Baseline and Post-Campaign Advertising Campaign Evaluation Tool for the Mental Health Ad Campaign 2022-2023

Methodological Report

Prepared for Veterans Affairs Canada

Ce rapport est aussi disponible en français

POLITICAL NEUTRALITY STATEMENT

I hereby certify as Senior Officer of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Mike Colledge
President
Ipsos Public Affairs

Baseline and Post-Campaign ACET for the Mental Health Ad Campaign 2022-2023
Methodological Report

Prepared for Veterans Affairs Canada
Supplier name: Ipsos Public Affairs
March 2023

This public opinion research report presents the methodology of the Baseline and Post-Campaign ACET for the Mental Health Ad Campaign 2022-2023 online survey conducted by Ipsos Public Affairs on behalf of Veterans Affairs Canada. The baseline survey was conducted with a sample of n=2,168 Canadians ages 18+ between 20 December 2022, and 3 January2023, and the post-wave survey was conducted with a sample of n=2,163 Canadians ages 18+ between 10 February and 2 March 2023.

Cette publication est aussi disponible en français sous le titre : Référence et post-campagne ACET pour la Campagne Médiatique sur la Santé Mentale 2022-2023

1. Contents

Executive Summary

2. Background

Veterans Affairs Canada (VAC) is responsible for delivering support services associated with mental and physical health and wellness to current or former members of the Canadian Armed Forces (CAF), Royal Canadian Mounted Police (RCMP), and family members of these individuals (Veteran community). These individuals can access a wide range of mental health services, support and information to help reduce the potential stress during the transition to post-military service and to address mental illness, when present. These services include a network of eleven operational stress injury (OSI) clinics (10 outpatient and 1 inpatient), located across the country, and 9 OSI satellite sites that provide services close to where Veterans live. In addition, there is a national network of approximately 12,000 independent mental health professionals across Canada, registered with the Department to deliver mental health treatment.

For 2022-23, the goal of the national Mental Health Services for Veterans and their Families advertising campaign is to increase awareness among the Veteran community of the mental health services and supports available to them and how they can be accessed. A variety of channels will be used to reach the target audiences including radio, print and online ads.

3. Research Objectives

VAC is looking to assess the impact of its Mental Health Services for Veterans and their Families advertising campaign in raising awareness of the mental health services and supports available to them and how they can be accessed. This would be done with a baseline survey to collect information on status of awareness and use of these resources, followed by a post-campaign survey to see the affect after the communications intervention. This research will help to evaluate the impact of this advertising campaign, such as:

- Manner in which research is prescribed by legislative, policy, evaluation, or litigation requirement

- Manner in which research supports government or departmental priorities

- Manner in which research findings will benefit Canadians

- Alternate approaches and information sources considered and reasons for their unsuitability

- Risks associated with information gathering and dissemination

- Risks associated with failing to secure information

The results of this research will allow VAC to evaluate the performance of this campaign. It will also help VAC to improve any future phases of the campaign (or similar).

The Government of Canada's Policy on Communications and Federal Identity requires the evaluation of all advertising campaigns exceeding $1 million in media through the Advertising Campaign Evaluation Tool (ACET).

Target Audience

The target audience of the research is as follows:

- Canadians 18+
- Canadian Veterans (including former Reservists and Rangers), CAF members, family members, caregivers, and survivors.
- Former Royal Canadian Mounted Police (RCMP) members, their families, and survivors.

4. Methodology

4.1 Online Sample

This project involved two (2) waves of surveying – a baseline survey and a post-campaign survey. Both surveys were executed online using a non-probability online panel. This is the standard approach for all Government of Canada advertising evaluation surveys. The initial baseline survey was conducted before the campaign launched and the recall survey was conducted following the completion of the campaign.

Respondents for the survey samples were drawn from a trusted partner panel vendor, Canadian Viewpoint Inc. The baseline survey was conducted with a sample of n=2,168 Canadians ages 18+ and the post-wave survey was conducted with a sample of n=2,163 Canadians ages 18+. Interviews were conducted in the language of their choice, either English or French.

For the baseline survey, a pre-test was conducted on 20 December 2022, with 25 completes (15 English / 10 French), to confirm survey length before fully deploying the questionnaire. An open-ended question was asked at the end of the survey where any problems, questions, or unclear statements could be brought to our attention. no issues were flagged. The survey was fully launched and ran between 21 December 2022, and 3 January 2023.

For the post-wave survey, a pre-test was conducted on February 10, 2023, with 46 completes (26 English / 20 French). An open-ended question was asked at the end of the survey where any problems, questions, or unclear statements could be brought to our attention. Again, no issues were flagged. The survey was fully launched and ran between 10 February and 2 March 2023.

For both surveys, quotas were set to ensure representation by region, age, and gender, according to the latest Census information. Sampling targets were obtained through natural fallout. An oversample of Veterans (including 160) was conducted per survey, n=549 in the baseline survey and n=518 in the post-survey. The unweighted Veterans counts are shown below.

Target audience	Baseline Survey	Post-wave
Canadian Veterans (including former Reservists and Rangers), CAF members, family members, caregivers, and survivors.	549	518

The sampling methodology utilized email invitations and router technology to invite participants. Each participant received a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete. On average, the online interviews took 10 minutes for the baseline and post wave survey to complete.

3.2 Participant Recruitment

Sample Source

Ipsos partnered with sub-contractor Canadian Viewpoint Inc. Canadian Viewpoint has one of the largest consumer panels with ~300,000 active panelists. Like Ipsos, Canadian Viewpoint uses mixed-medium strategies (phone/online/in-person) to build its panel to allow more representative samples. Canadian Viewpoint's online consumer panel is also recruited using post screeners during telephone surveys, Facebook, online vetted lists and in-person studies. Incentives were not used for recruitment purposes to ensure quality, but respondents were incentivized for completing the survey, which is directly proportionate to the amount of time taken to complete the survey and with comparable incentives offered by other online panel sources.

The comprehensive background profiling data were gathered when respondents joined the panel through screener questions, which allowed for the targeting of respondents based on key criteria, such as region, age, gender, education and income level, intention to buy a home within 12 months, profession, and other characteristics.

The online survey was conducted using Computer Assisted Web Interviewing (CAWI). Every panelist opted-in or chose to participate in research surveys. Panelists that meet the criteria we were looking for were randomly selected and sent an email invitation to complete the survey. Participants were offered a choice to complete the survey in either English or French.

The survey platform was Accessibility for Ontarians with Disabilities Act (AODA) compliant, according to Web Content Accessibility Guidelines (WCAG 2.0AA).

Incentives and Quality Control Measures

Canadian Viewpoint use a multi-faceted approach to quality, integrating controls and best practices into every phase of the process. Panel members come from diverse fully certified sources. A dedicated team monitors performance by source using feedback loops and continuous reporting to prevent fraud. Our dedicated team monitors the panels for potentially fraudulent behavior, and blocks these people from ever entering a survey via safeguards that includes:

- A double opt-in authentication process

- Cash incentives, in the form of cheques to ensure confirmation of our panelist identity
- Respondents provided us with legitimate information about their identity and address and allow them to receive their incentive cheque
- Immediate examination of suspicious email addresses, suspicious behavior, or unrealistic completion
- Fast and permanent removal of offenders
- Canadian Viewpoint Inc. (CVI) works with our clients to set up customized data quality checks for the surveys that we program. When we are providing Sample Only, the client is ultimately responsible for setting up their own data quality checks
- We limited invitations to 3 x a week. The average respondent receives 1.38 surveys a month from Ipsos and completes 5 - 6 surveys per year
- CVI keeps the participation history, join date and source of the respondent on file. Project analysis of such data is available to our clients upon request
- Proprietary Verification is a suite of quality control procedures, including digital fingerprinting, address verification against USPS databases (standard in the US and Canada,) and third-party verification upon request

Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the sample to ensure that the final data reflects the general adult population by region, age, and gender according to the 2021 Census. A Random Iterative Method (RIM) technique was applied for weighting.

Weighted and Unweighted Online Sample

	Baseline Survey		Post-wave Survey	
	Unweighted Sample Size	Weighted Sample Size	Unweighted Sample Size	Weighted Sample Size
Canada	**2168**	**2168**	**2163**	**2163**
Region				
British Columbia/Territories	299	302	298	301
Alberta	241	241	244	241
Prairies (MB/SK)	139	138	146	137
Ontario	828	841	876	839
Quebec	509	501	449	499
Atlantic Canada	152	145	150	145
Gender				
Male	1062	1051	1071	1050
Female	1093	1104	1082	1103
Diverse / Prefer not to Answer	13	13	10	10
Age				
18-34	531	580	545	582

35-54	686	699	706	697
55+	951	888	912	885

The figures presented in the table above show minimal differences between the unweighted and weighted samples. As a result of the strong representativeness of the unweighted data, the largest weight factor that was applied for any respondent is 1.13, which is well within acceptable ranges for a survey of the general population.

Email Statistics

For this survey, a sample router was used. Therefore, a response rate cannot be calculated. However, the participation rate for the baseline survey was 96% and post-wave survey was 92%. Participation rate is calculated as follows: (qualified completes + over quota + terminates)/click-through).

Completions	Baseline Survey	Post-wave Survey
Click-Through	3320	4752
- Partial Completes	6	192
- Terminates	997	2160
- Over quota	36	39
Qualified Completes	2168	2163
Participation Rate	96%	92%

Non-Response Analysis

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect. The data have been weighted to reflect the demographic composition of Canadian adults aged 18 years and over.

The table below compares the unweighted survey samples to the 2021 Census results by region, age, and gender. Overall, the sample is highly representative of the national adult population.

	Baseline Survey		Post-wave Survey	
	Unweighted Percentage	**Census 2021 Proportions**	**Unweighted Percentage**	**Census 2021 Proportions**
Region*				
British Columbia /Territories	14%	14%	14%	14%
Alberta	11%	11%	11%	11%
Prairies (MB/SK)	6%	6%	7%	6%
Ontario	38%	39%	40%	39%
Quebec	23%	23%	21%	23%

Atlantic	7%	7%	7%	7%
Gender*				
Male	49%	49%	50%	49%
Female	50%	51%	50%	51%
Diverse / Prefer not to Answer	1%	<1%	<1%	<1%
Age*				
18-34	24%	27%	25%	27%
35-54	32%	32%	33%	32%
55+	44%	41%	42%	41%

* Denotes variables included in the weighting scheme.

Differences among the variables used in the weighting scheme are minimal. The distribution in the sample is consistent, with only slight differences observed between the unweighted percentages and the 2021 Census data.

5. Appendix – Survey Questionnaire

4.1 English Baseline Questionnaire

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur **français [SWITCH TO FRENCH VERSION]. Your participation is voluntary, and your responses will be kept entirely confidential**. The survey takes about 7 minutes to complete. This survey is being directed by Ipsos and Canadian View Point Inc. and is being administered according to the requirements of the Privacy Act and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

START SURVEY

Click here if you wish to verify the authenticity of this survey (20221212-IP259). To view our privacy policy, click here.

Authenticity:

EN: https://www.canadianresearchinsightscouncil.ca/rvs/home/
FR: https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=fr

Privacy policy:

English: Privacy & Data Protection | Ipsos
French : Confidentialité et protection des données personnelles | Ipsos

If you require any technical assistance, please contact Daniel.kunasingam@ipsos.com.

a) **Do you or anyone else in your household work for any of the following types of organizations?**

SELECT ALL THAT APPLY

- o A marketing research firm
- o A magazine or newspaper
- o An advertising agency or graphic design firm
- o A political party
- o A radio or television station
- o A public relations company
- o No, none of these types of organizations

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

b) Are you…

- ○ Male gender
- ○ Female gender
- ○ Gender diverse
- ○ Prefer not to say

c) **In what year were you born?** OPTIONAL

_____

YYYY

ADMISSIBLE RANGE 1900-2004

IF > 2004, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

d) In which of the following age categories do you belong?

SELECT ONE ONLY

- ○ Less than 18 years old
- ○ 18 to 24
- ○ 25 to 34
- ○ 35 to 44
- ○ 45 to 54
- ○ 55 to 64
- ○ 65 or older

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

e) In which province or territory do you live?

SELECT ONE ONLY

- ○ Alberta
- ○ British Columbia
- ○ Manitoba
- ○ New Brunswick
- ○ Newfoundland and Labrador
- ○ Northwest Territories
- ○ Nova Scotia
- ○ Nunavut
- ○ Ontario
- ○ Prince Edward Island
- ○ Quebec
- ○ Saskatchewan
- ○ Yukon
- ○ Do not live in Canada **TERM**

D4B Are you a Canadian Veteran, or do you personally know a Canadian Veteran? If so ... what is your relation to the Canadian Veteran?

SELECT ANY THAT APPLY

- o Yes, I am a Veteran
- o Yes, a close family member is a Veteran
- o Yes, a friend/someone else is a Veteran
- o No [SINGLE PUNCH]
- o Not sure [SINGLE PUNCH]

D4C Are you or a member of your household currently serving in the Canadian Armed Forces (CAF) or the RCMP?

SELECT ANY THAT APPLY

- o Yes, I am currently serving in the CAF/RCMP
- o Yes, a member of my household is currently serving in the CAF/RCMP
- o No [SINGLE PUNCH]
- o Not sure [SINGLE PUNCH]

Quota: Identify the Veteran community: **D4B = 1 or 2 OR D4C = 1 or 2**

D4D Are/were you or a member of your household a member of a Veterans' organization?

SELECT ANY THAT APPLY

- o Yes, I am currently a member of a Veterans organization
- o Yes, a member of my household is currently a member of a Veterans organization
- o Yes, I was at one time a member of a Veterans organization
- o Yes, a member of my household was at one time a member of a Veterans organization
- o No [SINGLE PUNCH]
- o Not sure [SINGLE PUNCH]

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1 Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- o Yes
- o No/do not remember   **GO TO T1A**

Q2 Deleted

Q3 Think about the most recent ad from the Government of Canada that comes to mind. What do you remember about this ad?

- o [RECORD]
- o Don't remember

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A Over the past three weeks, have you seen, read or heard any Government of Canada advertising about services and supports for Canadian Veterans (NB: for this survey, a Veteran is any former member of the CAF or the RCMP).

- o Yes
- o No   **GO TO T1E**
- o Do not remember/not sure   **GO TO T1E**

T1B Where have you seen, read or heard this Government of Canada ad about services and supports for Canadian Veterans?

SELECT ALL THAT APPLY RANDOMIZE

- o Facebook
- o Internet website
- o Magazines
- o Radio
- o Twitter
- o YouTube
- o Instagram
- o LinkedIn
- o Other, specify _____ANCHOR
- o Don't remember EXCLUSIVE, ANCHOR

T1C What do you remember about this ad? What words, sounds or images come to mind?

- o [RECORD]

- o Don't remember

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS

ASK ALL RESPONDENTS

T1E **Over the past three weeks, have you seen or read information related to services and supports for Canadian Veterans on ~~VAC's~~ Veterans Affairs Canada website (veterans.gc.ca) or on its social media sites such as Facebook, YouTube, Twitter, Instagram, or LinkedIn?**

MULTI SELECT

- o Yes, on the ve~r~terans.gc.ca website
- o Yes, on social media sites such as Facebook, YouTube, Twitter, Instagram, or LinkedIn
- o No EXCLUSIVE

T1I **What do you think is the biggest issue or problem facing Canadian Veterans these days?**

- o RECORD
- o Don't know

T2A **To what extent are you aware of any mental health challenges faced by some Veterans?**

- o Very aware
- o Somewhat aware
- o Not very aware
- o Not at all aware
- o Prefer not to say

T2B **How common do you think it is for Veterans to experience mental health challenges?**

- o Very common
- o Somewhat common
- o Not very common
- o Not at all common
- o Not sure

T2C **How confident are you** that Canada's **Veterans have access to mental health services and supports?**

- o Very confident
- o Somewhat confident
- o Not very confident
- o Not at all confident
- o Not sure

T2C1 What types of mental health services and supports are available to veterans and their families?

Record

Don't know

T2D **As far as you know, which organizations can Veterans and their families go to for help accessing mental health services and supports?**

- o RECORD

- o Don't know

T2E **As you may know, Veterans Affairs Canada offers mental health services and supports for Veterans and their families. How satisfied are you with how Veterans Affairs Canada's communicates about services and supports available to Veterans and their families?**

- o 1 – Not at all satisfied
- o 2 – Not very satisfied
- o 3 – Neither satisfied nor dissatisfied
- o 4 – Somewhat satisfied
- o 5 – Very satisfied
- o Not sure
- o Not applicable
- o

DEMOGRAPHIC QUESTIONS

DEMOS

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…**

SELECT ONE ONLY

- o Working full-time (30 or more hours per week)
- o Working part-time (less than 30 hours per week)
- o Self-employed
- o Unemployed, but looking for work
- o A student attending school full-time
- o Retired
- o Not in the workforce (full-time homemaker or unemployed but not looking for work)
- o Other employment status

D2 **What is the highest level of formal education that you have completed?**

SELECT ONE ONLY

- o Grade 8 or less
- o Some high school
- o High school diploma or equivalent
- o Registered apprenticeship or other trades certificate or diploma
- o College, CEGEP or other non-university certificate or diploma
- o University certificate or diploma below bachelor's level
- o Bachelor's degree
- o Postgraduate degree above bachelor's level

D3 Are there any children under the age of 18 currently living in your household?

- o   Yes
- o   No

D4 Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- o   Under $20,000
- o   Between $20,000 and $40,000
- o   Between $40,000 and $60,000
- o   Between $60,000 and $80,000
- o   Between $80,000 and $100,000
- o   Between $100,000 and $150,000
- o $150,000 and above
- o   Prefer not to say

D5 Where were you born?

- o   Born in Canada
- o   Born outside Canada
  - Specify the country: _____
- o   Prefer not to say

ASK IF D5=BORN OUTSIDE CANADA

D6 In what year did you first move to Canada?

- o   RECORD YEAR
- o   Prefer not to say

D7 What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

- o   English
- o   French
- o   Other language, specify _____

D8 What is your preferred language to speak at home?

- o   English
- o   French
- o   Other language, specify _____

D9 What language do most people use in your neighbourhood/community?

- o   English
- o   French
- o   Other language, specify _____

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, it is greatly appreciated.

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

4.2 English Post-Wave Questionnaire

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur **français [SWITCH TO FRENCH VERSION]. Your participation is voluntary, and your responses will be kept entirely confidential**. The survey takes about 10 minutes to complete. This survey is being directed by Ipsos and Canadian View Point Inc. and is being administered according to the requirements of the *Privacy Act* and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

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Privacy policy :

English: Privacy & Data Protection | Ipsos
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If you require any technical assistance, please contact Daniel.kunasingam@ipsos.com.

f)   Do you or anyone else in your household work for any of the following types of organizations?

   SELECT ALL THAT APPLY

- o   A marketing research firm
- o   A magazine or newspaper
- o   An advertising agency or graphic design firm
- o   A political party
- o   A radio or television station
- o   A public relations company
- o   No, none of these types of organizations

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

g)   Are you…

- o   Male gender
- o   Female gender
- o   Gender diverse
- o   Prefer not to say

h) **In what year were you born?** OPTIONAL

_____

YYYY

ADMISSIBLE RANGE 1900-2004

IF > 2004, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

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

   SELECT ONE ONLY

   - Less than 18 years old
   - 18 to 24
   - 25 to 34
   - 35 to 44
   - 45 to 54
   - 55 to 64
   - 65 or older

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

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

   SELECT ONE ONLY

   - Alberta
   - British Columbia
   - Manitoba
   - New Brunswick
   - Newfoundland and Labrador
   - Northwest Territories
   - Nova Scotia
   - Nunavut
   - Ontario
   - Prince Edward Island
   - Quebec
   - Saskatchewan
   - Yukon
   - Do not live in Canada **TERM**

D4B Are you a Canadian Veteran, or do you personally know a Canadian Veteran? If so ... what is your relation to the Canadian Veteran?

   SELECT ANY THAT APPLY

- Yes, I am a Veteran
- Yes, a close family member is a Veteran
- Yes, a friend/someone else is a Veteran
- No [SINGLE PUNCH]
- Not sure [SINGLE PUNCH]

D4C Are you or a member of your household currently serving in the Canadian Armed Forces (CAF) or the RCMP?

SELECT ANY THAT APPLY

- Yes, I am currently serving in the CAF/RCMP
- Yes, a member of my household is currently serving in the CAF/RCMP
- No [SINGLE PUNCH]
- Not sure [SINGLE PUNCH]

[Quota: Identify the Veteran community: D4B = 1 or 2 OR D4C = 1 or 2]

D4D Are/were you or a member of your household a member of a Veterans' organization?

SELECT ANY THAT APPLY

- Yes, I am currently a member of a Veterans organization
- Yes, a member of my household is currently a member of a Veterans organization
- Yes, I was at one time a member of a Veterans organization
- Yes, a member of my household was at one time a member of a Veterans organization
- No [SINGLE PUNCH]
- Not sure [SINGLE PUNCH]

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1 Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- Yes
- No/do not remember   **GO TO T1A**

Q3 Think about the most recent ad from the Government of Canada that comes to mind. What do you remember about this ad?

- [RECORD]
- Don't remember

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A Over the past three weeks, have you seen, read or heard any Government of Canada advertising about services and supports for Canadian Veterans (NB: for this survey, a Veteran is any former member of the CAF or the RCMP).

- Yes
- No   **GO TO T1E**
- Do not remember/not sure   **GO TO T1E**

T1B Where have you seen, read or heard this Government of Canada ad about services and supports for Canadian Veterans?

   SELECT ALL THAT APPLY RANDOMIZE

- Facebook
- Internet website
- Magazines
- Radio
- Twitter
- YouTube
- Instagram
- LinkedIn
- Other, specify _____ANCHOR
- Don't remember EXCLUSIVE, ANCHOR

T1C What do you remember about this ad? What words, sounds or images come to mind?

- [RECORD]

- Don't remember

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS

ASK ALL RESPONDENTS

T1E Over the past three weeks, have you seen or read information related to services and supports for Canadian Veterans on Veterans Affairs Canada website (veterans.gc.ca) or on its social media sites such as Facebook, YouTube, Twitter, Instagram, or LinkedIn?

MULTI SELECT

- Yes, on the veterans.gc.ca website
- Yes, on social media sites such as Facebook, YouTube, Twitter, Instagram, or LinkedIn
- No EXCLUSIVE

T1I What do you think is the biggest issue or problem facing Canadian Veterans these days?

- RECORD

      o Don't know

T2A To what extent are you aware of any mental health challenges faced by some Veterans?

      o Very aware
      o Somewhat aware
      o Not very aware
      o Not at all aware
      o Prefer not to say

T2B How common do you think it is for Veterans to experience mental health challenges?

      o Very common
      o Somewhat common
      o Not very common
      o Not at all common
      o Not sure

T2C How confident are you that Canada's Veterans have access to mental health services and supports?

      o Very confident
      o Somewhat confident
      o Not very confident
      o Not at all confident
      o Not sure

T2C1 What types of mental health services and supports are available to Veterans and their families?

Record

Don't know

T2D As far as you know, which organizations can Veterans and their families go to for help accessing mental health services and supports?

      o RECORD

      o Don't know

T2E As you may know, Veterans Affairs Canada offers mental health services and supports for Veterans and their families. How satisfied are you with how Veterans Affairs Canada communicates about services and supports available to Veterans and their families?

- o 1 – Not at all satisfied
- o 2 – Not very satisfied
- o 3 – Neither satisfied nor dissatisfied
- o 4 – Somewhat satisfied
- o 5 – Very satisfied
- o Not sure
- o Not applicable

AD RECALL QUESTIONS

T1H: Here are some ads that have recently been broadcast on various media. Please ensure that your volume is turned on. Click here to watch.

[Randomize Ads]

[INSERT 15 SEC VIDEO AD]

[CLICK TO GO TO THE NEXT PAGE]

[INSERT PRINT AD]

[CLICK TO GO TO THE NEXT PAGE]

[INSERT RADIO AD]

[CLICK TO GO TO THE NEXT PAGE]

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

- o yes
- o no [**=> GO TO T1J**]

T1I: Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY - Randomize

- o Cinema
- o Facebook
- o Internet website
- o Magazines
- o Radio
- o Twitter
- o YouTube
- o Instagram
- o LinkedIn
- o Other, specify _____ **ANCHOR**
- o Don't remember   **EXCLUSIVE, ANCHOR**
- o

T1J: What do you think is the main point these ads are trying to get across?

- [RECORD]

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 provides mental health assistance for members of the Armed Forces and RCMP	o	o	o	o	o

T1L: [ASK IF YES IN T1H] Which of the following actions did you take as a result of seeing/hearing this advertising? [ACCEPT MULTIPLE RESPONSES]

- Thought about how members of the Canadian Armed Forces and RCMP can face mental health challenges
- Talked to a friend/family member about mental health challenges
- Looked online for more information

- Visited Veterans.gc.ca
- Other, specify (try to be as specific as you can): _____
- I did not do anything as a result of seeing the advertising

DEMOGRAPHIC QUESTIONS

DEMOS

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…

SELECT ONE ONLY

- Working full-time (30 or more hours per week)
- Working part-time (less than 30 hours per week)
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time
- Retired
- Not in the workforce (full-time homemaker or unemployed but not looking for work)
- Other employment status

D2 What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- Grade 8 or less
- Some high school
- High school diploma or equivalent
- Registered apprenticeship or other trades certificate or diploma
- College, CEGEP or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Postgraduate degree above bachelor's level

D3 Are there any children under the age of 18 currently living in your household?

- Yes
- No

D4 **Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?**

    SELECT ONE ONLY

- o   Under $20,000
- o   Between $20,000 and $40,000
- o   Between $40,000 and $60,000
- o   Between $60,000 and $80,000
- o   Between $80,000 and $100,000
- o   Between $100,000 and $150,000
- o $150,000 and above
- o   Prefer not to say

D5 **Where were you born?**

- o   Born in Canada
- o   Born outside Canada

        Specify the country: _____

- o   Prefer not to say

ASK IF D5=BORN OUTSIDE CANADA

D6 **In what year did you first move to Canada?**

- o   RECORD YEAR
- o   Prefer not to say

D7 **What is the language you first learned at home as a child and still understand?**

    SELECT UP TO TWO

- o   English
- o   French
- o   Other language, specify _____

D8 **What is your preferred language to speak at home?**

- o   English
- o   French
- o   Other language, specify _____

D9 **What language do most people use in your neighbourhood/community?**

- o   English
- o   French
- o   Other language, specify _____

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, it is greatly appreciated.

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