

Veterans Affairs Canada – National Client Survey

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Ce rapport est aussi disponible en français sur demande

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Executive Summary

Corporate Research Associates Inc.

Contract Number: 51019-098010/001/CY

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The 2010 iteration of the National Client Survey was undertaken by Corporate Research Associates, on behalf of Veterans Affairs Canada (VAC), to gather information on client health and well-being and the extent to which programs are effective in meeting client needs, to allow for effective reporting of program and strategic performance, and to build upon client satisfaction results of previous surveys.

To achieve these objectives, telephone interviews were conducted with 1,401 clients of Veterans Affairs Canada. Four groups of external Veterans Affairs Canada clients were surveyed: War Service Veterans; Canadian Forces Veterans and members; Survivors over the age of 25 who participate in the VIP; and Still-serving and retired RCMP members. The sampling technique for this survey produced a random sample with equal probability of respondent selection within each client group. In order to reflect the relative incidence by client groups and benefits/assistance programs within the overall VAC client base, results were weighted before being analyzed, using weights based on the distribution of clients within the four client groups and within five benefits or assistance programs, specifically: Health Care Benefits, Economic Support, Veterans Independence Program (VIP), Case Management, and Disability Benefits.

A sample of 1,401 respondents would be expected to provide overall results accurate to within plus or minus 2.6 percentage points, 19 times in 20. The questionnaire used in this study was adjusted from past iterations, although a small number of questions remain unchanged between 2007 and 2010. Prior to being finalized, the survey was pre-tested on a small number of respondents to ensure the appropriateness of the questions and response categories. This survey of Veterans Affairs Canada clients was conducted by telephone from April 30 to May 1, 2010 (pre-test), and then from May 6 to May 22, 2010. The average interview length was just under 27 minutes. The results of this survey could be generalized to the overall populations of the surveyed groups, recognizing the limitations presented by the study's margins of error and confidence intervals.

Key Findings

Most clients had contact with the Department in the past year. Clients prefer more traditional forms of communication such as mail, telephone, or in-person visits. Very few clients experience difficulty in contacting the Department, and the percentage of clients reporting difficulty is slightly lower than in 2007.



VAC's programs and services are meeting client needs. The vast majority of clients are satisfied with the programs and services offered by the Department, and the needs of most clients are being met in this regard. Drivers of overall satisfaction with programs and services include: meeting basic needs, quality of service delivery, staff going the extra mile, accessibility of services, fair treatment, and the amount of time to get service. Veterans Affairs Canada clients are satisfied with their life and do not generally require assistance with their day-to-day tasks. That said, only moderate self-report ratings are offered concerning the overall health and well-being of clients, as also is the case concerning self-reported assessments of mental health. Further, a minority of clients experience challenges in undertaking activities as a result of physical or emotional problems, have not had energy or have felt downhearted and depressed in the past four weeks. Clients have friends and family they can talk with, and generally feel they have someone they can count on to help them if they become sick.

Various Veterans Affairs Canada programs are highly regarded, with the majority of each specific client group earmarked with specific program survey queries (i.e., VIP clients, Health Benefits clients, and Disability Benefits clients) offering high ratings of their respective programs.

In many instances, Canadian Forces Veterans offer lower ratings compared with other clients. In many instances the survey results for Canadian Forces Veterans differ somewhat from those for the other three client groups examined. This group is more likely to experience difficulty in contacting the Department, and is more likely to have contacted VAC in a number of different ways over the past year. Further, they offer lower ratings of Veterans Affairs Canada staff members, and tend to rate the various elements associated with contacting the Department as very important. Finally, this group is less likely to agree that the programs and services offered by the Department are meeting their basic needs.



Introduction

As noted in the Statement of Work for this project, in August 2000, the Treasury Board Secretariat approved a service improvement initiative to undertake continuous and measurable improvement of client satisfaction in order to improve service quality and performance. In adherence to this initiative, Veterans Affairs Canada (“VAC” or “the Department”) undertook an initial Client Satisfaction Survey in 2001. Since then, the Department has conducted other surveys to measure progress against baseline results.

The purpose of the National Client Survey is two-fold:

1. To gather information on client health and well-being and the extent to which programs are effective in meeting client needs, to allow for effective reporting of program and strategic performance; and
2. To build upon client satisfaction results of previous surveys.

Overall objectives of this research are to support the Department in its goal of performance measurement, and to measure progress in this regard. The study identified any gaps in satisfaction, and to what extent satisfaction gaps have narrowed. Specifically, using (where feasible) the Common Measurement Tool (CMT), the survey measured:

- Clients’ overall satisfaction with the quality of service provided by VAC;
- Service strengths and weaknesses;
- Timeliness of service, competency and courtesy of staff, fairness and equity of service, accessibility of service;
- The priority or level of importance the clients afford the various aspects of program/service delivery;
- Veterans Affairs Canada’s ability to serve clients in the language of their choice; and
- The extent to which client expectations are being met.

To this end, Veterans Affairs Canada commissioned Corporate Research Associates (CRA) to undertake the 2010 iteration of this study.



Study Methodology

Questionnaire Design and Sampling

The questionnaire used for this study was designed Veterans Affairs Canada staff members, with post-derivation commentary by CRA researchers. Several questions from the 2007 Client Satisfaction Survey were included in the 2010 survey. The 2010 survey included clients who did not have contact with Veterans Affairs Canada in the past year. In contrast, in 2007, survey respondents who had not had contact with the Department in the six months prior to the survey were not included in the sampling frame. These differences across the two survey iterations vis-à-vis the sampling frames should be kept in mind when examining trend responses that compare 2007 to 2010 results, as such comparisons are not precisely 'apples to apples.' Similarly, to qualify for inclusion in the sampling frame in 2010 a Survivor client had to be in receipt of Veterans Independence Program (VIP) services, whereas such was the case for only approximately 70 percent of Survivors surveyed in 2007.

Several questions from the 2010 survey were from the SF-12v2™ Health Survey © 1992-2002 by Health Assessment Lab, Medical Outcomes Trust and Quality Metric Incorporated. Finally, quotas were placed on the following five programs: Health Care Benefits, Economic Support, VIP, Case Management, and Disability Benefits. As a large number of clients currently receive Disability Benefits, a quota was placed on those with No Disability Benefits.

Prior to being finalized, the survey was pre-tested on a small number of respondents (18 English and 18 French) to ensure the appropriateness of the questions and response categories. The pre-test took place on April 30 and May 1, 2010. As a result of the pre-test, a financially-related decision was made to reduce the total number of completed surveys in the study, while maintaining the longer-than-originally-anticipated survey instrument.

Four groups of external Veterans Affairs Canada clients were surveyed:

1. War Service Veterans;
2. Canadian Forces Veterans and members;
3. Survivors over the age of 25 and in receipt of VIP; and
4. Still-serving and retired RCMP members.

Client Group	Total Population Size	% of Population	Total Number of Completed Interviews	% of Sample
War Service Veterans	49,829	32%	401	29%
Canadian Forces Veterans	60,517	39%	519	37%
Survivor over 25 on VIP	38,814	25%	421	30%
RCMP	9,062	6%	121	9%

Clients could be a member of more than one group (e.g., a Veteran of the Canadian Forces, and a member of the RCMP). In total, all four client groups represent 155,615 individual, unique clients.



The sampling technique for this survey produced a random sample with equal probability of respondent selection within each client group. In order to reflect relative importance in the overall VAC client base, results were weighted before being analyzed, using weights based on the distribution of clients within the four client groups and within the five benefits or assistance programs, specifically: Health Care Benefits, Economic Support, Veterans Independence Program (VIP), Case Management, and Disability Benefits.

To be included in the sampling frame, the only qualifying consideration was that clients had to fall into at least one of the four target client groups: 1) War Service Veterans; 2) Canadian Forces Veterans (still serving or not), 3) Survivors 25 years of age or older who participate in the Veterans Independence Program (VIP); and 4) RCMP clients. Quotas also were implemented in terms of VAC 'program' (e.g., Health Benefits, etc.). Just over 52,000 clients did not fall into one of these groups, the vast majority of whom were Survivors who do not participate in the Veterans Independence Program (others included clients for whom contact information is incomplete).

The only VAC clients from the above-mentioned four target groups who were excluded were those deemed ineligible for inclusion in the sampling frame owing to the fact that their telephone number was either missing, a duplicate within the VAC database, those with an invalid telephone number, and those who had previously asked to be placed on a 'do not call' list. These exclusions totalled approximately 9,300 sample records from a database of 211,380.

Survey Administration

This survey of Veterans Affairs Canada clients was conducted by telephone from April 30 to May 1, 2010 (pre-test), and then from May 6 to May 22, 2010. The average interview length was just under 27 minutes. All interviewing was conducted by fully-trained and supervised interviewers and a minimum of 10 percent of all completed interviews were monitored or verified. A sample of 1,401 respondents provides overall results accurate to within plus or minus 2.6 percentage points, 19 times out of 20.

Completion Results

Among all eligible respondents contacted, the response rate was 29 percent. This response rate is in line with the guideline recommended in the 2007 Final Report by the Government of Canada's *Advisory Panel on Telephone Public Opinion Survey Quality*. The response rate is calculated as the number of cooperative contacts (1,417), divided by the total of eligible numbers attempted (4,862). The final disposition of all telephone numbers called below is based on the Marketing Research and Intelligence Association's *Standard Record of Contact Format*.



COMPLETION RESULTS	
A. Total Numbers Attempted	5,364
Discontinued Number/Not in Service	215
Fax/Modem	17
Cell Phone/Pager	15
Non Residential Number	14
Wrong Number/Blocked Number	228
Duplicate	13
B. Eligible Numbers	4,862
Busy Signal	46
Answering Machine	762
No Answer	296
Scheduled Call Back	386
Illness, Incapable	238
Language Problem	12
Qualified Not Available	98
Deceased	20
C. Total Asked	3,004
Gatekeeper Refusal*	101
Mid Terminate	108
Respondent Refusal	1, 134
Never Call List	21
Hang Up	223
D. Co-operative Contacts	1,417
Did Not Qualify – Not VAC Client**	16
Complete	1,401

* "Gatekeeper Refusal" refers to when the person who answers the telephone denies the research data collector permission to speak to the targeted respondent. ** Respondent stated that s/he is no longer a VAC client.

Sample Size and Tolerances

As margins of error for various sub-samples will vary based on sample size and proportion of the obtained result, a selection of sampling tolerances is presented in the following table:

Size of Sample	Sample Tolerances for Percentage Results by Sample Size				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
1,400 Interviews	1.6%	2.1%	2.4%	2.6%	2.6%
900 Interviews	2.0%	2.6%	3.0%	3.2%	3.3%
500 Interviews	2.6%	3.5%	4.0%	4.3%	4.4%
400 Interviews	2.9%	3.9%	4.5%	4.8%	4.9%
200 Interviews	4.2%	5.5%	6.3%	6.8%	6.9%

The table above could be utilized in the following fashion: Perhaps a reported percentage is 40 percent for a group that includes 500 respondents. The reader would refer to the column labelled "40 or 60%" in the table above and proceed to the "500 Interviews" row corresponding to that column. The percentage for this row/column intersection is 4.3%, which means that the 40 percent response obtained from the interviewing is subject to a sampling error of plus or minus 4.3 percentage points. An alternative manner of stating this is that 95 times out of 100 the true figure in the population would be somewhere between approximately 35.7 percent and 44.3 percent.



Conclusions

It is relevant to note that the average age of VAC clients varies considerably by client group. Specifically, the average age of War Service Veterans is 87 years, Survivors is 82 years, while the average age of Canadian Forces Veterans is 57 years and the figure for RCMP clients is 58 years of age. The vast majority of clients have disabilities related to their service tenures. Given the differences in the average age of the survey population groups, in many respects the life situations, program needs, and so forth of VAC clients within these survey populations no doubt differ markedly. Accordingly, this likely provides some explanatory context concerning group-level differences in survey responses reported here.

Most clients have been in contact with the Department in the last year, and prefer contact via telephone or mail, rather than electronic methods such as the VAC website or email.

Three-quarters of clients have been in contact with Veterans Affairs Canada over the past year. The primary form of contact is mail, that is, either receiving or sending a posted letter, followed closely by making or receiving a telephone call. Preference towards visiting VAC offices increased in 2010, as did visiting the Veterans Affairs Canada website. When asked to name their preferred method of contacting the Department, telephone far outranks other methods under consideration, and electronic methods such as visiting the Department's website or using email are the least preferred methods of contacting the Department.

In certain instances there are notable differences among surveyed groups in terms of their Departmental contact preferences. Specifically, compared with clients in the other three survey target groups, War Service Veterans are much more likely to prefer having an in-person visit at their home from a Departmental employee. Canadian Forces Veterans are more inclined than those in the other three groups to prefer visiting their local district office or Canadian Forces base. Three other contact channels are more so preferred by Canadian Forces Veterans and RCMP clients, as compared to War Service Veterans or Survivor clients. These three contact channels are: applying online for services or benefits through the VAC website; contacting the Department via its website, and; utilizing e-mail. Very few clients had any difficulty in contacting VAC, and the number reporting difficulty in this regard decreased compared with 2007 results.

While most clients of Veterans Affairs Canada are satisfied with their life, self-reported ratings of their overall health tend to be low.

Notably, VAC clients are highly satisfied with their life in general, and offer high satisfaction ratings for other aspects such as their financial situation, relationships with friends and family members, their neighbourhood, housing, leisure activities, and their main job or activity. Additionally, a small majority of clients report feeling calm and peaceful at least most of the time. That said, only a minority rate their overall health as excellent or very good, and less than one-half believe their mental health would be considered in these top two categories. Furthermore, a minority of clients experience challenges in undertaking activities, as a result of physical or emotional problems. Overall, this suggests that while a number of clients are somewhat limited in the activities they can undertake, and self-reported health status is not highly rated, in many respects these considerations do not prevent other satisfaction levels from being quite favourable.



Most clients do not require assistance with day-to-day tasks, although some require help with housework and running errands.

The majority of VAC clients do not require help in preparing meals, in undertaking personal care such as washing, dressing, eating or taking medication, in moving about or assistance in looking after personal finances. That said, one-half report requiring the help of someone in terms of doing everyday housework, and one-third require help in getting to appointments or running errands such as groceries. There is also some assistance needed if the client becomes sick, as a majority report requiring assistance at least some of the time for help with daily chores if they become sick.

Clients remain highly satisfied with the programs and services offered by the Department.

Similar to 2007 results, eight in ten clients are satisfied with programs and services offered by Veterans Affairs Canada. Canadian Forces Veterans are less likely to be satisfied with the programs and services offered by the Department when compared with 2007 findings for this group. Additionally, the majority of clients report that these programs and services meet their basic needs. To understand which specific 'drivers' are most strongly associated with overall program and service satisfaction, two regression analyses were performed. Drivers of satisfaction include: programs meeting basic needs, quality of service delivery, staff going the extra mile, accessibility of services, fair treatment, and the amount of time to get service.

Clients are highly satisfied with their contact with VAC staff.

The majority of VAC clients are in agreement with various factors relating to their contact with staff at the Department. Indeed, clients offer extremely high ratings in terms of being served in the official language of their choice, that staff are respectful, letters are easy and clear to understand, staff are knowledgeable and competent, and they are treated fairly.

An analysis by client group (that is, Canadian Forces Veterans, War Service Veterans, Survivors, and RCMP) suggests that some client groups are more satisfied with their contact with VAC staff compared with others. Notably, Canadian Forces Veterans are generally less likely to be satisfied with the various factors associated with their contact with Department staff, while Survivors and War Service Veterans are more likely to be satisfied.

A gap analysis helps to identify areas that clients feel are important, but where they may be less than completely satisfied with the Department's performance. Notably, all gap scores for Veterans Affairs Canada are quite low, suggesting that there is no single area of concern about which the Department need implement immediate remedial action so as to better meet client expectations. Nonetheless, gap scores for Canadian Forces Veterans are generally higher (especially in terms of perceptions of not being treated fairly, and perceptions regarding VAC staff members not going the extra mile to make sure the client got what was needed), than those recorded for the other VAC clients examined in the survey. This perhaps invites remedial attention to the specific service circumstances of this Canadian Forces Veterans group of VAC clients.



Assessments of service quality remain high, and some clients perceive improvement in this regard.

The vast majority of VAC clients are satisfied with the overall quality of service delivery from the Department, and one-quarter perceive that the quality of service has improved over the last year. Similar to 2007 findings, War Service Veterans and Canadian Forces Veterans are more likely than other clients to perceive improvement in the quality of service in the last year.

Case Management clients (i.e., primarily War Services Veterans and Canadian Forces Veterans) are generally satisfied, although there is an opportunity to improve in terms of case managers having regular discussions regarding progress, timely delivery of benefits and services, and client perceptions regarding accessibility or finding solutions to problems.

In general, the majority of Case Management clients are in agreement with various questions relating to their case manager, that is, they are generally satisfied with the performance of this individual. However, responses to this question sequence indicate that in several instances Canadian Forces Veterans are significantly less satisfied, as compared to War Services Veterans). Examining the incidence of 'disagree' ratings is perhaps telling of the areas where Case Management clients are less satisfied. There are four areas which receive higher disagreement ratings when compared with other service topics under consideration. These include having regular discussions with case managers; perceptions of having increased access to services and support as a result of working with a case manager; receiving benefits and services in a timely manner; and perceptions of being better able to find solutions to problems that are being experienced.

The Veterans Independence Program, Health Benefits, and Disability Benefits programs are highly regarded.

VIP clients agree that they rely on the program to help them remain in their home and community, agree that they have been able to find people with the VIP services they require, and agree that the program meets their needs. The majority of Health Care Benefits clients report that the Health Care Benefits Program meets their needs, and they understand the benefits and services available through this program. Further, the majority of these clients are satisfied with the time it takes to be reimbursed for health care benefits and services. Most Disability Benefits clients report that the benefits provided from the Department recognize their service-related disability, and clients have a sound understanding of the different types of benefits available through this program.

While there is only moderate awareness of Remembrance Programs, clients who are aware are highly satisfied with this offering.

One-half of clients are aware of Remembrance Programs, undertaken through the Department's Canada Remembers Program. Clients are highly satisfied with how the Department is delivering these programs, in the Department's performance in leading overseas ceremonies and events, in supporting and promoting ceremonies and events in Canada and in maintaining grave markers, cemeteries and memorials of Canada's war dead and Veterans. Finally, most clients who are aware of these Remembrance programs are satisfied with the Department's performance in educating youth about Remembrance and in providing funding to help communities with initiatives and monument restoration.



Recommendations

The following Recommendations are presented for the consideration of Veterans Affairs Canada:

1. **The Department should continue to focus on traditional methods of communicating with clients, with a particular focus on in-person contact.**

While there has been a slight increase in the number of clients utilizing electronic methods to contact Veterans Affairs Canada (e.g., via email or by visiting the website), the vast majority of clients continue to prefer more traditional forms of contact such as telephone or mail. In addition, a large minority of clients also prefer in-person contact, whether by having a Departmental employee visit their home (especially War Service Veterans), or the client visiting the local district office of Canadian Forces base (especially Canadian Forces Veterans). While many clients have been in contact with Veterans Affairs Canada by posted letter or telephone, few have had in-person contact. Therefore, the Department should continue to communicate with clients using these avenues. Further, while in-person contact may be considered a more costly form of contact for the Department, it is evident that some clients would prefer to contact the organization in this way, yet have not contacted the Department in this manner in the last year, and efforts should be made to encourage more in-person contact, where resources permit.

2. **Quality of service delivery and staff going the extra mile should be a focus of Veterans Affairs Canada staff members, particularly in relation to Canadian Forces Veterans.**

Multiple regression analysis of the survey data suggests that 'programs meeting the basic needs of clients' is the primary driver of overall satisfaction with VAC programs and services. As the Department is performing well in terms of meeting these basic needs of clients, other drivers of satisfaction should be considered as means via which program and service delivery to clients could be strengthened. Specifically, it is recommended that the Department focus on two other service considerations identified by the regression as pivotal, namely quality of service delivery, and staff going the extra mile.

Notably, while ratings of various questions relating to service delivery (timeliness, accessibility, perceptions of improvement compared with last year) are quite high, Canadian Forces Veterans tend to offer dissatisfied ratings more often than other client groups. As such, it is recommended that the Department particularly examine these aspects of service delivery in regards to this particular client group. Specifically, this group is most likely to have experienced difficulty in contacting VAC, and is more likely than other groups to prefer visiting the Department's offices when contacting VAC. Further, this group is more likely than War Service Veterans or Survivors to have contacted the Department via letter, telephone, visiting a VAC office, visit the website, or via email. This implies that Canadian Forces Veterans frequently contact the Department using numerous avenues, and some experience difficulty in this regard. To this end, the Department should evaluate the particular circumstances of the Canadian Forces Veterans client group, in an effort to ensure points of contact are meeting client needs.



Detailed Analysis

Most clients have been in contact with the Department in the last year, and prefer contact via telephone or mail, rather than electronic methods such as the VAC website or email.

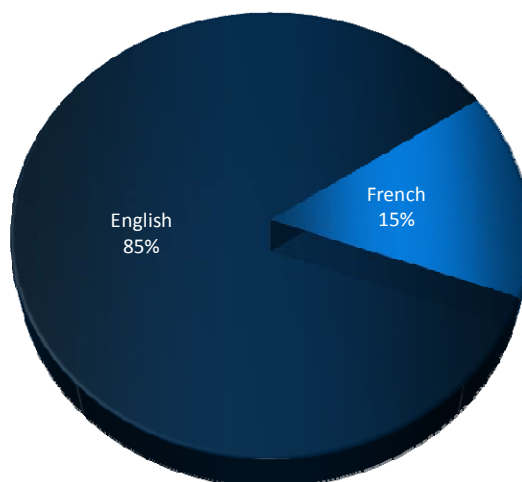
Section 1 – General Contact

The applicable overall margin of error for questions in this section with the full respondent base (n=1,401) is +/- 2.6 percentage points, 19 in 20 times. The applicable overall margin of error for the question in this section with a respondent base of 1,083 is +/- 3.0 percentage points, 19 in 20 times.

Language of Choice

Survey Question: In which official language would you prefer to be interviewed?

Official Language Preference



Overall n=1,401
Q. Language: In which official language would you prefer to be interviewed?

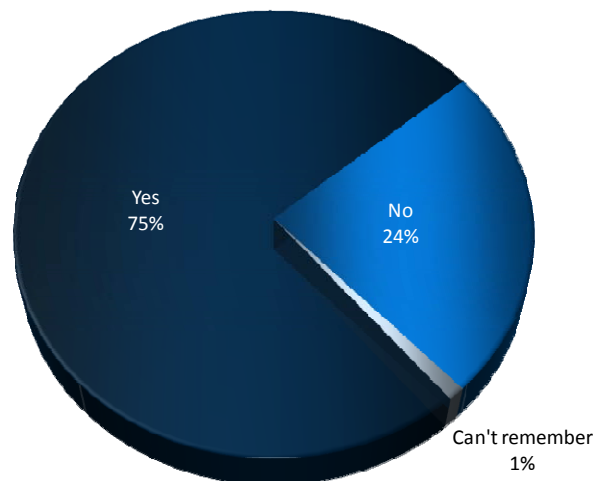
The vast majority of VAC clients surveyed in this study prefer to be interviewed in English.

1.1 Contact with Veterans Affairs Canada

Survey Question: Have you had contact with Veterans Affairs Canada in the past year? (Table 1.1)



Contact With Veterans Affairs in the Past Year



Overall n=1,401

Q.1.1: Have you had contact with Veterans Affairs Canada in the past year?

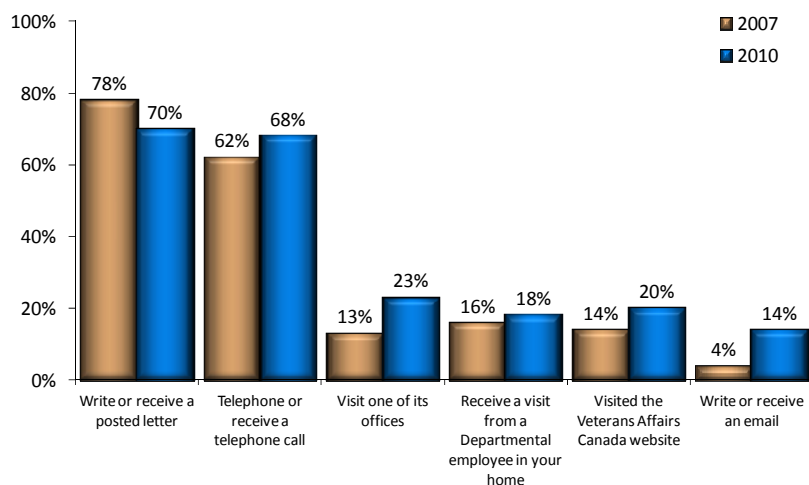
Three-quarters of clients have had contact with Veterans Affairs Canada in the past year. This is higher among War Service Veterans (85%) and lower among RCMP clients (63%). (Table 1.1)

1.2 Types of Contact with Veterans Affairs Canada over Past Year

Survey Question: Thinking about the types of contact you have had with Veterans Affairs Canada over the past year; did you: a) Write or receive a posted letter? b) Telephone or receive a telephone call? c) Visit one of its offices? d) Receive a visit from Departmental employee in your home? e) Visited the Veterans Affairs Canada website? f) Write or receive an e-mail? (Tables 1.2a-f)

Types of Contact With Veterans Affairs Over Past Year*

(% Saying "Yes")



Overall n=1,083

Q.1.2a-f: When you contact the Department, do you like to do it:

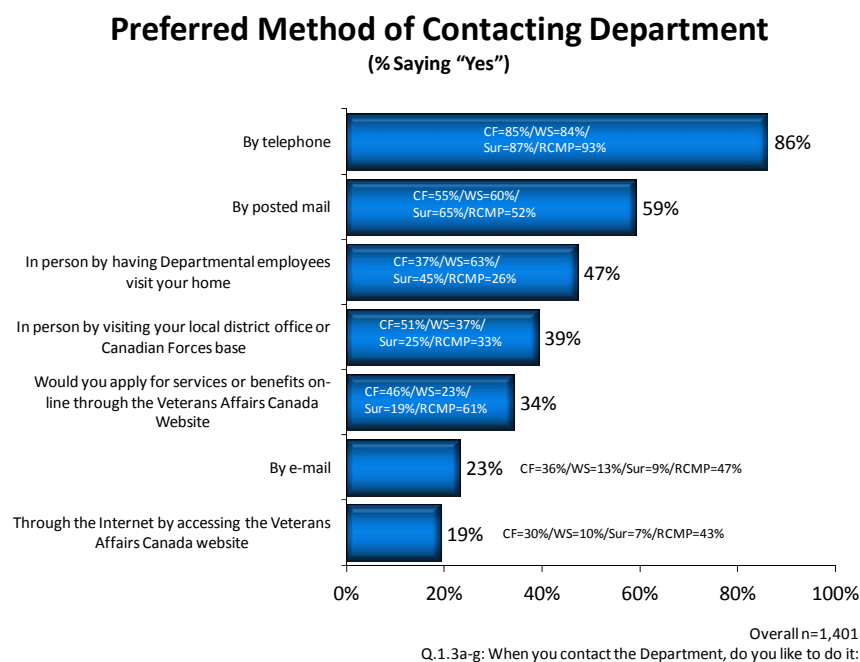
*Note: Question wording changed slightly in 2010 as 2007 results were based on contact within a 6-month period.



Clients have been in contact with Veterans Affairs Canada in a number of ways over the past year. Letters and telephone calls are most common, followed by office visits, personal visits from a departmental employee, or visited the VAC website. The likelihood of receiving or sending an email has increased compared with 2007 findings. (Tables 1.2a-f)

1.3 Preferred Method of Contacting Department

Survey Question: When you contact the Department, do you like to do it: a) By posted mail? b) By e-mail? c) By telephone? d) In person by having Departmental employees visit your home? e) In-person by visiting your local district office or Canadian Forces base? f) Through the internet by accessing the Veterans Affairs Canada website? g) Would you apply for services or benefits on-line through the Veterans Affairs Canada Website? (Tables 1.3a-g)



The preferred method of contacting Veterans Affairs Canada is by telephone, followed by mail. An in person visit from a departmental employee is also a preferred method by just under one-half of clients. In certain instances there are notable differences among surveyed groups in terms of their Departmental contact preferences. Specifically, compared with clients in the other three survey target groups, War Service Veterans are much more likely to prefer having an in-person visit at their home from a Departmental employee. Canadian Forces Veterans are more inclined than those in the other three groups to prefer visiting their local district office or Canadian Forces base. Three other contact channels are more so preferred by Canadian Forces Veterans and RCMP clients, as compared to War Service Veterans or Survivor clients. These three contact channels are: applying online for services or benefits through the VAC website; contacting the Department via its website, and; utilizing e-mail. (Tables 1.3a-g)



1.4 Contact among Those Who Like Doing So in a Certain Manner

Survey Question: Thinking about the types of contact you have had with Veterans Affairs Canada over the past year, did you:/When you contact the Department, do you like to do it: (Tables 1.2 and 1.3)

Contact with VAC in Last Year Among Those Who Like to Contact the Department in That Manner

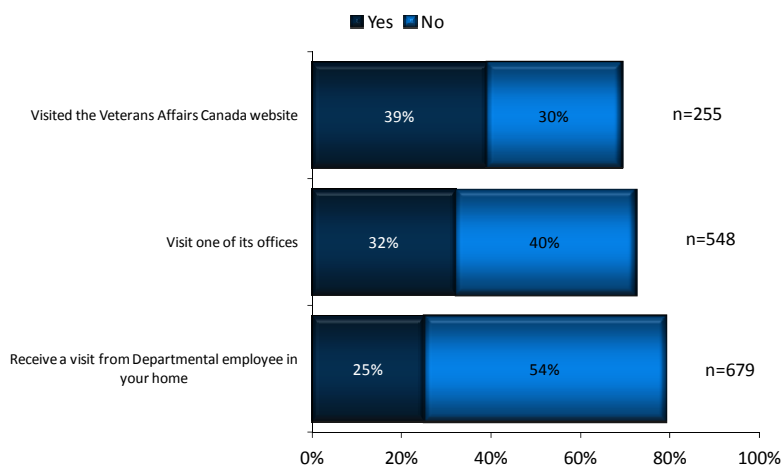


Table 1.2c-f/1.3: [ASK IF "YES" in Q.1.1] Thinking about the types of contact you have had with Veterans Affairs Canada over the past year, did you:/When you contact the Department, do you like to do it:

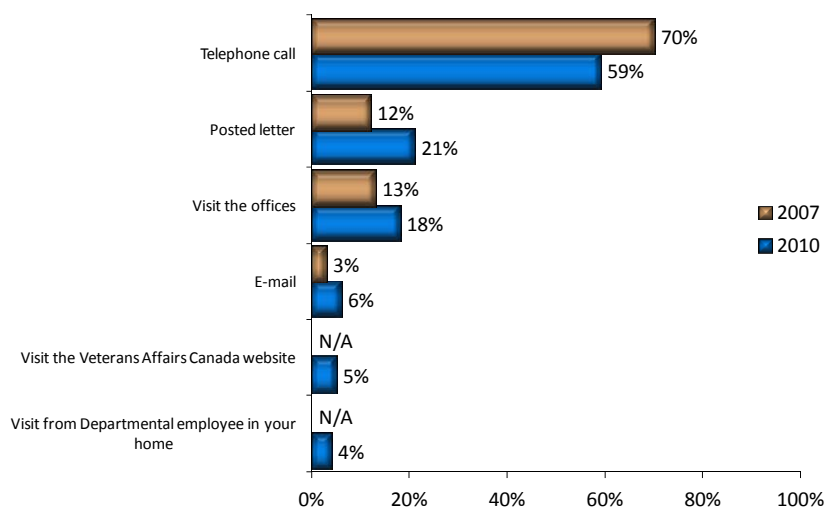
Not surprisingly, clients who prefer a certain method of contacting the Department are more likely than other clients to make contact in that way. That said, a number of clients indicate they like to contact the Department in a specific manner, yet many have not been in contact using that method. For example, four in ten clients like to contact Veterans Affairs Canada in-person by visiting a local district office or a Canadian Forces base. Of these clients (n=548), just three in ten have visited one of the offices in the past year. Similarly, one-half of clients like contacting the Department by having departmental employees visit their home (n=679), and only one-quarter of these clients have received an in-home visit in the past year. Finally, while slightly fewer clients indicate they like contacting the Department by visiting the website (n=255), just four in ten of these clients have visited the Veterans Affairs Canada website in the past year. (Tables 1.2 and 1.3)

1.5 Most/Least Liked Method of Contacting Department

Survey Question: a) Of the different methods of contacting the Department, which method do you like most? b) Of the different methods of contacting the Department, which method do you like least? (Tables 1.4a-b, Total Mentions)



Most Liked Method of Contacting Department (Total Mentions)

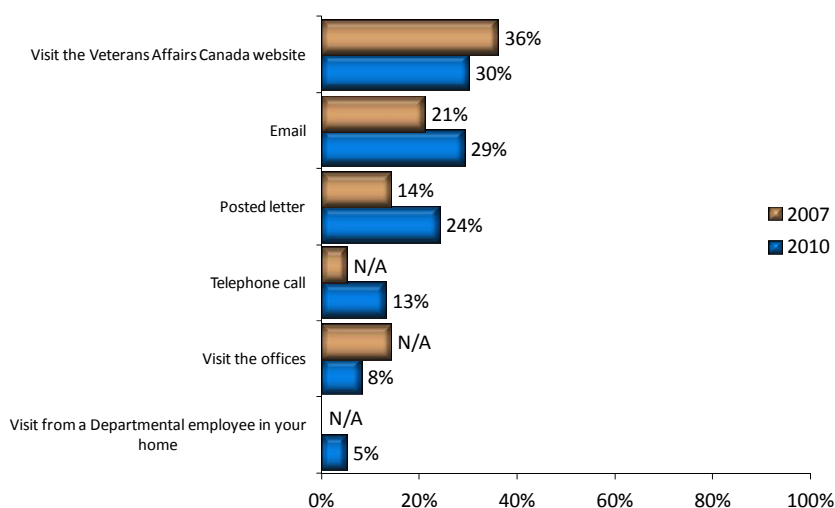


Overall n=1,344

Q.1.4a (Total Mentions): Of the different methods of contacting the Department, which method do you like most?

In terms of the most preferred method of contacting the Department, telephone is offered as the most liked method, with six in ten clients naming telephone. Letters are mentioned by two in ten clients, which is similar to the number of clients indicating they prefer to visit the offices. Please note: 2007 findings are among clients who had contact with the Department in the six months prior to the survey, while 2010 findings are based on all clients. (Table 1.4a, Total Mentions)

Least Liked Method of Contacting Department (Total Mentions)



Overall n=947

Q.1.4b (Total Mentions): Of the different methods of contacting the Department, which method do you like least?



Visiting the Veterans Affairs Canada website is the least liked method of contacting the Department, followed by email. Please note: 2007 findings are among clients who had contact with the Department in the six months prior to the survey, while 2010 findings are based on all clients. (Table 1.4b)

1.6 Difficulty in Contacting VAC

Survey Question: In the past 12 months, have you experienced any difficulty contacting Veterans Affairs Canada? (Table 1.5)

Experienced Difficulty Contacting Veterans Affairs Canada in the Past 12 Months (% Saying "Yes", among those said they had contact with Veterans Affairs Canada, n=1,083)*									
Overall		Canadian Forces Veteran		War Service Veteran		Survivor		RCMP	
2010	2007	2010	2007	2010	2007	2010	2007	2010	2007
7%	9%	11%	13%	7%	10%	3%	4%	3%	9%

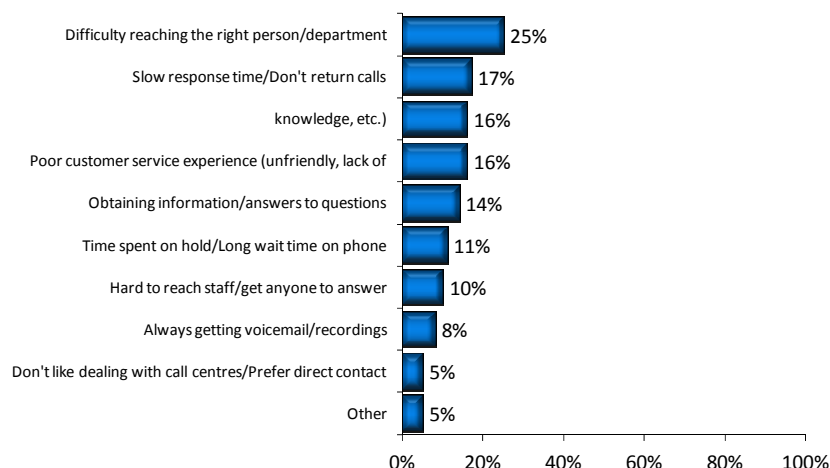
*Note: Question wording changed slightly in 2010.

Seven percent of clients who had contact with VAC in the past year experienced difficulty in contacting Veterans Affairs Canada in the past 12 months, which is slightly lower compared with findings from 2007. Canadian Forces Veterans are slightly more likely than other clients to report difficulty in contacting VAC. (Table 1.5)

1.7 Difficulty Experienced While Trying to Contact Veterans Affairs Canada

Survey Question: If yes, what kind of difficulty? PROBE: Anything else? (Table 1.6)

Difficulty Experienced While Trying to Contact Veterans Affairs Canada
(Total Mentions among those who said they had difficulty contact VAC in the past 12 months)



Overall n=115
Q.1.6 (Total Mentions): [ASK IF "YES" IN Q1.5] What kind of difficulty? Anything else?



One-quarter of those clients who report experiencing difficulty when contacting the Department indicate they had difficulty in reaching the right person or department. Just under two in ten reported being unhappy with the response times, while a similar number felt there were service delays, or they had a poor customer service experience. (Table 1.6)



Section 2 – Well-Being

While most clients of Veterans Affairs Canada are satisfied with their life, self-reported ratings of their overall health tend to be low.

The applicable overall margin of error for questions in this section with the full respondent base (n=1,401) is +/- 2.6 percentage points, 19 in 20 times.

2.1 Health and Well-Being

It is relevant to note that the average age of VAC clients varies considerably by client group. Specifically, the average age of War Service Veterans is 87 years, Survivors is 82 years, while the average age of Canadian Forces Veterans is 57 years and the figure for RCMP clients is 58 years of age. The vast majority of clients have disabilities related to their service tenures. Given the differences in the average age of the survey population groups, in many respects the life situations, program needs, and so forth of VAC clients within these survey populations no doubt differ markedly. Accordingly, this likely provides some explanatory context concerning group-level differences in survey responses reported here.

2.2 General Satisfaction, Health and Well-Being

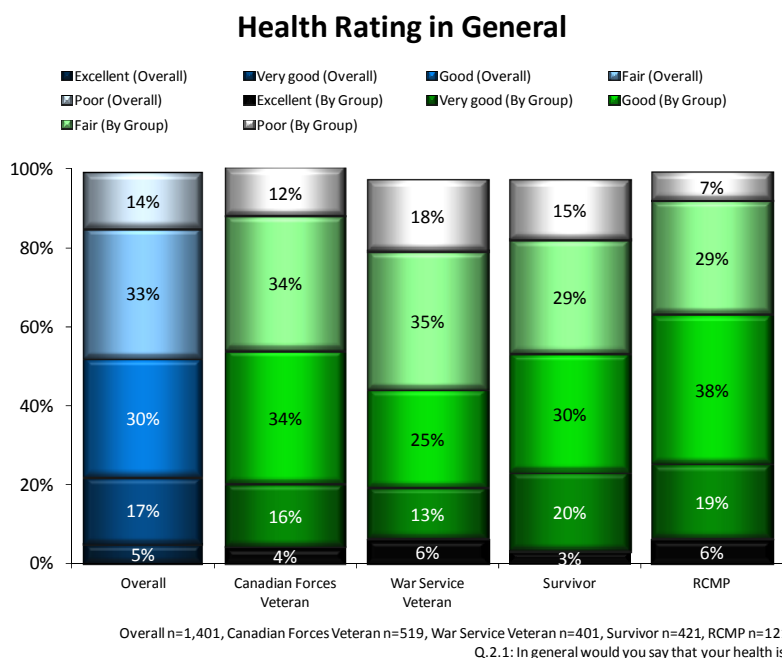
Summary of Overall Satisfaction, Health and Well-Being (n=1,401)				
Categories	Overall (Top 2 Box %)	Excellent (%)	Very Good (%)	Good (%)
Overall health (2.1)	21%	5%*	17%*	30%
Mental health (2.3)	47%	19%	28%	35%
Categories	Overall (Top 2 Box %)	Very Strong (%)	Somewhat Strong (%)	
Sense of belonging to local community (2.12)	62%	16%	46%	
Categories	Overall (Top 2 Box %)	Very Satisfied (%)	Satisfied (%)	
Satisfied with housing (2.15h)	93%	42%	51%	
Satisfied with neighbourhood (2.15i)	91%	38%	53%	
Satisfied with relationships with family members (2.15f)	91%	48%	42%	
Satisfied with relationships with friends (2.15g)	90%	39%	52%	
Satisfied with life in general (2.15a)	83%	28%	55%	
Satisfied with yourself (2.15e)	82%	27%	55%	
Satisfied with financial situation (2.15d)	80%	22%	59%	
Satisfied with leisure activities (2.15c)	69%	21%	48%	
Satisfied with main job or activity (2.15b)	68%	19%	50%	

*Please note, percentages may not total top box scores due to rounding



2.3 Health Rating in General

Survey Question: In general would you say that your health is: (Table 2.1)



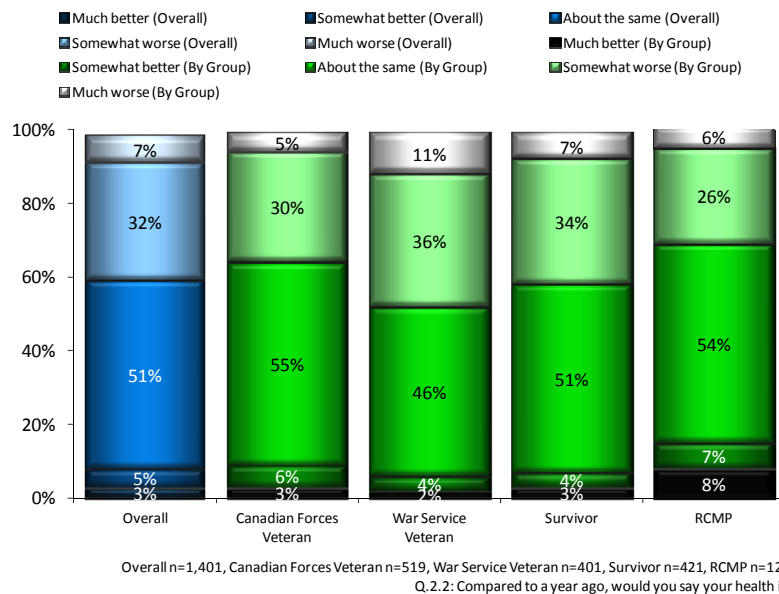
Two in ten clients consider their health *excellent* or *very good*, while 30 percent consider their health *good*. In contrast, just under one-half rate their health as fair or poor. Across client groups, War Service Veterans offer lower ratings of their overall health compared with other clients. (Table 2.1)

2.4 Your Health Rating Compared to One Year Ago

Survey Question: Compared to one year ago, would you say your health is: (Table 2.2)



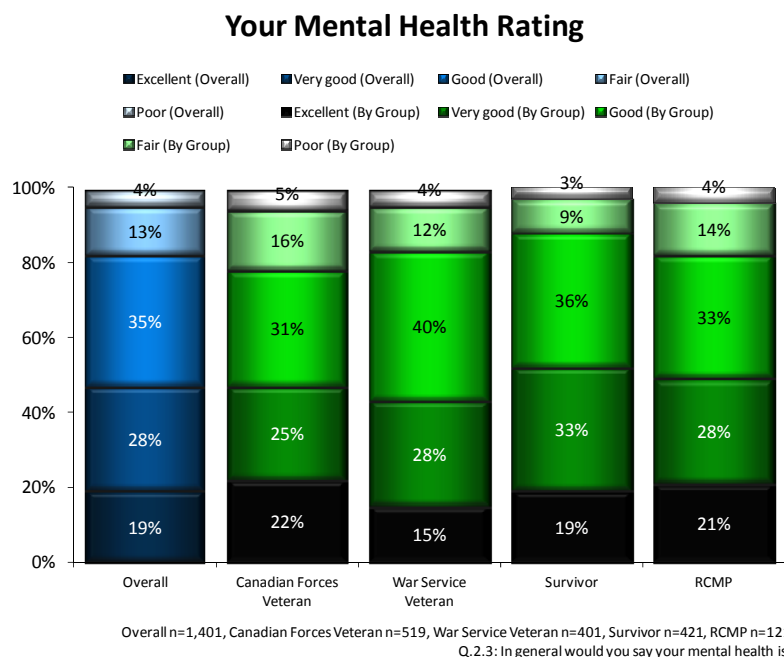
Your Health Rating Compared to One Year Ago



Very few clients consider their health better compared with a year ago, while four in ten perceive deterioration in this regard. One-half of clients do not detect a change in their health compared with one year ago. War Service Veterans are more likely than those in other client groups to report their health is worse than a year ago. (Table 2.2)

2.5 Your Mental Health Rating

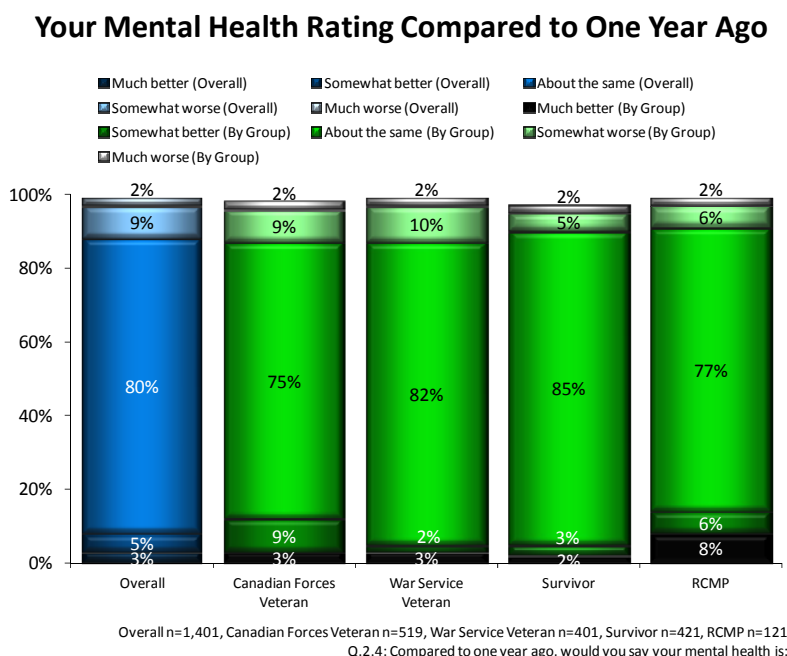
Survey Question: In general would you say your mental health is: (Table 2.3)



A majority of clients rate their mental health in a positive manner, with under two in ten reporting their mental health as fair (13%) or poor (4%). Across client groups, Canadian Forces Veterans are more likely than those in other groups to report their mental health as fair or poor. (Table 2.3)

2.6 Your Mental Health Rating Compared to One Year Ago

Survey Question: Compared to one year ago, would you say your mental health is: (Table 2.4)



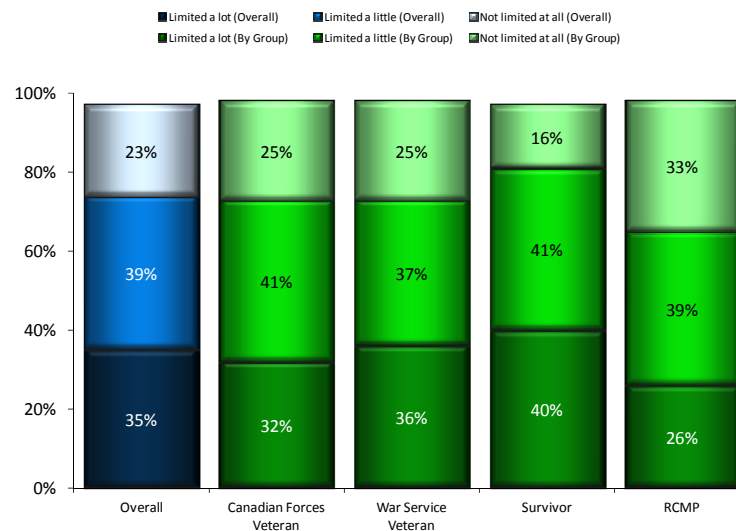
The majority of clients indicate their mental health is the same as one year ago, and eight percent believe it is better. Across client groups, Survivors are more likely than those in other client groups to report their mental health is about the same as one year ago, while Canadian Forces Veterans and War Service Veterans are more likely than others to believe their mental health is worse. (Table 2.4)

2.7 Limitation Rating With Activities

Survey Question: The following questions are about activities you might do during a typical day. Does your health now limit you in these activities? If so, how much? Are you limited a lot, limited a little, or not limited at all? a) Moderate activities such as moving a table, pushing a vacuum cleaner, bowling, or playing golf? b) Climbing several flights of stairs? (Tables 2.5a-b)



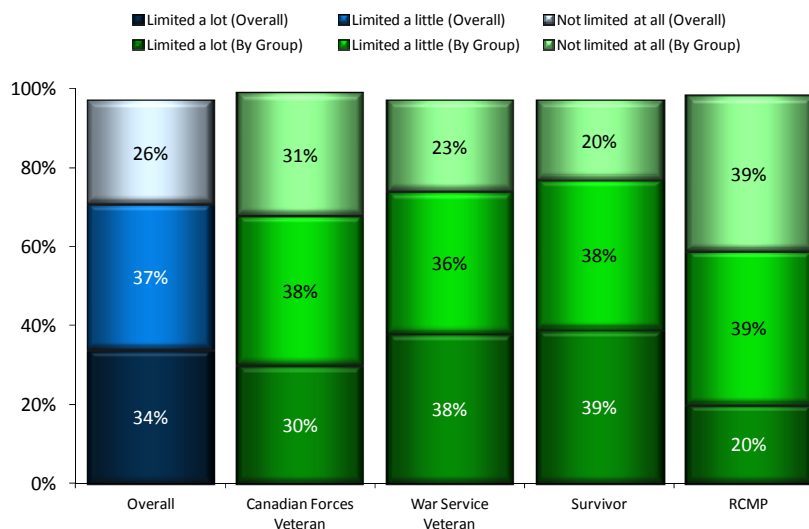
Limitation Rating With Moderate Activities



Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
 Q.2.5a: The following questions are about activities you might do during a typical day. Does your health now limit you in these activities? If so, how much? Are you limited a lot, a little, or not at all in: Moderate activities such as moving a table, pushing a vacuum cleaner, bowling, or playing golf?

Most clients feel limited in some manner in terms of undertaking moderate activities such as moving a table, pushing a vacuum cleaner, bowling, or playing golf. Indeed, just over two in ten clients overall report they are not limited at all in this regard. Across client groups, RCMP clients are more likely than other client groups to not feel limited at all. (Table 2.5a)

Limitation Rating With Climbing Several Flights of Stairs



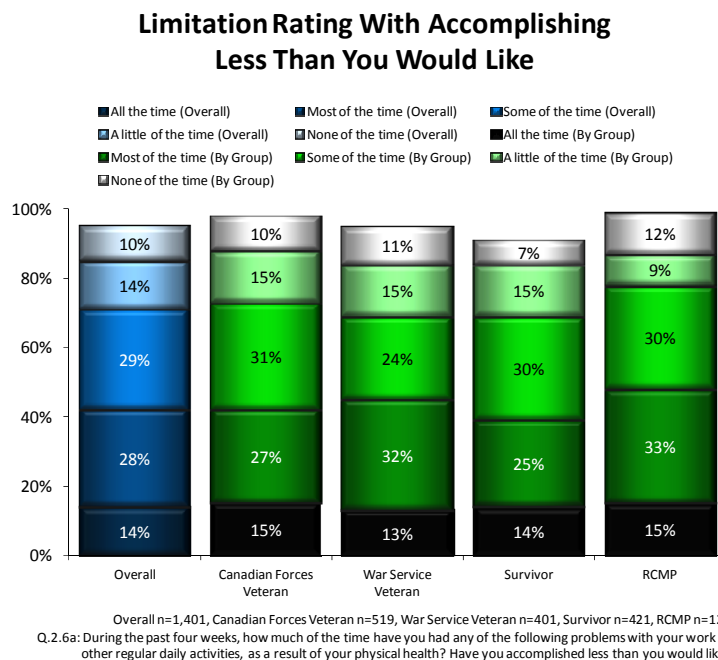
Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
 Q.2.5b: The following questions are about activities you might do during a typical day. Does your health now limit you in these activities? If so, how much? Are you limited a lot, a little, or not at all in: Climbing several flights of stairs?

Seven in ten clients feel limited a lot or limited a little in climbing several flights of stairs. War Service Veterans and Survivors are more likely than other client groups to report they are limited a lot in this regard. (Table 2.5b)



2.8 Limitation Ratings Because of Physical Health

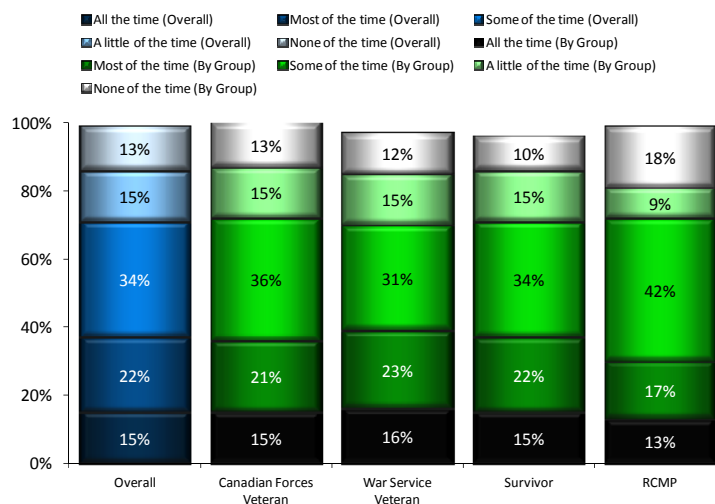
Survey Question: During the past four weeks, how much of the time have you had any of the following problems with your work or other regular daily activities, as a result of your physical health? a) Accomplished less than you would like? b) Were limited in the kind of work or other activities? (Tables 2.6a-b)



As a result of their physical health, four in ten clients believe they have accomplished less than they would have liked in the past four weeks, all of the time or most of the time. Across client groups, those who either all of the time or most of the time feel they have accomplished less than they would have liked include War Service Veterans and RCMP clients. (Table 2.6a)



Limitation Rating With the Kind of Work or Other Activities



Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
 Q.2.6b: During the past four weeks, how much of the time have you had any of the following problems with your work or other regular daily activities, as a result of your physical health? Were you limited in the kind of work or other activities?

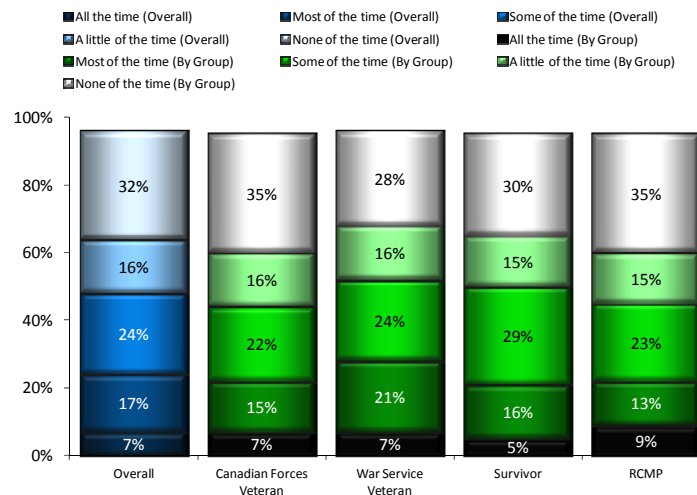
Under four in ten clients feel limited all of the time or most of the time as a result of their physical health, in the kind of work or other activities they undertake as part of the regular daily activities. RCMP clients are less likely than those in other client groups to report feeling limited all of the time or most of the time. (Table 2.6b)

2.9 Limitation Ratings Because of Emotional Problems

Survey Question: During the past four weeks, how much of the time have you had any of the following problems with your work or other regular daily activities as a result of any emotional problems (such as feeling anxious or depressed? a) Have you accomplished less than you would like? b) Have you done work or other activities less carefully than usual? (Tables 2.7a-b)



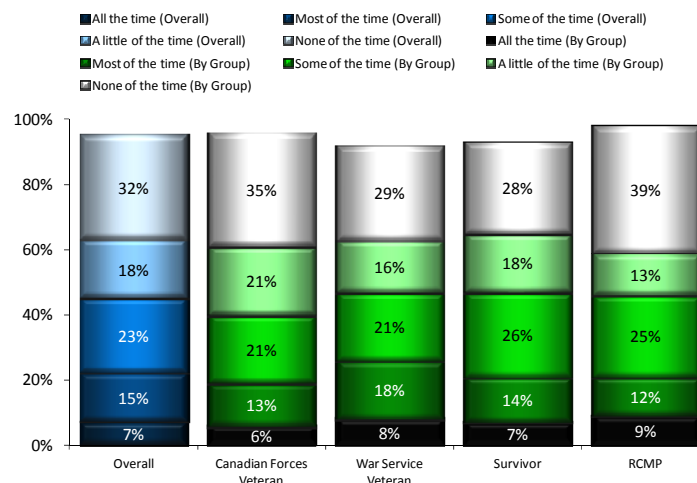
Limitation Rating With Accomplished Less Than You Would Like as a Result of Emotional Problems



Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
 Q.2.7a: During the past four weeks, how much of the time have you had any of the following problems with your work or other regular daily activities as a result of any emotional problems, such as feeling anxious or depressed? Have you accomplished less than you would like?

Just under one-quarter of clients report they accomplished less than they would have liked as a result of emotional problems such as feeling anxious or depressed. Across client groups, War Service Veterans are more likely to indicate they have accomplished less than they would have liked as a result of emotional problems. (Table 2.7a)

Limitation Rating Doing Work or Other Activities Less Carefully Than Usual as a Result of Emotional Problems



Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
 Q.2.7b: During the past four weeks, how much of the time have you had any of the following problems with your work or other regular daily activities as a result of any emotional problems, such as feeling anxious or depressed? Have you done work or other activities less carefully than usual?

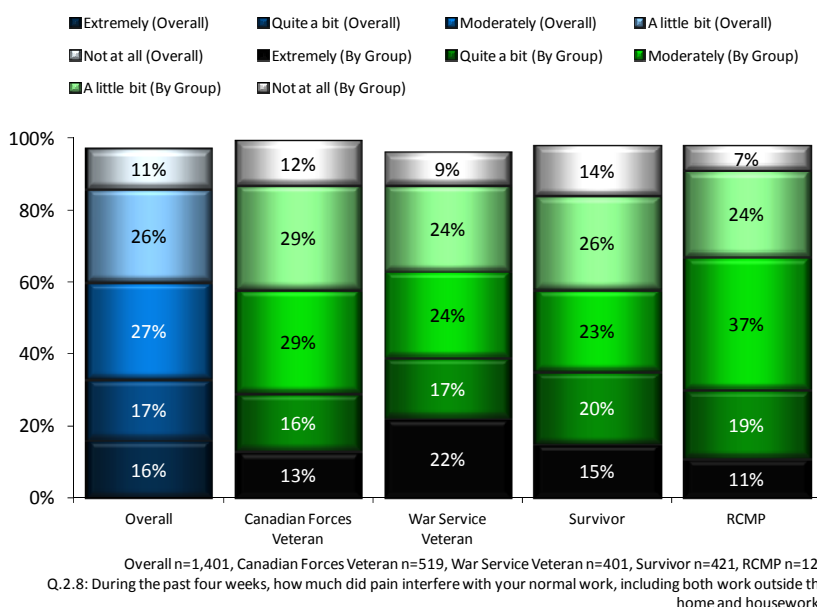
Two in ten clients believe they have done work or other activities less carefully than usual, all of the time or most of the time, as a result of emotional problems such as feeling anxious or depressed. This is more common among War Service Veterans than other clients. (Table 2.7b)



2.10 Amount of Pain That Interfered With Your Work

Survey Question: During the past 4 weeks, how much did pain interfere with your normal work, including both work outside the home and housework? (Table 2.8)

Amount of Pain That Interfered With Your Normal Work



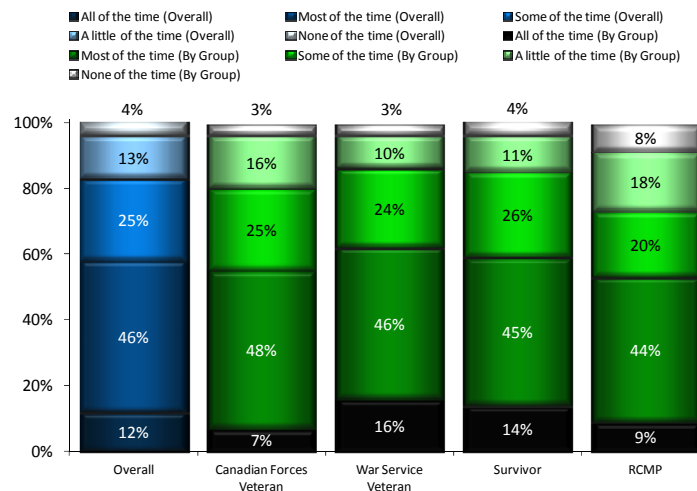
One-third of VAC clients report that pain interfered with their normal work, both outside of the home and housework, quite a bit or extremely. This is more common among War Service Veterans when compared with other groups. (Table 2.8)

2.11 The Way You Have Been Feeling

Survey Question: These questions are about how you feel and how things have been with you during the past four weeks. For each question, please give the one answer that comes closest to the way you have been feeling. How much of the time during the past four weeks? a) Have you felt calm and peaceful? b) Did you have a lot of energy? c) Have you felt downhearted or depressed? (Tables 2.9a-c)



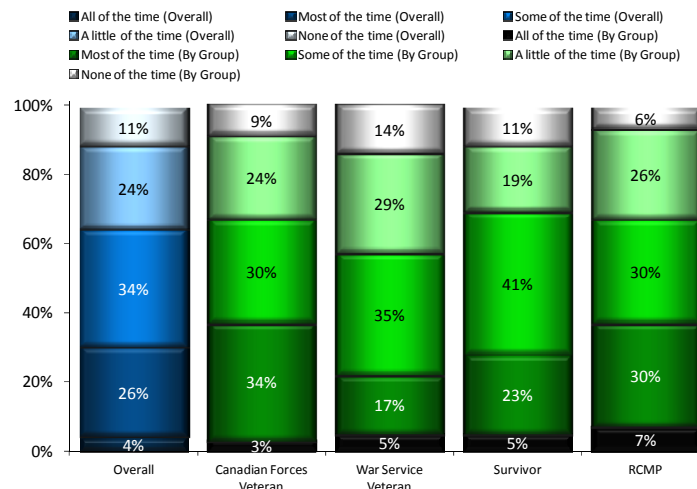
Amount of Time During the Past Four Weeks You Felt Calm and Peaceful



Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
 Q.2.9a: These questions are about how you feel and how things have been with you during the past four weeks. For each question, please give the one answer that comes closest to the way you have been feeling. How much of the time during the past four weeks have you felt calm and peaceful?

The majority of clients have felt calm and peaceful all of the time or most of the time in the past four weeks. Just under two in ten clients report only feeling calm and peaceful a little of the time or none of the time. Across client groups, War Service Veterans and Survivors are more likely to feel calm and peaceful all of the time, compared with RCMP or Canadian Forces Veterans. (Table 2.9a)

Amount of Time During the Past Four Weeks You Had a Lot of Energy

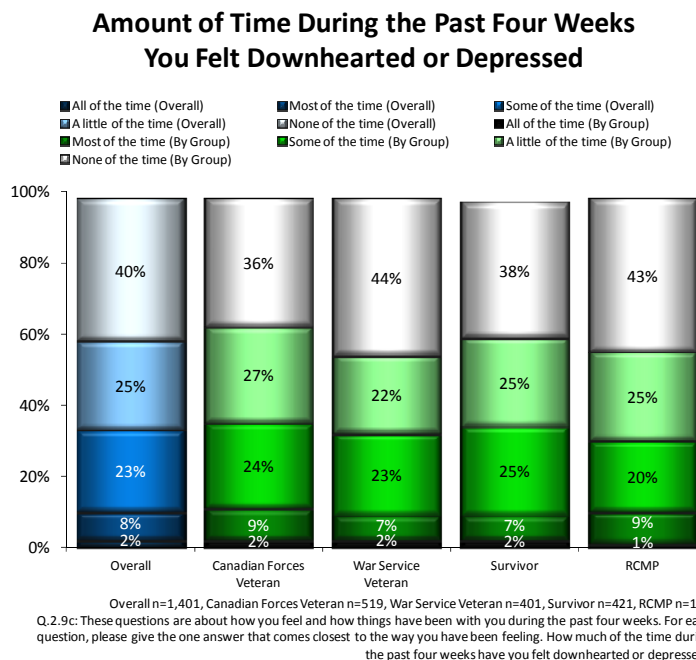


Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
 Q.2.9b: These questions are about how you feel and how things have been with you during the past four weeks. For each question, please give the one answer that comes closest to the way you have been feeling. How much of the time during the past four weeks did you have a lot of energy?

There are mixed opinions regarding energy levels. Three in ten clients report having a lot of energy all of the time or most of the time in the past four weeks, while one-third report having a lot of energy some of the time. One in ten did not have a lot of energy in the past four weeks. Across client groups, RCMP and



Canadian Forces Veterans are more likely than other clients to report having a lot of energy all of the time or most of the time. (Table 2.9b)



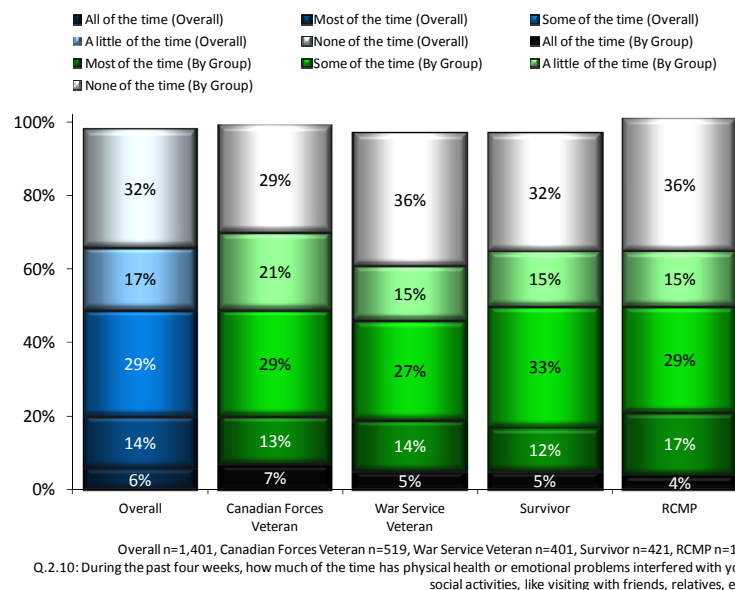
Four in ten clients did not feel downhearted or depressed in the past four weeks. This is more common among War Service Veterans and RCMP clients. (Table 2.9c)

2.12 Interference with Social Activities

Survey Question: During the past four weeks, how much of the time has physical health or emotional problems interfered with your social activities (like visiting with friends, relatives, etc?) (Table 2.10)



Amount of Time During the Past Four Weeks That Physical/Emotional Problems Interfered With Social Activities



One-third of clients report that physical health or emotional problems have not interfered with their social activities like visiting with friends or relatives, at any point over the last four weeks. That said, a small number of clients (20%) report that physical or emotional problems have interfered with social activities, all of the time or most of the time over the past four weeks. Results are fairly consistent across client groups. (Table 2.10)

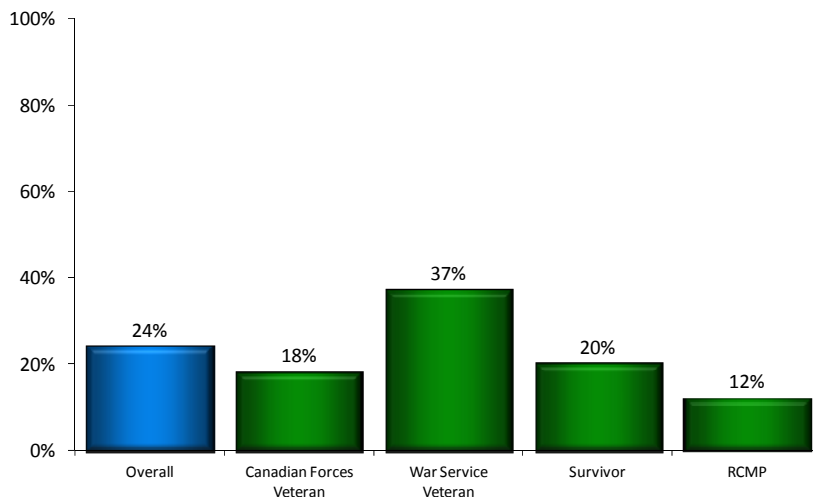
2.13 Assistance with Tasks

Most clients do not require assistance with day-to-day tasks, although some require help with housework and running errands.

Survey Question: Please answer the next set of questions with either a yes or no. Because of any physical condition or mental condition or health problem, do you need the help of another person: a) With preparing meals? b) With getting to appointments and running errands such as shopping for groceries? c) With doing everyday housework? d) With personal care such as washing, dressing, eating or taking medication? e) With moving about inside the house? f) With looking after your personal finances, such as making bank transactions or paying bills? (Tables 2.11a-f)



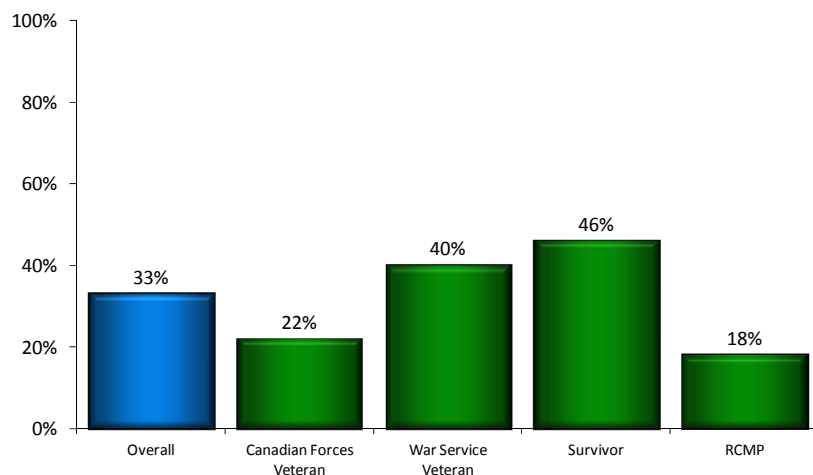
Need the Help of Another Person With Preparing Meals (% Saying "Yes")



Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
Q.2.11a: Because of any physical condition or mental condition or health problem, do you need the help of another person with: Preparing meals?

The majority of clients report they do not require any help from another person in preparing meals, due to a mental condition or health problem. This varies across client groups, with War Service Veterans most likely and RCMP clients least likely to require assistance in preparing meals. (Table 2.11a)

Need the Help of Another Person With Getting to Appointments and Running Errands such as Shopping for Groceries (% Saying "Yes")



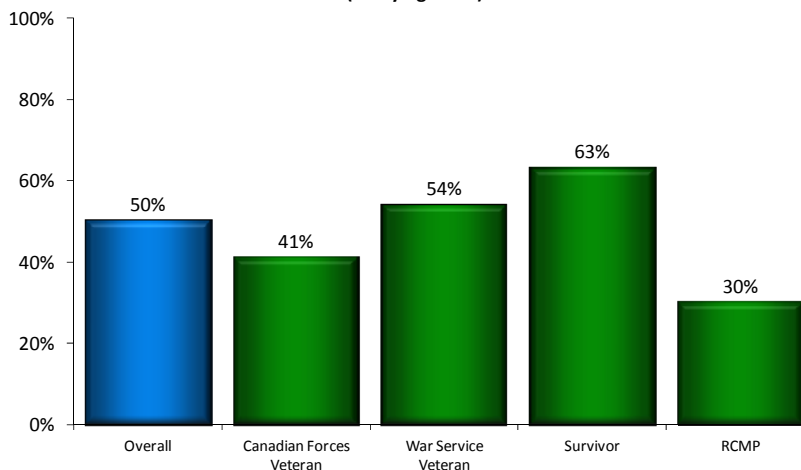
Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
Q.2.11b: Because of any physical condition or mental condition or health problem, do you need the help of another person with: Getting to appointments and running errands such as shopping for groceries?

One-third of clients report they need assistance in getting to appointments or running errands, due to a physical or mental health problem. This is more likely among Survivors and War Service Veterans. (Table 2.11b)



Need the Help of Another Person With Doing Everyday Housework?

(% Saying "Yes")

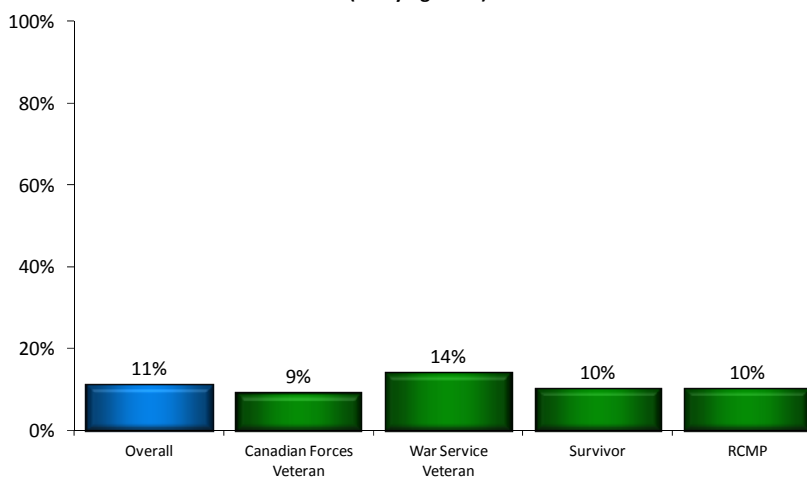


Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
Q.2.11c: Because of any physical condition or mental condition or health problem, do you need the help of another person with: Doing everyday housework?

One-half of VAC clients require assistance in doing everyday housework, as a result of a physical, mental condition or health problem. Across client groups, Survivors are more likely than others to require assistance, while RCMP are least likely to require assistance in this regard. (Table 2.11c)

Need the Help of Another Person With Personal Care such as Washing, Dressing, Eating, or Taking Medication?

(% Saying "Yes")



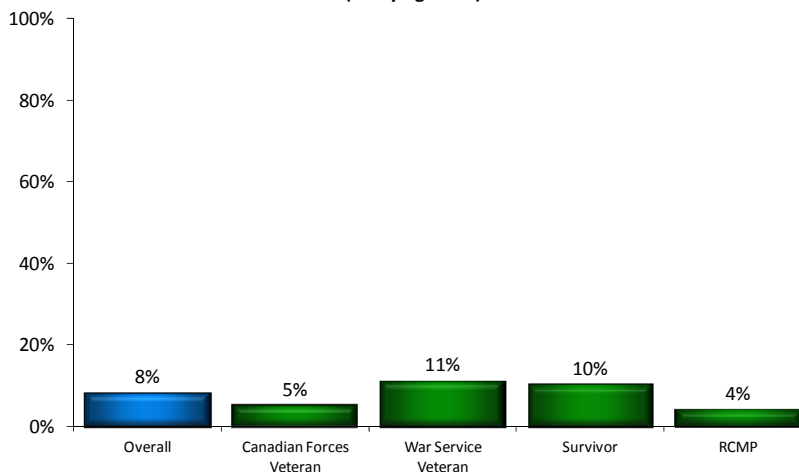
Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
Q.2.11d: Because of any physical condition or mental condition or health problem, do you need the help of another person with: Personal care such as washing, dressing, eating or taking medication?

Very few clients require assistance with personal care such as washing, dressing, eating or taking medication. Indeed, nine in ten clients indicate they do not need such assistance. Across client groups, War Service Veterans are slightly more likely to report they require assistance with personal care, when compared with those in other client groups. (Table 2.11d)



Need the Help of Another Person With Moving About Inside the House?

(% Saying "Yes")

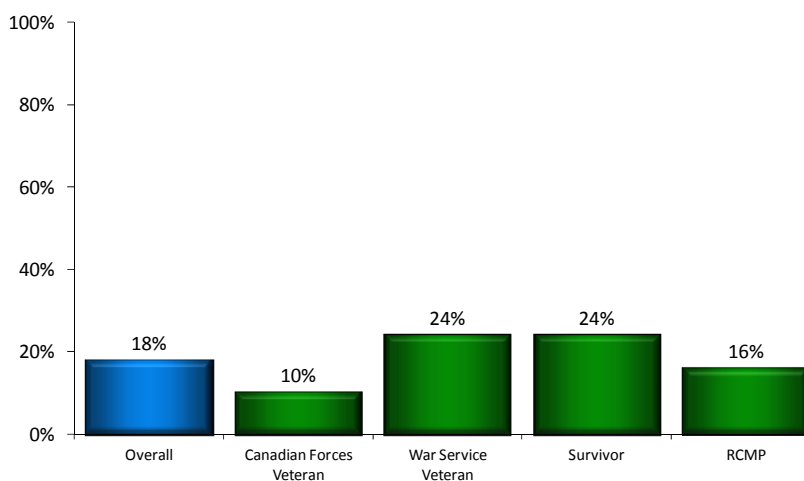


Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
Q.2.11e: Because of any physical condition or mental condition or health problem, do you need the help of another person with: Moving about inside the house?

One in ten clients require assistance in moving about inside their house, which is somewhat higher for War Service Veterans and Survivors when compared with Canadian Forces Veterans and RCMP clients. (Table 2.11e)

Need the Help of Another Person With Looking After Your Personal Finances, such as Making Bank Transactions or Paying Bills?

(% Saying "Yes")



Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, n=421, RCMP n=121
Q.2.11f: Because of any physical condition or mental condition or health problem, do you need the help of another person with: Looking after your personal finances, such as making bank transactions or paying bills?

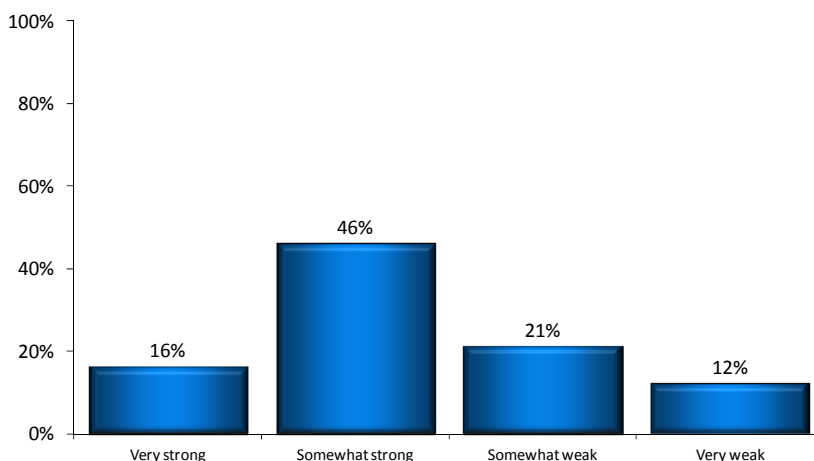
Two in ten clients require assistance in looking after personal finances. Across client groups, War Service Veterans and Survivors are more likely than Canadian Forces Veterans or RCMP clients to require assistance in this regard. (Table 2.11f)



2.14 Sense of Belonging to Local Community

Survey Question: How would you describe your sense of belonging to your local community? Would you say it is: (Table 2.12)

Description of Your Sense of Belonging to Your Local Community



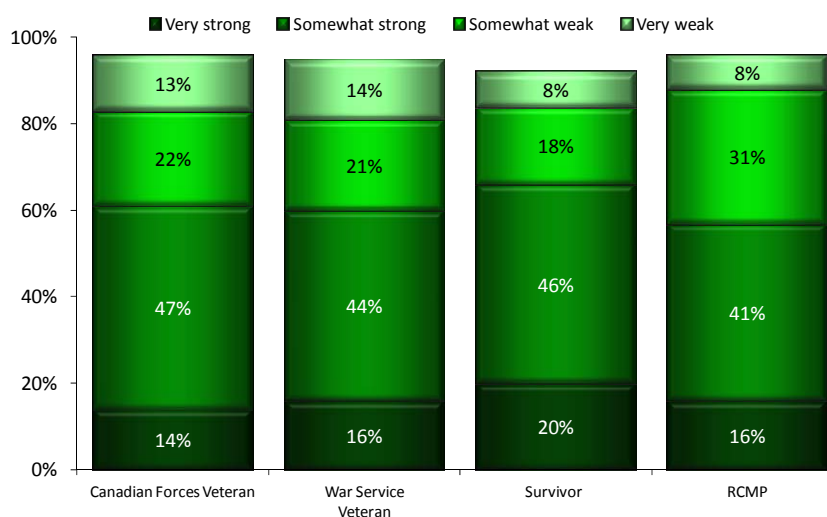
Overall n=1,401

Q.2.12: How would you describe your sense of belonging to your local community? Would you say it is:

Clients offer mixed opinions when assessing their sense of belonging with the local community. Six in ten clients believe they have a very strong or somewhat strong sense of belonging to their local community, while one-third feel their sense of community is weak. (Table 2.12)

Description of Your Sense of Belonging to Your Local Community

(By Group)



Canadian Forces Veteran n=519, War Service Veteran n=401, n=421, RCMP n=121

Q.2.12: How would you describe your sense of belonging to your local community? Would you say it is:

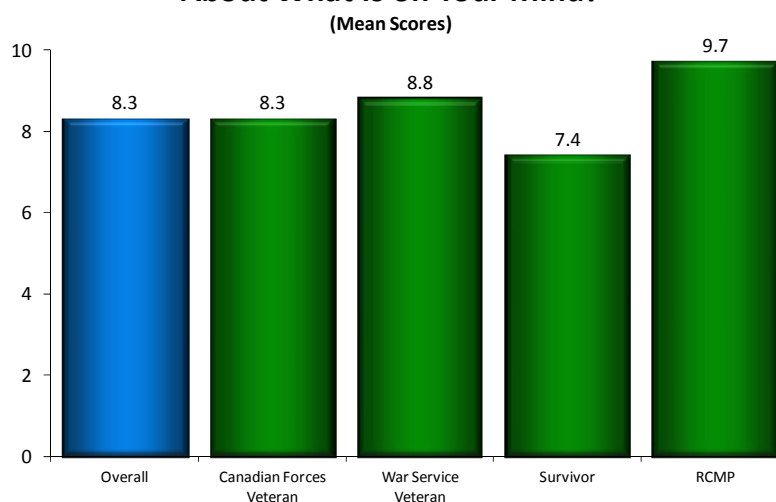


In terms of client groups, Survivors are most likely to report a strong sense of belonging to their local community, while RCMP clients are most likely to report a weak sense of belonging. (Table 2.12)

2.15 Friends and Relatives

Survey Question: About how many close friends and close relatives do you have, that is, people you feel at ease with and can talk to about what is on your mind? (Table 2.13)

Number of People You Feel at Ease With and Can Talk to About What Is on Your Mind?



Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
Q.2.13: About how many close friends and close relatives do you have, that is, people you feel at ease with and can talk to about what is on your mind?

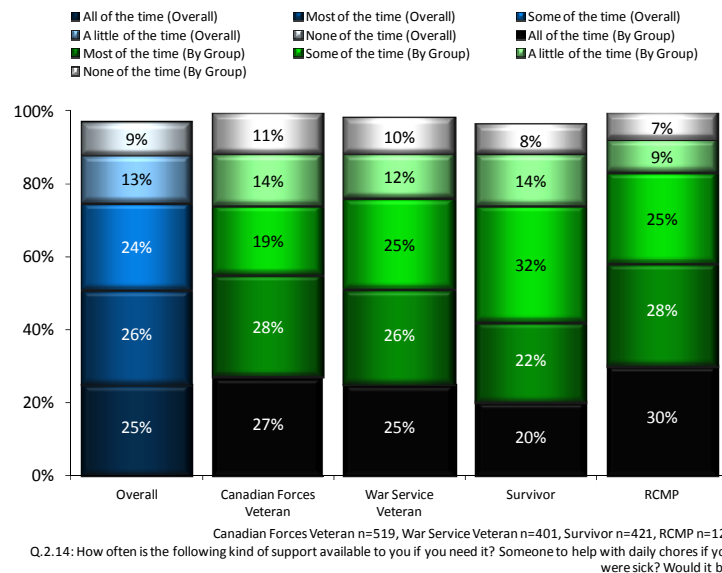
On average, clients have eight close friends and relatives that they feel at ease with and talk to about what is on their mind. This is fairly consistent across client groups, although RCMP clients have a slightly higher number of close friends or close relatives when compared with the other client groups. (Table 2.13)

2.16 Available Support When You Need It

Survey Question: How often is the following kind of support available to you if you need it: Someone to help with daily chores if you were sick? Would it be: (Table 2.14)



Availability of Someone to Help With Daily Chores if You Were Sick



One-quarter of VAC clients indicate they have support available all of the time if needed, for example they would have someone available to help with daily chores if they were sick. A similar number indicate someone is available most of the time. Just one in ten clients do not believe anyone would be available to help with daily chores if they were sick. (Table 2.14)

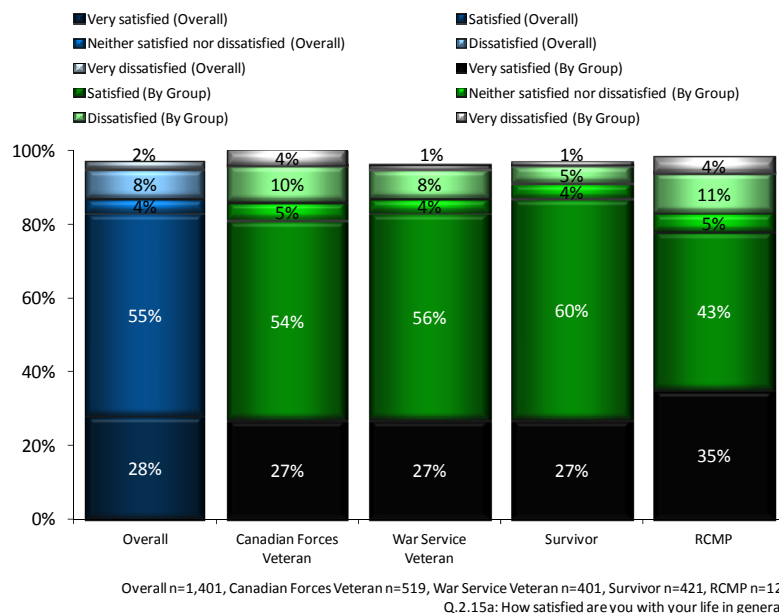
Across client groups, RCMP clients are more likely to have support available all of the time to help with daily chores if they were sick, while Survivors are least likely to have such support available all of the time.

2.17 Satisfaction with Various Aspects of Your Life

Survey Question: Now I'd like to ask about your satisfaction with various aspects of your life: a) How satisfied are you with your life in general? b) How satisfied are you with your main job or activity? c) How satisfied are you with your leisure activities? d) How satisfied are you with your financial situation? e) How satisfied are you with yourself? f) How satisfied are you with your relationships with other family members? g) How satisfied are you with your relationships with friends? h) How satisfied are you with your housing? i) How satisfied are you with your neighbourhood? (Tables 2.15a-i)



Satisfaction Rating With Your Life in General



Just over eight in ten VAC clients are either very satisfied or satisfied with their life in general, and one in ten are dissatisfied. Across population groups, Survivors are more likely to be satisfied, and RCMP are least likely to be satisfied in this regard. (Table 2.15a)

Satisfaction with....	Overall (n=1,401)	Canadian Forces Veteran (n=519)	War Service Veteran (n=401)	Survivor (n=421)	RCMP (n=121)
Your housing	93	92	96	93	95
Your relationships with other family members	91	88	94	93	83
Your neighbourhood	91	90	92	92	87
Your relationships with friends	90	87	91	94	90
Yourself	82	80	82	85	80
Financial situation	80	76	87	79	80
Leisure activities	69	64	68	80	66
Main job or activity	68	69	66	70	73

The vast majority of clients are highly satisfied with their housing, relationships with family members, their neighbourhood, and relationships with friends. Further, the majority are satisfied with themselves, and their financial situation. Satisfaction with leisure activities and main job or activity is somewhat lower when compared with the other areas under consideration, however a majority of clients remain satisfied with these elements of their life. (Tables 2.15b-i)

Across client groups, results are fairly consistent for satisfaction with housing, the neighbourhood, relationships with friends, and themselves.



Section 3 - Employment and Economic Security

The applicable overall margin of error for questions in this section with the full respondent base (n=1,401) is +/- 2.6 percentage points, 19 in 20 times. The applicable overall margin of error for the question in this section (immediately below) with a respondent base of 485 is +/- 4.4 percentage points, 19 in 20 times.

3.1 Main Activity over the Last 12 Months

Survey Question: Now we would like you to think about the last 12 months. What was your main activity?
(Table 5.1)

Main Activity Over the Last 12 Months (Total Mentions)					
Main Activity	Overall (n=485)	Canadian Forces Veteran (n=262)	War Service Veteran (n=85)	Survivor (n=99)	RCMP (n=57)
NET: Worked for Canadian Forces/Job/Business	63%	84%	25%	12%	95%
Worked at a job or ran a business	40%	44%	24%	10%	92%
Worked in the Canadian Forces	24%	39%	1%	2%	3%
Cared or nurtured a family member or partner	12%	5%	21%	33%	0%
Volunteer work	6%	3%	19%	7%	0%
Looked for work	3%	5%	0%	0%	4%
Attended school or training	2%	3%	0%	1%	2%
Something else	9%	2%	26%	23%	0%
No response	6%	2%	8%	25%	0%

The 'NET' figures in the table above reflect combining the following two response categories: 'Worked at a job or ran a business' and 'Worked in the Canadian Forces.' (Please note, relevant VAC clients would be counted only once in the 'NET' line in the table above. That is, if a client stated that s/he 'Worked at a job or ran a business' **and** stated that s/he 'Worked in the Canadian Forces,' that client would be counted only once in the 'NET' line in the table. The implication to be drawn in this regard from the table above is that there is very little overlap between the two categories. Please note as well, excluded from the table above are the six in ten VAC clients interviewed for this study who are retired, as well as the one in ten interviewed who are disabled or on disability. (Table 5.1)

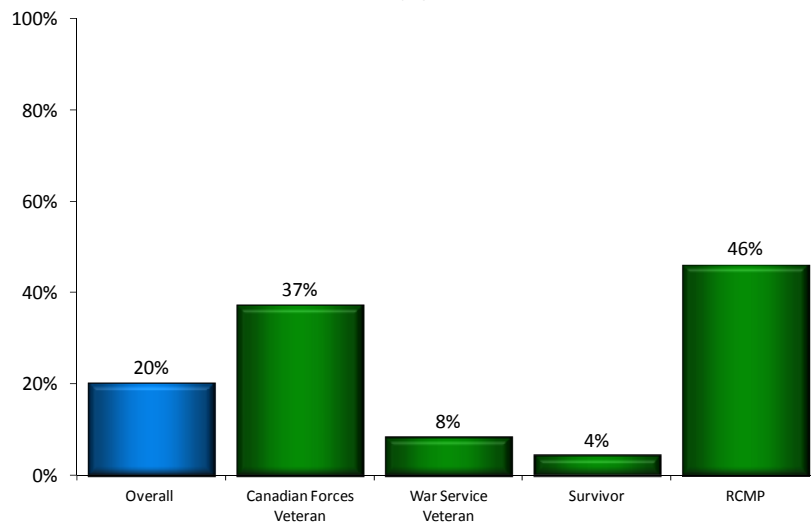
3.2 Work at a Job or Business

Survey Question: Last week, did you work at a job or a business? Please include part-time jobs, seasonal work, contract work, self-employment, baby-sitting and any other paid work, regardless of the number of hours worked. (Table 5.2)



Worked at a Job or Business Last Week

(% Saying "Yes")



Overall n=1,401, Canadian Forces Veteran n=519, War Service Veteran n=401, Survivor n=421, RCMP n=121
Q.5.2: Last week, did you work at a job or a business? Please include part-time jobs, seasonal work, contract work, self-employment, baby-sitting and any other paid work, regardless of the number of hours worked?

Overall, two in ten clients worked at a job or a business in the week prior to the survey. This is higher for RCMP and Canadian Forces clients. Please note, the results in the graph above differ notably from the table on the preceding page, as the tabular results on the preceding page exclude the six in ten VAC clients interviewed for this study who are retired, as well as the one in ten interviewed who are disabled or on disability. (Table 5.2)

3.3 Financial Situation

Survey Question: Overall, how would you describe your financial situation? (Table 5.5)

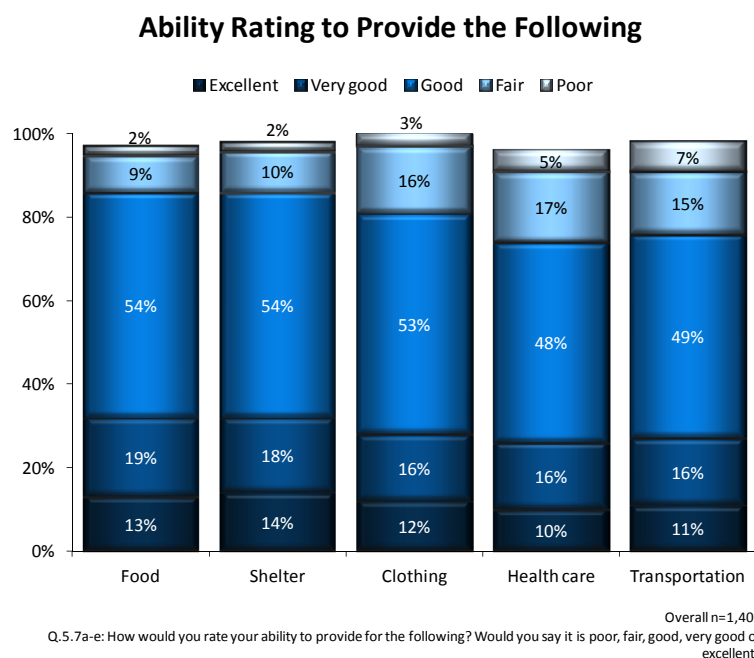
Financial Situation Description					
Category	Overall (n=1,401)	Canadian Forces Veteran (n=519)	War Service Veteran (n=401)	Survivor (n=421)	RCMP (n=121)
Live comfortably	49%	47%	57%	40%	58%
Meet your basic living expenses with a little left over for extras	26%	30%	22%	26%	26%
Just meet your basic living expenses	19%	19%	15%	25%	14%
Don't have enough to meet basic living expenses	3%	3%	2%	5%	0%
Don't know	2%	0%	2%	2%	1%
No response	2%	1%	2%	2%	2%

One-half of clients describe their financial situation as living comfortably. One-quarter report they can meet their basic living expenses with a little left over for extras, while two in ten just meet their basic living expenses. Meanwhile, three percent indicate they do not have enough to meet their basic living expenses. (Table 5.5)



3.4 Ability Ratings

Survey Question: How would you rate your ability to provide for the following? Would you say it is “poor” “fair” “good” “very good” or “excellent”? a) Food; b) Shelter; c) Clothing; d) Health care; and, e) Transportation (Tables 5.7a-e)



Three in ten clients report they have an excellent or very good ability to provide food, shelter and clothing. Health care and transportation receive somewhat lower ratings. Indeed, health care and transportation receive higher ratings of fair or poor, with two in ten clients reporting they have only a fair or poor ability to provide these two areas. (Tables 5.7a-e)

Ability Rating to Provide the Following (% Excellent/Very good Combined, by Group) (Q.5.7a-e)				
Category	Canadian Forces Veteran (n=519)	War Service Veteran (n=401)	Survivor (n=421)	RCMP (n=121)
Food	37%	27%	28%	38%
Shelter	33%	30%	29%	38%
Clothing	31%	26%	22%	35%
Health Care	29%	26%	20%	38%
Transportation	32%	23%	19%	34%

In general, RCMP clients report higher ratings in their ability to provide for each of the five areas under consideration, while Survivors generally have the lowest ratings in this regard. (Tables 5.7a-e)



Section 4 – Satisfaction with Service Delivery

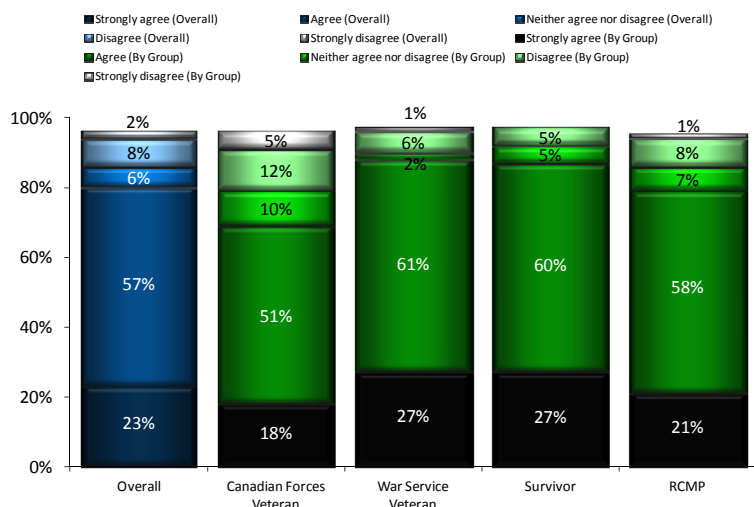
Clients remain highly satisfied with the programs and services offered by the Department.

The applicable overall margin of error for the question in this section with the full respondent base (n=1,401) is +/- 2.6 percentage points, 19 in 20 times. The applicable overall margin of error for the questions in this section with a respondent base of 1,083 is +/- 3.0 percentage points, 19 in 20 times. The applicable overall margin of error for the Question 3.9 sequence (i.e., a respondent base of 164) is +/- 7.6 percentage points, 19 in 20 times.

4.1 Programs and Services Meet Basic Needs

Survey Question: Please tell me how much you agree with the following statement: Overall, the programs and services that I have received from Veterans Affairs meet my basic needs: Do you: (Table 3.1a)

Agreement Rating that Programs and Services Received from Veterans Affairs Canada Meet my Basic Needs
(Among those who said they had contact with Veterans Affairs Canada)



Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.1a: Overall, the programs and services that I have received from Veterans Affairs meet my basic needs. Do you:

The majority of clients report that VAC programs and services meet their basic needs. Indeed, only ten percent of clients disagree that this is the case. Across client groups, Canadian Forces Veterans are less likely than those in other client groups to agree that VAC programs meet their needs. (Table 3.1a)



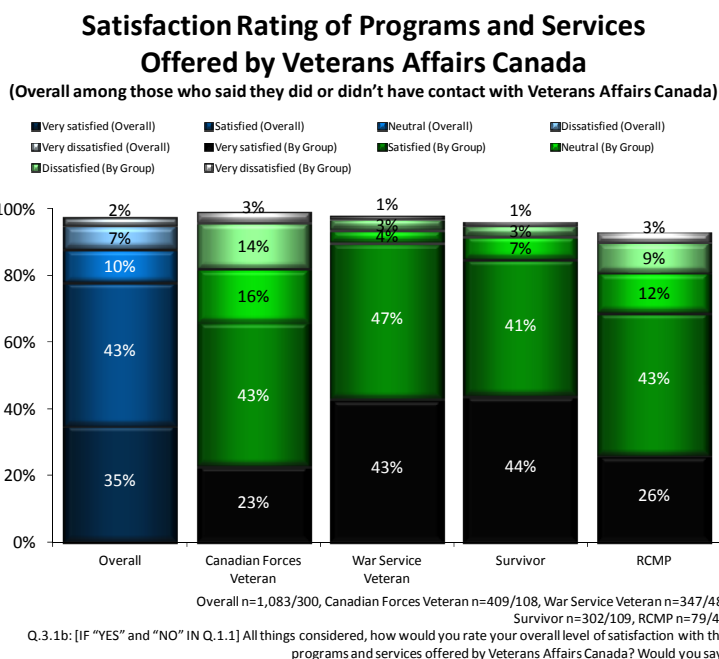
4.2 Satisfaction Rating with Programs and Services

Survey Question: All things considered, how would you rate your overall level of satisfaction with the programs and services offered by Veterans Affairs Canada? Would you say: (Table 3.1b)

Satisfaction Rating of Programs and Services Offered by Veterans Affairs Canada (Top 2 Box, % Very satisfied/Satisfied, among those said they had contact with Veterans Affairs Canada n=1,083)									
Overall		Canadian Forces Veteran		War Service Veteran		Survivor*		RCMP	
2010	2007	2010	2007	2010	2007	2010	2007	2010	2007
80%	79%	67%	80%	90%	85%	86%	68%	78%	76%

* As noted earlier, to qualify for inclusion in the sampling frame for the 2010 survey a Survivor client had to be in receipt of Veterans Independence Program (VIP) services, whereas such was the case for only approximately 70 percent of Survivors surveyed in 2007. Such differences are germane when examining trend data across the two survey iterations.

Eight in ten VAC clients who had contact with the Department in the previous year are satisfied with the programs and services offered by Veterans Canada, which is consistent with 2007 results. Please note, 2007 findings are based on contact with the Department in the six months prior to the survey. Across client groups, War Service Veterans are most satisfied, while Canadian Forces Veterans are least satisfied. The number of Canadian Forces Veterans who are satisfied with the programs and services offered by the Department has decreased compared with 2007 results. (Table 3.1b)



Among those clients who have had contact with Veterans Affairs Canada in the past year, eight in ten report being satisfied with the programs and services offered by the Department. In contrast, seven in ten of those who have not had contact with the Department in the past year report satisfaction with the programs and services offered. (Table 3.1b)

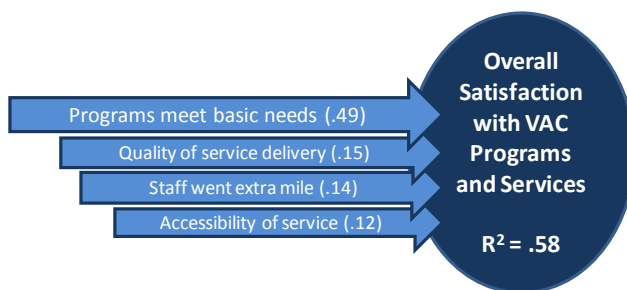


4.3 Regression Analyses

To better understand the specific aspects most strongly associated with satisfaction, two regression analyses were performed. In the first, 13 potential drivers were used to predict overall satisfaction with the programs and services offered by VAC. These included whether VAC programs and services meet basic needs (Q3.1a), and various specific aspects of service delivery and staff (Q3.2 series, Q3.5, Q3.6, and Q3.7).

Results of the regression analysis indicate four significant drivers of overall satisfaction: whether programs meet basic needs, quality of service delivery, whether staff went the extra mile, and the accessibility of service.

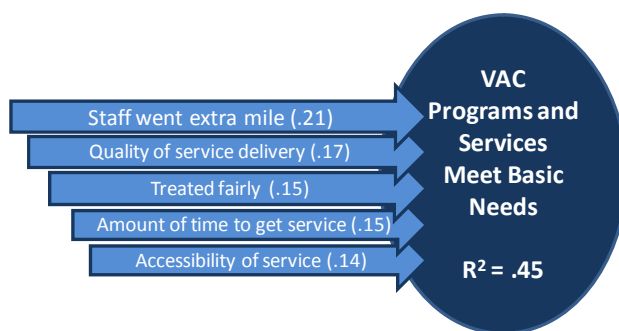
Together these four factors comprise a moderately strong ($R^2=58\%$) model of the variability in ratings of satisfaction with the programs and services offered by VAC. The following graphic depicts the relationship between the four factors and overall satisfaction,



with the beta weights shown in parentheses. These beta weights indicate the strength of the relationship between each individual driver and overall satisfaction. *Whether programs meet basic needs* is easily the strongest driver of overall satisfaction. This is followed by *quality of service delivery*, *whether staff went the extra mile*, and *accessibility of service* each making somewhat smaller though significant contributions.

In the second regression, whether VAC programs and services meet basic needs was excluded as a potential driver of overall satisfaction, leaving 12 generally more concrete and specific potential drivers. Results of this regression analysis indicate five significant drivers of overall satisfaction: whether staff went the extra mile, quality of service delivery, being treated fairly, the amount of time to get service, and the accessibility of service.

Together these five factors comprise a somewhat less robust but still strong ($R^2=45\%$) model of the variability in ratings concerning whether VAC's programs and services meet basic needs. The following graphic depicts the relationship between these five factors and overall satisfaction (i.e., agreement), with the beta weights again shown in parentheses. *Whether staff went the extra mile* is the strongest driver of overall satisfaction. This is followed closely by *quality of service delivery*, *being treated fairly*, *amount of time to get service*, and *accessibility of service*, each making significant contributions.



Thus, overall, it is evident from these regression analyses that client perceptions regarding whether or not VAC staff go the extra mile for clients is a pivotal consideration, as it notably shapes overarching perceptions regarding the Department's programs and services. Accessibility of staff forms an important aspect of these perceptions, as well as the quality of the programs and services themselves.



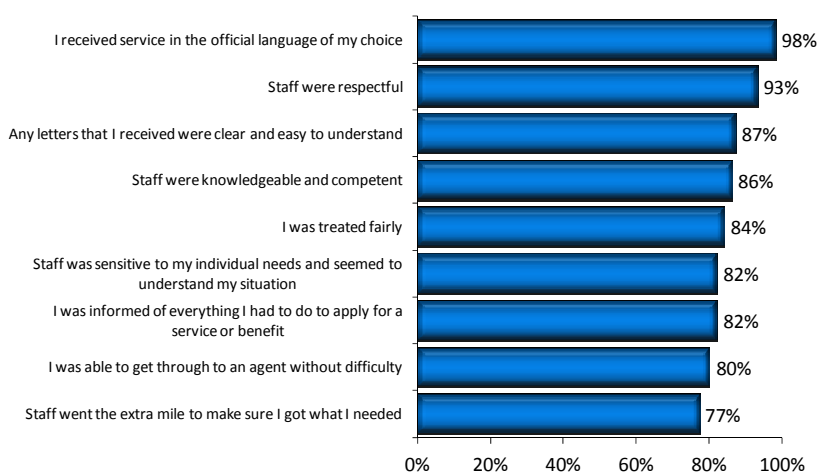
4.4 Agreement Rating Regarding Contact at Veterans Affairs Canada

Clients are highly satisfied with their contact with VAC staff.

Survey Question: Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you: a) I was informed of everything I had to do to apply for a service or benefit; b) Staff went the extra mile to make sure I got what I needed; c) I was treated fairly; d) Staff were knowledgeable and competent; e) I was able to get through to an agent without difficulty; f) Staff were respectful; g) I received service in the official language of my choice; h) Any letters that I received were clear and easy to understand; i) Staff was sensitive to my individual needs and seemed to understand my situation. (Tables 3.2a-i)

Agreement Rating With the Following Statements About Your Contact With Staff at Veterans Affairs Canada

(% Strongly agree/Agree among those who said they had contact with Veterans Affairs Canada)



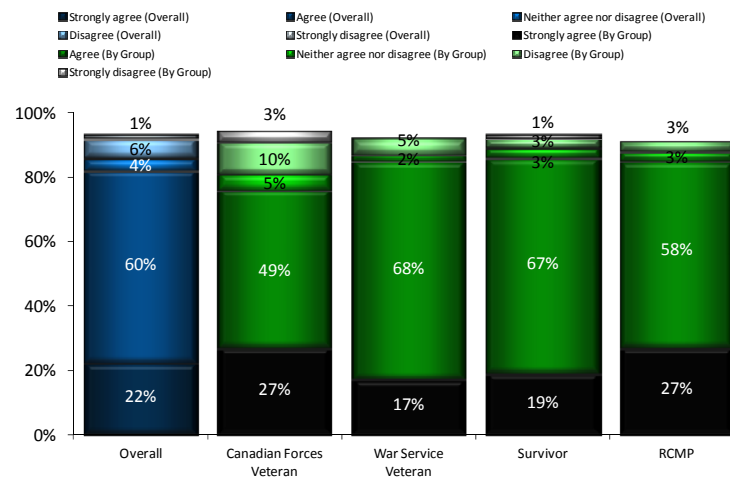
Overall n=1,083

Q.3.2a-i: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you.

Overall, the majority of clients who had contact with VAC in the past year are in agreement with the nine statements regarding contact with staff at the Department. (Tables 3.2a-i)



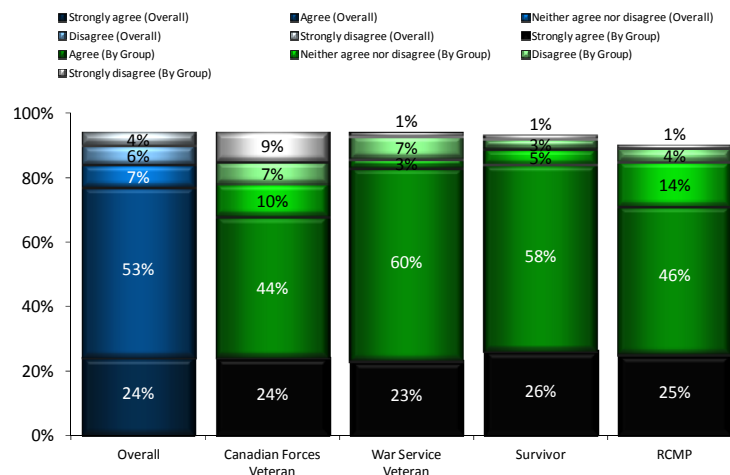
Agreement Rating That You Were Informed of Everything You Had to Do to Apply for a Service/Benefit (Among those who said they had contact with Veterans Affairs Canada)



Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.2a: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you. I was informed of everything I had to do to apply for a service or benefit.

Among clients who had contact with Veterans Affairs Canada (n=1,083), eight in ten agree that they were informed of everything they had to do to apply for a service or benefit. Canadian Forces Veterans are somewhat less likely to feel informed compared with those in other client groups. (Table 3.2a)

Agreement Rating That Staff Went the Extra Mile to Make Sure You Got What You Needed (Among those who said they had contact with Veterans Affairs Canada)

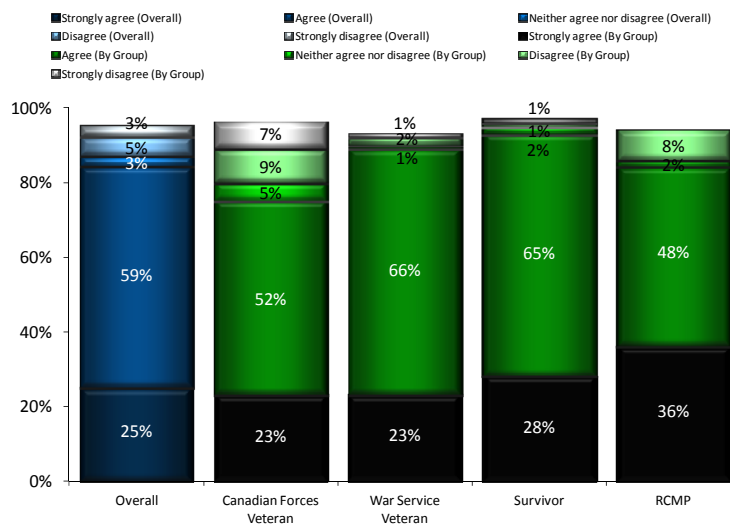


Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.2b: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you. Staff went the extra mile to make sure I got what I needed.

Over three-quarters of clients agree that VAC staff went the extra mile to ensure they got what they needed. Across client groups, Canadian Forces Veterans and RCMP clients are somewhat less likely to agree with this statement, when compared with the other two client groups. (Table 3.2b)



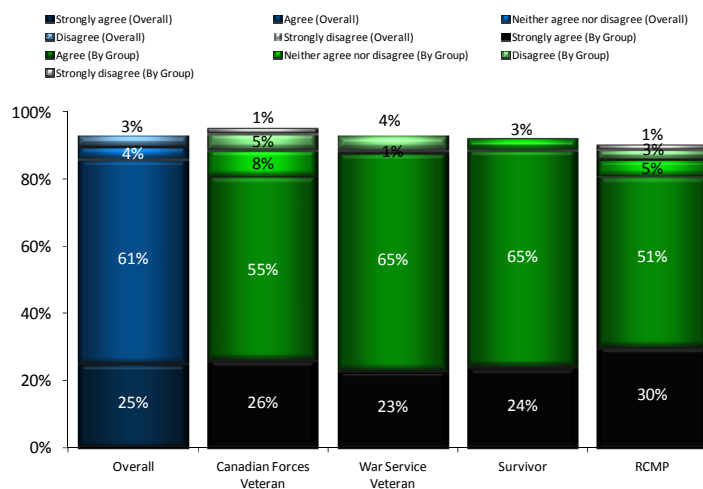
Agreement Rating That You Were Treated Fairly (Among those who said they had contact with Veterans Affairs Canada)



Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.2c: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you. I was treated fairly

Over eight in ten clients agree they were treated fairly by VAC staff. Across client groups, Survivors are most likely, and Canadian Forces Veterans are least likely to agree that they were treated fairly. (Table 3.2c)

Agreement Rating That Staff Were Knowledgeable and Competent (Among those who said they had contact with Veterans Affairs Canada)

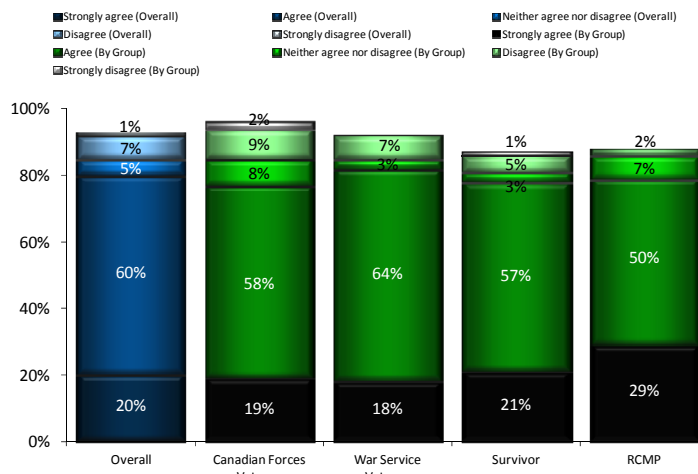


Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.2d: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you. Staff were knowledgeable and competent.

Under nine in ten clients report that VAC staff were knowledgeable and competent. Across client groups, Survivors and War Service Veterans are more likely than other client groups to agree with this statement. (Table 3.2d)



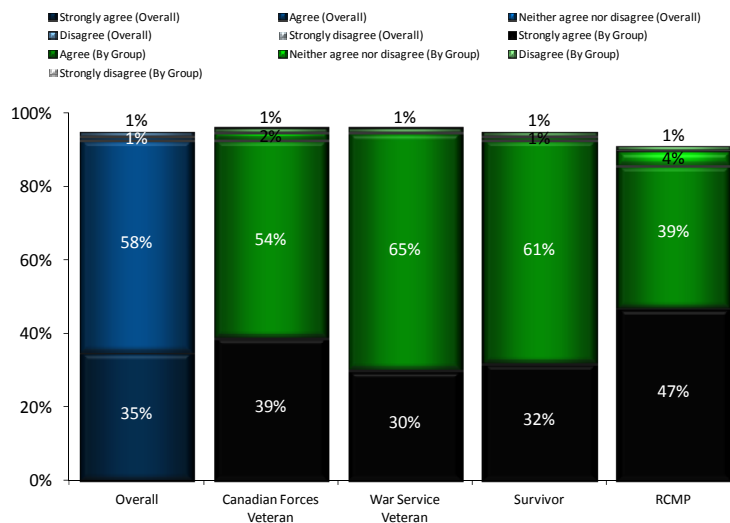
Agreement Rating That You Were Able to Get Through to an Agent Without Difficulty (Among those who said they had contact with Veterans Affairs Canada)



Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.2e: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you. I was able to get through to an agent without difficulty.

Eight in ten clients report they are able to get through to an agent without difficulty. Results are fairly consistent across client groups in this regard. (Table 3.2e)

Agreement Rating That Staff Were Respectful (Among those who said they had contact with Veterans Affairs Canada)

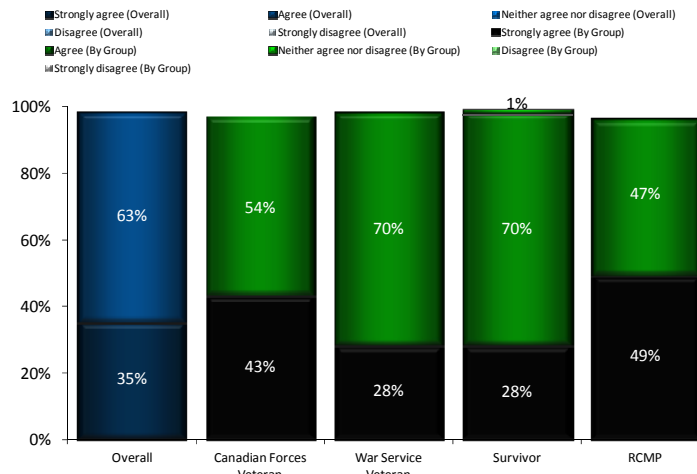


Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.2f: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you. Staff were respectful.

The vast majority of clients report that VAC staff members were respectful. This is fairly consistent across client groups, although RCMP clients offer slightly lower agreement ratings in this regard. (Table 3.2f)



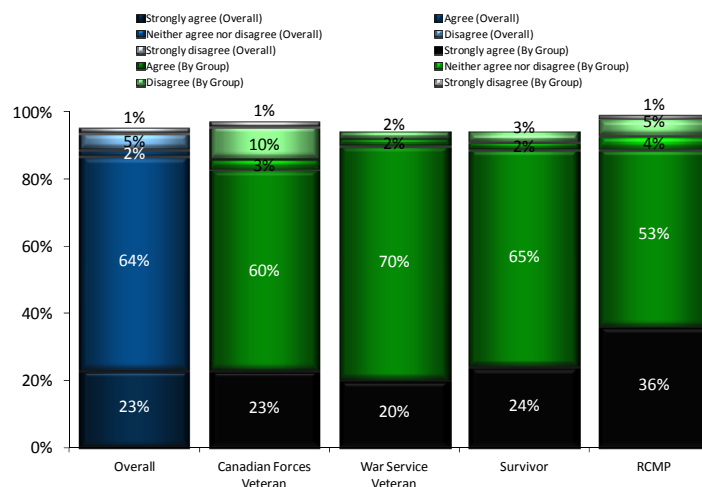
Agreement Rating That You Received Service in the Official Language of Your Choice (Among those who said they had contact with Veterans Affairs Canada)



Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.2g: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you. I received service in the official language of my choice.

Nearly all clients report they received service in the official language of their choice. This is consistent across the four client groups. (Table 3.2g)

Agreement Rating That Any Letters You Received Were Clear and Easy to Understand (Among those who said they had contact with Veterans Affairs Canada)

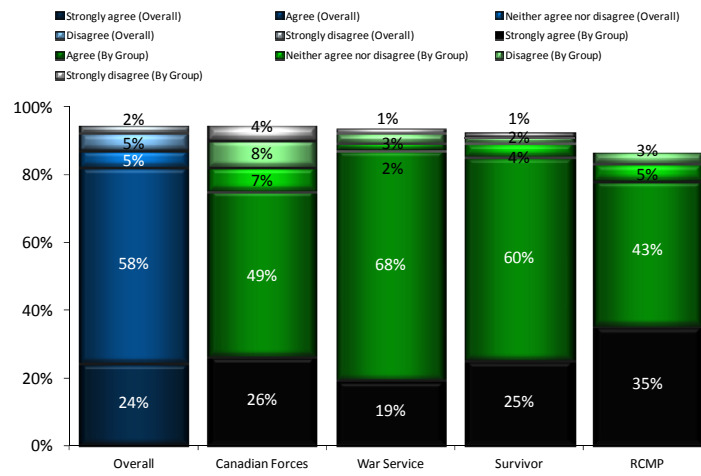


Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.2h: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you. Any letters that I received were clear and easy to understand.

Just under nine in ten clients report that any letters they received from Veterans Affairs Canada were clear and easy to understand. Across client groups, Canadian Forces Veterans offer somewhat lower agreement ratings in this regard. (Table 3.2h)



Agreement Rating That Staff Was Sensitive to Individual Needs and Seemed to Understand Your Situation (Among those who said they had contact with Veterans Affairs Canada)



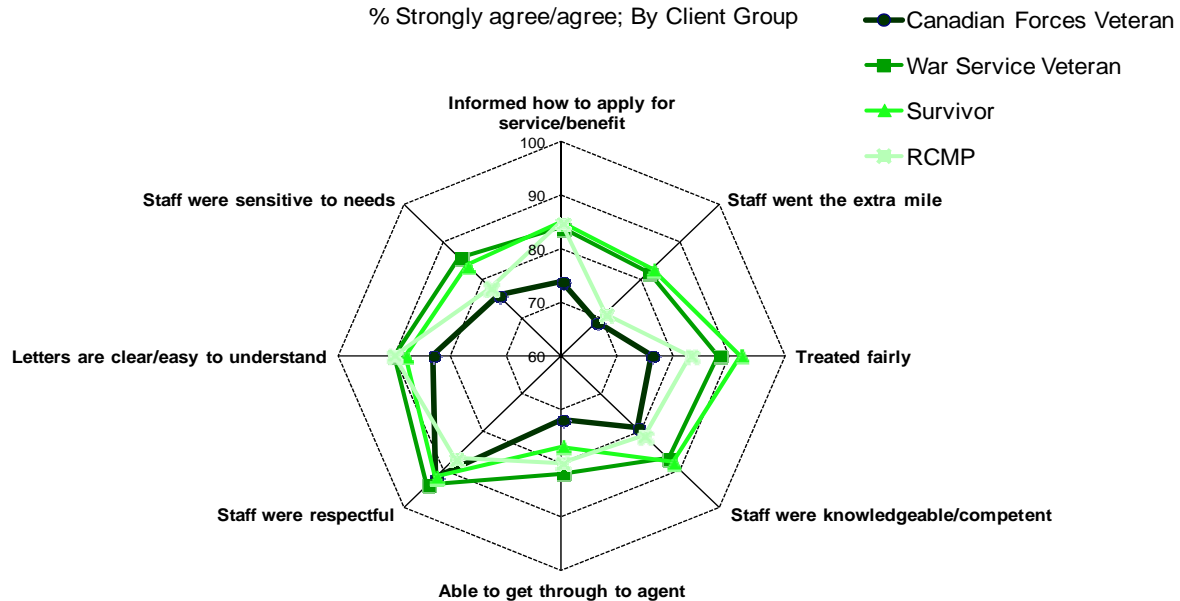
Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.2i: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you. Staff was sensitive to my individual needs and seemed to understand my situation.

Eight in ten clients believe staff were sensitive to their individual needs and seemed to understand their situation. Across the four client groups, War Service Veterans are most likely to agree with this statement, followed closely by Survivors. (Table 3.2i)

4.5 Bringing It All Together: VAC Staff Service

Satisfaction with Staff

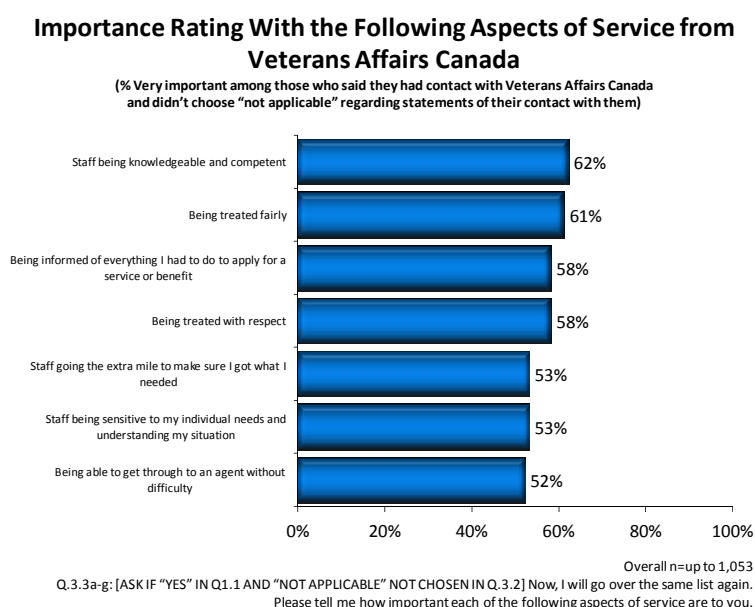
% Strongly agree/agree; By Client Group



A spider graph helps to illustrate findings based on key subgroup variables, for example, in this case, client group. Points further from the centre of the spider graph indicate greater agreement with each of the aspects under consideration. This graph indicates that War Service Veterans and Survivors are generally more satisfied with various aspects of staff service, when compared with RCMP, and in particular, Canadian Forces Veterans. (Tables 3.2a-i)

4.6 Importance of Service

Survey Question: Now, I will go over the same list again. Please tell me how important each of the following aspects of service are to you: a) Being informed of everything I had to do to apply for a service or benefit; b) Staff going the extra mile to make sure I got what I needed; c) Being treated fairly; d) Staff being knowledgeable and competent; e) Being able to get through to an agent without difficulty; f) Being treated with respect; g) Staff being sensitive to my individual needs and understanding my situation. (Tables 3.3a-g)

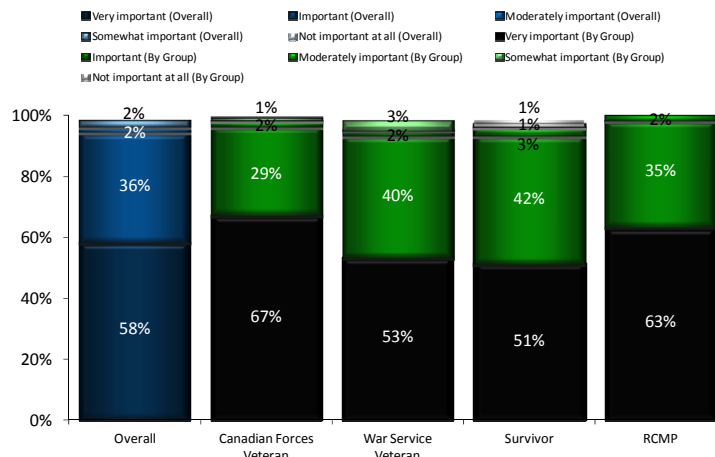


At least one-half of clients rate each of seven elements of service as *very important*, with knowledgeable and competent staff, and fair treatment emerging as very important by many clients. (Tables 3.3a-g)



Importance Rating of Being Informed of Everything You Had to do to Apply for a Service or Benefit

(% Very important among those who said they had contact with Veterans Affairs Canada and didn't choose "not applicable" regarding statements of their contact with them)

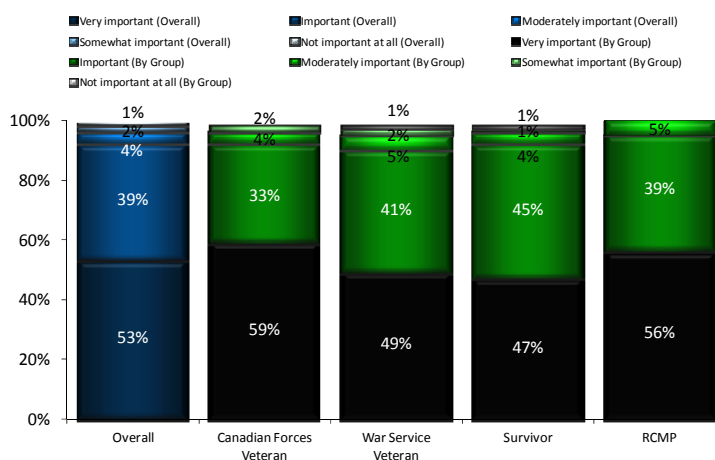


Overall n=1,047, Canadian Forces Veteran n=400, War Service Veteran n=335, Survivor n=290, RCMP n=75
Q.3.3a: [ASK IF "YES" IN Q1.1 AND "NOT APPLICABLE" NOT CHOSEN IN Q3.2] Now, I will go over the same list again. Please tell me how important each of the following aspects of service are to you. Being informed of everything I had to do to apply for a service or benefit.

The majority of clients believe it is very important or important to be informed of everything they had to do to apply for a service or benefit. This level of importance is similar across the four client groups. (Table 3.3a)

Importance Rating of Staff Going the Extra Mile to Make Sure You Got What You Needed

(% Very important among those who said they had contact with Veterans Affairs Canada and didn't choose "not applicable" regarding statements of their contact with them)



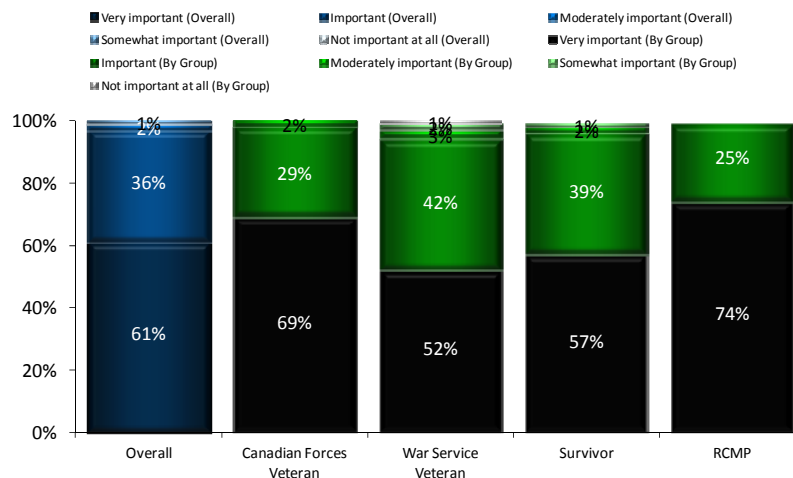
Overall n=1,044, Canadian Forces Veteran n=395, War Service Veteran n=338, Survivor n=291, RCMP n=74
Q.3.3b: [ASK IF "YES" IN Q1.1 AND "NOT APPLICABLE" NOT CHOSEN IN Q3.2] Now, I will go over the same list again. Please tell me how important each of the following aspects of service are to you. Staff going the extra mile to make sure I got what I needed.

Nine in ten clients believe it is important for staff to go the extra mile to ensure they got what they needed. This is more important among RCMP clients. (Table 3.3b)



Importance Rating of Being Treated Fairly

(% Very important among those who said they had contact with Veterans Affairs Canada and didn't choose "not applicable" regarding statements of their contact with them)

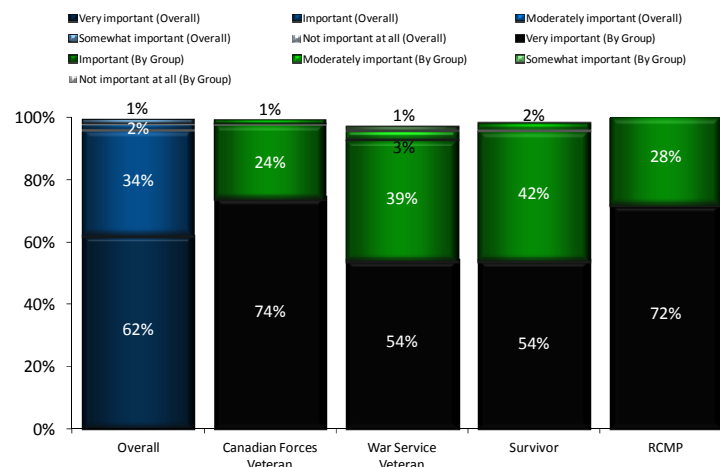


Overall n=1,053, Canadian Forces Veteran n=395, War Service Veteran n=339, Survivor n=297, RCMP n=76
 Q.3.3c: [ASK IF "YES" IN Q1.1 AND "NOT APPLICABLE" NOT CHOSEN IN Q3.2] Now, I will go over the same list again. Please tell me how important each of the following aspects of service are to you. Being treated fairly.

Nearly all clients believe it is important to be treated fairly, which is consistent across client groups. (Table 3.3c)

Importance Rating of Staff Being Knowledgeable and Competent

(% Very important among those who said they had contact with Veterans Affairs Canada and didn't choose "not applicable" regarding statements of their contact with them)



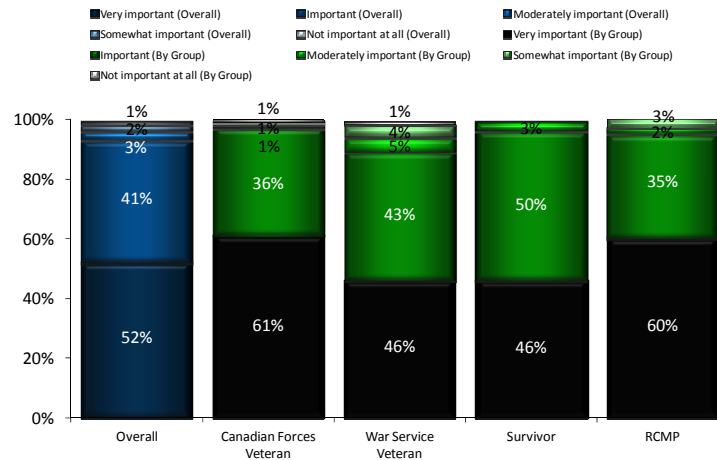
Overall n=1,045, Canadian Forces Veteran n=402, War Service Veteran n=335, Survivor n=289, RCMP n=72
 Q.3.3d: [ASK IF "YES" IN Q1.1 AND "NOT APPLICABLE" NOT CHOSEN IN Q3.2] Now, I will go over the same list again. Please tell me how important each of the following aspects of service are to you. Staff being knowledgeable and competent.

Ninety-six percent of clients believe it is very important or important for staff to be knowledgeable and competent. RCMP and Canadian Forces Veterans are more likely to deem knowledge and competence as important, when compared with War Service Veterans. (Table 3.3d)



Importance Rating of Being Able to Get Through to an Agent Without Difficulty

(% Very important among those who said they had contact with Veterans Affairs Canada and didn't choose "not applicable" regarding statements of their contact with them)

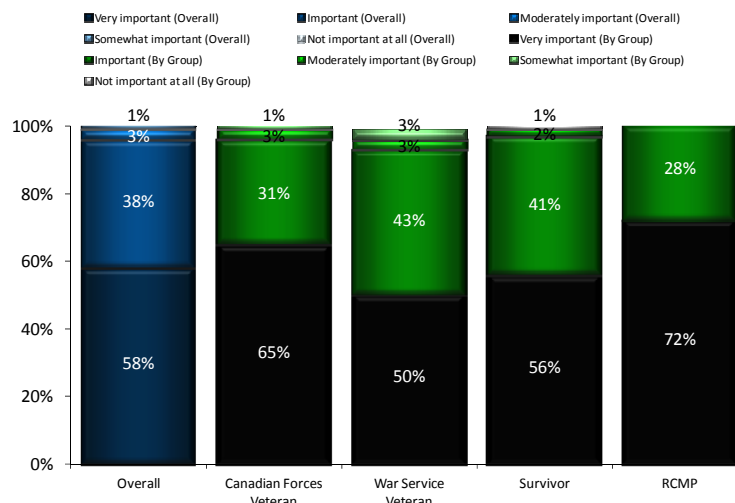


Overall n=1,022, Canadian Forces Veteran n=400, War Service Veteran n=333, Survivor n=272, RCMP n=71
Q.3.3e: [ASK IF "YES" IN Q1.1 AND "NOT APPLICABLE" NOT CHOSEN IN Q3.2] Now, I will go over the same list again. Please tell me how important each of the following aspects of service are to you. Being able to get through to an agent without difficulty.

Just over nine in ten clients believe it is important to be able to get through to an agent without difficulty, which is somewhat higher for Canadian Forces Veterans, and somewhat lower for War Service Veterans. (Table 3.3e)

Importance Rating of Being Treated With Respect

(% Very important among those who said they had contact with Veterans Affairs Canada and didn't choose "not applicable" regarding statements of their contact with them)

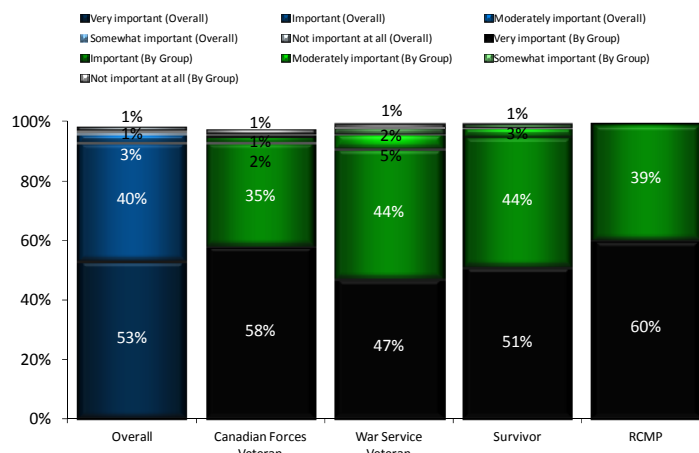


Overall n=1,050, Canadian Forces Veteran n=399, War Service Veteran n=338, Survivor n=293, RCMP n=74
Q.3.3f: [ASK IF "YES" IN Q1.1 AND "NOT APPLICABLE" NOT CHOSEN IN Q3.2] Now, I will go over the same list again. Please tell me how important each of the following aspects of service are to you. Being treated with respect.

The majority of clients believe it is important to be treated with respect, which is relatively consistent across client groups. (Table 3.3f)



Importance Rating of Staff Being Sensitive to Your Individual Needs and Understanding Your Situation
 (% Very important among those who said they had contact with Veterans Affairs Canada and didn't choose "not applicable" regarding statements of their contact with them)



Overall n=1,039, Canadian Forces Veteran n=400, War Service Veteran n=335, Survivor n=285, RCMP n=71
 Q.3.3g: [ASK IF "YES" IN Q1.1 AND "NOT APPLICABLE" NOT CHOSEN IN Q3.2] Now, I will go over the same list again. Please tell me how important each of the following aspects of service are to you. Staff being sensitive to my individual needs and understanding my situation.

Just over nine in ten clients believe it is important for staff to be sensitive to individual needs and understand their situation. RCMP clients are most likely and War Service Veterans are least likely to rate this element as important. (Table 3.3g)

4.7 Gap Analysis

Gap Analysis Calculation: Example

Informed of everything I had to do to apply for a service or benefit	Agree	Not Agree	Total
Important	883	74	957
Not Important	49	7	56
Total	932	81	1013

Gap scores are calculated as the percentage of clients who rate a factor as very important and less than strongly agree or agree with that area. Higher gap scores indicate greater gaps between expectation and performance, and represent areas in which attention could be focused with an eye towards organizational improvement.

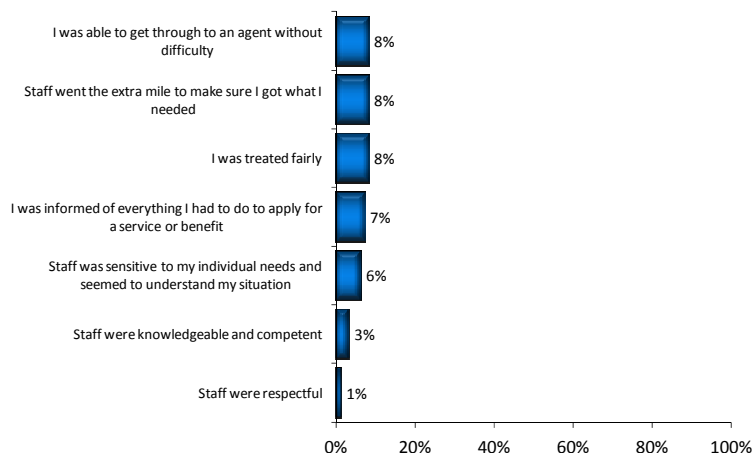
As illustrated in the preceding table, 957 clients rate it important that they are informed of everything they had to do to apply for a service or benefit. Of those 957 clients, 74 offer a rating of less than agree when assessing the Department's performance in this area. Thus, out of all 1013 clients surveyed on this series of questions, 74 believe being informed of everything they need to do for a service or benefit is of critical



importance, but are not in agreement that VAC is performing adequately in this regard producing a gap score of $74/1013 = 7$ percent. In other words, less than one in ten clients are of the opinion that being informed of everything that needs to be done to apply for a service or benefit is an important factor, but VAC is not meeting their expectations in this regard.

Overall Gap Scores

(Among those who said they had contact with Veterans Affairs Canada)



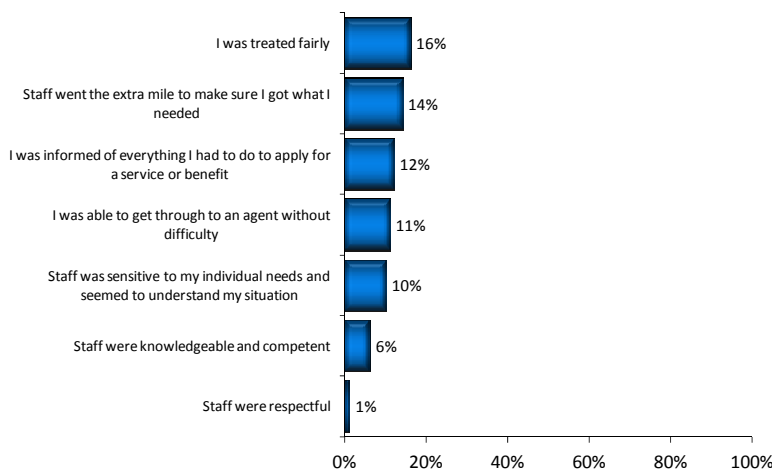
Overall n=1,083

Q.3.2a-f, i: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you

Notably, clients are highly satisfied with various aspects of contact with Veterans Affairs Canada, and there are no gap scores that are sufficiently high enough to warrant further attention.

Canadian Forces Veterans' Gap Scores

(Among Canadian Forces Veterans who said they had contact with Veterans Affairs Canada)



n=409

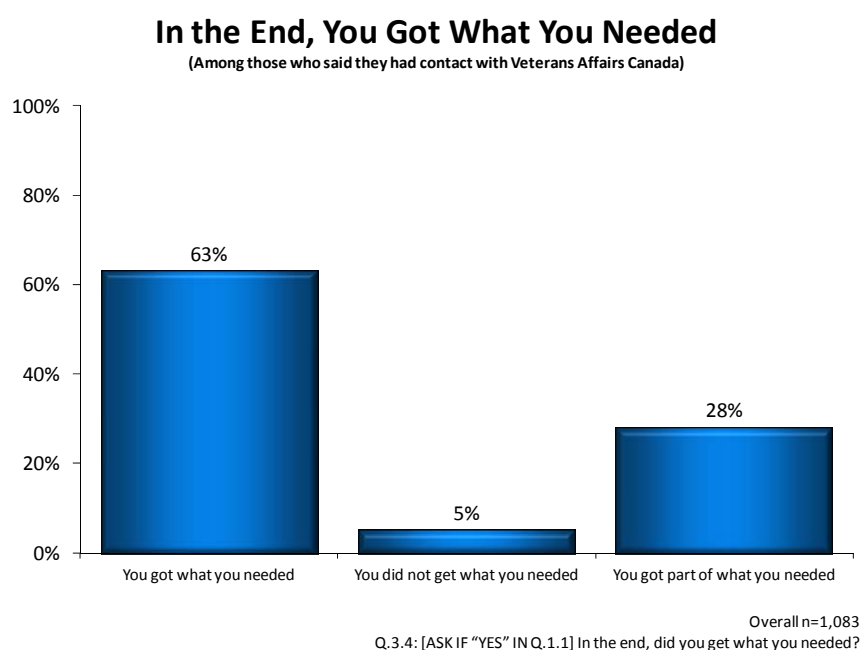
Q.3.2a-f, i: [ASK IF "YES" IN Q1.1] Thinking about your contacts with staff at Veterans Affairs Canada, please tell me how much you agree with the following statements, or if any of these statements do not apply to you



As noted earlier, in many instances the survey ratings provided by Canadian Forces Veterans are lower than those offered by the other target populations included in the study's sampling frame. Accordingly, it was deemed important to include a section in the report specifically examining the gap scores applicable to Canadian Forces Veterans. Indeed, the gap scores for Canadian Forces Veterans are generally higher (especially in terms of perceptions of not being treated fairly, and perceptions regarding VAC staff members not going the extra mile to make sure the client got what was needed), than those recorded for the other VAC clients examined in the survey.

4.8 Getting What You Needed

Survey Question: In the end, did you get what you needed? Your choices are: (Table 3.4)

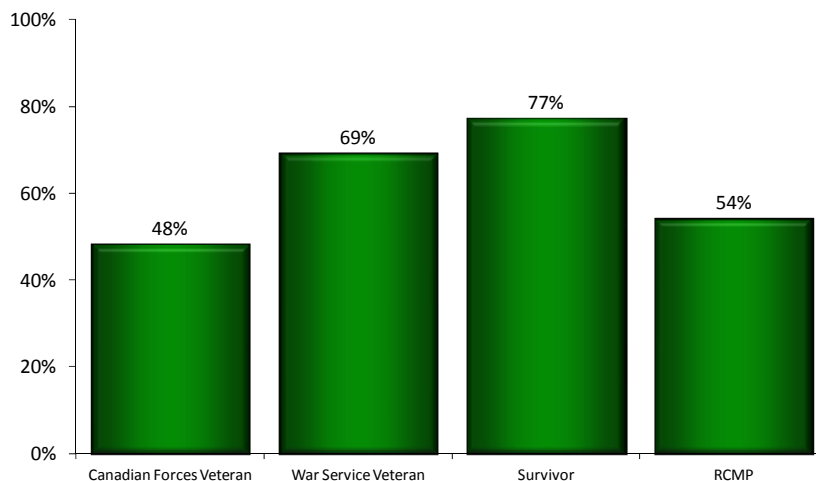


Overall, clients who contacted VAC in the last year report they got what they needed, either in whole or in part, when contacting VAC. Only five percent report they did not get what they needed. (Table 3.4)



In the End, You Got What You Needed

(% Saying "You got what you needed" by Group, among those who said they had contact with Veterans Affairs Canada)



Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.4: [ASK IF "YES" IN Q.1.1] In the end, did you get what you needed?

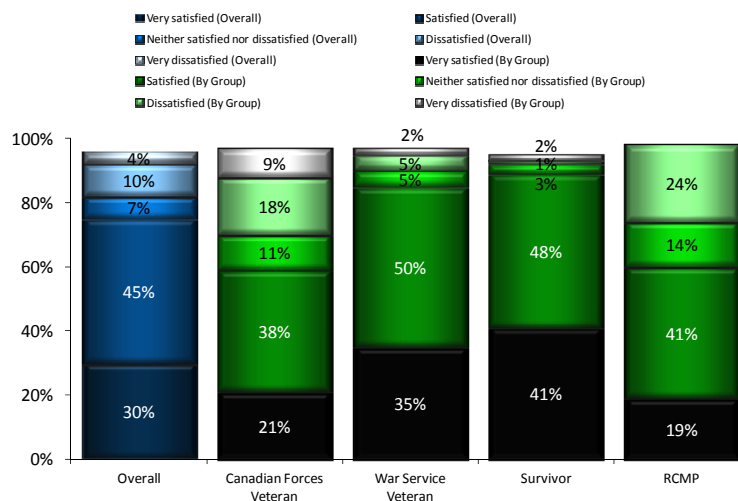
Canadian Forces Veterans and RCMP clients are somewhat less likely than War Service Veterans and Survivors to report they got what they needed when contacting VAC. (Table 3.4)

4.9 Satisfaction Rating Regarding Timeliness

Survey Question: Overall, how satisfied were you with the amount of time it took to get the service? (Table 3.5)

Satisfaction Rating With Amount of Time It Took to Get Service

(Among those who said they had contact with Veterans Affairs Canada)



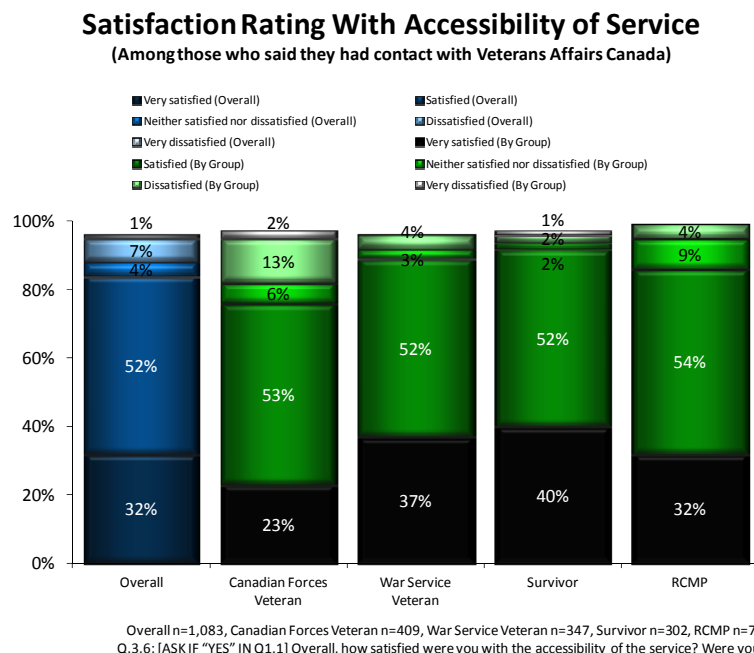
Overall n=1,083, Canadian Forces Veteran n=409, War Service Veteran n=347, Survivor n=302, RCMP n=79
Q.3.5: [ASK IF "YES" IN Q.1.1] Overall, how satisfied were you with the amount of time it took to get the service? Were you:



Three-quarters of clients who contacted the Department in the past year are very satisfied or satisfied with the amount of time it took to get service from VAC. This varies across client groups, with RCMP and Canadian Forces Veterans less likely to agree they were satisfied with the amount of time it took to receive service. (Table 3.5)

4.10 Satisfaction Rating With Accessibility

Survey Question: Overall, how satisfied were you with the accessibility of the service? (Table 3.6)



Most clients are satisfied with the accessibility of services. Survivors are most likely to be satisfied, while Canadian Forces Veterans are least likely to be satisfied with accessibility. (Table 3.6)

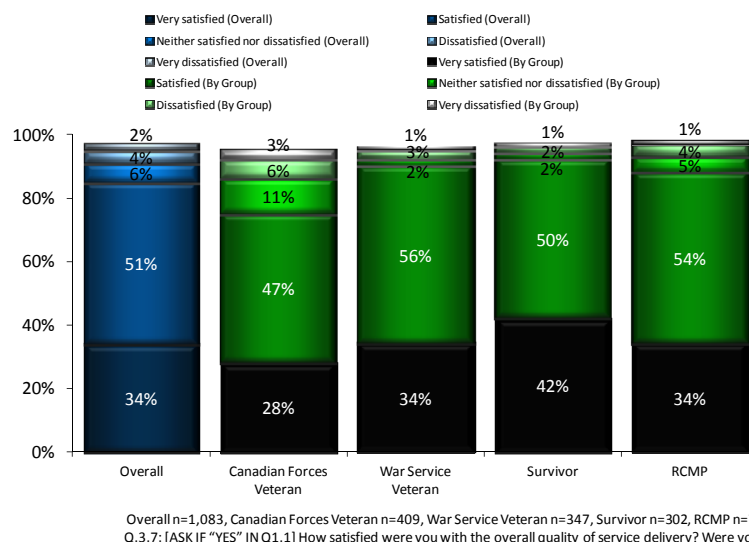
4.11 Satisfaction Rating With Overall Quality

Assessments of service quality remain high, and some clients perceive improvement in this regard.

Survey Question: How satisfied were you with the overall quality of service delivery? (Table 3.7)



Satisfaction Rating With Overall Quality of Service Delivery (Among those who said they had contact with Veterans Affairs Canada)



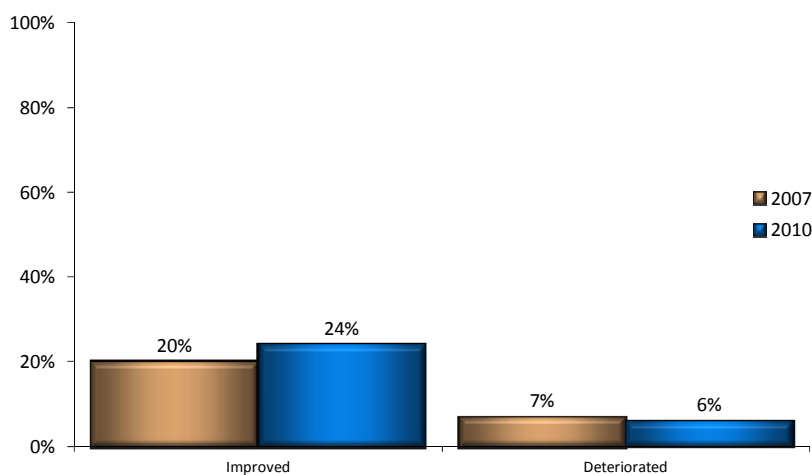
Over eight in ten clients are satisfied with the overall quality of service delivery from Veterans Affairs Canada, and of these, one-third are *very satisfied*. Canadian Forces Veterans are somewhat less likely than those in other client groups to be satisfied with the overall quality of service delivery. (Table 3.7)

4.12 Satisfaction Rating Over the Last 12 Months

Survey Question: Overall, would you say that, over the last **12 months**, the quality of service provided by Veterans Affairs Canada has...? (Table 3.8)

Rating of Quality of Service Over the Last 12 Months*

(Among those who said they had contact with Veterans Affairs Canada)

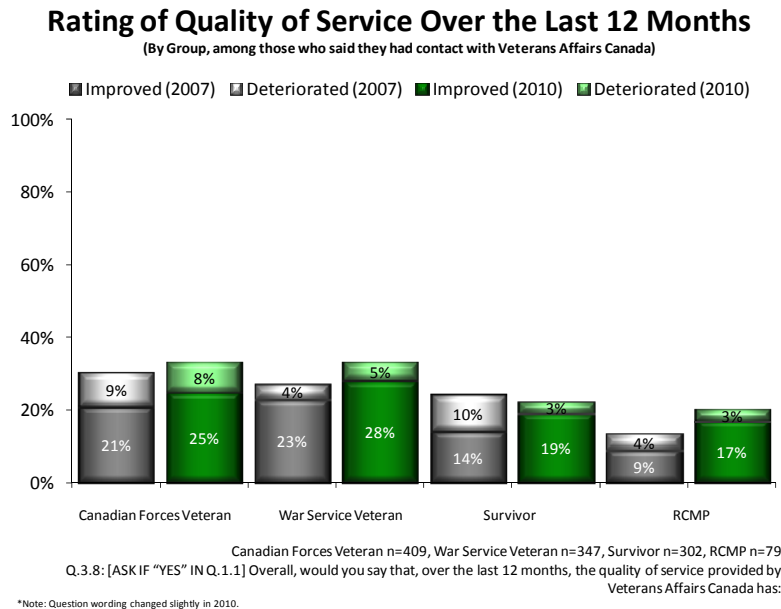


Overall n=1,083
Q.3.8: [ASK IF "YES" IN Q1.1] Overall, would you say that, over the last 12 months, the quality of service provided by Veterans Affairs Canada has:

*Note: Question wording changed slightly in 2010.



One-quarter of clients believe the quality of service provided by Veterans Affairs Canada has improved, while six in ten perceive it to be about the same as twelve months ago. Just six percent perceive the quality of service as deteriorating in the past 12 months. This marks an increase in the number of clients who perceive an improvement in quality of service compared with 2007 results. (Table 3.8)



War Service Veterans and Canadian Forces Veterans are more likely than Survivors or RCMP to perceive an improvement in the quality of service provided by Veterans Affairs Canada in the past 12 months. In addition, all four client groups are increasingly likely to perceive an improvement in terms of service quality over the last 12 months. (Table 3.8)

4.13 Case Management

Case Management clients (i.e., primarily War Services Veterans and Canadian Forces Veterans) are generally satisfied, although there is an opportunity to improve in terms of case managers having regular discussions regarding progress, timely delivery of benefits and services, and client perceptions regarding accessibility or finding solutions to problems.

The applicable overall margin of error for the Question 3.9 sequence (i.e., a respondent base of 164) is +/- 7.6 percentage points, 19 in 20 times.



Survey Question: Now I will ask some questions about the case management services you have received. Case management services are provided by a case manager who is sometimes referred to as an Area Counsellor. Please tell me how much you agree with the following statements: a) My case manager met with me, explained the role of a case manager and how we would work together; b) My case manager and I worked together to develop a plan to meet my needs.; c) My family was given the opportunity to work with me in developing this plan.; d) My case manager explained what services and benefits were available to me through Veterans Affairs Canada.; e) I received the services and benefits I needed in a timely manner.; f) My case manager and I had regular discussions about my progress, my achievements and any problems that I was having.; g) As a result of working with my case manager, I am better able to access the services and supports I need.; h) As a result of working with my case manager, I am better able to find solutions to any problems I am experiencing; i) Overall, my case manager has helped me.; and, j) Overall, my needs were met. (Tables 3.9a-j)

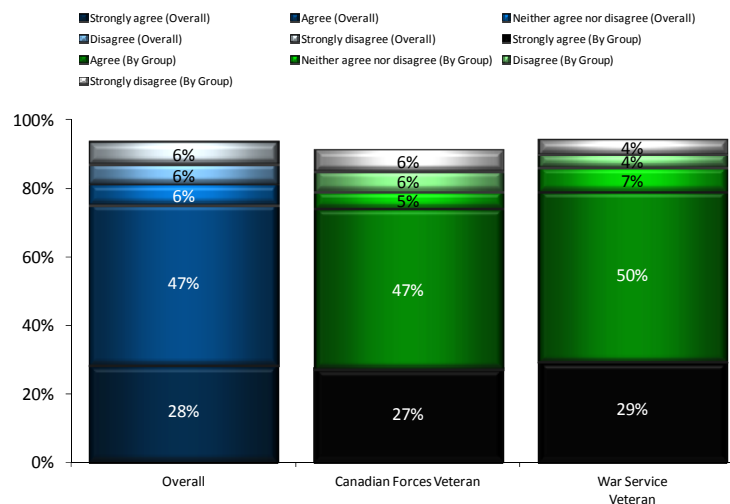
Summary of Case Manager Results (Among those who said they had contact with Veterans Affairs Canada and are receiving Case Management, Q.3.9a-j, n=164)		
Categories	Agree	Disagree
My family was given the opportunity to work with me in developing this plan (3.9c)	42%	39%
My Case Manager and I had regular discussions about my progress, my achievements and any problems that I was having (3.9f)	52%	30%
As a result of working with my Case Manager, I am better able to access the services and supports I need (3.9g)	56%	27%
I received the services and benefits I needed in a timely manner (3.9e)	64%	26%
As a result of working with my Case Manager, I am better able to find solutions to any problems I am experiencing (3.9h)	55%	26%
Overall, my needs were met (3.9j)	68%	21%
Case Manager and I worked together to develop a plan to meet my needs (3.9b)	64%	18%
My Case Manager explained what services and benefits were available to me through Veterans Affairs Canada (3.9d)	71%	14%
Case Manager met with me, explained the role of a Case Manager and how we would work together (3.9a)	75%	12%
Overall, my Case Manager has helped me (3.9i)	78%	11%

In general, the majority of Case Management clients are in agreement with various questions relating to their case manager, that is, they are generally satisfied with the performance of this individual. However, responses to this question sequence indicate that in several instances Canadian Forces Veterans are significantly less satisfied, as compared to War Services Veterans). Examining the incidence of 'disagree' ratings is perhaps telling of the areas where Case Management clients are less satisfied. There are four areas which receive higher disagreement ratings when compared with other service topics under consideration. These include having regular discussions with case managers; perceptions of having increased access to services and support as a result of working with a case manager; receiving benefits and services in a timely manner; and perceptions of being better able to find solutions to problems that are being experienced.



Please note, the following questions relate to Case Management clients, and include only those clients who have had contact with the Department in the past year (n=164). In addition, this section omits discussion of Survivor or RCMP client groups, as there are fewer than 10 respondents in these client groups for these questions.

**Agreement Rating That Your Case Manager Met With You,
Explained Their Role, and How You Would Work Together**
(Among those who said they had contact with Veterans Affairs Canada and receive Case Management)



Overall n=164, Canadian Forces Veteran n=115, War Service Veteran n=49
Q.3.9a: [ASK IF "YES" IN Q.1.1 AND RECEIVING CASE MANAGEMENT] Please tell me how much you agree with the following statements. My case manager met with me, explained the role of a case manager and how we would work together.

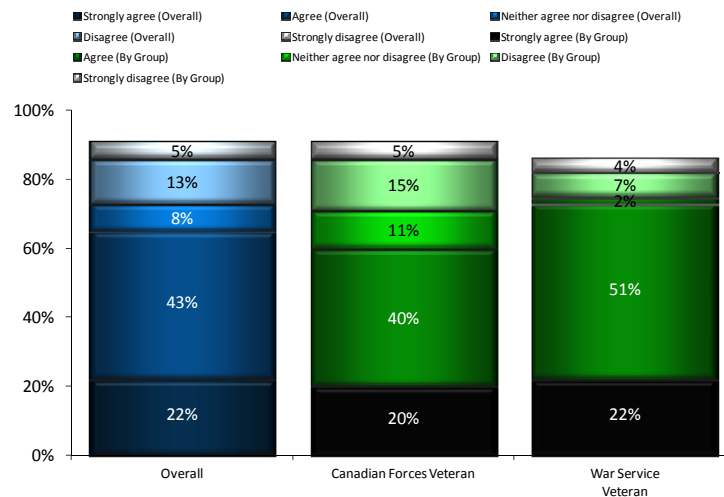
In general, the majority of Case Management clients are in agreement with the various statements relating to their Case Manager. Examining the number of disagree ratings is perhaps more telling of the areas where Case Management clients are less satisfied. The highest number of disagree ratings pertains to clients stating that their families are not given the opportunity to work in developing a plan to meet client needs. This may not be indicative of clients being dissatisfied in this regard, as involving family members may not be an option for some clients. That said, there are four other areas which receive higher disagreement ratings, which include having regular discussions with Case Managers, perceptions of having increased access to services and support as a result of working with a Case Manager, receiving benefits and services in a timely manner, and perceptions of being better able to find solutions to problems that are being experienced.

Three-quarters of clients agree their Case Management met with them, explained the role of a Case Manager, and how they would work together. Results are consistent across client groups and program/benefits areas. (Table 3.9a)



Agreement Rating That Your Case Manager and You Worked Together to Develop a Plan to Meet Your Needs

(Among those who said they had contact with Veterans Affairs Canada and receive Case Management)

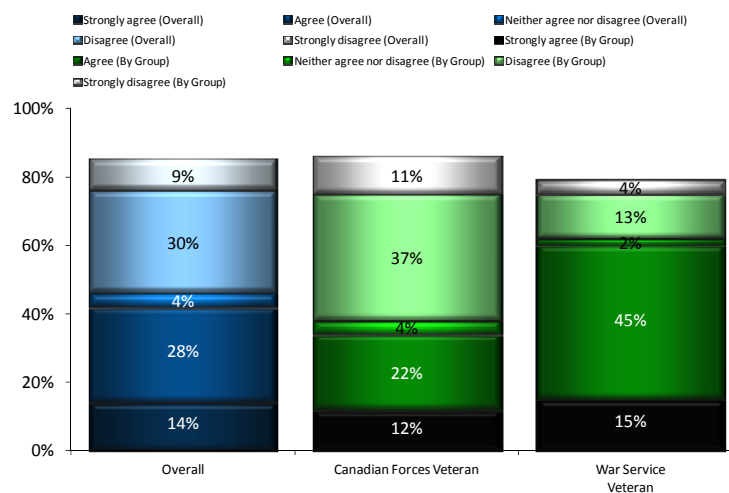


Q.3.9b: [ASK IF "YES" IN Q.1.1 AND RECEIVING CASE MANAGEMENT] Please tell me how much you agree with the following statements. My case manager and I worked together to develop a plan to meet my needs.

Over six in ten clients report that their Case Manager works with them to develop a plan to meet their needs, which is consistent for Canadian Forces Veterans and War Service Veterans. (Table 3.9b)

Agreement Rating That Your Family Was Given the Opportunity to Work With You in Developing This Plan

(Among those who said they had contact with Veterans Affairs Canada and receive Case Management)



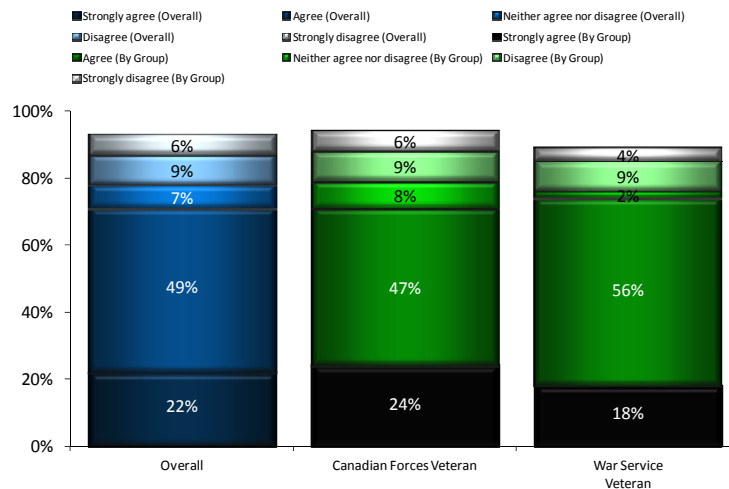
Q.3.9c: [ASK IF "YES" IN Q.1.1 AND RECEIVING CASE MANAGEMENT] Please tell me how much you agree with the following statements. My family was given the opportunity to work with me in developing this plan.

Four in ten clients agree their family was given the opportunity to work with them in developing their plan. War Service Veterans are somewhat more likely than Canadian Forces Veterans to agree that their family was given the opportunity to work in developing this plan. (Table 3.9c)



Agreement Rating That Your Case Manager Explained What Services/Benefits Were Available

(Among those who said they had contact with Veterans Affairs Canada and receive Case Management)

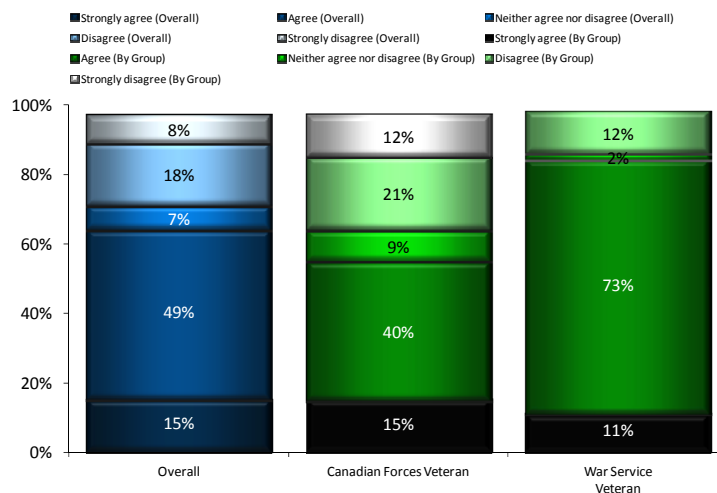


Q.3.9d: [ASK IF "YES" IN Q.1.1 AND RECEIVING CASE MANAGEMENT] Please tell me how much you agree with the following statements. My case manager explained what services and benefits were available to me through Veterans Affairs Canada.

Seven in ten clients agree that their Case Manager explained the services and benefits available to them. This is consistent across client groups. (Table 3.9d)

Agreement Rating That You Received the Services and Benefits Needed in a Timely Manner

(Among those who said they had contact with Veterans Affairs Canada and receive Case Management)



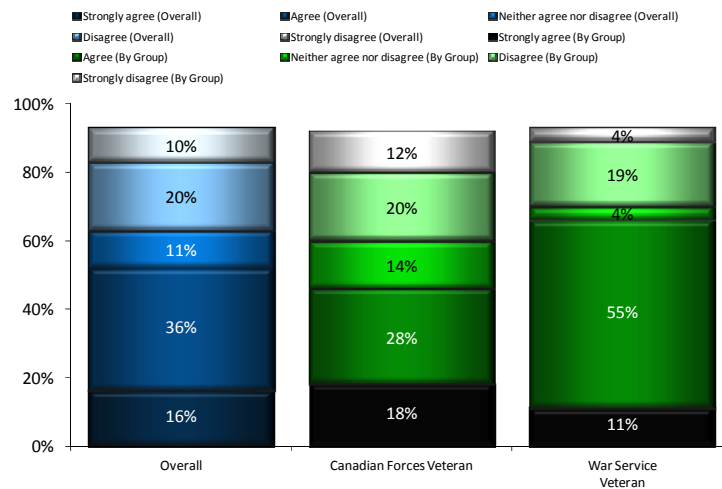
Q.3.9e: [ASK IF "YES" IN Q.1.1 AND RECEIVING CASE MANAGEMENT] Please tell me how much you agree with the following statements. I received the services and benefits I needed in a timely manner.

Just over six in ten clients report they received the services and benefits they needed in a timely manner. War Service Veterans are somewhat more likely than Canadian Forces Veterans to agree that this is the case. (Table 3.9e)



Agreement Rating That Your Case Manager and You Had Regular Discussions About Progress/Achievements/Any Problems

(Among those who said they had contact with Veterans Affairs Canada and receive Case Management)

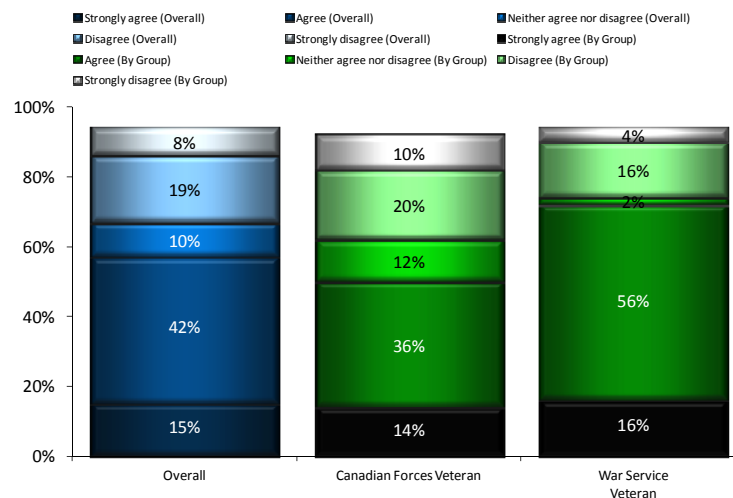


Overall n=164, Canadian Forces Veteran n=115, War Service Veteran n=49
 Q.3.9f: [ASK IF "YES" IN Q.1.1 AND RECEIVING CASE MANAGEMENT] Please tell me how much you agree with the following statements. My case manager and I had regular discussions about my progress, my achievements and any problems that I was having.

There is moderate agreement that VAC clients have discussed progress, achievements, or problems with their Case Manager, with just over one-half agreeing that this is the case, and three in ten in disagreement. Results are consistent across client groups. (Table 3.9f)

Agreement Rating That as a Result of Working With Your Case Manager, You Are Better Able to Access Services/Supports

(Among those who said they had contact with Veterans Affairs Canada and receive Case Management)



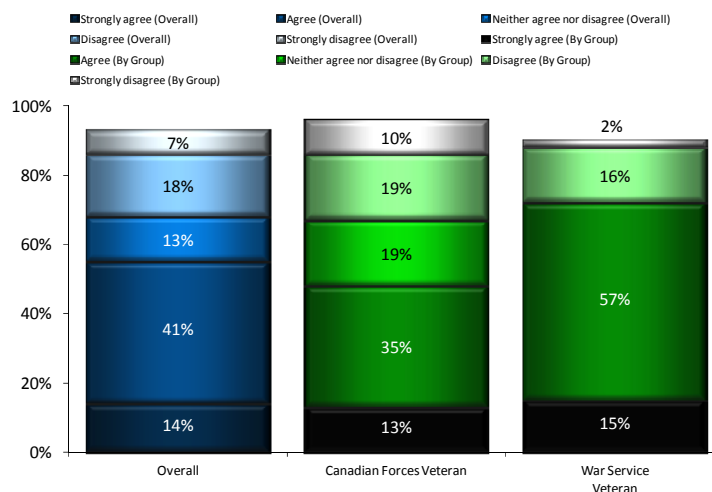
Overall n=164, Canadian Forces Veteran n=115, War Service Veteran n=49
 Q.3.9g: [ASK IF "YES" IN Q.1.1 AND RECEIVING CASE MANAGEMENT] Please tell me how much you agree with the following statements. As a result of working with my case manager, I am better able to access the services and supports I need.

Under six in ten clients believe they are better able to access the services and support they need as a result of working with their Case Manager. This is somewhat higher for War Service Veterans when compared with Canadian Forces Veterans. (Table 3.9g)



Agreement Rating That as a Result of Working With Your Case Manager, You Are Better Able to Find Solutions to Problems

(Among those who said they had contact with Veterans Affairs Canada and receive Case Management)

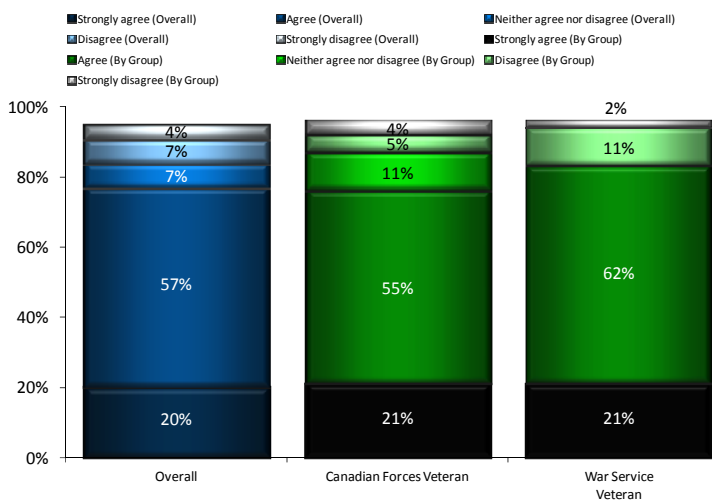


Overall n=164, Canadian Forces Veteran n=115, War Service Veteran n=49
 Q.3.9h: [ASK IF "YES" IN Q.1.1 AND RECEIVING CASE MANAGEMENT] Please tell me how much you agree with the following statements. As a result of working with my case manager, I am better able to find solutions to any problems I am experiencing.

Just over one-half of clients agree that they are better able to find solutions to problems as a result of working with their Case Manager. War Service Veterans are more likely than Canadian Forces Veterans to agree with this statement. (Table 3.9h)

Agreement Rating That Your Case Manager Has Helped You

(Among those who said they had contact with Veterans Affairs Canada and receive Case Management)

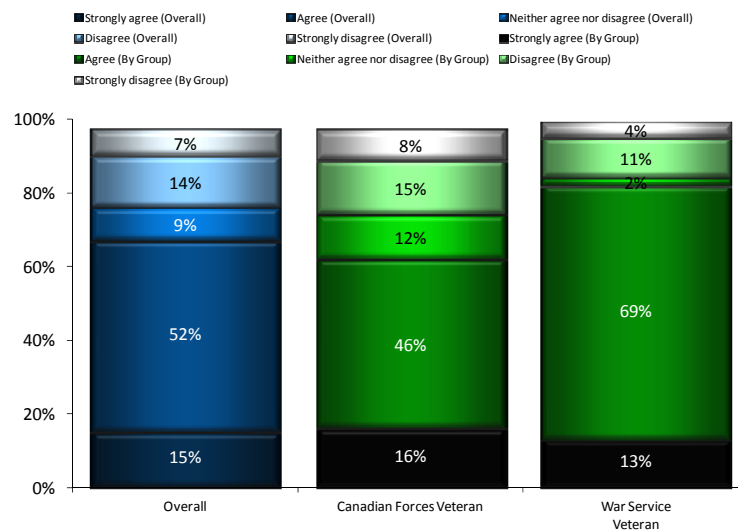


Overall n=164, Canadian Forces Veteran n=115, War Service Veteran n=49
 Q.3.9i: [ASK IF "YES" IN Q.1.1 AND RECEIVING CASE MANAGEMENT] Please tell me how much you agree with the following statements. Overall, my case manager has helped me.

Nearly eight in ten clients agree their Case Manager has helped them, which is similar for both Canadian Forces Veterans and War Service Veterans. (Table 3.9i)



Agreement Rating That Your Needs Were Met (Among those who said they had contact with Veterans Affairs Canada and receive Case Management)



Q.3.9j: [ASK IF "YES" IN Q.1.1 AND RECEIVING CASE MANAGEMENT] Please tell me how much you agree with the following statements. Overall, my needs were met.

Two-thirds of clients agree that overall their needs were met, which is significantly higher for War Service Veterans as compared with Canadian Forces Veterans. (Table 3.9j)

The following discussion focuses specifically on Case Management clients (n=172), outlining any notable differences across survey questions.

- The vast majority of Case Management clients (93%) have had contact with VAC in the past year, although one-quarter (24%) experienced difficulty when contacting VAC.
- A small number of Case Management clients (28%) are dissatisfied with their life in general. One-half perceive their health as worse compared with a year ago (51%).
- Case Management clients are much more likely than those in other program areas to report their mental health is fair or poor (46%).
- Three in ten Case Management clients report that their mental health is worse than one year ago. On the other hand, two in ten Case Management clients report that their mental health is better than one year ago.
- Four in ten Case Management clients (43%) report feeling limited a lot when climbing several flights of stairs.
- Case Management clients are more likely than other groups to report feeling limited all of the time as a result of their physical health (30%).



- One-quarter of Case Management clients (26%) report feeling limited all of the time in the kind of work or other activities undertaken.
- Case Management clients (46% stating all of the time or most of the time) are more likely than other client groups to indicate they have accomplished less than they would have liked as a result of emotional problems.
- Case Management clients (33%) are more likely than others to report doing activities less carefully than usual, all of the time or most of the time.
- Case Management clients are less likely than other clients to report pain has interfered with normal work, extremely or quite a bit.
- Just under one-half of Case Management clients (46%) report that physical or emotional problems interfered with social activities all of the time or most of the time over the past four weeks.
- Case Management clients have on average six close friends or relatives.
- Case Management clients are more likely than other client groups report a weak sense of belonging to the local community (50%).
- Case Management clients (37%) are more likely than those in other groups to require assistance from another person in preparing meals.
- One-half of Case Management clients (48%) require assistance in getting to appointments or running errands.
- Nearly seven in ten Case Management clients (68%) require assistance with everyday housework.
- Just over two in ten Case Management clients (23%) require assistance in personal care such as washing, dressing, eating, or taking medication.
- Case Management clients (16%) are somewhat more likely than other clients to require assistance moving about inside the house.
- Case Management clients (76% in agreement) are less likely than those in other client groups to agree they were informed of what to do to apply for a service or benefit.
- Case Management clients (83%) are less likely than other clients to agree that VAC staff members are knowledgeable and competent.
- Case Management clients (67% agree) are less likely than those in other groups to agree that they were able to get through to a VAC agent without difficulty.



- Over six in ten Case Management clients (64%) were satisfied with the amount of time it took to get the service from VAC.
- Case Management clients (78%) are less likely to be satisfied with the accessibility of service when compared with other client groups.
- Four in ten Case Management clients (39%) perceive an improvement in the quality of service over the last 12 months.
- Case Management clients (69%) are somewhat less likely to agree that disability benefits recognize their service-related disability, when compared with other clients.
- Case Management clients (78%) are less likely than other clients to be satisfied with how the Department is delivering its Remembrance Programs, and are less likely than other groups to be satisfied with the Department's performance in providing funding to help communities throughout Canada with remembrance initiatives and monument restoration (75% satisfied).



Section 5 – Program Effectiveness

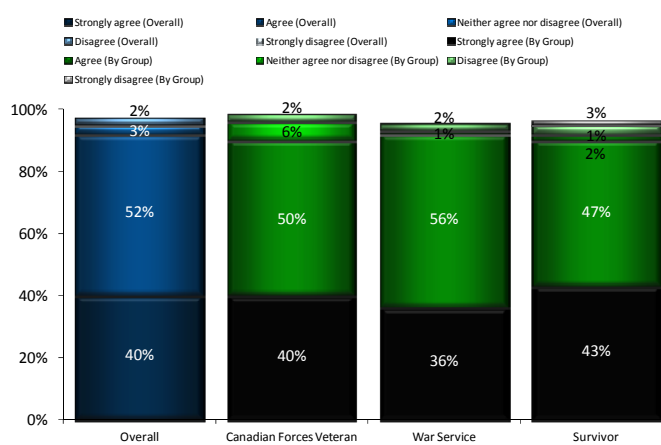
The Veterans Independence Program, Health Benefits, and Disability Benefits programs are highly regarded.

The applicable overall margin of error for the Question 4.1 sequence in this section (i.e., a respondent base of 913) is +/- 3.2 percentage points, 19 in 20 times. The applicable overall margin of error for the Question 4.2 sequence in this section (i.e., a respondent base of 863) is +/- 3.3 percentage points, 19 in 20 times. The applicable overall margin of error for the Question 4.3 sequence in this section (i.e., a respondent base of 880) is +/- 3.2 percentage points, 19 in 20 times. As well, the applicable overall margin of error for questions in this section with the full respondent base (n=1,401) is +/- 2.6 percentage points, 19 in 20 times.

5.1 Veterans Independence Program

Survey Question: Now I will ask you a few questions about to the Veterans Independence Program, or VIP. This is the program which provides funding to eligible clients to cover costs associated with housekeeping, grounds maintenance and other home care and support services. Please tell me how much you agree with the following statements: a) I rely on the VIP services I receive to help me remain in my home and community; b) I have been able to find people to help me with the VIP services I need; c) I have a good understanding of the types of benefits available to me as part of the Veterans Independence Program; and d) Overall, VIP meets my needs. (Tables 4.1a-d)

**Agreement Rating That You Rely on VIP Services
Received to Help You Remain in Your Home/Community**
(Among those who said they receive VIP)

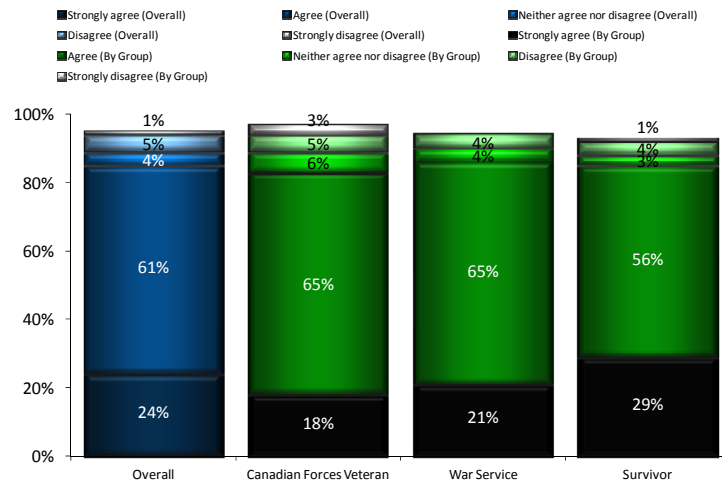


Overall n=913, Canadian Forces Veteran n=211, War Service Veteran n=322, Survivor n=421
Q.4.1a: [ASK IF RECEIVING VIP] Please tell me how much you agree with the following statements: I rely on the VIP services I receive to help me remain in my home and community.

Among those receiving Veterans Independence Program Services (n=913), the vast majority strongly agree or agree that they rely on VIP services to help them remain in their home and community. This level of agreement is consistent across client groups. Please note, due to fewer than 10 RCMP respondents receiving VIP services, discussion for this client group is omitted from these questions. (Table 4.1a)



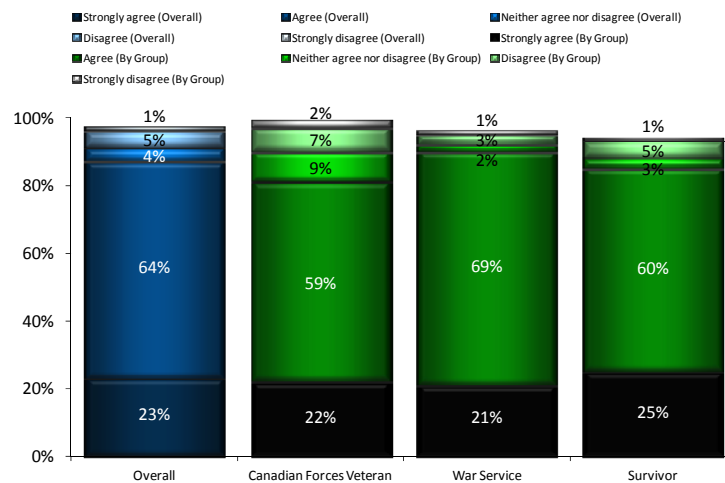
Agreement Rating That You Have Been Able to Find People to Help You With the VIP Services You Need (Among those who said they receive VIP)



Overall n=913, Canadian Forces Veteran n=211, War Service Veteran n=322, Survivor n=421
Q.4.1b: [ASK IF RECEIVING VIP] Please tell me how much you agree with the following statements: I have been able to find people to help me with the VIP services I need.

The majority of participants in the VIP program agree that they are able to find people to help with the VIP services they need, which is consistent across client groups. (Table 4.1b)

Agreement Rating That You Have a Good Understanding of the Types of Benefits Available as Part of the VIP (Among those who said they receive VIP)

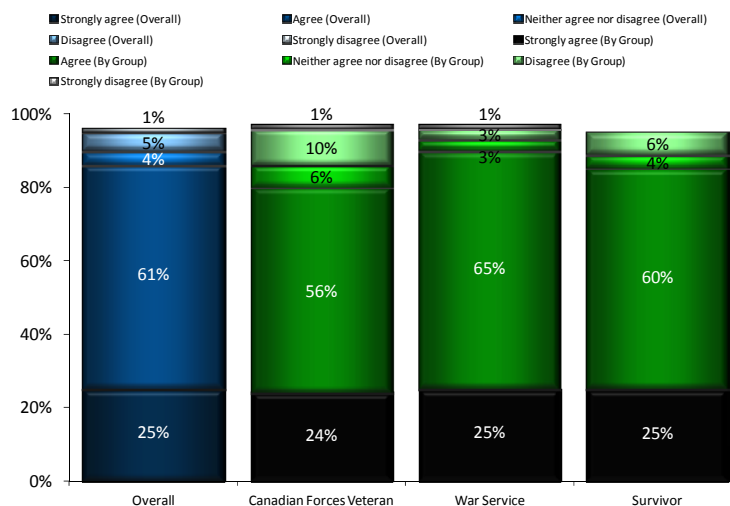


Overall n=913, Canadian Forces Veteran n=211, War Service Veteran n=322, Survivor n=421
Q.4.1c: [ASK IF RECEIVING VIP] Please tell me how much you agree with the following statements: I have a good understanding of the types of benefits available to me as part of the Veterans Independence Program.

Eighty-six percent of VIP clients either strongly agree or agree that they have a good understanding of the types of benefits available to them as part of the program. War Service Veterans are slightly more likely than Canadian Forces Veterans to agree with this statement. (Table 4.1c)



Agreement Rating That VIP Meets Your Needs (Among those who said they receive VIP)



Overall n=913, Canadian Forces Veteran n=211, War Service Veteran n=322, Survivor n=421
Q.4.1d: [ASK IF RECEIVING VIP] Please tell me how much you agree with the following statements: Overall, VIP meets my needs.

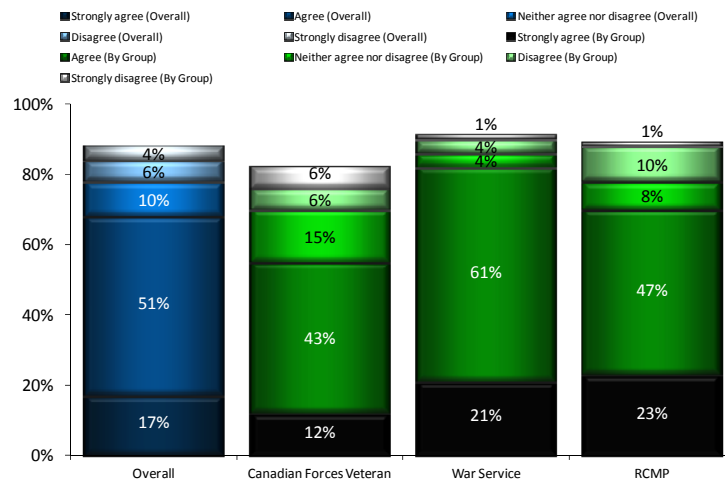
The majority of VIP clients report that overall, VIP meets their needs, which is consistent across client groups. (Table 4.1d)

5.2 Health Care Benefits

Survey Question: Now I will ask you some questions about the health care benefits program. This is the program which provides coverage for costs for things like medications, hearing aids, walkers, wheelchairs and other services such as physiotherapy and mental health services. Please tell me how much you agree with each of the following statements: a) I am satisfied with the time it takes to get reimbursed for health care benefits and services; b) I have a good understanding of the health care benefits and services that are available to me from Veterans Affairs Canada; and c) Overall, the Health Care Benefits Program meets my needs. (Tables 4.2a-c)



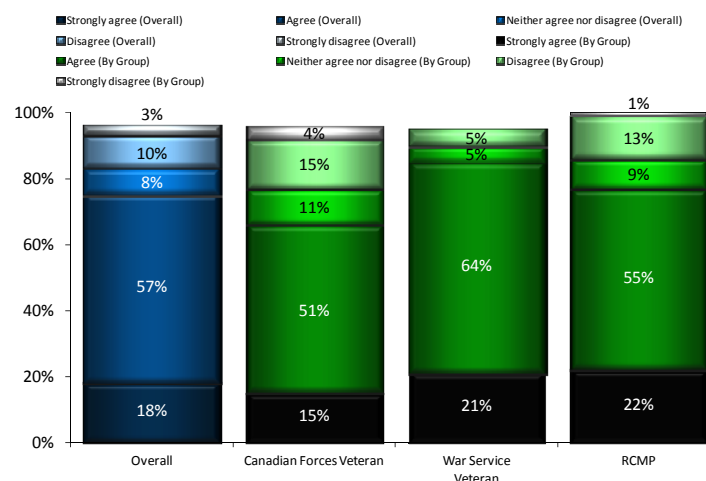
Agreement Rating For Satisfaction With Time it Takes to Get Reimbursed for Health Care Benefits/Services (Among those who said they receive health care benefits and are a Veteran)



Overall n=863, Canadian Forces Veteran n=448, War Service Veteran n=364, RCMP n=85
Q.4.2a: [ASK IF RECEIVING HEALTH CARE BENEFITS AND IS A VETERAN] Please tell me how much you agree with the following statements: I am satisfied with the time it takes to get reimbursed for health care benefits and services.

Two-thirds of Veterans who are receiving health care benefits are satisfied with the time it takes to get reimbursed for health care benefits and services, and only one in ten clients are not satisfied in this regard. War Service Veterans are more likely than RCMP or Canadian Forces Veterans to be satisfied with the time it takes to be reimbursed. (Table 4.2a)

Agreement Rating That You Have a Good Understanding of Health Care Benefits/Services Available (Among those who said they receive health care benefits and are a Veteran)

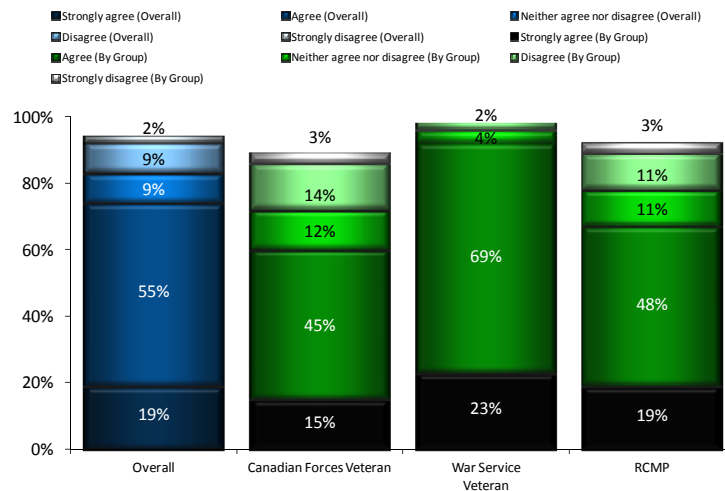


Overall n=863, Canadian Forces Veteran n=448, War Service Veteran n=364, RCMP n=85
Q.4.2b: [ASK IF RECEIVING HEALTH CARE BENEFITS AND IS A VETERAN] Please tell me how much you agree with the following statements: I have a good understanding of the health care benefits and services that are available to me from Veterans Affairs Canada.

Three-quarters of Veterans receiving health care benefits understand the health care benefits and services that are available to them from the Department. War Service Veterans are more likely than Canadian Forces Veterans to agree that this is the case. (Table 4.2b)



Agreement Rating That the Health Care Benefits Program Meets Your Needs (Among those who said they receive health care benefits and are a Veteran)



Overall n=863, Canadian Forces Veteran n=448, War Service Veteran n=364, RCMP n=85
Q.4.2c: [ASK IF RECEIVING HEALTH CARE BENEFITS AND IS A VETERAN] Please tell me how much you agree with the following statements. Overall, the Health Care Benefits Program meets my needs.

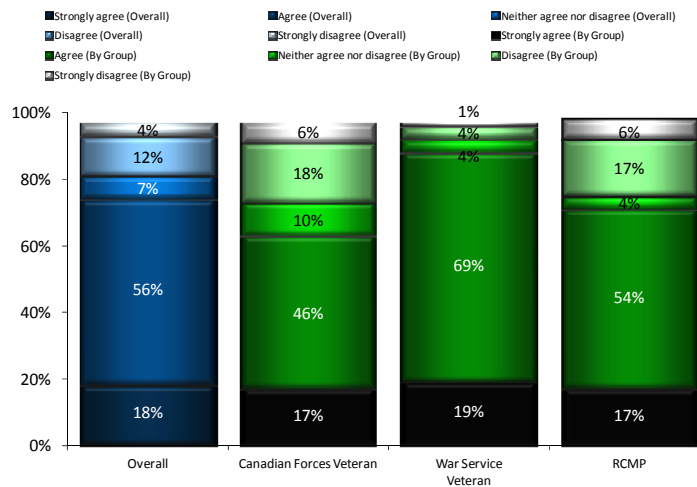
Three-quarters of Veterans receiving health care benefits either strongly agree or agree that overall, the Health Care Benefits Program meets their needs. This is somewhat higher for War Service Veterans when compared with Canadian Forces Veterans or RCMP clients. (Table 4.2c)

5.3 Disability Benefits

Survey Question: Now I will ask you two questions about the Disability Benefits Program – this is the program that provides compensation for service-related disabilities. This compensation is paid in the form of monthly disability pensions, lump sum awards and/or allowances. Please tell me whether you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with the following statements: a) I feel the disability benefits I receive from Veterans Affairs Canada recognize my service-related disability; and b) I have a good understanding of the different types of disability benefits available from Veterans Affairs Canada. (Tables 4.3a-b)



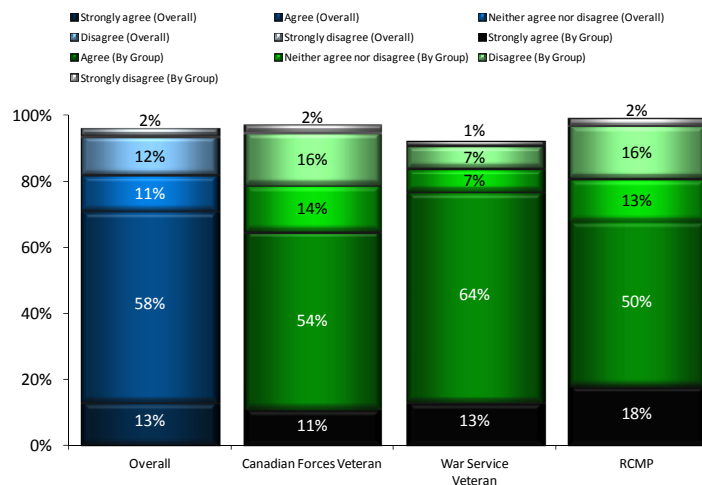
Agreement Rating That You Feel the Disability Benefits Received Recognize Your Service-Related Disability (Among those who said they receive disability benefits and are a Veteran)



Overall n=880, Canadian Forces Veteran n=446, War Service Veteran n=358, RCMP n=110
Q.4.3a: [ASK IF RECEIVING DISABILITY BENEFITS AND IS A VETERAN] Please tell me whether you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with the following statements. I feel the disability benefits I receive from Veterans Affairs Canada recognize my service-related disability.

Three-quarter of VAC clients who are receiving disability benefits believe the benefits they receive from the Department recognizes their service-related disability. This is somewhat higher for War Service Veterans compared with RCMP or Canadian Forces Veterans. (Table 4.3a)

Agreement Rating That You Have a Good Understanding of the Different Types of Disability Benefits Available (Among those who said they receive disability benefits and are a Veteran)



Overall n=880, Canadian Forces Veteran n=446, War Service Veteran n=358, RCMP n=110
Q.4.3b: [ASK IF RECEIVING DISABILITY BENEFITS AND IS A VETERAN] Please tell me whether you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with the following statements. I have a good understanding of the different types of disability benefits available from Veterans Affairs Canada.

Seven in ten Veterans who are receiving disability benefits have a good understanding of the different types of disability benefits available from Veterans Affairs Canada. War Service Veterans are more likely than Canadian Forces Veterans and RCMP clients to agree that this is the case. (Table 4.3b)

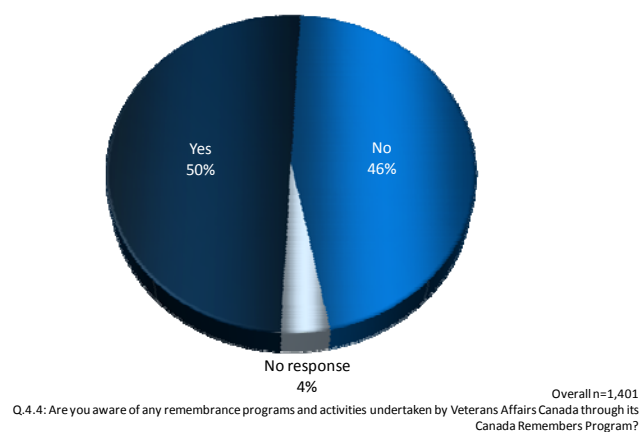


5.4 Remembrance Programs and Activities

While there is only moderate awareness of Remembrance Programs, clients who are aware remain highly satisfied with this offering.

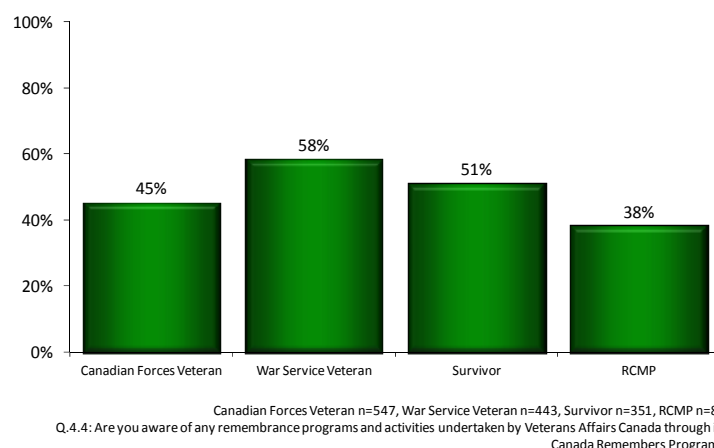
Survey Question: Now I want to ask you a few questions about the remembrance programs and activities. Veterans Affairs Canada has developed a number of programs and activities to commemorate the achievements, sacrifices and contributions of those who served on military operations, overseas and at home including peacekeeping missions. First of all are you aware of any remembrance programs and activities undertaken by Veterans Affairs Canada through its Canada Remembers Program? (Table 4.4)

Awareness of Remembrance Programs and Activities Undertaken by Veterans Affairs Canada Through Its Canada Remembers Program



One-half of clients are aware of remembrance programs and activities undertaken by Veterans Affairs Canada through its Canada Remembers Program. (Table 4.4)

Awareness of Remembrance Programs and Activities Undertaken by Veterans Affairs Canada Through Its Canada Remembers Program
(% Saying "Yes" by Group)



War Service Veterans are more likely than other clients to be aware of the programs and activities that are undertaken through the Canada Remembers Program. (Table 4.4)

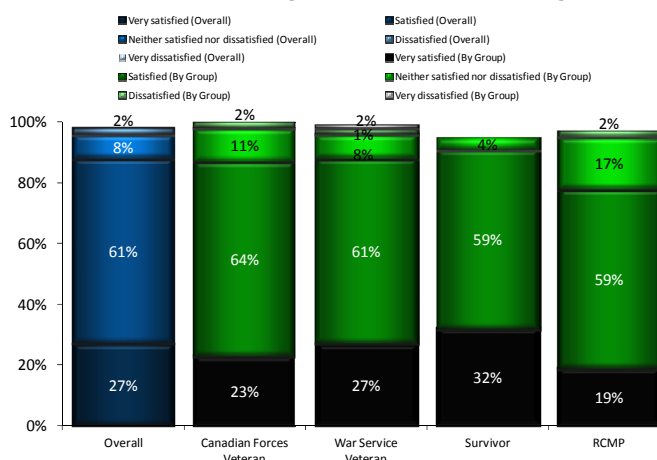
5.5 Satisfaction Rating With Delivery of Remembrance Programs

Survey Question: The following is a list of some of the remembrance programs and activities conducted by Veterans Affairs Canada. Please tell me your level of satisfaction with how Veterans Affairs Canada is delivering these programs and activities: a) Overall, how satisfied are you with how Veterans Affairs Canada is delivering its Remembrance Programs; b) Leading overseas ceremonies and events; c) Supporting and promoting ceremonies and events in Canada; d) Maintaining grave markers, cemeteries and memorials of Canada's war dead and Veterans; e) Educating youth about Remembrance (providing learning and historical resources); and f) Providing funding to help communities throughout Canada with remembrance initiatives and monument restoration. (Tables 4.5a-f)

Satisfaction Rating With How Veterans Affairs Canada Is Delivering Its Remembrance Programs (Q.4.5a, Top 2 Box, % Very satisfied/Satisfied, among those aware of remembrance programs and activities, n=688)*									
Overall		Canadian Forces Veteran		War Service Veteran		Survivor		RCMP	
2010	2007	2010	2007	2010	2007	2010	2007	2010	2007
88%	85%	86%	77%	88%	89%	92%	88%	78%	78%

*Note: 2007 numbers are asked of full base, while 2010 are only among those aware of remembrance programs.

Satisfaction Rating With How Veterans Affairs Canada Is Delivering Its Remembrance Programs

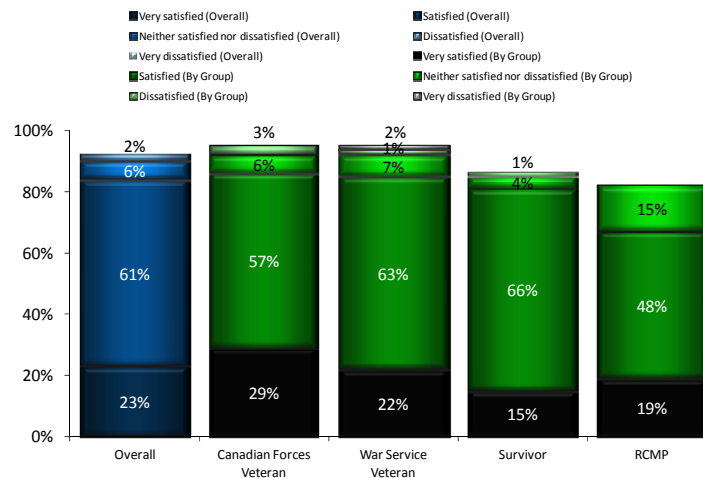


Overall n=688, Canadian Forces Veteran n=230, War Service Veteran n=232, Survivor n=218, RCMP n=45
Q.4.5a [ASK IF "YES" IN Q4.4] The following is a list of some of the remembrance programs and activities conducted by Veterans Affairs Canada. Please tell me your level of satisfaction with how Veterans Affairs Canada is delivering these programs and activities. Overall, how satisfied are you with how Veterans Affairs Canada is delivering its Remembrance Programs?

The vast majority of clients are satisfied with how VAC is delivering its Remembrance Programs. Just two percent of clients are dissatisfied, and no client offers a rating of *very dissatisfied*. Across client groups, Survivors are most likely to be satisfied with how VAC is delivering Remembrance Programs. (Table 4.5a)



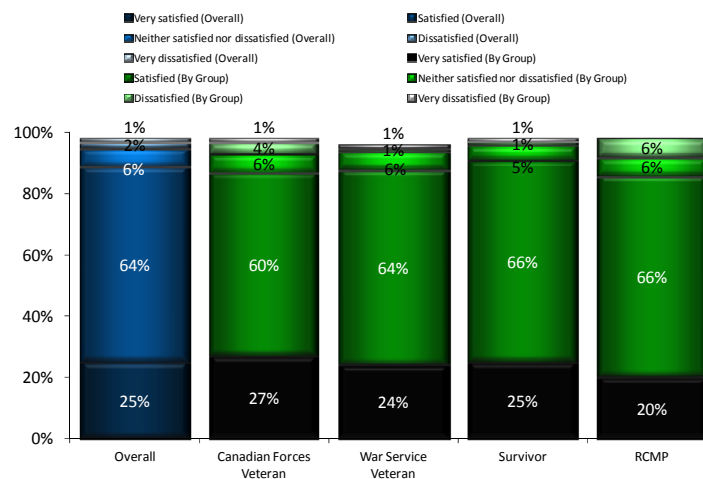
Satisfaction Rating With Leading Overseas Ceremonies and Events (Among those who said they are aware of remembrance programs)



Overall n=688, Canadian Forces Veteran n=230, War Service Veteran n=232, Survivor n=218, RCMP n=45
Q.4.5b [ASK IF "YES" IN Q.4.4] The following is a list of some of the remembrance programs and activities conducted by Veterans Affairs Canada. Please tell me your level of satisfaction with how Veterans Affairs Canada is delivering these programs and activities. Leading overseas ceremonies and events.

Over eight in ten clients are satisfied with VAC's leading overseas ceremonies and events, and very few are dissatisfied. Across client groups, all groups are highly satisfied with the exception of the RCMP, where just two-thirds are satisfied with VAC in terms of leading overseas ceremonies and events. Please note, two in ten RCMP clients did not offer a response to this question, which contributes to lower satisfaction ratings. (Table 4.5b)

Satisfaction Rating With Supporting/Promoting Ceremonies and Events in Canada (Among those who said they are aware of remembrance programs)



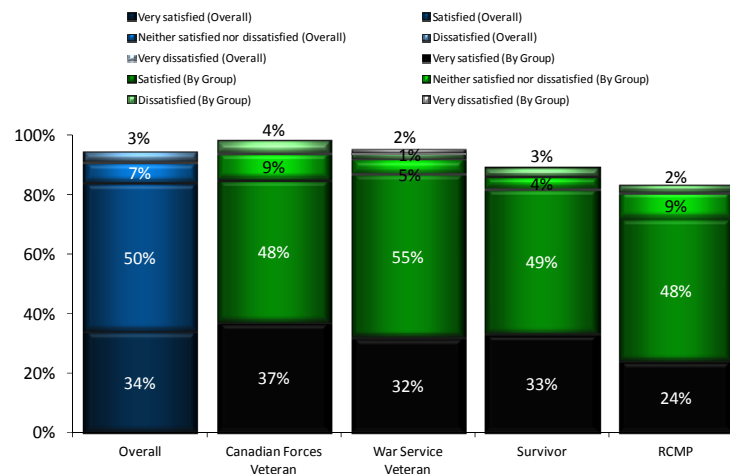
Overall n=688, Canadian Forces Veteran n=230, War Service Veteran n=232, Survivor n=218, RCMP n=45
Q.4.5c [ASK IF "YES" IN Q.4.4] The following is a list of some of the remembrance programs and activities conducted by Veterans Affairs Canada. Please tell me your level of satisfaction with how Veterans Affairs Canada is delivering these programs and activities. Supporting and promoting ceremonies and events in Canada.

Nearly nine in ten clients are satisfied with VAC's performance in terms of supporting and promoting ceremonies and events in Canada. Findings are fairly consistent across client groups in this regard. (Table 4.5c)



Satisfaction Rating With Maintaining Grave Markers/ Cemeteries/Memorials of Canada's War Dead/Veterans

(Among those who said they are aware of remembrance programs)

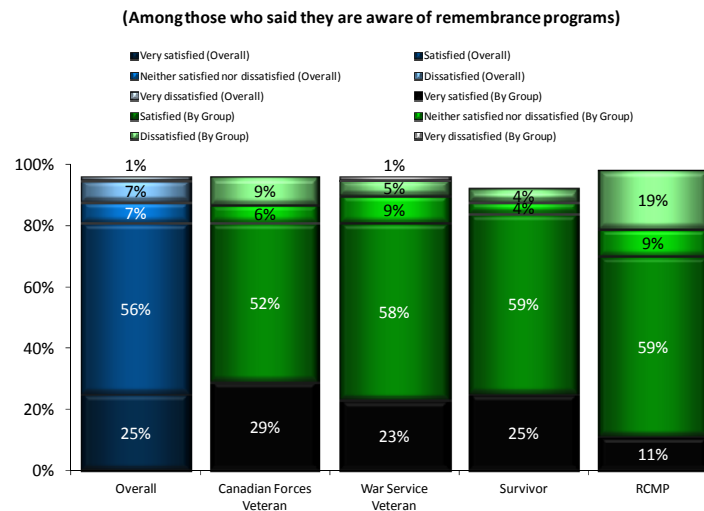


Overall n=688, Canadian Forces Veteran n=230, War Service Veteran n=232, Survivor n=218, RCMP n=45
Q.4.5d [ASK IF "YES" IN Q.4.4] The following is a list of some of the remembrance programs and activities conducted by Veterans Affairs Canada. Please tell me your level of satisfaction with how Veterans Affairs Canada is delivering these programs and activities. Maintaining grave markers, cemeteries and memorials of Canada's war dead and Veterans.

Over eight in ten clients are satisfied with VAC's performance in maintaining grave markers, cemeteries and memorials of Canada's war dead and Veterans. Across client groups, RCMP clients are somewhat less likely to be satisfied when compared with other client groups, which is largely due to a higher number of RCMP clients not offering a response to this question. (Table 4.5d)

Satisfaction Rating With Educating Youth About Remembrance

(Among those who said they are aware of remembrance programs)

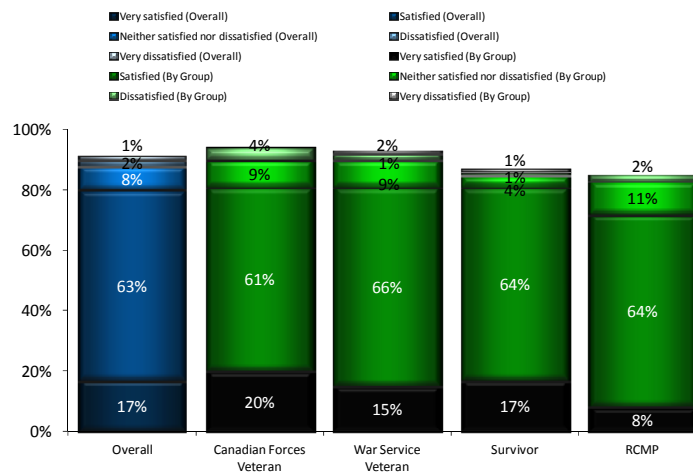


Overall n=688, Canadian Forces Veteran n=230, War Service Veteran n=232, Survivor n=218, RCMP n=45
Q.4.5e [ASK IF "YES" IN Q.4.4] The following is a list of some of the remembrance programs and activities conducted by Veterans Affairs Canada. Please tell me your level of satisfaction with how Veterans Affairs Canada is delivering these programs and activities. Educating youth about Remembrance.

The majority of clients are satisfied with the Department's performance in educating youth about Remembrance. Again, RCMP clients are somewhat less likely to be satisfied when compared with other client groups, with two in ten RCMP clients dissatisfied in this regard. (Table 4.5e)



**Satisfaction Rating With Providing Funding to Help Communities
With Remembrance Initiatives/Monument Restoration**
(Among those who said they are aware of remembrance programs)



Overall n=688, Canadian Forces Veteran n=230, War Service Veteran n=232, Survivor n=218, RCMP n=45
Q.4.5f [ASK IF "YES" IN Q.4.4] The following is a list of some of the remembrance programs and activities conducted by Veterans Affairs Canada. Please tell me your level of satisfaction with how Veterans Affairs Canada is delivering these programs and activities. Providing funding to help communities throughout Canada with remembrance initiatives and monument restoration.

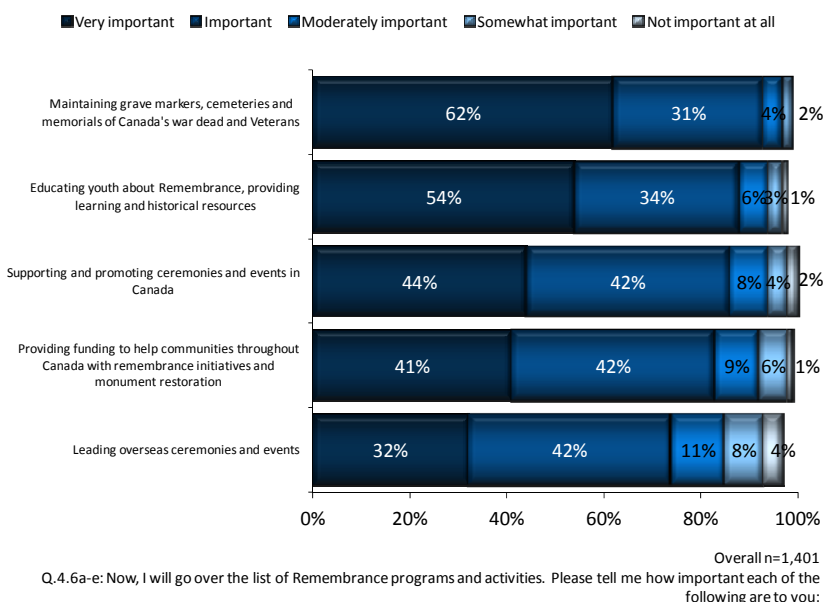
Eight in ten clients are satisfied with the Department's performance in providing funding to help communities throughout Canada with remembrance initiatives and monument restoration. RCMP clients offer somewhat lower ratings compared with other client groups. (Table 4.5f)

5.6 Importance Rating of Delivery Remembrance Programs and Activities

Survey Question: Now, I will go over the list of Remembrance programs and activities. Please tell me how important each of the following are to you: a) Leading overseas ceremonies and events; b) Supporting and promoting ceremonies and events in Canada; c) Maintaining grave markers, cemeteries and memorials of Canada's war dead and Veterans'; d) Educating youth about Remembrance (providing learning and historical resources); and e) Providing funding to help communities throughout Canada with remembrance initiatives and monument restoration. (Tables 4.6a-e)



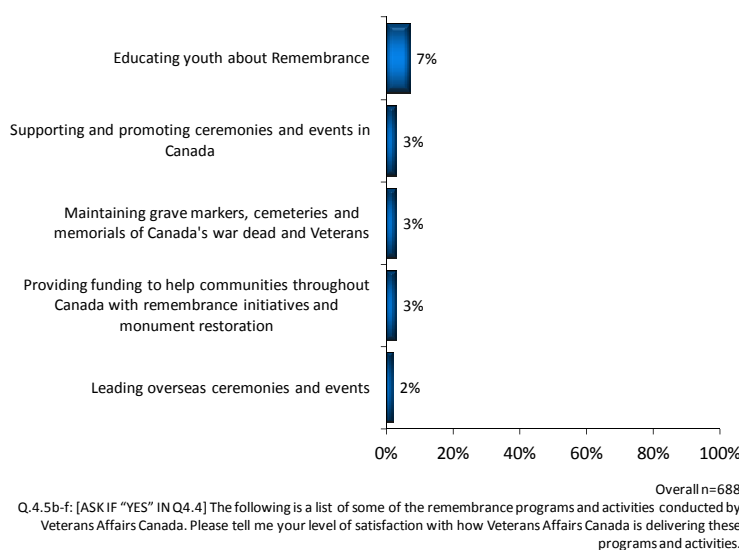
Importance Rating of Remembrance Programs/Activities



Clients were asked to rate a number of Remembrance programs and activities in terms of their level of importance. Maintaining grave markers is considered important by over nine in ten clients, followed by educating youth about Remembrance learning and historical resources, supporting and promoting ceremonies and events in Canada, and providing funding to help communities through Canada with remembrance initiatives and monument restoration. Finally, while the rating is less important than the other factors, leading overseas ceremonies and events is considered important by three-quarters of VAC clients. (Tables 4.6a-e)

Gap Scores

(Among those who said they are aware of remembrance programs and activities)



A gap analysis reveals no areas relating to Remembrance programs and activities that merit further attention, that is, all gap scores are relatively low.

5.7 Reaching Canadians Through Remembrance Programs

Survey Question: What could Veterans Affairs do to help remembrance programming reach more Canadians? **PROBE:** Anything else? (Table 4.7)

Things Veterans Affairs Canada Could Do to Help Remembrance Programming Reach More Canadians (Q4.7 – Total Mentions, n=1,401)	
Responses	Overall
Increase advertising/More communication/historical information	30%
More involvement in the schools/Youth awareness/programs	20%
Satisfied/Doing a good job already	15%
Better treatment/recognition of Veterans/families of Veterans	2%
Work more closely with the legions	2%
More events (ceremonies, parades, etc.)	2%
More community involvement/Veterans need to be more active	1%
Offer movies/videos/More TV programs/documentaries	1%
Important to remember/Need to honour the past	1%
More promotion/emphasis on Remembrance Day/Keep it alive	1%
Don't know enough about it	1%
Increase funding	1%
Room for improvement/Could do more (general)	1%
Other	2%
No/Nothing	3%
Don't know/No answer	32%

When asked to name things Veterans Affairs Canada could do to help remembrance programming reach more Canadians, increased advertising is the top mention, followed by more involvement with schools. (Table 4.7)

