

# Public opinion research study: Evaluation of the 2022 Remembrance Advertising Campaign

# Findings report

Prepared for Veterans Affairs Canada

Supplier: Leger Marketing Inc.

Contract Number: CW2244218

Contract Value: $42,815.70 (including HST)

Award Date: October 10, 2022

Delivery Date: April 11, 2023

Registration Number: POR 061-22

For more information on this report, please contact Veterans Affairs Canada at [commsresearch-commsrecherche@Veterans.gc.ca](mailto:commsresearch-commsrecherche@Veterans.gc.ca)

Ce rapport est aussi disponible en français

**Canada wordmark**

This public opinion research report presents the results of two online surveys conducted by Leger Marketing Inc.on behalf of Veterans Affairs Canada. The baseline survey was conducted with 2,001 Canadians during the month of October 2022. The post-campaign study was conducted with 2,008 respondents during the month of November 2022.

Cette publication est aussi disponible en français sous le titre « Évaluation de la campagne publicitaire de 2022 sur le Jour du Souvenir ».

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Veterans Affairs Canada. For more information on this report, please contact Veterans Affairs Canada at: [commsresearch-commsrecherche@Veterans.gc.ca](mailto:commsresearch-commsrecherche@veterans.gc.ca)

**DEPARTMENT OF VETERANS AFFAIRS**

161 GRAFTON ST

P.O.BOX 7700 (IB 018)

CHARLOTTETOWN

Prince Edward Island

C1A8M9

Catalogue Number: V44-8/2022E-PDF

International Standard Book Number (ISBN): 978-0-660-46800-6

Related publications (registration number: POR 061-22):

Catalogue Number (Final Report, French): V44-8/2022F-PDF

ISBN: 978-0-660-46801-3

© His Majesty the King in Right of Canada, as represented by the Minister of Public Works and Government Services, 2022

## Table of contents

[Public opinion research study: Evaluation of the 2022 Remembrance Advertising Campaign 1](#_Toc131086441)

[Findings report 1](#_Toc131086442)

[Table of contents 3](#_Toc131086443)

[Executive Summary 4](#_Toc131086444)

[1.1 Background and Objectives 4](#_Toc131086445)

[1.2 Methodology 5](#_Toc131086446)

[1.2.1 Baseline Study 5](#_Toc131086447)

[1.2.2 Post-Campaign Study 6](#_Toc131086448)

[1.3 Notes on Interpretation of the Research Findings 6](#_Toc131086449)

[1.4 Political Neutrality Statement and Contact Information 6](#_Toc131086450)

[Appendix 7](#_Toc131086451)

[A.1 Quantitative Methodology 7](#_Toc131086452)

[A.1.1 Sampling Procedure 7](#_Toc131086453)

[A.1.2 Methodology for the Baseline survey 7](#_Toc131086454)

[A.1.2.1 Data Collection 7](#_Toc131086455)

[A.1.2.2 Participation Rate 8](#_Toc131086456)

[A.1.2.3 Unweighted and Weighted Samples 8](#_Toc131086457)

[A.1.3 Methodology for the Post-Campaign Survey 13](#_Toc131086458)

[A.1.2.1 Data Collection 13](#_Toc131086459)

[A.1.2.2 Participation Rate 13](#_Toc131086460)

[A.1.2.3 Unweighted and Weighted Samples 14](#_Toc131086461)

[A.2 Survey Questionnaire 19](#_Toc131086462)

[A.2.1. Baseline study 19](#_Toc131086463)

[A.2.2. Post-campaign study 27](#_Toc131086464)

## Executive Summary

Leger is pleased to present Veterans Affairs Canada with this report on findings from a quantitative survey designed to evaluate the 2022 Remembrance advertising campaign using the Government of Canada’s Advertising Campaign Evaluation Tool (ACET). This report was prepared by Léger Marketing Inc. who was contracted by Veterans Affairs Canada (contract number CW2244218 awarded October 12th, 2022, for a total value of $42,815.70 including HST). This report presents the results of two online surveys conducted as part of this study. The baseline survey was conducted with 2,001 Canadians during the month of October 2022. The post-campaign study was conducted with 2,008 respondents during the month of November 2022.

### 1.1 Background and Objectives

Within Veterans Affairs Canada (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. The purpose of the Remembrance campaign is 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.

More than 2.3 million Canadians have served in uniform to defend freedom and democracy since the start of the First World War and more than 118,000 have given their lives (Source: VAC Learning Unit). It is important for Canadians to understand the price of freedom. Veterans are passing the torch to the people of Canada, so the memory of their sacrifices and achievements will continue, and the values they fought for will live on.

The strategic focus of commemoration has recently been renewed. Work is underway toward a new approach to understanding the experiences, sacrifices and contributions of all Veterans and how they have and continue to contribute to Canada. VAC has developed a 10-year strategic plan for commemoration in consultation with the Commemoration Advisory Group and other key stakeholders. This plan is serving as a reference point for commemoration activities going forward. Since the Korean War, Canada has contributed to international security, peace support and humanitarian efforts in different regions around the world.

A national advertising campaign is one way VAC seeks to engage Canadians in remembrance. The Remembrance campaign is focused on engaging and honouring all who have served our country in times of war, military conflict and peace and made life better for Canadians and the world. The target audience for this advertising campaign is Canadians aged 18 to 54 years old, with an emphasis on young Canadians (18 to 34 years old).

In 2022, the campaign included television, digital and social creatives. The Advertising Campaign Evaluation Tool (ACET) will measured Canadians’ awareness of the 2022 Remembrance campaign through a quantitative online survey that measured the pre-campaign baseline and post-campaign results.

The current COVID-19 environment may continue to be a factor and could have an impact during this research.

**Intended use of the research**

ACET surveys were conducted pre and post campaign to measure aided and unaided recall, message retention and effectiveness.

### 1.2 Methodology

Quantitative research was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology. The questionnaires used for both phases of the study are the Government of Canada ACET questionnaires. Leger Marketing Inc. used these questionnaires without making any modifications to their format nor to their content, except for the modifications necessary to adapt the questions to this present study on the Remembrance ad campaign requested by Veterans Affairs Canada.

The targeted audience of this study included a national sample reflecting the entire adult Canadian population. The baseline and post-campaign surveys were conducted with samples of 2,001 and 2,008 Canadian adults respectively. The respondents were recruited via Leger’s web panel using a random selection stratified by region. The general adult population sample was distributed as follows:

**Table A.1 Regional Distribution of Respondents**

|  |  |  |
| --- | --- | --- |
| **Region** | **Number of respondents – baseline study** | **Number of respondents – post test study** |
| Atlantic | 148 | 133 |
| Quebec | 514 | 536 |
| Ontario | 796 | 800 |
| Prairies | 171 | 167 |
| Alberta | 168 | 167 |
| British Columbia | 204 | 200 |
| **Total** | **2,001** | **2,008** |

#### 1.2.1 Baseline Study

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. Fieldwork for the survey was carried out from October 25th to 31st, 2022. A total of 2,001 Canadians with demographic characteristics reflective of the Canadian population were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 10.6% (see Table 2 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the weighting was done within each region by gender, age, language, education level and the presence of children in the household to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 35 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of four minutes and sixteen seconds was required for the respondents to complete the survey.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

#### 1.2.2 Post-Campaign Study

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. Fieldwork for the survey was carried out November 15th to 24th, 2022. A total of 2,008 Canadians with demographic characteristics reflective of the Canadian population were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 12.8% (see Table 16 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the weighting was done within each region by gender, age, language, education level and the presence of children in the household to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 30 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of six minutes and forty-six seconds was required for the respondents to complete the survey.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

### 1.3 Notes on Interpretation of the Research Findings

This report was compiled by Leger based on the research conducted specifically for this project. This research is not probabilistic; the results cannot be inferred to the general population of Canada.

Since a sample drawn from an Internet panel is not probabilistic in nature, margins of sampling error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population.

### 1.4 Political Neutrality Statement and Contact Information

Leger certifies that the final deliverables fully comply with the Government of Canada’s political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

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:Une image contenant texte

Description générée automatiquement

Christian Bourque, Senior Researcher

Léger

## Appendix

### A.1 Quantitative Methodology

Quantitative research was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology.

As a CRIC Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research— Series A – Fieldwork and Data Tabulation for Online Surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act*.

The baseline questionnaire is available in Appendix A2.

#### A.1.1 Sampling Procedure

Computer Aided Web Interviewing (CAWI)

Leger conducted a panel-based Internet survey with a sample of adult Canadians. A total of 2,001 respondents participated in the baseline survey, and a total of 2,008 respondents participated in the post-campaign survey. The same sampling procedure was used for both the baseline and the post-campaign phases of the study. The exact distribution for each of the two phases of the study is presented in the following section. Participant selection was done randomly from Leo’s online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables. The majority of Leger’s panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics.

#### A.1.2 Methodology for the Baseline survey

##### A.1.2.1 Data Collection

Fieldwork for the survey was conducted from October 25 to 31st, 2022. The participation rate for the survey was 10.6%. A pre-test of 35 interviews was completed on October 25th, 2022.

To achieve data reliability in all subgroups, a total sample of 2,001 Canadians were surveyed, in all regions of the country.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

Based on data from Statistics Canada’s 2021 national census, Leger weighted the results of this survey by age, gender, language, education and presence of children in the household within each region of the country.

The following table details the regional distribution of respondents. The baseline sample attempted to replicate as closely as possible the actual distribution of the Canadian population.

**Table A.2 Regional Distribution of Respondents**

|  |  |
| --- | --- |
| **Region** | **Number of respondents** |
| Atlantic | 148 |
| Quebec | 514 |
| Ontario | 796 |
| Prairies | 171 |
| Alberta | 168 |
| British Columbia | 204 |
| **Total** | **2,001** |

##### A.1.2.2 Participation Rate

The overall participation rate for this study is 10.6%.

Below is the calculation of the Web survey’s participation rate. The participation rate is calculated using the following formula: Participation rate / response rate = R ÷ (U + IS + R). The table below provides details of the calculation.

**Table A.3 Participation Rate Calculation**

|  |  |
| --- | --- |
| **Invalid cases** |  |
| Invitations mistakenly sent to people who did not qualify for the study | 202 |
| Incomplete or missing email addresses | - |
| **Unresolved (U)** | **16,204** |
| Email invitations bounce back | 16 |
| Email invitations unanswered | 16,188 |
| **In-scope non-responding units (IS)** | **2,627** |
| Non-response from eligible respondents | 2,352 |
| Respondent refusals | 161 |
| Language problem | - |
| Selected respondent not available (illness; leave of absence; vacation; other) | - |
| Early breakoffs | 114 |
| **Responding units (R)** | **2,228** |
| Surveys disqualified – quota filled | 25 |
| Completed surveys disqualified for other reasons | 202 |
| Completed interviews | 2 001 |
| **POTENTIALLY ELIGIBLE (U+IS+R)** | **21,059** |
| **Participation rate= R/(U + IS + R)** | **10.6%** |

Typical participation rates for web surveys are between 20% and 30%. A response rate of 10.6% may seem a bit low, but due to time restraints, we had to spread the invitations more widely in the panel to achieve our objectives, which has an impact on the participation rate.

##### A.1.2.3 Unweighted and Weighted Samples

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. The weighting adjusted for some minor discrepancies so that each province has a representative importance in the results.

**Table A.4 Unweighted and Weighted Sample Distribution by Province**

|  |  |  |
| --- | --- | --- |
| **Province** | **Unweighted** | **Weighted** |
| Atlantic | 148 | 135 |
| Quebec | 514 | 462 |
| Ontario | 796 | 775 |
| Prairies | 171 | 129 |
| Alberta | 168 | 223 |
| British Columbia | 204 | 279 |
| **Total** | **2,001** | **2,001** |

The following tables present the demographic distribution of respondents, according to gender and age.

First, regarding gender, we can see that weighting has adjusted slightly the proportion of male and female. The adjustments made by weighting are minor, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these two sample subgroups.

**Table A.5 Unweighted and Weighted Sample Distribution by Gender**

|  |  |  |
| --- | --- | --- |
| **Gender** | **Unweighted** | **Weighted** |
| Male | 973 | 970 |
| Female | 1,023 | 1,025 |
| **Total** | **2,001** | **2,001** |

*Note: Gender-diverse people and answer refusals make up the rest of the sample.*

Regarding age distribution, the weighting process has corrected some minor discrepancies. The actual distribution of the sample generally follows the distribution of age groups in the actual population. In this case, it is unlikely that the observed distributions introduce a non-response bias for a particular age group. Because the differences were so small, weighting allowed the weights to be corrected without further manipulation.

**Table A.6 Unweighted and Weighted Sample Distribution by Age Group**

|  |  |  |
| --- | --- | --- |
| **Age** | **Unweighted** | **Weighted** |
| Between 18 and 34 | 553 | 534 |
| Between 35 and 55 | 666 | 644 |
| 55 and over | 782 | 823 |
| **Total** | **2,001** | **2,001** |

There is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this study.

The following tables present the demographic distribution of respondents according to native language, the presence of children in the household, and education.

**Table A.7 Unweighted and Weighted Sample Distribution by Native Language**

|  |  |  |
| --- | --- | --- |
| **Native language** | **Unweighted** | **Weighted** |
| English | 1,344 | 1,452 |
| French | 527 | 427 |
| Other | 120 | 106 |
| **Total** | **2,001** | **2,001** |

*Note: As multiple answers were possible, total may exceed the total sample size of 2,001 respondents.*

**Table A.8 Unweighted and Weighted Sample Distribution by Presence of Children in the Household**

|  |  |  |
| --- | --- | --- |
| **Presence of children in the household** | **Unweighted** | **Weighted** |
| Yes | 487 | 541 |
| No | 1,504 | 1,446 |
| **Total** | **2,001** | **2,001** |

**Table A.9 Unweighted and Weighted Sample Distribution by Education Level**

|  |  |  |
| --- | --- | --- |
| **Education** | **Unweighted** | **Weighted** |
| High school and less | 422 | 588 |
| College | 761 | 931 |
| University | 802 | 462 |
| **Total** | **2,001** | **2,001** |

Again, the corrections were minor and there is no evidence that they would have had an impact on the results.

Weighting based on the Veteran status readjusted the weight of Veterans and relatives of Veterans to follow the distribution in the general population.

The relatively small weight factors (see section below) and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

The following tables present the weighting factors applied to the database according to the different respondent profiles.

**Table A.10 Weight Factors by Profile**

|  |  |
| --- | --- |
| Label | Weight |
| BRITISH COLUMBIA MALE 18-24 | 0.68722041 |
| BRITISH COLUMBIA MALE 25-34 | 1.17710029 |
| BRITISH COLUMBIA MALE 35-44 | 1.11723889 |
| BRITISH COLUMBIA MALE 45-54 | 1.03775493 |
| BRITISH COLUMBIA MALE 55-64 | 1.15454699 |
| BRITISH COLUMBIA MALE 65+ | 1.59554062 |
| BRITISH COLUMBIA FEMALE 18-24 | 0.64720051 |
| BRITISH COLUMBIA FEMALE 25-34 | 1.1663879 |
| BRITISH COLUMBIA FEMALE 35-44 | 1.15018456 |
| BRITISH COLUMBIA FEMALE 45-54 | 1.11494819 |
| BRITISH COLUMBIA FEMALE 55-64 | 1.24218315 |
| BRITISH COLUMBIA FEMALE 65+ | 1.8282489 |
| ALBERTA MALE 18-24 | 0.60667532 |
| ALBERTA MALE 25-34 | 1.00617357 |
| ALBERTA MALE 35-44 | 1.08506801 |
| ALBERTA MALE 45-54 | 0.91410761 |
| ALBERTA MALE 55-64 | 0.9008687 |
| ALBERTA MALE 65+ | 0.99428214 |
| ALBERTA FEMALE 18-24 | 0.56781088 |
| ALBERTA FEMALE 25-34 | 1.01073813 |
| ALBERTA FEMALE 35-44 | 1.09318653 |
| ALBERTA FEMALE 45-54 | 0.90679757 |
| ALBERTA FEMALE 55-64 | 0.9161625 |
| ALBERTA FEMALE 65+ | 1.12537424 |
| MANITOBA/SASKATCHEWAN MALE 18-24 | 0.38343303 |
| MANITOBA/SASKATCHEWAN MALE 25-34 | 0.56053117 |
| MANITOBA/SASKATCHEWAN MALE 35-44 | 0.5471912 |
| MANITOBA/SASKATCHEWAN MALE 45-54 | 0.47954815 |
| MANITOBA/SASKATCHEWAN MALE 55-64 | 0.53188056 |
| MANITOBA/SASKATCHEWAN MALE 65+ | 0.66032825 |
| MANITOBA/SASKATCHEWAN FEMALE 18-24 | 0.35113415 |
| MANITOBA/SASKATCHEWAN FEMALE 25-34 | 0.55342326 |
| MANITOBA/SASKATCHEWAN FEMALE 35-44 | 0.55485495 |
| MANITOBA/SASKATCHEWAN FEMALE 45-54 | 0.4847696 |
| MANITOBA/SASKATCHEWAN FEMALE 55-64 | 0.54532159 |
| MANITOBA/SASKATCHEWAN FEMALE 65+ | 0.77819829 |
| ONTARIO MALE 18-24 | 2.12536292 |
| ONTARIO MALE 25-34 | 3.31696875 |
| ONTARIO MALE 35-44 | 3.00159312 |
| ONTARIO MALE 45-54 | 2.98464867 |
| ONTARIO MALE 55-64 | 3.28666749 |
| ONTARIO MALE 65+ | 4.03864062 |
| ONTARIO FEMALE 18-24 | 1.97156256 |
| ONTARIO FEMALE 25-34 | 3.27422022 |
| ONTARIO FEMALE 35-44 | 3.19066017 |
| ONTARIO FEMALE 45-54 | 3.19973875 |
| ONTARIO FEMALE 55-64 | 3.47341015 |
| ONTARIO FEMALE 65+ | 4.84693805 |
| QUEBEC MALE 18-24 | 1.08811667 |
| QUEBEC MALE 25-34 | 1.79963198 |
| QUEBEC MALE 35-44 | 1.889003 |
| QUEBEC MALE 45-54 | 1.75903941 |
| QUEBEC MALE 55-64 | 2.07153482 |
| QUEBEC MALE 65+ | 2.70142707 |
| QUEBEC FEMALE 18-24 | 1.04227906 |
| QUEBEC FEMALE 25-34 | 1.78192958 |
| QUEBEC FEMALE 35-44 | 1.89398865 |
| QUEBEC FEMALE 45-54 | 1.7423813 |
| QUEBEC FEMALE 55-64 | 2.11002197 |
| QUEBEC FEMALE 65+ | 3.20565078 |
| ATLANTIC REGIONS MALE 18-24 | 0.32414767 |
| ATLANTIC REGIONS MALE 25-34 | 0.46561867 |
| ATLANTIC REGIONS MALE 35-44 | 0.46509652 |
| ATLANTIC REGIONS MALE 45-54 | 0.51813636 |
| ATLANTIC REGIONS MALE 55-64 | 0.63218295 |
| ATLANTIC REGIONS MALE 65+ | 0.8520734 |
| ATLANTIC REGIONS FEMALE 18-24 | 0.3003648 |
| ATLANTIC REGIONS FEMALE 25-34 | 0.46634293 |
| ATLANTIC REGIONS FEMALE 35-44 | 0.49787376 |
| ATLANTIC REGIONS FEMALE 45-54 | 0.55003774 |
| ATLANTIC REGIONS FEMALE 55-64 | 0.66971002 |
| ATLANTIC REGIONS FEMALE 65+ | 0.98658471 |

**Table A.11 Weight Factors by Province**

|  |  |
| --- | --- |
| Label | Weight |
| BRITISH COLUMBIA | 13.9185553 |
| ALBERTA | 11.1272452 |
| MANITOBA/NUNAVUT | 3.50567872 |
| SASKATCHEWAN | 2.92493548 |
| ONTARIO | 38.7104115 |
| QUEBEC | 23.0850043 |
| NEW BRUNSWICK | 2.15947753 |
| NEWFOUNDLAND | 1.43813241 |
| NOVA SCOTIA | 2.70758164 |
| PRINCE EDWARD ISLAND | 0.42297794 |

**Table A.12 Weight Factors by Province and language**

|  |  |
| --- | --- |
| Label | Weight |
| FRANCOPHONE REST OF CANADA | 2.44831845 |
| FRANCOPHONE QUEBEC | 17.2760546 |
| NON-FRANCOPHONE REST OF CANADA | 74.4666773 |
| NON-FRANCOPHONE QUEBEC | 5.80894963 |

**Table A.13 Weight Factors by Education level**

|  |  |
| --- | --- |
| Label | Weight |
| PRIMARY / SECONDARY / COLLEGE | 72.7659322 |
| UNIVERSITY – REST OF CANADA | 21.4397317 |
| UNIVERSITY - QUEBEC | 5.79433607 |

**Table A.14 Weight Factors by Presence of Children in the Household**

|  |  |
| --- | --- |
| Label | Weight |
| YES | 27.7263315 |
| NO | 72.2736685 |

#### A.1.3 Methodology for the Post-Campaign Survey

##### A.1.2.1 Data Collection

Fieldwork for the survey was conducted from November 15 to 24, 2022. The participation rate for the survey was 12.8%. A pre-test of 30 interviews was completed on November 15th, 2022.

To achieve data reliability in all subgroups, a total sample of 2,008 Canadians were surveyed, in all regions of the country.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

Based on data from Statistics Canada’s 2021 national census, Leger weighted the results of this survey by age, gender, language, education and presence of children in the household within each region of the country.

The following table details the regional distribution of respondents. The post-campaign sample attempted to replicate as closely as possible the actual distribution of the Canadian population.

**Table A.15 Regional Distribution of Respondents**

|  |  |
| --- | --- |
| **Region** | **Number of respondents** |
| Atlantic | 133 |
| Quebec | 536 |
| Ontario | 800 |
| Prairies | 167 |
| Alberta | 167 |
| British Columbia | 200 |
| **Total** | **2,008** |

##### A.1.2.2 Participation Rate

The overall participation rate for this study is 12.8%.

Below is the calculation of the Web survey’s participation rate. The participation rate is calculated using the following formula: Participation rate / response rate = R ÷ (U + IS + R). The table below provides details of the calculation.

**Table A.16 Participation Rate Calculation**

|  |  |
| --- | --- |
| **Invalid cases** |  |
| Invitations mistakenly sent to people who did not qualify for the study | 243 |
| Incomplete or missing email addresses | - |
| **Unresolved (U)** | **12,942** |
| Email invitations bounce back | 10 |
| Email invitations unanswered | 12,932 |
| **In-scope non-responding units (IS)** | **2,740** |
| Non-response from eligible respondents | 2,462 |
| Respondent refusals | 115 |
| Language problem | - |
| Selected respondent not available (illness; leave of absence; vacation; other) | - |
| Early breakoffs | 163 |
| **Responding units (R)** | **2,293** |
| Surveys disqualified – quota filled | 42 |
| Completed surveys disqualified for other reasons | 243 |
| Completed interviews | 2,008 |
| **POTENTIALLY ELIGIBLE (U+IS+R)** | **17,975** |
| **Participation rate= R/(U + IS + R)** | **12.8%** |

Typical participation rates for web surveys are between 20% and 30%. A response rate of 12.8% may seem a bit low, but due to time restraints, we had to spread the invitations more widely in the panel to achieve our objectives, which has an impact on the participation rate.

##### A.1.2.3 Unweighted and Weighted Samples

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. The weighting adjusted for some minor discrepancies so that each province has a representative importance in the results. The weighting slightly decreased the weights of the Prairies and Quebec and increased those of Alberta and British Columbia.

**Table A.17 Unweighted and Weighted Sample Distribution by Province**

|  |  |  |
| --- | --- | --- |
| **Region** | **Unweighted** | **Weighted** |
| Atlantic | 133 | 135 |
| Quebec | 536 | 464 |
| Ontario | 800 | 777 |
| Prairies | 167 | 129 |
| Alberta | 167 | 223 |
| British Columbia | 200 | 279 |
| **Total** | **2,008** | **2,008** |

The following tables present the demographic distribution of respondents, according to gender and age.

First, regarding gender, we can see that weighting has adjusted slightly the proportion of male and female. The adjustments made by weighting are minor, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these two sample subgroups.

**Table A.18 Unweighted and Weighted Sample Distribution by Gender**

|  |  |  |
| --- | --- | --- |
| **Gender** | **Unweighted** | **Weighted** |
| Male | 1,043 | 965 |
| Female | 953 | 1,029 |
| **Total** | **2,008** | **2,008** |

*Note: Gender diverse people and answer refusals make up the rest of the sample.*

Regarding age distribution, the weighting process has corrected some minor discrepancies. The actual distribution of the sample generally follows the distribution of age groups in the actual population. In this case, it is unlikely that the observed distributions introduce a non-response bias for a particular age group. Because the differences were so small, weighting allowed the weights to be corrected without further manipulation.

**Table A.19 Unweighted and Weighted Sample Distribution by Age Group**

|  |  |  |
| --- | --- | --- |
| **Age** | **Unweighted** | **Weighted** |
| Between 18 and 34 | 562 | 536 |
| Between 35 and 55 | 656 | 646 |
| 55 and over | 790 | 826 |
| **Total** | **2,008** | **2,008** |

The following tables present the demographic distribution of respondents according to native language, the presence of children in the household, and education.

**Table A.20 Unweighted and Weighted Sample Distribution by Native Language**

|  |  |  |
| --- | --- | --- |
| **Native Language** | **Unweighted** | **Weighted** |
| English | 1,350 | 1,448 |
| French | 525 | 433 |
| Other | 192 | 184 |
| **Total** | **2,008** | **2,008** |

*Note: As multiple answers were possible, total may exceed the total sample size of 2,008 respondents.*

**Table A.21 Unweighted and Weighted Sample Distribution by Presence of Children in the Household**

|  |  |  |
| --- | --- | --- |
| **Presence of children in the household** | **Unweighted** | **Weighted** |
| Yes | 476 | 542 |
| No | 1,519 | 1,451 |
| **Total** | **2,008** | **2,008** |

**Table A.22 Unweighted and Weighted Sample Distribution by Education Level**

|  |  |  |
| --- | --- | --- |
| **Education** | **Unweighted** | **Weighted** |
| High school and less | 469 | 616 |
| College | 774 | 920 |
| University | 755 | 460 |
| **Total** | **2,008** | **2,008** |

Again, the corrections were minor and there is no evidence that they would have had an impact on the results. The weights of each subgroup have been slightly adjusted to follow the distribution in the general population.

There is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this study. The relatively small weight factors (see section below) and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

The following tables present the weighting factors applied to the database according to the different respondent profiles.

**Table A.23 Weight Factors by Profile**

|  |  |
| --- | --- |
| Label | Weight |
| BRITISH COLUMBIA MALE 18-24 | 0.68722041 |
| BRITISH COLUMBIA MALE 25-34 | 1.17710029 |
| BRITISH COLUMBIA MALE 35-44 | 1.11723889 |
| BRITISH COLUMBIA MALE 45-54 | 1.03775493 |
| BRITISH COLUMBIA MALE 55-64 | 1.15454699 |
| BRITISH COLUMBIA MALE 65+ | 1.59554062 |
| BRITISH COLUMBIA FEMALE 18-24 | 0.64720051 |
| BRITISH COLUMBIA FEMALE 25-34 | 1.1663879 |
| BRITISH COLUMBIA FEMALE 35-44 | 1.15018456 |
| BRITISH COLUMBIA FEMALE 45-54 | 1.11494819 |
| BRITISH COLUMBIA FEMALE 55-64 | 1.24218315 |
| BRITISH COLUMBIA FEMALE 65+ | 1.8282489 |
| ALBERTA MALE 18-24 | 0.60667532 |
| ALBERTA MALE 25-34 | 1.00617357 |
| ALBERTA MALE 35-44 | 1.08506801 |
| ALBERTA MALE 45-54 | 0.91410761 |
| ALBERTA MALE 55-64 | 0.9008687 |
| ALBERTA MALE 65+ | 0.99428214 |
| ALBERTA FEMALE 18-24 | 0.56781088 |
| ALBERTA FEMALE 25-34 | 1.01073813 |
| ALBERTA FEMALE 35-44 | 1.09318653 |
| ALBERTA FEMALE 45-54 | 0.90679757 |
| ALBERTA FEMALE 55-64 | 0.9161625 |
| ALBERTA FEMALE 65+ | 1.12537424 |
| MANITOBA/SASKATCHEWAN MALE 18-24 | 0.38343303 |
| MANITOBA/SASKATCHEWAN MALE 25-34 | 0.56053117 |
| MANITOBA/SASKATCHEWAN MALE 35-44 | 0.5471912 |
| MANITOBA/SASKATCHEWAN MALE 45-54 | 0.47954815 |
| MANITOBA/SASKATCHEWAN MALE 55-64 | 0.53188056 |
| MANITOBA/SASKATCHEWAN MALE 65+ | 0.66032825 |
| MANITOBA/SASKATCHEWAN FEMALE 18-24 | 0.35113415 |
| MANITOBA/SASKATCHEWAN FEMALE 25-34 | 0.55342326 |
| MANITOBA/SASKATCHEWAN FEMALE 35-44 | 0.55485495 |
| MANITOBA/SASKATCHEWAN FEMALE 45-54 | 0.4847696 |
| MANITOBA/SASKATCHEWAN FEMALE 55-64 | 0.54532159 |
| MANITOBA/SASKATCHEWAN FEMALE 65+ | 0.77819829 |
| ONTARIO MALE 18-24 | 2.12536292 |
| ONTARIO MALE 25-34 | 3.31696875 |
| ONTARIO MALE 35-44 | 3.00159312 |
| ONTARIO MALE 45-54 | 2.98464867 |
| ONTARIO MALE 55-64 | 3.28666749 |
| ONTARIO MALE 65+ | 4.03864062 |
| ONTARIO FEMALE 18-24 | 1.97156256 |
| ONTARIO FEMALE 25-34 | 3.27422022 |
| ONTARIO FEMALE 35-44 | 3.19066017 |
| ONTARIO FEMALE 45-54 | 3.19973875 |
| ONTARIO FEMALE 55-64 | 3.47341015 |
| ONTARIO FEMALE 65+ | 4.84693805 |
| QUEBEC MALE 18-24 | 1.08811667 |
| QUEBEC MALE 25-34 | 1.79963198 |
| QUEBEC MALE 35-44 | 1.889003 |
| QUEBEC MALE 45-54 | 1.75903941 |
| QUEBEC MALE 55-64 | 2.07153482 |
| QUEBEC MALE 65+ | 2.70142707 |
| QUEBEC FEMALE 18-24 | 1.04227906 |
| QUEBEC FEMALE 25-34 | 1.78192958 |
| QUEBEC FEMALE 35-44 | 1.89398865 |
| QUEBEC FEMALE 45-54 | 1.7423813 |
| QUEBEC FEMALE 55-64 | 2.11002197 |
| QUEBEC FEMALE 65+ | 3.20565078 |
| ATLANTIC REGIONS MALE 18-24 | 0.32414767 |
| ATLANTIC REGIONS MALE 25-34 | 0.46561867 |
| ATLANTIC REGIONS MALE 35-44 | 0.46509652 |
| ATLANTIC REGIONS MALE 45-54 | 0.51813636 |
| ATLANTIC REGIONS MALE 55-64 | 0.63218295 |
| ATLANTIC REGIONS MALE 65+ | 0.8520734 |
| ATLANTIC REGIONS FEMALE 18-24 | 0.3003648 |
| ATLANTIC REGIONS FEMALE 25-34 | 0.46634293 |
| ATLANTIC REGIONS FEMALE 35-44 | 0.49787376 |
| ATLANTIC REGIONS FEMALE 45-54 | 0.55003774 |
| ATLANTIC REGIONS FEMALE 55-64 | 0.66971002 |
| ATLANTIC REGIONS FEMALE 65+ | 0.98658471 |

**Table A.24 Weight Factors by Province**

|  |  |
| --- | --- |
| Label | Weight |
| BRITISH COLUMBIA | 13.9185553 |
| ALBERTA | 11.1272452 |
| MANITOBA/NUNAVUT | 3.50567872 |
| SASKATCHEWAN | 2.92493548 |
| ONTARIO | 38.7104115 |
| QUEBEC | 23.0850043 |
| NEW BRUNSWICK | 2.15947753 |
| NEWFOUNDLAND | 1.43813241 |
| NOVA SCOTIA | 2.70758164 |
| PRINCE EDWARD ISLAND | 0.42297794 |

**Table A.25 Weight Factors by Province and language**

|  |  |
| --- | --- |
| Label | Weight |
| FRANCOPHONE REST OF CANADA | 2.44831845 |
| FRANCOPHONE QUEBEC | 17.2760546 |
| NON-FRANCOPHONE REST OF CANADA | 74.4666773 |
| NON-FRANCOPHONE QUEBEC | 5.80894963 |

**Table A.26 Weight Factors by Education level**

|  |  |
| --- | --- |
| Label | Weight |
| PRIMARY / SECONDARY / COLLEGE | 72.7659322 |
| UNIVERSITY – REST OF CANADA | 21.4397317 |
| UNIVERSITY - QUEBEC | 5.79433607 |

**Table A.27 Weight Factors by Presence of Children in the Household**

|  |  |
| --- | --- |
| Label | Weight |
| YES | 27.7263315 |
| NO | 72.2736685 |

### A.2 Survey Questionnaire

#### A.2.1. Baseline study

INTRO

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

Your participation is voluntary and your responses will be kept entirely confidential and anonymous. The survey takes about 10 minutes to complete. Copy this link if you wish to verify the authenticity of this survey: https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en.

CRIC Research Verification Service project code: 20221025-LE745.

To view our privacy policy, copy this link: https://leger360.com/privacy-policy/.

If you require any technical assistance, please copy this link: https://www.legeropinion.com/en/contact/.

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 these organizations 98 SX

99 SX

IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.

D1B

b) What is your gender?

Male 1

Female 2

Other 3 B

Prefer not to answer 99 BX

c) What year were you born?

YYYY

ADMISSIBLE RANGE 1900-2004

IF > 2004, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

D1C

d) 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

IF “LESS THAN 18 YEARS OLD” OR “BLANK”, THANK AND TERMINATE

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

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

[1,16]

.

Q3

Think about the most recent ad from the Government of Canada that comes to mind. 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

|  |  |
| --- | --- |
| Printed publications | |
| Print magazine |  |
| Broadcasting | |
|  | Television |
| Online / digital | |
| Digital/Streaming TV (e.g. Netflix, Disney+) | Snapchat |
| Facebook | Digital/Streaming radio (e.g. Spotify, Podcast) |
| In a mobile app | TikTok |
| Instagram |  |
| Internet website | Twitter |
|  | Video game |
| Online news sites | Web search (e.g. Google, Bing) |
|  | YouTube |
| Out-of-home (indoor and outdoor signage) | |
| The following are examples of signage locations.  Please select those that apply or add ones specific to campaign. | |
| Highway billboard | Cinema |
| Digital billboard | Shopping mall |
| Transit (e.g. Inside/outside bus/subway or bus shelter) |  |
| Mandatory option(s): | |
| Other, specify: |  |

T1C [1,3]

What do you remember about this ad?

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 $40,000 2

Between $40,000 and $60,000 3

Between $60,000 and $80,000 4

Between $80,000 and $100,000 5

Between $100,000 and $150,000 6

Between $150,000 and $200,000

$200,000 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?

Select all ~~any~~ that apply.

Yes, I am a Veteran 1

Yes, a family member is a Veteran 2

Yes, a friend/someone else is a Veteran 3

No 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

ADMISSIBLE RANGE: 1900-2022

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.

#### A.2.2. Post-campaign study

INTRO

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

Your participation is voluntary and your responses will be kept entirely confidential and anonymous. The survey takes about 10 minutes to complete. Copy this link if you wish to verify the authenticity of this survey: https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en.

CRIC Research Verification Service project code: 20221025-LE745.

To view our privacy policy, copy this link: https://leger360.com/privacy-policy/.

If you require any technical assistance, please copy this link: https://www.legeropinion.com/en/contact/.

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 thethese organizations 98 SX

99 SX

IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.

D1B

b) What is your gender?

Male 1

Female 2

Other 3 B

Prefer not to answer 99 BX

c) What year were you born?

YYYY

ADMISSIBLE RANGE 1900-2004

IF > 2004, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

D1C

d) 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

IF “LESS THAN 18 YEARS OLD” OR “BLANK”, THANK AND TERMINATE

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

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

[1,16]

.

Q3

Think about the most recent ad from the Government of Canada that comes to mind. 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 ->T1H

I don't remember / Not sure 3 ->T1H

Prefer not to say 99 SX ->T1H

T1B [1,16]

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

Select all that apply

|  |  |
| --- | --- |
| Printed publications | |
| Print magazine |  |
| Broadcasting | |
|  | Television |
| Online / digital | |
| Digital/Streaming TV (e.g. Netflix, Disney+) | Snapchat |
| Facebook | Digital/Streaming radio (e.g. Spotify, Podcast) |
| In a mobile app | TikTok |
| Instagram |  |
| Internet website | Twitter |
|  | Video game |
| Online news sites | Web search (e.g. Google, Bing) |
|  | YouTube |
| Out-of-home (indoor and outdoor signage) | |
| The following are examples of signage locations.  Please select those that apply or add ones specific to campaign. | |
| Highway billboard | Cinema |
| Digital billboard | Shopping mall |
| Transit (e.g. Inside/outside bus/subway or bus shelter) |  |
| Mandatory option(s): | |
| Other, specify: |  |

T1C [1,3]

What do you remember about this ad?

Specify 77

Prefer not to say 99 SX

T1H:

Here are some ads that have recently been broadcast on various media. Click here to watch.

[INSERT VIDEO, PRINT AND RADIO ADS]

[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen, read or heard these ads?

o Yes

o No => GO TO T1J

T1I:

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

|  |  |
| --- | --- |
| Printed publications | |
| Print magazine |  |
| Broadcasting | |
|  | Television |
| Online / digital | |
| Digital/Streaming TV (e.g. Netflix, Disney+) | Snapchat |
| Facebook | Digital/Streaming radio (e.g. Spotify, Podcast) |
| In a mobile app | TikTok |
| Instagram |  |
| Internet website | Twitter |
|  | Video game |
| Online news sites | Web search (e.g. Google, Bing) |
|  | YouTube |
| Out-of-home (indoor and outdoor signage) | |
| The following are examples of signage locations.  Please select those that apply or add ones specific to campaign. | |
| Highway billboard | Cinema |
| Digital billboard | Shopping mall |
| Transit (e.g. Inside/outside bus/subway or bus shelter) |  |
| Mandatory option(s): | |
| Other, specify: |  |

T1J:

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

T1K:

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

RANDOMIZE STATEMENTS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1  Strongly Disagree | 2 | 3 | 4 | 5  Strongly Agree |
| These ads catch my attention | o | o | o | o | o |
| These ads are relevant to me | o | o | o | o | o |
| These ads are difficult to follow | o | o | o | o | o |
| These ads do not favour one political party over another | o | o | o | o | o |
| These ads talk about an important topic | o | o | o | o | o |
| These ads provide new information | o | o | o | o | o |
| These ads clearly convey that the Government of Canada wants you to remember and honour Canadian Veterans | o | o | o | o | o |

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

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

D3

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

Yes 1

No 2

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 $40,000 2

Between $40,000 and $60,000 3

Between $60,000 and $80,000 4

Between $80,000 and $100,000 5

Between $100,000 and $150,000 6

Between $150,000 and $200,00

$2000,000 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

ADMISSIBLE RANGE: 1900-2022

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 >

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.