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

Findings report

Prepared for Veterans Affairs Canada

Ce rapport est aussi disponible en français

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 ».

Table of contents

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:

Christian Bourque, Senior Researcher

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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

	1,043	965
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 <u>main</u> 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	○	○	○	○	○
These ads are relevant to me	○	○	○	○	○
These ads are difficult to follow	○	○	○	○	○
These ads do not favour one political party over another	○	○	○	○	○
These ads talk about an important topic	○	○	○	○	○
These ads provide new information	○	○	○	○	○
These ads clearly convey that the Government of Canada wants you to remember and honour Canadian Veterans	○	○	○	○	○

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.