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Post Testing of the *Lest We Forget* Vignette

FINAL REPORT

Ce rapport est également disponible en français

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EXECUTIVE SUMMARY

Advertising

The Government of Canada advertisement, *Lest We Forget* vignette, ran in the two weeks leading up to Remembrance Day. It was proven successful in gaining the attention of Canadians. Results indicate that six in ten (60 per cent) Canadians said “yes” or “maybe” when asked if over the past few weeks or so, they have seen, read or heard any advertising about Canadian Veterans. Of those who recalled advertising of this nature 61 per cent were able to accurately recall facets of the *Lest We Forget* vignette (which accounts for 37 per cent on the base of all Canadians).

Among all individuals who claimed to recall the advertising about Canadian Veterans, most recall television as the source (71 per cent), although another third recall advertising in newspapers. For those who have seen the advertisement, one-quarter indicate they have done something as a result of the ad. Nearly half (47 per cent) said that the ad helped to generate interest, or that they have researched, or actively looked for items relating to the Wars and Remembrance Day. Seventeen per cent attended a ceremony/parade, and a further 12 per cent talked with friends or family about Remembrance Day and Veterans.

Results show that nearly six in ten (58 per cent) Canadians participated in Remembrance Day Activities this year, of those who participated a lofty 68 per cent recalled advertising about Canadian Veterans. This participation can include personally attending, watching, or listening to any part of a Remembrance Day ceremony.

A high proportion of those recognizing the advertisement associate it with the Government of Canada. Of those who recall seeing the *Lest We Forget* vignette, over half (54 per cent) felt that it was produced and paid for by the Government of Canada.

Government of Canada Performance, Image and Impact on Remembrance

Ratings of the Government of Canada’s performance is high with roughly half of Canadians (47 to 49 per cent) providing a positive rating on promotion of knowledge, awareness and engagement, provision of information about available services, and overall performance.

Along with performance, Government of Canada image was also tested, which yielded largely positive results. The Government of Canada scored highest on respectful service delivery, followed by reliability of service and information, innovation in it’s method of providing information and services to citizens and ease of contact for information and service. These avenues of service delivery were rated by agreement or disagreement with attitudinal statements.

The government of Canada is seen as having an impact on Remembrance activities in a number of ways; chief among them is increasing Canadians' awareness of Remembrance Day and acts of remembering. This is followed closely by increasing the scope of Remembrance Day to include the representation of young Canadian soldiers who have served in modern conflicts.

Support of Government Funding for Remembrance and Commemorative Activities

A very high proportion of Canadians (87 per cent) know that the Government of Canada is involved in remembrance and commemorative activities relating to Canadian Veterans. A majority of Canadians are supportive of this use of public funds, even when asked to consider that public dollars must typically be stretched to accommodate a range of issues and activities. Overall, six in ten (60 per cent) Canadians indicated support for the Government of Canada's involvement in remembrance activities among Canadians. Among Canadians who are supportive of this use of tax dollars, more report having seen recent advertising than not (to the tune of nearly two to one).

Attitudes towards Remembrance

Attitudes of Canadians regarding remembrance are mixed with nearly six in ten (59 per cent) who believe that the involvement of Canadian soldiers and the sacrifices they have made should be remembered throughout the year, while the remaining four in ten (38 per cent) feel that a single big event is a good way to focus attention on Canadian Veterans and all that they have done. Among Canadians who recently saw advertising about Canadian Veterans nearly twice as many believe in year round remembrance compared to one single event. A larger difference is seen in the view of Canadians regarding the focus of remembrance. Two-thirds (67 per cent) believe that the act of remembering should include all of those involved, including the family and friends of soldiers, as well as others involved in the conflict, compared to one-third (31 per cent) who feel that we should focus primarily on the soldiers themselves as they have had the most direct involvement and paid the largest price. Among those who recently saw advertising about Canadian Veterans this proportion is mirrored.

SOMMAIRE

La publicité

Le gouvernement du Canada a fait paraître sa capsule commémorative intitulée *N'oublions jamais* au cours des deux semaines précédant le Jour du Souvenir. Cette publicité a bel et bien attiré l'attention des Canadiens et Canadiennes. Six personnes interrogées sur dix (60 p. 100) ont répondu par «oui» ou «peut-être» à la question de savoir si elles avaient, au cours des dernières semaines, vu, lu ou entendu de la publicité au sujet des anciens combattants canadiens. Parmi celles qui se souvenaient d'une publicité de cette nature, 61 p. 100 ont pu mentionner correctement certains aspects de la capsule commémorative *N'oublions jamais* (ce qui représente 37 p. 100 de l'ensemble des Canadiens).

Parmi les répondants qui disent se souvenir d'une publicité au sujet des anciens combattants canadiens, la plupart en donnent comme source la télévision (71 p. 100), bien qu'ils soient un autre tiers à se souvenir de l'avoir vue dans un journal. Parmi les répondants qui ont vu cette publicité, le quart affirment avoir fait quelque chose par la suite. Ils sont près de la moitié (47 p. 100) à dire que l'annonce a contribué à susciter chez eux de l'intérêt ou qu'elle les a incités à faire de la recherche ou à chercher activement des choses associées aux guerres et au Jour du Souvenir. Ils sont 17 p. 100 à avoir assisté à une cérémonie ou à un défilé, tandis que 12 p. 100 encore ont parlé avec des amis ou de la famille du Jour du Souvenir et des anciens combattants.

D'après les résultats, près de six Canadiens sur dix (58 p. 100) ont participé cette année à des activités du Jour du Souvenir, et on note jusqu'à 68 p. 100 de ces personnes qui se souviennent d'une publicité au sujet des anciens combattants canadiens. La participation consistait, notamment, à assister en personne à une cérémonie du Jour du Souvenir ou bien à regarder ou à écouter une partie de sa retransmission.

Une forte proportion de ceux qui ont reconnu la publicité l'associent au gouvernement du Canada. Parmi ceux qui se souviennent d'avoir vu la capsule commémorative *N'oublions jamais*, plus de la moitié (54 p. 100) ont pensé qu'elle était produite et payée par le gouvernement du Canada.

Le rendement du gouvernement du Canada, son image et son incidence sur le souvenir

Le rendement du gouvernement du Canada est jugé favorablement. En effet, près de la moitié des Canadiens (de 47 à 49 p. 100) lui accordent une note positive, dans l'ensemble, de même que pour ce qui est de promouvoir leurs connaissances, leur sensibilisation et leur engagement ainsi que de les informer sur les services disponibles.

Outre son rendement, l'image du gouvernement du Canada a aussi été examinée et jugée en grande partie de manière positive. Le gouvernement du Canada a obtenu ses meilleures notes pour sa façon respectueuse de fournir des services, après quoi viennent la fiabilité de ses services et renseignements, ses

moyens innovateurs de procurer des services et des renseignements aux citoyens et la facilité avec laquelle on peut communiquer avec lui pour obtenir des renseignements ou des services. L'évaluation de son mode de prestation de ses services reposait sur le degré d'accord ou de désaccord avec divers énoncés ayant trait à des attitudes.

Diverses façons permettent de vérifier l'incidence que le gouvernement du Canada semble avoir sur les activités du souvenir dont, au premier chef, la sensibilisation de plus en plus grande des Canadiens au Jour du Souvenir et les gestes commémoratifs qu'ils posent. Cette mesure est suivie de près par l'élargissement de la portée du Jour du Souvenir pour y inclure la représentation des jeunes soldats canadiens qui ont combattu lors des conflits modernes.

L'appui accordé au financement gouvernemental des activités commémoratives et du Souvenir

Une très forte proportion de Canadiens et de Canadiennes (87 p. 100) savent que le gouvernement du Canada participe aux activités commémoratives et du Souvenir qui concernent les anciens combattants canadiens. Ils sont majoritairement en faveur de cette utilisation des fonds publics, même quand on leur rappelle que l'argent des contribuables doit être réparti entre de nombreux domaines et beaucoup d'activités. Dans l'ensemble, six Canadiens et Canadiennes sur dix (60 p. 100) se montrent en faveur de la participation du gouvernement du Canada aux activités de commémoration entre Canadiens. Les personnes qui sont en faveur de dépenser l'argent des contribuables de cette façon sont plus nombreuses à dire qu'elles ont vu récemment de la publicité plutôt que de ne pas en voir vu (soit un rapport de près de deux à un).

Attitudes en matière de commémoration

Les Canadiens sont partagés quant à leurs attitudes en matière de commémoration, puisque près de six sur dix (59 p. 100) croient qu'on devrait commémorer tout au long de l'année l'engagement des soldats canadiens et les sacrifices qu'ils ont faits, tandis que quatre sur dix (38 p. 100) pensent qu'un seul événement de grande ampleur est une bonne façon d'attirer l'attention sur les anciens combattants canadiens et leurs faits d'armes. Les Canadiens et Canadiennes qui ont vu récemment de la publicité sur les anciens combattants canadiens sont près de deux fois plus nombreux à préférer une commémoration tout au long de l'année à un seul grand événement. La divergence d'opinion est encore plus marquée en ce qui concerne l'objet de la commémoration. Les deux tiers des Canadiens (67 p. 100) sont d'avis que la commémoration doit englober tous les intéressés, y compris la famille et les amis des soldats, de même que ceux qui ont participé aux conflits, alors qu'ils sont le tiers (31 p. 100) à penser qu'il faut se concentrer avant tout sur les soldats eux-mêmes parce que ce sont eux qui ont été engagés le plus directement et qui en ont le plus payé le prix. Cette proportion se reflète parmi ceux qui ont vu récemment de la publicité au sujet des anciens combattants canadiens.

1. INTRODUCTION

Every year around November 11th Canadians across the country gather at cenotaphs and town squares or tune into broadcasts on radio, television and the internet in order to be part of Remembrance Day activities and to contribute to the acknowledgment of Canadian Veterans. This year, leading up to Remembrance Day, the Government of Canada ran a 60-second television vignette titled *Lest We Forget*. The vignette highlighted Canadian participation during times of war, peace and conflict and was designed to encourage Canadians to remember and honour our Veterans' service. Hoping to build on the heightened awareness of commemorative activities and events following 2005's Year of the Veteran and 2007's Vimy Ridge celebrations the Government of Canada, specifically VAC, released the vignette in support of Veterans Week.

In order to assess the effectiveness of this advertising VAC commissioned EKOS Research Associates to administer the Government of Canada's (GoC) Advertising Campaign Evaluation Tool (ACET), which was developed as a means of providing the GoC with a benchmark measure to consistently evaluate the effectiveness of major advertising campaigns. EKOS Research Associates conducted a telephone survey of the Canadian general public to gauge awareness of the *Lest We Forget* vignette and determine its effectiveness in influencing Canadians knowledge and support of commemorative activities. The survey also evaluated views on Government of Canada performance, both overall and in providing information to Canadians.

2. METHODOLOGY

In total 1,000 randomly selected Canadians participated in the 11 minute survey which was conducted between November 14 and November 20, 2007, for a response rate of 13.6 percent. The sample was stratified to ensure adequate representation of key population segments (e.g., region, age, gender). The associated margin of error associated with a sample of this size is +/-3.1 per cent, 19 times out of 20. This margin of error increases for population sub-group results.

The data was weighted based on Statistics Canada data (Census 2006) according to age, gender, and region to ensure that the sample is representative of the general public in Canada aged 18 years and over.

3. ADVERTISING

The following chapter addresses the findings related to the advertising vignette, *Lest We Forget*, produced in support of Veterans Week. To begin, the unprompted recall of advertising is measured. Next the overall aided recall is analyzed where the *Lest We Forget* advertisement is described and measured along with the source and perceived theme of the advertisement and any influence in behaviour as a result.

3.1 UNPROMPTED RECALL

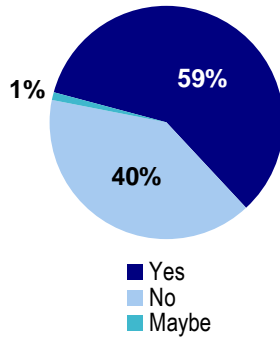
In order to measure the effectiveness of the Government of Canada advertisement placed by Veterans' Affairs Canada in the two weeks leading up to Remembrance Day the standard Advertising Campaign Effectiveness Tool (ACET) was used. This includes first an unprompted recall question in order to determine overall (unprompted) claimed recall. This is followed-up with questions about what the respondent remembers about the ad (e.g., theme/topic, sponsor, media source), providing a more accurate sense of unaided recall. Following the unprompted recall, respondents are then asked about the ad specifically (with a full description read to respondents) in order to ascertain aided recall.

Respondents were asked if, over the past few weeks or so, they have seen, read or heard any advertising about Canadian Veterans. Six in ten Canadians recall some type of advertising about Veterans (although one per cent reported a softer recall "maybe"). Of those who claim to have seen advertising about Canadian Veterans, the most common subject of the advertising is Remembrance Day ceremonies (27 per cent). This is the most difficult response to interpret as respondents may be remembering the ad or they may be remembering media ads about the upcoming coverage of Remembrance Day ceremonies. Symbols of recognition, respect, and remembrance or military are the next most frequent images recalled at 22 per cent. Fifteen per cent of respondents who recall seeing advertising report images of different kinds of soldiers or general pictures of soldiers followed by an additional 12 per cent who recall seeing images of former soldiers, Veterans and the elderly. A variety of other images follow with eight per cent who report recalling fighting, wounded, or dead soldiers in the advertising, along with those who recall soldiers marching, modern soldiers in Afghanistan, or historical imagery or historical events (five per cent each). Of Canadians who recall advertising about Canadian Veterans, 17 per cent can not report any pictures or images from the advertising.

From these results and putting together mentions that accurately describe the vignette, 61 per cent of respondents likely saw the right ad, suggesting that overall roughly 37 per cent of Canadians likely saw and retained some recall of the ad. It is more difficult to determine if the others also saw the *Lest We Forget* vignette or some other advertisement. Nonetheless, 37 per cent is a high level of unaided recall.

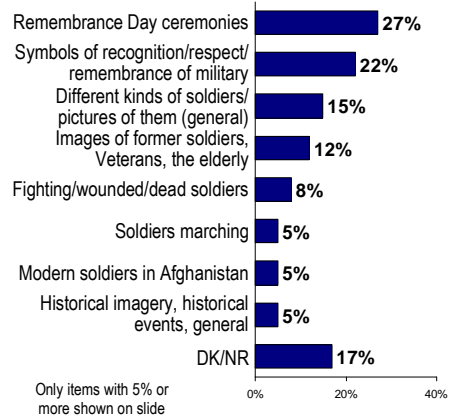
Unprompted Recall of Advertising

“Over the past few weeks or so, have you seen, read or heard any ADVERTISING about Canadian Veterans?”



{Base: All Canadians; n=1000}

(IF YES/MAYBE) “Please tell me everything you can remember about this advertisement. What pictures or images come to mind?” [open - multiple mention]



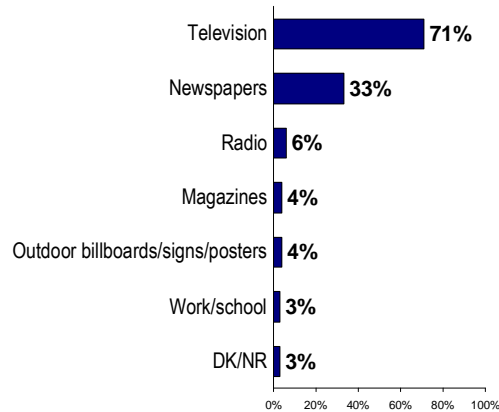
{Base: Recall seeing ad about Canadian Veterans; n=631}

- Overall (claimed) recall is higher among Canadians living in British Columbia, as well as among women and senior citizens (aged 65 or older), relative to the recall rate among other Canadians.
- As might be expected, recall of the ad is also higher among those who are or, know a Veteran, and those who participated in Remembrance Day ceremonies, although it is difficult to know whether the latter is because people who participate in remembrance are more apt to notice and remember such an ad or if the ad itself caused people to participate. Similarly, recall goes up with support for the Government of Canada’s role in raising interest in remembrance among Canadians, although, again, the direction of the relationship is unclear.
- Likely reflecting the current divided sentiment in Quebec regarding the war in Afghanistan, Quebecers are more apt to recall seeing images of fighting, wounded, and dead soldiers in the advertising, whereas residents of the rest of Canada are more likely to recall symbols of recognition, respect, and remembrance of military.

Among all individuals who report (claimed) recall of the advertising about Canadian Veterans, most recall television as the source (71 per cent), although another third recall advertising in newspapers. A variety of other settings comprise the balance, including radio (six per cent), magazines (four per cent), outdoor billboards / signs / posters (four per cent), and work or school (three per cent).

Source of (Unprompted) Recall

“Where did you notice this advertisement?” [open - multiple mention]



Only items with 3% or more shown on slide

{Base: Recall seeing ad; n=635}

- Television is cited more often as the source among Quebecers, while Canadians living in Saskatchewan or Manitoba are more likely to report newspapers such as the Globe and Mail or National Post as the source.

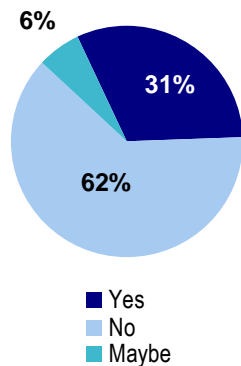
3.2 PROMPTED RECALL

Respondents then had the ad described to them and were asked if they recalled this particular advertisement in an attempt to measure aided recognition of the ad. Upon hearing the description, one in three (31 per cent) said that they recalled this advertisement on television, with another six per cent who said that they might remember the ad. This finding suggests that many of those who initially claimed recall in the unprompted question were in fact remembering some other advertisement (e.g., media advertising of coverage of upcoming Remembrance Day ceremonies or actual coverage of these ceremonies). This is strengthened by the fact that only 40 per cent of those indicating initial recall of the ad also say that they recognize the described ad, with another eight per cent who say they may recall the described ad (but are not sure). It is difficult to be sure of the actual recall of the ad, however, since the vignette is less of a single story and more of a montage of pictures and themes, perhaps leaving some unsure based on the detailed description, that they have in fact seen this specific advertisement.

A high proportion of those recognizing the advertisement associate it with the Government of Canada. Of those who recall seeing the *Lest We Forget* vignette, over half (54 per cent) felt that it was produced and paid for by the Government of Canada. Eleven per cent believe the advertisement was produced by Veterans' organizations and associations. A further three per cent insist the television advertisement was paid for by tax payers, two per cent feel that the ad was paid for by other sources such as private corporations, and an additional one per cent believe the ad was paid for by the provincial government. It is instructive to note that one-quarter (26 per cent) of respondents indicate that they do not know who produced the advertisement.

Prompted Recall of the Advertisement & Source

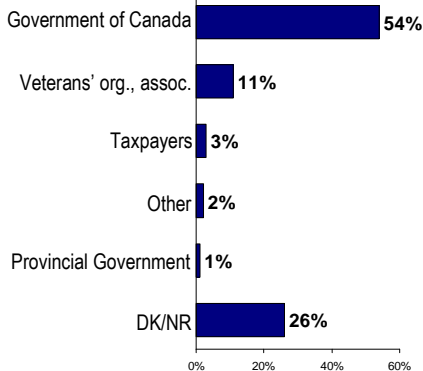
"I would now like to ask you some questions about some specific advertising. Do you remember seeing an ad on the television over the past few weeks? The ad displays a series of images set to piano music including black-and-white shots of...?"



{Base: All Canadians; n=1000}

(IF YES/MAYBE) "Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?"

[open]



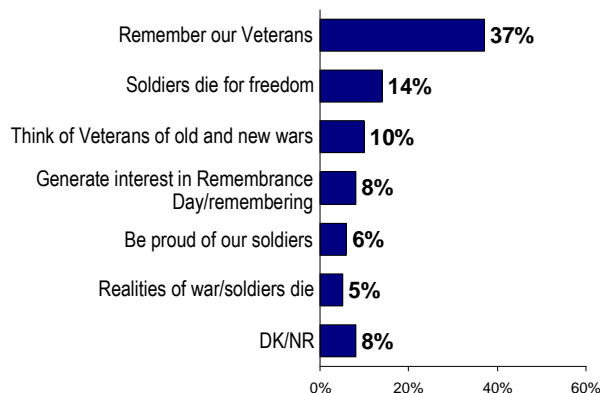
{Base: Recall seeing ad; n=390}

- Ontarians are more apt than those in other regions to recall the advertisement and know that it was produced by the Government of Canada. Those in Quebec are much less likely to recall the advertisement. In fact 57 per cent said that they did not know who produced it. Aided recognition is also lower among youth.
- There is also a positive relationship between recognition of the ad and socioeconomic status (education and household income). Individuals with university education, and those with household income over \$100,000, are more likely to believe that the Government of Canada produced the advertisement. The same is true for knowing a Veteran, attending a Remembrance Day ceremony, and support for the Government of Canada's role in raising interest in remembrance among Canadians.

A wide range of salient themes were taken from the advertisement among those who recognized it. The most frequently described was remembrance of Veterans (37 per cent). This is followed by the message that soldiers die for freedom (14 per cent), thinking of Veterans from old and new wars (10 per cent), and generation of a general interest in Remembrance Day and the act of remembrance (eight per cent). Six per cent believe the message to be pride in our soldiers and another five per cent believe the theme to be the realities of war/soldiers die. Relatively few were unable to frame a view about the theme of the advertisement.

Recalled Theme of Advertising

“Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?” [open]



{Base: Recall seeing ad; n=390}

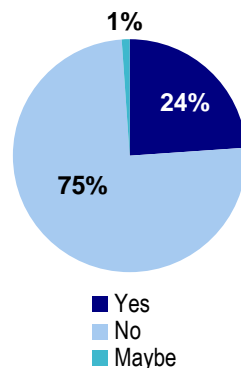
- Women are more apt than men to report the message as remembrance.
- Those in Saskatchewan and Manitoba are more likely to cite the realities of war and that soldiers die as the theme, while Albertans (and to a lesser extent Atlantic Canadians) are more apt to believe that soldiers die for freedom to be the main point of the advertisement.
- Those who know a Veteran are more apt to believe that the theme of the advertisement is Veterans of old and new wars.

A salient finding from the survey is the reported high impact of the advertisement on those who saw it and were familiar enough with it to recognize it. A full one in four (24 per cent) of those who recognize the advertisement report that they did something as a result of seeing it.

Of those who did do something as a result of seeing the advertisement, nearly half (47 per cent) said that the ad helped to generate interest, or that they have researched, or actively looked for items relating to the Wars and Remembrance Day. Seventeen per cent indicate they attended a ceremony/parade, and a further 12 per cent talked with friends or family about Remembrance Day and Veterans. A variety of other actions were reported, including watched or listened to a ceremony on television or radio (nine per cent), participated in other ways such as in community activities (nine per cent), or thought about the wars (eight per cent).

Action Taken As a Result of Ad

“Did you do anything as a result of seeing this ad?”



{Base: Recall the ad; n=390}

- Ontarians are somewhat more apt to report doing something as a result of seeing the advertisement, while this was least often true in Quebec.

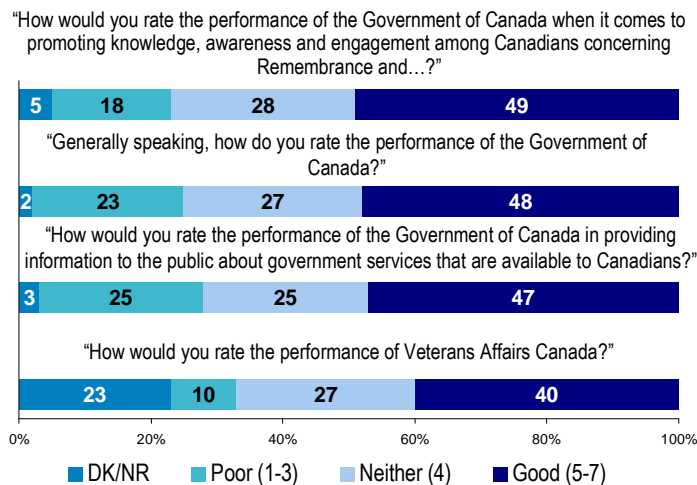
4. RATING THE GOVERNMENT OF CANADA

This section relates to the performance, image, and impact of the Government of Canada's involvement in remembrance. Respondents were told that the television advertisement under study was produced by the Government of Canada. Individuals were then given the opportunity to rate the Government of Canada on several dimensions.

4.1 PERFORMANCE OF THE GOVERNMENT OF CANADA

Four factors were evaluated in terms of the performance of the Government of Canada. Ratings were provided on a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad. Government performance is high with roughly half of Canadians (47 to 49 per cent) providing a positive rating on promotion of knowledge, awareness and engagement, provision of information about available services, and overall performance. Finally, four in ten Canadians rate the performance of Veteran Affairs Canada in a positive way.

Performance of GoC

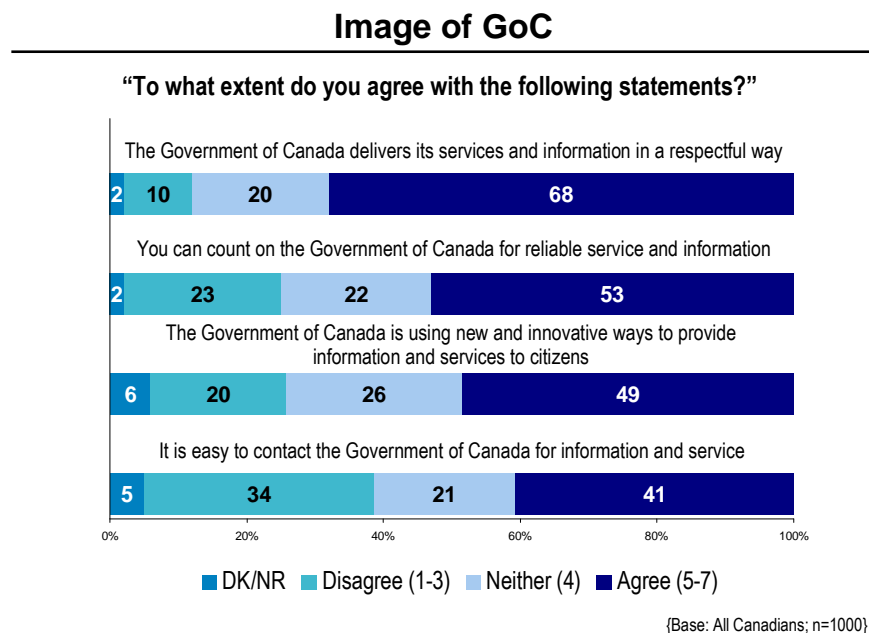


{Base: All Canadians; n=1000}

- Canadians who are highly supportive of the Government of Canada's role in raising interest in remembrance among Canadians also provide stronger ratings of government performance across the board.
- Allophones stand out in their positive rating of the overall performance of the Government of Canada, and their performance in providing information on available services. Ontarians have a more positive view than others regarding performance in promoting knowledge, awareness and engagement.
- Those more apt to rate Government performance in promoting knowledge, awareness and engagement and specifically the performance of Veterans Affairs Canada positively participated in Remembrance Day activities.

4.2 IMAGE OF THE GOVERNMENT OF CANADA

The image of the Government of Canada was also assessed, with largely positive results, based on agreement levels of four factors rated on a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. Fully two-thirds (68 per cent) of Canadians agree that the Government of Canada delivers its services and information in a respectful way. Roughly half agree that you can count on the Government of Canada for reliable service and information (53 per cent) and that the Government of Canada is using new and innovative ways to provide information and services to citizens (49 per cent). Finally, four in ten (41 per cent) agree with the image that it is easy to contact the Government of Canada for information and service (although one in three disagree with the ease of contact).



- As with views about performance, along with stronger support for the Government of Canada's role in raising interest in remembrance among Canadians, comes a more positive view of the Government on these dimensions.
- Canadians age 44 and under are more apt to agree that you can count on the Government of Canada for reliable service and information and that the Government of Canada is using new and innovative ways to provide information and services to citizens.

4.3 IMPACT ON REMEMBRANCE

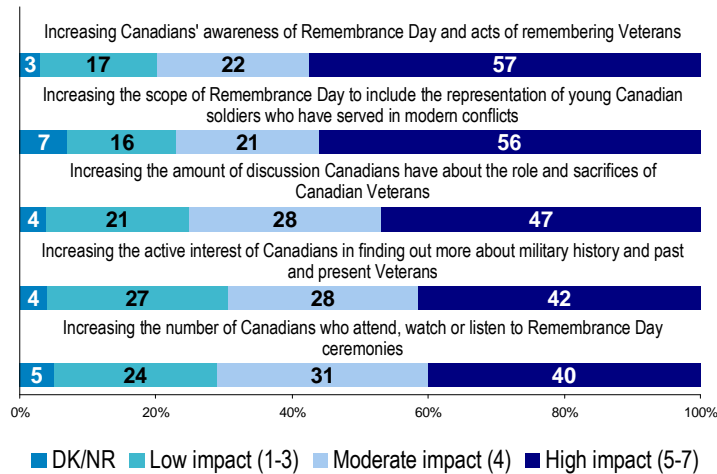
In addition to the performance and image statements evaluated earlier, the impact of the Government of Canada's involvement in remembrance was measured on five areas. The impact was rated on a 7-point scale where 1 means no impact at all, 7 means a very strong impact, and the mid-point 4 means a moderate impact.

The strongest impact was viewed to be in increasing Canadians' awareness of Remembrance Day and acts of remembering Veterans with 57 per cent agreement. This is followed closely by the impact of the Government of Canada's involvement in increasing the scope of Remembrance Day to include the representation of young Canadian soldiers who have served in modern conflicts. Just under half (47 per cent) of Canadians feel that a high impact has been achieved on increasing the amount of discussion Canadians have about the role and sacrifices of Canadian Veterans.

Increasing the active interest of Canadians in finding out more about military history and past and present Veterans followed with 42 per cent indicating that there has been a high impact in this area. At the same time, this factor also has the highest proportion of Canadians indicating that the Government of Canada's involvement has had a low impact (27 per cent) on Canadians finding out more about military history and Veterans. Finally, a high impact is viewed to have been achieved by 40 per cent of Canadians on the Government of Canada's role in increasing the number of Canadians who attend, watch or listen to Remembrance Day ceremonies.

Impact of GoC Involvement in Remembrance

“What impact Government of Canada involvement in remembrance has on...?”



{Base: All Canadians; n=1000}

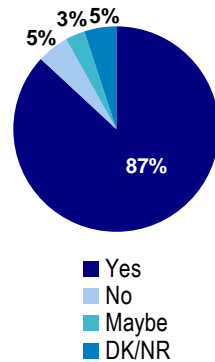
- The impact of the Government of Canada’s activities in these areas was rated consistently higher by individuals who are supportive of the Government of Canada’s role in these activities, those who know a Veteran, Remembrance Day participants.
- Perhaps more importantly in terms of impact of the advertisement, Canadians who remember a Remembrance Day advertisement (claimed/unprompted) and those who recognize the *Lest We Forget* vignette are also systematically more positive than those who did not recall or recognize the advertisement.

4.4 AWARENESS AND SUPPORT OF GOVERNMENT OF CANADA'S INVOLVEMENT

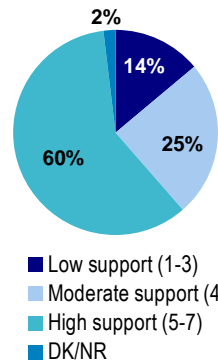
A very high proportion of Canadians (87 per cent) know that the Government of Canada is involved in remembrance and commemorative activities relating to Canadian Veterans, with an additional three per cent saying that they may know this. Perhaps even more impressive than this is that a majority of Canadians are supportive of this use of public funds, given that public dollars must typically be stretched to accommodate a range of issues and activities, often requiring that priorities be set. Respondents were asked to rate their support of the Government of Canada's involvement in activities related to raising the level of awareness and interest in remembrance among Canadians, recognizing that the Government of Canada has a range of areas it must apply tax dollars to. Overall, six in ten (60 per cent) Canadians indicated support for the Government of Canada's involvement in remembrance activities among Canadians. One-quarter are only moderately supportive, and another 14 per cent are not very supportive of Government of Canada involvement in remembrance activities.

Awareness and Support for GoC Involvement

"As far as you know, is the Government of Canada involved in remembrance and commemorative activities relating to Canadian Veterans for Remembrance Day?"



"Recognizing that the Government of Canada has a range of areas it must apply tax dollars to, how supportive are you of the Government of Canada's involvement in activities related to raising the level of awareness and interest in...?"



{Base: All Canadians; n=1000}

- Men, Canadians with university education, and Anglophones are all more apt to know that the Government of Canada is involved in activities related to Canadian Veterans.
- Those who specifically recall the *Lest We Forget* vignette, as well as those who participated in Remembrance Day activities, are more often aware that the Government of Canada is involved with activities related to Canadian Veterans.

- Albertans and Ontarians are the most supportive of the Government of Canada’s involvement in Remembrance Day activities, whereas support is lowest in Quebec.
- Canadians who know a Veteran, particularly those with a Veteran family member are the most supportive of the Government of Canada’s involvement in activities to raise awareness.

4.5 OTHER ATTITUDES

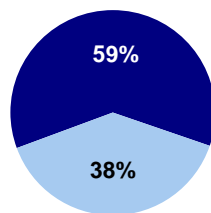
Nearly six in ten (59 per cent) believe that the involvement of Canadian soldiers and the sacrifices they have made should be remembered throughout the year, while the remaining four in ten (38 per cent) feel that a single big event is a good way to focus attention on Canadian Veterans and all that they have done.

A larger difference is seen in the view of Canadians regarding the focus of remembrance. Two-thirds (67 per cent) believe that the act of remembering should include all of those involved, including the family and friends of soldiers, as well as others involved in the conflict, compared to one-third (31 per cent) who feel that we should focus primarily on the soldiers themselves as they have had the most direct involvement and paid the largest price.

Other Key Attitudes

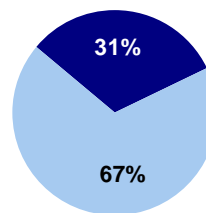
“Which of the following statements is closest to your own point of view?”

The involvement of Canadian soldiers and the sacrifices...



A single big event is a good way to focus attention on...

We should focus primarily on the soldiers themselves as...



The act of remembering should include all of those...

{Base: All Canadians; n=518/531}

- Quebecers have a greater propensity to focus primarily on the soldiers, and are also more apt to say that a single big event is a good way to focus attention on Canadian Veterans.
- Canadians who participated in Remembrance Day activities and those who know a Veteran more typically believe that the act of remembering should include the family and friends of soldiers, as well as others involved in the conflict.
- Those who are supportive of the Government of Canada's role in raising interest in remembrance among Canadians are more apt to feel that the involvement of Canadian soldiers and the sacrifices they have made should be remembered throughout the year.

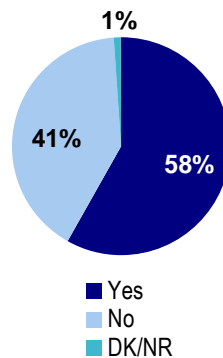
5. REMEMBRANCE DAY PARTICIPATION AND VETERAN ATTACHMENT

5.1 ATTENDANCE BEHAVIOUR

Nearly six in ten (58 per cent) Canadians have participated in Remembrance Day Activities this year. This participation can include personally attending, watching, or listening to any part of a Remembrance Day ceremony.

Attendance Behaviour

“Some people attend, watch or listen to Remembrance Day ceremonies, while others do not. Did you personally attend, watch or listen to any part of a Remembrance Day ceremony this year?”



{Base: All Canadians; n=1000}

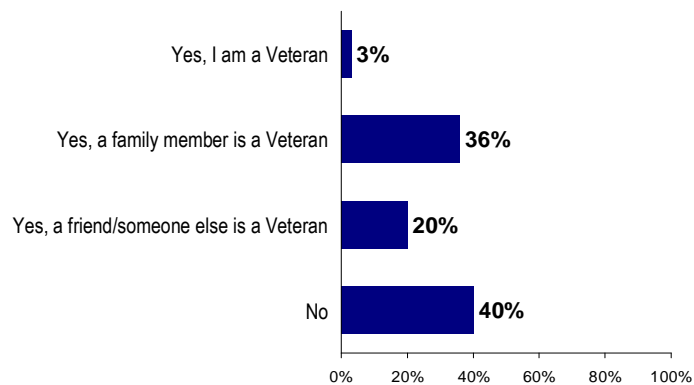
- Participation is highest in British Columbia and Alberta, and among English speaking Canadians in general, and lowest among Quebecers.
- Women and seniors are also more apt to have participated in a ceremony this year, as are Canadians who know a Veteran, and those who are supportive of the Government of Canada’s involvement in activities related to interest in remembrance.

5.2 VETERAN INCIDENCE

The survey captures an incidence of three per cent who are a Canadian Veteran. A further 36 per cent reported a family member who is a Veteran, and 20 per cent who know a friend or someone else who is a Canadian Veteran. Four in ten Canadians do not personally know a Veteran.

Incidence of Knowing/Being a Veteran

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



{Base: All Canadians; n=1000}

- The highest incidence of reported family members who are Veterans is in Atlantic Canada, followed by Saskatchewan and Manitoba. It is lowest in Quebec.

APPENDIX A
SURVEY INSTRUMENT
(ENGLISH AND FRENCH)

INTRO [0,0]

Hello, my name is...and I work for Ekos Research Associates. We are conducting a survey to hear your views on a range of important issues.

It will take approximately 10 minutes to complete and we are really hoping that you can spare the time.

May I continue?

SEX

Record gender of respondent

DO NOT ASK

Male.....1
Female2

LANGI

Record language of correspondence

DO NOT ASK

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

PRIV [0,0]

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

Q1

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

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

Yes.....1
No2
Maybe.....3
DON'T KNOW/REFUSED9

Q1B [1,13]

If... Q1.EQ.1,3

Please tell me everything you can remember about this advertisement. What pictures or images come to mind? PROBE Anything else?

OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY.

Different kinds soldiers/pictures of them (general).....	1	
Black and white video of soldiers.....	2	
Soldiers marching.....	3	
Climbing out of/action in trenches.....	4	
Images of nurse.....	5	
Navy/Air forces boats/planes.....	6	
Fighting/wounded/dead soldiers.....	7	
Soldier(s) saluting.....	8	
Modern soldiers in Afghanistan.....	9	
Tagline: Lest We Forget.....	10	
Canadian Forces Recruiting Ad.....	11	
Remembrance Day ceremonies.....	12	
Specify -> AQ1B; C350 L2 C75.....	77	
DON'T KNOW/REFUSED.....	99	X

Q1C [1,14]

If... Q1.EQ.1,3

Where did you notice this advertisement?

PROBE. OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY .

Television.....	1	
Radio.....	2	
Newspaper (e.g., Globe and Mail, National Post).....	3	
Magazines (e.g., MacLean's, People, TV Guide, TimeCanada).....	4	
Pamphlet/brochure in the mail.....	5	
Outdoor billboards/signs/posters.....	6	
Public transit.....	7	
Word of mouth.....	8	
In the cinema before a movie.....	9	
Local weeklies.....	10	
Internet or website banner.....	11	
Ethnic paper.....	12	
Fair or exhibit.....	13	
Other-Specify -> AQ1C; C350 L2 C75.....	77	
DON'T KNOW/REFUSED.....	99	X

Q4A

I would now like to ask you some questions about some specific advertising. Do you remember seeing an ad on the television over the past few weeks?

The ad displays a series of images set to piano music including black-and-white shots of soldiers from the World War One and Two eras, images of climbing out of trenches, and battles. 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 a soldier saluting and a

Canadian flag at a grave stone. The tagline for the ad is *<i>Lest We Forget</i>* which appears at the end.

Yes.....	1	
No.....	2	->Q9
Maybe.....	3	
DON'T KNOW/REFUSED	9	->Q9

Q4B

Thinking about the ad that you saw, who do you think produced it –that is, who paid for it?

PROBE.OPEN-ENDED.DO NOT READ.ACCEPT ONE RESPONSE

Government of Canada	1	
Provincial government.....	2	
Government General.....	3	
Banks/Other financial institutions.....	6	
TAXPAYERS.....	4	I
PRIVATE CORPORATION/COMPANY	5	I
ASSOCIATIONS/ORGANIZATIONS WITHIN THE EDUCATIONAL SYSTEM,SCHOOLS.....	7	I
Other -> AQ4B; C350 L2 C75.....	77	
DON'T KNOW/REFUSED	99	X

Q4C

If... Q4B.EQ.3

Which level of government?

READ. ACCEPT ONE RESPONSE

Federal government	1	
Provincial government.....	2	
(DO NOT READ) Other -> AQ4C; C150 L1 C50.....	77	
DON'T KNOW/REFUSED	99	X

Q4D

Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?

OPEN-ENDED.ACCEPT ONE RESPONSE.ANSWER SHOULD BE AT LEAST FIVE WORDS

Remember our Veterans	1
Think of Veterans of old and new wars	2
Generate interest in Remembrance Day/remembering soldier/war	3
Soldiers are young	4
Realities of War/soldiers die	5
Be proud of our soldiers.....	6
Soldiers die for freedom.....	7
Specify -> AQ4D; C350 L2 C75	77
Nothing	98
DON'T KNOW/REFUSED	99

Q4E

Did you do anything as a result of seeing this ad?

Yes.....	1	
No	2	->Q9
Maybe.....	3	
DON'T KNOW/REFUSED	9	->Q9

Q4F [1,3]

What did you do? Anything else?

OPEN-ENDED.DO NOT READ

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	
Volunteered at a ceremony	6	
Contacted a relative who served/serves	7	
Observed silence (2 minutes/moment)	8	
Specify -> AQ4F; C350 L2 C75	77	
DON'T KNOW/REFUSED	99	X

Q9

This TV ad was in fact produced by the Government of Canada. 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/REFUSED	9

Q10

Generally speaking, how do you rate the performance of the Government of Canada (using the same scale)?

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

Q11

And, using the same scale, how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians?

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

Q12 [0,0]

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about...

Q12A

It is easy to contact the Government of Canada for information and service.

- 1.Totally disagree 1
- 2..... 2
- 3..... 3
- 4.Neither agree nor disagree 4
- 5..... 5
- 6..... 6
- 7.Totally agree 7
- DON'T KNOW/REFUSED 9

Q12B

The Government of Canada is using new and innovative ways to provide information and services to citizens.

- 1.Totally disagree 1
- 2..... 2
- 3..... 3
- 4.Neither agree nor disagree 4
- 5..... 5
- 6..... 6
- 7.Totally agree 7
- DON'T KNOW/REFUSED 9

Q12C

The Government of Canada delivers its services and information in a respectful way.

- 1.Totally disagree 1
 - 2..... 2
 - 3..... 3
 - 4.Neither agree nor disagree 4
 - 5..... 5
 - 6..... 6
 - 7.Totally agree 7
 - DON'T KNOW/REFUSED 9
-
-

Q12D

You can count on the Government of Canada for reliable service and information.

- 1.Totally disagree 1
- 2 2
- 3 3
- 4.Neither agree nor disagree 4
- 5 5
- 6 6
- 7.Totally agree 7
- DON'T KNOW/REFUSED 9

Q10A

How would you rate the performance of Veterans Affairs Canada? 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/REFUSED 9

VAC11

Some people attend, watch or listen to Remembrance Day ceremonies, while others do not. Did you personally attend, watch or listen to any part of a Remembrance Day ceremony this year?

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

VAC1

As far as you know, is the Government of Canada involved in remembrance and commemorative activities relating to Canadian Veterans for Remembrance Day?

- Yes 1
- No 2
- Maybe 3
- DON'T KNOW/REFUSED 9

VAC2 [0,0]

In fact, the Government of Canada is involved in remembrance activities. How much of an impact, if any, do you think that the Government of Canada's involvement in remembrance has on each of the following? Please use a 7-point scale where 1 means

no impact at all, 7 means a very strong impact, and the mid-point 4 means a moderate impact.

VAC3

Increasing Canadians' awareness of Remembrance Day and acts of remembering Veterans?

How much impact does Government of Canada involvement in remembrance have on ...

1.no impact at all.....	1
2.....	2
3.....	3
4.moderate impact.....	4
5.....	5
6.....	6
7.very strong impact	7
DON'T KNOW/REFUSED	9

VAC4

If... ROT4.EQ.1

Increasing the amount of discussion Canadians have about the role and sacrifices of Canadian Veterans?

How much impact does Government of Canada involvement in remembrance have on ...

1.no impact at all.....	1
2.....	2
3.....	3
4.moderate impact.....	4
5.....	5
6.....	6
7.very strong impact	7
DON'T KNOW/REFUSED	9

VAC5

If... ROT4.EQ.2

Increasing the active interest of Canadians in finding out more about military history and past and present Veterans?

How much impact does Government of Canada involvement in remembrance have on ...

1.no impact at all.....	1
2.....	2
3.....	3
4.moderate impact.....	4
5.....	5
6.....	6
7.very strong impact	7
DON'T KNOW/REFUSED	9

VAC6

Increasing the number of Canadians who attend, watch or listen to Remembrance Day ceremonies.

How much impact does Government of Canada involvement in remembrance have on ...

1.no impact at all.....	1
2.....	2
3.....	3
4.moderate impact.....	4
5.....	5
6.....	6
7.very strong impact	7
DON'T KNOW/REFUSED	9

VAC6B

Increasing the scope of Remembrance Day to include the representation of young Canadian soldiers who have served in modern conflicts?

How much impact does Government of Canada involvement in remembrance have on ...

1.no impact at all.....	1
2.....	2
3.....	3
4.moderate impact.....	4
5.....	5
6.....	6
7.very strong impact	7
DON'T KNOW/REFUSED	9

VAC7

Recognizing that the Government of Canada has a range of areas it must apply tax dollars to, how supportive are you of the Government of Canada's involvement in activities related to raising the level of awareness and interest in remembrance among Canadians? Please use a 7-point scale where 1 means to not at all supportive, 7 means very supportive, and the mid-point 4 means somewhat supportive.

1.not at all supportive.....	1
2.....	2
3.....	3
4.somewhat	4
5.....	5
6.....	6
7.very supportive	7
DON'T KNOW/REFUSED	9

VAC12

If... ROT3.EQ.1

Which of the following statements is closest to your own point of view?

The involvement of Canadian soldiers and the sacrifices they have made should be remembered throughout the year.....	1
A single big event is a good way to focus attention on Canadian Veterans and all that they have done.	2
(DO NOT READ) DON'T KNOW/REFUSED	9

B

VAC13

If... ROT3.EQ.2

Which of the following statements is closest to your own point of view?

- We should focus primarily on the soldiers themselves as they have had the most direct involvement and paid the largest price..... 1
 - The act of remembering should include all of those involved, including the family and friends of soldiers, as well as others involved in the conflict..... 2
 - (DO NOT READ) DON'T KNOW/REFUSED 9
- B

VAC10

When you think of a Canadian Veteran what is the first thing that comes to mind?

DO NOT READ, ACCEPT FIRST RESPONSE ONLY

- Old..... 1
 - Young 2
 - Male..... 3
 - Female 4
 - WW1-2 5
 - Peacekeeping 6
 - More recent conflict (general Cyprus, Bosnia, Yugoslavia, Somalia, Rwanda)..... 7
 - Afghanistan (specific)..... 8
 - Wounded..... 9
 - Dead..... 10
 - Proud 11
 - Poppy..... 12
 - Honour 13
 - Remembrance/Remembrance Day..... 14
 - Specify -> AVAC10; C350 L2 C75..... 77
 - DON'T KNOW/REFUSED 99
- X

DEMIN [0,0]

Now, I would like to get some information to help us group your answers with others that we will receive in this survey. I'd like to remind you that all of your answers are completely confidential.

QAGEX

In what year were you born? NOTE: ANSWER THE FULL YEAR, I.E. 1977 as "1977"

IF HESITANT MOVE ONTO NEXT QUESTION

- Year -> AQAGEX; N4.0 [1900-1991] 1
- HESITANT..... 9

QAGEY

If... QAGEX.EQ.9

May I place your age into one of the following general age categories?

Under 25	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or older	7
(DO NOT READ) DK/NR.....	9

D3

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

READ LIST

Grade 8 or less	1
Some high school.....	2
Complete high school	3
Technical, vocational post-secondary, college.....	4
Some university	5
Complete university degree	6
Post graduate degree	7
DON'T KNOW/REFUSED	9

D4

What is 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	
Unemployed, but looking for work.....	4	
Attending school full-time/A student.....	5	
Retired	6	
Not in workforce (Homemaker).....	7	
Unemployed, not looking for work.....	8	
MATERNITY/PATERNITY LEAVE.....	9	I
DISABILITY PENSION	10	I
SEASONALLY EMPLOYED.....	11	I
Other (DO NOT READ).....	77	
DON'T KNOW/REFUSED	99	

D5

Are you, or is anyone in your household, worried about losing their job or being laid off?

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

VET

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

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

D6

Are you an Aboriginal person (e.g., native Indian from a specific band, Inuit or Métis)?

- Yes.....1
- No.....2
- DON'T KNOW/REFUSED9

D7 [1,2]

What is the language you FIRST learned as a child and still understand?

DO NOT READ LIST. ACCEPT UP TO TWO RESPONSES.

- English.....1
- French.....2
- Other (do not specify).....3
- DON'T KNOW/REFUSED9 X

D12

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

READ LIST

- Under \$10,0001
- \$10,000 to \$19,9992
- \$20,000 to \$29,9993
- \$30,000 to \$34,9994
- \$35,000 to \$39,9995
- \$40,000 to \$49,9996
- \$50,000 to \$59,9997
- \$60,000 to \$69,9998
- \$70,000 to \$79,9999
- \$80,000 to \$99,99910
- \$100,000 and over11
- DON'T KNOW/REFUSED99

CHILD

Do you have any children under the age of 18 currently living in the household?

- Yes.....1
- No.....2
- DON'T KNOW/REFUSED9 X

THNK

Thank you for completing our survey!

End of Interview

- Completion1 D

INTRO [0,0]

Bonjour. Je suis... et je travaille pour les Associés de recherche Ekos. Nous faisons un sondage pour connaître l'opinion des Canadiens et Canadiennes sur des questions importantes.

Le sondage est d'environ 10 minutes et nous espérons que vous pourrez prendre le temps d'y répondre.

Je peux continuer?

SEX

Inscrire le sexe du répondant

NE PAS DEMANDER

Homme 1
Femme 2

LANGI

Inscrire la langue de correspondance

NE PAS DEMANDER

Anglais..... 1
Français..... 2

PRIV [0,0]

Cet appel peut être enregistré pour contrôle de la qualité ou formation.

Q1

Ces dernières semaines, avez-vous vu de la PUBLICITÉ au sujet des anciens combattants canadiens?

Cela ne comprend pas les cérémonies du Jour du Souvenir; il s'agit de PUBLICITÉ

Oui 1
Non 2
Peut-être..... 3
NE SAIT PAS/REFUS DE RÉPONDRE 9

Q1B [1,13]

Si... Q1.EQ.1,3

Dites-moi tout ce dont vous vous souvenez au sujet de cette annonce. Quelles images vous viennent à l'esprit? APPROFONDIR Y a-t-il autre chose?

QUESTION OUVERTE. NE PAS LIRE. CODER TOUTE RÉPONSE PERTINENTE.

Différentes sortes de soldats/images de soldats (en général).....	1	
Vidéo de soldats en noir et blanc	2	
Soldats qui paradent.....	3	
Soldats qui sortent des tranchées/en action dans les tranchées.....	4	
Images d'infirmière.....	5	
Navires de la marine/avions de l'aviation	6	
Soldats au combat/blessés/morts	7	
Soldat(s) faisant le salut.....	8	
Soldats modernes en Afghanistan	9	
Titre d'appel N'oublions jamais	10	
Publicité pour recrutement dans les forces canadiennes.....	11	
Cérémonies du Jour du Souvenir	12	
Préciser -> AQ1B; C350 L2 C75.....	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q1C [1,14]

Si... Q1.EQ.1,3

Où avez-vous remarqué cette annonce?

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. CODER TOUTE RÉPONSE PERTINENTE.

Télévision	1	
Radio	2	
Journal	3	
Magazine	4	
Dépliant/brochure dans le courrier.....	5	
Panneaux publicitaires/affiches.....	6	
Transports en commun.....	7	
Bouche-à-oreille	8	
Cinéma avant un film.....	9	
Hebdomadaires	10	
Internet ou bandeau de site Web	11	
Journal ethnique.....	12	
Foire ou exposition	13	
Autre-Préciser -> AQ1C; C350 L2 C75.....	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q4A

Voici maintenant des questions sur des publicités particulières. Vous souvenez-vous d'avoir vu une annonce à la télévision ces dernières semaines?

Elle montre une série d'images sur fond de musique de piano, dont des instantanés en noir et blanc de soldats à l'époque de la première et de la seconde guerres mondiales, des soldats qui sortent des tranchées et qui sont en train de livrer bataille. Il y a aussi en gros plan une infirmière d'allure traditionnelle et une soldate des temps modernes qui tient un bébé dans ses bras. La dernière image est celle d'un soldat qui salue et d'un

drapeau canadien à côté d'une pierre tombale. Le titre d'appel de cette annonce est <i>N'oublions jamais</i> qui apparaît à la toute fin.

Oui.....	1	
Non.....	2	->Q9
Peut-être.....	3	
NE SAIT PAS/REFUS DE RÉPONDRE	9	->Q9

Q4B

Au sujet de l'annonce que vous avez vue, qui l'a produite, pensez-vous, c'est-à-dire, qui l'a payée?

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE RÉPONSE

Gouvernement du Canada.....	1	
Gouvernement provincial.....	2	
Gouvernement en général	3	
Banques/Autres institutions financières	6	
CONTRIBUABLES	4	I
ENTREPRISE PRIVÉE/COMPAGNIE	5	I
ASSOCIATIONS/ORGANISATIONS DU SYSTÈME SCOLAIRE, ÉCOLES.....	7	I
Autre -> AQ4B; C350 L2 C75.....	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q4C

Si... Q4B.EQ.3

Quel niveau de gouvernement?

LIRE. ACCEPTER UNE SEULE RÉPONSE

Gouvernement fédéral.....	1	
Gouvernement provincial.....	2	
NE PAS LIRE) Autre -> AQ4C; C150 L1 C50	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q4D

En ce qui concerne l'annonce que vous avez vue, quel était selon vous le but PRINCIPAL de cette publicité?

OUVERTE.ACCEPTER UNE SEULE RÉPONSE.RÉPONSE D'AU MOINS CINQ MOTS

Nous souvenir de nos anciens combattants	1
Penser aux anciens combattants des guerres anciennes et nouvelles	2
Susciter de l'intérêt pour le Jour du Souvenir/nous rappeler les soldats/la guerre.....	3
Les soldats sont jeunes.....	4
Les réalités de la guerre/il y a des soldats qui meurent	5
Soyons fiers de nos soldats	6
Les soldats donnent leur vie pour la liberté.....	7
Préciser -> AQ4D; C350 L2 C75.....	77
Rien	98
NE SAIT PAS/REFUS DE RÉPONDRE	99

Q4E

Avez-vous fait quoi que ce soit parce que vous aviez vu cette publicité?

Oui	1	
Non	2	->Q9
Peut-être.....	3	
NE SAIT PAS/REFUS DE RÉPONDRE	9	->Q9

Q4F [1,3]

Qu'est-ce que vous avez fait? Y a-t-il autre chose?

QUESTION OUVERTE. NE PAS LIRE

Parlé avec des amis/de la famille du Jour du Souvenir/de ceux qui ont servi/servent encore sous les drapeaux	1	
Pensé aux guerres	2	
Devenu intéressé/fait des recherches/cherché activement des choses associées aux guerres et au Jour du Souvenir	3	
Assisté en personne à une cérémonie (un défilé)	4	
Regardé/écouté la transmission d'une cérémonie (locale ou nationale) à la télévision/radio	5	
Été bénévole lors d'une cérémonie.....	6	
Communiqué avec un membre de la famille qui a été/est sous les drapeaux	7	
Observé (2 minutes/un moment) de silence	8	
Préciser -> AQ4F; C350 L2 C75	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q9

Cette publicité parue à la télévision était en fait produite par le gouvernement du Canada. Comment évaluez-vous le rendement du gouvernement du Canada pour ce qui est de promouvoir la connaissance, la sensibilisation et l'engagement des Canadiens en ce qui concerne les activités du Jour du Souvenir? Veuillez répondre selon une échelle de 7 points où 1 signifie médiocre, 7, excellent et le point milieu, 4, ni bon ni mauvais.

1.Médiocre.....	1
2.....	2
3.....	3
4.Ni bon ni mauvais.....	4
5.....	5
6.....	6
7.Excellent.....	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q10

De façon générale, comment évaluez-vous le rendement du gouvernement du Canada (selon la même échelle)?

1.Médiocre.....	1
2.....	2
3.....	3
4.Ni bon ni mauvais.....	4
5.....	5
6.....	6
7.Excellent.....	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q11

Et selon la même échelle, comment évaluez-vous le rendement du gouvernement du Canada pour ce qui est de fournir au public de l'information sur les services gouvernementaux offerts aux Canadiens?

1.Médiocre.....	1
2.....	2
3.....	3
4.Ni bon ni mauvais.....	4
5.....	5
6.....	6
7.Excellent.....	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q12 [0,0]

Dites-moi, s'il vous plaît, dans quelle mesure vous êtes d'accord ou en désaccord avec chacun des énoncés suivants, selon une échelle de 7 points où 1 signifie tout à fait en désaccord, 7, tout à fait d'accord et le point milieu, 4, ni d'accord ni en désaccord. Qu'en est-il de...

Q12A

Il est facile de communiquer avec le gouvernement du Canada pour des renseignements et des services.

1. Tout à fait en désaccord	1
2	2
3	3
4. Ni d'accord ni en désaccord	4
5	5
6	6
7. Tout à fait d'accord	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q12B

Le gouvernement du Canada se sert de moyens nouveaux et innovateurs pour procurer des renseignements et des services aux citoyens.

1. Tout à fait en désaccord	1
2	2
3	3
4. Ni d'accord ni en désaccord	4
5	5
6	6
7. Tout à fait d'accord	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q12C

Le gouvernement du Canada fournit ses services et renseignements de manière respectueuse.

1. Tout à fait en désaccord	1
2	2
3	3
4. Ni d'accord ni en désaccord	4
5	5
6	6
7. Tout à fait d'accord	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q12D

On peut compter sur le gouvernement du Canada pour la fiabilité de ses services et renseignements.

1.Tout à fait en désaccord	1
2.....	2
3.....	3
4.Ni d'accord ni en désaccord	4
5.....	5
6.....	6
7.Tout à fait d'accord	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q10A

Comment évaluez-vous le rendement d'Anciens combattants Canada? Veuillez répondre selon une échelle de 7 points où 1 signifie médiocre, 7, excellent et le point milieu, 4, ni bon ni mauvais.

1.Médiocre.....	1
2.....	2
3.....	3
4.Ni bon ni mauvais.....	4
5.....	5
6.....	6
7.Excellent.....	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

VAC11

Certains assistent aux cérémonies du Jour du Souvenir ou en écoutent ou regardent la transmission à la radio ou à la télévision, et d'autres ne le font pas. Avez-vous, vous-même, assisté cette année à une partie ou une autre des cérémonies du Jour du Souvenir ou en avez-vous écouté ou regardé la transmission à la radio ou à la télévision?

Oui.....	1
Non.....	2
NE SAIT PAS/REFUS DE RÉPONDRE	9

VAC1

À ce que vous sachiez, le gouvernement du Canada est-il associé aux activités commémoratives des anciens combattants canadiens lors du Jour du Souvenir?

Oui.....	1
Non.....	2
Peut-être.....	3
NE SAIT PAS/REFUS DE RÉPONDRE	9

VAC2 [0,0]

En fait, le gouvernement du Canada est associé aux activités commémoratives. Quelle sorte d'effet la participation du gouvernement du Canada aux commémorations a-t-elle sur chaque aspect suivant? Veuillez répondre selon une échelle de 7 points où 1 signifie aucun effet, 7, un effet très fort et le point milieu, 4, un effet moyen.

VAC3

Accroître la sensibilisation des Canadiens au Jour du Souvenir et les mesures qu'ils prennent pour commémorer les anciens combattants?

Quelle sorte d'effet la participation du gouvernement du Canada aux commémorations a-t-elle pour ce qui est de...

1.aucun effet	1
2.....	2
3.....	3
4.un effet moyen	4
5.....	5
6.....	6
7.un effet très fort	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

VAC4

Si... ROT4.EQ.1

Amener les Canadiens à discuter plus souvent du rôle et des sacrifices des anciens combattants canadiens?

Quelle sorte d'effet la participation du gouvernement du Canada aux commémorations a-t-elle pour ce qui est de...

1.aucun effet	1
2.....	2
3.....	3
4.un effet moyen	4
5.....	5
6.....	6
7.un effet très fort	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

VAC5

Si... ROT4.EQ.2

Renforcer l'intérêt des Canadiens à se renseigner davantage sur l'histoire militaire et les anciens combattants d'autrefois et de maintenant?

Quelle sorte d'effet la participation du gouvernement du Canada aux commémorations a-t-elle pour ce qui est de...

1.aucun effet	1
2.....	2
3.....	3
4.un effet moyen	4
5.....	5
6.....	6
7.un effet très fort	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

VAC6

Accroître le nombre de Canadiens qui assistent aux cérémonies du Jour du Souvenir ou qui en écoutent ou regardent la transmission?

Quelle sorte d'effet la participation du gouvernement du Canada aux commémorations a-t-elle pour ce qui est de...

1.aucun effet	1
2.....	2
3.....	3
4.un effet moyen.....	4
5.....	5
6.....	6
7.un effet très fort	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

VAC6B

Élargir la portée du Jour du Souvenir pour y inclure la représentation des jeunes soldats canadiens qui ont combattu lors des conflits modernes?

Quelle sorte d'effet la participation du gouvernement du Canada aux commémorations a-t-elle pour ce qui est de...

1.aucun effet	1
2.....	2
3.....	3
4.un effet moyen.....	4
5.....	5
6.....	6
7.un effet très fort	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

VAC7

Tout en sachant que le gouvernement du Canada se doit de répartir l'argent des contribuables entre de nombreux domaines, dans quelle mesure êtes-vous en faveur ou non de la participation du gouvernement du Canada à des activités ayant pour but d'accroître la sensibilisation et l'intérêt des Canadiens en matière de commémoration? Veuillez répondre selon une échelle de 7 points où 1 signifie pas du tout en faveur, 7, très en faveur et le point milieu, 4, assez en faveur.

1.pas du tout en faveur.....	1
2.....	2
3.....	3
4.assez en faveur.....	4
5.....	5
6.....	6
7.très en faveur	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

VAC12

Si... ROT3.EQ.1

Lequel des énoncés suivants se rapproche le plus de votre opinion?

- On devrait commémorer tout au long de l'année l'engagement des soldats canadiens et les sacrifices qu'ils ont faits. 1
 - Un seul événement de grande ampleur est une bonne façon d'attirer l'attention sur les anciens combattants canadiens et leurs faits d'arme. 2
 - (NE PAS LIRE) NE SAIT PAS/REFUS DE RÉPONDRE..... 9
- B

VAC13

Si... ROT3.EQ.2

Lequel des énoncés suivants se rapproche le plus de votre opinion?

- Il faut se concentrer avant tout sur les soldats eux-mêmes parce que ce sont eux qui ont été engagés le plus directement et qui en ont le plus payé le prix. 1
 - La commémoration doit englober tous les intéressés, y compris la famille et les amis des soldats de même que tous ceux qui ont participé aux conflits. 2
 - (NE PAS LIRE) NE SAIT PAS/REFUS DE RÉPONDRE..... 9
- B

VAC10

Lorsque vous pensez à un ancien combattant canadien, qu'est-ce qui vous vient d'abord à l'esprit?

NE PAS LIRE, ACCEPTER LA PREMIÈRE RÉPONSE SEULEMENT

- Vieux 1
 - Jeune 2
 - Homme 3
 - Femme 4
 - Première guerre mondiale, Seconde guerre mondiale 5
 - Maintien de la paix 6
 - Conflits plus récents (en général Chypre, Bosnie, Yougoslavie, Somalie, Rwanda)..... 7
 - Afghanistan (en particulier) 8
 - Blessé..... 9
 - Mort 10
 - Fier..... 11
 - Coquelicot..... 12
 - Honneur 13
 - Commémoration/Jour du Souvenir 14
 - Préciser -> AVAC10; C350 L2 C75 77
 - NE SAIT PAS/REFUS DE RÉPONDRE 99
- X

DEMIN [0,0]

Je vais vous demander certains renseignements pour nous aider à grouper vos réponses avec celles que d'autres personnes nous auront fournies dans le cadre du présent sondage. J'aimerais vous rappeler que toutes vos réponses vont demeurer confidentielles.

QAGEX

En quelle année êtes-vous né? NOTE: INSCRIRE L'ANNÉE AU COMPLET, P. EX., "1977"

EN CAS D'HÉSITATION PASSER À LA QUESTION SUIVANTE

Année -> AQAGEX; N4.0 [1900-1991].....	1
HÉSITATION	9

QAGEY

Si... QAGEX.EQ.9

Puis-je vous situer dans l'un des groupes d'âges suivants?

Moins de 25 ans	1
25-34 ans	2
35-44 ans	3
45-54 ans	4
55-64 ans	5
65-74 ans	6
75 ans ou plus	7
(NE PAS LIRE) NSP/PDR	9

D3

Quel est le plus haut niveau de scolarité que vous ayez atteint?

LIRE LA LISTE

École primaire terminée ou non	1
Un peu d'école secondaire.....	2
École secondaire terminée	3
École technique, professionnelle postsecondaire, collège.....	4
Un peu d'université	5
Diplôme universitaire	6
Diplôme d'études supérieures	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

D4

Quelle est votre situation d'emploi actuelle? Êtes-vous...

LIRE LA LISTE - ACCEPTER UNE SEULE RÉPONSE

Employé à temps plein (35 heures ou plus par semaine).....	1	
Employé à temps partiel (moins de 35 heures par semaine).....	2	
Travailleur autonome	3	
Chômeur mais à la recherche d'un emploi	4	
Aux études à temps plein/étudiant	5	
Retraité	6	
Non dans la population active (personne au foyer)	7	
Chômeur mais non à la recherche d'un emploi	8	
EN CONGÉ DE MATERNITÉ/PATERNITÉ.....	9	I
PENSION D'INVALIDITÉ	10	I
EMPLOYÉ SAISONNIER	11	I
Autre (NE PAS LIRE)	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	

D5

Craignez-vous, vous-même ou quelqu'un de votre ménage, de perdre votre emploi ou d'être mis à pied?

- Oui 1
- Non 2
- NE SAIT PAS/REFUS DE RÉPONDRE 9

VET

Êtes-vous un ancien combattant canadien ou connaissez-vous personnellement un ancien combattant canadien?<i>En l'occurrence...</i> quelle est votre relation avec cet ancien combattant canadien?

- Oui, je suis un ancien combattant 1
- Oui, quelqu'un de ma famille est un ancien combattant 2
- Oui, un ami ou une connaissance est un ancien combattant 3
- Non 4
- NE SAIT PAS/REFUS DE RÉPONDRE 9

D6

Êtes-vous un Autochtone (p. ex., Indien faisant partie d'une bande, Inuit ou Métis)?

- Oui 1
- Non 2
- NE SAIT PAS/REFUS DE RÉPONDRE 9

D7 [1,2]

Quelle est la langue que vous avez apprise en PREMIER LIEU dans votre enfance et que vous comprenez encore?

NE PAS LIRE LA LISTE. ACCEPTER JUSQU'A DEUX RÉPONSES.

- Anglais 1
- Français 2
- Autre (ne pas préciser) 3
- NE SAIT PAS/REFUS DE RÉPONDRE 9 X

D12

Laquelle des catégories suivantes décrit le mieux le revenu global de votre ménage?
C'est-à-dire, le revenu réuni de toutes les personnes de votre ménage, avant impôts?

LIRE LA LISTE

Moins de 10 000\$	1
10 000\$ à 19 999\$.....	2
20 000\$ à 29 999\$.....	3
30 000\$ à 34 999\$.....	4
35 000\$ à 39 999\$.....	5
40 000\$ à 49 999\$.....	6
50 000\$ à 59 999\$.....	7
60 000\$ à 69 999\$.....	8
70 000\$ à 79 999\$.....	9
80 000\$ à 99 999\$.....	10
100 000\$ et plus.....	11
NE SAIT PAS/REFUS DE RÉPONDRE	99

CHILD

Avez-vous des enfants de moins de 18 ans qui vivent au sein de votre ménage?

Oui	1	
Non	2	
NE SAIT PAS/REFUS DE RÉPONDRE	9	X

THNK

Merci d'avoir rempli notre sondage!

Fin de l'entrevue		
Complet	1	D

APPENDIX B
RESPONSE RATE TABLES

Exhibit 1
Lest We Forget Call Results and Response Rates Table

Total Numbers Accepted		10224
Total out of scope		2135
Numbers not in service	1749	
fax or modem or business	385	
Duplicates	1	
Numbers blocked by Phone companies		
Unresolved		4262
Busy , no answers, Answering machines	4262	
Retired, called 10 times without success	0	
In-scope Non-responding		2730
Language difficulty	177	
Unavailable	0	
refusals	2449	
Break offs	104	
In-scope Responding units		1097
Completes	1000	
Ineligible.	21	
Quota Filled	76	
Response Rate		13.6 %

Field work: November 14-20, 2007.
Average time: 11.1 minutes