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Canada

Anciens Combattants
Canada

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Ce rapport est aussi disponible en français

This public opinion research report presents the results of two online surveys conducted by Leger Marketing Inc. on behalf of Veterans Affairs Canada. The baseline survey was conducted with 2,165 Canadians during the month of January 2022, among which 76 respondents were Veterans and 458 respondents were related to Veterans. The post-campaign study was conducted with 2,166 respondents during the month of April 2022, among which 69 respondents were Veterans and 403 respondents were related to Veterans.

Cette publication est aussi disponible en français sous le titre « Évaluation de la campagne publicitaire de 2021 sur les services de santé mentale ».

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Executive Summary

Leger is pleased to present Veterans Affairs Canada with this report on findings from a quantitative survey designed to evaluate the 2021 Mental Health Services for Veterans and their Families advertising campaign using the Government of Canada's Advertising Campaign Evaluation Tool (ACET). This report was prepared by Léger Marketing Inc. who was contracted by Veterans Affairs Canada (contract number 51019-220944/001/CY awarded December 30th, 2021, for a total value of \$49,720.57 including HST). This report presents the results of two online surveys conducted as part of this study. The baseline survey was conducted with 2,165 Canadians during the month of January 2022, among which 76 respondents were Veterans and 458 respondents were related to Veterans. The post-campaign study was conducted with 2,166 respondents during the month of April 2022, among which 69 respondents were Veterans and 403 respondents were related to Veterans.

1.1 Background and Objectives

Mental health is a key area of focus in the services delivered by Veterans Affairs Canada (VAC). VAC's Mental Health Strategy (2015-2020) establishes that "Veterans with a service-related mental health condition, served by Veterans Affairs Canada, will have timely access to evidence-based mental health care." Strategic objectives do include: promoting and disseminating evidence, demonstrating leadership and optimal communication, and accessibility to (and choice of) treatment.

Eligible Veterans, retired RCMP members—as well as their families—have access to a wide range of mental health services, support and information to help reduce the potential stress during the transition to post-military service and to address mental illness, when present. These services include a network of eleven operational stress injury (OSI) clinics (10 outpatient and 1 inpatient), located across the country, and 9 OSI satellite sites that provide services close to where Veterans live. In addition, there is a national network of approximately 12,000 independent mental health professionals across Canada, registered with the Department to deliver mental health treatment.

For 2021-22, a national Mental Health Services for Veterans and their Families advertising campaign will increase awareness among the Veteran community (Veterans, former RCMP, family members, CAF members) of the mental health services and supports available to them and how they can be accessed. A variety of channels will be used to reach the target audiences including radio, print and online ads.

In this particular context, the main research objective of this study is to evaluate the 2021 Mental Health Services for Veterans and their Families advertising campaign using the Government of Canada's Advertising Campaign Evaluation Tool (ACET), and as required, is conducted before and after the campaign's paid media placement. This report presents the results of two online surveys conducted as part of this study, the baseline survey and the post-campaign survey.

This study was done through a quantitative study.

Intended use of the research

ACET surveys will be conducted pre and post campaign to measure aided and unaided recall, message retention and effectiveness.

1.2 Methodology

Quantitative research was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology. The questionnaires used for both phases of the study are the Government of Canada ACET questionnaires. Leger Marketing Inc. used these questionnaires without making any modifications to their format nor to their content, except for the modifications necessary to adapt the questions to this present study on the mental health ad campaign requested by Veterans Affairs Canada.

The targeted audience of this study included a national sample reflecting the entire adult Canadian population and an oversample composed of Veterans and their families. Both the baseline and post-campaign surveys will be conducted with a sample of 2,000 Canadian adults and an oversample of 165 respondents who are Veterans or related to Veterans. The respondents were recruited via Leger's web panel using a random selection stratified by region. The general adult population sample was distributed as follows:

Table A.1 Regional Distribution of Respondents

Region	Number of respondents – baseline study	Number of respondents – post test study
Atlantic	175	170
Quebec	487	504
Ontario	831	822
Prairies	146	152
Alberta	240	238
British Columbia	286	280
Total	2,165	2,166

1.2.1 Baseline Study

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. Fieldwork for the survey was carried out from January 20 to January 27, 2022. A total of 2,165 Canadians were surveyed including 2,000 with demographic characteristics reflective of the Canadian population and an oversample of 165 respondents who are Canadian Veterans or related to Canadian Veterans. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 14% (see Table 2 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the weighting was done within each region by gender, age, language, and the presence of children in the household to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 57 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of three minutes was required for the respondents to complete the survey.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

1.2.2 Post-Campaign Study

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. Fieldwork for the survey was carried out April 4 to April 13, 2022. A total of 2,166 Canadians were surveyed including 2,000 with demographic characteristics reflective of the Canadian population and an oversample of 166 respondents who are Canadian Veterans or related to Canadian Veterans. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 15% (see Table 2 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the weighting was done within each region by gender, age, language, and the presence of children in the household to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 59 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of five minutes was required for the respondents to complete the survey.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

1.3 Notes on Interpretation of the Research Findings

This report was compiled by Leger based on the research conducted specifically for this project. This research is not probabilistic; the results cannot be inferred to the general population of Canada.

Since a sample drawn from an Internet panel is not probabilistic in nature, margins of sampling error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population.

1.4 Political Neutrality Statement and Contact Information

Leger certifies that the final deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



Signed:

Christian Bourque, Senior Researcher

Léger

Appendix

A.1 Quantitative Methodology

Quantitative research was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology.

As a CRIC Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research— Series A – Fieldwork and Data Tabulation for Online Surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act*.

The baseline questionnaire is available in Appendix A2.

A.1.1 Sampling Procedure

Computer Aided Web Interviewing (CAWI)

Leger conducted a panel-based Internet survey with a sample of adult Canadians, including an oversample of 165 respondents who are Canadian Veterans or related to Canadian Veterans. A total of 2,165 respondents participated in the baseline survey, and a total of 2,166 respondents participated in the post-campaign survey. The same sampling procedure was used for both the baseline and the post-campaign phases of the study. The exact distribution for each of the two phases of the study is presented in the following section. Participant selection was done randomly from Leo's online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables. The majority of Leger's panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics.

A.1.2 Methodology for the Baseline survey

A.1.2.1 Data Collection

Fieldwork for the survey was conducted from January 20, 2022, to January 27, 2022. The participation rate for the survey was 14%. A pre-test of 57 interviews was completed on January 21, 2022.

To achieve data reliability in all subgroups, a total sample of 2,165 Canadians were surveyed, in all regions of the country.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

Based on data from Statistics Canada's 2016 national census, Leger weighted the results of this survey by age, gender, language and presence of children in the household within each region of the country.

The following table details the regional distribution of respondents. The baseline sample attempted to replicate as closely as possible the actual distribution of the Canadian population.

Table A.2 Regional Distribution of Respondents

Region	Number of respondents
Atlantic	175
Quebec	487
Ontario	831
Prairies	146
Alberta	240
British Columbia	286
Total	2,165

A.1.2.2 Participation Rate

The overall participation rate for this study is 14%.

Below is the calculation of the Web survey's participation rate. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table A.3 Participation Rate Calculation

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	17,542
Email invitations bounce back	11
Email invitations unanswered	17,531
In-scope non-responding units (IS)	168
Non-response from eligible respondents	0
Respondent refusals	67
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early breakoffs	101
Responding units (R)	3,048
Surveys disqualified – quota filled	802
Completed surveys disqualified for other reasons	81
Completed interviews	2,165
POTENTIALLY ELIGIBLE (U+IS+R)	20,758
Participation rate= $R/(U + IS + R)$	14.17%

Typical participation rates for web surveys are between 20% and 30%. A response rate of 14% may seem a bit low, but due to time restraints, we had to spread the invitations more widely in the panel to achieve our objectives, which has an impact on the participation rate.

A.1.2.3 Unweighted and Weighted Samples

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. The weighting adjusted for some minor discrepancies so that each province has a representative importance in the results. The weighting slightly increased the weight of Quebec and reduced that of the Atlantic region.

Table A.4 Unweighted and Weighted Sample Distribution by Province

Region	Unweighted	Weighted
Atlantic	175	149
Quebec	487	508
Ontario	831	830
Prairies	146	141
Alberta	240	243
British Columbia	286	294
Total	2,165	2,165

The following tables present the demographic distribution of respondents, according to gender and age.

First, regarding gender, we can see that weighting has adjusted slightly the proportion of male and female. The adjustments made by weighting are minor, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these two sample subgroups.

Table A.5 Unweighted and Weighted Sample Distribution by Gender

Gender	Unweighted	Weighted
Male	1,156	1,038
Female	997	1,113
Total	2,165	2,165

Note: Gender-diverse people and answer refusals make up the rest of the sample.

Regarding age distribution, the weighting process has corrected some minor discrepancies. The actual distribution of the sample generally follows the distribution of age groups in the actual population. In this case, it is unlikely that the observed distributions introduce a non-response bias for a particular age group. Because the differences were so small, weighting allowed the weights to be corrected without further manipulation.

Table A.6 Unweighted and Weighted Sample Distribution by Age Group

Age	Unweighted	Weighted
Between 18 and 34	554	590
Between 35 and 55	806	738
55 and over	805	837
Total	2,165	2,165

There is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this study.

The following tables present the demographic distribution of respondents according to native language, the presence of children in the household, and Veteran status.

Table A.7 Unweighted and Weighted Sample Distribution by Native Language

Native language	Unweighted	Weighted
English	1,520	1,555
French	547	519
Other	195	195
Total	2,262	2,269

Note: As multiple answers were possible, total may exceed the total sample size of 2,165 respondents.

Table A.8 Unweighted and Weighted Sample Distribution by Presence of Children in the Household

Presence of children in the household	Unweighted	Weighted
Yes	558	599
No	1,607	1,566
Total	2,165	2,165

Again, the corrections were minor and there is no evidence that they would have had an impact on the results.

Table A.9 Unweighted and Weighted Sample Distribution by Veteran Status

Veteran status	Unweighted	Weighted
Veteran + Family	527	372
Non-Veteran	1,638	1,793
Total	2,165	2,165

Weighting based on the Veteran status readjusted the weight of Veterans and relatives of Veterans to follow the distribution in the general population.

The relatively small weight factors (see section below) and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

The following tables present the weighting factors applied to the database according to the different respondent profiles.

Table A.10 Weight Factors by Profile

Label	Weight
BRITISH COLUMBIA MALE 18-24	0.0072
BRITISH COLUMBIA MALE 25-34	0.0109
BRITISH COLUMBIA MALE 35-44	0.0102
BRITISH COLUMBIA MALE 45-54	0.0117
BRITISH COLUMBIA MALE 55-64	0.0117
BRITISH COLUMBIA MALE 65+	0.0141

BRITISH COLUMBIA FEMALE 18-24	0.0068
BRITISH COLUMBIA FEMALE 25-34	0.0111
BRITISH COLUMBIA FEMALE 35-44	0.0108
BRITISH COLUMBIA FEMALE 45-54	0.0125
BRITISH COLUMBIA FEMALE 55-64	0.0125
BRITISH COLUMBIA FEMALE 65+	0.0162
ALBERTA MALE 18-24	0.0065
ALBERTA MALE 25-34	0.0116
ALBERTA MALE 35-44	0.0106
ALBERTA MALE 45-54	0.0099
ALBERTA MALE 55-64	0.009
ALBERTA MALE 65+	0.0083
ALBERTA FEMALE 18-24	0.0062
ALBERTA FEMALE 25-34	0.0114
ALBERTA FEMALE 35-44	0.0104
ALBERTA FEMALE 45-54	0.0098
ALBERTA FEMALE 55-64	0.0089
ALBERTA FEMALE 65+	0.0096
MANITOBA/SASKATCHEWAN MALE 18-24	0.004
MANITOBA/SASKATCHEWAN MALE 25-34	0.0058
MANITOBA/SASKATCHEWAN MALE 35-44	0.0053
MANITOBA/SASKATCHEWAN MALE 45-54	0.0055
MANITOBA/SASKATCHEWAN MALE 55-64	0.0055
MANITOBA/SASKATCHEWAN MALE 65+	0.0059
MANITOBA/SASKATCHEWAN FEMALE 18-24	0.0038
MANITOBA/SASKATCHEWAN FEMALE 25-34	0.0058
MANITOBA/SASKATCHEWAN FEMALE 35-44	0.0053
MANITOBA/SASKATCHEWAN FEMALE 45-54	0.0055
MANITOBA/SASKATCHEWAN FEMALE 55-64	0.0056
MANITOBA/SASKATCHEWAN FEMALE 65+	0.0072
ONTARIO MALE 18-24	0.0223
ONTARIO MALE 25-34	0.0306
ONTARIO MALE 35-44	0.0292
ONTARIO MALE 45-54	0.0346
ONTARIO MALE 55-64	0.0316
ONTARIO MALE 65+	0.0363
ONTARIO FEMALE 18-24	0.0212
ONTARIO FEMALE 25-34	0.0315
ONTARIO FEMALE 35-44	0.0319
ONTARIO FEMALE 45-54	0.0365
ONTARIO FEMALE 55-64	0.0338
ONTARIO FEMALE 65+	0.0441
QUEBEC MALE 18-24	0.0121

QUEBEC MALE 25-34	0.018
QUEBEC MALE 35-44	0.0189
QUEBEC MALE 45-54	0.0203
QUEBEC MALE 55-64	0.0211
QUEBEC MALE 65+	0.0239
QUEBEC FEMALE 18-24	0.0118
QUEBEC FEMALE 25-34	0.0181
QUEBEC FEMALE 35-44	0.0189
QUEBEC FEMALE 45-54	0.0203
QUEBEC FEMALE 55-64	0.0217
QUEBEC FEMALE 65+	0.0295
ATLANTIC REGIONS MALE 18-24	0.0034
ATLANTIC REGIONS MALE 25-34	0.0046
ATLANTIC REGIONS MALE 35-44	0.0049
ATLANTIC REGIONS MALE 45-54	0.0061
ATLANTIC REGIONS MALE 55-64	0.0065
ATLANTIC REGIONS MALE 65+	0.0076
ATLANTIC REGIONS FEMALE 18-24	0.0033
ATLANTIC REGIONS FEMALE 25-34	0.0047
ATLANTIC REGIONS FEMALE 35-44	0.0053
ATLANTIC REGIONS FEMALE 45-54	0.0065
ATLANTIC REGIONS FEMALE 55-64	0.0069
ATLANTIC REGIONS FEMALE 65+	0.0089

Table A.11 Weight Factors by Province and language

Label	Weight
FRANCOPHONE REST OF CANADA	0.0271
FRANCOPHONE QUEBEC	0.1809
NON-FRANCOPHONE REST OF CANADA	0.7383
NON-FRANCOPHONE QUEBEC	0.0537

Table A.12 Weight Factors by Education level

Label	Weight
PRIMARY / SECONDARY / COLLEGE	0.7233
UNIVERSITY – REST OF CANADA	0.2181
UNIVERSITY - QUEBEC	0.0586

Table A.13 Weight Factors by Presence of Children in the Household

Label	Weight
YES	0.2767
NO	0.7233

Table A.14 Weight Factors by Veteran Status

Label	Weight
VETERAN + FAMILY	0.172
NON-VETERAN	0.828

A.1.3 Methodology for the Post-Campaign Survey

A.1.2.1 Data Collection

Fieldwork for the survey was conducted from April 4 to April 13, 2022. The participation rate for the survey was 15%. A pre-test of 56 interviews was completed on April 4, 2022.

To achieve data reliability in all subgroups, a total sample of 2,166 Canadians were surveyed, in all regions of the country.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

Based on data from Statistics Canada's 2016 national census, Leger weighted the results of this survey by age, gender, language and presence of children in the household within each region of the country.

The following table details the regional distribution of respondents. The post-campaign sample attempted to replicate as closely as possible the actual distribution of the Canadian population.

Table A.15 Regional Distribution of Respondents

Region	Number of respondents
Atlantic	170
Quebec	504
Ontario	822
Prairies	152
Alberta	238
British Columbia	280
Total	2,166

A.1.2.2 Participation Rate

The overall participation rate for this study is 15%.

Below is the calculation of the Web survey's participation rate. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table A.16 Participation Rate Calculation

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0

Incomplete or missing email addresses	0
Unresolved (U)	17,935
Email invitations bounce back	11
Email invitations unanswered	17,924
In-scope non-responding units (IS)	163
Non-response from eligible respondents	0
Respondent refusals	51
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early breakoffs	112
Responding units (R)	3,183
Surveys disqualified – quota filled	943
Completed surveys disqualified for other reasons	74
Completed interviews	2,166
POTENTIALLY ELIGIBLE (U+IS+R)	21,281
Participation rate= R/(U + IS + R)	14.95%

Typical participation rates for web surveys are between 20% and 30%. A response rate of 15% may seem a bit low, but due to time restraints, we had to spread the invitations more widely in the panel to achieve our objectives, which has an impact on the participation rate.

A.1.2.3 Unweighted and Weighted Samples

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. The weighting adjusted for some minor discrepancies so that each province has a representative importance in the results. The weighting slightly increased the weight of British Columbia and reduced that of the Atlantic region.

Table A.17 Unweighted and Weighted Sample Distribution by Province

Region	Unweighted	Weighted
Atlantic	170	149
Quebec	504	508
Ontario	822	831
Prairies	152	141
Alberta	238	243
British Columbia	280	294
Total	2,166	2,166

The following tables present the demographic distribution of respondents, according to gender and age.

First, regarding gender, we can see that weighting has adjusted slightly the proportion of male and female. The adjustments made by weighting are minor, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these two sample subgroups.

Table A.18 Unweighted and Weighted Sample Distribution by Gender

Gender	Unweighted	Weighted
Male	1,084	1,032
Female	1,064	1,114
Total	2,166	2,166

Note: Gender diverse people and answer refusals make up the rest of the sample.

Regarding age distribution, the weighting process has corrected some minor discrepancies. The actual distribution of the sample generally follows the distribution of age groups in the actual population. In this case, it is unlikely that the observed distributions introduce a non-response bias for a particular age group. Because the differences were so small, weighting allowed the weights to be corrected without further manipulation.

Table A.19 Unweighted and Weighted Sample Distribution by Age Group

Age	Unweighted	Weighted
Between 18 and 34	563	591
Between 35 and 55	779	738
55 and over	824	837
Total	2,166	2,166

The following tables present the demographic distribution of respondents according to native language, the presence of children in the household, and Veteran status.

Table A.20 Unweighted and Weighted Sample Distribution by Native Language

Age	Unweighted	Weighted
English	1,517	1,560
French	538	494
Other	199	204
Total	2,254	2,258

Note: As multiple answers were possible, total may exceed the total sample size of 2,166 respondents.

Table A.21 Unweighted and Weighted Sample Distribution by Presence of Children in the Household

Age	Unweighted	Weighted
Yes	538	599
No	1,628	1,567
Total	2,166	2,166

Table A.22 Unweighted and Weighted Sample Distribution by Veteran Status

Age	Unweighted	Weighted
Veteran + Family	465	322
Non-Veteran	1,701	1,844
Total	2,166	2,166

Again, the corrections were minor and there is no evidence that they would have had an impact on the results. The weights of each subgroup have been slightly adjusted to follow the distribution in the general population.

There is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this study. The relatively small weight factors (see section below) and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

The following tables present the weighting factors applied to the database according to the different respondent profiles.

Table A.23 Weight Factors by Profile

Label	Weight
BRITISH COLUMBIA MALE 18-24	0.0072
BRITISH COLUMBIA MALE 25-34	0.0109
BRITISH COLUMBIA MALE 35-44	0.0102
BRITISH COLUMBIA MALE 45-54	0.0117
BRITISH COLUMBIA MALE 55-64	0.0117
BRITISH COLUMBIA MALE 65+	0.0141
BRITISH COLUMBIA FEMALE 18-24	0.0068
BRITISH COLUMBIA FEMALE 25-34	0.0111
BRITISH COLUMBIA FEMALE 35-44	0.0108
BRITISH COLUMBIA FEMALE 45-54	0.0125
BRITISH COLUMBIA FEMALE 55-64	0.0125
BRITISH COLUMBIA FEMALE 65+	0.0162
ALBERTA MALE 18-24	0.0065
ALBERTA MALE 25-34	0.0116
ALBERTA MALE 35-44	0.0106
ALBERTA MALE 45-54	0.0099
ALBERTA MALE 55-64	0.009
ALBERTA MALE 65+	0.0083
ALBERTA FEMALE 18-24	0.0062
ALBERTA FEMALE 25-34	0.0114
ALBERTA FEMALE 35-44	0.0104
ALBERTA FEMALE 45-54	0.0098
ALBERTA FEMALE 55-64	0.0089
ALBERTA FEMALE 65+	0.0096
MANITOBA/SASKATCHEWAN MALE 18-24	0.004
MANITOBA/SASKATCHEWAN MALE 25-34	0.0058
MANITOBA/SASKATCHEWAN MALE 35-44	0.0053
MANITOBA/SASKATCHEWAN MALE 45-54	0.0055
MANITOBA/SASKATCHEWAN MALE 55-64	0.0055
MANITOBA/SASKATCHEWAN MALE 65+	0.0059
MANITOBA/SASKATCHEWAN FEMALE 18-24	0.0038
MANITOBA/SASKATCHEWAN FEMALE 25-34	0.0058

MANITOBA/SASKATCHEWAN FEMALE 35-44	0.0053
MANITOBA/SASKATCHEWAN FEMALE 45-54	0.0055
MANITOBA/SASKATCHEWAN FEMALE 55-64	0.0056
MANITOBA/SASKATCHEWAN FEMALE 65+	0.0072
ONTARIO MALE 18-24	0.0223
ONTARIO MALE 25-34	0.0306
ONTARIO MALE 35-44	0.0292
ONTARIO MALE 45-54	0.0346
ONTARIO MALE 55-64	0.0316
ONTARIO MALE 65+	0.0363
ONTARIO FEMALE 18-24	0.0212
ONTARIO FEMALE 25-34	0.0315
ONTARIO FEMALE 35-44	0.0319
ONTARIO FEMALE 45-54	0.0365
ONTARIO FEMALE 55-64	0.0338
ONTARIO FEMALE 65+	0.0441
QUEBEC MALE 18-24	0.0121
QUEBEC MALE 25-34	0.018
QUEBEC MALE 35-44	0.0189
QUEBEC MALE 45-54	0.0203
QUEBEC MALE 55-64	0.0211
QUEBEC MALE 65+	0.0239
QUEBEC FEMALE 18-24	0.0118
QUEBEC FEMALE 25-34	0.0181
QUEBEC FEMALE 35-44	0.0189
QUEBEC FEMALE 45-54	0.0203
QUEBEC FEMALE 55-64	0.0217
QUEBEC FEMALE 65+	0.0295
ATLANTIC REGIONS MALE 18-24	0.0034
ATLANTIC REGIONS MALE 25-34	0.0046
ATLANTIC REGIONS MALE 35-44	0.0049
ATLANTIC REGIONS MALE 45-54	0.0061
ATLANTIC REGIONS MALE 55-64	0.0065
ATLANTIC REGIONS MALE 65+	0.0076
ATLANTIC REGIONS FEMALE 18-24	0.0033
ATLANTIC REGIONS FEMALE 25-34	0.0047
ATLANTIC REGIONS FEMALE 35-44	0.0053
ATLANTIC REGIONS FEMALE 45-54	0.0065
ATLANTIC REGIONS FEMALE 55-64	0.0069
ATLANTIC REGIONS FEMALE 65+	0.0089

Table A.24 Weight Factors by Province and language

Label	Weight
-------	--------

FRANCOPHONE REST OF CANADA	0.0271
FRANCOPHONE QUEBEC	0.1809
NON-FRANCOPHONE REST OF CANADA	0.7383
NON-FRANCOPHONE QUEBEC	0.0537

Table A.25 Weight Factors by Education level

Label	Weight
PRIMARY / SECONDARY / COLLEGE	0.7233
UNIVERSITY – REST OF CANADA	0.2181
UNIVERSITY - QUEBEC	0.0586

Table A.26 Weight Factors by Presence of Children in the Household

Label	Weight
YES	0.2767
NO	0.7233

Table A.27 Weight Factors by Veteran Status

Label	Weight
VETERAN + FAMILY	0.1487
NON-VETERAN	0.8513

A.2 Survey Questionnaire

A.2.1. Baseline study

INTRO – INTRO

ADVERTISING CAMPAIGN EVALUATION TOOL

Veterans Affairs Canada – Mental Health campaign

Baseline Pre-campaign Questionnaire

Préférez-vous répondre à ce questionnaire en anglais ou en français?

Would you prefer to complete the survey in English or French?

English/Anglais

Français/French

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur français [SWITCH TO FRENCH VERSION].

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 10 minutes to complete. This survey is being directed by Léger and is being administered according to the requirements of the Privacy Act and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

[START SURVEY]

Click here if you wish to verify the authenticity of this survey. To view our privacy policy. click here.

If you require any technical assistance. please click here.

WORK TYPE

a) Do you or anyone else in your household work for any of the following types of organizations?

SELECT ALL THAT APPLY

01. marketing research firm

02. A magazine or newspaper

03. An advertising agency or graphic design firm

04. A political party

05. A radio or television station

06. A public relations company

97. No. none of these types of organizations

IF "NONE OF THESE ORGANIZATIONS" CONTINUE. OTHERWISE THANK AND TERMINATE.

GENDER

b) Are you...

- 01. Female gender
- 02. Male gender
- 03. Gender diverse
- 99. Prefer not to say

YEAR BIRTH

c) In what year were you born?

Record year: [NUMBER]

ADMISSIBLE RANGE 1900-2002

IF > 2002. THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

AGE GROUP

d) In which of the following age categories do you belong?

SELECT ONE ONLY

00. Less than 18 years old

01. 18 to 24

02. 25 to 34

03. 35 to 44

04. 45 to 54

05. 55 to 64

06. 65 or older

09. I prefer not to answer

IF "LESS THAN 18 YEARS OLD" OR "BLANK". THANK AND TERMINATE

PROVINCE

e) In which province or territory do you live?

AB. Alberta

BC. British Columbia

MB. Manitoba

NB. New Brunswick

NF. Newfoundland and Labrador

- NT. Northwest Territories
- NS. Nova Scotia
- NU. Nunavut
- ON. Ontario
- PE. Prince Edward Island
- QC. Quebec
- SK. Saskatchewan
- YK. Yukon
- 97. None of the above

IF NO PROVINCE OR TERRITORY IS SELECTED. THANK AND TERMINATE

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1 EXPOSURE ADVERTISING GOVERNEMENT OF CANADA

Over the past three weeks. have you seen. read or heard any advertising from the Government of Canada?

01. Yes

02. No/do not remember [GO TO T1A]

Q2 EXPOSURE ADVERTISING GOVERNEMENT OF CANADA – MEDIA PLATFORM

[IF Q1 = 01] Think about the most recent ad from the Government of Canada that comes to mind. Where did you see. read or hear this ad?

SELECT ALL THAT APPLY

01. Cinema

02. Facebook

03. Internet website

04. Magazines

05. Newspaper (daily)

06. Newspaper (weekly or community)

07. Outdoor billboards

08. Pamphlet or brochure in the mail

09. Public transit (bus or subway)

10. Radio

- 11. Television
- 12. Twitter
- 13. YouTube
- 14. Instagram
- 15. LinkedIn
- 16. Snapchat
- 17. Spotify
- 96. Other. specify: [TEXT]
- 98. Don't remember

Q3 MAIN ELEMENTS REMEMBERED

[IF Q1 = 01] What do you remember about this ad?

[OPEN ENDED]

- 98. Don't remember

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A EXPOSURE ADVERTISING VETERANS

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about services and supports for Canadian Veterans (NB: for this survey, a Veteran is any former member of the Canadian Armed Forces or the RCMP).

- 01. Yes
- 02. No [GO TO T1E]
- 98. Do not remember/not sure [GO TO T1E]

T1B EXPOSURE ADVERTISING VETERANS – MEDIA PLATFORM

[IF T1A = 01] Where have you seen, read or heard this Government of Canada ad about services and supports for Canadian Veterans?

SELECT ALL THAT APPLY

- 01. Facebook
- 02. Internet website
- 03. Magazines

- 04. Radio
- 05. Twitter
- 06. YouTube
- 07. Instagram
- 08. LinkedIn
- 96. Other. specify [TEXT]
- 98. Don't remember

T1C MAIN ELEMENTS REMEMBERED – VETERANS AD

[IF T1A = 01] What do you remember about this ad? What words. sounds or images come to mind?

[OPEN ENDED]

- 98. Don't remember

Campaign specific attitudinal and behavioural questions

ASK ALL RESPONDENTS

T1E EXPOSURE CONTENT VETERANS – SOCIAL MEDIA

Over the past three weeks. have you seen or read content related to services and supports for Canadian Veterans on social media sites such as Facebook. YouTube. Twitter. Instagram or LinkedIn?

- 01. Yes
- 02. No

T1I ISSUES FACING VETERANS

What do you think is the biggest issue or problem facing Canadian Veterans these days?

[OPEN ENDED]

- 98. Don't know

T2A AWARENESS MENTAL HEALTH CHALLENGES

To what extent are you aware of the mental health challenges faced by some Veterans?

- 01. Very aware
- 02. Somewhat aware
- 03. Not very aware

04. Not at all aware

99. Prefer not to say

T2B COMMONNESS MENTAL HEALTH CHALLENGES

How common do you think it is for Veterans to experience mental health challenges?

01. Very common

02. Somewhat common

03. Not very common

04. Not at all common

98. Not sure

T2C VETERANS ACCESS MENTAL HEALTH SERVICES AND SUPPORTS

How confident are you that Canada's Veterans have access to mental health services and supports?

01. Very confident

02. Somewhat confident

03. Not very confident

04. Not at all confident

98. Not sure

T2D ORGANIZATIONS PROVIDING MENTAL HEALTH SERVICES AND SUPPORTS

As far as you know, what organizations provide information about mental health services and supports for Veterans and their families?

[OPEN ENDED]

98. Don't know

T2E SATISFACTION VETERANS AFFAIRS CANADA COMMUNICATION

Veterans Affairs Canada offers mental health services and supports for Veterans and their families. How satisfied are you with how Veterans Affairs Canada's communicates about services and supports available to Veterans and their families?

01. 1 – Not at all satisfied

02. 2 – Not very satisfied

03. 3 – Neither satisfied nor dissatisfied

04. 4 – Somewhat satisfied

05. 5 – Very satisfied

98. Not sure

97. Not applicable

DEMOGRAPHIC QUESTIONS

DEMOS

And in closing, a few questions that will help us to analyze the survey results.

D1 EMPLOYMENT STATUS

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

SELECT ONE ONLY

01. Working full-time (30 or more hours per week)

02. Working part-time (less than 30 hours per week)

03. Self-employed

04. Unemployed, but looking for work

05. A student attending school full-time

06. Retired

07. Not in the workforce (full-time homemaker or unemployed but not looking for work)

08. Other employment status

D2 SCOLARITY

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

SELECT ONE ONLY

01. Grade 8 or less

02. Some high school

03. High school diploma or equivalent

04. Registered apprenticeship or other trades certificate or diploma

05. College, cegep or other non-university certificate or diploma

06. University certificate or diploma below bachelor's level

07. Bachelor's degree

08. Postgraduate degree above bachelor's level

D3 CHILDREN

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

01. Yes

02. No

D4 INCOME

Which of the following categories best describes your total annual household income. including income from all household members. before taxes are deducted?

SELECT ONE ONLY

01. Under \$20.000

02. Between \$20.000 and \$40.000

03. Between \$40.000 and \$60.000

04. Between \$60.000 and \$80.000

05. Between \$80.000 and \$100.000

06. Between \$100.000 and \$150.000

07. \$150.000 and above

99. Prefer not to say

D4B VETERAN

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

SELECT ANY THAT APPLY

01. Yes. I am a Veteran

02. Yes. a close family member is a Veteran

03. Yes. a friend/someone else is a Veteran

04. No [SINGLE PUNCH]

05. Not sure [SINGLE PUNCH]

D4C ENROLLMENT

Are you or a member of your household currently serving in the Canadian Armed Forces or the RCMP?

SELECT ANY THAT APPLY

01. Yes. I am currently serving in the CAF/RCMP

02. Yes. a member of my household is currently serving in the CAF/RCMP

03. No [SINGLE PUNCH]

04. Not sure [SINGLE PUNCH]

D5 BIRTHPLACE

Where were you born?

01. Born in Canada

02. Born outside Canada

Specify the country: [TEXT]

99. Prefer not to say

D6 YEAR OF MOVING

ASK IF D5=BORN OUTSIDE CANADA

In what year did you first move to Canada?

[OPEN ENDED]

99. Prefer not to say

D7 LANGUAGE

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

SELECT UP TO TWO

01. English

02. French

96. Other language. specify [TEXT]

ONLINE CLOSING PAGE

That concludes the survey. This survey was conducted on behalf of Veterans Affairs Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey. it is greatly appreciated.

THNK2: We regret that your responses have shown you are ineligible to participate in this survey. Thank you for your time.

A.2.2 Post-campaign study

INTRO – INTRO

ADVERTISING CAMPAIGN EVALUATION TOOL

Veterans Affairs Canada – Mental Health campaign

Post-campaign Questionnaire

Préférez-vous répondre à ce questionnaire en anglais ou en français?

Would you prefer to complete the survey in English or French?

English/Anglais

Français/French

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur français [SWITCH TO FRENCH VERSION].

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 10 minutes to complete. This survey is being directed by Léger and is being administered according to the requirements of the Privacy Act and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

[START SURVEY]

Click here if you wish to verify the authenticity of this survey. To view our privacy policy, click here.

If you require any technical assistance, please click here.

WORK TYPE

a) Do you or anyone else in your household work for any of the following types of organizations?

SELECT ALL THAT APPLY

01. marketing research firm

02. A magazine or newspaper

03. An advertising agency or graphic design firm

04. A political party

05. A radio or television station

06. A public relations company

97. No, none of these types of organizations

IF "NONE OF THESE ORGANIZATIONS" CONTINUE. OTHERWISE THANK AND TERMINATE.

GENDER

b) Are you...

- 01. Female gender
- 02. Male gender
- 03. Gender diverse
- 99. Prefer not to say

YEAR BIRTH

c) In what year were you born?

Record year: [NUMBER]

ADMISSIBLE RANGE 1900-2002

IF > 2002. THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

AGE GROUP

d) In which of the following age categories do you belong?

SELECT ONE ONLY

- 00. Less than 18 years old
- 01. 18 to 24
- 02. 25 to 34
- 03. 35 to 44
- 04. 45 to 54
- 05. 55 to 64
- 06. 65 or older
- 09. I prefer not to answer

IF "LESS THAN 18 YEARS OLD" OR "BLANK". THANK AND TERMINATE

PROVINCE

e) In which province or territory do you live?

- AB. Alberta
- BC. British Columbia
- MB. Manitoba

- NB. New Brunswick
- NF. Newfoundland and Labrador
- NT. Northwest Territories
- NS. Nova Scotia
- NU. Nunavut
- ON. Ontario
- PE. Prince Edward Island
- QC. Quebec
- SK. Saskatchewan
- YK. Yukon
- 97. None of the above

IF NO PROVINCE OR TERRITORY IS SELECTED. THANK AND TERMINATE

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1 EXPOSURE ADVERTISING GOVERNEMENT OF CANADA

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

01. Yes

02. No [GO TO T1A]

98. Do not remember [GO TO T1A]

Q2 EXPOSURE ADVERTISING GOVERNEMENT OF CANADA – MEDIA PLATFORM

[IF Q1 = 01] Think about the most recent ad from the Government of Canada that comes to mind. Where did you see, read or hear this ad?

SELECT ALL THAT APPLY

01. Cinema

02. Facebook

03. Internet website

04. Magazines

05. Newspaper (daily)

06. Newspaper (weekly or community)

07. Outdoor billboards

08. Pamphlet or brochure in the mail

09. Public transit (bus or subway)

10. Radio

11. Television

12. Twitter

13. YouTube

14. Instagram

15. LinkedIn

16. Snapchat

17. Spotify

96. Other. specify: [TEXT]

98. Don't remember

Q3 MAIN ELEMENTS REMEMBERED

[IF Q1 = 01] What do you remember about this ad?

[OPEN ENDED]

98. Don't remember

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A EXPOSURE ADVERTISING VETERANS

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about services and supports for Canadian Veterans (NB: for this survey, a Veteran is any former member of the Canadian Armed Forces or the RCMP).

01. Yes

02. No [GO TO T1E]

98. Do not remember/not sure [GO TO T1E]

T1B EXPOSURE ADVERTISING VETERANS – MEDIA PLATFORM

[IF T1A = 01] Where have you seen, read or heard this Government of Canada ad about services and supports for Canadian Veterans?

SELECT ALL THAT APPLY

01. Facebook

- 02. Internet website
- 03. Magazines
- 04. Radio
- 05. Twitter
- 06. YouTube
- 07. Instagram
- 08. LinkedIn
- 96. Other. specify [TEXT]
- 98. Don't remember

T1C MAIN ELEMENTS REMEMBERED – VETERANS AD

[IF T1A = 01] What do you remember about this ad? What words, sounds or images come to mind?

[OPEN ENDED]

- 98. Don't remember

Campaign specific attitudinal and behavioural questions

ASK ALL RESPONDENTS

T1E EXPOSURE CONTENT VETERANS – SOCIAL MEDIA

Over the past three weeks, have you seen or read content related to services and supports for Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

- 01. Yes
- 02. No

T1I ISSUES FACING VETERANS

What do you think is the biggest issue or problem facing Canadian Veterans these days?

[OPEN ENDED]

- 98. Don't know

T2A AWARENESS MENTAL HEALTH CHALLENGES

To what extent are you aware of the mental health challenges faced by some Veterans?

- 01. Very aware

- 02. Somewhat aware
- 03. Not very aware
- 04. Not at all aware
- 99. Prefer not to say

T2B COMMONNESS MENTAL HEALTH CHALLENGES

How common do you think it is for Veterans to experience mental health challenges?

- 01. Very common
- 02. Somewhat common
- 03. Not very common
- 04. Not at all common
- 98. Not sure

T2C VETERANS ACCESS MENTAL HEALTH SERVICES AND SUPPORTS

How confident are you that Canada's Veterans have access to mental health services and supports?

- 01. Very confident
- 02. Somewhat confident
- 03. Not very confident
- 04. Not at all confident
- 98. Not sure

T2D ORGANIZATIONS PROVIDING MENTAL HEALTH SERVICES AND SUPPORTS

As far as you know, what organizations provide information about mental health services and supports for Veterans and their families?

[OPEN ENDED]

- 98. Don't know

T2E SATISFACTION VETERANS AFFAIRS CANADA COMMUNICATION

Veterans Affairs Canada offers mental health services and supports for Veterans and their families. How satisfied are you with how Veterans Affairs Canada's communicates about services and supports available to Veterans and their families?

- 01. 1 – Not at all satisfied

02. 2 – Not very satisfied

03. 3 – Neither satisfied nor dissatisfied

04. 4 – Somewhat satisfied

05. 5 – Very satisfied

98. Not sure

97. Not applicable

T2F EVOLUTION OF MENTAL HEALTH STATE

Since the beginning of the pandemic in March 2020, has your overall mental health:

01. Improved

02. Declined

03. Stayed the same

T2G MENTAL HEALTH SUPPORT

Since the start of the pandemic, have you received any support for your mental health?

01. Yes

02. No

98. Don't know

T1H AD RECALL

Here are some ads that have recently been broadcast on various media. Click on "Continue" to watch the following ad.

[INSERT VIDEO, PRINT AND RADIO ADS]

[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen, read or heard any of these ads?

01. Yes

02. No [GO TO T1J]

T1I MEDIA TYPE

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

01. Facebook

02. Internet website

03. Magazines

04. Radio

05. Twitter

06. YouTube

07. Instagram

08. LinkedIn

09. Other, specify _____

98. Don't remember

T1J CAMPAIGN UNDERSTANDING

What do you think is the **main** point these ads are trying to get across?

T1K ATTITUDES TOWARDS THE CAMPAIGN

Please indicate your level of agreement with the following statements about these ads?

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
a. These ads catch my attention					
b. These ads are relevant to me					
c. These ads are difficult to follow					
d. These ads do not favour one political party over another					

e. These ads talk about an important topic					
f. These ads provide new information					
g. These ads clearly convey that the Government of Canada offers mental health support for Veterans and their families					

DEMOGRAPHIC QUESTIONS

DEMOS

And in closing, a few questions that will help us to analyze the survey results.

D1 EMPLOYMENT STATUS

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

SELECT ONE ONLY

- 01. Working full-time (30 or more hours per week)
- 02. Working part-time (less than 30 hours per week)
- 03. Self-employed
- 04. Unemployed, but looking for work
- 05. A student attending school full-time
- 06. Retired
- 07. Not in the workforce (full-time homemaker or unemployed but not looking for work)
- 08. Other employment status

D2 SCOLARITY

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

SELECT ONE ONLY

- 01. Grade 8 or less
- 02. Some high school
- 03. High school diploma or equivalent
- 04. Registered apprenticeship or other trades certificate or diploma
- 05. College, cegep or other non-university certificate or diploma

06. University certificate or diploma below bachelor's level

07. Bachelor's degree

08. Postgraduate degree above bachelor's level

D3 CHILDREN

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

01. Yes

02. No

D4 INCOME

Which of the following categories best describes your total annual household income, including income from all household members before taxes are deducted?

SELECT ONE ONLY

01. Under \$20.000

02. Between \$20.000 and \$40.000

03. Between \$40.000 and \$60.000

04. Between \$60.000 and \$80.000

05. Between \$80.000 and \$100.000

06. Between \$100.000 and \$150.000

07. \$150.000 and above

99. Prefer not to say

D4B VETERAN

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

SELECT ANY THAT APPLY

01. Yes. I am a Veteran

02. Yes. a close family member is a Veteran

03. Yes. a friend/someone else is a Veteran

04. No [SINGLE PUNCH]

05. Not sure [SINGLE PUNCH]

D4C ENROLLMENT

Are you or a member of your household currently serving in the Canadian Armed Forces or the RCMP?

SELECT ANY THAT APPLY

01. Yes. I am currently serving in the CAF/RCMP

02. Yes. a member of my household is currently serving in the CAF/RCMP

03. No [SINGLE PUNCH]

04. Not sure [SINGLE PUNCH]

D5 BIRTHPLACE

Where were you born?

01. Born in Canada

02. Born outside Canada

Specify the country: [TEXT]

99. Prefer not to say

D6 YEAR OF MOVING

ASK IF D5=BORN OUTSIDE CANADA

In what year did you first move to Canada?

[OPEN ENDED]

99. Prefer not to say

D7 LANGUAGE

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

SELECT UP TO TWO

01. English

02. French

96. Other language. specify [TEXT]

ONLINE CLOSING PAGE

That concludes the survey. This survey was conducted on behalf of Veterans Affairs Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey. it is greatly appreciated.

THNK2: We regret that your responses have shown you are ineligible to participate in this survey. Thank you for your time.