WINTRO

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur **français**.

**Your participation is voluntary and your responses will be kept entirely confidential.** The survey takes about 5 minutes to complete.

 Click here and enter registration # 20240213-EK978 if you wish to verify the authenticity of this survey. To view our privacy policy click here

 If you require any technical assistance, please contact online@ekos.com

QINTROA [1,8]

 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

The federal or provincial government 7

None of these organizations 9

QGENDR

 What is your gender?

Male 1

Female 2

Other 3

Prefer not to answer 9

QAGE

 In what year were you born?

Please specify 1

Prefer to not answer 9

QAGEY

In which of the following age categories do you belong?

less than 18 years old 1

18 to 24 2

25 to 34 3

35 to 44 4

45 to 54 5

55 to 64 6

65 or older 7

Prefer not to answer 99

QPROV

 In which province or territory do you live?

Alberta 1

British Columbia 2

Manitoba 3

New Brunswick 4

Newfoundland and Labrador 5

Northwest Territories 6

Nova Scotia 7

Nunavut 8

Ontario 9

Prince Edward Island 10

Quebec 11

Saskatchewan 12

Yukon 13

Prefer not to answer 99

D4B [1,4]

 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 THAT APPLY

Yes, I am a Veteran 1

Yes, a close family member is a Veteran 2

Yes, a friend/someone else is a Veteran 3

Yes, a caregiver 4

No 8

Not sure 9

D4C [1,2]

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

SELECT ALL THAT APPLY

Yes, I am currently serving in the CAF/RCMP 1

Yes, a member of my household is currently serving in the CAF/RCMP 2

No 8

Not sure 9

D4D [1,4]

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

SELECT ALL THAT APPLY

Yes, I am currently a member of a Veterans organization 1

Yes, a member of my household is currently a member of a Veterans organization 2

Yes, I was at one time a member of a Veterans organization 3

Yes, a member of my household was at one time a member of a Veterans organization 4

No 8

Not sure 9

Q1

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

Yes 1

No 2

Q3 [1,3]

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

Please specify 1

T1A

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

For this survey, a Veteran is any former member of the CAF or the RCMP

Yes 1

No 2

T1B [1,14]

 Where have you seen, read or heard this ad about services for Veterans?

SELECT ALL THAT APPLY

Print magazine 1

Internet website 2

LinkedIn 3

Online news sites 4

TikTok 5

YouTube 6

Web search (e.g. Google, Bing) 7

Digital billboard 8

Doctor's office 9

Transit (e.g. Inside/outside bus/subway or bus shelter) 10

Highway billboard 11

Shopping mall 12

Pharmacy 13

Other (please specify) 77

None of the above 99

T1C [1,3]

 What do you remember about this ad?

Please specify 1

T1D [1,3]

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

SELECT ALL THAT APPLY

Yes, on the verterans.gc.ca website 1

Yes, on Canada.ca 2

Yes, on social media sites such as YouTube, TikTok or LinkedIn 3

No 9

T1I [1,3]

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

Please specify 1

Don't know 9

T2A

 How common do you think it is for Veterans to experience challenges finding services and supports?

Very common 1

Somewhat common 2

Not very common 3

Not at all common 4

Not sure 9

T2B

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

Very confident 1

Somewhat confident 2

Not very confident 3

Not at all confident 4

Not sure 9

T2C [1,3]

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

Please specify 1

Don't know 9

T2D

 As you may know, Veterans Affairs Canada offers 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?

1 – Very dissatisfied 1

2 – Somewhat dissatisfied 2

3 – Neither satisfied nor dissatisfied 3

4 – Somewhat satisfied 4

5 – Very satisfied 5

Not sure 8

Not applicable 9

T2E

 Are you aware of Government of Canada programs and services for Veterans, CAF members, and their families?

Very aware 1

Somewhat aware 2

Not very aware 3

Not at all aware 4

Prefer not to answer 9

T2F

 Would you know where to obtain Government of Canada information on programs and services for Veterans?

Yes 1

No 2

Don't know 3

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 school full-time 5

Retired 6

Not in the workforce (Full-time homemaker or unemployed but not looking for work) 7

Other employment status 8

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

Postgraduate 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

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 7

$200,000 and above 8

Prefer not to answer 9

D5

 Where were you born?

Born in Canada 1

Born outside Canada, specify the country: 2

D6

In what year did you first move to Canada?

Response 1

D7 [1,2]

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

SELECT UP TO TWO

English 1

French 2

Other language, specify 77

QMINOR [1,4]

 Do you consider yourself to be any of the following?

SELECT ALL THAT APPLY

A member of a visible minority (i.e., non-Caucasian) 1

Indigenous (First nations, Métis or Inuit) 2

A person with a disability (long-term or recurring impairment such as vision, hearing, mobility, learning, developmental, memory or mental health-related that limits daily activities) 3

A member of the 2SLGBTQI+ community 4

None of the above 97

Don't know/No response 98

I prefer not to answer 99

THNK

 That concludes the survey. This survey was conducted on behalf of Veterans Affairs Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

THNK2

Unfortunately, based on your responses you are ineligible to participate in this survey. Thank you for your time!