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# Post-Testing of the 2010 VAC Remembrance Campaign

## **METHODOLOGY REPORT**

Submitted to:

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# 1. BACKGROUND

As part of its mandate, Veterans Affairs Canada (VAC) seeks to increase the Canadian population's knowledge and awareness of the services and benefits available to Veterans, as well as increase the engagement of Canadians in remembrance. With Canadian Forces (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 fifth year, has been marketed to an extensive demographic with wide post-campaign recall. The 2010 Remembrance Campaign includes two main pillars: 1) care and 2) recognition (a traditional remembrance theme). The 2010 campaign has a comprehensive set of advertising products that were rolled out across Canada, leading up to and during Veterans' Week. The 60-second Remembrance 2010 vignette was aired online and on television. Also part of the Campaign is the "I am a Veteran" online and television advertisement.

The vignette highlights Canada's participation during times of war, conflict and peace. The purpose of the vignette is to target the Canadian public and encourage it to remember and honour our Veterans' service. The vignette integrated images of traditional Veterans, modern-day Veterans and new Canadian Forces members, and it included messaging around Canada's role in caring for these Veterans. The vignette was broadcasted nationally from October 29 to November 11, 2010.

As the cost of the 2010 Remembrance Campaign exceeds \$1,000,000, public opinion research was required by Treasury Board using the Advertising Campaign Evaluation Tool, with additional validating and benchmarking questions following the ACET instrument. The survey is designed to evaluate the "I am a Veteran" campaign, supporting 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 provides VAC with concrete data to assist in developing or adjusting future media strategies. In addition, results from post-testing in 2008/2009 will be compared to the 2010 findings providing valuable trend information for the Department.

More specifically, the purpose of the quantitative post-testing is to evaluate the 2010 Remembrance Campaign and to:

- gauge Canadians' awareness and knowledge of the vignettes;
- determine the effectiveness of the vignettes in influencing Canadians' knowledge and support of services and benefits for Veterans as well as Veterans' Week commemorative activities;
- drive traffic to [veterans.gc.ca](http://veterans.gc.ca) and partner sites;

- 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 provide useful information to improve future campaigns which will be better targeted, more informative and better geared to the target population and Canadians at large.

The survey entailed the expenditure of \$22,020 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 2009. A few additional questions were also added specifically for the current campaign. The length of the interview was 10 minutes. Because the questionnaire had been used in 2009, with only a few new questions, no testing was done prior to the survey administration.

Respondents to the telephone survey were 18 years of age and older, and were randomly selected (through random digit dialling). The sample included all provinces and territories, and the survey was administered in both official languages, English and French. The sample distribution for this study was as follows:

Province/Territory	Sample Size	Margin of Error (19 times out of 20)
Atlantic Provinces	100	± 9.8%
Quebec	226	± 6.5%
Ontario (incl. Nunavut)	327	± 5.4%
Manitoba and Saskatchewan	104	± 9.7%
Alberta (incl. NWT)	105	± 9.6%
British Columbia (incl. Yukon)	149	± 8.1%
<b>Total</b>	<b>1,011</b>	<b>± 3.1%</b>

This sample of the general public was randomly selected 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). As such, a margin of

error can be applied. The overall sample of 1,011 cases has an associated margin of error of as wide as  $\pm 3.1$  per cent. The margin of error is wider for subgroups (e.g., 4.0 to 10.0 per cent in most cases).

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. Ten per cent of interviews from each survey interviewer were monitored to ensure consistency of questionnaire administration and interviewing techniques.

The sample for this study was derived from Survey Sample Software. Respondents were 18 years of age and older and were selected through random digit dialling. The person who answered the phone and was 18 years of age or older was asked to complete the survey; 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 nine days starting the day after the campaign ended (November 12 to 20, 2010). 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 RATES<sup>1</sup>

The response rate for the telephone survey was 17.3 per cent. Details are presented below.

<b>Call disposition table</b>		
<b>Final disposition</b>	<b>#</b>	<b>Totals</b>
<b>Unused</b>		<b>0</b>
<b>A Invalid numbers</b>		<b>1,690</b>
BC – Blocked by Phone Company	25	
BU – Business / Fax / Modem	320	
DU – Duplicate Number	2	
NF – Invalid Number	1,343	
<b>B Unresolved</b>		<b>2,735</b>
AM – Callback in 2 hrs	2,205	
AP – Callback – Specific time/date	145	
EV – Evening Call Request	0	
FR – French Household	59	
HO – Head Office – Unreachable 1-800#'s	0	
Incomplete	0	
NA – Callback in 12 hrs	326	
ON – Will go Online to Complete Survey	0	
RFAP – 1st Refusal – AP set	0	
RH – Referred to Head Office	0	
RT – Number Retired	0	
SA – Soft AP – Date/Time Required	0	
X – Exit without Dialling	0	
<b>C Ineligible</b>		<b>278</b>
IG – Ineligible	11	
LN – Language Barrier	232	
QF – Quota Filled	35	
<b>D Non-responding, eligible</b>		<b>3,365</b>
IR – Incomplete Refusals	25	
R2 – Final Refusal	0	
RFNA – 1st Refusal – NA/AM	0	
RF – Refusal	3,329	
UN – Unavailable within Project Timeframe	11	
<b>E Completed interviews</b>		<b>1,011</b>
Complete	1,011	
<b>TOTALS</b>	<b>12,279</b>	<b>9,079</b>

<sup>1</sup> Response rates are calculated using the formula developed by the MRIA in conjunction with the Government of Canada.

<b>Response rate table</b>		
<a href="#">Method (MRIA formulas)</a>		<b>Outcome</b>
Empirical method	Response rate	17.3%

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.



APPENDIX A  
QUESTIONNAIRE



**INTRO**

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

**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.***

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
Specify.....	77
DON'T KNOW/REFUSED .....	99

X

**Q2**

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, the Highways of Heroes and youth carrying candles at a Remembrance 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

**Q3**

***THOSE WHO RECALL THE AD IN Q2***

If... Q2 = 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
- Specify..... 77
- Nothing..... 98
- DON'T KNOW/REFUSED ..... 99

**Q4A**

***THOSE WHO RECALL THE AD IN Q2***

If... Q2 = 1

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

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

**Q4B**

***THOSE WHO RECALL THE AD IN Q2***

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***

If... Q2 = 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 Q2 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 three 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 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**

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

**Q9**

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

**Q10**

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

**Q10A**

**IFYES**

If... Q10 = 1

Where did you see or read information about the types of benefits and services available to Canadian Veterans?

[DO NOT READ LIST - ACCEPT MULTIPLE RESPONSES]

Internet .....	1	
Government website .....	2	
VAC Office .....	3	
Written materials (pamphlets) .....	4	
OTHER (specify) .....	77	
CAN'T REMEMBER EXACTLY WHERE .....	98	X
REFUSED .....	99	X

**Q11**

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

**Q11A**

**IFYES**

If... Q11 = 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

**Q11B**

***RANDOMIZE LIST – HIDE ALL ITEMS THAT THE RESPONDENT MENTIONED AT Q11A***

If... Q11 = 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

**Q12**

How would you rate the performance of the Government of Canada when it comes to promoting awareness among Canadians about the different types of Veterans in 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 .....	8	
REFUSED .....	9	

**Q12A**

***IF 1,2,3***

If... Q12 = 1,2,3

Could you tell me the reason for your evaluation?

[OPEN-ENDED, ACCEPT MULTIPLE RESPONSES]

INSERT RESPONSE .....	77	
DON'T KNOW .....	98	X
REFUSED .....	99	X

**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
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 \$150,000 .....	6
\$150,000 and above.....	7
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

**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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