Public opinion research study:
Evaluation of the 2022 Remembrance Advertising Campaign

Executive Summary

Prepared for Veterans Affairs Canada

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 2,001 Canadians during the month of October 2022. The post-campaign study was conducted with 2,008 respondents during the month of November 2022.

Cette publication est aussi disponible en français sous le titre « Évaluation de la campagne publicitaire de 2022 sur le Jour du Souvenir ».

Executive Summary

Leger is pleased to present Veterans Affairs Canada with this report on findings from a quantitative survey designed to evaluate the 2022 Remembrance 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 CW2244218 awarded October 12th, 2022, for a total value of $42,815.70 including HST). This report presents the results of two online surveys conducted as part of this study. The baseline survey was conducted with 2,001 Canadians during the month of October 2022. The post-campaign study was conducted with 2,008 respondents during the month of November 2022.

1.1 Background and Objectives

Within Veterans Affairs Canada (VAC), the core responsibility of commemoration is unique in that it serves Veterans and their families, recognizes the contributions of those who made the ultimate sacrifice, along with engaging the broader Canadian public in remembrance. The purpose of the Remembrance campaign is to honour the Canadians who served our country during times of war, military conflict and peace and to engage Canadians in remembering past and present sacrifices.

More than 2.3 million Canadians have served in uniform to defend freedom and democracy since the start of the First World War and more than 118,000 have given their lives (Source: VAC Learning Unit). It is important for Canadians to understand the price of freedom. Veterans are passing the torch to the people of Canada, so the memory of their sacrifices and achievements will continue, and the values they fought for will live on.

The strategic focus of commemoration has recently been renewed. Work is underway toward a new approach to understanding the experiences, sacrifices and contributions of all Veterans and how they have and continue to contribute to Canada. VAC has developed a 10-year strategic plan for commemoration in consultation with the Commemoration Advisory Group and other key stakeholders. This plan is serving as a reference point for commemoration activities going forward. Since the Korean War, Canada has contributed to international security, peace support and humanitarian efforts in different regions around the world.

A national advertising campaign is one way VAC seeks to engage Canadians in remembrance. The Remembrance campaign is focused on engaging and honouring all who have served our country in times of war, military conflict and peace and made life better for Canadians and the world. The target audience for this advertising campaign is Canadians aged 18 to 54 years old, with an emphasis on young Canadians (18 to 34 years old).

In 2022, the campaign included television, digital and social creatives. The Advertising Campaign Evaluation Tool (ACET) will measured Canadians' awareness of the 2022 Remembrance campaign through a quantitative online survey that measured the pre-campaign baseline and post-campaign results.

The current COVID-19 environment may continue to be a factor and could have an impact during this research.

Intended use of the research
ACET surveys were 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 Remembrance ad campaign requested by Veterans Affairs Canada.

The targeted audience of this study included a national sample reflecting the entire adult Canadian population. The baseline and post-campaign surveys were conducted with samples of 2,001 and 2,008 Canadian adults respectively. 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	148	133
Quebec	514	536
Ontario	796	800
Prairies	171	167
Alberta	168	167
British Columbia	204	200
Total	**2,001**	**2,008**

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 October 25th to 31st, 2022. A total of 2,001 Canadians with demographic characteristics reflective of the Canadian population were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 10.6% (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, education level 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 35 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of four minutes and sixteen seconds 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 November 15th to 24th, 2022. A total of 2,008 Canadians with demographic characteristics reflective of the Canadian population were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 12.8% (see Table 16 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, education level 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 30 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of six minutes and forty-six seconds 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:

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    Léger