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# 2022 Veterans Affairs Canada National Client Survey

## Executive Summary

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The client department or agency sponsoring the research: Veterans Affairs Canada

For more information on this report, please contact Veterans Affairs Canada at: [commsresearch-commsrecherche@veterans.gc.ca](mailto:commsresearch-commsrecherche@veterans.gc.ca)

*Ce rapport est aussi disponible en français.*

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**2022 Veterans Affairs Canada National Client Survey**

Final Report

Prepared for Veterans Affairs Canada

Supplier name: Forum Research Inc.

January 2023

This public opinion research report presents the results of a CATI (computer-assisted telephone interviewing) and CATI recruit to CAWI (computer-assisted web interviewing) survey conducted by Forum Research Inc. on behalf of Veterans Affairs Canada. The research study was conducted with 3,427 VAC clients between May 24th–August 17th, 2022.

Cette publication est aussi disponible en français sous le titre : Sondage national de 2022 auprès des clients d'Anciens Combattants Canada.

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# Executive Summary

## Research purpose and objectives

The purpose of this research project is to measure Veterans Affairs Canada (VAC) clients' levels of satisfaction with Service Delivery and to measure VAC client health and well-being. The survey provides valuable results on program effectiveness, Veteran well-being, satisfaction with Service Delivery and various service elements, and preferred service channels.

The research results of the 2022 VAC National Client Survey allow VAC to strengthen its performance measurement and ensure that its work is informed by evidence and feedback from Veterans and all of those served by VAC.

The objectives of the VAC National Client Survey are to:

1. Assess satisfaction with Service Delivery;
2. Determine preferred service channels;
3. Measure client health and well-being; and
4. Support improvements to Service Delivery.

## Summary of key findings

In general, respondents are satisfied with VAC programs, services, and benefits. Among the six key strata of VAC clients—Veterans 85+, Veterans 65–84, Veterans under 65 (case-managed), Veterans under 65 (not case-managed), RCMP, and Survivors—a consistent pattern is observed. Survivors and Veterans 85+ tend to be the most satisfied of the six strata. Veterans under 65, particularly case-managed clients, report being the least satisfied. This striking pattern holds throughout much of the survey and shows up as a recurring sideways “U”-shaped pattern in the stacked bar charts visualizing elements of client satisfaction.

A consistent trend regarding clients who are members of marginalized groups is also observed. Throughout the survey, Indigenous and visible minority respondents are generally less satisfied and less well-off compared to their counterparts. Whether it be service experience, programs,

or health and well-being, Indigenous and visible minority respondents tend to rate their VAC experience less positively across the board.

Gender differences are also revealed in the data. Compared to males, females are more likely to give positive responses about their satisfaction with VAC programs, experience with VAC staff, and their relationship with others. This might be connected to the high satisfaction among Survivors, a stratum which is predominantly females.

A positive relationship between age and satisfaction is often seen, with older respondents generally feeling more positively than younger respondents across a range of different areas. This is consistent with the paradox of aging, in which older respondents report higher levels of life satisfaction despite declining health and income.

Although the majority of respondents are satisfied with life in general, their satisfaction in some areas has dropped from 2020, including their well-being, financial situation, activities, and relationship with others.

## Methodology

Forum Research administered a quantitative study, which was conducted using computer-assisted telephone interviewing (CATI) and computer-assisted web interviewing (CAWI). Respondents were reached using contact information from a sample file provided by VAC which included six strata of interest: Veterans 85+, Veterans 65–84, Veterans under 65 (split between case-managed and not case-managed), RCMP, and Survivors who were **either in receipt of benefits or who had applied for a benefit in the previous 12 months**. This included Veterans who applied for benefits in the previous 12 months but who had been declined or who were still awaiting a decision.

A total of 3,427 VAC clients 18 years of age and older were interviewed: 2,007 were interviewed via CATI whereas 1,420 were interviewed via CAWI. The average response rate for CATI respondents was 26%, while the average

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response rate for CAWI respondents was 56%. The average duration of the questionnaire administered in CATI was 33 minutes whereas that in CAWI was 20 minutes.

The margin of error (at the 95% confidence interval) for the full sample is  $\pm 1.7\%$ . For the six aforementioned strata, the margins of error are  $\pm 4.6\%$  for Veterans 85+,  $\pm 3.9\%$  for Veterans 65–84,  $\pm 3.9\%$  for case-managed Veterans under 65,  $\pm 2.4\%$  for Veterans under 65 who are not case-managed,  $\pm 4.1\%$  for RCMP,  $\pm 5.2\%$  for Survivors.

Fieldwork was conducted between May 24th–August 17th, 2022.

As shown in the appendix, it does not appear that non-response bias significantly impacted the results, and this data can be generalized to populations with the same characteristics as the sample file of VAC clients.

### **Contract value of the POR project**

\$188,190.00

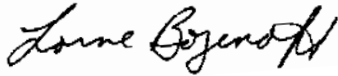
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# Political neutrality certification

This certification is to be submitted with the final report submitted to the Project Authority.

I hereby certify as Senior Officer of Forum Research Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Policy on Communications and Federal Identity* and *Directive on the Management of Communications – Appendix C: Mandatory Procedures for Public Opinion Research*. 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.

Signature:



Dr. Lorne Bozinoff  
President & CEO  
Forum Research Inc.

Date:

December 6, 2022