



Veterans Affairs
Canada

Anciens Combattants
Canada

Evaluation of the 2021 Remembrance Advertising Campaign

Methodology Report

Prepared for Veterans Affairs Canada

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Canada 

Evaluation of the 2021 Remembrance Advertising Campaign

Prepared for Veterans Affairs Canada
Supplier name: Phoenix Strategic Perspectives Inc.
December 2021

This public opinion research report presents the results of two online surveys conducted on behalf of Veterans Affairs Canada using the Government of Canada's Advertising Campaign Evaluation Tool (ACET).

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SUMMARY

1. Background

Within VAC, the core responsibility of commemoration is unique in that it serves Veterans and their families, recognizes the contributions of those who made the ultimate sacrifice, along with engaging the broader Canadian public in remembrance. A national advertising campaign is one way VAC seeks to engage Canadians in remembrance. The 2021 Remembrance advertising campaign ran from November 1 to 11, 2021 with ads appearing on television, digital, and online.

2. Research Objectives

The purpose of this research was to evaluate the 2021 Remembrance campaign using the Government of Canada's Advertising Campaign Evaluation Tool (ACET), a standardized survey questionnaire administered before and after the campaign's paid media placement. The specific objectives were to measure:

- unaided recall of Government of Canada advertising about Veterans;
- Canadians' participation in commemorative events;
- aided recall of the Remembrance campaign by media;
- recall of key messages of the ads;
- perceived importance of VAC's commemorative programming;
- satisfaction with VAC's communications about the services and benefits available to Veterans and their families; and
- knowledge of the countries in which Veterans and members of the Canadian Armed Forces have served over the years.

The target population for the pre-campaign baseline and post-campaign surveys were Canadians aged 18 and older.

3. Methodology

Evaluation of the 2021 Remembrance campaign involved two online surveys: a pre-campaign baseline survey and a post-campaign survey. The baseline survey was conducted with a sample of 2,312 Canadian adults and took place from October 21 to 29, 2021. Following the pre-campaign baseline survey, the Remembrance campaign was launched and ran from November 1 to 11, 2021. The post-campaign survey was conducted following Remembrance Day to assess the reach of the department's media campaign. The post-campaign survey was in field November 12 to 22, 2021 and was completed by 2,276 Canadian adults. The baseline questionnaire had an average duration of approximately seven minutes while the post-campaign questionnaire averaged 13 minutes to complete.

4. Political neutrality certification

I hereby certify as a Senior Officer of Phoenix Strategic Perspectives that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity of the Government of Canada and Procedures for Planning

and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Alethea Woods
President
Phoenix SPI

5. Contact value

The contract value was \$55,324.24 (including HST).

INTRODUCTION

Phoenix Strategic Perspectives Inc. (Phoenix SPI) was commissioned by Veterans Affairs Canada (VAC) to conduct quantitative public opinion research to measure Canadians' reactions to the department's 2021 Remembrance campaign.

1. Background

Within VAC, the core responsibility of commemoration is unique in that it serves Veterans and their families, recognizes the contributions of those who made the ultimate sacrifice, along with engaging the broader Canadian public in remembrance. A national advertising campaign is one way VAC seeks to engage Canadians in remembrance. The Remembrance campaign focuses on engaging and honouring all who have served our country in times of war, military conflict and peace, and who made life better for Canadians and the world.

The 2021 Remembrance advertising campaign ran from November 1 to 11, 2021 with ads appearing on television, digital, and online. Specifically: TV (November 5 to 11); digital (CBC/SRC), Spotify (November 11) and Apex (November 1 to 11); programmatic (YouTube, CBC/SRC, Connected TV, Spotify, CPPM – top 1000); and social media (Twitter, Snapchat, Facebook, Instagram, TikTok). The campaign used a combination of words and pictures to dramatize the various experiences of those who served from the First World War through to modern day missions. The call to action of the campaign was for Canadians to remember Canada's Veterans and visit Veterans.gc.ca/CanadaRemembers.

2. Research Purpose

According to the Government of Canada's Communications Policy, federal government advertising valued at more than \$1 million must be assessed to determine its impact and value. The purpose of this research was to evaluate the 2021 Remembrance campaign using the Government of Canada's Advertising Campaign Evaluation Tool (ACET), a standardized survey questionnaire administered before and after the campaign's paid media placement. This data collection supports the Government of Canada's goal of gauging Canadians' knowledge of the efforts of Veterans and those who died in service to Canada, and ensuring Veterans who participated in Canadian military milestones are publicly recognized for their service. The information obtained through this public opinion research will allow VAC 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 in future years.

3. Research Objectives

The purpose of the research was to evaluate the effectiveness of the advertising campaign. The specific objectives were to measure:

- unaided recall of Government of Canada advertising about Veterans;
- Canadians' participation in commemorative events;
- aided recall of the Remembrance campaign by media;
- recall of key messages of the ads;
- perceived importance of VAC's commemorative programming;

- satisfaction with VAC’s communications about the services and benefits available to Veterans and their families; and
- knowledge of the countries in which Veterans and members of the Canadian Armed Forces have served over the years.

The target population for the pre-campaign baseline and post-campaign surveys were Canadians aged 18 and older.

4. Sample Source and Sampling Plan

The sample source used was Advanis’ proprietary General Population Random Sample (GPRS), which has been developed using probability-based recruitment¹; specifically, RDD via Interactive Voice Response (IVR) and via live Computer Assisted Telephone Interviewing (CATI). The pre-campaign baseline and post-campaign survey samples were regionally disproportionate to increase the accuracy of regional results. The table below presents the target and actual number of completes by province or region of Canada for each wave: the pre-campaign baseline and post-campaign survey.

	Target # of Interviews	Pre-Campaign Completed Interviews	Post-Campaign Completed Interviews
Atlantic provinces	200	272	252
Quebec	400	413	407
Ontario	600	674	652
Manitoba/Saskatchewan/Nunavut	200	226	237
Alberta/Northwest Territories	250	302	270
British Columbia/Yukon Territories	350	425	485
Total	2,000	2,312	2,276

The margin of error for both the pre-campaign baseline survey and post-campaign survey was $\pm 2.0\%$ (19 times out of 20). The margin of error is greater for results pertaining to subgroups of the total samples.

5. Questionnaire

The questionnaire for the pre-campaign baseline survey and the post-campaign survey was the Government of Canada’s ACET. In the ACET, the question order, wording and coding is standardized. The only alteration to the questionnaire may be the addition of campaign-specific questions to obtain additional data of particular interest to the Department. For both waves, additional department-specific questions followed the core ACET questions. Both questionnaires contained primarily closed-ended questions, as well as several open-ended questions; there were five in the pre-campaign baseline survey and six in the post-campaign survey. The pre-campaign baseline survey questionnaire had an average duration of seven minutes and the post-campaign survey questionnaire averaged 13 minutes to complete. The final questionnaires can be found in the [Appendix](#) of this report.

¹ GPRS leverages a known probabilistic sampling method used by Statistics Canada, called multi-phase sampling. This approach involves collecting data from randomly selected sample units, and then collecting more data from a randomly selected subsample.

6. Survey Programming and Testing

Both surveys were programmed using a mobile-optimized Computer Assisted Web Interviewing (CAWI) platform (which allows respondents to complete the survey on various platforms, including computers, tablets, and smartphones). The questionnaires and collateral materials (survey invitation and reminders) were available in both official languages. In advance of the fieldwork, both online questionnaires were thoroughly tested by team members to ensure the skip patterns and questions were correctly programmed.

Following the internal testing, the surveys were deployed in the form of a soft launch. SMS invitations to complete the surveys were sent to a small number of panelists. For each pre-test, after at least 20 surveys were completed, 10 in each language, the results were reviewed to assess data quality and general functioning of the questionnaire. In addition to responding to the survey questions, pre-test respondents were invited to offer comments on each questionnaire. No substantive issues were identified during the pre-tests. Once the reviews were completed for each survey, the online questionnaires were launched in full.

7. Survey Administration

As noted, the surveys were administered online. The following specifications applied:

- Panelists were invited to complete each online survey via telephone and SMS.
- Both online surveys were accessed through a unique link with an embedded code.
- The survey invitations and survey introduction/landing pages identified the Government of Canada as the sponsor.
- The surveys were available for completion in the respondent's official language of choice.
- The online platform automatically identified respondents' device type and presented the survey in a format appropriate to that device.
- Respondents were able to stop at any point in the questionnaire and return at a later time to the last question completed before the session was terminated.
- Two reminders were sent to respondents to help maximize the response rate.
- The fieldwork dates were as follows:
 - Pre-campaign baseline survey: October 21st to 29th, 2021; and
 - Post-campaign survey: November 12th to 22nd 2021.

The fieldwork was conducted in accordance with the Government of Canada's *Standards for the Conduct of Government of Canada Public Opinion Research* for online surveys, the standards set out by the Canadian Research Insights Council (CRIC), and applicable federal legislation, including the *Personal Information Protection and Electronic Documents Act* (PIPEDA), Canada's private sector privacy law.

8. Participation Rate

The following tables provide the response rate for each survey.

8.1. Pre-campaign baseline survey

Total survey invitations sent (U+IS+R)	19,833
Phone invites	13,178

SMS invites	6,655
Unresolved (U)	4,658
No answer/line busy/voice mail	4,658
In-scope non-responding units (IS)	12,311
Phone refusal	5,243
Language barrier/illness/incapacity	67
Respondent break-off/did not complete the recruitment call	112
Invited by phone: did not complete online survey	1,712
Invited by SMS: did not complete online survey	5,177
Responding units (R)	2,864
Completed survey	2,312
Disqualified – industry	552
Response Rate = R/(U+IS+R)	14.4%

8.2. Post-campaign survey

Total survey invitations sent (U+IS+R)	13,549
Phone invites	6,894
SMS invites	6,655
Unresolved (U)	3,636
No answer/line busy/voice mail	3,636
In-scope non-responding units (IS)	7,463
Phone refusal	1,599
Language barrier/illness/incapacity	54
Respondent break-off/did not complete the recruitment call	49
Invited by phone: did not complete online survey	619
Invited by SMS: did not complete online survey	5,142
Responding units (R)	2,713
Completed survey	2,276
Disqualified – industry	437
Response Rate = R/(U+IS+R)	19.6%

9. Weighting

The pre-campaign baseline and post-campaign survey datasets were weighted to ensure the responses accurately represent the distribution of the adult Canadian population. The weighting of the datasets was based on three demographic variables: age, gender, and region (to adjust for the geographically disproportionate sampling). Respondents who did not provide a response to the question regarding gender, or who indicated that they identify as neither male nor female, were assigned a neutral adjustment factor of 1. The population data used to construct the weights was drawn from the most recent Census data available from Statistics Canada (2016).

10. Non-response Bias Analysis

A non-response analysis was conducted to assess the potential for non-response bias. Survey non-response can bias results when there are systematic differences between survey respondents and non-respondents. To undertake the analysis, characteristics of survey respondents (before weights were applied) were compared with those of the target population.

The following table compares the unweighted and weighted survey samples by age and gender for each of the surveys (geographic comparisons are not included because of the sample design, which provided for regionally disproportionate sampling):

Age	Pre-Campaign Survey				Post-Campaign Survey			
	Male		Female		Male		Female	
	Un-weighted	Weighted	Un-weighted	Weighted	Un-weighted	Weighted	Un-weighted	Weighted
18 to 24	4.6%	5.6%	3.1%	4.5%	5.1%	5.7%	3.3%	4.7%
25 to 34	20.0%	23.9%	16.2%	22.7%	21.3%	23.8%	15.9%	22.5%
35 to 44	16.1%	14.9%	14.0%	14.4%	13.8%	15.3%	17.4%	18.1%
45 to 54	18.7%	18.0%	17.5%	17.9%	16.4%	17.5%	13.5%	14.2%
55 to 64	19.5%	18.2%	24.9%	21.9%	20.5%	18.0%	22.5%	18.6%
65 +	21.2%	19.3%	24.3%	18.6%	22.9%	19.6%	27.4%	21.9%

As is often the case with surveys of the general population, Canadians aged 55 and older, in particular females, are over-represented in the survey sample and those under 35 years of age, in particular 25- to 34-year-olds, are under-represented in the survey sample. In order for the results to be representative of the population of Canada, weights were applied to correct for this discrepancy between the sample proportions and the population.

APPENDIX

1. ACET: Baseline Survey

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 7 minutes to complete. This survey is being directed by Phoenix SPI 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 (20211014-PH079).

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	SX
Prefer not to say	99	SX

D1B

Are you...

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

D1C

In which of the following age categories do you belong?

Less than 18 years old.....	1		->THNK2
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	SX	->THNK2

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		->T1A
Prefer not to say	99	SX	->T1A

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	SX
.....		

Q3

What do you remember about this ad?

77	77	
Don't remember	97	SX

T1A

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

Yes.....	1		
No.....	2		->T1D
I don't remember / Not sure	3		->T1D
Prefer not to say	99	SX	->T1D

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 SX ->T1D

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 SX

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 SX

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 BSX

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	BSX

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	BSX

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	BSX

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	BSX

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	BSX

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	BSX

Q4 [1,3]

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

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

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	SX

T1I

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

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

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	SX

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	SX

D3

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

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

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	SX

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	X
Don't know / Prefer not to say	99	SX

D5

Where were you born?

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

D6

If... D5 = 2

In what year did you first move to Canada?

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

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	SX

QEND

1	1
---------	---

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.

2. ACET: Post-campaign Survey

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 13 minutes to complete. This survey is being directed by Phoenix SPI 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 (20211014-PH079).

To view Phoenix SPI's privacy policy, click [here](#).

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	SX
Prefer not to say	99	SX

D1B

Are you...

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

D1C

In which of the following age categories do you belong?

Less than 18 years old.....	1	->THNK2
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	SX ->THNK2

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	->T1A
Prefer not to say.....	99	SX ->T1A

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	SX

Q3

What do you remember about this ad?

77	77	
Don't remember	97	SX

T1A

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

Yes.....	1	
No.....	2	->T1D
I don't remember / Not sure	3	->T1D
Prefer not to say	99	SX ->T1D

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	SX ->T1D

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	SX

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	SX

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	BSX

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	BSX

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	BSX

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	BSX

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	BSX

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	BSX

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	BSX

Q4 [1,3]

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

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

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	SX

T1I

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

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

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	SX

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	SX

D3

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

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

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	SX

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	X
Don't know / Prefer not to say	99	SX

D5

Where were you born?

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

D6

If... D5 = 2

In what year did you first move to Canada?

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

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	SX

QEND

1	1
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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.