<b>1 Strongly Disagree</b>	184 9%	164 10%	19 7%	120 <b>8%</b> ---	51 <b>12%</b> ++	47 10%	134 9%	117 <b>10%</b> ++	64 <b>8%</b> --	34 8%	61 9%	85 10%	50 9%	41 8%	68 11%	4 7%	41 7%	31 9%	106 <b>11%</b> ++
<b>2</b>	192 10%	163 10%	27 10%	132 9%	52 <b>12%</b> ++	65 <b>13%</b> +++	126 <b>9%</b> ---	124 <b>11%</b> ++	66 <b>8%</b> --	36 8%	56 <b>8%</b> --	99 <b>12%</b> +++	49 9%	47 9%	68 11%	2 3%	28 <b>5%</b> ----	34 10%	123 <b>12%</b> ++++
<b>3</b>	472 24%	404 24%	62 24%	326 <b>22%</b> --	124 <b>29%</b> +++	121 24%	344 24%	276 25%	192 23%	98 22%	168 24%	203 25%	145 26%	127 25%	143 22%	11 19%	103 <b>19%</b> --	75 21%	273 <b>27%</b> ++++
<b>4</b>	480 24%	408 24%	65 25%	367 25%	87 <b>20%</b> +	127 26%	350 24%	285 26%	191 22%	102 23%	188 26%	188 23%	144 25%	115 23%	162 26%	13 21%	123 23%	103 <b>30%</b> +++	234 23%
<b>5 Strongly Agree</b>	611 30%	520 30%	86 32%	483 <b>32%</b> ++++	94 <b>22%</b> ----	134 <b>26%</b> --	472 <b>31%</b> ++	289 <b>25%</b> ----	314 <b>36%</b> ++++	154 <b>34%</b> ++	225 31%	226 <b>27%</b> --	160 28%	164 31%	179 28%	30 <b>49%</b> +++	233 <b>42%</b> ++++	97 27%	248 <b>24%</b> ----
<b>Prefer not to say</b>	61 3%	54 3%	5 2%	40 3%	18 4%	7 <b>1%</b> --	53 <b>4%</b> ++	30 3%	28 3%	20 4%	19 3%	20 2%	19 3%	15 3%	15 2%	1 2%	14 3%	10 3%	31 3%
Chi2:	-	-	-	99.9	-	99	-	99.9	-	99	-	-	-	-	-	(99.9)	-	-	-
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	3.58	3.56	3.65	<b>3.66</b>	<b>3.28</b>	<b>3.47</b>	<b>3.62</b>	<b>3.45</b>	<b>3.74</b>	<b>3.71</b>	3.64	<b>3.46</b>	3.56	3.62	3.51	<b>4.03</b>	<b>3.90</b>	3.59	<b>3.39</b>
Standard Deviation:	1.28	1.29	1.24	1.26	1.30	1.28	1.28	1.28	1.26	1.26	1.25	1.30	1.25	1.26	1.31	1.21	1.24	1.25	1.28
Student's T:	*	-	-	99.9	99.9	95	95	99.9	99.9	95	90	99.9	-	-	-	99	99.9	-	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>DISAGREE (1-2)</b>	1581 79%	112 78%	331 <b>74%</b>	622 <b>82%</b>	106 77%	190 82%	216 79%	728 <b>75%</b>	828 <b>83%</b>	439 <b>83%</b>	250 79%	293 82%	269 <b>75%</b>	330 <b>74%</b>	584 <b>83%</b>	585 <b>76%</b>	768 <b>84%</b>	807 <b>75%</b>
				---	+++			----	++++	+++		+	--	---	+++	---	++++	----
<b>NEITHER (3)</b>	230 12%	18 14%	51 11%	87 11%	16 12%	22 9%	35 13%	120 13%	107 11%	51 10%	33 11%	36 10%	48 14%	62 14%	67 10%	101 13%	81 <b>9%</b>	147 <b>14%</b>
														+	-		---	+++
<b>AGREE (4-5)</b>	125 6%	8 5%	44 <b>10%</b>	31 <b>4%</b>	11 8%	13 5%	17 6%	80 <b>8%</b>	42 <b>4%</b>	28 5%	19 6%	16 5%	23 6%	39 <b>9%</b>	46 6%	52 7%	50 5%	73 7%
				++++	---			++++	----					++				
<b>1 Strongly Disagree</b>	1147 57%	88 61%	219 <b>49%</b>	470 <b>62%</b>	79 58%	127 55%	161 59%	507 <b>52%</b>	620 <b>62%</b>	316 60%	182 57%	216 61%	196 55%	237 54%	446 <b>63%</b>	420 <b>55%</b>	578 <b>63%</b>	565 <b>53%</b>
				----	++++			----	++++					-	++++	--	++++	----
<b>2</b>	434 22%	24 17%	112 <b>25%</b>	152 20%	27 20%	63 <b>27%</b>	55 20%	221 23%	208 21%	123 23%	68 22%	77 22%	73 20%	93 21%	138 20%	165 21%	190 21%	242 22%
				++		++									-			
<b>3</b>	230 12%	18 14%	51 11%	87 11%	16 12%	22 9%	35 13%	120 13%	107 11%	51 10%	33 11%	36 10%	48 14%	62 14%	67 10%	101 13%	81 <b>9%</b>	147 <b>14%</b>
														+	-		---	+++
<b>4</b>	67 3%	4 2%	25 <b>6%</b>	15 <b>2%</b>	7 5%	6 2%	10 4%	45 <b>5%</b>	21 <b>2%</b>	21 4%	8 3%	6 <b>2%</b>	10 3%	22 <b>5%</b>	26 4%	28 4%	28 3%	38 3%
				+++	---			+++	---				--	++				
<b>5 Strongly Agree</b>	58 3%	4 3%	19 4%	16 2%	4 3%	7 3%	7 2%	35 4%	21 <b>2%</b>	7 <b>1%</b>	11 4%	10 3%	13 4%	17 4%	20 3%	24 3%	22 2%	35 3%
				+	-			+	--	---								
<b>Prefer not to say</b>	64 3%	3 3%	23 <b>5%</b>	19 2%	4 3%	8 3%	7 2%	38 4%	25 3%	10 <b>2%</b>	13 4%	11 3%	17 5%	13 3%	9 <b>1%</b>	36 <b>5%</b>	10 <b>1%</b>	51 <b>5%</b>
				+++				+	-	--			+		----	+++	----	++++
Chi2:	-	(99)						99.9		95					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	1.68	1.66	<b>1.85</b>	<b>1.58</b>	1.72	1.67	1.68	<b>1.80</b>	<b>1.58</b>	<b>1.61</b>	1.67	1.60	1.75	<b>1.81</b>	<b>1.61</b>	1.73	<b>1.58</b>	<b>1.76</b>
Standard Deviation:	1.01	1.02	1.12	0.92	1.06	0.97	1.01	1.08	0.92	0.92	1.02	0.96	1.06	1.10	0.99	1.04	0.95	1.04
Student's T:	*	-	99.9	99.9	-	-	-	99.9	99.9	95	-	90	-	99	95	90	99.9	99.9

These ads are difficult to follow																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T1KC Please indicate your level of agreement with the following statements about these ads.																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>DISAGREE (1-2)</b>	1581 79%	1358 79%	206 78%	1189 <b>81%</b> ++++	320 <b>75%</b> --	409 82%	1156 78%	903 80%	663 78%	343 77%	543 <b>76%</b> ---	682 <b>83%</b> ++++	430 <b>76%</b> --	401 79%	534 <b>84%</b> ++++	39 <b>64%</b> ---	442 81%	287 82%	793 78%
<b>NEITHER (3)</b>	230 12%	195 11%	32 12%	167 11%	47 11%	48 10%	180 12%	115 10%	112 13%	60 14%	88 12%	80 <b>10%</b> --	68 12%	60 12%	59 <b>9%</b> --	12 19%	59 11%	36 10%	116 11%
<b>AGREE (4-5)</b>	125 6%	103 6%	20 8%	73 <b>5%</b> ----	37 <b>9%</b> ++	30 6%	94 6%	67 6%	55 6%	22 5%	64 <b>9%</b> ++++	38 <b>5%</b> --	51 <b>9%</b> +++	31 6%	25 <b>4%</b> ---	10 <b>17%</b> ++++	26 5%	17 5%	70 7%
<b>1 Strongly Disagree</b>	1147 57%	986 58%	149 57%	888 <b>61%</b> ++++	205 <b>48%</b> ----	305 61%	832 56%	652 58%	485 57%	264 60%	388 <b>54%</b> --	490 <b>60%</b> +	317 56%	284 56%	385 <b>61%</b> ++	30 50%	333 <b>61%</b> ++	207 59%	564 56%
<b>2</b>	434 22%	372 22%	57 22%	301 <b>20%</b> --	115 <b>27%</b> +++	104 21%	324 22%	251 22%	178 21%	79 <b>18%</b> --	155 22%	192 23%	113 20%	117 23%	149 23%	9 14%	109 20%	80 23%	229 23%
<b>3</b>	230 12%	195 11%	32 12%	167 11%	47 11%	48 10%	180 12%	115 10%	112 13%	60 14%	88 12%	80 <b>10%</b> --	68 12%	60 12%	59 <b>9%</b> --	12 19%	59 11%	36 10%	116 11%
<b>4</b>	67 3%	54 3%	12 4%	38 <b>2%</b> ---	21 <b>5%</b> ++	17 3%	50 3%	33 3%	32 4%	10 2%	39 <b>5%</b> ++++	18 <b>2%</b> --	29 <b>5%</b> +++	17 3%	13 <b>2%</b> --	5 <b>8%</b> ++	12 2%	7 2%	41 4%
<b>5 Strongly Agree</b>	58 3%	49 3%	8 3%	35 <b>2%</b> --	16 4%	13 3%	44 3%	34 3%	23 3%	12 3%	25 3%	20 3%	22 4%	14 3%	12 2%	5 <b>8%</b> +++	14 3%	10 3%	29 3%
<b>Prefer not to say</b>	64 3%	57 3%	6 2%	39 <b>3%</b> --	22 <b>5%</b> +++	14 3%	49 3%	36 3%	25 3%	19 4%	22 3%	21 3%	18 3%	17 3%	17 3%	0 0%	15 3%	10 3%	36 4%
Chi2:	-	-	-	99.9	-	-	-	-	-	99.9	-	-	99	-	-	(99)	-	-	-
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	1.68	1.67	1.73	<b>1.62</b>	<b>1.83</b>	1.63	1.70	1.66	1.71	1.65	<b>1.78</b>	<b>1.61</b>	<b>1.77</b>	1.70	<b>1.57</b>	<b>2.12</b>	<b>1.61</b>	1.62	1.71
Standard Deviation:	1.01	1.00	1.05	0.96	1.08	0.99	1.01	1.00	1.02	0.99	1.08	0.94	1.10	1.01	0.89	1.34	0.97	0.96	1.02
Student's T:	*	-	-	99.9	99	-	-	-	-	-	99	99	95	-	99.9	95	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>DISAGREE (1-2)</b>	148 7%	8 5%	41 9%	47 6%	10 7%	19 8%	23 8%	89 9%	54 5%	42 8%	23 7%	26 7%	23 6%	34 8%	57 8%	61 8%	60 7%	87 8%
<b>NEITHER (3)</b>	199 10%	11 8%	59 13%	65 9%	14 10%	25 11%	22 8%	111 12%	83 8%	71 14%	35 11%	31 9%	29 8%	33 7%	60 9%	93 12%	61 7%	136 13%
<b>AGREE (4-5)</b>	1572 79%	117 84%	329 73%	624 82%	107 78%	177 76%	215 78%	721 75%	830 83%	393 74%	245 78%	287 81%	283 79%	364 82%	571 81%	580 75%	766 84%	799 74%
<b>1 Strongly Disagree</b>	86 4%	7 4%	23 5%	30 4%	5 4%	12 5%	9 3%	48 5%	34 3%	19 4%	14 4%	17 5%	15 4%	21 5%	32 4%	38 5%	33 4%	52 5%
<b>2</b>	62 3%	1 1%	18 4%	17 2%	5 4%	7 3%	14 5%	41 4%	20 2%	23 4%	9 3%	9 2%	8 2%	13 3%	25 4%	23 3%	27 3%	35 3%
<b>3</b>	199 10%	11 8%	59 13%	65 9%	14 10%	25 11%	22 8%	111 12%	83 8%	71 14%	35 11%	31 9%	29 8%	33 7%	60 9%	93 12%	61 7%	136 13%
<b>4</b>	279 14%	23 16%	57 13%	112 15%	15 11%	38 16%	34 12%	138 14%	139 14%	97 18%	41 13%	42 12%	52 15%	47 11%	89 13%	118 15%	113 13%	165 15%
<b>5 Strongly Agree</b>	1293 65%	94 68%	272 60%	512 67%	92 67%	139 60%	181 66%	583 60%	691 69%	296 56%	204 65%	245 69%	231 65%	317 72%	482 68%	462 60%	653 72%	634 59%
<b>Prefer not to say</b>	81 4%	5 4%	20 4%	23 3%	6 4%	12 5%	15 5%	45 5%	35 3%	22 4%	12 4%	12 3%	22 6%	13 3%	18 3%	40 5%	22 2%	56 5%
Chi2:	-	-	-	-	-	-	-	99.9		99					99		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	4.37	4.48	4.25	4.44	4.40	4.29	4.40	4.27	4.48	4.24	4.37	4.43	4.42	4.46	4.40	4.29	4.50	4.27
Standard Deviation:	1.08	0.98	1.17	1.02	1.08	1.13	1.07	1.15	0.98	1.09	1.08	1.08	1.05	1.08	1.08	1.12	1.00	1.13
Student's T:	*	-	99	95	-	-	-	99.9	99.9	99	-	-	-	90	-	99	99.9	99.9

These ads do not favour one political party over another																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K- \$100K	\$100K +	Is a vet	Yes (family )	Yes (friend)	No
T1KD Please indicate your level of agreement with the following statements about these ads.																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>DISAGREE (1-2)</b>	148 7%	135 8%	11 4%	106 7%	34 8%	39 8%	104 7%	91 8%	55 6%	35 8%	59 8%	51 6%	49 9%	36 7%	40 6%	7 12%	40 7%	27 8%	71 7%
<b>NEITHER (3)</b>	199 10%	169 10%	26 10%	130 9%	52 12%	58 12%	140 10%	124 11%	70 8%	45 10%	67 10%	83 10%	65 12%	51 10%	53 8%	6 10%	39 7%	32 9%	117 12%
<b>AGREE (4-5)</b>	1572 79%	1335 78%	220 83%	1173 80%	321 75%	387 77%	1173 79%	865 77%	693 81%	341 77%	559 78%	663 81%	426 75%	402 79%	521 82%	46 75%	442 82%	281 80%	781 77%
<b>1 Strongly Disagree</b>	86 4%	79 4%	6 2%	63 4%	19 4%	26 5%	57 4%	47 4%	37 4%	18 4%	38 5%	28 3%	27 5%	19 4%	23 3%	3 5%	28 5%	18 5%	34 3%
<b>2</b>	62 3%	56 3%	5 2%	43 3%	15 4%	13 3%	47 3%	44 4%	18 2%	17 4%	21 3%	23 3%	22 4%	17 3%	17 3%	4 7%	12 2%	9 3%	37 4%
<b>3</b>	199 10%	169 10%	26 10%	130 9%	52 12%	58 12%	140 10%	124 11%	70 8%	45 10%	67 10%	83 10%	65 12%	51 10%	53 8%	6 10%	39 7%	32 9%	117 12%
<b>4</b>	279 14%	241 14%	37 14%	212 15%	56 13%	76 15%	201 14%	168 15%	109 13%	52 12%	106 15%	120 15%	62 11%	82 16%	91 14%	16 26%	66 12%	46 13%	144 14%
<b>5 Strongly Agree</b>	1293 65%	1094 64%	183 69%	961 66%	265 62%	311 62%	972 66%	697 62%	584 68%	289 65%	453 63%	543 66%	364 64%	320 63%	430 68%	30 49%	376 69%	235 67%	637 63%
<b>Prefer not to say</b>	81 4%	74 4%	7 3%	59 4%	19 4%	17 3%	62 4%	41 4%	37 4%	23 5%	32 5%	24 3%	27 5%	20 4%	21 3%	2 4%	21 4%	10 3%	46 5%
Chi2:	-	-	-	-	-	-	-	99	-	-	-	-	90	-	-	(95)	-	-	-
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	4.37	<b>4.35</b>	<b>4.50</b>	4.40	4.31	4.31	4.40	<b>4.32</b>	<b>4.45</b>	4.37	4.33	4.42	4.31	4.36	<b>4.45</b>	4.11	4.44	4.39	4.35
Standard Deviation:	1.08	1.10	0.93	1.06	1.12	1.12	1.05	1.10	1.04	1.09	1.12	1.02	1.14	1.05	1.01	1.17	1.08	1.10	1.06
Student's T:	*	95	95	90	-	-	90	95	99	-	-	-	-	-	95	90	90	-	-

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
TIKE Please indicate your level of agreement with the following statements about these ads.																		
Weighted Total:	2000	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>DISAGREE (1-2)</b>	136 7%	9 5%	27 6%	42 6%	10 7%	20 9%	26 10%	79 8%	50 5%	41 8%	40 12%	24 7%	17 5%	14 3%	35 5%	62 8%	40 4%	94 9%
<b>NEITHER (3)</b>	237 12%	21 14%	80 18%	70 9%	12 9%	24 10%	29 11%	121 13%	114 12%	82 16%	41 13%	43 12%	36 10%	35 8%	68 10%	109 14%	76 9%	160 15%
<b>AGREE (4-5)</b>	1575 79%	108 78%	328 73%	629 83%	112 82%	183 78%	212 77%	733 76%	820 82%	393 75%	225 71%	284 80%	288 81%	385 87%	593 84%	578 75%	784 86%	784 73%
<b>1 Strongly Disagree</b>	72 4%	5 3%	13 3%	26 3%	5 4%	9 4%	12 4%	42 4%	25 2%	19 4%	18 6%	16 4%	9 3%	10 2%	17 2%	39 5%	18 2%	54 5%
<b>2</b>	64 3%	4 2%	14 3%	16 2%	5 4%	11 5%	14 5%	37 4%	25 3%	22 4%	22 7%	8 2%	8 2%	4 1%	18 3%	23 3%	22 2%	40 4%
<b>3</b>	237 12%	21 14%	80 18%	70 9%	12 9%	24 10%	29 11%	121 13%	114 12%	82 16%	41 13%	43 12%	36 10%	35 8%	68 10%	109 14%	76 9%	160 15%
<b>4</b>	459 23%	24 18%	130 29%	162 22%	25 18%	54 23%	64 24%	244 26%	206 21%	168 32%	81 26%	84 24%	62 18%	64 15%	133 19%	200 26%	184 21%	273 26%
<b>5 Strongly Agree</b>	1116 55%	84 59%	198 44%	467 61%	87 63%	129 55%	148 53%	489 50%	614 61%	225 43%	144 46%	200 56%	226 63%	321 72%	460 65%	378 48%	600 66%	511 47%
<b>Prefer not to say</b>	52 3%	3 3%	14 3%	18 2%	3 2%	6 3%	8 3%	33 3%	18 2%	12 2%	9 3%	5 1%	16 4%	10 2%	10 1%	25 3%	9 1%	40 4%
Chi2:	-	(99.9)						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	4.27	4.32	<b>4.11</b>	<b>4.38</b>	4.37	4.24	4.20	<b>4.17</b>	<b>4.37</b>	<b>4.08</b>	<b>4.02</b>	4.27	<b>4.43</b>	<b>4.58</b>	<b>4.43</b>	<b>4.14</b>	<b>4.47</b>	<b>4.10</b>
Standard Deviation:	1.04	1.02	1.02	0.99	1.05	1.08	1.12	1.09	0.96	1.04	1.19	1.06	0.96	0.85	0.94	1.10	0.89	1.12
Student's T:	*	-	99.9	99.9	-	-	-	99.9	99.9	99.9	99.9	-	99	99.9	99.9	99.9	99.9	99.9

These ads talk about an important topic																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K- \$100K	\$100K +	Is a vet	Yes (family )	Yes (friend)	No
TIKE Please indicate your level of agreement with the following statements about these ads.																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>DISAGREE (1-2)</b>	136 7%	124 7%	8 3%	102 7%	29 7%	46 9%	87 6%	89 8%	46 5%	22 5%	52 7%	61 7%	41 7%	32 6%	45 7%	4 7%	37 7%	28 8%	62 6%
<b>NEITHER (3)</b>	237 12%	194 11%	41 16%	153 10%	67 16%	68 14%	168 11%	146 13%	88 10%	44 10%	70 10%	123 15%	71 13%	54 11%	75 12%	9 15%	44 8%	42 12%	138 14%
<b>AGREE (4-5)</b>	1575 79%	1350 79%	210 79%	1178 80%	318 74%	380 76%	1180 80%	857 76%	701 82%	364 82%	574 80%	622 76%	439 77%	409 80%	500 79%	48 78%	452 83%	273 78%	782 77%
<b>1 Strongly Disagree</b>	72 4%	66 4%	4 2%	56 4%	14 3%	20 4%	49 3%	44 4%	27 3%	13 3%	31 4%	28 3%	24 4%	17 3%	20 3%	4 7%	21 4%	13 4%	31 3%
<b>2</b>	64 3%	58 3%	4 1%	46 3%	15 4%	26 5%	38 3%	45 4%	19 2%	9 2%	21 3%	33 4%	17 3%	15 3%	25 4%	0 0%	16 3%	15 4%	31 3%
<b>3</b>	237 12%	194 11%	41 16%	153 10%	67 16%	68 14%	168 11%	146 13%	88 10%	44 10%	70 10%	123 15%	71 13%	54 11%	75 12%	9 15%	44 8%	42 12%	138 14%
<b>4</b>	459 23%	392 23%	61 23%	302 21%	126 30%	126 25%	328 23%	288 26%	167 20%	74 17%	155 22%	225 27%	130 24%	129 26%	157 25%	13 21%	90 17%	73 21%	272 27%
<b>5 Strongly Agree</b>	1116 55%	958 55%	149 56%	876 59%	192 45%	254 51%	852 57%	569 50%	534 62%	290 65%	419 58%	397 48%	309 54%	280 54%	343 54%	35 57%	362 66%	200 57%	510 50%
<b>Prefer not to say</b>	52 3%	45 3%	5 2%	35 2%	12 3%	7 1%	44 3%	29 3%	20 2%	14 3%	21 3%	15 2%	16 3%	14 3%	15 3%	0 0%	9 2%	7 2%	33 3%
Chi2:	-	99		99.9		99		99.9		99.9		99.9	-			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	4.27	4.26	4.34	4.32	4.12	4.15	4.31	4.18	4.39	4.43	4.30	4.15	4.23	4.29	4.26	4.21	4.42	4.26	4.21
Standard Deviation:	1.04	1.05	0.91	1.04	1.03	1.09	1.01	1.07	0.99	0.97	1.06	1.05	1.07	1.01	1.03	1.15	1.03	1.07	1.01
Student's T:	*	-	-	99.9	99	99	99	99.9	99.9	99.9	-	99.9	-	-	-	-	99.9	-	95

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>DISAGREE (1-2)</b>	1035 52%	71 47%	196 <b>44%</b>	394 52%	67 49%	146 <b>63%</b>	156 <b>57%</b>	518 54%	491 49%	288 54%	213 <b>67%</b>	202 56%	156 <b>43%</b>	176 <b>40%</b>	298 <b>42%</b>	483 <b>62%</b>	413 <b>45%</b>	619 <b>57%</b>
			----			++++	++		--		++++	+	----	----	----	++++	----	++++
<b>NEITHER (3)</b>	599 30%	38 27%	140 31%	236 31%	46 34%	58 25%	80 29%	283 29%	310 31%	142 27%	67 <b>21%</b>	105 29%	124 <b>35%</b>	161 <b>36%</b>	255 <b>36%</b>	168 <b>22%</b>	303 <b>33%</b>	294 <b>27%</b>
							-				----		++	+++	++++	----	+++	----
<b>AGREE (4-5)</b>	302 15%	26 21%	90 <b>20%</b>	113 15%	21 15%	22 <b>9%</b>	30 <b>11%</b>	128 <b>13%</b>	174 <b>18%</b>	83 16%	24 <b>8%</b>	42 13%	57 16%	96 <b>22%</b>	140 <b>20%</b>	93 <b>12%</b>	181 <b>20%</b>	116 <b>11%</b>
		+	+++			---	--	--	+++		----			++++	++++	---	++++	----
<b>1 Strongly Disagree</b>	535 27%	31 20%	93 <b>21%</b>	201 27%	42 31%	83 <b>36%</b>	81 30%	281 <b>29%</b>	237 <b>24%</b>	144 27%	119 <b>37%</b>	111 31%	78 <b>22%</b>	83 <b>19%</b>	129 <b>18%</b>	288 <b>37%</b>	186 <b>20%</b>	348 <b>32%</b>
		-	---			++++		++	---		++++	+	--	----	----	++++	----	++++
<b>2</b>	500 25%	40 27%	103 23%	193 26%	25 18%	63 27%	75 27%	237 25%	254 25%	144 27%	94 <b>30%</b>	91 26%	78 22%	93 <b>21%</b>	169 24%	195 25%	227 25%	271 25%
						-					++		-	--				
<b>3</b>	599 30%	38 27%	140 31%	236 31%	46 34%	58 25%	80 29%	283 29%	310 31%	142 27%	67 <b>21%</b>	105 29%	124 <b>35%</b>	161 <b>36%</b>	255 <b>36%</b>	168 <b>22%</b>	303 <b>33%</b>	294 <b>27%</b>
							-				----		++	+++	++++	----	+++	----
<b>4</b>	193 10%	15 12%	62 <b>14%</b>	72 10%	15 11%	17 7%	12 <b>4%</b>	79 <b>8%</b>	114 <b>12%</b>	53 10%	18 <b>6%</b>	30 9%	38 11%	54 <b>12%</b>	82 <b>12%</b>	65 8%	107 <b>12%</b>	82 <b>8%</b>
			+++				---	--	+++		----			++	++		+++	----
<b>5 Strongly Agree</b>	109 6%	11 9%	28 6%	41 5%	6 4%	5 <b>2%</b>	18 6%	49 5%	60 6%	30 6%	6 <b>2%</b>	12 4%	19 5%	42 <b>9%</b>	58 <b>8%</b>	28 <b>4%</b>	74 <b>8%</b>	34 <b>3%</b>
		+				--					----			++++	++++	---	++++	----
<b>Prefer not to say</b>	64 3%	6 5%	23 <b>5%</b>	16 <b>2%</b>	3 2%	7 3%	9 3%	37 4%	27 3%	15 3%	11 4%	7 2%	20 <b>6%</b>	11 2%	13 <b>2%</b>	30 4%	12 <b>1%</b>	49 <b>5%</b>
			++	--									+++		---		----	++++
Chi2:	-	(99.9)						99		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	2.40	2.60	<b>2.59</b>	2.40	2.39	<b>2.10</b>	2.28	<b>2.33</b>	<b>2.50</b>	2.39	<b>2.01</b>	<b>2.29</b>	<b>2.53</b>	<b>2.72</b>	<b>2.67</b>	<b>2.13</b>	<b>2.62</b>	<b>2.21</b>
Standard Deviation:	1.16	1.23	1.17	1.14	1.16	1.06	1.14	1.15	1.16	1.17	1.02	1.12	1.13	1.19	1.16	1.14	1.18	1.10
Student's T:	*	90	99.9	-	-	99.9	90	99	99.9	-	99.9	95	95	99.9	99.9	99.9	99.9	99.9



These ads provide new information																				
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran				
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
T1KF Please indicate your level of agreement with the following statements about these ads.																				
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026	
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015	
<b>DISAGREE (1-2)</b>	1035 52%	895 52%	128 49%	797 <b>54%</b> ++++	184 <b>44%</b> ----	306 <b>61%</b> ++++	717 <b>48%</b> ----	639 <b>57%</b> ++++	386 <b>45%</b> ----	187 <b>42%</b> ----	354 49%	486 <b>59%</b> ++++	256 <b>45%</b> ----	255 50%	377 <b>59%</b> ++++	31 51%	283 52%	202 <b>58%</b> ++	500 <b>49%</b> --	
<b>NEITHER (3)</b>	599 30%	510 30%	83 31%	433 29%	133 31%	123 <b>25%</b> --	469 <b>32%</b> +++	315 <b>28%</b> --	279 <b>32%</b> ++	144 33%	233 32%	218 <b>26%</b> --	176 31%	162 32%	179 28%	20 32%	161 30%	97 28%	314 31%	
<b>AGREE (4-5)</b>	302 15%	249 15%	48 18%	198 <b>14%</b> --	88 <b>21%</b> ++++	61 <b>12%</b> --	241 <b>16%</b> ++	136 <b>13%</b> ----	160 <b>19%</b> ++++	92 <b>21%</b> ++++	113 16%	93 <b>11%</b> ----	114 <b>20%</b> ++++	74 15%	63 <b>10%</b> ----	10 17%	82 15%	41 <b>12%</b> --	165 16%	
<b>1 Strongly Disagree</b>	535 27%	458 27%	71 27%	422 <b>29%</b> +++	88 <b>21%</b> --	157 <b>31%</b> +++	372 <b>25%</b> --	338 <b>30%</b> ++++	190 <b>22%</b> ----	94 <b>21%</b> --	176 24%	259 <b>32%</b> ++++	129 <b>23%</b> --	129 25%	195 <b>31%</b> +++	18 30%	149 27%	110 <b>31%</b> ++	246 <b>24%</b> --	
<b>2</b>	500 25%	437 26%	57 22%	375 26%	96 23%	149 <b>30%</b> +++	345 <b>23%</b> --	301 <b>27%</b> ++	196 <b>23%</b> -	93 <b>21%</b> --	178 25%	227 <b>28%</b> ++	127 22%	126 25%	182 <b>29%</b> ++	13 21%	134 25%	92 26%	254 25%	
<b>3</b>	599 30%	510 30%	83 31%	433 29%	133 31%	123 <b>25%</b> --	469 <b>32%</b> +++	315 <b>28%</b> --	279 <b>32%</b> ++	144 33%	233 32%	218 <b>26%</b> --	176 31%	162 32%	179 28%	20 32%	161 30%	97 28%	314 31%	
<b>4</b>	193 10%	163 10%	27 10%	123 <b>8%</b> --	62 <b>14%</b> ++++	39 <b>8%</b> -	154 <b>11%</b> ++	89 <b>8%</b> --	100 <b>12%</b> ++	59 <b>14%</b> +++	70 10%	60 <b>7%</b> --	70 <b>12%</b> ++	46 9%	47 <b>8%</b> --	8 14%	51 9%	25 7%	106 11%	
<b>5 Strongly Agree</b>	109 6%	86 <b>5%</b> --	21 8% +	75 5%	26 6%	22 5%	87 6%	47 <b>4%</b> --	60 <b>7%</b> ++	33 <b>7%</b> ++	43 6%	33 <b>4%</b> --	44 <b>8%</b> +++	28 6%	16 <b>3%</b> ----	2 3%	31 6%	16 5%	59 6%	
<b>Prefer not to say</b>	64 3%	59 4%	5 2%	40 <b>3%</b> --	21 <b>5%</b> ++	11 2%	52 4%	31 3%	30 4%	21 5%	17 3%	24 3%	21 4%	18 3%	16 3%	0 0%	16 3%	10 3%	36 4%	
Chi2:	-	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	90	99.9	99.9	-	99.9	-	-	-	99	95
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08	
Mean:	2.40	2.39	2.50	<b>2.34</b>	<b>2.60</b>	<b>2.23</b>	<b>2.47</b>	<b>2.29</b>	<b>2.56</b>	<b>2.64</b>	2.47	<b>2.22</b>	<b>2.59</b>	2.43	<b>2.21</b>	2.39	2.40	<b>2.25</b>	<b>2.47</b>	
Standard Deviation:	1.16	1.14	1.23	1.14	1.17	1.12	1.17	1.12	1.18	1.19	1.15	1.11	1.21	1.14	1.06	1.15	1.17	1.13	1.16	
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	99.9	99.9	90	99.9	99.9	-	99.9	-	-	-	99	95

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>DISAGREE (1-2)</b>	125 6%	8 5%	17 <b>4%</b>	50 7%	15 <b>11%</b>	18 8%	15 5%	69 7%	48 <b>5%</b>	28 5%	24 8%	24 6%	25 7%	24 5%	28 <b>4%</b>	63 <b>8%</b>	33 <b>4%</b>	91 <b>8%</b>
<b>NEITHER (3)</b>	217 11%	14 10%	42 9%	83 11%	11 8%	32 14%	34 13%	137 <b>14%</b>	77 <b>8%</b>	74 <b>14%</b>	39 12%	32 9%	36 10%	36 <b>8%</b>	51 <b>7%</b>	109 <b>14%</b>	71 <b>8%</b>	145 <b>14%</b>
<b>AGREE (4-5)</b>	1607 80%	116 82%	378 <b>84%</b>	608 80%	109 79%	178 77%	215 78%	727 <b>75%</b>	859 <b>86%</b>	415 79%	246 78%	293 83%	280 79%	373 <b>84%</b>	615 <b>87%</b>	577 <b>75%</b>	795 <b>88%</b>	804 <b>75%</b>
<b>1 Strongly Disagree</b>	61 3%	4 2%	7 <b>2%</b>	21 3%	10 <b>7%</b>	10 4%	8 3%	33 3%	24 2%	13 2%	11 3%	13 4%	12 3%	12 3%	11 <b>2%</b>	34 <b>4%</b>	13 <b>1%</b>	48 <b>4%</b>
<b>2</b>	64 3%	4 3%	10 2%	29 4%	5 4%	8 3%	7 3%	36 4%	24 <b>2%</b>	15 3%	13 4%	11 3%	13 4%	12 3%	17 2%	29 4%	20 <b>2%</b>	43 <b>4%</b>
<b>3</b>	217 11%	14 10%	42 9%	83 11%	11 8%	32 14%	34 13%	137 <b>14%</b>	77 <b>8%</b>	74 <b>14%</b>	39 12%	32 9%	36 10%	36 <b>8%</b>	51 <b>7%</b>	109 <b>14%</b>	71 <b>8%</b>	145 <b>14%</b>
<b>4</b>	440 22%	31 22%	113 25%	148 <b>20%</b>	27 20%	69 <b>30%</b>	52 19%	241 <b>25%</b>	193 <b>20%</b>	138 <b>26%</b>	78 24%	86 24%	70 20%	68 <b>15%</b>	133 <b>19%</b>	187 24%	192 21%	246 23%
<b>5 Strongly Agree</b>	1167 58%	85 60%	265 59%	460 60%	82 60%	109 <b>47%</b>	163 59%	486 <b>50%</b>	666 <b>66%</b>	277 <b>52%</b>	168 54%	207 59%	210 59%	305 <b>69%</b>	482 <b>68%</b>	390 <b>50%</b>	603 <b>66%</b>	558 <b>52%</b>
<b>Prefer not to say</b>	51 3%	3 3%	12 3%	18 2%	2 1%	5 2%	11 4%	33 <b>3%</b>	18 <b>2%</b>	11 2%	6 2%	7 2%	16 <b>4%</b>	11 2%	12 2%	25 3%	10 <b>1%</b>	38 <b>4%</b>
Chi2:	-	(90)						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	4.33	4.39	<b>4.41</b>	4.34	4.23	<b>4.14</b>	4.34	<b>4.19</b>	<b>4.48</b>	<b>4.26</b>	4.23	4.34	4.33	<b>4.49</b>	<b>4.53</b>	<b>4.17</b>	<b>4.51</b>	<b>4.18</b>
Standard Deviation:	1.00	0.95	0.88	1.01	1.21	1.06	1.00	1.05	0.91	0.98	1.05	1.01	1.04	0.95	0.85	1.09	0.84	1.10
Student's T:	*	-	95	-	-	99	-	99.9	99.9	95	90	-	-	99.9	99.9	99.9	99.9	99.9

These ads clearly convey that the Government of Canada wants you to remember and honour Canadian Veterans																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K- \$100K	\$100K +	Is a vet	Yes (family )	Yes (friend)	No
T1KG Please indicate your level of agreement with the following statements about these ads.																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>DISAGREE (1-2)</b>	125 6%	115 7%	7 3%	104 7%	15 4%	30 6%	91 6%	82 7%	40 5%	27 6%	51 7%	44 5%	34 6%	31 6%	37 6%	6 10%	38 7%	36 10%	42 4%
		++	--	++	--			++	--								++++	----	
<b>NEITHER (3)</b>	217 11%	183 11%	31 12%	173 12%	41 10%	61 12%	152 10%	136 12%	77 9%	38 8%	88 12%	88 11%	52 9%	60 12%	67 10%	15 25%	54 10%	33 9%	111 11%
				++				++	--							++++			
<b>AGREE (4-5)</b>	1607 80%	1369 80%	221 83%	1154 79%	358 84%	402 80%	1194 81%	877 78%	716 84%	364 82%	561 78%	672 82%	464 82%	406 80%	517 81%	40 65%	439 81%	273 78%	833 82%
				---	++			---	++++							---			+
<b>1 Strongly Disagree</b>	61 3%	56 3%	4 1%	51 3%	5 1%	13 3%	46 3%	41 4%	18 2%	13 3%	27 4%	19 2%	16 3%	13 2%	20 3%	4 7%	24 4%	15 4%	15 1%
				+	--			+	--							+	++		----
<b>2</b>	64 3%	59 3%	3 1%	53 4%	10 2%	17 3%	45 3%	41 4%	22 3%	14 3%	24 3%	25 3%	18 3%	18 4%	17 3%	2 3%	14 3%	21 6%	27 3%
			--	+														+++	
<b>3</b>	217 11%	183 11%	31 12%	173 12%	41 10%	61 12%	152 10%	136 12%	77 9%	38 8%	88 12%	88 11%	52 9%	60 12%	67 10%	15 25%	54 10%	33 9%	111 11%
				++				++	--							++++			
<b>4</b>	440 22%	382 23%	55 21%	308 21%	106 25%	128 26%	307 21%	267 24%	171 20%	86 19%	164 23%	188 23%	118 21%	111 22%	155 24%	18 29%	106 19%	67 19%	238 24%
				-	+	++	--	++	-						+		-		+
<b>5 Strongly Agree</b>	1167 58%	987 58%	166 63%	846 58%	252 59%	274 55%	887 60%	610 54%	545 64%	278 63%	397 55%	484 59%	346 61%	295 58%	362 57%	22 36%	333 62%	206 59%	595 58%
			+			-	++	----	++++	++	--					----	+		
<b>Prefer not to say</b>	51 3%	46 3%	5 2%	37 3%	12 3%	8 2%	42 3%	26 2%	22 3%	15 3%	17 3%	17 2%	17 3%	12 2%	14 2%	0 0%	11 2%	8 2%	29 3%
Chi2:	-	90		99		-		99.9		-			-			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	4.33	<b>4.31</b>	<b>4.45</b>	<b>4.29</b>	<b>4.42</b>	4.28	4.36	<b>4.25</b>	<b>4.45</b>	4.41	<b>4.26</b>	4.36	4.38	4.32	4.33	<b>3.84</b>	4.34	4.26	<b>4.39</b>
Standard Deviation:	1.00	1.02	0.86	1.04	0.86	0.98	1.00	1.05	0.91	0.98	1.05	0.96	0.98	0.99	0.99	1.16	1.06	1.12	0.90
Student's T:	*	95	95	99	95	-	90	99.9	99.9	90	95	-	-	-	-	99	-	-	95

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>NOT IMPORTANT (1-2)</b>	120 6%	7 5%	45 10%	35 5%	7 5%	12 5%	13 5%	75 8%	40 4%	40 8%	25 8%	19 6%	19 5%	17 4%	37 5%	56 7%	40 4%	79 7%
<b>SOMEWHAT (3)</b>	269 14%	13 9%	93 21%	82 11%	10 7%	28 12%	43 16%	137 14%	128 13%	123 23%	40 13%	42 12%	23 7%	41 9%	70 10%	128 17%	84 10%	183 17%
<b>QUITE IMPORTANT (4-5)</b>	1538 76%	118 83%	286 63%	624 82%	114 83%	187 80%	205 74%	721 74%	797 79%	336 63%	239 76%	284 80%	303 84%	376 85%	580 82%	556 72%	754 82%	776 72%
<b>1 Not at all important</b>	50 3%	2 1%	17 4%	20 3%	1 1%	4 2%	6 2%	30 3%	17 2%	15 3%	12 4%	13 4%	5 1%	5 1%	14 2%	22 3%	13 1%	37 3%
<b>2</b>	70 4%	5 4%	28 6%	15 2%	6 4%	8 3%	7 3%	45 5%	23 2%	25 5%	13 4%	6 2%	14 4%	12 3%	23 3%	34 4%	27 3%	42 4%
<b>3</b>	269 14%	13 9%	93 21%	82 11%	10 7%	28 12%	43 16%	137 14%	128 13%	123 23%	40 13%	42 12%	23 7%	41 9%	70 10%	128 17%	84 10%	183 17%
<b>4</b>	455 23%	36 25%	112 25%	151 20%	37 27%	57 25%	62 23%	241 25%	209 21%	146 28%	68 22%	92 25%	68 19%	81 18%	131 19%	178 23%	198 22%	254 24%
<b>5 Very important</b>	1083 54%	82 58%	174 38%	473 62%	77 56%	130 56%	143 52%	480 49%	588 58%	190 36%	171 54%	192 54%	235 65%	295 66%	449 63%	378 48%	556 61%	522 48%
<b>Don't know/Prefer not to say / No answer</b>	73 4%	3 3%	25 6%	18 2%	6 4%	6 3%	14 5%	33 4%	37 4%	29 6%	11 3%	11 3%	12 4%	10 2%	19 3%	34 4%	31 4%	40 4%
Chi2:	-	99.9						99.9		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	4.26	4.38	<b>3.93</b>	<b>4.40</b>	4.40	4.32	4.25	<b>4.17</b>	<b>4.36</b>	<b>3.94</b>	4.23	4.29	<b>4.48</b>	<b>4.50</b>	<b>4.41</b>	<b>4.15</b>	<b>4.42</b>	<b>4.13</b>
Standard Deviation:	1.01	0.91	1.12	0.96	0.87	0.95	0.98	1.06	0.93	1.05	1.08	1.01	0.90	0.86	0.95	1.06	0.90	1.07
Student's T:	*	-	99.9	99.9	90	-	-	99.9	99.9	99.9	-	-	99.9	99.9	99.9	99.9	99.9	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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>NOT IMPORTANT (1-2)</b>	120 6%	104 6%	12 5%	76 5%	38 9%	27 6%	91 6%	70 6%	50 6%	19 4%	34 5%	65 8%	28 5%	26 5%	44 7%	3 5%	27 5%	26 7%	60 6%
<b>SOMEWHAT (3)</b>	269 14%	224 13%	40 15%	170 12%	89 21%	69 14%	197 14%	167 15%	100 12%	47 11%	101 14%	120 15%	96 17%	77 15%	73 12%	4 6%	41 8%	33 10%	186 19%
<b>QUITE IMPORTANT (4-5)</b>	1538 76%	1323 77%	203 77%	1180 80%	271 63%	385 77%	1138 76%	842 75%	675 78%	362 81%	556 77%	607 74%	415 73%	391 76%	498 78%	52 86%	458 84%	287 82%	718 70%
<b>1 Not at all important</b>	50 3%	46 3%	3 1%	37 3%	12 3%	10 2%	38 3%	35 3%	15 2%	5 1%	15 2%	30 4%	10 2%	13 3%	20 3%	1 2%	11 2%	10 3%	26 3%
<b>2</b>	70 4%	58 3%	9 3%	39 3%	26 6%	17 4%	53 4%	35 3%	35 4%	14 3%	19 3%	35 4%	18 3%	13 3%	24 4%	2 3%	16 3%	16 5%	34 3%
<b>3</b>	269 14%	224 13%	40 15%	170 12%	89 21%	69 14%	197 14%	167 15%	100 12%	47 11%	101 14%	120 15%	96 17%	77 15%	73 12%	4 6%	41 8%	33 10%	186 19%
<b>4</b>	455 23%	377 22%	74 28%	323 22%	102 24%	131 26%	321 22%	278 25%	172 20%	92 21%	156 22%	204 25%	122 22%	119 24%	151 24%	13 21%	92 17%	79 23%	265 26%
<b>5 Very important</b>	1083 54%	946 55%	129 49%	857 58%	169 39%	254 51%	817 55%	564 50%	503 58%	270 60%	400 55%	403 49%	293 51%	272 53%	347 55%	39 65%	366 67%	208 59%	453 44%
<b>Don't know/Prefer not to say / No answer</b>	73 4%	62 4%	9 3%	42 3%	28 7%	20 4%	53 4%	42 4%	30 4%	16 4%	26 4%	29 4%	28 5%	15 3%	20 3%	2 3%	16 3%	4 1%	51 5%
Chi2:	-	-		99.9		-		90		99			95			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	4.26	4.27	4.24	4.34	3.97	4.25	4.27	4.20	4.34	4.41	4.30	4.15	4.23	4.25	4.27	4.48	4.49	4.32	4.12
Standard Deviation:	1.01	1.01	0.93	0.97	1.09	0.97	1.02	1.03	0.98	0.90	0.97	1.08	0.99	0.99	1.03	0.90	0.92	1.02	1.02
Student's T:	*	-	-	99.9	99.9	-	-	99	99	99.9	-	99.9	-	-	-	90	99.9	-	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>NOT IMPORTANT (1-2)</b>	107 6%	7 6%	43 <b>10%</b> ++++	27 <b>4%</b> ---	6 4%	11 5%	12 4%	62 <b>7%</b> ++	42 <b>4%</b> --	42 <b>8%</b> +++	22 7%	20 6%	12 3%	11 <b>2%</b> ---	30 4%	53 <b>7%</b> ++	38 <b>4%</b> --	68 <b>6%</b> ++
<b>SOMEWHAT (3)</b>	244 12%	14 10%	89 <b>20%</b> ++++	75 <b>10%</b> --	12 9%	28 12%	26 10%	125 13%	111 11%	102 <b>19%</b> ++++	43 14%	35 10%	27 <b>8%</b> ---	37 <b>8%</b> ---	71 <b>10%</b> --	107 14%	73 <b>8%</b> ----	168 <b>16%</b> ++++
<b>QUITE IMPORTANT (4-5)</b>	1571 78%	114 80%	294 <b>65%</b> ----	640 <b>84%</b> ++++	112 82%	187 80%	220 80%	736 <b>76%</b> --	817 <b>81%</b> +++	356 <b>67%</b> ----	238 76%	293 <b>82%</b> ++	304 <b>85%</b> +++	380 <b>86%</b> ++++	586 <b>82%</b> ++++	577 <b>74%</b> ----	769 <b>84%</b> ++++	794 <b>73%</b> ----
<b>1 Not at all important</b>	40 2%	4 3%	12 3%	15 2%	2 1%	1 0%	5 2%	28 3%	10 1%	13 2%	8 2%	12 4%	3 1%	4 1%	10 2%	21 3%	12 1%	27 3%
<b>2</b>	67 3%	3 3%	31 7%	12 2%	4 3%	10 4%	7 3%	34 4%	32 3%	29 6%	14 4%	8 2%	9 3%	7 2%	20 3%	32 4%	26 3%	41 4%
<b>3</b>	244 12%	14 10%	89 20%	75 10%	12 9%	28 12%	26 10%	125 13%	111 11%	102 19%	43 14%	35 10%	27 8%	37 8%	71 10%	107 14%	73 8%	168 16%
<b>4</b>	455 23%	28 21%	138 31%	149 20%	24 18%	46 20%	68 25%	230 24%	219 22%	150 29%	72 23%	69 19%	63 18%	101 23%	156 22%	176 23%	204 23%	248 23%
<b>5 Very important</b>	1116 55%	86 59%	156 34%	491 64%	88 64%	141 60%	152 55%	506 52%	598 59%	206 39%	166 53%	224 63%	241 67%	279 63%	430 60%	401 51%	565 61%	546 50%
<b>Don't know/Prefer not to say / No answer</b>	78 4%	6 4%	23 5%	17 2%	7 5%	7 3%	17 6%	43 4%	32 3%	28 5%	12 4%	8 2%	14 4%	16 3%	19 3%	37 5%	29 3%	48 4%
Chi2:	-	99.9						95		99.9					99		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	4.31	4.36	<b>3.92</b>	<b>4.46</b>	<b>4.47</b>	4.39	4.37	<b>4.24</b>	<b>4.39</b>	<b>4.01</b>	4.24	4.38	<b>4.54</b>	<b>4.50</b>	<b>4.40</b>	<b>4.22</b>	<b>4.44</b>	<b>4.20</b>
Standard Deviation:	0.97	1.01	1.06	0.89	0.90	0.90	0.92	1.03	0.90	1.04	1.03	1.01	0.83	0.79	0.91	1.04	0.88	1.03
Student's T:	*	-	99.9	99.9	95	-	-	99	99.9	99.9	-	-	99.9	99.9	99	99	99.9	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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
Q3_NEWC Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>NOT IMPORTANT (1-2)</b>	107 6%	94 6%	11 4%	62 4%	41 10%	28 6%	77 5%	72 7%	33 4%	13 3%	28 4%	64 8%	26 5%	25 5%	41 6%	1 2%	27 5%	18 5%	58 6%
<b>SOMEWHAT (3)</b>	244 12%	204 12%	34 13%	151 10%	81 19%	56 11%	185 13%	147 13%	96 11%	48 11%	94 13%	100 12%	85 15%	69 14%	64 10%	7 11%	39 8%	26 7%	167 17%
<b>QUITE IMPORTANT (4-5)</b>	1571 78%	1351 78%	207 78%	1206 82%	279 65%	400 80%	1156 78%	859 76%	693 81%	363 81%	568 79%	627 76%	426 75%	400 78%	513 81%	50 83%	465 85%	297 85%	736 72%
<b>1 Not at all important</b>	40 2%	36 2%	3 1%	29 2%	13 3%	8 2%	30 2%	26 2%	14 2%	6 2%	12 2%	21 3%	10 2%	8 2%	17 3%	1 2%	8 1%	6 2%	25 3%
<b>2</b>	67 3%	58 4%	8 3%	33 2%	28 7%	20 4%	47 3%	46 4%	19 2%	7 2%	16 2%	43 5%	16 3%	17 3%	24 4%	0 0%	19 4%	12 4%	33 3%
<b>3</b>	244 12%	204 12%	34 13%	151 10%	81 19%	56 11%	185 13%	147 13%	96 11%	48 11%	94 13%	100 12%	85 15%	69 14%	64 10%	7 11%	39 8%	26 7%	167 17%
<b>4</b>	455 23%	376 22%	74 28%	298 21%	132 31%	127 25%	323 22%	268 24%	184 22%	84 19%	159 22%	211 26%	132 24%	130 26%	133 21%	12 20%	101 19%	81 23%	253 25%
<b>5 Very important</b>	1116 55%	975 56%	133 50%	908 61%	147 34%	273 54%	833 56%	591 52%	509 59%	279 62%	409 56%	416 50%	294 51%	270 52%	380 60%	38 63%	364 66%	216 62%	483 47%
<b>Don't know/Prefer not to say / No answer</b>	78 4%	64 4%	12 4%	49 3%	25 6%	17 3%	61 4%	43 4%	33 4%	20 4%	27 4%	30 4%	30 5%	15 3%	17 3%	3 4%	11 2%	9 3%	54 5%
Chi2:	-	-		99.9		-		95		99			95			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	4.31	4.32	4.29	4.42	3.91	4.31	4.31	4.24	4.39	4.45	4.35	4.21	4.26	4.28	4.35	4.49	4.48	4.43	4.17
Standard Deviation:	0.97	0.98	0.90	0.92	1.07	0.95	0.98	1.01	0.91	0.88	0.93	1.03	0.96	0.95	1.00	0.85	0.90	0.91	1.01
Student's T:	*	-	-	99.9	99.9	-	-	99.9	99	99.9	-	99.9	-	-	-	-	99.9	99	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>NOT IMPORTANT (1-2)</b>	152 8%	10 7%	56 <b>13%</b> ++++	46 <b>6%</b> --	5 4%	18 8%	16 6%	80 8%	69 7%	46 9%	33 10%	28 8%	23 7%	22 <b>5%</b> --	43 6%	74 <b>10%</b> ++	51 6%	100 <b>9%</b> +++
<b>SOMEWHAT (3)</b>	417 21%	25 18%	135 <b>30%</b> ++++	129 <b>17%</b> ----	24 18%	48 21%	56 21%	208 22%	201 20%	138 <b>26%</b> ++++	62 20%	76 21%	51 <b>15%</b> ---	90 20%	120 <b>17%</b> ---	179 <b>23%</b> ++	149 <b>17%</b> ----	266 <b>25%</b> ++++
<b>QUITE IMPORTANT (4-5)</b>	1335 66%	98 68%	226 <b>50%</b> ----	562 <b>74%</b> ++++	101 74%	158 68%	186 67%	631 65%	687 68%	308 <b>58%</b> ----	202 64%	241 67%	271 <b>75%</b> ++++	313 <b>70%</b> ++	519 <b>73%</b> ++++	476 <b>61%</b> ----	675 <b>74%</b> ++++	652 <b>60%</b> ----
<b>1 Not at all important</b>	56 3%	3 2%	19 4%	21 3%	1 1%	6 3%	5 2%	35 4%	19 2%	14 3%	12 4%	16 5%	7 2%	7 2%	15 2%	27 4%	18 2%	38 4%
<b>2</b>	96 5%	7 5%	37 8%	25 3%	4 3%	12 5%	11 4%	45 5%	50 5%	32 6%	21 7%	12 3%	16 5%	15 3%	28 4%	47 6%	33 4%	62 6%
<b>3</b>	417 21%	25 18%	135 30%	129 17%	24 18%	48 21%	56 21%	208 22%	201 20%	138 26%	62 20%	76 21%	51 15%	90 20%	120 17%	179 23%	149 17%	266 25%
<b>4</b>	595 30%	33 23%	127 28%	234 31%	37 27%	75 32%	87 32%	297 31%	291 29%	181 34%	94 30%	101 28%	98 28%	121 27%	208 30%	223 29%	266 29%	326 30%
<b>5 Very important</b>	740 37%	65 45%	99 22%	328 43%	64 47%	83 35%	99 36%	334 34%	396 39%	127 24%	108 34%	140 39%	173 48%	192 43%	311 43%	253 32%	409 44%	326 30%
<b>Don't know/Prefer not to say / No answer</b>	96 5%	8 7%	32 7%	22 3%	7 5%	9 4%	17 6%	47 5%	45 5%	36 7%	18 6%	11 3%	12 4%	19 4%	24 4%	45 6%	34 4%	60 6%
Chi2:	-	99.9						-	99.9					99.9		99.9		
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	3.97	4.10	<b>3.59</b>	<b>4.11</b>	<b>4.22</b>	3.96	4.02	<b>3.92</b>	<b>4.02</b>	<b>3.76</b>	3.90	3.97	<b>4.19</b>	<b>4.12</b>	<b>4.12</b>	<b>3.86</b>	<b>4.15</b>	<b>3.82</b>
Standard Deviation:	1.04	1.06	1.08	1.00	0.91	1.02	0.97	1.06	1.01	1.00	1.10	1.10	0.99	0.97	1.00	1.08	0.98	1.07
Student's T:	*	-	99.9	99.9	99	-	-	95	95	99.9	-	-	99.9	99.9	99.9	99.9	99.9	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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>NOT IMPORTANT (1-2)</b>	152 8%	130 8%	18 7%	95 7%	49 12%	37 8%	112 8%	94 8%	56 7%	26 6%	47 7%	78 9%	41 7%	37 8%	51 8%	3 5%	32 6%	28 8%	85 9%
<b>SOMEWHAT (3)</b>	417 21%	343 20%	69 26%	265 18%	123 29%	107 21%	309 21%	241 22%	174 20%	86 20%	151 21%	175 21%	124 22%	121 24%	124 20%	10 17%	81 15%	67 19%	252 25%
<b>QUITE IMPORTANT (4-5)</b>	1335 66%	1161 67%	164 62%	1054 72%	217 50%	334 66%	986 66%	733 65%	583 68%	312 70%	485 67%	529 64%	368 64%	329 64%	438 69%	45 74%	413 76%	245 70%	614 60%
<b>1 Not at all important</b>	56 3%	51 3%	4 2%	41 3%	15 4%	12 2%	42 3%	36 3%	20 2%	8 2%	18 3%	30 4%	13 2%	13 3%	22 3%	1 2%	12 2%	9 3%	33 3%
<b>2</b>	96 5%	79 5%	14 5%	54 4%	34 8%	25 5%	70 5%	58 5%	36 4%	18 4%	29 4%	48 6%	28 5%	24 5%	29 5%	2 3%	20 4%	19 6%	52 5%
<b>3</b>	417 21%	343 20%	69 26%	265 18%	123 29%	107 21%	309 21%	241 22%	174 20%	86 20%	151 21%	175 21%	124 22%	121 24%	124 20%	10 17%	81 15%	67 19%	252 25%
<b>4</b>	595 30%	517 30%	74 28%	442 30%	118 28%	157 32%	432 29%	355 32%	232 27%	118 27%	212 30%	260 32%	147 26%	162 32%	195 31%	14 23%	148 27%	121 35%	306 30%
<b>5 Very important</b>	740 37%	644 37%	90 34%	612 41%	99 23%	177 35%	554 37%	378 33%	351 41%	194 43%	273 38%	269 32%	221 38%	167 32%	243 38%	31 52%	265 48%	124 35%	308 30%
<b>Don't know/Prefer not to say / No answer</b>	96 5%	79 5%	13 5%	54 4%	37 9%	23 5%	72 5%	53 5%	42 5%	20 5%	34 5%	39 5%	34 6%	22 4%	22 4%	3 4%	16 3%	10 3%	64 6%
Chi2:	-	90		99.9		-		-		90			-			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	3.97	3.98	3.92	4.07	3.64	3.96	3.97	3.91	4.05	4.10	4.00	3.88	3.99	3.90	3.99	4.25	4.19	3.97	3.84
Standard Deviation:	1.04	1.04	1.00	1.02	1.07	1.02	1.04	1.05	1.02	1.01	1.02	1.07	1.04	1.01	1.05	0.98	0.99	1.01	1.05
Student's T:	*	-	-	99.9	99.9	-	-	99	99	99	-	99	-	90	-	95	99.9	-	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>NOT IMPORTANT (1-2)</b>	404 20%	27 19%	107 <b>24%</b> ++	144 19%	21 16%	51 22%	52 19%	208 22%	185 19%	108 20%	85 <b>27%</b> +++	87 <b>24%</b> ++	62 17%	62 <b>14%</b> ----	108 <b>15%</b> ----	201 <b>26%</b> ++++	152 <b>17%</b> ----	250 <b>23%</b> ++++
<b>SOMEWHAT (3)</b>	551 28%	38 28%	126 28%	212 28%	32 23%	69 29%	73 27%	268 28%	277 28%	164 <b>31%</b> ++	90 29%	103 29%	87 24%	107 <b>24%</b> --	189 27%	209 27%	234 26%	315 29%
<b>QUITE IMPORTANT (4-5)</b>	906 45%	66 45%	178 <b>39%</b> --	365 <b>48%</b> ++	73 <b>53%</b> ++	101 43%	121 44%	439 45%	457 45%	197 <b>37%</b> ----	115 <b>36%</b> ----	150 42%	192 <b>53%</b> ++++	252 <b>57%</b> ++++	372 <b>52%</b> ++++	305 <b>39%</b> ----	472 <b>51%</b> ++++	427 <b>39%</b> ----
<b>1 Not at all important</b>	162 8%	11 8%	52 12%	54 7%	5 4%	18 8%	21 8%	88 9%	67 7%	41 8%	41 13%	36 10%	23 7%	21 5%	46 7%	87 11%	55 6%	107 10%
<b>2</b>	242 12%	16 11%	55 12%	90 12%	16 12%	33 14%	31 11%	120 12%	118 12%	67 13%	44 14%	51 14%	39 11%	41 9%	62 9%	114 15%	97 11%	143 13%
<b>3</b>	551 28%	38 28%	126 28%	212 28%	32 23%	69 29%	73 27%	268 28%	277 28%	164 31%	90 29%	103 29%	87 24%	107 24%	189 27%	209 27%	234 26%	315 29%
<b>4</b>	455 22%	29 19%	91 20%	175 23%	31 23%	58 25%	69 25%	218 22%	234 23%	111 21%	52 16%	78 22%	93 26%	121 27%	160 22%	156 20%	203 22%	249 23%
<b>5 Very important</b>	451 22%	37 26%	87 19%	190 25%	42 30%	43 18%	52 19%	221 23%	223 22%	86 16%	63 20%	72 20%	99 28%	131 29%	212 30%	149 19%	269 29%	178 16%
<b>Don't know/Prefer not to say / No answer</b>	139 7%	10 8%	38 9%	38 5%	11 8%	12 5%	29 11%	51 5%	83 8%	59 11%	25 8%	16 5%	16 5%	23 5%	37 5%	59 8%	51 6%	86 8%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	3.41	3.47	<b>3.25</b>	<b>3.49</b>	<b>3.70</b>	3.33	3.40	3.39	3.45	<b>3.29</b>	<b>3.18</b>	<b>3.29</b>	<b>3.60</b>	<b>3.71</b>	<b>3.63</b>	<b>3.23</b>	<b>3.61</b>	<b>3.25</b>
Standard Deviation:	1.23	1.27	1.28	1.22	1.18	1.19	1.20	1.25	1.20	1.18	1.32	1.26	1.21	1.15	1.21	1.28	1.22	1.22
Student's T:	*	-	99	95	99	-	-	-	-	99	99.9	95	99	99.9	99.9	99.9	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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>NOT IMPORTANT (1-2)</b>	404 20%	353 21%	45 17%	293 20%	91 22%	121 <b>24%</b> ++	277 <b>19%</b> ---	253 <b>23%</b> +++	144 <b>17%</b> ---	69 <b>16%</b> ---	114 <b>16%</b> ----	214 <b>26%</b> ++++	92 <b>16%</b> ---	81 <b>16%</b> ---	165 <b>26%</b> ++++	9 16%	101 19%	74 21%	211 21%
<b>SOMEWHAT (3)</b>	551 28%	459 27%	87 <b>33%</b> ++	402 28%	112 27%	144 29%	404 28%	321 29%	228 27%	104 <b>24%</b> --	219 <b>31%</b> ++	223 27%	143 26%	164 <b>32%</b> +++	174 27%	12 20%	127 <b>24%</b> --	100 29%	301 <b>30%</b> ++
<b>QUITE IMPORTANT (4-5)</b>	906 45%	781 45%	116 44%	685 <b>46%</b> ++	181 42%	195 <b>39%</b> ---	701 <b>47%</b> +++	467 <b>41%</b> ----	426 <b>49%</b> ++++	232 <b>52%</b> +++	334 46%	335 <b>41%</b> ---	285 <b>49%</b> +++	226 44%	264 <b>41%</b> --	37 ++	284 <b>52%</b> ++++	162 46%	416 <b>41%</b> ----
<b>1 Not at all important</b>	162 8%	141 8%	17 7%	111 8%	43 10%	47 10%	110 8%	97 9%	59 7%	25 6%	51 7%	83 10%	34 6%	37 7%	63 10%	2 4%	41 8%	30 9%	83 8%
<b>2</b>	242 12%	212 12%	28 11%	182 12%	48 11%	74 15%	167 11%	156 14%	85 10%	44 10%	63 9%	131 16%	58 10%	44 9%	102 16%	7 12%	60 11%	44 12%	128 13%
<b>3</b>	551 28%	459 27%	87 33%	402 28%	112 27%	144 29%	404 28%	321 29%	228 27%	104 24%	219 31%	223 27%	143 26%	164 32%	174 27%	12 20%	127 24%	100 29%	301 30%
<b>4</b>	455 22%	397 23%	53 20%	342 23%	91 21%	98 19%	349 23%	248 22%	201 23%	111 25%	164 23%	177 21%	136 24%	120 23%	132 21%	15 24%	127 23%	88 25%	222 22%
<b>5 Very important</b>	451 22%	384 22%	63 24%	343 23%	90 21%	97 19%	352 24%	219 19%	225 26%	121 27%	170 23%	158 19%	149 26%	106 21%	132 21%	22 36%	157 29%	74 21%	194 19%
<b>Don't know/Prefer not to say / No answer</b>	139 7%	120 7%	16 6%	88 6%	42 10%	41 8%	97 7%	80 7%	57 7%	39 9%	50 7%	49 6%	47 9%	38 7%	32 5%	3 4%	30 6%	14 4%	87 9%
Chi2:	-	90		-		99		99.9		99.9			99.9			99			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	3.41	3.41	3.46	3.44	3.34	<b>3.26</b>	<b>3.47</b>	<b>3.32</b>	<b>3.55</b>	<b>3.63</b>	<b>3.50</b>	<b>3.25</b>	<b>3.58</b>	3.44	<b>3.28</b>	<b>3.81</b>	<b>3.57</b>	3.39	<b>3.33</b>
Standard Deviation:	1.23	1.24	1.18	1.22	1.28	1.25	1.22	1.23	1.21	1.19	1.19	1.26	1.20	1.17	1.27	1.19	1.26	1.21	1.21
Student's T:	*	-	-	90	-	99	99	99.9	99.9	99.9	95	99.9	99.9	-	99	95	99	-	99

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>NOT IMPORTANT (1-2)</b>	230 12%	16 11%	71 16%	74 10%	15 11%	23 10%	30 11%	114 12%	110 11%	69 13%	55 17%	48 13%	29 8%	29 7%	60 9%	116 15%	81 9%	149 14%
			++++	--						++++		--	----	---	++++	---	++++	
<b>SOMEWHAT (3)</b>	395 20%	26 22%	101 23%	143 19%	24 18%	50 22%	50 18%	172 18%	215 22%	126 24%	72 23%	69 20%	55 16%	73 16%	128 19%	143 19%	160 18%	232 22%
								--	++	+++			--	--			--	++
<b>QUITE IMPORTANT (4-5)</b>	1253 62%	92 61%	245 54%	510 67%	89 65%	149 64%	165 60%	632 65%	608 60%	277 52%	170 54%	225 63%	257 71%	324 73%	483 67%	464 60%	621 67%	624 57%
			----	++++				+++	--	----	---		++++	++++	++++	-	++++	----
<b>1 Not at all important</b>	97 5%	7 5%	31 7%	31 4%	5 4%	8 3%	14 5%	52 5%	41 4%	25 5%	25 8%	29 8%	6 2%	12 3%	28 4%	52 7%	26 3%	71 7%
<b>2</b>	133 7%	9 6%	40 9%	43 6%	10 7%	15 6%	16 6%	62 6%	69 7%	44 8%	30 9%	19 5%	23 6%	17 4%	32 5%	64 8%	55 6%	78 7%
<b>3</b>	395 20%	26 22%	101 23%	143 19%	24 18%	50 22%	50 18%	172 18%	215 22%	126 24%	72 23%	69 20%	55 16%	73 16%	128 19%	143 19%	160 18%	232 22%
<b>4</b>	525 26%	42 28%	110 24%	191 25%	32 23%	71 31%	78 28%	251 26%	270 27%	152 29%	77 24%	101 28%	85 24%	110 25%	169 24%	214 28%	219 24%	302 28%
<b>5 Very important</b>	728 36%	50 33%	135 30%	319 42%	57 41%	78 33%	87 31%	381 39%	338 33%	125 23%	93 30%	124 35%	172 48%	214 48%	314 44%	250 32%	402 43%	322 30%
<b>Don't know/Prefer not to say / No answer</b>	122 6%	7 6%	32 7%	32 4%	9 7%	11 5%	30 11%	48 5%	69 7%	56 11%	18 6%	14 4%	16 5%	18 4%	35 5%	51 7%	47 5%	73 7%
Chi2:	-	95						95		99.9					99.9		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	3.87	3.83	<b>3.65</b>	<b>3.99</b>	3.98	3.88	3.84	3.91	3.83	<b>3.65</b>	<b>3.62</b>	3.79	<b>4.15</b>	<b>4.16</b>	<b>4.04</b>	<b>3.74</b>	<b>4.04</b>	<b>3.71</b>
Standard Deviation:	1.16	1.14	1.23	1.12	1.15	1.08	1.15	1.17	1.13	1.12	1.25	1.23	1.04	1.04	1.11	1.22	1.09	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																			
	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
Q3_NEWB Thinking of commemorative programming that Veterans Affairs Canada is involved with, please rate the importance of the following:																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>NOT IMPORTANT (1-2)</b>	230 12%	200 12%	25 10%	156 11%	64 15%	65 13%	161 11%	149 13%	77 9%	40 9%	63 9%	125 15%	55 10%	44 9%	96 15%	1 2%	51 10%	41 12%	133 13%
				--	+++			+++	--	-	---	++++	-	--	++++	--	-	-	++
<b>SOMEWHAT (3)</b>	395 20%	330 20%	62 24%	275 19%	87 21%	105 21%	288 20%	237 22%	157 19%	70 16%	150 21%	171 21%	113 20%	118 24%	104 17%	5 9%	91 17%	57 17%	236 24%
				-				+		--			++	---	---	--	-	-	++++
<b>QUITE IMPORTANT (4-5)</b>	1253 62%	1080 62%	161 61%	958 65%	240 56%	296 59%	944 63%	666 59%	569 66%	297 66%	461 63%	484 58%	353 61%	316 61%	410 64%	54 88%	377 69%	239 68%	565 55%
				++++	---	-	+	----	+++	++		---				++++	++++	++	----
<b>1 Not at all important</b>	97 5%	81 5%	12 4%	64 4%	27 6%	26 5%	69 5%	60 5%	35 4%	19 4%	26 4%	51 6%	22 4%	18 4%	42 7%	1 2%	19 4%	13 4%	60 6%
<b>2</b>	133 7%	119 7%	13 5%	92 6%	37 9%	39 8%	92 6%	89 8%	42 5%	21 5%	37 5%	74 9%	33 6%	26 5%	54 8%	0 0%	32 6%	28 8%	73 7%
<b>3</b>	395 20%	330 20%	62 24%	275 19%	87 21%	105 21%	288 20%	237 22%	157 19%	70 16%	150 21%	171 21%	113 20%	118 24%	104 17%	5 9%	91 17%	57 17%	236 24%
<b>4</b>	525 26%	448 26%	71 27%	397 27%	108 25%	140 28%	378 26%	311 28%	208 24%	106 24%	194 27%	220 27%	142 25%	136 27%	175 27%	16 25%	127 23%	106 30%	267 26%
<b>5 Very important</b>	728 36%	632 36%	90 34%	561 38%	132 30%	156 31%	566 38%	355 31%	361 42%	191 42%	267 37%	264 32%	211 36%	180 35%	235 37%	38 63%	250 46%	133 38%	298 29%
<b>Don't know/Prefer not to say / No answer</b>	122 6%	103 6%	16 6%	79 6%	35 8%	35 7%	86 6%	69 6%	52 6%	37 8%	43 6%	41 5%	46 8%	31 6%	25 4%	1 2%	23 4%	13 4%	81 8%
Chi2:	-	-		99		-		99		99.9			99.9			99.9			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	3.87	3.87	3.86	3.92	3.70	3.77	3.90	3.76	4.00	4.04	3.93	3.72	3.92	3.89	3.83	4.50	4.06	3.94	3.71
Standard Deviation:	1.16	1.16	1.11	1.13	1.22	1.17	1.15	1.17	1.12	1.13	1.09	1.21	1.12	1.09	1.23	0.81	1.12	1.11	1.18
Student's T:	*	-	-	99.9	99	95	95	99.9	99.9	99.9	90	99.9	-	-	-	99.9	99.9	-	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>NOT IMPORTANT (1-2)</b>	84 4%	6 5%	31 7%	22 3%	5 4%	11 5%	9 3%	57 6%	25 3%	28 5%	23 7%	14 4%	7 2%	12 3%	19 3%	43 6%	19 2%	64 6%
			++++	--				++++	----	+++		--	-		---	++	----	++++
<b>SOMEWHAT (3)</b>	226 12%	22 17%	71 16%	68 9%	9 7%	23 10%	32 12%	106 11%	112 12%	96 18%	40 13%	36 10%	20 6%	34 8%	71 11%	92 12%	91 10%	132 12%
		++	++++	---	-					++++			----	---				
<b>QUITE IMPORTANT (4-5)</b>	1621 81%	110 76%	328 73%	653 86%	114 83%	194 83%	218 79%	769 79%	833 83%	374 71%	243 77%	299 84%	319 89%	386 87%	603 85%	610 79%	774 85%	839 78%
			----	++++					++	----	-	+	++++	++++	++++	-	++++	----
<b>1 Not at all important</b>	34 2%	2 1%	14 3%	11 1%	1 1%	3 1%	3 1%	25 3%	9 1%	10 2%	6 2%	11 3%	2 1%	5 1%	9 1%	18 2%	6 1%	27 3%
<b>2</b>	50 3%	4 3%	17 4%	11 1%	4 3%	8 3%	6 2%	32 3%	16 2%	18 3%	17 5%	3 1%	5 1%	7 2%	10 1%	25 3%	13 1%	37 4%
<b>3</b>	226 12%	22 17%	71 16%	68 9%	9 7%	23 10%	32 12%	106 11%	112 12%	96 18%	40 13%	36 10%	20 6%	34 8%	71 11%	92 12%	91 10%	132 12%
<b>4</b>	505 25%	32 23%	130 29%	176 23%	30 22%	66 28%	70 26%	241 25%	260 26%	160 30%	85 27%	91 26%	67 19%	102 23%	161 23%	204 27%	200 22%	302 28%
<b>5 Very important</b>	1116 55%	78 53%	198 44%	477 62%	84 61%	128 55%	148 53%	528 54%	573 56%	214 40%	158 50%	208 59%	252 70%	284 64%	442 62%	406 52%	574 62%	537 49%
<b>Don't know/Prefer not to say / No answer</b>	69 4%	3 3%	19 4%	16 2%	9 7%	5 2%	16 6%	34 4%	32 3%	30 6%	9 3%	7 2%	11 3%	12 3%	13 2%	29 4%	25 3%	43 4%
Chi2:	-	99.9						99.9		99.9					99		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	4.35	4.26	<b>4.11</b>	<b>4.47</b>	<b>4.50</b>	4.35	4.36	<b>4.30</b>	<b>4.40</b>	<b>4.10</b>	<b>4.21</b>	4.39	<b>4.62</b>	<b>4.51</b>	<b>4.46</b>	<b>4.28</b>	<b>4.48</b>	<b>4.23</b>
Standard Deviation:	0.92	0.96	1.04	0.84	0.83	0.89	0.87	0.99	0.84	0.97	1.01	0.93	0.72	0.80	0.84	0.97	0.80	0.99
Student's T:	*	-	99.9	99.9	95	-	-	95	99	99.9	99	-	99.9	99.9	99.9	99	99.9	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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>NOT IMPORTANT (1-2)</b>	84 4%	71 4%	9 4%	52 4%	28 7%	25 5%	57 4%	54 5%	29 3%	13 3%	24 3%	46 6%	30 5%	14 3%	30 5%	1 2%	15 3%	15 4%	51 5%
				--	+++							++							+
<b>SOMEWHAT (3)</b>	226 12%	178 11%	45 17%	139 10%	70 17%	56 11%	168 12%	146 13%	79 9%	33 8%	65 9%	126 15%	63 11%	66 13%	66 10%	4 6%	48 9%	24 7%	144 14%
		---	+++	----	++++			+++	---	---	--	++++					--	---	++++
<b>QUITE IMPORTANT (4-5)</b>	1621 81%	1408 82%	199 75%	1233 84%	307 72%	404 81%	1202 81%	884 78%	716 83%	383 86%	605 84%	619 75%	451 79%	411 80%	524 82%	55 90%	469 86%	307 87%	768 75%
		+++	--	++++	----			---	+++	+++	+++	----				+	++++	++++	----
<b>1 Not at all important</b>	34 2%	28 2%	3 1%	20 1%	13 3%	9 2%	24 2%	22 2%	12 1%	3 1%	13 2%	17 2%	10 2%	8 2%	12 2%	1 2%	5 1%	4 1%	22 2%
<b>2</b>	50 3%	43 3%	6 2%	32 2%	15 4%	16 3%	33 2%	32 3%	17 2%	10 2%	11 2%	29 4%	20 4%	6 1%	18 3%	0 0%	10 2%	11 3%	29 3%
<b>3</b>	226 12%	178 11%	45 17%	139 10%	70 17%	56 11%	168 12%	146 13%	79 9%	33 8%	65 9%	126 15%	63 11%	66 13%	66 10%	4 6%	48 9%	24 7%	144 14%
<b>4</b>	505 25%	432 25%	67 26%	355 24%	121 29%	153 31%	351 24%	304 27%	197 23%	92 21%	183 26%	226 28%	140 25%	131 26%	174 27%	11 17%	107 20%	97 28%	281 28%
<b>5 Very important</b>	1116 55%	976 56%	132 50%	878 59%	186 43%	251 50%	851 57%	580 51%	519 60%	291 65%	422 58%	393 47%	311 54%	280 54%	350 55%	44 73%	362 66%	210 59%	487 48%
<b>Don't know/Prefer not to say / No answer</b>	69 4%	56 3%	11 4%	44 3%	21 5%	16 3%	52 4%	37 3%	31 4%	15 3%	23 3%	30 4%	23 4%	18 4%	15 2%	1 2%	10 2%	4 1%	52 5%
Chi2:	-	95		99.9		-		99		99.9			-			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	4.35	<b>4.37</b>	4.26	<b>4.42</b>	<b>4.10</b>	<b>4.28</b>	4.37	<b>4.27</b>	<b>4.44</b>	<b>4.52</b>	<b>4.42</b>	<b>4.19</b>	4.31	4.35	4.34	<b>4.62</b>	<b>4.51</b>	<b>4.43</b>	<b>4.22</b>
Standard Deviation:	0.92	0.91	0.91	0.87	1.03	0.92	0.91	0.95	0.86	0.80	0.87	0.98	0.95	0.89	0.92	0.77	0.82	0.85	0.97
Student's T:	*	95	-	99.9	99.9	95	90	99.9	99.9	99.9	99	99.9	-	-	-	99	99.9	95	99.9

**How satisfied are you with Veterans Affairs Canada's communications about the services and benefits available to Veterans and their families?**

	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
Q6																		
Weighted Total:	2000	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>NOT SATISFIED (1-2)</b>	367 18%	24 16%	56 <b>13%</b> ----	138 18%	24 17%	63 <b>27%</b> ++++	59 21%	198 <b>20%</b> ++	159 <b>16%</b> ---	66 <b>12%</b> ----	67 21%	78 22%	73 21%	83 18%	135 19%	165 <b>21%</b> +++	141 15%	225 <b>21%</b> ++++
<b>SOMEWHAT (3)</b>	343 17%	27 18%	71 16%	136 18%	21 15%	39 17%	48 17%	170 17%	168 17%	90 17%	45 15%	70 19%	63 18%	75 17%	139 <b>20%</b> ++	126 16%	172 <b>19%</b> ++	168 <b>15%</b> --
<b>QUITE SATISFIED (4-5)</b>	452 23%	33 25%	125 <b>28%</b> +++	175 23%	34 25%	38 <b>16%</b> --	47 <b>17%</b> --	239 <b>25%</b> ++	209 21%	128 25%	53 <b>17%</b> ---	57 <b>17%</b> ---	84 23%	130 <b>29%</b> ++++	198 <b>28%</b> ++++	153 <b>20%</b> --	258 <b>29%</b> ++++	190 <b>18%</b> ----
<b>1 Not at all satisfied</b>	167 8%	13 9%	17 4%	72 9%	12 9%	28 12%	24 9%	104 11%	58 6%	22 4%	35 11%	33 9%	34 10%	43 10%	56 8%	88 11%	61 7%	106 10%
<b>2</b>	200 10%	11 7%	39 9%	66 9%	12 9%	35 15%	35 13%	94 10%	101 10%	44 8%	32 10%	45 12%	39 11%	40 9%	79 11%	77 10%	80 9%	119 11%
<b>3</b>	343 17%	27 18%	71 16%	136 18%	21 15%	39 17%	48 17%	170 17%	168 17%	90 17%	45 15%	70 19%	63 18%	75 17%	139 20%	126 16%	172 19%	168 15%
<b>4</b>	311 16%	23 17%	87 19%	120 16%	22 16%	28 12%	31 11%	166 17%	141 14%	80 15%	36 11%	43 12%	57 16%	95 21%	142 20%	101 13%	165 18%	144 13%
<b>5 Very satisfied</b>	141 7%	10 9%	38 8%	55 7%	12 9%	10 4%	16 6%	73 8%	68 7%	48 9%	17 5%	14 4%	27 7%	35 8%	56 8%	52 7%	93 10%	46 4%
<b>Not applicable</b>	249 13%	19 13%	65 15%	93 12%	15 11%	25 11%	32 12%	116 12%	128 13%	73 14%	43 14%	52 15%	36 10%	45 10%	62 9%	112 14%	97 11%	152 14%
<b>Don't know/Prefer not to say / No answer</b>	589 30%	38 27%	132 29%	217 29%	43 32%	68 29%	89 33%	243 25%	338 34%	171 32%	107 34%	99 28%	101 29%	111 25%	172 25%	218 28%	241 27%	343 32%
Chi2:	-	99.9						99		99.9					99		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98
Mean:	3.06	3.15	<b>3.35</b>	3.05	3.13	<b>2.69</b>	<b>2.87</b>	3.02	3.13	<b>3.32</b>	<b>2.82</b>	<b>2.83</b>	3.01	3.14	3.14	<b>2.91</b>	<b>3.28</b>	<b>2.85</b>
Standard Deviation:	1.22	1.26	1.12	1.24	1.28	1.21	1.21	1.27	1.18	1.15	1.27	1.17	1.25	1.24	1.18	1.29	1.20	1.22
Student's T:	*	-	99.9	-	-	99.9	95	-	90	99.9	99	99	-	-	90	99	99.9	99.9



**How satisfied are you with Veterans Affairs Canada's communications about the services and benefits available to Veterans and their families?**

	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
Q6																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>NOT SATISFIED (1-2)</b>	367 18%	333 <b>19%</b> +++	29 <b>11%</b> ---	292 <b>20%</b> +++	54 <b>13%</b> ---	86 17%	276 18%	207 18%	154 18%	86 19%	156 <b>21%</b> +++	120 <b>15%</b> ---	91 16%	84 16%	120 19%	28 <b>46%</b> ++++	121 <b>22%</b> +++	71 20%	141 <b>14%</b> ---
<b>SOMEWHAT (3)</b>	343 17%	294 17%	47 18%	256 17%	70 16%	92 18%	250 17%	194 17%	145 17%	82 19%	119 16%	140 17%	93 16%	91 18%	122 19%	13 21%	113 <b>20%</b> ++	64 19%	149 <b>15%</b> ---
<b>QUITE SATISFIED (4-5)</b>	452 23%	369 <b>22%</b> ---	77 <b>29%</b> +++	311 <b>21%</b> --	117 <b>27%</b> +++	105 21%	345 23%	229 <b>21%</b> --	219 <b>26%</b> ++	118 <b>27%</b> ++	170 24%	162 <b>20%</b> ---	156 <b>28%</b> ++++	137 <b>27%</b> +++	119 <b>19%</b> ---	12 20%	121 22%	68 19%	244 24%
<b>1 Not at all satisfied</b>	167 8%	153 9%	11 4%	144 10%	13 3%	42 8%	122 8%	95 8%	71 8%	42 9%	72 10%	50 6%	38 7%	44 9%	49 7%	18 29%	58 11%	32 9%	55 5%
<b>2</b>	200 10%	180 10%	18 7%	148 10%	41 10%	44 9%	154 10%	112 10%	83 10%	44 10%	84 12%	70 8%	53 9%	40 8%	71 11%	10 17%	63 12%	39 11%	86 8%
<b>3</b>	343 17%	294 17%	47 18%	256 17%	70 16%	92 18%	250 17%	194 17%	145 17%	82 19%	119 16%	140 17%	93 16%	91 18%	122 19%	13 21%	113 20%	64 19%	149 15%
<b>4</b>	311 16%	257 15%	49 18%	217 15%	77 18%	66 13%	243 16%	154 14%	154 18%	70 16%	123 17%	116 14%	107 19%	83 16%	88 14%	8 13%	81 15%	46 13%	169 17%
<b>5 Very satisfied</b>	141 7%	112 7%	28 11%	94 7%	40 9%	39 8%	102 7%	75 7%	65 8%	48 11%	47 7%	46 6%	49 9%	54 11%	31 5%	4 7%	40 8%	22 6%	75 7%
<b>Not applicable</b>	249 13%	205 12%	41 16%	174 12%	59 14%	71 14%	176 12%	147 13%	99 12%	44 10%	74 10%	130 16%	71 12%	61 12%	82 13%	2 4%	52 10%	42 12%	151 15%
<b>Don't know/Prefer not to say / No answer</b>	589 30%	512 30%	70 27%	435 30%	126 30%	147 29%	432 29%	344 31%	238 28%	114 26%	198 28%	269 33%	156 28%	136 27%	192 30%	6 9%	135 25%	105 30%	330 33%
Chi2:	-	99.9		99.9		-		90		99.9			99			99.9			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08
Mean:	3.06	<b>3.01</b>	<b>3.43</b>	<b>2.97</b>	<b>3.37</b>	3.06	3.07	3.02	3.12	3.16	2.99	3.09	<b>3.24</b>	<b>3.20</b>	2.96	<b>2.45</b>	<b>2.95</b>	2.93	<b>3.25</b>
Standard Deviation:	1.22	1.23	1.13	1.24	1.11	1.24	1.22	1.23	1.22	1.28	1.24	1.16	1.21	1.27	1.15	1.31	1.24	1.21	1.18
Student's T:	*	99.9	99.9	99.9	99.9	-	-	-	-	-	-	-	99	95	90	99	95	90	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>ANY MEMBER OF THE MILITARY, ANYONE WHO SERVES IN THE MILITARY/CAF, CURRENTLY SERVES MILITARY BRANCH (PRESENT TENSE)</b>	116 6%	9 6%	12 3%	50 7%	10 7%	14 6%	21 7%	62 6%	54 5%	18 3%	17 5%	18 5%	28 8%	35 8%	48 7%	35 4%	66 7%	50 5%
<b>MEMBERS WHO HAVE FOUGHT, SEEN ACTION/COMBAT, SERVED ROLES IN A COMBAT/CONFLICT ZONE</b>	567 29%	40 30%	155 34%	199 26%	42 31%	53 23%	77 28%	261 27%	293 29%	148 28%	93 30%	104 29%	102 29%	120 28%	176 25%	237 31%	254 28%	312 29%
<b>ANYONE WHO WAS IN THE MILITARY, RETIRED PERSONNEL FROM MILITARY, WHO HAVE SERVED A BRANCH OF THE MILITARY (PAST TENSE)</b>	802 40%	62 41%	96 21%	352 46%	61 44%	114 49%	115 42%	378 39%	415 41%	172 32%	124 39%	161 45%	150 42%	195 44%	294 41%	299 38%	390 42%	409 37%
<b>THOSE WHO HAVE RISKS THEIR LIVES FOR THE COUNTRY/OUR FREEDOM, SACRIFICED ALL TO PROTECT OUR VALUES/DEMOCRACY</b>	135 7%	10 6%	38 8%	51 7%	7 5%	11 5%	18 7%	51 5%	81 8%	35 7%	22 7%	23 6%	26 7%	29 7%	55 8%	41 5%	67 7%	68 6%
<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>	63 3%	6 5%	5 1%	22 3%	5 3%	19 8%	6 2%	35 4%	28 3%	10 2%	5 2%	11 3%	16 5%	21 5%	30 4%	18 2%	43 5%	20 2%
<b>HONOURABLE ATTRIBUTES OF SOLDIERS/MILITARY (COURAGEOUS, MEDAL OF HONOUR/HONOURABLE DISCHARGE, WORTHY OF ACCOLADES)</b>	59 3%	5 4%	10 2%	27 4%	4 3%	4 2%	8 3%	30 3%	28 3%	19 4%	7 2%	9 3%	13 4%	11 2%	29 4%	18 2%	31 3%	27 3%
<b>ONE WHO HAS GONE OVERSEAS/DEPLOYED ABROAD, SERVED IN FOREIGN WARS/CONFLICTS</b>	53 3%	2 1%	14 3%	15 2%	2 1%	10 4%	10 4%	25 3%	27 3%	15 3%	16 5%	10 3%	7 2%	5 1%	16 2%	20 3%	19 2%	34 3%
<b>RETIRED SOLDIER, PARTICIPATED IN COMBAT/CONFLICTS AND NO LONGER IN SERVICE (SPECIFIC TO RETIRED SOLDIER WHO FOUGHT)</b>	60 3%	2 1%	48 11%	6 1%	1 1%	2 1%	1 0%	31 3%	29 3%	23 4%	8 3%	10 3%	12 3%	7 2%	22 3%	21 3%	23 3%	37 4%

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>PREVIOUS/RECENT WARS, INCLUSIVE OF ALL WARS, YOUNG/OLD VETERANS</b>	49 2%	2 1%	5 1%	26 3%	7 5%	5 2%	4 1%	13 1%	35 3%	7 1%	4 1%	13 4%	10 3%	15 3%	20 3%	19 2%	28 3%	21 2%
			--	++	++			--	+++	-			+				+	
<b>WOMEN INCLUSIVE, WOMEN AND MEN WHO PARTICIPATED</b>	32 2%	2 2%	6 1%	15 2%	0 0%	2 1%	6 2%	7 1%	25 3%	6 1%	3 1%	5 2%	3 1%	15 3%	21 3%	4 1%	18 2%	14 1%
								---	+++					++++	++++	---		
<b>PARTICIPATED IN PEACEKEEPING DUTIES/MISSIONS</b>	104 5%	6 4%	23 5%	36 5%	11 8%	10 4%	17 6%	39 4%	63 6%	8 2%	16 5%	17 5%	35 10%	28 6%	35 5%	33 4%	53 6%	51 5%
								--	++	---			++++					
<b>PERSONAL STORY/CONNECTION (FATHER/GRANDFATHER/HUSBAND ARE VETERANS)</b>	37 2%	4 3%	8 2%	11 1%	3 2%	7 3%	4 1%	14 1%	23 2%	3 1%	1 0%	5 1%	13 4%	15 3%	21 3%	7 1%	19 2%	17 2%
										--	--		+++	+++	+++	--		
<b>SPECIFIC AMOUNT OF YEARS OF SERVICE, SERVED/COMPLETED TERM</b>	32 2%	4 3%	7 2%	10 1%	1 1%	5 2%	4 1%	22 2%	9 1%	9 2%	8 3%	3 1%	8 2%	4 1%	13 2%	14 2%	17 2%	15 1%
								++	--									
<b>LONG TIME SERVICE, OLDER VETERANS, FOUGHT/SERVED IN WWI/WWII/KOREAN/VIETNAM WAR</b>	55 3%	4 2%	17 4%	20 3%	2 2%	6 3%	6 2%	23 2%	31 3%	12 2%	5 1%	6 2%	10 3%	22 5%	16 2%	24 3%	24 3%	30 3%
														+++				
<b>DECEASED MEMBERS OF THE MILITARY (THOSE WHO GAVE THEIR LIVES/KILLED IN COMBAT)</b>	20 1%	1 1%	2 0%	10 1%	1 1%	3 1%	3 1%	8 1%	12 1%	1 0%	5 2%	7 2%	2 1%	5 1%	9 1%	7 1%	10 1%	10 1%
										--		++						
<b>THOSE INJURED/SUFFERING WITH PTSD</b>	16 1%	0 0%	4 1%	8 1%	1 1%	1 0%	2 1%	3 0%	12 1%	4 1%	4 1%	3 1%	2 1%	3 1%	4 1%	6 1%	6 1%	10 1%
								--	++									
<b>SURVIVORS OF WAR</b>	30 2%	0 0%	12 3%	6 1%	4 3%	3 1%	5 2%	18 2%	10 1%	18 3%	1 0%	3 1%	5 1%	3 1%	8 1%	12 2%	13 1%	17 2%
			++	--						++++								
<b>SERVICE ANIMALS</b>	3 0%	0 0%	2 0%	1 0%	0 0%	0 0%	0 0%	0 0%	3 0%	0 0%	0 0%	0 0%	1 0%	2 0%	1 0%	1 0%	1 0%	2 0%
			+							-				+				
<b>OLD SOLDIERS</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 0%	0 0%	1 0%	0 0%
										+								
<b>REGARDLESS OF COUNTRY, FOUGHT FOR ANY COUNTRY</b>	6 0%	1 1%	1 0%	2 0%	0 0%	2 1%	0 0%	4 0%	2 0%	0 0%	0 0%	1 0%	0 0%	5 1%	0 0%	5 1%	2 0%	4 0%
						+								++++	-	++		

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>INCLUDING THE KOREAN WAR</b>	11 1%	2 1%	4 1%	5 1%	0 0%	0 0%	0 0%	6 1%	4 0%	0 0%	0 0%	1 0%	5 1%	5 1%	3 0%	7 1%	5 1%	6 1%
<b>LOVED ONES/FAMILIES OF SOLDIERS OR VETS (HARDSHIPS THEY ENDURE)</b>	11 1%	2 1%	1 0%	4 1%	1 1%	1 0%	2 1%	5 0%	6 1%	2 0%	3 1%	2 0%	2 1%	2 0%	3 0%	6 1%	3 0%	8 1%
<b>OTHER GENERAL POSITIVES (GOOD, GREAT, GRATEFUL, RESPECT/HONOUR)</b>	6 0%	0 0%	1 0%	4 1%	1 1%	0 0%	0 0%	4 0%	2 0%	5 1%	0 0%	0 0%	1 0%	0 0%	5 1%	1 0%	4 0%	2 0%
<b>DIVERSITY OF VETS/SOLDIERS (ETHNICITY GROUPS, RELIGION, INDIGENOUS AGE...)</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%	1 0%	1 0%	0 0%	2 0%	0 0%	2 0%
<b>CANADIAN CITIZENSHIP SPECIFIC MENTION</b>	6 0%	0 0%	0 0%	3 0%	1 1%	1 0%	1 0%	3 0%	3 0%	1 0%	0 0%	2 1%	1 0%	2 0%	3 0%	2 0%	4 0%	2 0%
<b>HUMANITARIAN EFFORTS, DISASTER RELIEF, PROVIDING AID</b>	10 0%	0 0%	4 1%	4 1%	1 1%	0 0%	1 0%	3 0%	7 1%	1 0%	0 0%	1 0%	5 1%	3 1%	6 1%	2 0%	6 1%	4 0%
<b>LACK OF SUPPORT/SERVICES/COMPENSATION FOR WHAT THEY HAVE DONE</b>	9 0%	0 0%	3 1%	2 0%	2 1%	0 0%	2 1%	7 1%	2 0%	1 0%	2 1%	0 0%	3 1%	3 1%	6 1%	2 0%	4 0%	5 0%
<b>OTHER</b>	17 1%	0 0%	7 2%	7 1%	0 0%	1 0%	2 1%	12 1%	5 1%	4 1%	0 0%	6 2%	4 1%	3 1%	7 1%	5 1%	7 1%	10 1%
<b>DON'T KNOW</b>	3 0%	1 1%	0 0%	1 0%	0 0%	1 0%	0 0%	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	2 0%	1 0%	2 0%	1 0%
<b>Prefer not to say/NO RESPONSE</b>	247 13%	16 13%	69 16%	90 12%	17 13%	22 9%	31 11%	139 15%	104 11%	106 20%	42 14%	32 9%	28 8%	39 9%	77 11%	110 14%	82 9%	158 15%
Chi2:	-	(99.9)						(99.9)		(99.9)					(99.9)		(95)	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>ANY MEMBER OF THE MILITARY, ANYONE WHO SERVES IN THE MILITARY/CAF, CURRENTLY SERVES MILITARY BRANCH (PRESENT TENSE)</b>	116 6%	105 6%	10 4%	102 <b>7%</b> ++++	11 <b>3%</b> ---	25 5%	90 6%	59 5%	57 7%	27 6%	45 6%	43 5%	31 5%	34 7%	33 5%	3	35 6%	30 <b>8%</b> ++	47 <b>5%</b> --
<b>MEMBERS WHO HAVE FOUGHT, SEEN ACTION/COMBAT, SERVED ROLES IN A COMBAT/CONFLICT ZONE</b>	567 29%	488 29%	74 28%	388 <b>27%</b> ---	143 <b>33%</b> ++	137 27%	427 29%	323 29%	235 28%	114 26%	202 28%	248 30%	171 30%	134 27%	179 28%	12 20%	131 <b>24%</b> ---	90 26%	324 <b>32%</b> ++++
<b>ANYONE WHO WAS IN THE MILITARY, RETIRED PERSONNEL FROM MILITARY, WHO HAVE SERVED A BRANCH OF THE MILITARY (PAST TENSE)</b>	802 40%	697 40%	98 37%	680 <b>46%</b> ++++	88 <b>21%</b> ----	209 41%	588 39%	466 41%	331 38%	173 38%	272 37%	350 <b>42%</b> ++	191 <b>33%</b> ----	195 37%	305 <b>48%</b> ++++	31 50%	258 <b>47%</b> ++++	176 <b>50%</b> ++++	331 <b>32%</b> ----
<b>THOSE WHO HAVE RISKS THEIR LIVES FOR THE COUNTRY/OUR FREEDOM, SACRIFICED ALL TO PROTECT OUR VALUES/DEMOCRACY</b>	135 7%	111 6%	21 8%	86 <b>6%</b> ---	39 <b>9%</b> ++	38 8%	92 6%	64 <b>6%</b> --	69 <b>8%</b> ++	36 8%	60 <b>8%</b> ++	36 <b>4%</b> ----	44 8%	36 7%	28 <b>4%</b> ---	4 6%	43 8%	19 6%	64 6%
<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>	63 3%	54 3%	8 3%	56 <b>4%</b> +++	3 <b>1%</b> ---	16 3%	47 3%	29 3%	33 4%	17 4%	18 3%	28 3%	13 2%	22 4%	21 3%	1 2%	25 <b>5%</b> ++	17 5%	20 <b>2%</b> ---
<b>HONOURABLE ATTRIBUTES OF SOLDIERS/MILITARY (COURAGEOUS, MEDAL OF HONOUR/HONOURABLE DISCHARGE, WORTHY OF ACCOLADES)</b>	59 3%	49 3%	9 4%	41 3%	11 3%	11 2%	47 3%	37 3%	21 3%	8 2%	28 4%	22 3%	17 3%	13 3%	19 3%	6 <b>10%</b> +++	14 3%	9 2%	29 3%
<b>ONE WHO HAS GONE OVERSEAS/DEPLOYED ABROAD, SERVED IN FOREIGN WARS/CONFLICTS</b>	53 3%	50 3%	3 1%	40 3%	13 3%	18 4%	35 2%	36 3%	17 2%	10 2%	15 2%	28 3%	10 2%	16 3%	23 4%	1 2%	17 3%	11 3%	24 2%
<b>RETIRED SOLDIER, PARTICIPATED IN COMBAT/CONFLICTS AND NO LONGER IN SERVICE (SPECIFIC TO RETIRED SOLDIER WHO FOUGHT)</b>	60 3%	48 3%	12 5%	9 <b>1%</b> ----	46 <b>11%</b> ++++	20 4%	40 3%	34 3%	26 3%	10 2%	21 3%	29 4%	17 3%	14 3%	23 4%	0 0%	8 <b>2%</b> --	5 1%	46 <b>5%</b> ++++

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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>PREVIOUS/RECENT WARS, INCLUSIVE OF ALL WARS, YOUNG/OLD VETERANS</b>	49 2%	41 2%	7 3%	41 3%	4 1%	7 1%	41 3%	20 2%	29 3%	15 3%	16 2%	18 2%	13 2%	18 4%	10 1%	1 2%	12 2%	8 2%	28 3%
<b>WOMEN INCLUSIVE, WOMEN AND MEN WHO PARTICIPATED</b>	32 2%	26 2%	6 2%	24 2%	6 1%	8 2%	24 2%	12 1%	20 2%	10 2%	10 1%	12 1%	12 2%	8 2%	7 1%	0 0%	10 2%	7 2%	14 1%
<b>PARTICIPATED IN PEACEKEEPING DUTIES/MISSIONS</b>	104 5%	94 5%	10 4%	78 5%	21 5%	20 4%	84 6%	44 4%	59 7%	18 4%	40 5%	45 5%	30 5%	30 6%	32 5%	3 5%	44 8%	15 4%	42 4%
<b>PERSONAL STORY/CONNECTION (FATHER/GRANDFATHER/HUSBAND ARE VETERANS)</b>	37 2%	33 2%	4 1%	29 2%	8 2%	5 1%	32 2%	7 1%	29 3%	14 3%	17 2%	6 1%	12 2%	6 1%	11 2%	7 11%	22 4%	1 0%	7 1%
<b>SPECIFIC AMOUNT OF YEARS OF SERVICE, SERVED/COMPLETED TERM</b>	32 2%	29 2%	3 1%	25 2%	6 1%	8 2%	24 2%	19 2%	13 1%	4 1%	15 2%	13 2%	12 2%	11 2%	7 1%	4 6%	11 2%	6 2%	11 1%
<b>LONG TIME SERVICE, OLDER VETERANS, FOUGHT/SERVED IN WWI/WWII/KOREAN/VIETNAM WAR</b>	55 3%	43 2%	12 4%	37 2%	14 3%	7 1%	48 3%	27 2%	28 3%	11 2%	24 3%	20 2%	14 2%	22 4%	10 2%	0 0%	13 2%	8 2%	33 3%
<b>DECEASED MEMBERS OF THE MILITARY (THOSE WHO GAVE THEIR LIVES/KILLED IN COMBAT)</b>	20 1%	17 1%	3 1%	17 1%	1 0%	6 1%	14 1%	10 1%	10 1%	7 2%	10 1%	3 0%	5 1%	5 1%	6 1%	1 2%	8 1%	3 1%	7 1%
<b>THOSE INJURED/SUFFERING WITH PTSD</b>	16 1%	15 1%	1 0%	10 1%	4 1%	5 1%	11 1%	7 1%	9 1%	6 1%	6 1%	4 1%	4 1%	8 2%	1 0%	0 0%	3 1%	2 1%	11 1%
<b>SURVIVORS OF WAR</b>	30 2%	26 2%	4 2%	17 1%	12 3%	3 1%	27 2%	21 2%	9 1%	8 2%	13 2%	9 1%	10 2%	9 2%	7 1%	0 0%	5 1%	3 1%	21 2%
<b>SERVICE ANIMALS</b>	3 0%	3 0%	0 0%	2 0%	1 0%	0 0%	3 0%	0 0%	3 0%	2 0%	1 0%	0 0%	2 0%	1 0%	0 0%	0 0%	1 0%	1 0%	1 0%
<b>OLD SOLDIERS</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%	0 0%	0 0%	1 0%

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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>REGARDLESS OF COUNTRY, FOUGHT FOR ANY COUNTRY</b>	6 0%	2 0%	4 1%	4 0%	0 0%	1 0%	5 0%	1 0%	5 1%	0 0%	2 0%	4 0%	1 0%	2 0%	3 0%	0 0%	5 1%	1 0%	0 0%
			---- ++++						- ++								+++		--
<b>INCLUDING THE KOREAN WAR</b>	11 1%	10 1%	1 0%	8 1%	3 1%	0 0%	11 1%	7 1%	4 0%	3 1%	2 0%	6 1%	1 0%	4 1%	3 0%	0 0%	5 1%	1 0%	5 0%
						- +													
<b>LOVED ONES/FAMILIES OF SOLDIERS OR VETS (HARDSHIPS THEY ENDURE)</b>	11 1%	11 1%	0 0%	10 1%	1 0%	2 0%	9 1%	7 1%	4 0%	2 0%	5 1%	4 0%	4 1%	4 1%	2 0%	0 0%	4 1%	1 0%	5 0%
<b>OTHER GENERAL POSITIVES (GOOD, GREAT, GRATEFUL, RESPECT/HONOUR)</b>	6 0%	3 0%	3 1%	4 0%	1 0%	3 1%	3 0%	5 0%	1 0%	1 0%	2 0%	3 0%	3 1%	3 1%	0 0%	0 0%	2 0%	0 0%	4 0%
			-- +++																
<b>DIVERSITY OF VETS/SOLDIERS (ETHNICITY GROUPS, RELIGION, INDIGENOUS AGE...)</b>	2 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%	2 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	2 0%
											+								
<b>CANADIAN CITIZENSHIP SPECIFIC MENTION</b>	6 0%	6 0%	0 0%	5 0%	1 0%	1 0%	5 0%	2 0%	3 0%	2 0%	2 0%	2 0%	0 0%	2 0%	2 0%	0 0%	3 1%	0 0%	3 0%
<b>HUMANITARIAN EFFORTS, DISASTER RELIEF, PROVIDING AID</b>	10 0%	10 1%	0 0%	6 0%	4 1%	0 0%	10 1%	3 0%	7 1%	2 0%	4 1%	3 0%	5 1%	1 0%	2 0%	0 0%	3 1%	1 0%	6 1%
						- +													
<b>LACK OF SUPPORT/SERVICES/COMPENSATION FOR WHAT THEY HAVE DONE</b>	9 0%	7 0%	2 1%	6 0%	3 1%	1 0%	8 1%	3 0%	6 1%	1 0%	3 0%	5 1%	6 1%	3 1%	0 0%	1 2%	3 1%	1 0%	4 0%
													+++		--	+			
<b>OTHER</b>	17 1%	16 1%	1 0%	12 1%	5 1%	4 1%	12 1%	10 1%	7 1%	1 0%	9 1%	7 1%	6 1%	3 1%	5 1%	1 2%	1 0%	1 0%	13 1%
																-			++
<b>DON'T KNOW</b>	3 0%	2 0%	1 0%	1 0%	1 0%	1 0%	2 0%	2 0%	1 0%	1 0%	1 0%	1 0%	2 0%	0 0%	1 0%	0 0%	1 0%	0 0%	2 0%
<b>Prefer not to say/NO RESPONSE</b>	247 13%	206 12%	34 13%	164 11%	69 16%	65 13%	178 12%	141 13%	99 12%	70 16%	75 11%	99 12%	84 15%	61 13%	65 10%	5 8%	53 10%	30 9%	152 15%
Chi2:	-	(95)		(99.9)		(90)		(99.9)		(95)			(99)			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

**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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>WESTERN ASIAN/MIDDLE EAST (AFGHANISTAN, IRAQ, IRAN, KUWAIT, SAUDI ARABIA)</b>	1042 52%	71 48%	255 57%	393 52%	66 48%	123 53%	131 48%	520 54%	511 51%	235 44%	182 58%	180 50%	207 58%	238 54%	400 57%	387 49%	488 54%	552 51%
<b>NORTH AFRICA, NORTH EAST AFRICA, WEST AFRICA (TUNISIA, MALTA, NIGER, MALI, ALGERIA, SENEGAL, LIBYA, BURKINA FASO, SUDAN)</b>	241 12%	16 9%	40 9%	106 14%	14 10%	36 15%	27 10%	118 12%	118 11%	53 10%	40 12%	42 12%	50 14%	56 12%	81 11%	92 12%	121 13%	118 11%
<b>WESTERN EUROPE, WWI/WWII INCLUSIVE (GERMANY, FRANCE, BELGIUM, GREAT BRITAIN)</b>	798 40%	54 35%	185 41%	309 41%	49 36%	86 37%	114 41%	396 41%	394 39%	168 32%	126 40%	136 38%	165 46%	203 46%	302 42%	292 37%	378 41%	418 38%
<b>SOUTH EAST ASIA/EAST ASIA (KOREA, VIETNAM, JAPAN, CHINA, PHILIPPINES, HONG KONG, MYANMAR, EAST TIMOR)</b>	594 29%	43 29%	131 29%	233 30%	39 28%	60 26%	86 31%	307 32%	282 28%	110 21%	98 31%	84 23%	120 34%	182 41%	227 32%	221 28%	276 30%	317 29%
<b>OTHER WESTERN EUROPEAN, SOUTH WESTERN EUROPE, INCLUDES MEDITERRANEAN (GREECE, SPAIN, CYPRUS)</b>	297 14%	23 15%	50 11%	125 16%	16 11%	44 19%	38 14%	176 18%	117 11%	17 3%	38 12%	69 19%	90 25%	83 19%	117 16%	99 12%	149 16%	148 13%
<b>SOUTH EASTERN EUROPE, BALKAN PENINSULA (BOSNIA, KOSOVO, SERBIA, CROATIA, MACEDONIA, SLOVENIA, MONTENEGRO, ALBANIA)</b>	504 25%	36 24%	117 26%	191 25%	29 21%	63 27%	66 24%	268 28%	231 23%	70 13%	101 32%	117 32%	109 31%	107 24%	189 27%	194 25%	232 26%	270 25%
<b>EAST/CENTRAL AFRICA (RWANDA, SOMALIA, CONGO, ETHIOPIA, BURUNDI, KENYA, UGANDA)</b>	376 19%	26 16%	85 19%	159 21%	18 13%	37 16%	50 18%	201 21%	170 17%	66 12%	86 27%	80 22%	78 22%	66 15%	131 18%	135 17%	179 20%	195 18%
<b>EASTERN/CENTRAL EUROPE (UKRAINE, CZECH REPUBLIC, POLAND, AUSTRIA)</b>	145 7%	10 6%	21 5%	66 9%	10 7%	21 9%	17 6%	61 6%	80 8%	34 6%	19 6%	26 7%	28 8%	38 8%	52 7%	59 8%	71 8%	74 7%
<b>CARIBBEAN/PACIFIC (HAITI)</b>	177 9%	19 13%	53 12%	61 8%	8 6%	17 7%	18 6%	90 9%	87 9%	22 4%	39 13%	37 10%	38 11%	41 9%	64 9%	62 8%	82 9%	94 9%
<b>RUSSIA, USSR</b>	44 2%	7 5%	5 1%	19 3%	3 2%	5 2%	5 2%	19 2%	25 2%	7 1%	9 3%	9 3%	10 3%	9 2%	18 3%	19 2%	19 2%	25 2%



**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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>OTHER WESTERN ASIA OR GENERAL MENTIONS OF MIDDLE EAST (EGYPT, LEBANON, TURKEY, JORDAN, GOLAN HEIGHTS, SYRIA, ISRAEL, YEMEN)</b>	431 21%	41 <b>28%</b> ++	72 <b>16%</b> ---	174 23%	34 24%	53 23%	55 20%	207 21%	218 21%	73 <b>14%</b> ----	65 21%	76 21%	89 25%	128 <b>29%</b> + +++++	170 <b>24%</b> ++	143 <b>18%</b> ---	213 23%	217 20%
<b>U.S.A</b>	110 5%	15 <b>11%</b> +++	7 <b>2%</b> ----	53 <b>7%</b> ++	4 3%	13 6%	18 7%	50 5%	58 6%	26 5%	22 7%	22 6%	17 5%	23 5%	43 6%	43 5%	56 6%	54 5%
<b>NORTHERN EUROPE, SCANDINAVIA (NETHERLANDS/HOLLAND, DENMARK, ESTONIA, LATVIA, LITHUANIA)</b>	292 14%	32 <b>21%</b> ++	39 <b>9%</b> ----	123 16%	21 15%	34 15%	43 16%	157 <b>16%</b> ++	131 <b>13%</b> --	48 <b>9%</b> ----	53 16%	51 14%	65 <b>18%</b> ++	75 17%	110 15%	111 14%	143 16%	148 13%
<b>LATIN/CENTRAL/SOUTH AMERICA</b>	25 1%	3 2%	0 <b>0%</b> ---	13 2%	2 1%	2 1%	4 1%	8 1%	16 2%	2 <b>0%</b> --	5 2%	5 1%	4 1%	9 2%	13 2%	7 1%	15 2%	10 1%
<b>SOUTH ASIA (INDIA, PAKISTAN)</b>	45 2%	4 2%	9 2%	16 2%	1 1%	7 3%	8 3%	23 2%	22 2%	10 2%	7 2%	7 2%	12 3%	9 2%	19 3%	15 2%	24 3%	21 2%
<b>CANADA/DOMESTIC</b>	106 5%	9 5%	30 7%	41 5%	3 2%	10 4%	12 4%	51 5%	54 5%	21 4%	20 6%	20 6%	23 7%	22 5%	40 6%	43 6%	41 4%	65 6%
<b>SOUTH AFRICA, BOER WARS (IVORY COAST, ZIMBABWE, BOTSWANA)</b>	80 4%	4 2%	11 2%	34 4%	5 4%	9 4%	17 <b>6%</b> ++	56 <b>6%</b> ++++	23 <b>2%</b> ----	19 4%	16 5%	16 4%	13 4%	16 3%	29 4%	30 4%	36 4%	44 4%
<b>EUROPE (GENERAL MENTION)</b>	299 15%	25 17%	50 <b>11%</b> ---	124 16%	21 15%	38 16%	40 14%	126 <b>13%</b> --	170 <b>17%</b> ++	42 <b>8%</b> ----	39 12%	58 16%	61 17%	99 <b>22%</b> ++++	115 16%	104 13%	153 <b>17%</b> ++	146 13%
<b>ASIA (GENERAL MENTION)</b>	53 3%	6 4%	12 3%	23 3%	5 4%	3 1%	4 1%	28 3%	23 2%	5 <b>1%</b> ---	3 <b>1%</b> --	13 4%	14 4%	18 <b>4%</b> ++	20 3%	17 2%	26 3%	27 2%
<b>AFRICA (GENERAL MENTION)</b>	209 10%	15 11%	43 9%	82 11%	15 11%	28 12%	26 9%	88 <b>9%</b> --	119 <b>12%</b> ++	25 <b>5%</b> ----	26 8%	42 12%	46 13%	70 <b>16%</b> + +++++	95 <b>13%</b> ++++	61 <b>8%</b> ---	114 <b>13%</b> +++	95 <b>9%</b> ---
<b>NATO MISSIONS, UN MISSIONS, PEACEKEEPING MISSIONS</b>	125 6%	9 6%	16 <b>3%</b> ---	52 7%	9 6%	13 6%	26 <b>9%</b> ++	68 7%	57 6%	19 <b>4%</b> ---	13 4%	22 6%	27 8%	44 <b>10%</b> ++++	46 6%	43 6%	62 7%	63 6%

**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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>OCEANIA (AUSTRALIA, NEW ZEALAND, NEW GUINEA)</b>	21 1%	1 1%	3 1%	9 1%	1 1%	1 0%	6 2% ++	11 1%	9 1%	3 1%	3 1%	8 2% ++	0 0% --	7 2%	10 1%	8 1%	13 1%	8 1%
<b>INTERNATIONAL WATERS, PATROLLING SEAS</b>	16 1%	3 2%	2 0%	8 1%	0 0%	1 0%	2 1%	15 1% ++++	1 0% ----	3 1%	1 0%	3 1%	3 1%	6 1%	6 1%	7 1%	10 1%	6 1%
<b>THE POLES / ANTARCTICA / ARCTIC</b>	4 0%	0 0%	0 0%	3 0%	0 0%	1 0%	0 0%	2 0%	2 0%	1 0%	0 0%	2 1% +	1 0%	0 0%	0 0%	3 0%	0 0%	4 0% +
<b>DISASTER RELIEF, HUMANITARIAN EFFORTS</b>	31 2%	2 1%	5 1%	12 2%	2 1%	5 2%	5 2%	7 1% ---	24 2% +++	3 1% --	1 0% -	8 2%	9 3% +	10 2%	8 1%	13 2%	15 2%	16 1%
<b>ALL OVER THE WORLD/ON EVERY CONTINENT, TOO MANY TO LIST</b>	170 8%	9 5%	18 4% ----	72 9%	20 15% +++	28 12% ++	20 7%	92 9%	75 7%	33 6% --	34 11%	30 8%	40 11% +	33 7%	57 8%	72 9%	79 8%	91 8%
<b>OTHER</b>	22 1%	0 0%	1 0% --	11 1%	1 1%	3 1%	6 2% +	12 1%	9 1%	10 2% ++	2 1%	6 2%	1 0%	3 1%	9 1%	9 1%	11 1%	10 1%
<b>DO NOT KNOW/REMEMBER</b>	58 3%	4 3%	16 4%	19 3%	3 2%	7 3%	9 3%	20 2%	37 4%	22 4%	6 2%	12 4%	8 2%	10 2%	13 2%	30 4%	15 2%	43 4%
<b>Prefer not to say</b>	374 19%	30 25%	85 19%	139 19%	25 19%	40 17%	55 20%	179 19%	185 19%	159 30%	55 18%	57 17%	42 12%	61 14%	107 16%	161 21%	144 16%	220 21%
Chi2:	-	(99.9)						(99.9)		(99.9)					(95)		(95)	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

**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?**

Q5	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
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>WESTERN ASIAN/MIDDLE EAST (AFGHANISTAN, IRAQ, IRAN, KUWAIT, SAUDI ARABIA)</b>	1042 52%	896 52%	138 52%	749 51%	243 57% - ++	271 54%	761 51%	600 53%	432 50%	199 44% ----	358 50%	478 58% ++++	259 45% ----	276 54%	377 59% ++++	36 58%	291 54%	203 58% +++	505 49% --
<b>NORTH AFRICA, NORTH EAST AFRICA, WEST AFRICA (TUNISIA, MALTA, NIGER, MALI, ALGERIA, SENEGAL, LIBYA, BURKINA FASO, SUDAN)</b>	241 12%	206 12%	33 12%	192 13%	35 8% ++ --	68 13%	170 11%	136 12%	104 12%	33 7% ----	70 9% --	137 16% ++++	49 8% ---	61 12%	100 16% ++++	14 23% +++	83 15% +++	58 16% +++	85 8% ----
<b>WESTERN EUROPE, WWI/WWII INCLUSIVE (GERMANY, FRANCE, BELGIUM, GREAT BRITAIN)</b>	798 40%	699 40%	96 36%	590 40%	171 40%	183 36% -	610 41% ++	440 39%	351 41%	158 35% --	271 37%	363 44% ++++	210 37% -	202 39%	284 44% +++	25 40%	234 43% +	161 46% +++	374 36% --
<b>SOUTH EAST ASIA/EAST ASIA (KOREA, VIETNAM, JAPAN, CHINA, PHILIPPINES, HONG KONG, MYANMAR, EAST TIMOR)</b>	594 29%	527 30% +++	65 24% --	449 30%	123 29%	142 28%	448 30%	318 28%	271 31%	107 24% ---	205 28%	275 33% +++	154 27%	160 31%	199 31%	17 27%	172 31%	128 37% +++	273 26% --
<b>OTHER WESTERN EUROPEAN, SOUTH WESTERN EUROPE, INCLUDES MEDITERRANEAN (GREECE, SPAIN, CYPRUS)</b>	297 14%	267 15% ++	29 11%	235 16% ++	52 12%	71 14%	224 15%	159 14%	137 16%	61 13%	106 15%	129 15%	66 11% --	68 13%	123 19% ++++	15 25% ++	104 19% ++++	67 19% ++	109 10% ----
<b>SOUTH EASTERN EUROPE, BALKAN PENINSULA (BOSNIA, KOSOVO, SERBIA, CROATIA, MACEDONIA, SLOVENIA, MONTENEGRO, ALBANIA)</b>	504 25%	443 26% +	58 21%	361 24%	122 28% +	141 28% +	360 24%	314 28% ++++	188 22% --	75 17% ----	177 24%	249 30% ++++	103 18% ----	128 25%	208 33% ++++	22 36% ++	157 29% ++	110 31% +++	211 21% ----
<b>EAST/CENTRAL AFRICA (RWANDA, SOMALIA, CONGO, ETHIOPIA, BURUNDI, KENYA, UGANDA)</b>	376 19%	330 19%	43 16%	290 20% +	74 17%	117 23% +++	255 17% --	246 22% ++++	127 15% ----	52 12% ----	117 16% --	206 25% ++++	76 13% ----	94 18%	161 25% ++++	18 29% ++	114 21%	88 25% ++++	154 15% ----
<b>EASTERN/CENTRAL EUROPE (UKRAINE, CZECH REPUBLIC, POLAND, AUSTRIA)</b>	145 7%	128 7%	17 6%	121 8% +++	22 5% -	30 6%	114 8%	72 6%	72 8%	21 5% --	57 8%	67 8%	44 8% --	39 8%	48 8%	3 5% --	52 9% ++	29 8%	61 6% --
<b>CARIBBEAN/PACIFIC (HAITI)</b>	177 9%	157 9%	17 6%	122 8%	49 11% ++	44 9%	132 9%	103 9%	73 8%	28 6% --	64 9%	83 10%	49 9%	41 8%	67 10%	14 23% ++++	53 10%	36 11%	72 7% --
<b>RUSSIA, USSR</b>	44 2%	39 2%	5 2%	39 3% ++	3 1% --	12 2%	32 2%	24 2%	20 2%	7 2%	16 2%	21 3%	14 3%	11 2%	17 3%	4 6% ++	19 4% +++	8 2%	13 1% --

**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>OTHER WESTERN ASIA OR GENERAL MENTIONS OF MIDDLE EAST (EGYPT, LEBANON, TURKEY, JORDAN, GOLAN HEIGHTS, SYRIA, ISRAEL, YEMEN)</b>	431 21%	374 22%	55 20%	344 <b>23%</b> ++++	63 <b>15%</b> ----	111 22%	316 21%	233 21%	195 22%	76 <b>17%</b> ---	161 22%	188 23%	119 21%	106 21%	146 23%	23 <b>37%</b> +++	124 23%	101 <b>29%</b> ++++	176 <b>17%</b> ----
<b>U.S.A</b>	110 5%	96 6%	13 5%	93 <b>6%</b> +++	10 <b>2%</b> --	29 6%	79 5%	59 5%	51 6%	18 4%	41 6%	50 6%	30 5%	28 5%	35 5%	10 <b>16%</b> ++++	41 <b>8%</b> ++	22 6%	33 <b>3%</b> ----
<b>NORTHERN EUROPE, SCANDINAVIA (NETHERLANDS/HOLLAND, DENMARK, ESTONIA, LATVIA, LITHUANIA)</b>	292 14%	260 15%	31 12%	243 <b>16%</b> ++++	32 <b>7%</b> ----	71 14%	220 15%	158 14%	132 15%	53 12%	95 13%	142 <b>17%</b> +++	69 12%	75 15%	117 <b>18%</b> +++	10 16%	96 <b>17%</b> ++	72 <b>20%</b> ++++	113 <b>11%</b> ----
<b>LATIN/CENTRAL/SOUTH AMERICA</b>	25 1%	22 1%	3 1%	19 1%	5 1%	8 2%	17 1%	9 <b>1%</b> --	16 <b>2%</b> ++	7 2%	10 1%	6 1%	7 1%	5 1%	10 2%	3 <b>5%</b> +++	10 2%	2 1%	9 1%
<b>SOUTH ASIA (INDIA, PAKISTAN)</b>	45 2%	36 2%	9 3%	33 2%	5 1%	11 2%	34 2%	27 2%	18 2%	4 <b>1%</b> --	17 2%	24 3%	15 3%	10 2%	17 3%	3 5%	15 3%	12 3%	15 <b>1%</b> --
<b>CANADA/DOMESTIC</b>	106 5%	92 5%	14 5%	82 6%	24 6%	24 5%	82 6%	61 5%	43 5%	16 4%	39 5%	48 6%	39 <b>7%</b> ++	25 5%	33 5%	3 5%	28 5%	24 7%	49 5%
<b>SOUTH AFRICA, BOER WARS (IVORY COAST, ZIMBABWE, BOTSWANA)</b>	80 4%	68 4%	12 4%	63 4%	11 3%	28 <b>6%</b> ++	52 3%	49 4%	31 4%	12 3%	28 4%	40 5%	19 3%	25 5%	30 5%	7 <b>11%</b> +++	20 4%	27 <b>8%</b> ++++	26 <b>3%</b> ----
<b>EUROPE (GENERAL MENTION)</b>	299 15%	256 15%	43 16%	238 <b>16%</b> +++	44 <b>10%</b> --	78 15%	220 15%	154 14%	143 16%	67 15%	114 16%	116 14%	79 14%	75 15%	98 15%	7 11%	94 17%	53 15%	140 14%
<b>ASIA (GENERAL MENTION)</b>	53 3%	48 3%	5 2%	40 3%	10 2%	11 2%	42 3%	25 2%	28 3%	16 4%	18 2%	18 2%	18 3%	9 2%	15 2%	4 6%	14 2%	6 2%	29 3%
<b>AFRICA (GENERAL MENTION)</b>	209 10%	183 11%	26 10%	162 11%	35 8%	45 9%	164 11%	105 9%	104 <b>12%</b> ++	45 10%	76 10%	88 11%	58 10%	59 11%	62 10%	7 11%	61 11%	42 12%	95 9%

**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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026	
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015	
<b>NATO MISSIONS, UN MISSIONS, PEACEKEEPING MISSIONS</b>	125 6%	105 6%	20 7%	103 7%	17 4%	23 5%	100 7%	60 5%	64 7%	19 4%	46 6%	59 7%	28 5%	42 8%	43 7%	7 11%	31 6%	25 7%	58 6%	
<b>OCEANIA (AUSTRALIA, NEW ZEALAND, NEW GUINEA)</b>	21 1%	18 1%	3 1%	18 1%	1 0%	6 1%	14 1%	10 1%	11 1%	4 1%	8 1%	9 1%	7 1%	7 1%	3 0%	1 2%	9 2%	2 1%	9 1%	
<b>INTERNATIONAL WATERS, PATROLLING SEAS</b>	16 1%	12 1%	4 1%	15 1%	1 0%	1 0%	15 1%	10 1%	6 1%	4 1%	7 1%	5 1%	6 1%	6 1%	3 0%	3 4%	6 1%	4 1%	3 0%	
<b>THE POLES / ANTARCTICA / ARCTIC</b>	4 0%	3 0%	1 0%	4 0%	0 0%	0 0%	4 0%	2 0%	2 0%	0 0%	3 0%	1 0%	0 0%	3 1%	1 0%	0 0%	1 0%	0 0%	3 0%	
<b>DISASTER RELIEF, HUMANITARIAN EFFORTS</b>	31 2%	29 2%	2 1%	24 2%	5 1%	8 2%	23 2%	14 1%	17 2%	3 1%	10 1%	18 2%	6 1%	8 2%	13 2%	0 0%	11 2%	6 2%	14 1%	
<b>ALL OVER THE WORLD/ON EVERY CONTINENT, TOO MANY TO LIST</b>	170 8%	153 9%	14 5%	148 10%	15 3%	53 10%	115 8%	100 9%	67 8%	34 7%	76 10%	57 7%	40 7%	45 9%	56 9%	9 15%	65 12%	31 9%	60 6%	
<b>OTHER</b>	22 1%	18 1%	4 2%	16 1%	1 0%	4 1%	16 1%	16 1%	5 1%	4 1%	8 1%	8 1%	5 1%	5 1%	4 1%	1 2%	5 1%	4 1%	11 1%	
<b>DO NOT KNOW/REMEMBER</b>	58 3%	50 3%	7 3%	38 3%	15 4%	17 4%	41 3%	31 3%	25 3%	18 4%	25 4%	14 2%	25 4%	14 3%	10 2%	2 3%	14 3%	5 1%	36 4%	
<b>Prefer not to say</b>	374 19%	317 19%	47 18%	270 19%	85 20%	87 17%	283 20%	211 19%	156 19%	110 26%	132 19%	130 16%	123 22%	93 19%	89 14%	8 13%	83 16%	49 14%	223 22%	
Chi2:	-	-		(99.9)		(90)		(99)		(99.9)			(99.9)			(99.9)				
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08	

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
TII																		
Weighted Total:	2000	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>HEALTH/MEDICAL/INJURIES (GENERAL MENTION)</b>	107 5%	8 5%	14 3%	39 5%	12 9%	17 7%	16 6%	59 6%	47 5%	18 3%	12 4%	22 6%	19 5%	36 8%	43 6%	33 4%	53 6%	54 5%
<b>MENTAL/PTSD, EMOTIONAL HEALTH</b>	460 23%	27 17%	146 33%	156 21%	22 16%	37 16%	71 26%	188 20%	263 26%	136 26%	84 27%	70 20%	84 24%	86 20%	179 25%	172 22%	209 23%	251 23%
<b>FINANCIAL/PENSIONS, ADEQUATE INCOME TO LIVE ON</b>	259 13%	25 18%	23 5%	113 15%	24 17%	36 15%	38 14%	109 11%	149 15%	50 10%	26 8%	53 15%	60 16%	70 15%	101 14%	97 12%	123 13%	133 12%
<b>LACK OF SUPPORT FROM GOVERNMENT, DIFFICULTY ACCESSING SERVICES, INAPPROPRIATE LEVELS OF SUPPORTS AVAILABLE/CUTS TO FUNDING</b>	388 19%	22 17%	56 12%	166 22%	31 22%	67 29%	44 16%	215 22%	167 17%	67 13%	67 21%	76 21%	90 25%	88 20%	144 20%	146 19%	194 21%	194 18%
<b>PHYSICAL/MENTAL HEALTH (BOTH MENTIONED)</b>	133 7%	11 7%	20 4%	51 7%	10 7%	14 6%	27 10%	58 6%	71 7%	24 5%	22 7%	27 8%	24 7%	36 8%	45 6%	44 6%	64 7%	69 6%
<b>EMPLOYMENT SERVICES, JOB SKILLS/TRAINING, TRANSFERRING SKILLS INTO CIVILIAN EMPLOYMENT OPPORTUNITIES</b>	25 1%	2 2%	3 1%	17 2%	1 1%	1 0%	1 0%	12 1%	13 1%	7 1%	6 2%	7 2%	2 1%	3 1%	10 2%	10 1%	12 1%	13 1%
<b>LACK OF RECOGNITION/AWARENESS/ACKNOWLEDGEMENT FOR WHAT THEY HAVE DONE OR BEEN THROUGH, LACK OF RESPECT FROM THE PUBLIC/SOCIETY</b>	145 7%	6 4%	52 11%	51 7%	9 7%	15 6%	11 4%	72 7%	69 7%	32 6%	25 8%	25 7%	27 8%	36 8%	46 6%	59 8%	62 7%	81 7%
<b>DIFFICULTY TRANSITIONING INTO CIVILIAN LIFE/REGULAR SOCIETY</b>	44 2%	1 1%	11 2%	18 2%	2 1%	5 2%	7 3%	20 2%	23 2%	12 2%	7 2%	8 2%	9 3%	8 2%	17 3%	11 1%	24 3%	19 2%
<b>HOUSING/AFFORDABLE HOUSING (INCLUDES LONG TERM CARE FACILITIES)</b>	21 1%	6 4%	0 0%	7 1%	1 1%	4 2%	3 1%	9 1%	12 1%	6 1%	3 1%	6 2%	3 1%	3 1%	5 1%	9 1%	8 1%	13 1%
<b>WAR/CONFLICTS/TERRORISM, TOO MUCH WAR IN THE WORLD</b>	23 1%	2 1%	7 2%	6 1%	2 1%	3 1%	3 1%	13 1%	8 1%	10 2%	4 1%	1 0%	2 1%	6 1%	3 0%	11 1%	11 1%	12 1%

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
TII																		
Weighted Total:	2000	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>ISOLATION, SOLITUDE</b>	12 1%	2 2%	6 1% ++	2 0%	0 0%	1 0%	1 0%	2 0% --	10 1% ++	5 1%	1 0%	2 1%	1 0%	3 1%	5 1%	4 1%	7 1%	5 0%
<b>LACK OF FUNDING FOR CAF/MILITARY, PROPER EQUIPMENT AND TRAINING, LACK OF EFFECTIVE SUPPORTS WHILE SERVING</b>	9 0%	1 1%	3 1%	2 0%	1 1%	1 0%	1 0%	8 1% ++	1 0% --	1 0%	1 0%	1 0%	1 0%	5 1% ++	3 0%	4 1%	6 1%	3 0%
<b>SAME ISSUES AS CIVILIANS/ANYBODY</b>	6 0%	1 1%	1 0%	2 0%	0 0%	0 0%	2 1%	4 0%	2 0%	3 1%	0 0%	1 0%	1 0%	1 0%	1 0%	3 0%	1 0%	5 0%
<b>LOW RECRUITMENT RATES</b>	3 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0% -	3 0% +	1 0%	0 0%	0 0%	0 0%	2 0% +	2 0%	0 0%	1 0%	2 0%
<b>DANGERS OF THE JOB (GETTING INJURED, POSSIBILITY OF DEATH)</b>	3 0%	1 1%	2 0% +	0 0%	0 0%	0 0%	0 0%	1 0%	2 0%	0 0%	0 0%	0 0%	2 1% ++	1 0%	1 0%	2 0%	1 0%	
<b>QUALITY OF LIFE (GENERAL MENTION)</b>	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%	0 0%	0 0%	0 0%	1 0%
<b>GETTING OLDER/AGING VETS</b>	23 1%	2 1%	7 2%	9 1%	0 0%	3 1%	2 1%	8 1%	15 1%	6 1%	1 0%	8 2% ++	4 1%	4 1%	11 1%	7 1%	8 1%	14 1%
<b>OTHER</b>	30 1%	3 2%	6 1%	10 1%	1 1%	4 2%	6 2%	19 2%	11 1%	9 2%	4 1%	6 2%	7 2%	4 1%	9 1%	17 2% ++	14 2%	16 1%
<b>DO NOT KNOW</b>	66 3%	8 6%	20 5%	23 3%	5 4%	4 2%	6 2%	31 3%	35 4%	18 3%	16 5%	10 3%	8 2%	14 3%	15 2%	29 4%	26 3%	40 4%
<b>Prefer not to say, NO RESPONSE</b>	242 12%	13 11%	71 16%	85 11%	16 12%	21 9%	35 13%	138 15%	101 11%	123 24%	35 11%	33 9%	13 4%	38 9%	66 10%	117 15%	84 10%	152 15%
Chi2:	-	(99.9)						(99.9)		(99.9)					-		-	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T11																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>HEALTH/MEDICAL/INJURIES (GENERAL MENTION)</b>	107 5%	89 5%	18 7%	94 <b>6%</b> ++++	9 <b>2%</b> ----	19 4%	88 <b>6%</b> ++	51 4%	54 6%	22 5%	46 6%	38 4%	36 6%	26 5%	30 5%	1 2%	35 7%	16 4%	52 5%
<b>MENTAL/PTSD, EMOTIONAL HEALTH</b>	460 23%	400 23%	54 21%	303 <b>21%</b> ----	141 <b>33%</b> ++++	123 24%	336 23%	268 24%	189 22%	83 <b>19%</b> --	161 23%	213 <b>26%</b> +++	130 23%	128 25%	151 24%	10 17%	127 24%	93 27%	227 22%
<b>FINANCIAL/PENSIONS, ADEQUATE INCOME TO LIVE ON</b>	259 13%	223 13%	35 13%	219 <b>15%</b> ++++	21 <b>5%</b> ----	48 <b>10%</b> --	207 <b>14%</b> ++	131 12%	123 14%	78 <b>17%</b> +++	93 13%	84 <b>10%</b> --	69 12%	75 14%	73 11%	9 14%	77 14%	36 10%	133 13%
<b>LACK OF SUPPORT FROM GOVERNMENT, DIFFICULTY ACCESSING SERVICES, INAPPROPRIATE LEVELS OF SUPPORTS AVAILABLE/CUTS TO FUNDING</b>	388 19%	340 20%	46 17%	306 <b>21%</b> +++	55 <b>13%</b> ----	92 18%	287 19%	218 19%	166 19%	94 21%	157 <b>22%</b> ++	134 <b>16%</b> --	91 <b>16%</b> --	89 17%	140 <b>22%</b> ++	26 <b>42%</b> ++++	110 20%	91 <b>26%</b> ++++	156 <b>15%</b> ----
<b>PHYSICAL/MENTAL HEALTH (BOTH MENTIONED)</b>	133 7%	121 7%	11 4%	108 <b>7%</b> ++	20 5%	40 8%	92 6%	81 7%	51 6%	21 5%	45 6%	67 <b>8%</b> ++	37 6%	28 5%	40 6%	1 2%	44 8%	32 <b>9%</b> ++	55 <b>5%</b> --
<b>EMPLOYMENT SERVICES, JOB SKILLS/TRAINING, TRANSFERRING SKILLS INTO CIVILIAN EMPLOYMENT OPPORTUNITIES</b>	25 1%	19 1%	6 2%	19 1%	2 0%	12 <b>2%</b> ++	13 <b>1%</b> --	18 2%	7 1%	5 1%	3 <b>1%</b> --	17 <b>2%</b> ++	6 1%	4 1%	14 <b>2%</b> +++	0 0%	6 1%	5 1%	14 1%
<b>LACK OF RECOGNITION/AWARENESS/ACKNOWLEDGEMENT FOR WHAT THEY HAVE DONE OR BEEN THROUGH, LACK OF RESPECT FROM THE PUBLIC/SOCIETY</b>	145 7%	125 7%	20 8%	91 <b>6%</b> ---	47 <b>11%</b> ++++	35 7%	108 7%	71 6%	73 <b>9%</b> ++	32 7%	53 7%	58 7%	39 7%	35 7%	43 7%	3 5%	40 7%	17 5%	79 8%
<b>DIFFICULTY TRANSITIONING INTO CIVILIAN LIFE/REGULAR SOCIETY</b>	44 2%	36 2%	6 2%	32 2%	9 2%	10 2%	34 2%	24 2%	19 2%	3 <b>1%</b> --	17 3%	23 3%	11 2%	10 2%	19 3%	1 2%	12 2%	8 3%	21 2%
<b>HOUSING/AFFORDABLE HOUSING (INCLUDES LONG TERM CARE FACILITIES)</b>	21 1%	19 1%	2 1%	21 <b>1%</b> +++	1 0%	6 1%	15 1%	10 1%	11 1%	6 1%	9 1%	6 1%	10 2%	3 1%	5 1%	0 0%	9 2%	3 1%	9 1%
<b>WAR/CONFLICTS/TERRORISM, TOO MUCH WAR IN THE WORLD</b>	23 1%	19 1%	3 1%	15 1%	7 2%	7 1%	16 1%	9 1%	14 2%	5 1%	10 1%	8 1%	10 2%	6 1%	6 1%	3 <b>5%</b> +++	9 2%	3 1%	8 1%



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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
T11																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>ISOLATION, SOLITUDE</b>	12 1%	9 1%	3 1%	7 0%	5 1%	4 1%	8 1%	6 1%	6 1%	3 1%	3 0%	6 1%	8 1%	3 1%	1 0%	0 0%	3 1%	2 1%	7 1%
<b>LACK OF FUNDING FOR CAF/MILITARY, PROPER EQUIPMENT AND TRAINING, LACK OF EFFECTIVE SUPPORTS WHILE SERVING</b>	9 0%	9 0%	0 0%	5 0%	5 1%	1 0%	8 1%	5 0%	4 0%	3 1%	4 1%	2 0%	2 0%	5 1%	2 0%	1 2%	5 1%	2 0%	1 0%
<b>SAME ISSUES AS CIVILIANS/ANYBODY</b>	6 0%	5 0%	1 0%	6 0%	0 0%	1 0%	5 0%	5 0%	1 0%	0 0%	1 0%	5 1%	3 1%	1 0%	2 0%	0 0%	2 0%	1 0%	3 0%
<b>LOW RECRUITMENT RATES</b>	3 0%	2 0%	1 0%	2 0%	1 0%	0 0%	3 0%	1 0%	2 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%	0 0%	0 0%	1 0%	2 0%
<b>DANGERS OF THE JOB (GETTING INJURED, POSSIBILITY OF DEATH)</b>	3 0%	3 0%	0 0%	2 0%	2 0%	0 0%	3 0%	0 0%	3 0%	2 0%	1 0%	0 0%	3 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%
<b>QUALITY OF LIFE (GENERAL MENTION)</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>GETTING OLDER/AGING VETS</b>	23 1%	21 1%	2 1%	17 1%	6 1%	6 1%	17 1%	15 1%	7 1%	0 0%	8 1%	14 2%	4 1%	5 1%	9 1%	0 0%	4 1%	4 1%	15 1%
<b>OTHER</b>	30 1%	22 1%	8 3%	23 2%	4 1%	8 2%	22 1%	20 2%	10 1%	2 0%	11 1%	17 2%	6 1%	10 2%	12 2%	2 3%	6 1%	4 1%	17 2%
<b>DO NOT KNOW</b>	66 3%	52 3%	10 4%	40 3%	19 4%	21 4%	43 3%	36 3%	29 3%	11 2%	20 3%	34 4%	21 4%	12 3%	22 3%	0 0%	14 3%	7 2%	43 4%
<b>Prefer not to say, NO RESPONSE</b>	242 12%	198 12%	38 15%	157 11%	72 17%	68 14%	173 12%	152 14%	85 10%	74 17%	72 10%	94 12%	80 14%	68 14%	65 11%	4 7%	37 7%	25 8%	171 17%
Chi2:	-	-		(99.9)		-		(95)		(99.9)			(90)			(99)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Working full-time (30 or more hours per week)</b>	788 40%	55 40%	180 41%	325 44%	46 34%	82 36%	98 36%	469 50%	305 31%	308 58%	188 60%	186 52%	98 27%	8 2%	251 36%	343 45%	330 37%	456 43%
				++				++++	----	++++	++++	++++	----	----	---	++++	--	+++
<b>Working part-time (less than 30 hours per week)</b>	139 7%	8 7%	28 6%	45 6%	12 9%	21 9%	25 9%	44 5%	93 9%	44 8%	24 8%	25 7%	29 8%	17 4%	49 7%	52 7%	63 7%	76 7%
								----	++++					---				
<b>Self-employed</b>	189 9%	14 9%	36 8%	69 9%	18 13%	23 10%	26 9%	100 10%	85 8%	25 5%	40 13%	57 16%	47 13%	20 4%	49 7%	89 11%	72 8%	116 11%
										----	++	++++	+++	----	---	++	--	++
<b>Unemployed, but looking for work</b>	101 5%	3 2%	16 4%	39 5%	10 7%	18 8%	14 5%	47 5%	51 5%	35 7%	21 7%	27 8%	14 4%	4 1%	43 6%	40 5%	46 5%	55 5%
		-				+				+		++		----	+			
<b>A student attending full-time school</b>	91 5%	5 4%	26 6%	33 5%	6 5%	13 6%	8 3%	27 3%	59 6%	76 14%	11 3%	3 1%	1 0%	0 0%	31 5%	40 5%	40 5%	51 5%
								----	+++	++++		----	----	----				
<b>Retired</b>	533 25%	42 25%	138 29%	193 24%	34 24%	51 21%	75 26%	235 23%	297 28%	0 0%	0 0%	9 3%	136 38%	388 87%	225 30%	156 19%	284 30%	244 21%
			++			-		--	+++	----	----	----	++++	++++	++++	----	++++	----
<b>Not in the workforce (Full-time homemaker, unemployed but not looking for work)</b>	86 4%	10 9%	14 3%	24 3%	5 4%	17 7%	16 6%	18 2%	68 7%	20 4%	20 6%	28 8%	13 4%	5 1%	29 4%	30 4%	40 5%	44 4%
		+++		--		++		----	++++		+	++++		----				
<b>DISABILITY, LONG TERM DISABILITY</b>	39 2%	2 2%	4 1%	16 2%	3 2%	5 2%	9 3%	15 2%	23 2%	5 1%	7 2%	12 4%	14 4%	1 0%	16 2%	12 2%	22 2%	17 2%
			-				+			--		++	+++	---				
<b>STUDENT AND WORKING</b>	5 0%	0 0%	1 0%	1 0%	0 0%	2 1%	1 0%	2 0%	2 0%	3 1%	2 1%	0 0%	0 0%	0 0%	3 0%	1 0%	3 0%	2 0%
						++				+								
<b>MATERNAL/PATERNAL LEAVE</b>	5 0%	0 0%	1 0%	3 0%	1 1%	0 0%	0 0%	0 0%	5 1%	5 1%	0 0%	0 0%	0 0%	0 0%	2 0%	1 0%	3 0%	2 0%
								--	++	++++								
<b>Prefer not to say</b>	24 1%	2 1%	5 1%	11 1%	2 2%	1 0%	3 1%	9 1%	14 1%	7 1%	2 1%	9 2%	5 1%	1 0%	8 1%	10 1%	6 1%	15 1%
Chi2:	-	(95)						(99.9)		(99.9)					(99.9)		(99)	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Working full-time (30 or more hours per week)</b>	788 40%	661 39%	119 46%	579 40%	172 41%	293 59%	491 34%	788 71%	0 0%	102 24%	247 35%	438 54%	135 25%	216 44%	373 59%	25 42%	202 38%	149 44%	402 40%
			- ++			++++	----	++++	----	----	----	++++	----	+	++++				
<b>Working part-time (less than 30 hours per week)</b>	139 7%	120 7%	18 7%	101 7%	23 6%	35 7%	101 7%	139 12%	0 0%	25 6%	53 8%	60 7%	50 9%	30 6%	37 6%	0 0%	43 8%	26 8%	69 7%
								++++	----				++			--			
<b>Self-employed</b>	189 9%	166 10%	22 8%	152 10%	30 7%	57 11%	129 9%	189 16%	0 0%	40 9%	73 10%	76 9%	47 8%	42 8%	69 11%	4 7%	48 9%	44 12%	90 9%
				++				++++	----									++	
<b>Unemployed, but looking for work</b>	101 5%	84 5%	16 6%	73 5%	16 4%	24 5%	77 5%	0 0%	101 12%	22 5%	46 6%	33 4%	47 8%	20 4%	16 3%	3 5%	20 4%	16 5%	61 6%
								----	++++		++		++++		----		-		+
<b>A student attending full-time school</b>	91 5%	80 5%	8 3%	62 4%	27 7%	26 5%	64 5%	0 0%	91 11%	26 6%	31 5%	34 4%	38 7%	22 5%	17 3%	2 4%	20 4%	6 2%	59 6%
					++			----	++++	+			+++		---			---	+++
<b>Retired</b>	533 25%	460 25%	69 24%	371 24%	133 30%	12 2%	515 33%	0 0%	533 60%	177 38%	212 28%	135 16%	189 31%	142 26%	93 14%	24 38%	159 28%	83 22%	258 24%
				--	++	----	++++	----	++++	++++	++	----	++++		----	++	+		
<b>Not in the workforce (Full-time homemaker, unemployed but not looking for work)</b>	86 4%	75 5%	8 3%	70 5%	15 4%	37 7%	49 4%	0 0%	86 11%	32 8%	25 4%	28 3%	33 6%	21 4%	19 3%	2 4%	30 6%	11 3%	41 4%
				+		++++	----	----	++++	++++			++		--		+		
<b>DISABILITY, LONG TERM DISABILITY</b>	39 2%	36 2%	3 1%	34 2%	5 1%	7 2%	32 2%	0 0%	39 5%	15 3%	18 3%	6 1%	20 4%	7 1%	6 1%	1 2%	13 2%	9 3%	16 2%
				++				----	++++	++		----	+++		--				
<b>STUDENT AND WORKING</b>	5 0%	5 0%	0 0%	4 0%	1 0%	1 0%	4 0%	5 0%	0 0%	2 0%	1 0%	2 0%	2 0%	1 0%	2 0%	0 0%	2 0%	1 0%	2 0%
								++											
<b>MATERNAL/PATERNAL LEAVE</b>	5 0%	5 0%	0 0%	3 0%	1 0%	5 1%	0 0%	0 0%	5 1%	0 0%	2 0%	3 0%	0 0%	3 1%	2 0%	0 0%	2 0%	0 0%	3 0%
						++++	----	---	+++					+					
<b>Prefer not to say</b>	24 1%	21 1%	1 0%	19 1%	3 1%	4 1%	17 1%	0 0%	0 0%	3 1%	9 1%	6 1%	6 1%	5 1%	1 0%	0 0%	3 1%	5 1%	14 1%
Chi2:	-	-		(95)		(99.9)		(99.9)		(99.9)			(99.9)			(95)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Grade 8 or less</b>	10 0%	1 1%	5 <b>1%</b> ++	3 0%	0 0%	1 0%	0 0%	5 1%	5 0%	3 1%	1 0%	0 0%	1 0%	5 <b>1%</b> ++	5 1%	2 0%	8 <b>1%</b> ++	2 <b>0%</b> --
<b>Some high school</b>	45 2%	5 3%	9 2%	1 <b>1%</b> --	9 <b>5%</b> ++	8 3%	7 2%	25 3%	20 2%	8 2%	5 2%	8 2%	13 3%	11 2%	13 2%	21 3%	25 3%	19 2%
<b>High school diploma or equivalent</b>	389 19%	34 25%	72 <b>16%</b> +	157 20%	31 22%	41 17%	53 19%	167 <b>17%</b> --	221 <b>22%</b> +++	80 <b>15%</b> --	27 <b>8%</b> ----	58 16%	99 <b>28%</b> ++++	125 <b>28%</b> ++++	142 20%	136 17%	177 19%	208 19%
<b>Registered Apprenticeship or other trades certificate or diploma</b>	103 5%	7 4%	28 6%	20 <b>3%</b> ----	2 <b>1%</b> --	21 <b>9%</b> +++	25 <b>9%</b> +++	70 <b>7%</b> ++++	29 <b>3%</b> ----	19 4%	17 5%	16 4%	22 6%	29 6%	32 4%	43 5%	47 5%	55 5%
<b>College, CEGEP or other non-university certificate or diploma</b>	458 23%	34 27%	115 26%	178 23%	21 <b>15%</b> --	47 20%	62 23%	218 23%	235 24%	102 <b>20%</b> --	76 25%	84 24%	90 26%	106 24%	195 <b>28%</b> ++++	164 21%	215 24%	243 23%
<b>University certificate or diploma below bachelor's level</b>	156 8%	10 6%	33 7%	44 <b>6%</b> --	14 10%	20 9%	34 <b>12%</b> +++	82 8%	71 7%	31 6%	21 7%	24 7%	30 8%	50 <b>11%</b> +++	52 7%	67 9%	72 8%	82 7%
<b>Bachelor's degree</b>	471 24%	30 22%	94 21%	196 26%	38 28%	58 25%	54 20%	227 24%	235 24%	177 <b>33%</b> ++++	86 27%	94 27%	58 <b>16%</b> ----	56 <b>13%</b> ----	142 <b>20%</b> --	196 25%	208 23%	262 25%
<b>Post graduate degree above bachelor's level</b>	350 18%	17 <b>12%</b> --	92 21%	145 19%	20 14%	36 16%	38 14%	164 17%	177 18%	105 20%	82 <b>26%</b> ++++	68 19%	40 <b>11%</b> ----	55 <b>13%</b> --	120 17%	140 18%	151 17%	199 19%
<b>Prefer not to say</b>	18 1%	3 2%	1 0%	7 1%	4 <b>3%</b> +++	1 0%	2 1%	8 1%	9 1%	3 1%	0 0%	4 1%	4 1%	7 1%	5 1%	5 1%	6 1%	8 1%
Chi2:	-	(99.9)						(99)		(99.9)					(95)		-	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

What is the highest level of formal education that you have completed?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D2																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Grade 8 or less</b>	10 0%	8 0%	2 1%	4 0%	4 1%	2 0%	8 1%	2 0%	7 1%	10 2%	0 0%	0 0%	8 1%	1 0%	0 0%	0 0%	4 1%	1 0%	5 0%
<b>Some high school</b>	45 2%	41 2%	4 1%	34 2%	9 2%	7 1%	37 2%	16 1%	29 3%	45 10%	0 0%	0 0%	28 5%	9 2%	5 1%	3 5%	11 2%	8 2%	23 2%
<b>High school diploma or equivalent</b>	389 19%	356 21%	29 11%	299 20%	77 18%	57 11%	330 22%	151 13%	236 28%	389 88%	0 0%	0 0%	156 27%	90 17%	66 10%	11 18%	109 20%	64 18%	200 19%
<b>Registered Apprenticeship or other trades certificate or diploma</b>	103 5%	90 5%	13 5%	78 5%	25 6%	25 5%	76 5%	56 5%	46 5%	0 0%	103 14%	0 0%	34 6%	26 5%	28 4%	5 8%	37 7%	22 6%	36 3%
<b>College, CEGEP or other non-university certificate or diploma</b>	458 23%	413 24%	43 16%	344 24%	107 25%	102 21%	352 24%	250 23%	205 24%	0 0%	458 65%	0 0%	146 26%	116 23%	136 22%	19 30%	146 27%	86 25%	202 20%
<b>University certificate or diploma below bachelor's level</b>	156 8%	128 7%	26 10%	113 8%	30 7%	39 8%	116 8%	68 6%	83 10%	0 0%	156 21%	0 0%	48 8%	41 8%	48 7%	7 11%	39 7%	27 8%	82 8%
<b>Bachelor's degree</b>	471 24%	400 24%	64 25%	347 24%	92 22%	154 31%	315 22%	320 29%	146 17%	0 0%	0 0%	471 57%	87 16%	142 28%	187 30%	8 14%	108 20%	85 25%	265 26%
<b>Post graduate degree above bachelor's level</b>	350 18%	266 16%	79 30%	235 16%	81 19%	114 22%	232 16%	256 23%	93 11%	0 0%	0 0%	350 43%	57 10%	84 17%	164 26%	7 12%	84 15%	53 15%	196 20%
<b>Prefer not to say</b>	18 1%	11 1%	4 1%	14 1%	1 0%	1 0%	13 1%	2 0%	10 1%	0 0%	0 0%	0 0%	3 0%	0 0%	1 0%	1 2%	4 1%	4 1%	6 1%
Chi2:	-	(99.9)		-		(99.9)		(99.9)		(99.9)			(99.9)			(95)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes</b>	501 26%	29 22%	107 25%	195 26%	40 30%	72 <b>32%</b> ++	56 <b>21%</b> --	249 26%	244 25%	138 26%	185 <b>59%</b> ++++	150 <b>42%</b> ++++	19 <b>5%</b> ----	9 <b>2%</b> ----	157 <b>23%</b> --	213 28% +	207 <b>23%</b> --	293 <b>28%</b> ++
<b>No</b>	1479 73%	111 77%	341 75%	555 73%	96 69%	160 <b>68%</b> --	212 77%	707 73%	752 74%	388 73%	126 <b>40%</b> ----	200 <b>56%</b> ----	336 <b>94%</b> ++++	429 <b>97%</b> ++++	544 <b>76%</b> ++	551 <b>71%</b> --	694 <b>76%</b> ++	774 <b>71%</b> --
<b>Prefer not to say</b>	20 1%	1 1%	1 0%	9 1%	1 1%	1 0%	7 3%	10 1%	6 1%	2 0%	4 1%	6 2%	2 1%	6 1%	5 1%	10 1%	8 1%	11 1%
Chi2:	-	90						-		99.9					95		95	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes</b>	501 26%	414 <b>25%</b> --	83 <b>32%</b> +++	372 26%	94 23%	501 <b>100%</b> ++++	0 <b>0%</b> ----	386 <b>35%</b> ++++	111 <b>14%</b> ----	66 <b>15%</b> ----	166 24%	268 <b>33%</b> ++++	71 <b>13%</b> ----	135 28%	240 <b>38%</b> ++++	11 19%	137 26%	100 30%	244 25% +
<b>No</b>	1479 73%	1284 <b>74%</b> +++	179 <b>67%</b> --	1080 73%	331 77% +	0 <b>0%</b> ----	1479 <b>100%</b> ++++	725 <b>64%</b> ----	737 <b>86%</b> ++++	375 <b>84%</b> ++++	544 75%	547 <b>66%</b> ----	496 <b>87%</b> ++++	374 72%	393 <b>62%</b> ----	48 77%	402 74%	249 70%	761 74%
<b>Prefer not to say</b>	20 1%	15 1%	2 1%	16 1%	1 0%	0 0%	0 0%	10 1%	7 1%	3 1%	7 1%	6 1%	0 0%	0 0%	2 0%	2 3%	3 1%	1 0%	10 1%
Chi2:	-	99		-		99.9		99.9		99.9			99.9			-			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Under \$20,000</b>	94 5%	10 7%	28 6%	29 4%	12 9%	7 3%	8 3%	31 3%	61 6%	34 6%	16 5%	17 5%	13 4%	14 3%	40 6%	25 3%	48 5%	44 4%
			+		++			---	+++	++				-	+	--		
<b>Between \$20,000 and \$39,999</b>	224 11%	19 14%	67 15%	74 10%	14 10%	14 6%	36 13%	94 10%	125 12%	78 15%	19 6%	23 7%	30 8%	74 17%	89 12%	85 11%	111 12%	112 10%
			+++	-	10%	6%	13%	-	+	+++	---	---	--	++++				
<b>Between \$40,000 and \$59,999</b>	249 12%	20 14%	84 19%	72 9%	11 8%	19 8%	43 16%	120 13%	126 12%	69 13%	25 8%	28 8%	45 13%	82 18%	99 14%	92 12%	119 13%	127 12%
			++++	---	8%	8%	16%				---	---		++++				
<b>Between \$60,000 and \$79,999</b>	266 13%	20 14%	65 15%	100 13%	17 12%	33 14%	29 11%	120 12%	143 14%	82 15%	29 9%	35 10%	52 14%	68 15%	88 12%	102 13%	129 14%	136 13%
										+	--	--						
<b>Between \$80,000 and \$99,999</b>	243 12%	11 7%	52 12%	95 13%	24 18%	30 13%	31 11%	124 13%	116 12%	67 13%	50 16%	39 11%	37 10%	50 11%	87 12%	92 12%	117 13%	126 12%
			-		++						++							
<b>Between \$100,000 and \$149,999</b>	357 18%	25 17%	71 16%	143 19%	22 16%	48 20%	47 17%	210 22%	145 15%	92 17%	78 25%	73 20%	74 21%	40 9%	109 16%	151 20%	165 18%	191 18%
								++++	----		++++			----	--			
<b>\$150,000 or above</b>	278 14%	16 12%	39 9%	124 16%	18 13%	51 22%	29 11%	164 17%	110 11%	63 12%	69 22%	87 24%	38 10%	21 5%	89 13%	122 16%	105 12%	173 16%
			---	++		++++		++++	----	-	++++	++++	--	----	+		---	+++
<b>Prefer not to say</b>	289 14%	20 15%	43 9%	122 16%	19 14%	31 13%	52 19%	103 10%	176 17%	43 8%	29 9%	54 15%	68 19%	95 21%	105 15%	105 13%	115 12%	169 16%
Chi2:	-	99.9						99.9		99.9					95		90	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98



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

	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran				
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No	
D4																				
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026	
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015	
<b>Under \$20,000</b>	94 5%	82 5%	9 4%	63 4%	28 7% ++	13 3%	81 6% +++	29 3%	62 8% ++++	40 9%	28 4%	23 3%	94 17%	0 0%	0 0%	1 2%	24 4%	10 3%	58 6% ++	
<b>Between \$20,000 and \$39,999</b>	224 11%	192 11%	31 12%	155 11%	65 15% +++	23 5%	201 14% ++++	90 8%	133 16% ++++	82 19%	95 13% ++	47 6%	224 40%	0 0%	0 0%	2 3%	56 10%	31 9%	131 13% ++	
<b>Between \$40,000 and \$59,999</b>	249 12%	213 12%	36 13%	162 11%	72 17% +++	35 7%	214 14% ++++	115 10%	132 15% +++	70 16% ++	105 15% ++	74 9%	249 44%	0 0%	0 0%	9 15%	59 11%	44 13%	133 13%	
<b>Between \$60,000 and \$79,999</b>	266 13%	229 13%	36 14%	191 13%	63 15%	58 12%	208 14%	140 13%	123 14%	60 13%	101 14%	105 13%	0 0%	266 52% ++++	0 0%	10 16%	67 12%	49 14%	140 14%	
<b>Between \$80,000 and \$99,999</b>	243 12%	205 12%	36 14%	181 12%	45 11%	77 15% ++	166 11% --	149 13%	92 11% +	40 9% --	82 11%	121 15% +++	0 0%	243 48% ++++	0 0%	6 10%	68 13%	41 12%	126 12%	
<b>Between \$100,000 and \$149,999</b>	357 18%	306 18%	49 19%	260 18%	75 18%	101 20%	254 17%	248 22% ++++	108 13% ----	53 12% ----	129 18%	175 21% +++	0 0%	0 0%	357 56% ++++	17 28% ++	112 21% ++	68 19%	157 16% --	
<b>\$150,000 or above</b>	278 14%	240 14%	35 13%	233 16% ++++	39 9% --	139 27% ++++	139 9% ----	233 21% ++++	45 5% ----	18 4% ----	83 12% --	176 22% ++++	0 0%	0 0%	278 44% ++++	10 17%	75 14%	61 18% ++	130 13%	
<b>Prefer not to say</b>	289 14%	246 14%	32 12%	223 15%	39 9%	55 11%	216 14%	117 10%	160 19%	81 18%	94 13%	100 12%	0 0%	0 0%	0 0%	6 10%	81 15%	46 13%	140 14%	
Chi2:	-	-		99.9		99.9		99.9		99.9			99.9			(95)				
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08	

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes, I am a Veteran</b>	61 3%	10 <b>6%</b> ++	10 2%	23 3%	2 1%	8 3%	7 2%	52 <b>5%</b> ++++	7 <b>1%</b> ----	5 <b>1%</b> ---	7 2%	13 4%	20 <b>5%</b> +++	16 3%	21 3%	26 3%	34 4%	25 2%
<b>Yes, a family member is a Veteran</b>	550 27%	63 <b>44%</b> ++++	73 <b>16%</b> ----	210 27%	46 33%	77 <b>33%</b> ++	79 29%	217 <b>22%</b> ----	322 <b>31%</b> ++++	108 <b>20%</b> ----	92 29%	96 27%	125 <b>35%</b> ++++	129 29%	210 29%	200 25%	280 <b>30%</b> +++	268 <b>25%</b> ---
<b>Yes, a friend/someone else is a Veteran</b>	495 25%	43 31% +	73 <b>16%</b> ----	193 25%	36 26%	75 <b>32%</b> +++	73 26%	273 <b>28%</b> ++++	217 <b>21%</b> ---	90 <b>17%</b> ----	105 <b>33%</b> ++++	94 26%	99 28%	107 24%	199 <b>28%</b> +++	167 <b>21%</b> ---	241 26% +	252 23%
<b>No</b>	1015 51%	45 <b>33%</b> ----	301 <b>67%</b> ++++	378 50%	62 46%	95 <b>41%</b> ----	133 49%	483 51%	518 52%	338 <b>64%</b> ++++	134 <b>43%</b> ----	180 51%	148 <b>42%</b> ----	215 49%	326 <b>47%</b> ---	421 <b>55%</b> +++	422 <b>47%</b> ----	588 <b>55%</b> ++++
<b>Don't know / Prefer not to say</b>	32 2%	1 1%	6 1%	17 2%	1 1%	2 1%	5 2%	14 1%	15 1%	7 1%	10 3%	5 1%	0 0%	10 2%	12 2%	12 2%	12 1%	18 2%
Chi2:	-	(99.9)						99.9		99.9					99		99.9	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

Are you a Canadian Veteran, or do you personally know a Canadian Veteran? If so ... what is your relation to the Canadian Veteran?																			
	Total	Born in Canada		First language		Children under 18		Employed		Education			Household income			Know a veteran			
		Yes	No	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D4B																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes, I am a Veteran</b>	61 3%	54 3%	7 2%	53 3%	9 2%	11 2%	48 3%	29 2%	32 4%	14 3%	31 4%	15 2%	12 2%	16 3%	27 4%	61 100%	0 0%	0 0%	0 0%
				++							++	--			++	++++	----	----	----
<b>Yes, a family member is a Veteran</b>	550 27%	526 30%	24 9%	480 32%	74 17%	139 27%	408 27%	297 26%	250 29%	124 28%	226 31%	196 23%	142 25%	136 26%	191 30%	8 14%	542 100%	0 0%	0 0%
		++++	----	++++	----					+++	---				+	--	++++	----	----
<b>Yes, a friend/someone else is a Veteran</b>	495 25%	436 25%	57 21%	415 28%	62 15%	140 28%	353 24%	305 27%	184 21%	91 20%	199 28%	200 24%	112 20%	131 26%	184 29%	10 17%	135 25%	350 100%	0 0%
		+		++++	----	++		+++	---	--	++		---		+++		++++	----	----
<b>No</b>	1015 51%	817 48%	182 69%	641 44%	290 68%	244 49%	761 52%	563 51%	438 52%	228 52%	320 45%	461 57%	322 57%	266 53%	287 46%	0 0%	0 0%	0 0%	1015 100%
		----	++++	----	++++						----	++++	++++		----	----	----	----	++++
<b>Don't know / Prefer not to say</b>	32 2%	19 1%	8 3%	22 2%	3 1%	9 2%	19 1%	14 1%	16 2%	5 1%	9 1%	15 2%	9 2%	2 0%	5 1%	0 0%	0 0%	0 0%	0 0%
Chi2:	-	99.9		99.9		-		95		99.9			99.9			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Yes, I am a veteran</b>	61 3%	10 <b>6%</b> ++	10 2%	23 3%	2 1%	8 3%	7 2%	52 <b>5%</b> ++++	7 <b>1%</b> ----	5 <b>1%</b> ---	7 2%	13 4%	20 <b>5%</b> +++	16 3%	21 3%	26 3%	34 4%	25 2%
<b>Yes, a family member is a veteran</b>	542 27%	62 <b>43%</b> ++++	70 <b>16%</b> ----	209 27%	46 33%	74 32%	79 29%	211 <b>22%</b> ----	320 <b>31%</b> ++++	107 <b>20%</b> ----	90 28%	95 26%	122 <b>34%</b> ++++	128 29%	207 29%	199 25%	276 <b>30%</b> +++	264 <b>24%</b> ---
<b>Yes, a friend/someone else is a veteran</b>	350 17%	23 17%	62 <b>14%</b> --	132 17%	26 19%	54 <b>23%</b> ++	51 18%	206 <b>21%</b> ++++	142 <b>14%</b> ----	71 <b>13%</b> ---	74 <b>24%</b> +++	63 18%	67 19%	75 17%	140 <b>20%</b> ++	116 <b>15%</b> --	165 18%	183 17%
<b>No, I do not personally know a veteran</b>	1015 51%	45 <b>33%</b> ----	301 <b>67%</b> ++++	378 50%	62 46%	95 <b>41%</b> ----	133 49%	483 51%	518 52%	338 <b>64%</b> ++++	134 <b>43%</b> ----	180 51%	148 <b>42%</b> ----	215 49%	326 <b>47%</b> ---	421 <b>55%</b> +++	422 <b>47%</b> ----	588 <b>55%</b> ++++
<b>Don't know / Prefer not to say</b>	32 2%	1 1%	6 1%	17 2%	1 1%	2 1%	5 2%	14 1%	15 1%	7 1%	10 3%	5 1%	0 0%	10 2%	12 2%	12 2%	12 1%	18 2%
Chi2:	-	(99.9)						99.9		99.9					99		99	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

**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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Yes, I am a veteran</b>	61 3%	54 3%	7 2%	53 3% ++	9 2%	11 2%	48 3%	29 2%	32 4%	14 3%	31 4% ++	15 2%	12 2%	16 3%	27 4% ++	61 100% ++++	0 0% ----	0 0% ----	0 0% ----
<b>Yes, a family member is a veteran</b>	542 27%	519 30% ++++	23 9% ----	474 32% ++++	71 17% ----	137 27%	402 27%	295 26%	244 28%	124 28%	222 31% +++	192 23% ----	139 24%	135 26%	187 29%	0 0% ----	542 100% ++++	0 0% ----	0 0% ----
<b>Yes, a friend/someone else is a veteran</b>	350 17%	304 18%	44 16%	278 19% +++	53 12% --	100 20%	249 17%	220 20% +++	125 14% --	73 16%	135 19%	138 17%	85 15%	90 18%	129 20% ++	0 0% ----	0 0% ----	350 100% ++++	0 0% ----
<b>No, I do not personally know a veteran</b>	1015 51%	817 48% ----	182 69% ++++	641 44% ----	290 68% ++++	244 49%	761 52%	563 51%	438 52%	228 52%	320 45% ----	461 57% ++++	322 57% ++++	266 53%	287 46% ----	0 0% ----	0 0% ----	0 0% ----	1015 100% ++++
<b>Don't know / Prefer not to say</b>	32 2%	19 1%	8 3%	22 2%	3 1%	9 2%	19 1%	14 1%	16 2%	5 1%	9 1%	15 2%	9 2%	2 0%	5 1%	0 0%	0 0%	0 0%	0 0%
Chi2:	-	99.9		99.9		-		95		99.9			99			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>Born in Canada</b>	1713 86%	128 <b>92%</b> ++	393 87%	639 84%	122 89%	200 86%	225 82%	809 <b>84%</b> --	877 <b>88%</b> ++	438 <b>83%</b> --	273 87%	305 86%	325 <b>91%</b> +++	372 84%	609 86%	664 86%	776 85%	929 86%
<b>UNITED KINGDOM, IRELAND, WALES, SCOTLAND</b>	55 3%	5 3%	5 <b>1%</b> --	21 3%	1 1%	6 2%	17 <b>6%</b> ++++	25 2%	30 3%	3 <b>1%</b> ----	4 1%	8 2%	8 2%	32 <b>7%</b> ++++	17 2%	20 2%	23 2%	30 3%
<b>OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)</b>	29 1%	1 1%	16 <b>4%</b> ++++	10 1%	0 0%	1 0%	1 0%	17 2%	12 1%	8 2%	1 0%	7 2%	4 1%	9 2%	12 2%	12 2%	15 2%	14 1%
<b>NORTHERN EUROPE, SCANDINAVIAN (NETHERLANDS, HOLLAND...)</b>	9 0%	0 0%	1 0%	3 0%	0 0%	2 1%	3 1%	8 <b>1%</b> ++	1 <b>0%</b> --	0 0%	2 1%	0 0%	2 1%	5 <b>1%</b> ++	2 0%	4 1%	3 0%	6 1%
<b>EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)</b>	24 1%	0 0%	5 1%	13 2%	1 1%	2 1%	3 1%	12 1%	12 1%	4 1%	10 <b>3%</b> ++++	4 1%	3 1%	3 1%	7 1%	12 2%	10 1%	14 1%
<b>SOUTH ASIA (PAKISTAN, INDIA...)</b>	26 1%	0 0%	1 <b>0%</b> --	12 2%	3 2%	3 1%	7 <b>3%</b> ++	19 <b>2%</b> +++	7 <b>1%</b> --	16 <b>3%</b> ++++	4 1%	3 1%	1 0%	2 0%	12 2%	6 1%	15 2%	11 1%
<b>SOUTHEAST ASIA (CHINA, HONG, KONG...)</b>	23 1%	0 0%	2 0%	11 1%	1 1%	5 2%	4 2%	13 1%	10 1%	14 <b>3%</b> ++++	3 1%	4 1%	2 1%	0 <b>0%</b> --	8 1%	9 1%	11 1%	12 1%
<b>CARIBBEAN (JAMAICA, HAITI...)</b>	10 1%	0 0%	5 <b>1%</b> ++	5 1%	0 0%	0 0%	0 0%	5 1%	5 1%	2 0%	1 0%	1 0%	3 1%	3 1%	5 1%	2 0%	8 <b>1%</b> ++	2 <b>0%</b> --
<b>CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SALVADOR...)</b>	13 1%	0 0%	5 1%	2 0%	1 1%	3 1%	2 1%	7 1%	6 1%	6 1%	4 1%	3 1%	0 0%	0 0%	7 1%	3 0%	8 1%	5 0%
<b>AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)</b>	22 1%	2 1%	9 <b>2%</b> ++	3 <b>0%</b> --	1 1%	3 1%	4 2%	11 1%	11 1%	11 <b>2%</b> ++	4 1%	5 1%	1 0%	1 <b>0%</b> --	12 2%	5 1%	17 <b>2%</b> +++	5 <b>0%</b> --
<b>RUSSIA</b>	3 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	3 0%	1 0%	2 <b>1%</b> ++	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	2 0%
<b>WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)</b>	14 1%	0 0%	1 0%	7 1%	2 1%	2 1%	2 1%	12 <b>1%</b> +++	2 <b>0%</b> --	5 1%	1 0%	5 1%	1 0%	2 0%	1 <b>0%</b> --	9 <b>1%</b> ++	5 1%	9 1%

<b>Where were you born?</b>																		
	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>U.S.A</b>	29 1%	3 2%	2 <b>0%</b> --	12 2%	4 3%	4 2%	4 1%	15 2%	12 1%	9 2%	1 0%	6 2%	4 1%	9 2%	4 <b>1%</b> --	16 2% +	8 1% -	21 2% +
<b>OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)</b>	3 0%	1 1%	0 0%	0 0%	0 0%	0 0%	2 <b>1%</b> +++	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	2 0%	1 0%	1 0%	2 0%
<b>OTHER</b>	4 0%	0 0%	0 0%	4 <b>1%</b> ++	0 0%	0 0%	0 0%	3 0%	1 0%	2 0%	0 0%	1 0%	1 0%	0 0%	1 0%	2 0%	1 0%	2 0%
<b>Prefer not to say</b>	23 1%	1 1%	3 1%	16 <b>2%</b> +++	1 1%	1 0%	1 0%	8 1%	12 1%	8 2%	5 2%	3 1%	1 0%	6 1%	6 1%	8 1%	7 1%	14 1%
Chi2:	-	(99.9)						(95)		(99.9)					(90)		(95)	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

Where were you born?																			
	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
D5																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>Born in Canada</b>	1713 86%	1713 <b>100%</b> ++++	0 <b>0%</b> ----	1313 <b>90%</b> ++++	397 <b>93%</b> ++++	414 <b>83%</b> --	1284 <b>87%</b> ++	952 85%	740 87%	405 <b>91%</b> ++++	631 <b>88%</b> ++	666 <b>81%</b> ----	487 86%	434 85%	546 86%	54 89%	519 <b>96%</b> ++++	304 87%	817 <b>81%</b> ----
<b>UNITED KINGDOM, IRELAND, WALES, SCOTLAND</b>	55 3%	0 <b>0%</b> ----	55 <b>20%</b> ++++	51 <b>3%</b> +++	0 <b>0%</b> ----	8 2%	47 3%	17 <b>1%</b> ----	38 <b>4%</b> ++++	10 2%	26 3%	17 2%	18 3%	14 3%	15 2%	4 6%	8 1%	8 2%	34 3%
<b>OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)</b>	29 1%	0 <b>0%</b> ----	29 <b>11%</b> ++++	5 <b>0%</b> ----	17 <b>4%</b> ++++	10 2%	19 1%	14 1%	15 2%	3 1%	13 2%	13 2%	8 1%	6 1%	9 1%	2 3%	2 <b>0%</b> --	7 2%	18 2%
<b>NORTHERN EUROPE, SCANDINAVIAN (NETHERLANDS, HOLLAND...)</b>	9 0%	0 <b>0%</b> ----	9 <b>3%</b> ++++	1 <b>0%</b> ----	0 0%	2 0%	7 0%	4 0%	5 1%	2 0%	2 0%	5 1%	2 0%	3 1%	3 0%	0 0%	1 0%	2 1%	6 1%
<b>EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)</b>	24 1%	0 <b>0%</b> ----	24 <b>9%</b> ++++	6 <b>0%</b> ----	1 <b>0%</b> --	8 2%	16 1%	19 <b>2%</b> ++	5 <b>1%</b> --	1 --	6 1%	17 <b>2%</b> +++	5 1%	7 1%	10 2%	0 0%	3 1%	3 1%	16 2%
<b>SOUTH ASIA (PAKISTAN, INDIA...)</b>	26 1%	0 <b>0%</b> ----	26 <b>10%</b> ++++	18 1%	0 <b>0%</b> --	11 <b>2%</b> ++	15 1%	22 <b>2%</b> +++	4 <b>0%</b> --	0 --	7 1%	19 <b>2%</b> +++	12 <b>2%</b> ++	8 2%	4 1%	0 0%	1 <b>0%</b> --	2 1%	21 <b>2%</b> +++
<b>SOUTHEAST ASIA (CHINA, HONG, KONG...)</b>	23 1%	0 <b>0%</b> ----	23 <b>9%</b> ++++	11 <b>1%</b> --	1 <b>0%</b> --	8 2%	14 1%	16 1%	7 1%	2 0%	5 1%	16 <b>2%</b> +++	4 1%	8 2%	9 1%	0 0%	0 <b>0%</b> --	4 1%	19 <b>2%</b> +++
<b>CARIBBEAN (JAMAICA, HAITI...)</b>	10 1%	0 <b>0%</b> ----	10 <b>4%</b> ++++	7 0%	1 0%	2 0%	8 1%	6 1%	4 0%	4 1%	4 1%	2 0%	4 1%	1 0%	4 1%	0 0%	0 0%	2 1%	8 1%
<b>CENTRAL/SOUTH/LATIN AMERICA (COLOMBIA, GUYANA, EL SALVADOR...)</b>	13 1%	0 <b>0%</b> ----	13 <b>5%</b> ++++	1 <b>0%</b> ----	0 0%	8 <b>2%</b> +++	5 <b>0%</b> --	9 1%	4 0%	2 0%	4 1%	7 1%	4 1%	4 1%	3 0%	0 0%	0 <b>0%</b> --	3 1%	10 1%
<b>AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)</b>	22 1%	0 <b>0%</b> ----	22 <b>9%</b> ++++	9 <b>1%</b> ----	7 2%	13 <b>3%</b> ++++	9 <b>1%</b> ----	14 1%	8 1%	4 1%	3 <b>0%</b> --	14 <b>2%</b> ++	6 1%	7 1%	8 1%	0 0%	2 0%	2 1%	17 <b>2%</b> ++
<b>RUSSIA</b>	3 0%	0 <b>0%</b> ----	3 <b>1%</b> ++++	1 0%	0 0%	2 0%	1 0%	3 0%	0 0%	0 0%	0 0%	3 <b>0%</b> ++	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	2 0%



<b>Where were you born?</b>																			
	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
D5																			
Weighted Total:	2000	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)</b>	14 1%	0 0%	14 5%	3 0%	0 0%	4 1%	10 1%	9 1%	5 1%	1 0%	2 0%	11 1%	4 1%	6 1%	3 0%	0 0%	4 1%	0 0%	10 1%
		----	++++	----							-	+++							-
<b>U.S.A</b>	29 1%	0 0%	29 11%	29 2%	0 0%	5 1%	24 2%	21 2%	8 1%	5 1%	8 1%	16 2%	8 1%	5 1%	13 2%	1 2%	2 0%	9 3%	16 2%
		----	++++	+++	--			+									--	+	
<b>OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)</b>	3 0%	0 0%	3 1%	3 0%	0 0%	1 0%	2 0%	2 0%	1 0%	0 0%	1 0%	2 0%	1 0%	2 0%	0 0%	0 0%	0 0%	1 0%	2 0%
		----	++++																
<b>OTHER</b>	4 0%	0 0%	4 2%	1 0%	0 0%	1 0%	2 0%	3 0%	0 0%	1 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	3 0%
		----	++++	--															
<b>Prefer not to say</b>	23 1%	0 0%	0 0%	9 1%	2 0%	4 1%	16 1%	10 1%	11 1%	4 1%	4 1%	12 1%	4 1%	3 1%	5 1%	0 0%	0 0%	2 1%	16 2%
		----		----							-						---		+
Chi2:	-	(99.9)		(99.9)		(99)		(99.9)		(99.9)			-			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08

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:	263	10	55	105	13	30	49	148	113	86	39	48	30	61	90	102	126	134
Total:	264	12	53	104	14	32	49	149	113	82	37	48	31	66	91	102	126	135
<b>1984 and before (more than 35 years ago)</b>	112 41%	8 61%	14 <b>25%</b>	53 <b>49%</b>	5 34%	14 42%	18 35%	60 38%	51 43%	1 <b>1%</b>	5 <b>14%</b>	22 45%	24 <b>77%</b>	60 <b>91%</b>	40 42%	37 34%	45 <b>34%</b>	65 46%
			--	++						----	----	++++	++++			--	+	
<b>Since 1984 (last 35 years)</b>	139 54%	4 39%	38 <b>73%</b>	46 <b>46%</b>	9 66%	16 51%	26 54%	81 56%	57 52%	75 <b>91%</b>	27 <b>73%</b>	25 53%	6 <b>19%</b>	6 <b>9%</b>	47 53%	61 62%	74 60%	65 50%
			+++	--						++++	++	----	----		+			
<b>Prefer not to say</b>	13 5%	0 0%	1 2%	5 5%	0 0%	2 6%	5 11%	8 6%	5 4%	6 7%	5 13%	1 2%	1 3%	0 0%	4 4%	4 4%	7 6%	5 4%
Chi2:	-	(95)						-	99.9					-	95			
Margin of error around 50%	6.03	28.29	13.46	9.61	26.19	17.32	14.00	8.03	9.22	10.82	16.11	14.14	17.60	12.06	10.27	9.70	8.73	8.43

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	English	French	Yes	No	Yes	No	HS	Coll	Univ	<\$60K	\$60K-\$100K	\$100K+	Is a vet	Yes (family)	Yes (friend)	No
D6																			
Weighted Total:	263	0	263	143	28	85	176	162	100	34	80	145	75	72	84	6	23	43	182
Total:	264	0	264	146	27	83	179	159	104	35	82	143	76	72	84	7	23	44	182
<b>1984 and before (more than 35 years ago)</b>	112 41%	0 0%	112 41%	75 <b>50%</b> +++	5 18%	20 <b>24%</b> ----	92 <b>49%</b> ++++	43 <b>26%</b> ----	69 <b>64%</b> ++++	20 55%	50 <b>59%</b> ++++	40 <b>27%</b> ----	29 36%	30 40%	38 44%	6 84%	15 64%	23 51%	66 <b>34%</b> ----
<b>Since 1984 (last 35 years)</b>	139 54%	0 0%	139 54%	65 <b>46%</b> ---	22 82%	61 <b>74%</b> ++++	78 <b>46%</b> ----	107 <b>68%</b> ++++	32 <b>32%</b> ----	14 42%	29 <b>37%</b> ----	96 <b>68%</b> ++++	45 61%	40 57%	44 54%	1 16%	5 23%	20 46%	108 <b>61%</b> ++++
<b>Prefer not to say</b>	13 5%	0 0%	13 5%	6 4%	0 0%	2 2%	9 5%	9 6%	3 3%	1 3%	3 4%	7 5%	2 3%	2 3%	2 2%	0 0%	3 13%	1 2%	8 5%
Chi2:	-	-	-	99.9		99.9		99.9		99.9			-			(99.9)			
Margin of error around 50%	6.03	*	6.03	8.11	18.86	10.76	7.32	7.77	9.61	16.56	10.82	8.20	11.24	11.55	10.69	37.04	20.43	14.77	7.26

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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>English</b>	1468 73%	134 <b>95%</b> ++++	72 <b>16%</b> ----	671 <b>88%</b> ++++	127 <b>93%</b> ++++	210 <b>90%</b> ++++	249 <b>91%</b> ++++	698 72%	743 74%	365 <b>68%</b> ---	239 75%	283 <b>79%</b> +++	271 75%	310 69%	498 <b>70%</b> --	581 74%	659 72%	798 73%
<b>French</b>	426 22%	8 <b>6%</b> ----	368 <b>82%</b> ++++	37 <b>5%</b> ----	1 <b>1%</b> ----	6 <b>3%</b> ----	4 <b>1%</b> ----	217 23%	205 21%	137 <b>27%</b> +++	54 <b>18%</b> --	57 <b>16%</b> ---	74 21%	104 24%	171 <b>25%</b> ++	152 20%	201 23%	224 21%
<b>WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)</b>	45 2%	0 0%	10 2%	16 2%	6 4%	8 3%	5 2%	22 2%	23 2%	11 2%	5 2%	9 3%	7 2%	13 3%	23 <b>3%</b> ++	15 2%	22 2%	23 2%
<b>NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...)</b>	12 1%	0 0%	1 0%	5 1%	1 1%	2 1%	3 1%	8 1%	4 0%	0 --	3 1%	0 0%	4 1%	5 1%	2 0%	5 1%	4 0%	8 1%
<b>EASTERN//CENTRAL EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)</b>	25 1%	0 0%	3 1%	15 <b>2%</b> ++	3 2%	2 1%	2 1%	10 1%	15 2%	3 1%	7 2%	4 1%	4 1%	7 2%	7 1%	11 1%	10 1%	15 1%
<b>SOUTH ASIAN LANGUAGES (URDU, HINDI...)</b>	11 1%	0 0%	0 0%	4 1%	0 0%	2 1%	5 <b>2%</b> +++	6 1%	5 1%	7 <b>1%</b> +++	2 1%	0 0%	0 0%	2 0%	2 0%	2 0%	6 1%	5 0%
<b>SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)</b>	24 1%	0 0%	2 0%	11 2%	2 2%	6 <b>3%</b> ++	3 1%	11 1%	13 1%	16 <b>3%</b> ++++	3 1%	4 1%	1 0%	0 <b>0%</b> ---	9 1%	7 1%	12 1%	12 1%
<b>CARIBBEAN LANGUAGES</b>	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 <b>0%</b> ++	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%
<b>AFRICAN LANGUAGES</b>	6 0%	1 1%	4 <b>1%</b> +++	1 0%	0 0%	0 0%	0 0%	4 0%	2 0%	3 1%	1 0%	0 0%	1 0%	1 0%	4 1%	2 0%	4 0%	2 0%
<b>RUSSIAN</b>	7 0%	0 0%	3 1%	4 1%	0 0%	0 0%	0 0%	1 0%	6 1%	0 --	5 <b>2%</b> ++++	0 0%	0 0%	2 0%	1 0%	4 1%	2 0%	5 0%
<b>OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...)</b>	14 1%	0 0%	1 0%	7 1%	0 0%	2 1%	4 1%	11 <b>1%</b> ++	2 <b>0%</b> ---	3 1%	3 1%	5 1%	1 0%	2 0%	4 1%	7 1%	6 1%	8 1%
<b>INDIGENOUS LANGUAGES</b>	2 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	2 0%	0 0%

<b>What is the language you first learned at home as a child and still understand?</b>																		
	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	136	464	768	131	221	275	956	1012	552	325	358	347	417	704	776	906	1081
Total:	2000	141	449	759	137	233	275	966	1002	528	315	356	357	444	706	774	909	1078
<b>OTHER</b>	4 0%	0 0%	3 <b>1%</b> ++	1 0%	0 0%	0 0%	0 0%	2 0%	2 0%	2 0%	1 0%	0 0%	0 0%	1 0%	3 0%	0 0%	2 0%	1 0%
<b>Prefer not to say</b>	18 1%	0 0%	3 1%	8 1%	2 1%	1 0%	4 1%	9 1%	7 1%	5 1%	4 1%	3 1%	0 0%	6 1%	5 1%	7 1%	4 0%	13 1%
Chi2:	-	(99.9)						-		(99.9)					-		-	
Margin of error around 50%	2.19	8.25	4.62	3.56	8.37	6.42	5.91	3.15	3.10	4.26	5.52	5.19	5.19	4.65	3.69	3.52	3.25	2.98

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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>English</b>	1468 73%	1313 <b>76%</b> ++++	146 <b>54%</b> ----	1468 <b>100%</b> ++++	40 <b>9%</b> ----	372 74%	1080 72%	836 74%	613 71%	337 75%	535 74%	582 <b>70%</b> --	380 <b>66%</b> ----	372 72%	493 <b>77%</b> +++	53 <b>86%</b> ++	474 <b>87%</b> ++++	278 <b>79%</b> +++	641 <b>63%</b> ----
<b>French</b>	426 22%	397 <b>24%</b> ++++	27 <b>11%</b> ----	40 <b>3%</b> ----	426 <b>100%</b> ++++	94 19%	331 <b>23%</b> ++	226 21%	197 24%	90 21%	162 23%	173 22%	165 <b>30%</b> ++++	108 22%	114 <b>19%</b> --	9 16%	71 <b>14%</b> ----	53 <b>16%</b> --	290 <b>29%</b> ++++
<b>WESTERN EUROPEAN LANGUAGES (GERMAN, SPANISH, GREEK, ITALIAN...)</b>	45 2%	20 <b>1%</b> ----	24 <b>9%</b> ++++	5 <b>0%</b> ----	1 <b>0%</b> --	16 3%	29 2%	23 2%	22 3%	10 2%	15 2%	20 2%	14 2%	11 2%	13 2%	0 0%	3 <b>1%</b> --	13 4%	29 3%
<b>NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...)</b>	12 1%	4 <b>0%</b> ----	8 <b>3%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> --	3 1%	9 1%	7 1%	5 1%	3 1%	4 1%	5 1%	2 0%	3 1%	6 1%	0 0%	1 0%	1 0%	10 <b>1%</b> ++
<b>EASTERN//CENTRAL EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)</b>	25 1%	7 <b>0%</b> ----	18 <b>7%</b> ++++	2 <b>0%</b> ----	0 <b>0%</b> --	8 2%	17 1%	15 1%	10 1%	3 1%	8 1%	14 2%	6 1%	6 1%	9 1%	0 0%	5 1%	3 1%	15 1%
<b>SOUTH ASIAN LANGUAGES (URDU, HINDI...)</b>	11 1%	0 <b>0%</b> ----	11 <b>4%</b> ++++	3 <b>0%</b> ----	0 <b>0%</b> --	3 1%	8 1%	11 <b>1%</b> +++	0 <b>0%</b> --	0 0%	3 0%	8 <b>1%</b> ++	4 1%	4 1%	1 0%	0 0%	0 <b>0%</b> --	1 0%	9 <b>1%</b> ++
<b>SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)</b>	24 1%	9 <b>1%</b> ----	15 <b>6%</b> ++++	7 <b>0%</b> ----	0 <b>0%</b> --	8 2%	16 1%	15 1%	9 1%	3 1%	3 <b>0%</b> --	18 <b>2%</b> ++++	4 1%	9 2%	9 1%	0 0%	1 <b>0%</b> --	5 1%	18 <b>2%</b> ++
<b>CARIBBEAN LANGUAGES</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%	0 0%	0 0%	1 0%
<b>AFRICAN LANGUAGES</b>	6 0%	0 <b>0%</b> ----	6 <b>2%</b> ++++	0 <b>0%</b> ----	1 <b>0%</b> --	2 0%	4 0%	4 0%	2 0%	4 <b>1%</b> +++	0 0%	1 0%	2 0%	3 1%	0 0%	0 0%	0 0%	1 0%	4 0%
<b>RUSSIAN</b>	7 0%	0 <b>0%</b> ----	7 <b>3%</b> ++++	1 <b>0%</b> ----	0 <b>0%</b> --	3 1%	4 0%	5 0%	2 0%	0 0%	1 0%	6 <b>1%</b> ++	4 1%	1 0%	1 0%	0 0%	0 0%	0 0%	7 <b>1%</b> +++
<b>OTHER WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...)</b>	14 1%	2 <b>0%</b> ----	11 <b>4%</b> ++++	0 <b>0%</b> ----	0 <b>0%</b> --	4 1%	10 1%	9 1%	5 1%	1 0%	2 0%	11 <b>1%</b> ++	4 1%	3 1%	4 1%	0 0%	3 1%	0 0%	10 1%

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	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	1714	263	1456	439	514	1467	1141	835	438	715	831	568	509	638	58	535	349	1026
Total:	2000	1713	264	1468	426	501	1479	1121	855	444	717	821	567	509	635	61	542	350	1015
<b>INDIGENOUS LANGUAGES</b>	2 0%	2 0%	0 0%	1 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0 0%
<b>OTHER</b>	4 0%	0 0%	4 2%	0 0%	1 0%	1 0%	2 0%	2 0%	1 0%	2 0%	1 0%	0 0%	2 0%	0 0%	1 0%	0 0%	0 0%	0 0%	3 0%
<b>Prefer not to say</b>	18 1%	3 0%	4 2%	0 0%	0 0%	5 1%	11 1%	6 1%	11 1%	4 1%	5 1%	7 1%	2 0%	3 1%	3 0%	1 2%	1 0%	3 1%	11 1%
Chi2:	-	(99.9)		(99.9)		-		-		(99.9)			(95)			(99.9)			
Margin of error around 50%	2.19	2.37	6.03	2.56	4.75	4.38	2.55	2.93	3.35	4.65	3.66	3.42	4.12	4.34	3.89	12.55	4.21	5.24	3.08