



Veterans Affairs
Canada

Anciens Combattants
Canada

Veterans Affairs Canada 2024 National Client Survey

Executive Summary

Prepared for Veterans Affairs Canada

Supplier Name: Phoenix SPI
Contract Number: CW2349603
Contract Value: \$226,983.10 (including HST)
Award Date: 2024-02-12
Delivery Date: 2025-02-26
Registration Number: POR #129-23

For more information on this report, please contact Veterans Affairs Canada at:
commsresearch-commsrecherche@veterans.gc.ca

Ce rapport est aussi disponible en français.

Canada 

Prepared for Veterans Affairs Canada
Supplier name: Phoenix Strategic Perspectives Inc.
December 2024

This public opinion research report presents the results of a multi-mode survey of 3,842 respondents conducted by Phoenix SPI on behalf of Veterans Affairs Canada. The primary method of data collection was telephone followed by web. Those who preferred not to participate by phone or web or who requested an alternate format for accessibility reasons were sent a paper copy of the survey by mail. The fieldwork took place July 29 through September 23, 2024.

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Veterans Affairs Canada. For more information on this report, please contact Veterans Affairs Canada at:

commsresearch-commsrecherche@veterans.gc.ca

Catalogue Number: V32-343/2024E-PDF

International Standard Book Number (ISBN): 978-0-660-75470-3

Related publications (registration number: POR 129-23):

- Catalogue Number: V32-343/2024F-PDF
- ISBN: 978-0-660-75471-0

Cette publication est aussi disponible en français sous le titre Recherche sur l'opinion publique : *Sondage national de 2024 auprès des clients d'Anciens Combattants Canada*

© His Majesty the King in Right of Canada, as represented by the Minister of Veterans Affairs, 2025.

Executive Summary

Phoenix Strategic Perspectives Inc. (Phoenix SPI) was commissioned by Veterans Affairs Canada (VAC) to conduct the 2024 VAC National Client Survey (VNCS). This report presents the findings from the 2024 VNCS.

Research purpose and objectives

The purpose of the VNCS is to find out how satisfied individuals are with the department's programs and services and how they feel about their health and well-being. The specific research objectives of the 2024 VNCS were to:

- identify the needs of different VAC populations;
- measure self-reported health and well-being;
- assess satisfaction with service delivery;
- understand service channel preferences and habits;
- determine the extent to which programs are effective in meeting needs; and
- support improvements to Service Delivery and Policy Development.

The findings will be used to increase VAC's understanding of individuals' experiences with the department's programs and services and to inform future research to support the development, management and improvement of programs and services.

Methodology

Phoenix SPI conducted a multi-mode survey via computer-assisted telephone interviewing (CATI) and computer-assisted web interviewing (CAWI) with Veterans, serving members of the Canadian Armed Forces (CAF), serving and retired members of the Royal Canadian Mounted Police (RCMP), and Survivors of deceased Veterans. Telephone contact was the initial and primary method of data collection. When reached by phone, individuals were given the option to complete the survey online or over the phone. Those who preferred not to participate by phone or web or who requested an alternate format for accessibility reasons were sent a paper copy of the survey by mail. A well-being protocol was in place to minimize any risk to respondents when taking part in the research. In total, 3,842 individuals completed the survey in either French or English. The phone survey averaged 30 minutes, while the online survey averaged 24 minutes. The fieldwork was conducted July 29 through September 23, 2024. Based on a sample of this size, the overall results have a maximum margin of error of $\pm 1.6\%$ (at the 95% confidence interval). Maximum margins of error for subsamples are larger. Maximum margins of error for subsamples are larger.

Key Findings

Communicating with VAC

Contact with VAC over the past 12 months took place most often by phone or through My VAC Account, with just over two-thirds (68%) using the phone and nearly half (46%) using My VAC Account. Phone (49%), followed by My VAC Account (24%) are also the top two methods of interaction with VAC preferred by respondents. Thinking about their experience over the past 12 months, most respondents said it was at least somewhat easy to communicate with VAC (75%) and that VAC does a good or very good job (73%) of communicating with them in a timely manner.

Close to two-thirds (64%) of respondents said they had used My VAC Account during the past 12 months. Among those who did, a large majority described My VAC Account as a good way to do each of the following: communicate with VAC through secure messaging (92%), check the status of applications (86%), find out about VAC benefits and services (84%), and get VAC news (78%). The most commonly given reason for not using My VAC Account was lack of need (33%).

The Application Process

Six in 10 (61%) respondents who applied for a service or benefit in the past 12 months said the overall application process was somewhat (39%) or very (22%) easy. In addition, 79% said it was easy to understand the recent letter they received from VAC, while smaller majorities indicated that submitting the required information (66%) and finding the information needed (61%) were easy. To improve the application process, respondents suggested that VAC provide more frequent status updates (30%), simplify the forms (27%), provide access to information needed to apply (25%), and offer clearer explanations regarding decisions (23%).

VAC Service Experience

Overall, respondents offered generally positive assessments of VAC service, both overall in terms of service quality, and in relation to specific aspects of service. Most notably, strong majorities had favourable impressions of VAC staff: 86% felt respected by VAC staff, 84% felt that VAC staff were knowledgeable, and 77% each agreed that VAC staff was exceptional and responsive. Areas where slightly fewer respondents offered positive assessments included wait times at service locations (72% disagreed with the statement: I waited too long to speak to someone at a VAC location) and receipt of services or benefits in a timely manner (68%).

Services and Programs

In addition to being satisfied with VAC service, over three-quarters of respondents (78%) were satisfied with the quality of VAC's programs and services. Looking at individual services and programs, 75% of respondents who have a case plan expressed satisfaction with Case Management Services and 67% said their life is improved as a result of Case Management Services. Large majorities of respondents in receipt of Veterans Independence Program (VIP) benefits rely on these services to remain in their home and community (94%) and have found service providers to help with VIP services (86%).

Almost eight in 10 respondents in the Treatment Benefits Program were satisfied with the program and said the program meets their needs (79%). Among those in the Disability Benefits Program, 70% were satisfied with the program, 79% agreed the benefits recognize their service-related disability, and 67% felt the benefits compensate them for the effects of their service-related disability. Impressions of the Rehabilitation Program were also favourable, with 69% agreeing that their participation in the program has helped improve their quality of life and has been beneficial to their family or other people who support them.

Satisfaction with Life

The majority of respondents expressed satisfaction with various aspects of their lives and their overall well-being. Respondents were most likely to be satisfied with their housing (89%) and neighbourhood (88%), followed by their relationships with family members (82%) and friends (80%). Nearly three-quarters (74%) expressed satisfaction with their financial situation and life in general. Over two-thirds

(70%) expressed satisfaction with their main job or activity, while approximately two-thirds were satisfied with their leisure activities (67%) and their overall well-being (65%).

Trends in the Data

While respondents are generally satisfied with VAC service and programs, satisfaction levels and impressions varied across the different groups of respondents. The strongest and most consistent pattern observed was that Veterans between the ages of 19 and 64, in particular case managed Veterans, tended to report lower levels of satisfaction and less positive impressions across the issues explored in the survey. In contrast, Veterans aged 85+ and Survivors were often the most likely to express satisfaction with service or offer a favourable impression of VAC and its staff. Respondents from racialized population groups tended to be less satisfied with the department's service, while Indigenous respondents offered less favourable assessments of aspects of the application process. Both groups of respondents provided less favourable ratings of their overall well-being in some areas.

In addition, this year, respondents were more likely to rate their satisfaction with VAC services and programs as “moderate” rather than “strong”. This is a change from 2022 when respondents often chose the highest ratings, such as “very satisfied” or “strongly agree”, instead of “satisfied” or “agree”. In other words, in 2022, respondents were not just satisfied—they were very satisfied with their service experience. In 2024, however, this was not the case. Survey responses were more moderate, suggesting there is room for improvement to increase the intensity of respondents' satisfaction.

Political Neutrality Certification

I hereby certify as a Senior Officer of Phoenix SPI that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and the *Procedures for Planning and Contracting Public Opinion Research*. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Alethea Woods
President
Phoenix Strategic Perspectives Inc.

Contract Value

The contract value was \$226,983.10 (including HST).