



Government
of Canada

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2023 Remembrance and Recognition Ad Campaign ACET Methodological Report

Prepared for Veterans Affairs Canada

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Ce rapport est aussi disponible en français.

Canada

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Supplier Name: Advanis Inc.

January 2024

This report presents the methodological details for the **2023 Remembrance and Recognition Ad Campaign ACET** conducted by Advanis Inc. on behalf of Veterans Affairs Canada. This study was completed from October 23 to October 30, 2023, in the form of a pre-campaign survey and from November 16 to December 5, 2023, in the form of a post-campaign survey. Both waves were conducted using Advanis' General Population Representative Sample (GPRS) sample. Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population.

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1. Executive Summary

Veterans Affairs Canada (VAC) ran the Remembrance and Recognition campaign in the fall of 2023 to honour Canadians who served our country during times of war, military conflict and peace. This annual, national advertising campaign seeks to encourage Canadians to engage in acts of remembrance.

As per Government of Canada requirements, all advertising campaigns valued at least \$1M are required to undertake an evaluation using the Advertising and Communication Evaluation Tool (ACET) via a pre (or baseline) and post evaluation survey.

The purpose of this quantitative research was to evaluate the 2023 Remembrance and Recognition Advertising Campaign using the Government of Canada's (GC) ACET, and as required, is conducted before and after the campaign's paid media placement.

The results of this study will assess whether the campaign met its objectives and to inform future Veterans Affairs Canada advertising campaigns.

This study was completed from October 23 to October 30, 2023, in the form of a pre-campaign survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign survey was conducted from November 16 to December 5, 2023. A consistent set of questions is used in both surveys to compare across the timeframe in which the advertising campaign enters and leaves the public domain.

For both waves, Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population. Participants were invited via email or SMS to take part in a Web survey. The study was drawn from a random sample and can be extrapolated to the broader population only on a national level.

Questions within the survey further filtered out responses from anyone under the age of 18, those who did not live in Canada, and anyone working for organizations that would not qualify to participate (e.g., a market research firm). A total of 4,064 adult Canadians participated in the study. For the aided recall evaluation, a 16 second video ad was shown to respondents as well as ad visuals.

The contract value for this study was \$57,695.50 (tax included).

Political neutrality certification

I hereby certify as Senior Officer of Advanis that the deliverables fully comply with the Government of Canada 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: 

Nicolas Toutant, Vice-President, Research and Evaluation

2. Introduction

Veterans Affairs Canada (VAC) ran the Remembrance and Recognition campaign in the fall of 2023 to honour Canadians who served our country during times of war, military conflict and peace. This annual, national advertising campaign seeks to encourage Canadians to engage in acts of remembrance.

As per Government of Canada requirements, all advertising campaigns valued at least \$1M are required to undertake an evaluation using the Advertising and Communication Evaluation Tool (ACET) via a pre (or baseline) and post evaluation survey.

The purpose of this quantitative research was to evaluate the 2023 Remembrance and Recognition Advertising Campaign using the Government of Canada's (GC) ACET, and as required, is conducted before and after the campaign's paid media placement.

3. Survey design

Survey content and the French translations were provided by Veterans Affairs Canada and were programmed using SurveyBuilder, a software program that is proprietary to Advanis. The surveys were available to be completed online and were compatible with both desktop computers and mobile devices (tablets and smartphones). It was also designed to be accessible according to the Government of Canada's Standards for Web Accessibility. The surveys were housed on a website hosted by Advanis.

The surveys were designed to include multiple-choice questions, including open-ended and demographic questions. Skip logic was applied throughout, including three thank you messages used to screen out ineligible participants (having an occupation that makes them ineligible to participate, not living in Canada, or being under the age of 18). The surveys were thoroughly pre-tested to ensure that skip patterns and survey questions were correctly programmed.

Participants were asked the same questions in each of the pre and post waves for comparative purposes. Additional questions were asked in the post survey specific to the actual campaign, as participants are shown the ads that aired on the main media platforms. For the aided recall evaluation, a 16 second video ad was shown to respondents as well as ad visuals.

A pre-test was conducted October 23, 2023, for the pre-campaign survey (150 completed surveys) and again November 16, 2023, for the post-campaign survey (58 completed surveys). Respondents were asked to provide feedback on the survey. Neither language pre-tests highlighted any difficulties with the survey itself or with data collection.

A minor change was made to the pre-campaign questionnaire after the pre-test. At question D1A, the questionnaire terminated people working for the "Federal or provincial government" (among others). We removed "provincial" from this level and only kept "Federal" since there was no reason to terminate respondents working for a provincial government. The data collected during the pre-test was retained for the analysis.

4. Sampling

4.1 PROJECT CHARACTERISTICS

This study was completed from October 23 to October 30, 2023, in the form of a pre-campaign survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign survey was conducted from November 16 to December 5, 2023.

4.2 SAMPLING PLAN

The target audience for this project was Canadians who are 18 years and older. The targeted number of completed surveys for each of the post and pre-campaign survey was 2,000 Canadian adults. Questions within the survey further filtered out responses from anyone under the age of 18, who did not live in Canada, and anyone working for a market research firm or other disqualified organizations. Each survey had a unique number embedded in the hyperlink to eliminate the possibility of duplicate responses from one participant.

Table 1: Sample plan by province/region of Canada

Region	Percentage of population	Target population
Atlantic Canada	6.7%	135
Quebec	23.1%	462
Ontario	38.7%	774
Manitoba/Saskatchewan	6.4%	129
Alberta	11.1%	222
British Columbia	13.9%	278
Total	100%	2000

5. Invitations

Invitations were sent by SMS and email and grouped by province, to ensure that they were sent out during appropriate hours within each time zone. After sending the initial invitation, a reminder message was sent three (3) days later to applicants who did not complete a survey or were not screened out of the survey. A maximum of two (2) reminder messages were sent. Overall, 33,655 SMS and emails were sent during data collection for these surveys.

Table 2: Details of survey invitations and reminders

Message ID	Purpose	Pre-campaign	Post-campaign	Total Sent
1	Invitation (EN)	6,849	6,611	13,460
2	Invitation (FR)	1,333	1,203	2,536
3	Reminder 1 (EN)	4,192	4,441	8,633
4	Reminder 1 (FR)	921	881	1,802
5	Reminder 2 (EN)	2,947	2,972	5,919
6	Reminder 2 (FR)	655	650	1,305
Total		16,897	16,758	33,655

6. Completes and Targets

Overall, 15,996 Canadians were invited to participate in the pre and post-campaign surveys, 6,849 in the pre survey and 6,611 in the post survey. The average survey length of the pre-campaign survey was eight (8) minutes and 11 minutes for the post-campaign survey. In total, 4,064 surveys were completed during the data-collection period – 2,011 completes in the pre-campaign survey and 2,053 in the post-campaign survey.

For the pre-campaign survey, 165 responded to the survey but were screened out because they were not eligible. It was the case for 161 respondents in the post-campaign survey. When considering those who were not eligible, the response rate for the pre-campaign was 31.8% and the margin of error was +/-2.19%, at a 95% confidence interval. The response rate for the post-campaign was 33.5% and the margin of error was +/- 2.16%.

Table 3: Targeted number of completes per province, per wave

Province/Region	Target	Pre-campaign completes	Post-campaign completes
Atlantic provinces	135	138	144
Quebec	462	412	481
Ontario	774	812	772
Manitoba/ Saskatchewan	129	141	128
Alberta	222	229	226
British Columbia	278	279	302
Total	2000	2,011	2,053

Table 4: Number of screened-out participants per wave

Wave	Working in ineligible sector	Does not live in Canada	Younger than 18	Total
Pre-campaign	159	3	3	165
Post-campaign	152	9	0	161
Total	311	12	3	326

7. Non-response Bias

Non-response bias occurs when non-responders differ in a meaningful way from respondents and this difference impacts the information gathered. It is difficult to assess the presence of non-response bias since information about why non-responders did not participate is usually not available. That said, one way to gauge the potential impacts of non-response bias is to evaluate if the sample is representative by comparing the respondents' characteristics and gauge if they reflect known population characteristics. Where possible, we can check the distribution of respondents across various demographics (e.g., age and gender) and geographic categories and compare those distributions against known population characteristics. If the variation is fairly small and we have no reason to believe there are other factors

impacting respondents' willingness to participate, we can conclude that the likelihood of non-response bias impacting the information gathered in the study is minimal. This is the case with the current study.

Several strategies were employed to increase response rates and reduce the effects of non-response bias. This includes:

- Recruiting respondents by telephone, which achieves a higher response rate compared to email invitations.
- Outpulsing a local phone number (rather than a toll-free number) and the name of the study sponsor ("GovCanada"), which increases pick-up rates (reducing call screening).
- Systematically setting the next call date and time based on the outcome of the current call, which ensures that each respondent is called methodically across days of the week and times of the day. Especially for respondents that are difficult to reach, this maximizes the likelihood of reaching them.
- Sending an SMS text message to recruits, which assures a seamless transition from the telephone survey to the online survey, as receipt can be confirmed in real-time and encourages respondents to complete the survey as soon as the call ends.
- Informing the potential respondent of the study sponsor to enhance credibility and reassure the respondent that the call is not a scam.
- Offering the survey in both official languages to maximize ease of completion.

8. Weighting, Database and Banners

Overall, 4,064 surveys were completed. The weighting of each dataset (pre / post-campaign) was based on 3 variables: age, gender and region. The six regions used for weighting were Atlantic Canada, Quebec, Ontario, Manitoba/Saskatchewan, Alberta and British Columbia. North was excluded. A weight value of 1 was attributed to respondents who had missing information on a weighting variable. The weights are based on the most recent Statistics Canada census information that is publicly available, the 2021 census.

Each of the pre-campaign and post-campaign survey databases was cleaned to remove any errors, as well as all unique identifiers in the client profiles used by Advanis for delivery and management of the research. All survey answers have been matched and compiled into banner tables.

New variables were created to include in the banner tables. Using the responses to the survey questions, Advanis created variables for the following subgroups to facilitate further analysis:

Region	Atlantic, QC, ON, SK/MB, AB, BC
Gender	Male, female
Age	18 to 34, 35 to 54, 55 +
Education	High school or less, college/trades, university
Income	Under \$40K, \$40K to under \$100K, \$100K+
Veteran Status	Is a veteran or knows one, Is not a veteran and does not know any

10. Appendices: Surveys

Pre-campaign Veterans Affairs ACET

wcag

Si vous préférez répondre à l'étude en français, veuillez cliquer sur français

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians.

Your participation is voluntary and your responses will be kept entirely confidential.

The survey takes about 10 minutes to complete. If you get interrupted while doing the survey, you **can select the same link** to pick up right where you left off.

To view our privacy policy, click [here \(http://www.tellcityhall.ca/privacy.html\)](http://www.tellcityhall.ca/privacy.html) (opens in a new window).

If you require technical assistance, please contact survey+vacpre@tellcityhall.ca (<mailto:survey+vacpre@tellcityhall.ca>).

This survey uses Advanis' (<http://advanis.net>) TellCityHall ([opens in a new window](http://www.tellcityhall.ca)) (<http://www.tellcityhall.ca>) data collection methodology. Your participation is voluntary. Your personal information is treated with the highest standards of confidentiality by Advanis. Survey answers will be grouped with other participant responses, and your personal information will only be used for the purposes stated in the survey. We will not use this information for any purposes other than those consistent with market research requirements and guidelines.

This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20231019-AD652. Click [here \(opens in a new window\)](https://www.canadianresearchinsightscouncil.ca/rvs/home/) (<https://www.canadianresearchinsightscouncil.ca/rvs/home/>) to verify the legitimacy of this survey.

- 1 Assistive Survey for those with a disability (Screen reader enabled)
- 2 Start Survey

Section Survey Questions

D1A, TermWork, D1Bb, D1Bc, TermAge1, D1C, TermAge2, D1E, TermProv, Q1, Q3, T1A, T1B, T1C, T1D, T1E, T1F, T1G, T1N, T1P, T1R, D1, D2, D3, D4, D5, D6, D6B, D6Bw, D7, D8, D9, QEND

Page Screeners

D1A

Does anyone in your household work for any of the following organizations?

(Show if Web) Select all that apply

- 1 A marketing research firm
- 2 A magazine or newspaper
- 3 An advertising agency or graphic design firm
- 4 A political party
- 5 A radio or television station
- 6 A public relations company
- 7 Federal government
- 98 **None of these organizations** *(Exclusive)*

TermWork *Show if has job in sectors (D1A = Not Answered)*

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

Status Code: 501

D1Bb

What is your gender?

- 1 Male
- 2 Female
- 3 Other
- 99 Prefer not to answer

D1Bc

In what year were you born?

Minimum: 1900, Maximum: 2020

.8 Prefer not to say

TermAge1 *Show if has birthyear after 2005 (D1Bc > 2005)*

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

Status Code: 502

D1C *Show if did not provide birthyear (D1Bc = Prefer not to say)*

In which of the following age categories do you belong?

- 1 Less than 18 years old
- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 or older

TermAge2 *Show if under 18 age category (D1C = 1)*

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

Status Code: 503

D1E

In which province or territory do you live?

- 1 Newfoundland and Labrador
- 2 Prince Edward Island
- 3 Nova Scotia
- 4 New Brunswick
- 5 Quebec
- 6 Ontario
- 7 Manitoba
- 8 Saskatchewan
- 9 Alberta
- 10 British Columbia
- 11 Yukon
- 12 Northwest Territories

- 13 Nunavut
- 99 None of the above

TermProv *Show if has no province (D1E = 99, Not Answered)*

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

Status Code: 507

Page Ad Awareness

Q1

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

- 1 Yes
- 2 No / I do not remember
- 99 Prefer not to say

Q3 *Show if has seen ad (Q1 = 1)*

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

(Show if CATI) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

- .9 I don't remember

T1A

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

- 1 Yes

- 2 No
- 99 I do not remember / prefer not to say

T1B Show if has seen ad veterans (T1A = 1)

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

(Show if CATI) Select all that apply

(Show if Web) Select all that apply

- 1 Television
- 2 Digital / Streaming TV (e.g. Netflix, Disney+)
- 3 Internet website
- 4 In a mobile app
- 5 YouTube
- 6 Web search (e.g. Google, Bing)
- 7 Online news sites
- 8 Snapchat
- 9 Digital / Streaming radio (Spotify, Podcast)
- 10 TikTok
- 11 Twitch
- 12 Video game
- 13 Elevator
- 14 Airport
- 15 Cinema
- 16 Digital billboard
- 17 Highway billboard
- 18 Transit (e.g. inside or outside a bus, subway, or bus shelter)
- 19 Restaurant
- 20 Shopping mall
- 21 Other, specify _____

T1C Show if has seen ad veterans (T1A = 1)

What do you remember about this ad?

(Show if CATI) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

.8 Prefer not to say

T1D

(Show if CATI) Which sources would you rely on when looking for information about remembrance and the contributions of Canada's Veterans?

Select all that apply

(Show if Web) Which sources would you rely on when looking for information about remembrance and the contributions of Canada's Veterans?

Select all that apply

- 1 Facebook
- 2 X (formerly known as Twitter)
- 3 YouTube
- 4 Instagram
- 5 LinkedIn
- 6 Television
- 7 Internet website, specify _____
- 8 Magazines, specify _____
- 9 Newspaper (daily), specify _____
- 10 Journal or newspaper (weekly or community), specify _____
- 77 Other, specify _____
- 99 Prefer not to say (Exclusive)

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?

- 1 Yes
- 2 No / I do not remember
- 99 Prefer not to say

T1F

In the lead-up to and on Remembrance Day, do you or any of your immediate family members plan to do any of the following acts of remembrance?

(Show if CATI) Select all that apply

(Show if Web) Select all that apply

- 1 Wear a poppy
- 2 Share, comment, or post commemorative content, symbols, or stories on social media platforms
- 3 Attend a Remembrance Day 2023 ceremony in your community
- 4 Watch a virtual or online Remembrance Day 2023 ceremony
- 5 Explore online resources to learn more about Remembrance Day or Veterans' stories and histories
- 6 Observe a moment of silence
- 7 None of the above *(Exclusive)*

T1G

Please rate the importance of the following acts of Remembrance that Veterans Affairs Canada is involved with.

1. Hosting commemorative events and ceremonies in Canada
 2. Developing commemorative educational resources for schools
 3. Funding for commemorative community initiatives
 4. Hosting commemorative events and ceremonies in Europe
 5. Maintenance of military memorials in Europe
 6. Maintaining cemeteries and repairing grave markers
 7. Encouraging Canadians to participate in acts of remembrance
- 4 Very important
 - 3 Somewhat important
 - 2 Not very important
 - 1 Not at all important
 - .9 Not sure

T1N

How significant is Remembrance Day (November 11) to you?

- 1 1 - Not at all significant
- 2 2
- 3 3
- 4 4
- 5 5 - Very significant
- .9 Don't know/ Prefer not to say / No answer

Page Veterans

T1P

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

(Show if CATI) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

- .9 Don't know

T1R

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

(Show if CATI) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

- .9 Don't know

Page Demographics

D1

And in closing, a few questions that will help us to analyze the survey results.

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

- 1 Yes, I am a Veteran
- 2 Yes, a family member is a Veteran
- 3 Yes, a friend/someone else is a Veteran
- 4 I am not a veteran and do not know any
- 99 Don't know / Prefer not to say

D2

Which of the following categories best describes your current employment status? Are you...?

- 1 Working full-time (30 or more hours per week)
- 2 Working part-time (less than 30 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work
- 5 A student attending full-time school
- 6 Retired
- 7 Not in the workforce (Full-time homemaker, unemployed but not looking for work)
- 77 Other employment status, specify _____
- 99 Prefer not to say

D3

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

- 1 Grade 8 or less
- 2 Some high school
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below bachelor's level
- 7 Bachelor's degree
- 8 Post graduate degree above bachelor's level
- 99 Prefer not to say

D4

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

- 1 Yes
- 2 No
- 99 Prefer not to say

D5

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

- 1 Under \$20,000
- 2 Between \$20,000 and just under \$40,000
- 3 Between \$40,000 and just under \$60,000
- 4 Between \$60,000 and just under \$80,000
- 5 Between \$80,000 and just under \$100,000
- 6 Between \$100,000 and just under \$150,000
- 7 Between \$150,000 and just under \$200,000
- 8 \$200,000 or above
- 99 Prefer not to say

D6

Where were you born?

- 1 Born in Canada
- 2 Born outside Canada

D6B *Show if born outside canada not wcag ((D6 = 2) AND (wcag = 2))*

What country were you born in?

- 167 __TREE_QUESTION__
- 1 Canada|Canada
- 2 USA|United States of America
- 3 Mexico|Mexico
- 4 Caribbean / Central America|Bahama Islands, The
- 5 Caribbean / Central America|Barbados
- 6 Caribbean / Central America|Cayman Islands
- 7 Caribbean / Central America|Costa Rica
- 8 Caribbean / Central America|Cuba
- 9 Caribbean / Central America|Dominica
- 10 Caribbean / Central America|Dominican Republic

- 11 Caribbean / Central America|El Salvador
- 12 Caribbean / Central America|Grenada
- 13 Caribbean / Central America|Guadeloupe
- 14 Caribbean / Central America|Guatemala
- 15 Caribbean / Central America|Haiti
- 16 Caribbean / Central America|Honduras
- 17 Caribbean / Central America|Jamaica
- 18 Caribbean / Central America|Martinique
- 19 Caribbean / Central America|Nicaragua
- 20 Caribbean / Central America|Panama, Republic of
- 21 Caribbean / Central America|Saint Lucia
- 22 Caribbean / Central America|St. Kitts-Nevis
- 23 Caribbean / Central America|St. Vincent and the Grenadines
- 24 Caribbean / Central America|Trinidad & Tobago, Republic of
- 25 Brazil|Brazil
- 26 Other South America|Argentina
- 27 Other South America|Bolivia
- 28 Other South America|Chile
- 29 Other South America|Colombia
- 30 Other South America|Ecuador
- 31 Other South America|Guyana
- 32 Other South America|Paraguay
- 33 Other South America|Peru
- 34 Other South America|Uruguay
- 35 Other South America|Venezuela
- 36 France|France
- 37 East Europe|Belarus
- 38 East Europe|Bulgaria
- 39 East Europe|Czech Republic
- 40 East Europe|Hungary
- 41 East Europe|Moldova
- 42 East Europe|Poland
- 43 East Europe|Romania
- 44 East Europe|Russia
- 45 East Europe|Slovak Republic
- 46 East Europe|Ukraine
- 47 North Europe|Denmark
- 48 North Europe|England
- 49 North Europe|Estonia
- 50 North Europe|Finland
- 51 North Europe|Ireland, Republic of
- 52 North Europe|Latvia
- 53 North Europe|Lithuania
- 54 North Europe|Northern Ireland

- 55 North Europe|Norway
- 56 North Europe|Scotland
- 57 North Europe|Sweden
- 58 North Europe|Wales
- 59 South Europe|Albania
- 60 South Europe|Bosnia-Hercegovina
- 61 South Europe|Croatia
- 62 South Europe|Gibraltar
- 63 South Europe|Greece
- 64 South Europe|Italy
- 65 South Europe|Kosovo, Republic of
- 66 South Europe|Macedonia, FYR
- 67 South Europe|Malta
- 68 South Europe|Montenegro, Republic of
- 69 South Europe|Portugal
- 70 South Europe|Serbia, Republic Of
- 71 South Europe|Spain
- 72 West Europe|Austria
- 73 West Europe|Belgium
- 74 West Europe|Germany, Federal Republic of
- 76 West Europe|Luxembourg
- 77 West Europe|Netherlands Antilles, The
- 78 West Europe|Netherlands, The
- 79 West Europe|Switzerland
- 80 North Africa|Algeria
- 81 North Africa|Egypt
- 82 North Africa|Libya
- 83 North Africa|Morocco
- 84 North Africa|Sudan, Democratic Republic of
- 85 North Africa|Tunisia
- 86 West Africa|Benin, Republic of
- 87 West Africa|Burkina-Faso
- 88 West Africa|Gambia
- 89 West Africa|Ghana
- 90 West Africa|Ivory Coast, Republic of
- 91 West Africa|Liberia
- 92 West Africa|Mali, Republic of
- 93 West Africa|Nigeria
- 94 West Africa|Senegal
- 95 West Africa|Sierra Leone
- 96 West Africa|Somali Republic
- 97 West Africa|South Africa, Republic Of
- 98 West Africa|Togo, Republic of
- 99 Other Africa|Angola

- 100 Other Africa|Burundi
- 101 Other Africa|Cameroon, Republic of
- 102 Other Africa|Chad, Republic of
- 103 Other Africa|Congo, Democratic Republic of
- 104 Other Africa|Djibouti, Republic of
- 105 Other Africa|Ethiopia
- 106 Other Africa|Gabon Republic
- 107 Other Africa|Guinea, Republic of
- 108 Other Africa|Kenya
- 109 Other Africa|Madagascar
- 110 Other Africa|Mauritius
- 111 Other Africa|Namibia
- 112 Other Africa|Reunion
- 113 Other Africa|Rwanda
- 114 Other Africa|Tanzania, United Republic Of
- 115 Other Africa|Uganda
- 116 Other Africa|Zambia
- 117 Other Africa|Zimbabwe
- 118 Central/South Asia|Afghanistan
- 119 Central/South Asia|Bangladesh
- 120 Central/South Asia|Bhutan
- 121 Central/South Asia|Kazakhstan
- 122 Central/South Asia|Kyrgyzstan
- 123 Central/South Asia|Nepal
- 124 Central/South Asia|Sri Lanka
- 125 Central/South Asia|Uzbekistan
- 126 India|India
- 127 Iran|Iran
- 128 East/South East Asia|Brunei
- 129 East/South East Asia|Hong Kong
- 130 East/South East Asia|Hong Kong SAR
- 131 East/South East Asia|Indonesia, Republic of
- 132 East/South East Asia|Japan
- 133 East/South East Asia|Macao SAR
- 134 East/South East Asia|Malaysia
- 135 East/South East Asia|Mongolia, People's Republic of
- 136 East/South East Asia|Singapore
- 137 East/South East Asia|Taiwan
- 138 East/South East Asia|Thailand
- 139 East/South East Asia|Vietnam, Socialist Republic of
- 141 China|China, People's Republic of
- 142 Korea|Korea, Republic Of (South)
- 143 Pakistan|Pakistan
- 144 Philippines|Philippines

- 145 West Asia|Armenia
- 146 West Asia|Azerbaijan
- 147 West Asia|Bahrain
- 148 West Asia|Georgia
- 149 West Asia|Iraq
- 150 West Asia|Israel
- 151 West Asia|Jordan
- 152 West Asia|Kuwait
- 153 West Asia|Lebanon
- 154 West Asia|Oman
- 155 West Asia|Palestinian Authority (Gaza)
- 156 West Asia|Qatar
- 157 West Asia|Saudi Arabia
- 158 West Asia|Syria
- 159 West Asia|Turkey
- 160 West Asia|United Arab Emirates
- 161 West Asia|Yemen, Republic of
- 162 Oceania|Australia
- 163 Oceania|Fiji
- 164 Oceania|New Caledonia
- 165 Oceania|New Zealand
- 166 Other|Other (specify): _____

D7 Show if has birth outside Canada (D6 = 2)

In what year did you first move to Canada?

Minimum: 1900, Maximum: 2023

- .8 Prefer not to say

D8

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

(Show if CATI) Select up to two

(Show if Web) Select up to two

- 1 English
- 2 French
- 77 Other language, specify _____

D9

Do you identify as any of the following?

(Show if CATI) Select all that apply

(Show if Web) Select all that apply

- 1 Member of the 2SLGBTQ2+
- 2 Indigenous
- 3 Member of visible minority
- 4 A person with a disability
- 5 None of the above *(Exclusive)*

QEND

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.

Status Code: -1

Post-campaign Veterans Affairs ACET

wcag

Si vous préférez répondre à l'étude en français, veuillez cliquer sur français

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians.

Your participation is voluntary and your responses will be kept entirely confidential.

The survey takes about 10 minutes to complete. If you get interrupted while doing the survey, you **can select the same link** to pick up right where you left off.

To view our privacy policy, click [here \(http://www.tellcityhall.ca/privacy.html\)](http://www.tellcityhall.ca/privacy.html) (opens in a new window).

If you require technical assistance, please contact survey+vacpre@tellcityhall.ca (<mailto:survey+vacpre@tellcityhall.ca>).

This survey uses Advanis' (<http://advanis.net>) TellCityHall ([opens in a new window](http://www.tellcityhall.ca)) (<http://www.tellcityhall.ca>) data collection methodology. Your participation is voluntary. Your personal information is treated with the highest standards of confidentiality by Advanis. Survey answers will be grouped with other participant responses, and your personal information will only be used for the purposes stated in the survey. We will not use this information for any purposes other than those consistent with market research requirements and guidelines.

This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20231019-AD652. Click [here \(opens in a new window\)](https://www.canadianresearchinsightscouncil.ca/rvs/home/) (<https://www.canadianresearchinsightscouncil.ca/rvs/home/>) to verify the legitimacy of this survey.

- 1 Assistive Survey for those with a disability (Screen reader enabled)
- 2 Start Survey

Section Survey Questions

D1A, TermWork, D1Bb, D1Bc, TermAge1, D1C, TermAge2, D1E, TermProv, Q1, Q3, T1A, T1B, T1C, T1D, T1E, T1F, T1G, T1N, T1P, T1R, T1Hmedia1, T1Hmedia2, T1Hmedia3, T1Ha, T1I, T1J, T1K, D1, D2, D3, D4, D5, D6, D6B, D6Bw, D7, D8, D9, QEND

Page Screeners

D1A

Does anyone in your household work for any of the following organizations?

(Show if Web) Select all that apply

- 1 A marketing research firm
- 2 A magazine or newspaper
- 3 An advertising agency or graphic design firm
- 4 A political party
- 5 A radio or television station
- 6 A public relations company
- 7 Federal government
- 98 **None of these organizations** *(Exclusive)*

TermWork *Show if has job in sectors (D1A = Not Answered)*

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

Status Code: 501

D1Bb

What is your gender?

- 1 Male
- 2 Female
- 3 Other
- 99 Prefer not to answer

D1Bc

In what year were you born?

Minimum: 1900, Maximum: 2020

- .8 Prefer not to say

TermAge1 *Show if has birthyear after 2005 (D1Bc > 2005)*

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

Status Code: 502

D1C *Show if did not provide birthyear (D1Bc = Prefer not to say)*

In which of the following age categories do you belong?

- 1 Less than 18 years old
- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 or older *(Show if has no birth year (D1Bc = Not Answered))*

TermAge2 *Show if under 18 age category (D1C = 1)*

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

Status Code: 503

D1E

In which province or territory do you live?

- 1 Newfoundland and Labrador
- 2 Prince Edward Island
- 3 Nova Scotia
- 4 New Brunswick
- 5 Quebec
- 6 Ontario
- 7 Manitoba
- 8 Saskatchewan
- 9 Alberta
- 10 British Columbia
- 11 Yukon
- 12 Northwest Territories
- 13 Nunavut
- 99 None of the above

TermProv *Show if has no province (D1E = 99, Not Answered)*

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

Status Code: 507

Page Ad Awareness**Q1**

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

- 1 Yes
- 2 No / I do not remember
- 99 Prefer not to say

Q3 Show if has seen ad (Q1 = 1)

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

(Show if CATI) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

.9 I don't remember

T1A

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

- 1 Yes
- 2 No
- 99 I do not remember / prefer not to say

T1B Show if has seen ad veterans (T1A = 1)

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

(Show if CATI) Select all that apply

(Show if Web) Select all that apply

- 1 Television
- 2 Digital / Streaming TV (e.g. Netflix, Disney+)
- 3 Internet website
- 4 In a mobile app
- 5 YouTube
- 6 Web search (e.g. Google, Bing)
- 7 Online news sites
- 8 Snapchat
- 9 Digital / Streaming radio (Spotify, Podcast)
- 10 TikTok

- 11 Twitch
- 12 Video game
- 13 Elevator
- 14 Airport
- 15 Cinema
- 16 Digital billboard
- 17 Highway billboard
- 18 Transit (e.g. inside or outside a bus, subway, or bus shelter)
- 19 Restaurant
- 20 Shopping mall
- 21 Other, specify _____

T1C Show if has seen ad veterans (T1A = 1)

What do you remember about this ad?

(Show if CATI) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

- .8 Prefer not to say

T1D

(Show if CATI) Which sources would you rely on when looking for information about remembrance and the contributions of Canada's Veterans?

Select all that apply

(Show if Web) Which sources would you rely on when looking for information about remembrance and the contributions of Canada's Veterans?

Select all that apply

- 1 Facebook
- 2 X (formerly known as Twitter)
- 3 YouTube

- 4 Instagram
- 5 LinkedIn
- 6 Television
- 7 Internet website, specify _____
- 8 Magazines, specify _____
- 9 Newspaper (daily), specify _____
- 10 Journal or newspaper (weekly or community), specify _____
- 77 Other, specify _____
- 99 Prefer not to say *(Exclusive)*

T1E

Over the past three weeks, have you seen or read content related to Canadian Veterans on social media sites such as Facebook, YouTube, X (formerly known as Twitter), Instagram or LinkedIn?

- 1 Yes
- 2 No / I do not remember
- 99 Prefer not to say

T1F

In the lead-up to and on Remembrance Day, did you or any of your immediate family members do any of the following acts of remembrance?

(Show if CATI) Select all that apply

(Show if Web) Select all that apply

- 1 Wear a poppy
- 2 Share, comment, or post commemorative content, symbols, or stories on social media platforms
- 3 Attend a Remembrance Day 2023 ceremony in your community
- 4 Watch a virtual or online Remembrance Day 2023 ceremony
- 5 Explore online resources to learn more about Remembrance Day or Veterans' stories and histories
- 6 Observe a moment of silence
- 7 None of the above *(Exclusive)*

T1G

Please rate the importance of the following acts of Remembrance that Veterans Affairs Canada is involved with.

1. Hosting commemorative events and ceremonies in Canada
2. Developing commemorative educational resources for schools
3. Funding for commemorative community initiatives
4. Hosting commemorative events and ceremonies in Europe
5. Maintenance of military memorials in Europe
6. Maintaining cemeteries and repairing grave markers
7. Encouraging Canadians to participate in acts of remembrance

- 4 Very important
 3 Somewhat important
 2 Not very important
 1 Not at all important
 .9 Not sure

T1N

How significant is Remembrance Day (November 11) to you?

- 1 1 - Not at all significant
 2 2
 3 3
 4 4
 5 5 - Very significant
 .9 Don't know / Prefer not to say / No answer

Page Veterans

T1P

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

(Show if CATI) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

.9 Don't know

T1R

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

(Show if CATI) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

.9 Don't know

Page Ad Recall

T1Hmedia1

Here are some ads that have recently been broadcast on various media. [Click here to watch.](#)

T1Hmedia2 Show if OfferWCAG (custom: <<current_mode_is("web")>> and <<offer_wcag()>>)

Here are some ads that have recently been shown on various media.



November 11.

VETERANS.GC.CA Canada

The most **unforgettable** day of the year.

VETERANS.GC.CA Canada

Remember Canada's Veterans.
#CanadaRemembers

VETERANS.GC.CA Canada

November 11.

VETERANS.GC.CA Canada

The most **unforgettable** day of the year.

VETERANS.GC.CA Canada

Remember Canada's Veterans.
#CanadaRemembers

VETERANS.GC.CA Canada

Click on the right arrow to go to the next page.

T1Ha

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

- 1 Yes
- 2 No

T1I *Show if has seen ad postcampaign (T1Ha = 1)*

Where have you seen, read or heard these ads?

(Show if CATI) Select all that apply

(Show if Web) Select all that apply

- 1 Television
- 2 Digital / Streaming TV (e.g. Netflix, Disney+)
- 3 Internet website
- 4 In a mobile app
- 5 YouTube
- 6 Web search (e.g. Google, Bing)
- 7 Online news sites
- 8 Snapchat
- 9 Digital / Streaming radio (Spotify, Podcast)
- 10 TikTok
- 11 Twitch
- 12 Video game
- 13 Elevator
- 14 Airport
- 15 Cinema
- 16 Digital billboard
- 17 Highway billboard
- 18 Transit (e.g. inside or outside a bus, subway, or bus shelter)
- 19 Restaurant
- 20 Shopping mall
- 21 Other, specify _____

T1J

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

(Show if CATI) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

T1K

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

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

*Levels marked with * are randomized*

- 1 1 - Strongly Disagree
- 2 2
- 3 3
- 4 4
- 5 5 - Strongly Agree

Page Demographics

D1

And in closing, a few questions that will help us to analyze the survey results.

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

- 1 Yes, I am a Veteran
- 2 Yes, a family member is a Veteran
- 3 Yes, a friend/someone else is a Veteran
- 4 I am not a veteran and do not know any
- 99 Don't know / Prefer not to say

D2

Which of the following categories best describes your current employment status? Are you...?

- 1 Working full-time (30 or more hours per week)
- 2 Working part-time (less than 30 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work
- 5 A student attending full-time school
- 6 Retired
- 7 Not in the workforce (Full-time homemaker, unemployed but not looking for work)
- 77 Other employment status, specify _____
- 99 Prefer not to say

D3

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

- 1 Grade 8 or less
- 2 Some high school
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below bachelor's level
- 7 Bachelor's degree
- 8 Post graduate degree above bachelor's level
- 99 Prefer not to say

D4

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

- 1 Yes
- 2 No
- 99 Prefer not to say

D5

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

- 1 Under \$20,000
- 2 Between \$20,000 and just under \$40,000
- 3 Between \$40,000 and just under \$60,000
- 4 Between \$60,000 and just under \$80,000
- 5 Between \$80,000 and just under \$100,000
- 6 Between \$100,000 and just under \$150,000
- 7 Between \$150,000 and just under \$200,000
- 8 \$200,000 or above
- 99 Prefer not to say

D6

Where were you born?

- 1 Born in Canada
- 2 Born outside Canada

D6B *Show if born outside canada not wcag ((D6 = 2) AND (wcag = 2))*

What country were you born in?

- 167 __TREE_QUESTION__
- 1 Canada|Canada
- 2 USA|United States of America
- 3 Mexico|Mexico
- 4 Caribbean / Central America|Bahama Islands, The
- 5 Caribbean / Central America|Barbados
- 6 Caribbean / Central America|Cayman Islands
- 7 Caribbean / Central America|Costa Rica
- 8 Caribbean / Central America|Cuba
- 9 Caribbean / Central America|Dominica
- 10 Caribbean / Central America|Dominican Republic
- 11 Caribbean / Central America|El Salvador
- 12 Caribbean / Central America|Grenada
- 13 Caribbean / Central America|Guadeloupe
- 14 Caribbean / Central America|Guatemala
- 15 Caribbean / Central America|Haiti
- 16 Caribbean / Central America|Honduras
- 17 Caribbean / Central America|Jamaica
- 18 Caribbean / Central America|Martinique

- 19 Caribbean / Central America|Nicaragua
- 20 Caribbean / Central America|Panama, Republic of
- 21 Caribbean / Central America|Saint Lucia
- 22 Caribbean / Central America|St. Kitts-Nevis
- 23 Caribbean / Central America|St. Vincent and the Grenadines
- 24 Caribbean / Central America|Trinidad & Tobago, Republic of
- 25 Brazil|Brazil
- 26 Other South America|Argentina
- 27 Other South America|Bolivia
- 28 Other South America|Chile
- 29 Other South America|Colombia
- 30 Other South America|Ecuador
- 31 Other South America|Guyana
- 32 Other South America|Paraguay
- 33 Other South America|Peru
- 34 Other South America|Uruguay
- 35 Other South America|Venezuela
- 36 France|France
- 37 East Europe|Belarus
- 38 East Europe|Bulgaria
- 39 East Europe|Czech Republic
- 40 East Europe|Hungary
- 41 East Europe|Moldova
- 42 East Europe|Poland
- 43 East Europe|Romania
- 44 East Europe|Russia
- 45 East Europe|Slovak Republic
- 46 East Europe|Ukraine
- 47 North Europe|Denmark
- 48 North Europe|England
- 49 North Europe|Estonia
- 50 North Europe|Finland
- 51 North Europe|Ireland, Republic of
- 52 North Europe|Latvia
- 53 North Europe|Lithuania
- 54 North Europe|Northern Ireland
- 55 North Europe|Norway
- 56 North Europe|Scotland
- 57 North Europe|Sweden
- 58 North Europe|Wales
- 59 South Europe|Albania
- 60 South Europe|Bosnia-Herzegovina
- 61 South Europe|Croatia
- 62 South Europe|Gibraltar

- 63 South Europe|Greece
- 64 South Europe|Italy
- 65 South Europe|Kosovo, Republic of
- 66 South Europe|Macedonia, FYR
- 67 South Europe|Malta
- 68 South Europe|Montenegro, Republic of
- 69 South Europe|Portugal
- 70 South Europe|Serbia, Republic Of
- 71 South Europe|Spain
- 72 West Europe|Austria
- 73 West Europe|Belgium
- 74 West Europe|Germany, Federal Republic of
- 76 West Europe|Luxembourg
- 77 West Europe|Netherlands Antilles, The
- 78 West Europe|Netherlands, The
- 79 West Europe|Switzerland
- 80 North Africa|Algeria
- 81 North Africa|Egypt
- 82 North Africa|Libya
- 83 North Africa|Morocco
- 84 North Africa|Sudan, Democratic Republic of
- 85 North Africa|Tunisia
- 86 West Africa|Benin, Republic of
- 87 West Africa|Burkina-Faso
- 88 West Africa|Gambia
- 89 West Africa|Ghana
- 90 West Africa|Ivory Coast, Republic of
- 91 West Africa|Liberia
- 92 West Africa|Mali, Republic of
- 93 West Africa|Nigeria
- 94 West Africa|Senegal
- 95 West Africa|Sierra Leone
- 96 West Africa|Somali Republic
- 97 West Africa|South Africa, Republic Of
- 98 West Africa|Togo, Republic of
- 99 Other Africa|Angola
- 100 Other Africa|Burundi
- 101 Other Africa|Cameroon, Republic of
- 102 Other Africa|Chad, Republic of
- 103 Other Africa|Congo, Democratic Republic of
- 104 Other Africa|Djibouti, Republic of
- 105 Other Africa|Ethiopia
- 106 Other Africa|Gabon Republic
- 107 Other Africa|Guinea, Republic of

- 108 Other Africa|Kenya
- 109 Other Africa|Madagascar
- 110 Other Africa|Mauritius
- 111 Other Africa|Namibia
- 112 Other Africa|Reunion
- 113 Other Africa|Rwanda
- 114 Other Africa|Tanzania, United Republic Of
- 115 Other Africa|Uganda
- 116 Other Africa|Zambia
- 117 Other Africa|Zimbabwe
- 118 Central/South Asia|Afghanistan
- 119 Central/South Asia|Bangladesh
- 120 Central/South Asia|Bhutan
- 121 Central/South Asia|Kazakhstan
- 122 Central/South Asia|Kyrgyzstan
- 123 Central/South Asia|Nepal
- 124 Central/South Asia|Sri Lanka
- 125 Central/South Asia|Uzbekistan
- 126 India|India
- 127 Iran|Iran
- 128 East/South East Asia|Brunei
- 129 East/South East Asia|Hong Kong
- 130 East/South East Asia|Hong Kong SAR
- 131 East/South East Asia|Indonesia, Republic of
- 132 East/South East Asia|Japan
- 133 East/South East Asia|Macao SAR
- 134 East/South East Asia|Malaysia
- 135 East/South East Asia|Mongolia, People's Republic of
- 136 East/South East Asia|Singapore
- 137 East/South East Asia|Taiwan
- 138 East/South East Asia|Thailand
- 139 East/South East Asia|Vietnam, Socialist Republic of
- 141 China|China, People's Republic of
- 142 Korea|Korea, Republic Of (South)
- 143 Pakistan|Pakistan
- 144 Philippines|Philippines
- 145 West Asia|Armenia
- 146 West Asia|Azerbaijan
- 147 West Asia|Bahrain
- 148 West Asia|Georgia
- 149 West Asia|Iraq
- 150 West Asia|Israel
- 151 West Asia|Jordan
- 152 West Asia|Kuwait

- 153 West Asia|Lebanon
- 154 West Asia|Oman
- 155 West Asia|Palestinian Authority (Gaza)
- 156 West Asia|Qatar
- 157 West Asia|Saudi Arabia
- 158 West Asia|Syria
- 159 West Asia|Turkey
- 160 West Asia|United Arab Emirates
- 161 West Asia|Yemen, Republic of
- 162 Oceania|Australia
- 163 Oceania|Fiji
- 164 Oceania|New Caledonia
- 165 Oceania|New Zealand
- 166 Other|Other (specify): _____

D7 Show if has birth outside Canada (D6 = 2)

In what year did you first move to Canada?

Minimum: 1900, Maximum: 2023

- .8 Prefer not to say

D8

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

(Show if CATI) Select up to two

(Show if Web) Select up to two

- 1 English
- 2 French
- 77 Other language, specify _____

D9

Do you identify as any of the following?

(Show if CATI) Select all that apply

(Show if Web) Select all that apply

- 1 Member of the 2SLGBTQ2+

- 2 Indigenous
- 3 Member of visible minority
- 4 A person with a disability
- 5 None of the above *(Exclusive)*

QEND

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.

Status Code: -1