



Veterans Affairs  
Canada

Anciens Combattants  
Canada

# **Public opinion research study: Evaluation of the 2023-2024 Mental Health Advertising Campaign**

## **Final Report**

**Prepared for Veterans Affairs Canada**

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**Ce rapport est aussi disponible en français**

This public opinion research report presents the results of two online surveys conducted by Leger Marketing Inc. on behalf of Veterans Affairs Canada. The baseline survey was conducted with 703 Canadian veterans and their family during the month of December 2023. The post-campaign study was conducted with 701 respondents during the month of February 2024.

Cette publication est aussi disponible en français sous le titre Étude de recherche sur l'opinion publique : évaluation de la campagne publicitaire sur la santé mentale 2023-2024.

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# Executive Summary

Leger is pleased to present Veterans Affairs Canada with this report on findings from a quantitative survey designed to evaluate the 2023-2024 Mental Health services for veterans advertising campaign using the Government of Canada's Advertising Campaign Evaluation Tool (ACET). This report was prepared by Léger Marketing Inc. who was contracted by Veterans Affairs Canada (contract number CW2336209 awarded November 1, 2023, for a total value of \$49,101.89 including HST). This report presents the results of two online surveys conducted as part of this study. The baseline survey was conducted with 703 Canadian veterans and close family members of veterans during the month of December 2023. The post-campaign study was conducted with 701 Canadian Veterans and close family members of Veterans during the month of February 2024.

## 1.1 Background and Objectives

VAC mental health services were promoted to increase awareness among the Veteran community—including Veterans, Canadian Armed Forces (CAF) members, family members, caregivers, survivors, former RCMP members, their families, and survivors—of the available services and supports, with a particular emphasis on mental health and access methods.

The Mental Health Services for Veterans and their families advertising campaign is an annual campaign that VAC has coordinated in conjunction with organic marketing and communications (web promotion, social media, public opinion research, etc.) since 2010.

Eligible Veterans, retired RCMP members, and their families can access to a comprehensive range of mental health services, support, and information aimed at easing the transition to post-military life and addressing mental health issues when they arose. This support network includes ten outpatient Operational Stress Injury (OSI) clinics throughout the country and 11 OSI satellite service sites offering services closer to Veterans' homes. Moreover, a national network of over 12,000 independent mental health professionals across Canada, registered with the Department, was available to deliver mental health services.

The VAC Assistance Services phone line offers a 24-hour, toll-free confidential service, offering psychological support, bereavement support, pastoral outreach for spiritual counseling, and referrals to local services. This service, available to Veterans, former RCMP members, their families, and caregivers at no cost, was a cornerstone of their support system.

The Operational Stress Injury Social Support Service (OSISS) offers confidential peer support to CAF members, Veterans, and their families affected by an operational stress injury, fostering a community of understanding and assistance.

Mental Health First Aid (MHFA) training, available at no cost to participants within the Veteran community is a mental health literacy training, teaching individuals to recognize symptoms of mental health problems and to provide assistance to those exhibiting symptoms.

In collaboration with several partners, VAC developed a series of free online and mobile applications for Veterans and their families, including PTSD Coach Canada, LifeSpeak, the Caregiver Zone, and the Operational Stress Injury Resource for Caregivers, further extending their support and resources into the digital realm.

## Purpose and Objectives

The main research objective was to evaluate the 2023-2024 Mental Health Services for Veterans and their Families advertising campaign using the Government of Canada’s (GC) Advertising Campaign Evaluation Tool (ACET). As required, the research was conducted before and after the campaign’s paid media placement.

### Intended use of the research

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

## 1.2 Methodology

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

The targeted audience of this study was Canadian Veterans and close family members of Veterans (18+). The baseline and post-campaign surveys were conducted with samples of 703 and 701 Canadian adults respectively. The respondents were recruited via Leger’s web panel using a random selection stratified by region. The population sample was distributed as follows:

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

Region	Number of respondents – baseline study	Number of respondents – post test study
Atlantic	75	95
Quebec	116	119
Ontario	256	252
Prairies	53	52
Alberta	71	80
British Columbia	132	103
<b>Total</b>	<b>703</b>	<b>701</b>

### 1.2.1 Baseline Study

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. Fieldwork for the survey was carried out December 12-17, 2023. A total of 703 Canadian Veterans and their family members with demographic characteristics reflective of the targeted population were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 2.72% (see Table 2 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the results were weighted by region, gender, and age. The weighting factors are presented in detail in the appendix of this report. The weight of each region was adjusted to be equivalent to

its actual weight in relation to the distribution of the targeted population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 12 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of five minutes and twenty-three seconds was required for the respondents to complete the survey.

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

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

### **1.2.2 Post-Campaign Study**

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. Fieldwork for the survey was carried out from February 12 to March 7, 2024. A total of 701 Canadian Veterans and their family members with demographic characteristics reflective of the targeted population were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 3.62% (see Table 16 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the results were weighted by region, gender, and age. The weighting factors are presented in detail in the appendix of this report. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the targeted population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 23 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of seven minutes and forty-one seconds was required for the respondents to complete the survey.

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

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

### **1.3 Notes on Interpretation of the Research Findings**

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

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

## 1.4 Political Neutrality Statement and Contact Information

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

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



Signed:

Christian Bourque, Senior Researcher

Léger

# Appendix

## A.1 Quantitative Methodology

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

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

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

The baseline questionnaire is available in Appendix A2.

### A.1.1 Sampling Procedure

Computer Aided Web Interviewing (CAWI)

Leger conducted a panel-based Internet survey with a sample of adult Canadians. A total of 703 respondents participated in the baseline survey, and a total of 701 respondents participated in the post-campaign survey. The same sampling procedure was used for both the baseline and the post-campaign phases of the study. The exact distribution for each of the two phases of the study is presented in the following section. Participant selection was done randomly from Leo's online panel.

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

### A.1.2 Methodology for the Baseline survey

#### A.1.2.1 Data Collection

Fieldwork for the survey was conducted December 12-17, 2023. The participation rate for the survey was 2.72%. A pre-test of 12 interviews was completed December 12, 2023.

A total sample of 703 Canadian Veterans and their family members were surveyed in all regions of the country.

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



Based on data from Statistics Canada’s 2021 national census, Leger weighted the results of this survey by region, gender, and age.

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

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

Region	Number of respondents
Atlantic	75
Quebec	116
Ontario	256
Prairies	53
Alberta	71
British Columbia	132
<b>Total</b>	<b>703</b>

### A.1.2.2 Participation Rate

The overall participation rate for this study is 2.72%.

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

**Table A.3 Participation Rate Calculation**

<b>Invalid cases</b>	<b>4,216</b>
Invitations mistakenly sent to people who did not qualify for the study	4,216
Incomplete or missing email addresses	-
<b>Unresolved (U)</b>	<b>24,879</b>
Email invitations bounce back	62
Email invitations unanswered	24,817
<b>In-scope non-responding units (IS)</b>	<b>199</b>
Non-response from eligible respondents	-
Respondent refusals	100
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	99
<b>Responding units (R)</b>	<b>703</b>
Surveys disqualified – quota filled	-
Completed surveys disqualified for other reasons	-
Completed interviews	703
<b>POTENTIALLY ELIGIBLE (U+IS+R)</b>	<b>25 781</b>
<b>Participation rate= <math>R/(U + IS + R)</math></b>	<b>2.72%</b>

Typical participation rates for web surveys are around 20%. A response rate of 2.72% may seem a low, but this can be explained by the fact that this survey targeted Canadian Veterans and close family members of Veterans—a narrower demographic than the general population, thus inherently limiting potential responses. Furthermore, the survey was constrained by tight timelines to align with the mental health campaign’s schedule, leading to a high number of survey invitations being issued in a short span of time. This context explains the reason behind the low participation rate.

### A.1.2.3 Unweighted and Weighted Samples

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

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

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

Province	Unweighted	Weighted
Atlantic	75	96
Quebec	116	100
Ontario	256	262
Prairies	53	56
Alberta	71	80
British Columbia	132	109
<b>Total</b>	<b>703</b>	<b>703</b>

The following tables present the demographic distribution of respondents, according to gender. First, regarding gender, we can see that the adjustments made by weighting are minor, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these two sample subgroups.

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

Gender	Unweighted	Weighted
Male	387	382
Female	312	317
<b>Total</b>	<b>703</b>	<b>703</b>

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

Regarding age distribution, the weighting process has corrected some discrepancies, mainly among the 18 to 34-year-old and the 55 years old—or older—respondents.

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

Age	Unweighted	Weighted
Between 18 and 34	92	137
Between 35 and 55	181	204
55 and over	430	362
<b>Total</b>	<b>703</b>	<b>703</b>

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

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

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

Label	Weight
BC / MALE / 18-24	0,2567271
BC / MALE / 25-34	1,3195099
BC / MALE / 35-44	0,8011676
BC / MALE / 45-54	1,1333757
BC / MALE / 55-64	1,6401384
BC / MALE / 65+	3,4121761
BC / FEMALE / 18-24	0,6089258
BC / FEMALE / 25-34	0,8417434
BC / FEMALE / 35-44	1,0626469
BC / FEMALE / 45-54	0,3455293
BC / FEMALE / 55-64	1,3561201
BC / FEMALE / 65+	2,7747596
AB / MALE / 18-24	0,8898140
AB / MALE / 25-34	0,7668526
AB / MALE / 35-44	0,9846102
AB / MALE / 45-54	1,4014541
AB / MALE / 55-64	1,3736265
AB / MALE / 65+	2,0664687
AB / FEMALE / 18-24	0,0000000
AB / FEMALE / 25-34	0,2293643
AB / FEMALE / 35-44	0,3155950
AB / FEMALE / 45-54	0,7201947
AB / FEMALE / 55-64	1,0032291
AB / FEMALE / 65+	1,6298726
MB/SK / MALE / 18-24	1,1980693
MB/SK / MALE / 25-34	0,7986244
MB/SK / MALE / 35-44	0,1993329
MB/SK / MALE / 45-54	0,5031655
MB/SK / MALE / 55-64	0,8617618
MB/SK / MALE / 65+	1,0273276
MB/SK / FEMALE / 18-24	0,2175990
MB/SK / FEMALE / 25-34	0,3815656
MB/SK / FEMALE / 35-44	1,1171130
MB/SK / FEMALE / 45-54	0,1425191
MB/SK / FEMALE / 55-64	0,5572218

MB/SK / FEMALE / 65+	0,9063998
ON / MALE / 18-24	1,2270901
ON / MALE / 25-34	2,6815817
ON / MALE / 35-44	2,4214211
ON / MALE / 45-54	2,8206011
ON / MALE / 55-64	4,2951107
ON / MALE / 65+	5,8770792
ON / FEMALE / 18-24	1,4613825
ON / FEMALE / 25-34	1,4737631
ON / FEMALE / 35-44	2,7432025
ON / FEMALE / 45-54	4,0374330
ON / FEMALE / 55-64	2,9744469
ON / FEMALE / 65+	5,2602824
QC / MALE / 18-24	0,5119503
QC / MALE / 25-34	1,0209092
QC / MALE / 35-44	1,2536833
QC / MALE / 45-54	0,5804539
QC / MALE / 55-64	0,9318241
QC / MALE / 65+	3,4896869
QC / FEMALE / 18-24	0,3971473
QC / FEMALE / 25-34	0,5567135
QC / FEMALE / 35-44	0,4415157
QC / FEMALE / 45-54	1,4984868
QC / FEMALE / 55-64	1,4059514
QC / FEMALE / 65+	2,1437422
ATL / MALE / 18-24	0,3129103
ATL / MALE / 25-34	1,1670995
ATL / MALE / 35-44	0,3575400
ATL / MALE / 45-54	1,5489685
ATL / MALE / 55-64	1,0625472
ATL / MALE / 65+	2,1206243
ATL / FEMALE / 18-24	0,9162873
ATL / FEMALE / 25-34	0,2557912
ATL / FEMALE / 35-44	0,7689487
ATL / FEMALE / 45-54	1,8631054
ATL / FEMALE / 55-64	0,7775379
ATL / FEMALE / 65+	2,4985795

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

Label	Weight
British Columbia	15,5528
Alberta	11,3811
Manitoba	5,3514
Saskatchewan	2,5593
Ontario	37,2734
Quebec	14,2321
New Brunswick	4,1776
Newfoundland	3,6905
Nova Scotia	5,2147
Prince Edward Island	0,5672

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

#### A.1.2.1 Data Collection

Fieldwork for the survey was conducted February 12 (pretest) and then from February 26 to March 7, 2024. The participation rate for the survey was 3.62%. A pre-test of 23 interviews was completed February 12, 2024.

To achieve data reliability in all subgroups, a total sample of 701 Canadian Veterans and their family members were surveyed, in all regions of the country.

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

Based on data from Statistics Canada's 2021 national census, Leger weighted the results of this survey by region, gender, and age.

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

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

Region	Number of respondents
Atlantic	95
Quebec	119
Ontario	252
Prairies	52
Alberta	80
British Columbia	103
<b>Total</b>	<b>701</b>

### A.1.2.2 Participation Rate

The overall participation rate for this study is 3.62%.

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

**Table A.16 Participation Rate Calculation**

<b>Invalid cases</b>		
Invitations mistakenly sent to people who did not qualify for the study	4549	
Incomplete or missing email addresses	-	
<b>Unresolved (U)</b>	<b>18,371</b>	
Email invitations bounce back	11	
Email invitations unanswered	18 360	
<b>In-scope non-responding units (IS)</b>	<b>377</b>	
Non-response from eligible respondents	-	
Respondent refusals	256	
Language problem	-	
Selected respondent not available (illness; leave of absence; vacation; other)	-	
Early breakoffs	121	
<b>Responding units (R)</b>	<b>705</b>	
Surveys disqualified – quota filled	4	
Completed surveys disqualified for other reasons	-	
Completed interviews	701	
	<b>POTENTIALLY ELIGIBLE (U+IS+R)</b>	<b>19,453</b>
	<b>Participation rate= <math>R/(U + IS + R)</math></b>	<b>3.62%</b>

As with the baseline survey, the post-campaign survey has a lower response rate, of 3.62%. This can also be explained by the low incidence of the targeted population and short timelines to align with the mental health campaign's schedule.

### A.1.2.3 Unweighted and Weighted Samples

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

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

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

<b>Region</b>	<b>Unweighted</b>	<b>Weighted</b>
Atlantic	95	90
Quebec	119	91
Ontario	252	285
Prairies	52	44
Alberta	80	81
British Columbia	103	110
<b>Total</b>	<b>701</b>	<b>701</b>

The following tables present the demographic distribution of respondents, according to gender. The adjustments made by weighting are minor, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these two sample subgroups.

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

<b>Gender</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	375	363
Female	321	332
<b>Total</b>	<b>701</b>	<b>701</b>

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

Regarding age distribution, the weighting process has corrected some discrepancies, mainly among the 18 to 34-year-old and the 55 years old—or older—respondents.

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

<b>Age</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 34	116	144
Between 35 and 55	196	202
55 and over	389	356
<b>Total</b>	<b>701</b>	<b>701</b>

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

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

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

Label	Weight
BC / Male / 18-24	0,7014045
BC / Male / 25-34	1,3724433
BC / Male / 35-44	1,2404573
BC / Male / 45-54	0,6570537
BC / Male / 55-64	0,5538747
BC / Male / 65+	3,5424965
BC / Female / 18-24	0,8191016
BC / Female / 25-34	0,3785014
BC / Female / 35-44	0,9264814
BC / Female / 45-54	0,5293460
BC / Female / 55-64	1,3103094
BC / Female / 65+	3,7087290
AB / Male / 18-24	0,2744309
AB / Male / 25-34	0,5660017
AB / Male / 35-44	1,4047268
AB / Male / 45-54	1,0847253
AB / Male / 55-64	1,3006654
AB / Male / 65+	0,8987950
AB / Female / 18-24	0,5135971
AB / Female / 25-34	0,6807625
AB / Female / 35-44	1,2871051
AB / Female / 45-54	1,2177656
AB / Female / 55-64	0,8455214
AB / Female / 65+	1,4991021
MB/SK / Male / 18-24	0,8081972
MB/SK / Male / 25-34	0,1568999
MB/SK / Male / 35-44	0,4173220
MB/SK / Male / 45-54	0,2644294
MB/SK / Male / 55-64	0,7896506
MB/SK / Male / 65+	0,9695122
MB/SK / Female / 18-24	0,2565569
MB/SK / Female / 25-34	0,5115565
MB/SK / Female / 35-44	0,1099138
MB/SK / Female / 45-54	0,2514834
MB/SK / Female / 55-64	0,7017445
MB/SK / Female / 65+	1,0261098
ON / Male / 18-24	1,3075983
ON / Male / 25-34	3,0873540
ON / Male / 35-44	3,1121188
ON / Male / 45-54	3,1766499



ON / Male / 55-64	3,9566138
ON / Male / 65+	5,9479897
ON / Female / 18-24	1,8117889
ON / Female / 25-34	1,2558697
ON / Female / 35-44	2,7467275
ON / Female / 45-54	3,6824525
ON / Female / 55-64	4,1869266
ON / Female / 65+	6,4102670
QC / Male / 18-24	0,9641159
QC / Male / 25-34	1,0620757
QC / Male / 35-44	1,1387148
QC / Male / 45-54	0,5623063
QC / Male / 55-64	1,5270671
QC / Male / 65+	1,9650682
QC / Female / 18-24	0,3067620
QC / Female / 25-34	0,7250943
QC / Female / 35-44	1,0989140
QC / Female / 45-54	0,9188386
QC / Female / 55-64	1,0273334
QC / Female / 65+	1,6327309
ATL / Male / 18-24	0,6636625
ATL / Male / 25-34	1,1524350
ATL / Male / 35-44	0,9000213
ATL / Male / 45-54	0,9732856
ATL / Male / 55-64	1,5939623
ATL / Male / 65+	1,7348370
ATL / Female / 18-24	0,3666830
ATL / Female / 25-34	0,7529890
ATL / Female / 35-44	0,3815648
ATL / Female / 45-54	0,6730985
ATL / Female / 55-64	1,3551554
ATL / Female / 65+	2,2641538

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

Label	Weight
British Columbia	15,7402
Alberta	11,5732
Manitoba	4,3009
Saskatchewan	1,9624
Ontario	40,6824
Quebec	12,9290

New Brunswick	4,4064
Newfoundland	2,1186
Nova Scotia	5,7645
Prince Edward Island	0,5223

## A.2 Survey Questionnaire

### A.2.1. Baseline study

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](#) [SWITCH TO FRENCH VERSION].

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

If you wish to verify the authenticity of this survey, visit: <https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>  
The CRIC Research Verification Service project code is: 20240208-LE914

You can read our Privacy Policy here : <https://www.legeropinion.com/en/privacy-policy/>

If you require any technical assistance, please contact [support@legeropinion.com](mailto:support@legeropinion.com)

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

SELECT ALL THAT APPLY

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- the federal or provincial government
- none of these organizations

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

b) What is your gender?

- Male
- Female

Other

- Prefer not to answer

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2006

IF > 2006, 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

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

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]

IF D4B IS NOT 1 OR 2 (VETERAN OR CLOSE FAMILY MEMBER) TERMINATE

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]

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]

ASK ALL RESPONDENTS

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

- yes
  - no
- => GO TO T1A

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

ASK ALL RESPONDENTS

T1A:  
Over the past three weeks, have you seen, read or heard any Government of Canada advertising about mental health 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

T1B:  
Where have you seen, read or heard this ad about mental health services for Veterans?

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

Printed publications	
Print magazine	
Broadcasting	
Radio	
Online / digital	
Internet website	TikTok
LinkedIn	YouTube
Online news sites	Web search (e.g. Google, Bing)
Out-of-home (indoor and outdoor signage)	
The following are examples of signage locations. Please select those that apply or add ones specific to campaign.	
Pharmacy	Highway billboard
Digital billboard	Shopping mall
Doctor's office	Transit (e.g. Inside/outside bus/subway or bus shelter)

T1C: What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

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 YouTube, TikTok or LinkedIn?

MULTI SELECT

- Yes, on the verterans.gc.ca website
- Yes, on social media sites such as YouTube, TikTok or LinkedIn
- No EXCLUSIVE

T1F. What do you think is the biggest issue or problem facing Canadian Veterans these days?

Don't know

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

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

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

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

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

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

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

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

RECORD

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?

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

T2F. Are you aware of Government of Canada Mental Health services for Veterans, CAF members, and their families?

- Very aware
- Somewhat aware
- Not very aware

- Not at all aware
- Prefer not to say

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

- under \$20,000
- between \$20,000 and \$40,000
- between \$40,000 and \$60,000
- between \$60,000 and \$80,000
- between \$80,000 and \$100,000
- between \$100,000 and \$150,000
- between \$150,000 and \$200,000
- \$200,000 and above
- prefer not to say

D5. Where were you born?

- born in Canada
- born outside Canada

Ê Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

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

YYYY

ADMISSIBLE RANGE: 1900-2023

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

SELECT UP TO TWO

- English
- French
- 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.

## 2.2. Post-campaign study

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](#) [SWITCH TO FRENCH VERSION].

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about [BASELINE: 5 minutes / POST-CAMPAIGN: 7 minutes] to complete.

If you wish to verify the authenticity of this survey, visit: <https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>  
The CRIC Research Verification Service project code is: 20240208-LE914

You can read our Privacy Policy here : <https://www.legeropinion.com/en/privacy-policy/>

If you require any technical assistance, please contact [support@legeropinion.com](mailto:support@legeropinion.com)

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

SELECT ALL THAT APPLY

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station



- a public relations company
- the federal or provincial government
- none of these organizations

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

f) What is your gender?

- Male
- Female

Other

- Prefer not to answer

g) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2006

IF > 2006, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

h) 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

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

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]

IF D4B IS NOT 1 OR 2 (VETERAN OR CLOSE FAMILY MEMBER) TERMINATE

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: Hidden\_vet: 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]

ASK ALL RESPONDENTS

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

- yes
  - no
- => GO TO T1A

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

ASK ALL RESPONDENTS

T1A. Over the past three weeks, have you seen, read or heard any Government of Canada advertising about mental health 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

T1B. Where have you seen, read or heard this ad about mental health services for Veterans?

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

Printed publications	
Print magazine	
Broadcasting	
Radio	
Online / digital	
Internet website	TikTok
LinkedIn	YouTube
Online news sites	Web search (e.g. Google, Bing)
Out-of-home (indoor and outdoor signage)	
The following are examples of signage locations.	
Please select those that apply or add ones specific to campaign.	
Pharmacy	Highway billboard
Digital billboard	Shopping mall
Doctor's office	Transit (e.g. Inside/outside bus/subway or bus shelter)

T1C. What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

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 YouTube, TikTok or LinkedIn?

MULTI SELECT

- Yes, on the verterans.gc.ca website
- Yes, on social media sites such as YouTube, TikTok or LinkedIn
- No EXCLUSIVE

T1F What do you think is the biggest issue or problem facing Canadian Veterans these days?

RECORD

Don't know

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

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

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

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

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

- Very confident
- Somewhat confident
- Not very confident
- Not at all confident
- 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?

RECORD

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?

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

T2F. Are you aware of Government of Canada Mental Health services for Veterans, CAF members, and their families?

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

T1H. Here are some ads that have recently been broadcast on various media. Click here to watch.

[INSERT VIDEO, PRINT AND RADIO ADS]

[CLICK TO GO TO THE NEXT PAGE]

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

- yes
- no

=> GO TO T1J

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

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

Printed publications	
Print magazine	
Broadcasting	
Radio	
Online / digital	
Internet website	Web search (e.g. Google, Bing)
LinkedIn	YouTube
Tiktok	Online news sites
Out-of-home (indoor and outdoor signage)	
The following are examples of signage locations.	
Please select those that apply or add ones specific to campaign.	
Pharmacy	Highway billboard
Digital billboard	Shopping mall
Doctor's office	Transit (e.g. Inside/outside bus/subway or bus shelter)

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

T1K. Please indicate your level of agreement with the following statements about these ads?

RANDOMIZE STATEMENTS

	1	2	3	4	5
--	---	---	---	---	---

	Strongly Disagree				Strongly Agree
These ads catch my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that the Government of Canada provides mental health assistance for members of the Armed Forces and RCMP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

- under \$20,000
- between \$20,000 and \$40,000
- between \$40,000 and \$60,000
- between \$60,000 and \$80,000
- between \$80,000 and \$100,000
- between \$100,000 and \$150,000
- between \$150,000 and \$200,000
- \$200,000 and above
- prefer not to say

D5: Where were you born?

- born in Canada
- born outside Canada
  - ↳ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

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

YYYY

ADMISSIBLE RANGE: 1900-2023

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

SELECT UP TO TWO

- English
- French
- 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.