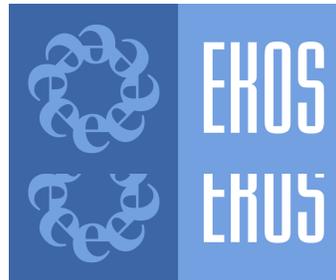


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Post-Testing of the 2011 VAC Care and Recognition Campaign

METHODOLOGY REPORT

Submitted to:

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1. BACKGROUND

As part of its mandate, Veterans Affairs Canada (VAC) seeks to increase knowledge, awareness of the services and benefits for Veterans as well as the engagement of Canadians in remembrance. With CF members involved in and returning from service in Afghanistan and other current missions, VAC's advertising campaign is evolving to encompass wellness, including both care and recognition, while complementing VAC's traditional remembrance activities.

VAC's advertising campaign, now in its sixth year, has been marketed to an extensive demographic with wide post-campaign recall. The 2011 Care and Recognition Campaign will include two main pillars: 1) care and 2) recognition (traditional remembrance theme). The 2011 campaign has a comprehensive set of advertising products that will roll out across Canada, leading up to and during Veterans' Week. The 2011 Remembrance Vignette and "I am a Veteran" video are cornerstones of the campaign and will both be aired during the campaign period. As with the 2009 and 2010 campaigns, the 2011 campaign will be supported by a multimedia strategy to provide maximum reach and opportunity for Canadians to engage and participate in remembrance.

The Remembrance Vignette highlights Canada's participation during times of war, peace and conflict. The purpose of the vignette is to target the Canadian public and encourage them to remember and honour our Veterans' service. The vignette integrates images of traditional Veterans, modern-day Veterans and new Canadian Forces members, as well as include messaging around Canada's role in caring for these Veterans. The "I am a Veteran" video presents portraits of Canadian veterans of a variety of ages, from more recent and past conflicts (i.e., modern and traditional veterans). Both 60-second videos were broadcast nationally from October 24 to November 11, 2011.

As the 2011 Remembrance campaign exceeds \$1,000,000, public opinion research is required by Treasury Board using the Advertising Campaign Evaluation Tool, with additional validating and benchmarking questions following the ACET instrument. Our proposal to evaluate [the Remembrance Vignette and the "I am a Veteran" advertising campaign](#) supports the Government of Canada's goal of effectively gauging Canadians awareness and knowledge of this initiative, and determining the effectiveness of the vignette in influencing Canadians knowledge and participation in commemorative activities. Information gathered from this process will provide VAC with concrete data that will assist in developing/adjusting future media strategies. In addition, results from post-testing in 2010 and 2009 will be compared to the 2011 findings which will provide valuable trend information for the Department.

More specifically, the purpose of the quantitative post-testing is to evaluate the 2011 [Remembrance Care and Recognition Campaign](#) and to:

- gauge Canadians' awareness/knowledge of the campaign;

- determine the effectiveness of the campaign in influencing Canadians' knowledge and awareness of services and benefits for Veterans, as well as for Veterans' Week commemorative activities;
- drive traffic to www.veterans.gc.ca and social media sites to get more information about the VACs programs and services;
- gauge participation in commemorative events;
- gauge remembrance activity on social media sites; and
- gauge knowledge of services for Veterans.

Information obtained through this public opinion research will allow Veterans Affairs Canada to determine the impact of its advertising campaign and provide direction on areas where the campaign can be adjusted to reach a broader Canadian public. In addition, this research will determine the impact of the creative concept of the "I am a Veteran" advertisement. The findings will provide useful information to improve future campaigns which are better targeted, more informative and better geared to the target population and Canadians at large.

The survey entailed the expenditure of \$24,630 plus HST.

2. METHODOLOGY

The survey instrument used the full set of ACET questions used by the Government of Canada in all of its advertising evaluation research, as well as a small subset of questions used in 2010 related to attending commemorative events or participating in remembrance activities, and awareness of benefits and services available to Canadian Veterans. A few additional questions were also added specifically for the current campaign. The length of the interview was 9.5 minutes. Because the questionnaire had been used in 2009 and 2010, no testing was done prior to the survey administration. [P1]

Respondents to the telephone survey were 18 years of age and older, and were randomly selected. The sample included all provinces and territories, and the survey was administered in both official languages, English and French. The survey sample relied on a Random Digit Dial (RDD) method of sampling households from a wider sample frame of listed and unlisted landlines in Canada and is therefore considered to be a probability sample that is representative of the wider universe (exclusive of households with only cell phones). The number of total completed in the landline sample is 871, with an associated margin of error of up to plus or minus 3.3 per cent, at a .05 confidence interval (i.e., 19 times out of 20).

A subset of 13 per cent of the sample, however, were completed with Canadians who own only a mobile telephone and not a landline (i.e. cell phone only or CPO individuals) to increase the representativeness of the sample¹. These CPO cases (n=131 of the 1,000) were confirmed as cell phone only Canadians at the start of the survey. The CPO sample was drawn from *Probit*, our online-hybrid panel of Canadians. *Probit* is assembled using a random digit dial (RDD) process for sampling from a blended land-line cell-phone frame, which provides full coverage of Canadians with telephone access. The distribution of the recruitment process is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, our more than 80,000 member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied. All households/individuals in the *Probit* panel are contacted by telephone and the nature of the panel is explained in greater detail (as are our privacy policies) and demographic information is collected. At this time the online/off-line as well as landline/cell phone status is ascertained in order to determine the method of completing surveys (i.e., online, telephone, or mail). This variable of 'type of telephone service' (cell phone only, landline only or both) collected at the time of screening is used to determine CPO sample. As with any RDD sample, *Probit* panel cases are considered to be a probability-based sample. The total CPO sample carries with it a margin of error of plus or minus 8.6 per cent, at a .05 confidence interval (i.e., 19 times out of 20).

¹ Current Statistics Canada estimates are that 13 per cent of Canadians do not have a telephone landline and are considered to be "cell phone only".

The regional distribution of the sample is as follows:

Province/Region	Total	Landline	Cell Phone Only
British Columbia and Yukon	128	111	17
Alberta and Northwest Territories	104	91	13
Manitoba & Saskatchewan	102	89	13
Ontario and Nunavut	352	306	46
Quebec	220	191	29
Atlantic	101	88	13
Total	1007	876	131

Prior to beginning the full fieldwork, the study objectives and sampling of the survey, as well as the meaning and intent of specific items in the interview were thoroughly covered in training sessions with the full complement of interviewers who worked on the study. Test or practice interviews were conducted to familiarize interviewers with the questions, categories, flow and skip logic.

Survey supervisors continuously monitored interviewing during the data collection process, using a dual audio and visual monitoring system. A portion of interviews from each survey interviewer were monitored to ensure consistency of questionnaire administration and interviewing techniques.

The landline sample for this study was derived from Survey Sample Software. The last birthday method was used to select the respondent from within the sampled household. If this person was under 18, we asked to speak to another member of the household who was 18 years or older.

Eight call-backs (nine total calls) were made to each selected household in the original sample before retiring a case and substituting another household. Follow-up calls were made on subsequent days, at varying time periods to maximize the potential for reaching a given respondent and appointments were taken at the convenience of the respondent. All individuals were given the choice of conducting the interview in either official language. The survey was conducted over ten days starting after the campaign ended (November 14 to 23, 2011). Call-backs were rotated over weekday evenings and weekends during that time.

The survey was registered with the National Survey Registration System. Survey data collection adhered to all applicable industry standards as set out by the Market Research Intelligence Agency (MRIA), of which EKOS is a Gold Seal member. EKOS informed respondents of their rights under the *Privacy Act* and the *Access to Information Act*, and ensured that those rights were protected throughout the research process. This included: informing respondents of the purpose of the research; identifying both the sponsoring department and the research supplier; informing respondents that their participation in the study is voluntary, and that the information provided would be administered according to the requirements of the *Privacy Act*.

Once the survey data was collected, the database was reviewed for data quality. Coding was also completed (starting after the first 300 cases and completed two days after the completion of the survey collection period). Survey results were weighted based on Statistics Canada data according to age, gender and region to ensure the sample was representative of the general public aged 18 years and older.

Data tables were created to isolate results for major subgroups to be used in the analysis (age, gender, education, income, households with kids or without kids, and respondents who recalled or did not recall the campaign).

2.1 RESPONSE RATES²

The response rate for the telephone survey was 16.3 per cent. Details are presented below.

	Call Disposition Table		
	Final Disposition	#	Totals
A Invalid numbers			352
	Blocked by Bell	20	
	Business/Fax /Modem	261	
	Duplicate Number	1	
	Not in Service	66	
	Exit without dialling	4	
B Unresolved			4134
	Answering machine (callback in 2 hrs)	3550	
	Tentative time for re-contact (callback - Specific time/date)	158	
	No answer (callback in 12 hrs)	426	

² Response rates are calculated using the formula developed by the MRIA in conjunction with the Government of Canada.

C In-scope non-responding units			2410
	Qualified respondent break-off	19	
	Final Refusal	441	
	Refusal	1943	
	Selected respondent not available	7	
D In-scope responding units			1276
	Complete	1007	
	Ineligible (age, permanent resident)	75	
	Language Disqualify	181	
	Quota Filled (region, gender)	13	
TOTALS		8168	8168
Response rate table			
Method (MRIA formula)	Outcome		
Empirical method D/(B+C+D)	Response rate	16.3%	

The response rate for the telephone survey is calculated by dividing the cooperative call-backs (i.e., those who completed the study, those who we spoke to but were ineligible, and the quota filled) by the functional sample. The functional sample is the sample remaining after numbers not in service, business and fax numbers, duplicate numbers and numbers blocked by the phone company are removed.

Discussion of Non-Response Bias

A comparison of the unweighted sample with 2006 Census figures from Statistics Canada suggests that there are some sources of systematic sample bias in the survey, following typical patterns of found in most general public surveys. These include a slight under representation of men (45 per cent versus 48 per cent in the population), as well as an under representation of youth under 25 (four per cent versus 12 per cent in the population, and an over representation of older Canadians (47 per cent over 55 compared with 33 per cent in the population). Based on education, there is a marginally more educated sample in the survey than found in the population with 35 per cent reporting university degrees compared with 28 per cent in the population. The sample under represents Canadians with a college level of education (26 per cent compared with 32 per cent in the population as per 2006 Census figures, which are also likely somewhat out of date.

APPENDIX A
QUESTIONNAIRE

CPINTRO

CELL PHONE ONLY RESPONDENTS INTRO

Hello, my name is May I speak with &&ANAME. I'm calling on behalf of EKOS Research Associates. I'd like to ask you a few questions on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous and upon completion of this survey, your name will be entered into a \$1,000 monthly draw. Would you be willing to take part in this survey? We can do it now or at a time more convenient for you.

[IF ASKED] The survey will take about 10 minutes to complete.

NOTE: Reveal name of client department which commissioned survey at the end of the survey only.

- Yes now continue 1
- No - call later / specify time and date 2
- Refused thank and terminate 9

CPC

CELL PHONE ONLY RESPONDENTS

Have I reached you on a cellular phone or a traditional telephone line?

- Cellular phone – continue 1
- Traditional phone (thank and terminate) 2
- Refused (thank and terminate)..... 9

CPA

CELL PHONE ONLY RESPONDENTS

Are you in a safe place to answer a survey?

- Yes - continue..... 1
- No - call later / specify time and date 2
- Refused (thank and terminate)..... 9

CPB

CELL PHONE ONLY RESPONDENTS

Please note that this survey is registered with the Marketing Research and Intelligence Association's (MRIA). Are you 18 years of age or older?

- Yes - continue..... 1
- No -(thank and terminate) 2
- Refused (thank and terminate)..... 9

CPD

CELL PHONE ONLY RESPONDENTS

At home, do you have a traditional telephone line other than a cell phone?

Yes – thank and terminate	1
No – continue	2
Refused thank and terminate	9

CPE

CELL PHONE ONLY RESPONDENTS

In which province or territory do you live?

Newfoundland	1
Prince Edward Island.....	2
Nova Scotia	3
New Brunswick.....	4
Quebec.....	5
Ontario.....	6
Manitoba.....	7
Saskatchewan	8
Alberta.....	9
British Columbia	10
Yukon.....	11
Northwest Territories.....	12
Nunavut	13

CPINFO

CELL PHONE ONLY RESPONDENTS

We would like to offer you \$5 to compensate you for the time you've spent answering this survey. We will collect your name and address at the end of the survey, and a cheque will be mailed to you in the coming weeks.

Continue	1
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INTRO

LANDLINE PHONE RESPONDENTS

Hello, my name is _____. I'm calling on behalf of EKOS Research Associates. I'd like to ask you some questions about current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the national survey registration system. Your participation in this survey is voluntary, but would be extremely helpful. Would you be willing to take part in this survey? We can do it now or at a time more convenient for you.

[IF ASKED] The survey will take about 10 minutes to complete.

NOTE: Reveal name of client department which commissioned survey at the end of the survey only.

- Yes now continue 1
- Yes call later / specify time and date 2
- Refused thank and terminate 9

BDAYQ

LANDLINE PHONE ONLY RESPONDENTS

May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you?

IF THAT PERSON IS NOT AVAILABLE, ARRANGE CALLBACK

- Yes now continue 1
- Yes call later / specify time and date 2
- Refused thank and terminate 9

SEX

Record gender of respondent

DO NOT ASK

- Male..... 1
- Female 2

LANG

Record language of correspondence

DO NOT ASK

- English..... 1
- French..... 2

PRIV

This call may be recorded for quality control or training purposes.

Q1A

Over the past few weeks or so, have you seen, heard or read any advertising about Canadian veterans?

NOTE: Does not include watching the Remembrance Day Ceremonies, it's asking about advertising.

Yes.....	1
No.....	2
DON'T KNOW.....	8
REFUSED.....	9

Q1B

IF YES Q1A

If... Q1A = 1

What can you remember about this advertising? What words, sounds or images come to mind?

[DO NOT READ LIST - ACCEPT MULTIPLE RESPONSES]

Different images of soldiers (black & white)	1
Soldiers marching.....	2
Climbing out of/action in trenches	3
Images of nurse	4
Navy/Air forces boats/planes.....	5
Fighting/wounded/dead soldiers.....	6
Soldier(s) saluting.....	7
Modern soldiers in Afghanistan	8
Soldiers with children.....	9
Tagline: How will you remember?.....	10
Highway of Heroes.....	11
Red Rally.....	12
Children/youth at Remembrance Day ceremonies	13
Veterans Affairs Web site	14
Veterans Week November 5-11	15
Poppies (poppy campaigns/importance of our support)	16
General message of supporting / honouring / remembering veterans.....	17
Images of veterans from different ages	18
Meet Canada's Veterans	19
700,000 strong.....	20
Specific war footage / images of World War I and World War II.....	21
Specify.....	77
DON'T KNOW/REFUSED	99

X

Q2A

Do you remember seeing an ad on the television over the past few weeks that displays a series of images set to piano music including black-and-white shots of soldiers from World War One and Two, images of battlefields. There is also a close-up of a traditional looking nurse and an image of a modern female soldier holding a baby. -The ad ends with images of a Red Rally, and a young girl handing a flower to a veteran at a Remembrance Day Ceremony. -The tagline for the ad is "How will you remember?" which appears at the end.

- Yes..... 1
- No..... 2
- DON'T KNOW 8
- REFUSED 9
- VOLUNTEERED: Not applicable do not watch TV..... 7

Q2B

Do you remember seeing advertisement on the Internet over the past few weeks or so about Canadian veterans?

- Yes..... 1
- No..... 2
- DON'T KNOW 8
- REFUSED 9
- VOLUNTEERED: Not applicable do not use the Internet..... 7

Q2C

Do you remember seeing an ad on the television over the past week that displays a series of portraits of Canadian veterans with the tagline "I am a Veteran". The ad ends with the message that Canadian Veterans are the pride of our nation.

- Yes..... 1
- No..... 2
- DON'T KNOW 8
- REFUSED 9
- VOLUNTEERED: Not applicable do not watch TV..... 7

Q3

IF RESPONDENT RECALLS ANY OF THE ADS IN Q2 SERIES OF QUESTIONS, CONTINUE; OTHERWISE SKIP TO Q6.

If... Q2A = 1 OR Q2B = 1 OR Q2C = 1

Thinking about the advertising that you saw/heard, what do you think was the main point this advertising was trying to get across?

[OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE]

- Remember our veterans..... 1
- Think of veterans of old and current wars 2
- Generate interest in Remembrance Day/remembering soldier/war 3
- Make Remembrance something you do 4

Realities of War.....	5
Be proud of our soldiers	6
Achievements in conflict.....	7
Sacrifices made by solders for (our) freedom / remembering those who gave their lives	8
Should show more support and appreciation for our soldiers.....	9
Awareness of the slogan "How will you remember".....	10
Show that Veterans are everywhere / Diversity of Veterans	11
Increase awareness of veterans / who they are	12
There are 700,000 Veterans in Canada.....	13
There are programs and services available to Veterans.....	14
Specify.....	77
Nothing.....	98
DON'T KNOW/REFUSED	99

Q4A

THOSE WHO RECALL THE AD IN Q2SERIES

If... Q2A = 1 OR Q2B = 1 OR Q2C = 1

Did you do anything as a result of seeing/hearing this advertising?

Yes.....	1
No.....	2
DON'T KNOW	8
REFUSED	9

Q4B

IF YES Q4A

If... Q4A = 1

What did you do? Anything else?

[DO NOT READ LIST - ACCEPT MULTIPLE RESPONSES]

Talked with friends/family about Remembrance Day/those who served/serves	1
Thought about the Wars	2
Generated interest/researched/actively looked for items relating to the Wars and Remembrance Day	3
Attended a ceremony (parade) in person	4
Watched/listened to a ceremony (local or National) on TV/radio	5
Visited the Veterans Affairs Canada Web site	6
Contacted someone who served/serves	7
Observed silence (2 minutes/moment)	8
Read a book or article commemorating Canada's Veterans and/or its military contributions	9
Watched a television program or movie focussed on remembrance	10
Used social media (Facebook, YouTube, Twitter, MySpace, a blog, etc) to remember and share?	11
Specify.....	77
DON'T KNOW/REFUSED	99

X

Q5A

THOSE WHO RECALL THE AD IN Q2 SERIES

If... Q2A = 1 OR Q2B = 1 OR Q2C = 1

Thinking about the advertising you saw/heard, who do you think produced it? That is, who paid for it?

[DO NOT READ LIST. ACCEPT ONE RESPONSE]

Government of Canada/Federal Government	1
Provincial Government.....	2
Municipal Government.....	3
Government (General).....	4
Taxpayers	5
Other (specify)	77
DON'T KNOW	88
REFUSED	99

Q5B

THOSE WHO RECALL THE AD IN THE Q2 SERIES AND SAID GOV GENERAL (Q5A)

If... Q5A = 4

Which level of government?

READ LIST. ACCEPT ONE RESPONSE

Federal government	1
Provincial government.....	2
Municipal government.....	3
OTHER (specify)	77
DON'T KNOW	88
REFUSED	99

PQ6

The next four questions have to do with the performance of the government in general.

Q6

How would you rate the performance of the Government of Canada when it comes to promoting knowledge, awareness and engagement among Canadians concerning Remembrance and commemorative activities? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

1.Terrible	1
2.....	2
3.....	3
4.Neither good nor bad.....	4
5.....	5
6.....	6
7.Excellent.....	7
DON'T KNOW	8
REFUSED	9

Q7

And, using the same scale how would you rate the performance of the Government of Canada in providing information about programs and services available to veterans to the public in general?

[REPEAT SCALE IF NECESSARY]

- 1.Terrible 1
- 2..... 2
- 3..... 3
- 4.Neither good nor bad 4
- 5..... 5
- 6..... 6
- 7.Excellent..... 7
- DON'T KNOW 8
- REFUSED 9

Q8

And, using the same scale how would you rate the overall performance of the Government of Canada in providing information to the public in general?

[REPEAT SCALE IF NECESSARY]

- 1.Terrible 1
- 2..... 2
- 3..... 3
- 4.Neither good nor bad 4
- 5..... 5
- 6..... 6
- 7.Excellent..... 7
- DON'T KNOW 8
- REFUSED 9

Q9

Generally speaking, how would you rate the overall performance of the Government of Canada? Once again, please use the same scale.

[REPEAT SCALE IF NECESSARY]

- 1.Terrible 1
- 2..... 2
- 3..... 3
- 4.Neither good nor bad 4
- 5..... 5
- 6..... 6
- 7.Excellent..... 7
- DON'T KNOW 8
- REFUSED 9

Q10

This year, did you participate in any commemorative events during Veterans' Week?

- Yes..... 1
- No..... 2
- DON'T KNOW..... 8
- REFUSED 9

Q11

And this year, did you participate in any remembrance activities on social media websites such as Facebook, YouTube or Twitter?

- Yes..... 1
- No..... 2
- DON'T KNOW..... 8
- REFUSED 9

Q12

Have you ever seen or read information about the types of benefits and services available to Canadian Veterans?

- Yes..... 1
- No..... 2
- DON'T KNOW..... 8
- REFUSED 9

Q13

Are you aware of the different types of benefits and services available to Canadian Veterans?

- Yes..... 1
- No..... 2
- DON'T KNOW..... 8
- REFUSED 9

Q14

IF YES Q13

If... Q13 = 1

Which types of benefits and services available to Canadian Veterans are you aware of?

[DO NOT READ LIST - ACCEPT MULTIPLE RESPONSES]

- Lump Sum Payments..... 1
- Funeral and Burial 2
- Remembrance and Commemoration 3
- Disability Pensions/Awards..... 4
- Rehabilitation 5
- Health Care/Treatment Benefits 6
- Home Care (VIP/Hsk/GSK) 7
- Long Term Care 8

Career Transition Services to help Veterans make the adjustment from military to civilian career?	9	
OTHER (specify)	77	
CAN'T REMEMBER THE EXACT NAME	98	X
REFUSED	99	X

Q15

RANDOMIZE LIST – HIDE ALL ITEMS THAT THE RESPONDENT MENTIONED AT Q14

If... Q13 = 1

I will now go over a list of some of the types of benefits and services available to Canadian Veterans.- Please tell me which ones you have heard of, if any?

[READ LIST - ACCEPT MULTIPLE RESPONSES]

Lump Sum Payments.....	1	
Funeral and Burial	2	
Remembrance and Commemoration	3	
Disability Pensions/Awards.....	4	
Rehabilitation	5	
Health Care/Treatment Benefits	6	
Home Care (VIP/Hsk/GSK).....	7	
Long Term Care	8	
Career Transition Services to help Veterans make the adjustment from military to civilian career?	9	
HAVE NOT HEARD ABOUT ANY OF THOSE SERVICES	98	BX
REFUSED	99	BX

DEMIN

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

D1

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

[READ LIST. ACCEPT ONE ANSWER ONLY]

Working full-time (35 or more hours per week).....	1	
Working part-time (less than 35 hours per week).....	2	
Self-employed	3	
Student attending full time school (not working)	4	
Unemployed, but looking for work	5	
Not in the workforce (e.g. unemployed, but not looking for work, a full-time homemaker or parent).....	6	
Retired	7	
MATERNITY/PATERNITY LEAVE	9	I
DISABILITY PENSION.....	10	I
SEASONALLY EMPLOYED	11	I
Other	77	
REFUSED	99	

D2

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

[READ LIST. ACCEPT ONE RESPONSE]

- Elementary school or less 1
- Secondary school..... 2
- Some post-secondary..... 3
- College, vocational or trade school 4
- Undergraduate university program..... 5
- Graduate or professional university program 6
- REFUSED 9

D3

In what year were you born?

NOTE: ANSWER THE FULL YEAR, I.E. 1977 as "1977"

- RECORD YEAR..... 1
- REFUSED 9

D4

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

- Yes..... 1
- No..... 2
- DON'T KNOW/REFUSED 9

D12

Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?

READ LIST

- Under \$20,000..... 1
- \$20,000 to just under \$40,000 2
- \$40,000 to just under \$60,000 3
- \$60,000 to just under \$80,000 4
- \$80,000 to just under \$100,000 5
- \$100,000 to just under \$120,000 6
- \$120,000 to just under \$150,000 7
- \$150,000 and above..... 8
- REFUSED 99

D6

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

NOTE: If respondent and family/friend, code as 1; family and friend, code as 2; only friend, code as 3.

Yes, I am a veteran	1
Yes, a family member is a veteran.....	2
Yes, a friend/someone else is a veteran	3
No	4
DON'T KNOW/REFUSED	9

D7

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

[DO NOT READ LIST. ACCEPT UP TO TWO RESPONSES.]

English.....	1	
French.....	2	
Other (specify).....	77	
DON'T KNOW/REFUSED	99	X

D8

Were you born in Canada?

Yes.....	1
No.....	2
REFUSED	9

CTHINK

CELL PHONE RESPONDENTS

If... CPC = 1

In order to compensate you for your time, we require your full name and mailing address

End of Interview

Completion.....	1	D
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INAME

CELL PHONE RESPONDENTS

May we have your name?

*INTERVIEWER: Confirm spelling of name.

(Record name)	1
No response	9

IDRESS

CELL PHONE RESPONDENTS

May we have your address?

*INTERVIEWER: Confirm spelling of address.

(Record street address)	1	
No response	9	

IDRESS2

CELL PHONE RESPONDENTS

(City)	1	
No response	9	

IDRESS3

CELL PHONE RESPONDENTS

(POSTAL CODE)	1	
No response	9	

THNK

That concludes the survey. This survey was conducted on behalf of Veterans Affairs Canada. In the coming months the report will be available from Library and Archives Canada. Thank you very much for taking part. It is appreciated.

End of Interview

Completion	1	D
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