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Attitudes Towards Remembrance and Veterans' Week 2020: Survey of Canadians

Prepared for Veterans Affairs Canada
Supplier name: Phoenix Strategic Perspectives Inc.
February 2021

This public opinion research report presents the results of a telephone survey of 1,005 Canadians conducted by Phoenix SPI on behalf of Veterans Affairs Canada.

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EXECUTIVE SUMMARY

Phoenix Strategic Perspectives Inc. (Phoenix SPI) was commissioned by Veterans Affairs Canada (VAC) to conduct a telephone survey of Canadians regarding Veterans' Week and VAC's remembrance programming.

Background and Objectives

One of VAC's core responsibilities is post-Confederation military commemoration. VAC ensures (1) that Veterans and those who died in service are honoured and (2) that Canadians remember and appreciate Veterans and those who died in service. The Canada Remembers Program and the Funeral and Burial Program support these departmental results for commemoration and promote the following:

- Veterans and those who died in service are publicly acknowledged through ceremonies and events, honours and awards, and the presentation and perpetual care of memorials, cemeteries and grave markers;
- Canadians are aware of, and value, the contributions of those who served through a suite of resources that tell the story of our military history and through the provision of funding for community-led commemorative initiatives;
- the memory of the achievements and sacrifices of Canadian Veterans and those who died in service is preserved; and
- the estates of eligible Veterans have access to financial assistance toward a dignified funeral and burial.

The Attitudes Towards Remembrance and Veterans' Week survey measures Canadians' level of participation in remembrance activities, their attitudes toward those who served in Canada's military, and their level of support for VAC's work related to remembrance. The purpose of this research is to evaluate the effectiveness of the Department's overall remembrance programming.

The research results obtained through the Attitudes Towards Remembrance and Veterans' Week survey allow VAC to continue to determine the impact and effectiveness of its remembrance activities, adapt activities to be relevant to Canadians, improve the methods used to inform Canadians about remembrance initiatives, and help to guide the planning of future remembrance-related programming.

Methodology

A random digit dialling (RDD) telephone survey was administered to 1,005 Canadian residents, 18 years of age or older, between November 12 and 27, 2020. Interviewing was conducted by Elemental Data Collection Inc. (EDCI) using Computer Aided Telephone Interviewing (CATI) technology. The survey averaged 12 minutes to complete.

An overlapping dual-frame (landline and cell phone) sample was used in order to minimize coverage error.¹ The same random selection process was used for both the landline and cell phone sample to ensure

¹ Coverage error occurs when not all segments of the target population are included in the sample frame. If only landlines were included in the sample frame for this survey, Canadians who only have a cellphone would not have an opportunity to participate in the survey. The survey results, therefore, would only reflect the views of Canadians who have a landline in their household.

the integrity of the probability sample. The sample frame was geographically disproportionate in an effort to improve the accuracy of regional results.

The results of the survey can be considered representative of the population of Canadians aged 18 and older. Based on a sample of this size, the overall results can be considered accurate within $\pm 3.3\%$, 19 times out of 20 (adjusted to reflect the geographically disproportionate sampling). The margins of error are greater for results pertaining to subgroups of the total sample and split samples.

For a more complete description of the methodology, refer to the Appendix: 1. Technical Specifications.

Key Findings

AWARENESS AND IMPORTANCE OF VETERANS' WEEK

Canadians' awareness of Veterans' Week and the importance attributed to it remain virtually unchanged from 2019.

Similar to last year, slightly more than half of Canadians (57%) said they had heard of Veterans' Week. This represents virtually no change in awareness year-over-year, as 54% of Canadians claimed to have heard of Veterans' Week in 2019. Awareness of Veterans' Week remains lower now than it was a decade ago, when 65% of Canadians had heard of it. Consistent with previous years, the majority of Canadians (87%) think it is important that Veterans' Week be held each year, with 66% saying that it is *very* important.

Canadians who said they think it is important that Veterans' Week be held each year were asked why they think so. Approximately three-quarters (76%) said it is important to honour and show respect for Canadian Veterans and those who died in service. Following this, 39% of those who think it is important that Veterans' Week be held each year provided reasons pertaining to history or remembrance. Relatively few (8%) said that Veterans' Week is important because of a personal connection, such as having a family member who is a Veteran or in the military. These same themes have been Canadians' top reasons for attributing importance to Veterans' Week over time.

PARTICIPATION IN VETERANS' WEEK AND RELATED ACTIVITIES

Participation in Veterans' Week decreased in 2020.

Approximately seven in 10 Canadians (72%) said they or members of their immediate family participated in Veterans' Week this year. This marks a significant decline from previous years (19 percentage points since 2019), which was expected given the COVID-19 global pandemic. Among those who did not participate in Veterans' Week this year, almost half (49%) attributed their lack of participation to COVID-19—to either the specific restrictions in place in their community or to their lack of comfort participating in person due to COVID-19. Among Canadians who did participate in Veterans' Week this year, nearly half (48%) said they participated as a way to honour and respect Canadian Veterans and those who died in service. This is consistent with previous years.

Wearing a poppy continues to be the most prevalent way to commemorate Veterans and those who died in service.

Canadians were asked about their participation in various Veterans' Week activities. The most frequently cited activities were wearing a poppy (72%) and observing a moment of silence (69%). In addition, 43%

watched a Remembrance Day 2020 ceremony on TV, while 40% watched a virtual Remembrance Day ceremony. Approximately one in five (22%) participated in a remembrance activity on social media, and 15% reported that they participated in a remembrance ceremony in their community (down from 37% in 2019). As noted above, COVID-19 affected participation in Veterans' Week this year. The decline in participation in community-based ceremonies, therefore, is likely the result of COVID-19 restrictions and the trend of events migrating online to respect public health directives.

PRIORITIZING VETERANS' WEEK ACTIVITIES

Many Canadians attribute at least some importance to all remembrance initiatives.

Nine in 10 Canadians (91%) attributed at least some importance to providing educational materials for schools, 72% who said it is *very important* to do this. Following this, 85% believe that supporting and leading commemorative events in Canada is important. Support for this type of initiative drops significantly for events to be held outside of Canada, with only 43% attributing importance to this. In addition, smaller proportions, but still strong majorities, think it is important that the Government of Canada post remembrance-related content on social media (74%), provide funding for commemorative projects (73%), create remembrance-related ads (70%), and develop virtual remembrance ceremonies (69%). The provision of promotional materials, such as posters and pins, is considered important by 62% of Canadians. Support for these remembrance initiatives remains stable among Canadians, with changes of four percent or less recorded between 2019 and 2020.

ATTITUDES TOWARDS VETERANS AND CANADA'S MILITARY

Canadians' attitudes towards Veterans and Canada's military role remain strongly positive.

Over time, Canadians' attitudes towards Veterans and commemoration have remained positive. In 2020, a large majority of Canadians agreed that Canada's Veterans and those who died in service should be recognized for their service to Canada (95%) and that they have made major contributions to our country (92%). Following this, more than four in five Canadians (84%) agreed that participating in commemorative activities increases awareness of, and appreciation for, the contributions of Veterans and those who died in service. In addition, approximately seven in 10 (73%) agreed that VAC effectively honours Veterans and those who died in service and preserves the memory of their achievements and sacrifices. About the same proportion (71%) indicated that they make an effort to demonstrate their appreciation to those who served our country.

Canadians are more likely to have said they are proud of Canada's military role than to think of themselves as knowledgeable about it. Four in five Canadians (81%) agreed that they are proud of the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in Afghanistan. Fewer, but still a majority of 71%, agreed that they are knowledgeable about the role that Canada's military has played in peacekeeping missions and conflicts. Overall, pride in Canada's military role and self-assessed knowledge of Canada's peacekeeping missions and conflicts have remained stable over time.

RECOGNIZING CANADIAN VETERANS AND THOSE WHO DIED IN SERVICE

There is widespread agreement among Canadians on the importance of recognizing Veterans and those who died in service.

Consistent with previous years, a strong majority of Canadians agreed that it is important for VAC to recognize and honour Canadian Veterans and those who died in service through the presentation and

care of memorials, cemeteries, and grave markers (92%) and that it is important that VAC recognize and honour deceased Canadian Veterans by providing funeral and burial assistance (91%). Smaller majorities agreed that they are satisfied with how VAC recognizes and honours Canadian Veterans and those who died in service through the presentation and care of memorials, cemeteries, and grave markers (64%) and with how VAC recognizes and honours Canadian Veterans through the provision of funeral and burial assistance (55%).

Notes to Reader

- All results are expressed as percentages unless otherwise noted.
- Percentages may not always add to 100 due to rounding.
- In graphs:
 - “DK” stands for “Don’t know” and “NR” for “No response.”
 - Tracking data are presented where available. This survey was not conducted in 2009, 2013, or 2015.
 - Unless otherwise noted, all values are labelled in the stacked bar graphs.
- The number of respondents changes throughout the report because some questions were asked of sub-samples of survey respondents. Readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents because the margins of error are higher. The higher the margins of error, the less reliable the survey results.
- Demographic differences are identified in the report. Only differences that are significant at the 95% confidence level and pertain to a sub-group sample size of more than n=30 are discussed in the report.
 - When regional differences are discussed in the report, note that the territories are grouped as follows: respondents from the Yukon Territory are grouped with British Columbia and respondents from the Northwest Territories and Nunavut are grouped with the Prairies.
- The tabulated data is available under separate cover.

The contract value was \$54,831.08 (including HST).

DETAILED FINDINGS

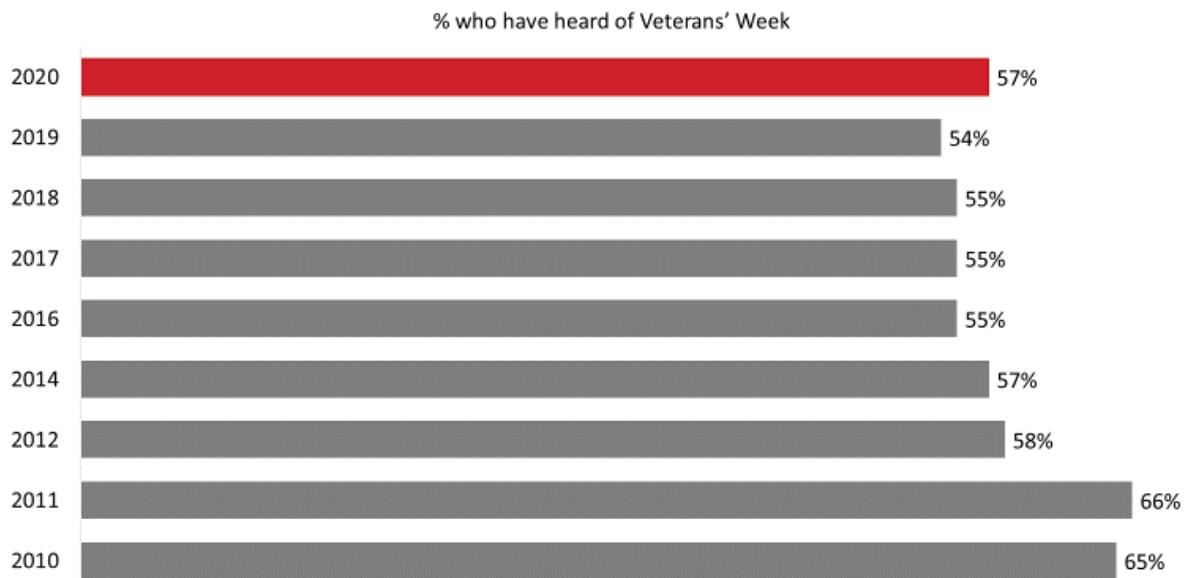
Awareness and Importance of Veterans' Week

This section explores Canadians' awareness of Veterans' Week, as well as their views on the importance of Veterans' Week and the reasons why they hold these views.

Awareness of Veterans' Week has increased slightly since 2019

Just over half of Canadians (57%) said they had heard of Veterans' Week. Awareness has increased slightly since 2019, when 54% of Canadians said they had heard of Veterans' Week. Over time, awareness of Veterans' Week has varied, from a low of 54% to a high of 66%.

Figure 1: Awareness of Veterans' Week



Q1: Have you ever heard of Veterans' Week? Base: All respondents; 2020 n=1,005.

Awareness of Veterans' Week is highest among the following subgroups:

- Quebec residents (69%) compared to those in Atlantic Canada (58%), Ontario (55%), the Prairies (53%), and British Columbia (45%).²
- Canadians aged 45 and older (58% of those aged 65+ and 60% of those 45 to 64 years of age) compared to Canadians who are 30 to 44 years of age (49%).
- Those who have completed college or some university (61%) compared to those with a high school education or less (52%).

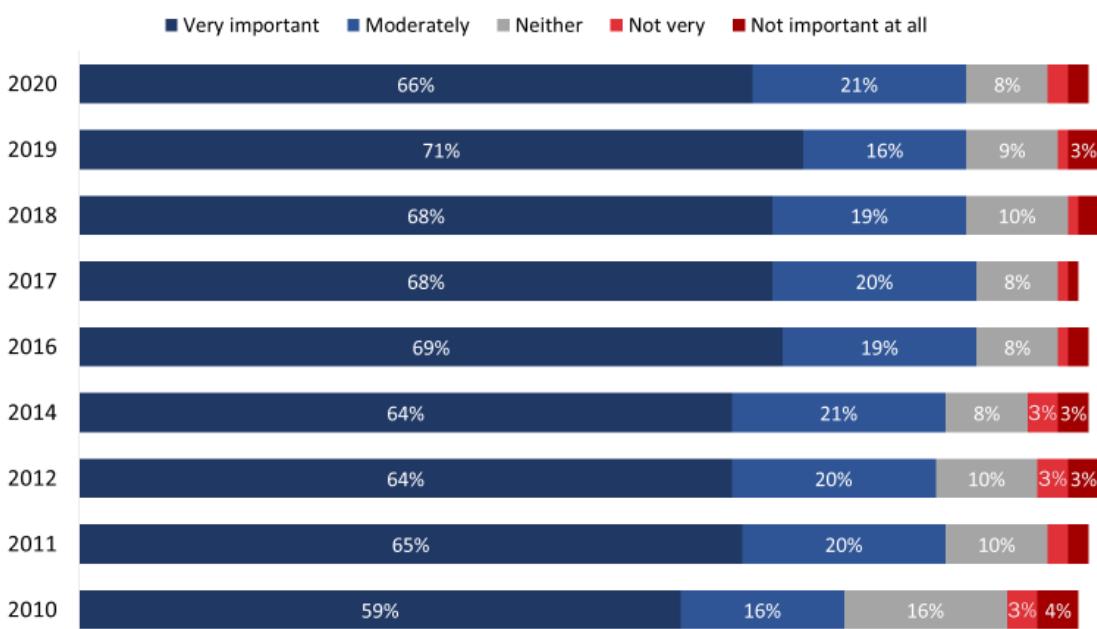
² Throughout the report, respondents from the Yukon Territory are grouped with British Columbia and respondents from the Northwest Territories and Nunavut are grouped with the Prairies.

- Canadians born in Canada (59%) as opposed to those born outside of Canada (50%).
- Veterans, Canadian Armed Forces (CAF) members and those who know a Veteran (63%) versus those who are not a Veteran, not a CAF member and do not personally know any Veterans (53%).

Many Canadians say it is important that Veterans' Week be held each year

The vast majority of Canadians (87%) feel it is important that Veterans' Week be held each year, with two-thirds (66%) saying it is *very* important. The proportion of Canadians who feel that Veterans' Week is important has remained relatively stable over time, although this year, fewer said it is *very* important (66% in 2020 versus 71% in 2019).

Figure 2: Importance of Veterans' Week



Values of 2% or less are not labelled in the graph.

Q2: How important is it that Veterans' Week be held each year? Base: All respondents; 2020 n=1,005. DK/NR: 1%.

Prior to being asked to rate the importance of Veterans' Week, respondents were first read the following description:

Veterans' Week takes place November 5-11 each year. During this week, commemorative ceremonies and events usually take place across the country to recognize the achievements of our Veterans and those who died in service. People also take part through things like social media, wearing a poppy, and having discussions with Veterans or military personnel. This year, some Veterans' Week commemorative ceremonies and events may have been modified or cancelled due to the COVID-19 pandemic. Please keep this in mind while answering the following questions.

The following subgroups are more likely to believe it is important that Veterans' Week be held each year:

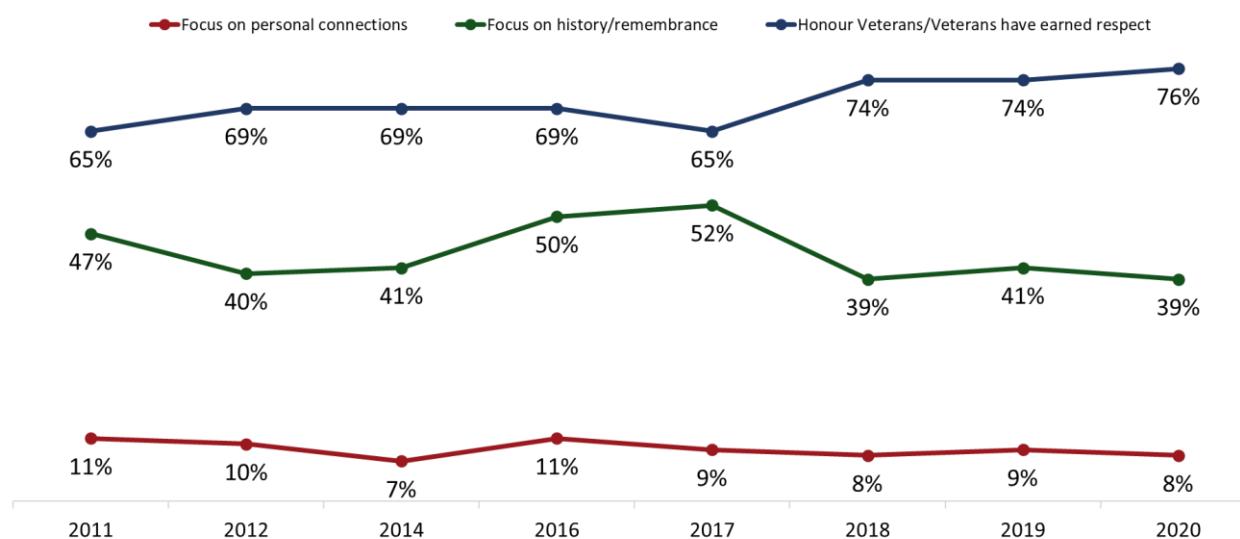
- Canadians living in the Prairies (93%), Ontario (90%), and Atlantic Canada (89%) as opposed to those in Quebec (80%).

- Those who have completed college or some university (91%) as compared to those with a bachelor's degree or higher (83%).
- Veterans, CAF members and those who know a Veteran (94%) as compared to those who are not a Veteran, not a CAF member and who do not personally know any Veterans (83%).

Canadians say Veterans' Week is important in order to honour and respect Canadian Veterans

Canadians who said that it is *moderately* or *very important* that Veterans' Week be held each year (n=880) were asked to give their reasons why. Approximately three-quarters of Canadians (76%) focused on the theme of honouring Veterans or the view that Veterans have earned respect. Following this, thirty-nine percent of Canadians (39%) provided reasons pertaining to history or remembrance. Relatively few (8%) said that Veterans' Week is important because of a personal connection, such as having a family member who is a Veteran or in the military. Views on why Veterans' Week is important have remained relatively stable since 2018.

Figure 3: Reasons Why Veterans' Week Is Important [Over Time]



Q2B: And why do you say it is important that Veterans' Week be held each year? Base: Those who said it is important; 2020 n=880. (Up to 2 responses accepted)

At 91%, Canadians under 30 years of age were more likely than those 30 to 44 years of age (73%), 45 to 64 (76%), and 65 or over (73%) to have said it is important that Veterans' Week be held each year in order to honour and respect Veterans. Veterans, CAF members, and those who personally know a Veteran were less likely than other Canadians to attribute importance to this reason (70% versus 80%). In contrast, Veterans, CAF members, and those who personally know a Veteran were more likely to have said Veterans' Week is important for its focus on history and remembrance (45% versus 34% of other Canadians).

When we assess the specific reasons why Canadians say they attribute importance to Veterans' Week, the following three responses were given most frequently:

- To honour/respect Veterans/those who died in service (43%);
- To recognize their contribution to our freedom/security/peace (23%); and
- So people will remember their sacrifices (20%).³

Figure 4 presents the full range of responses, grouped by the themes presented in Figure 3. Respondents could provide up to two reasons for thinking that Veterans' Week is important; therefore, the percentages for the full range of responses assigned to each theme (e.g., Focus on History / Remembrance) do not necessarily sum to the total percentage for that theme.

Figure 4: Reasons Why Veterans' Week Is Important [All Responses]

Honour Veterans / Veterans Have Earned Respect	
To honour / to respect the Veterans / those who died in service	43%
To recognize their contribution to our freedom / security / peace	23%
Veterans fought for our country / they served our country	12%
To recognize their service / accomplishments	10%
Canada would not be the country it is today / I would not be here if it were not for Veterans	3%
We owe them / they deserve recognition	2%
Focus on History / Remembrance	
So people will remember their sacrifices	20%
Part of our heritage / our history	3%
So children can understand / learn the importance of it	3%
Good idea / good to remember	3%
Should not / cannot forget	1%
So we do not repeat past mistakes	1%
Many soldiers died in past wars	1%
Focus on Personal Connections	
Family member is a Veteran / I am a Veteran	8%
Other Reasons	
Believe in it / it is important to do it	3%
To show support for our troops (past and / or present)	1%

Cost-benefit focus is the top reason for viewing Veterans' Week as unimportant

Among the small number of Canadians (n=40 respondents) who said that Veterans' Week was *not very important* or *not important at all*, the most common explanations included the view that there are other issues or concerns that are more important; that we should not celebrate war and should focus on peace instead; and that it is not important to them personally.⁴

³ These responses are more specific to the themes that respondents offered. The responses were then combined to create the graph above.

⁴ Given the very small sample size, a table of the full range of responses is not provided. These responses can be found in the banner tables that accompany this report.

Neutrality towards Veterans' Week is due to a lack of personal resonance

Respondents who indicated that Veterans' Week is neither important nor unimportant to them (n=79) were asked to explain why they feel that way. The most common reason was that Veterans' Week is not important to them personally (34%). Figure 5 presents the full range of reasons Canadians gave for thinking Veterans' Week is neither important nor unimportant.

Figure 5: Reasons Why Canadians View Veterans' Week Neutrally



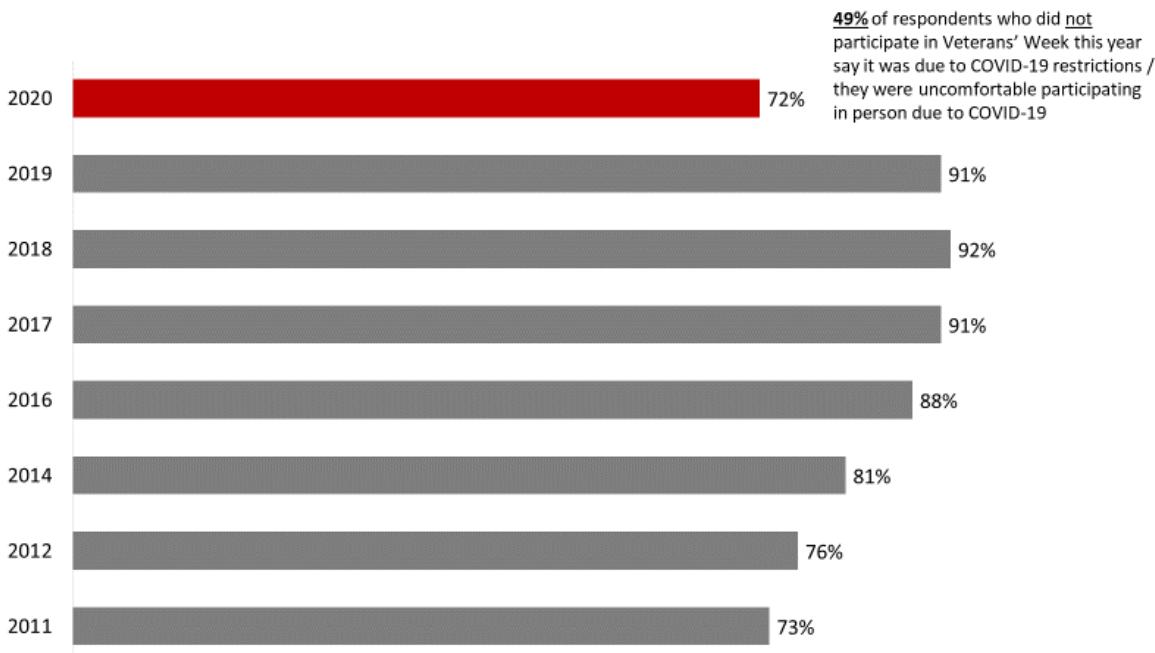
Participation in Veterans' Week and Related Activities

This section explores topics related to Canadians' participation in Veterans' Week, including the level of participation, reasons for participation and non-participation, and the specific activities respondents participated in.

Seven in 10 Canadians participated in Veterans' Week

Approximately seven in 10 Canadians (72%) said they or members of their immediate family participated in Veterans' Week this year.⁵ This marks a significant decline from previous years, which was expected given the COVID-19 global pandemic. Among those who did not participate in Veterans' Week this year, almost half (49%) attributed their lack of participation to COVID-19—either to the restrictions in place in their community or to their lack of comfort participating in person due to COVID-19.⁶

Figure 6: Participation in Veterans' Week



Q3: Did you or members of your immediate family participate in Veterans' Week this year?

Q4. Did you or members of your immediate family do any of the following during Veterans' Week this year?

Base: All respondents; 2020 n=1,005.

⁵ One-third of Canadians (33%) said they participated in Veterans' Week this year when asked: *Did you or members of your immediate family participate in Veterans' Week this year?* When respondents were asked if they did one or more activities that are part of Veterans' Week (*Did you or members of your immediate family do any of the following during Veterans' Week this year?*), the percentage of Canadians participating in Veterans' Week increases to 72%. This approach measurement was introduced in 2011 to reflect participation more accurately.

⁶ When reference is made to those who participated in Veterans' Week, this includes respondent themselves and/or their immediate family.

Participation in Veterans' Week was lowest in Quebec, where half of respondents (51%) say they or members of their immediate family participated this year. Elsewhere in the country, participation ranged from 75% in British Columbia to 78% in Ontario, 80% in the Prairies and 83% in Atlantic Canada. Further to this, participation in Veterans' Week was highest among the following groups:

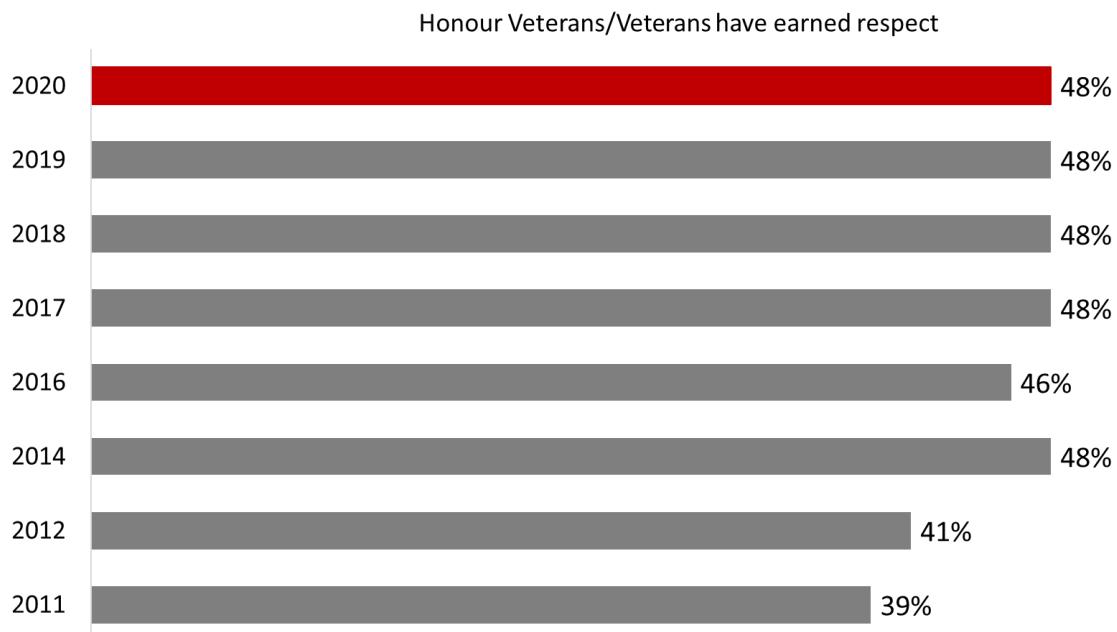
- Canadians aged 45 and older (81% of those aged 65+ and 75% of those 45 to 64 years of age) compared to 61% of Canadians under 30.
- Those without a university degree (77% of Canadians with a high school education or less and 75% of Canadians with college or some university) compared to those who completed a bachelor's degree or higher (65%).
- Canadians with a household income of \$100,000 or more (76%) as opposed to those with a household income of under \$40,000 (66%).
- Women (75%) compared to men (68%).
- Those born in Canada (74%) compared to those born outside of Canada (66%). ⁹
- Veterans, CAF members and those who know a Veteran personally (87%) compared to other Canadians (61%).

Honouring Veterans is the main reason Canadians say they participated in Veterans' Week

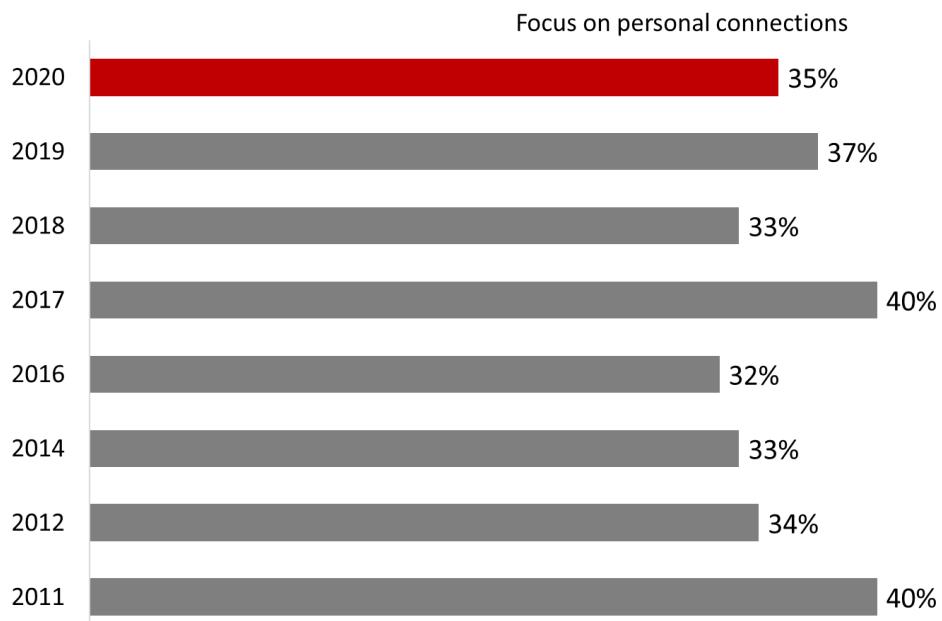
Canadians who reported having participated in Veterans' Week in 2020 (n=313) were asked why they did so.⁷ Consistent with data since 2017, just under half (48%) of Canadians who participated in Veterans' Week say they did so as a way to honour and respect Veterans. Following this, approximately one-third (35%) participated because of a personal connection, 12% participated to focus on history and remembrance, and 11% did so because they believe it is important (down from 15% in 2019).

Figures 7 to 10 present the proportion of Canadians providing reasons that align with these overarching themes over time.

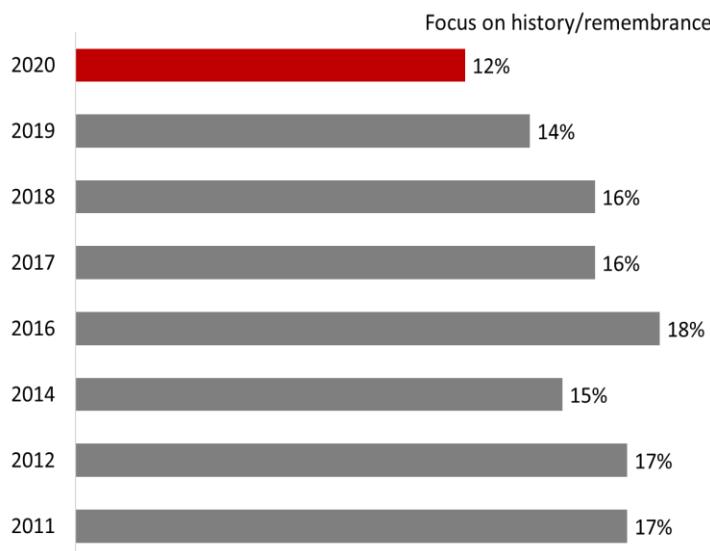
⁷ Respondents were not asked this question if they did not initially acknowledge participating in Veterans' Week at Question 3: *Did you or members of your immediate family participate in Veterans' Week this year?* Per footnote 4: 33% of respondents (n=313) said they participated in Veterans' Week this year.

Figure 7: Reasons for Participating in Veterans' Week [Honour]

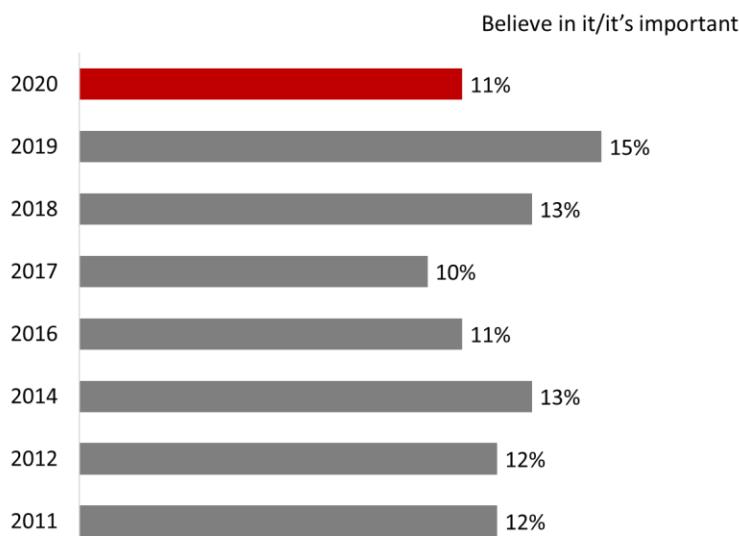
Q3B. And why did you or members of your immediate family participate in Veterans' Week? Base: Those who initially acknowledged participating in Veterans' Week when asked; 2020 n=313. (Up to 2 responses accepted)

Figure 8: Reasons for Participating in Veterans' Week [Personal Connections]

Q3B. And why did you or members of your immediate family participate in Veterans' Week? Base: Those who initially acknowledged participating in Veterans' Week when asked; 2020 n=313. (Up to 2 responses accepted)

Figure 9: Reasons for Participating in Veterans' Week [History]

Q3B. And why did you or members of your immediate family participate in Veterans' Week? Base: Those who initially acknowledged participating in Veterans' Week when asked; 2020 n=313. (Up to 2 responses accepted)

Figure 10: Reasons for Participating in Veterans' Week [Important/Believe]

Q3B. And why did you or members of your immediate family participate in Veterans' Week? Base: Those who initially acknowledged participating in Veterans' Week when asked; 2020 n=313. (Up to 2 responses accepted)

The specific reasons Canadians gave for participating in Veterans' Week are presented below in Figure 11. Respondents were permitted to provide up to two reasons; therefore, the percentages for the full range of responses assigned to each theme (e.g., Honour Veterans / Veterans Earned Respect) may not necessarily sum to the total percentage for that theme presented in Figures 7 through 10.

Figure 11: Reasons for Participating in Veterans' Week [All Responses]

Honour Veterans / Veterans Earned Respect	
To honour / to respect the Veterans / those who died in service	40%
To recognize their contribution to our freedom / security / peace	8%
To recognize their service / accomplishments	5%
Veterans fought for our country / they served our country	1%
Canada would not be the country it is if it were not for Veterans	1%
Focus on Personal Connections	
Family member is a Veteran / I am a Veteran	25%
Know / am related to someone who is currently in the military / I am currently in the military	8%
I / someone I know participates in events	3%
Focus on History / Remembrance	
So people will remember their sacrifices	5%
So children can understand / learn the importance of it	4%
Good idea / good to remember	3%
Other	
Believe in it / it is important to do it	11%
Tradition / habit / we do it every year	8%
To show support for our troops (past and/or present)	5%
Show some (national) pride	3%

COVID-19 restrictions are the most common reason Canadians say they did not participate in Veterans' Week this year

Among Canadians who did not participate in Veterans' Week this year (n=681), nearly half (49%) pointed to the global pandemic to explain their lack of participation—specifically, COVID-19 restrictions in their community and their lack of comfort participating in person due to the virus.⁸

Following reasons related to COVID-19, 16% of Canadians did not participate in Veterans' Week due to lack of knowledge or awareness (down from 25% in 2019), 15% due to practical constraints (down from 49% in 2019),⁹ 12% due to lack of personal resonance with Veterans' Week, and 6% due to lack of opportunities to participate.¹⁰ Three percent (3%) of those who said they did not participate in Veterans' Week volunteered that they remembered in other ways, such as by wearing a poppy.

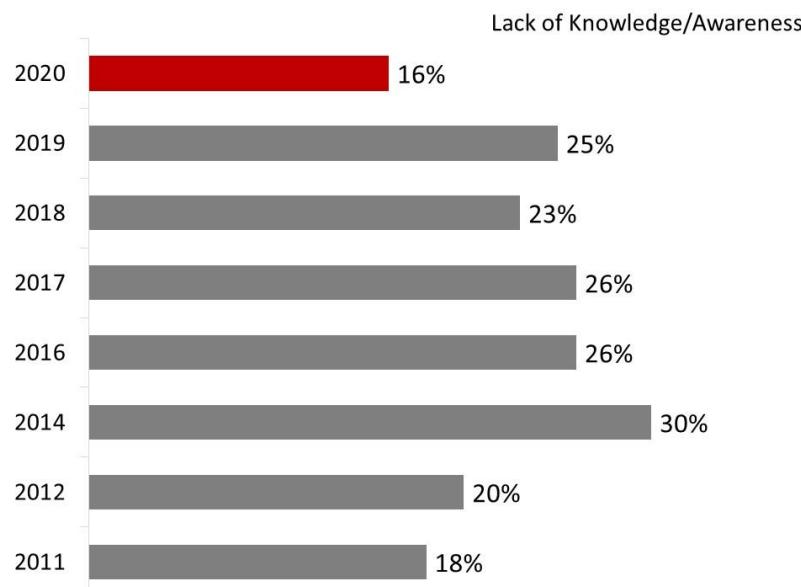
Figures 12 through 16 present the proportion of Canadians providing reasons that align with these themes over time.¹¹

⁸ The base for this question includes all respondents who said they did not participate in Veterans' Week at Question 3: *Did you or members of your immediate family participate in Veterans' Week this year?* In total, 66% of respondents (n=681) said they did not participate in Veterans' Week this year.

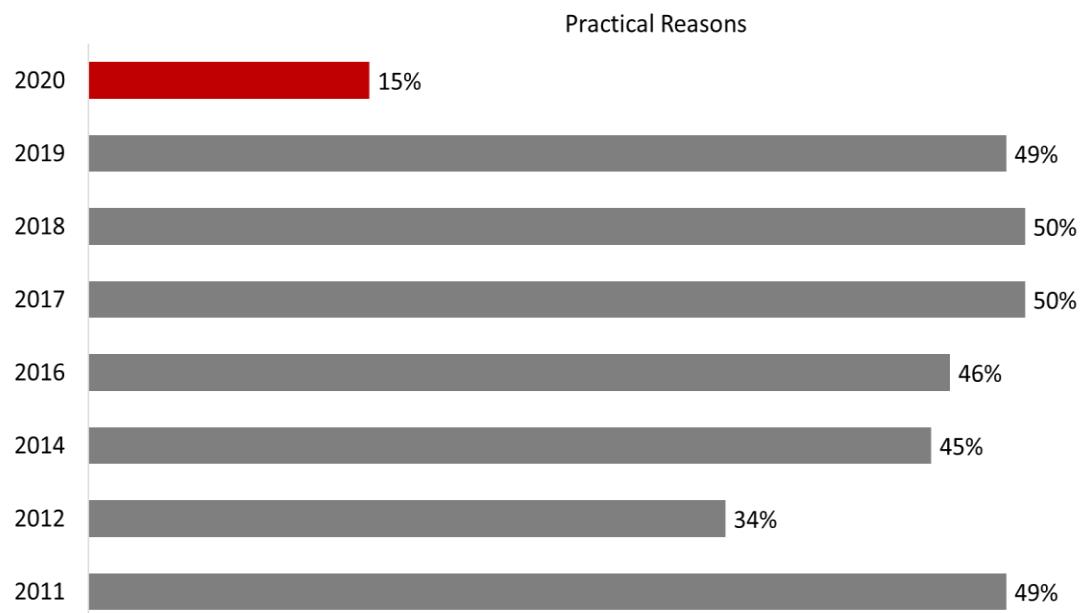
⁹ The decline in reasons related to practical constraints is very likely attributable to COVID-19. Many of the reasons that, in previous years, would have been grouped within this theme are overshadowed by COVID-19 and reasons relating to the global pandemic.

¹⁰ It is worth noting that lack of opportunities to participate could be related to COVID-19 given that many community events were moved online or possibly not held at all.

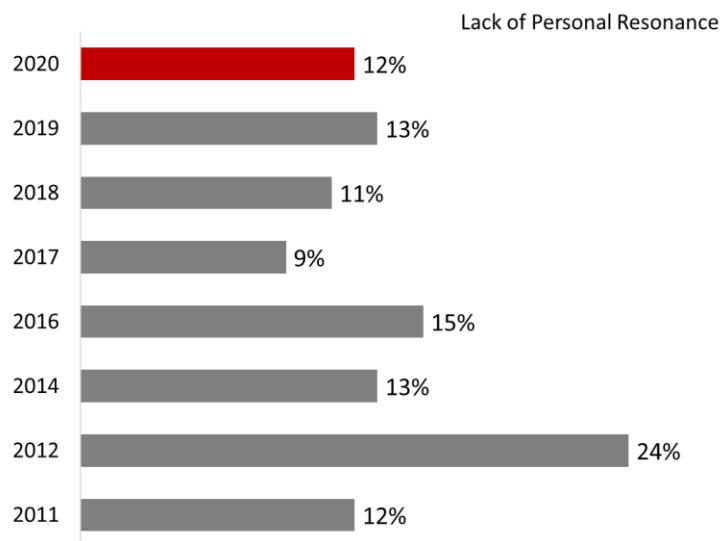
¹¹ Lack of participation in Veterans' Week due to COVID-19 is not represented in these graphs because there is no historical information; however, COVID-19 responses can be found in Figure 17.

Figure 12: Reasons for Not Participating in Veterans' Week [Lack of Knowledge]

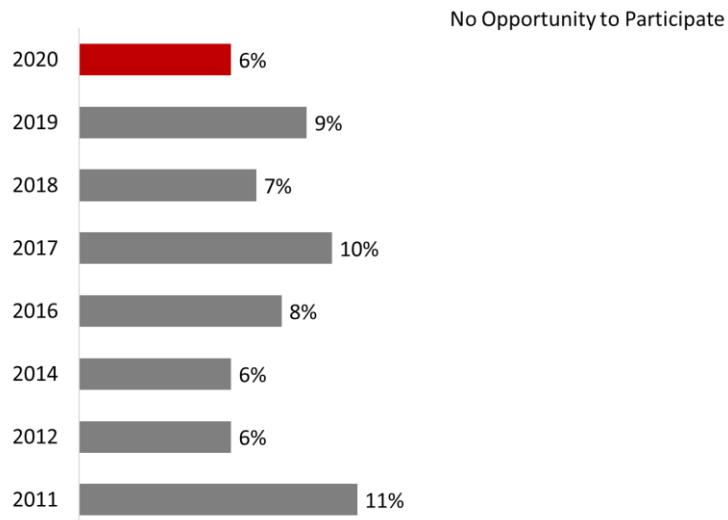
Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? Base: Those who did not participate; 2020 n=681. (Up to 2 responses accepted)

Figure 13: Reasons for Not Participating in Veterans' Week [Practical Reasons]

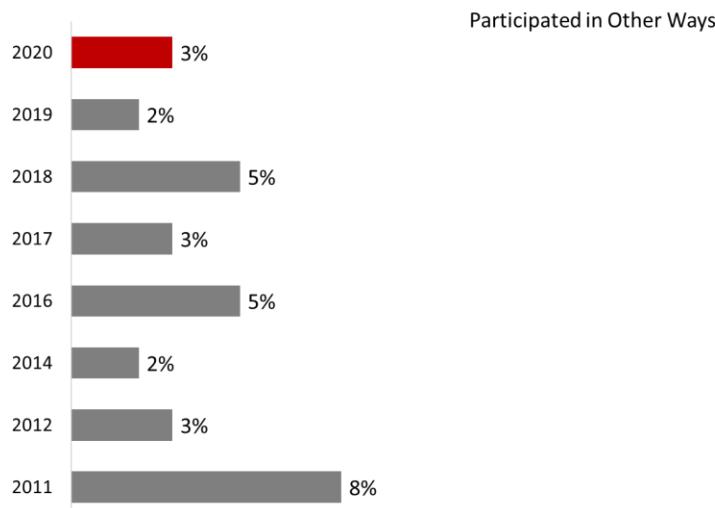
Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? Base: Those who did not participate; 2020 n=681. (Up to 2 responses accepted)

Figure 14: Reasons for Not Participating in Veterans' Week [Lack of Personal Resonance]

Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? Base: Those who did not participate; 2020 n=681. (Up to 2 responses accepted)

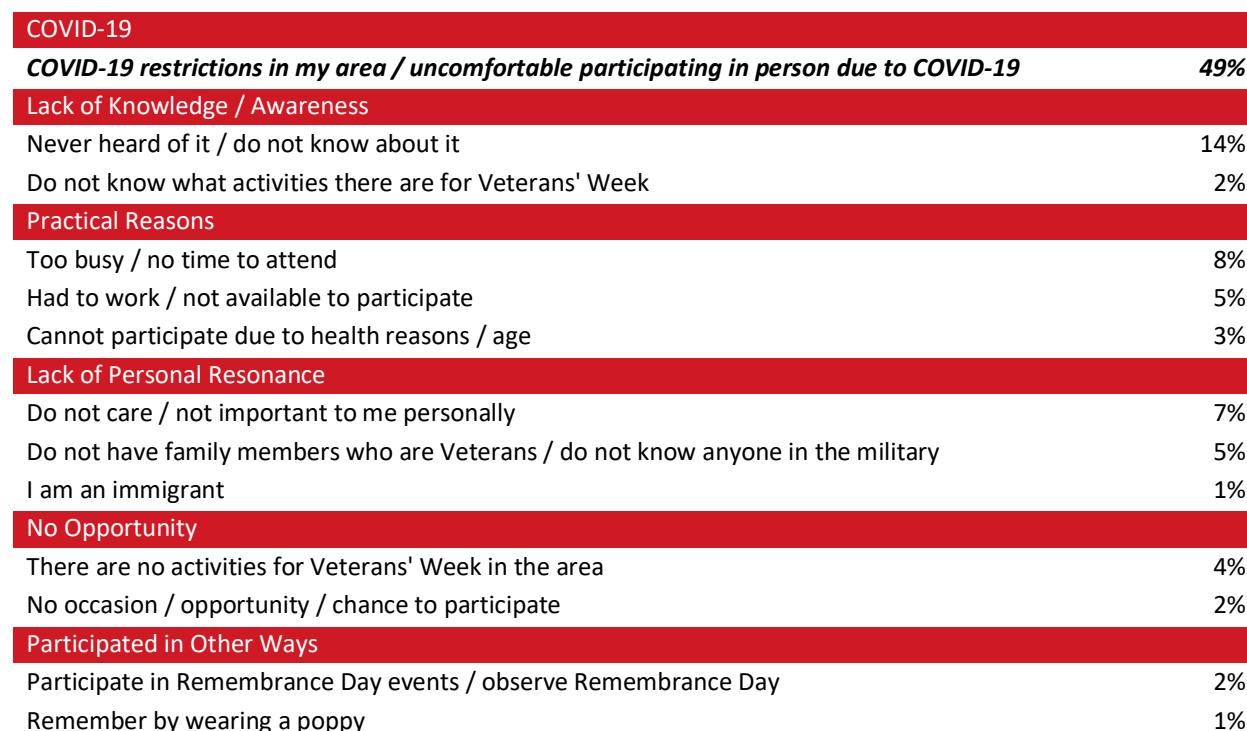
Figure 15: Reasons for Not Participating in Veterans' Week [Lack of Opportunity]

Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? Base: Those who did not participate; 2020 n=681. (Up to 2 responses accepted)

Figure 16: Reasons for Not Participating in Veterans' Week [Participated in Other Ways]

Q3C. And why didn't you or members of your immediate family participate in Veterans' Week? Base: Those who did not participate; 2020 n=681. (Up to 2 responses accepted)

Figure 17 illustrates the full range of reasons Canadians gave for not participating in Veterans' Week as captured according to theme in Figures 12 through 16. Respondents could provide up to two reasons. The one reason mentioned with the greatest frequency was COVID-19.

Figure 17: Reasons for Not Participating in Veterans' Week [All Responses]

Other	
We should not celebrate war / we should focus on peace	2%
Do not have family nearby	1%
Other	1%

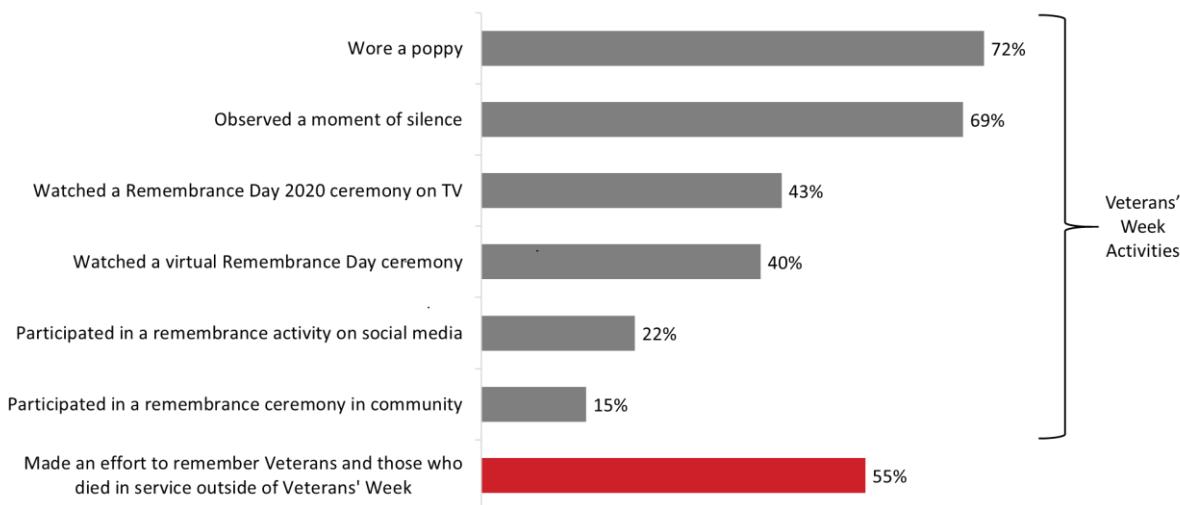
Six percent (6%) of respondents offered no reason to explain why they did not participate in Veterans' Week.

Wearing a poppy is the most prevalent way Canadians participated in Veterans' Week

Canadians were asked about their participation in various Veterans' Week activities. The most frequently cited activities were wearing a poppy (72%) and observing a moment of silence (69%). In addition, 43% watched a Remembrance Day 2020 ceremony on TV, while 40% watched a virtual Remembrance Day ceremony. Approximately one in five (22%) participated in a remembrance activity on social media, and 15% reported that they participated in a remembrance ceremony in their community.

Outside of these core Veterans' Week activities, just over half of Canadians (55%) said they made an effort to remember Veterans and those who died in service outside of Veterans' Week.

Figure 18: Participation in Activities to Commemorate Veterans and Those Who Died in Service



Q4a-f: Did you or members of your immediate family do any of the following during Veterans' Week this year? Base: SPLIT SAMPLE; 2020 n=624.¹² DK/NR: <1% - 1%. (Multiple responses accepted)

Q4B: Outside of Remembrance Day or Veterans' Week, in the past year, have you or members of your immediate family made an effort to remember Canadian Veterans and those who died in service? Base: All respondents; 2020 n=1,005. DK/NR: 2%

In terms of demographic variations, the following are noteworthy:

- Residents of Quebec were less likely than those living elsewhere in the country to have participated in many of the activities. While 50% of respondents from Quebec said they wore a poppy, significantly greater proportions did so in other regions: 89% in the Atlantic provinces, 82% in Ontario, 79% in British Columbia, and 77% in the Prairies. In addition, Quebec residents were among the least likely

¹² Split sampling was introduced after several days of fieldwork to address the fact that interviews were exceeding the target length.

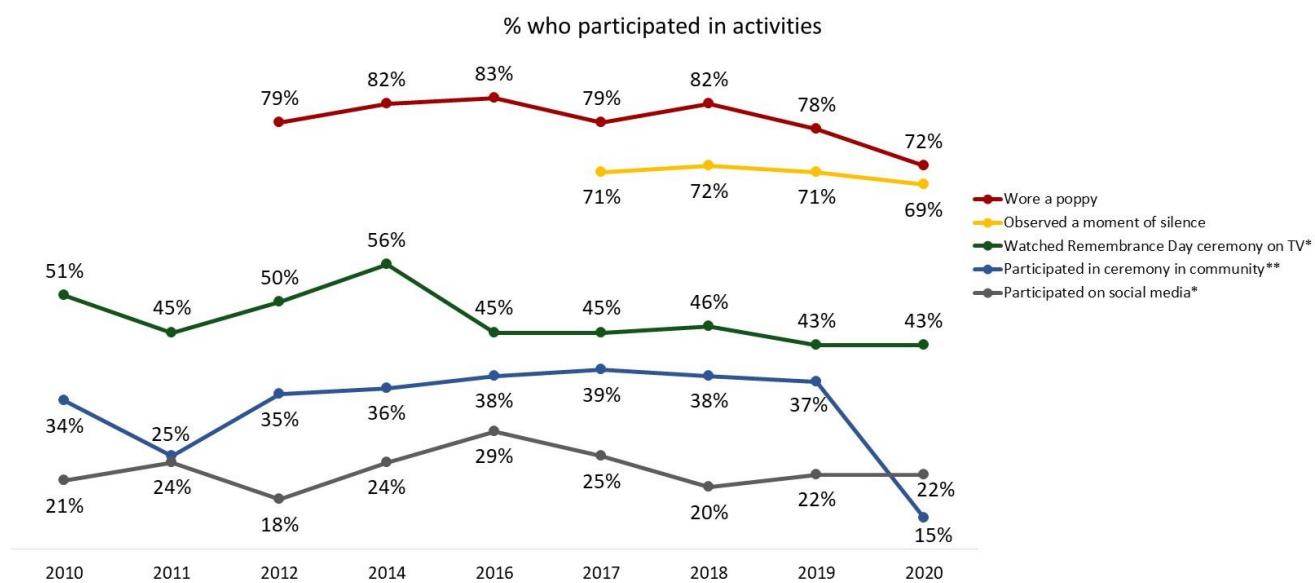
to say they watched a virtual Remembrance Day 2020 ceremony (21% versus 51% of those in Ontario, 47% each in British Columbia and Atlantic Canada, and 39% in the Prairies) or a ceremony on TV (36% compared to 47% of Ontarians), participated in a remembrance activity on social media (13% compared to 27% of Ontarians), observed a moment of silence (40% compared to 91% of those in Atlantic Canada, 81% in the Prairies, 78% in Ontario, and 74% in British Columbia), and made an effort to remember Canadian Veterans and those who died in service outside of Remembrance Day or Veterans' Week (36% compared to 63% of those in Prairies, 62% in Atlantic Canada, 61% in Ontario, and 57% in British Columbia).

- Education level was also associated with differences in participation. Canadians with college or some university education were more likely than those holding a bachelor's degree or higher to say they wore a poppy (78% versus 65%) and watched a virtual Remembrance Day ceremony (46% versus 32%). In addition, Canadians with less education were more likely than those with a bachelor's degree or higher to have watched a Remembrance Day 2020 ceremony on TV (50% of those with a high school education or less and 47% of those with college or some university compared to 33% of those with a bachelor's degree or higher) and to have observed a moment of silence (73% of those with a high school education or less and 72% of those with college or some university compared to 62% of those with a bachelor's degree or higher).
- In terms of age, those 45 and older were more likely than those 30 to 44 years of age to have watched a virtual Remembrance Day ceremony (49% of those aged 45 to 64 and 45% of those aged 65+ compared to 32% of 30 to 44 year olds) and a ceremony on TV (48% of those aged 45 to 64 and 68% of those aged 65+ compared to 30% of 30 to 44 year olds). In addition, older Canadians were more likely to have observed a moment of silence (77% of those aged 45 to 64 and 72% of those aged 65+ compared to 56% of 18 to 29 year olds).
- Compared to other Canadians, Veterans, CAF members and those who know a Veteran personally were more likely to report wearing a poppy (86% versus 62%), watching a virtual Remembrance Day ceremony (57% versus 27%) or one on TV (59% versus 32%), participating in a Remembrance Day ceremony in their community (22% versus 10%) or on social media (28% versus 18%), and observing a moment of silence (83% versus 58%).

Participation in remembrance ceremonies within communities dropped significantly in 2020

Participation in Veterans' Week activities remains largely unchanged since 2019, with one main exception: the proportion of Canadians participating in a remembrance ceremony in their community. Significantly fewer Canadians reported doing so this year compared to last year (15% versus 37%), which, as discussed earlier, is undoubtedly attributable to COVID-19. Recall that 49% of those who did not participate in Veterans' Week pointed to the global pandemic to explain their lack of participation—specifically, COVID-19 restrictions in their community and their lack of comfort participating in person due to the virus. Additionally, the proportion of Canadians who reported wearing a poppy during Veterans' Week declined six percentage points, from 78% in 2019 to 72% in 2020.

Figure 19: Participation in Veterans' Week Activities [Over Time]



*Wording changed in 2012

**Wording changed in 2020

***Virtual Remembrance Day ceremony was added in 2020; therefore no historical data are available.

Q4: Did you or members of your immediate family do any of the following during Veterans' Week this year? Base: Split sampling was used; each respondent was asked about 3 of the 6 items; 2020 n=624. Note: the split sampling was introduced after several days of fieldwork to address the fact that interviews were exceeding the target length. DK/NR: <1% - 1%. (Multiple responses accepted)

Prioritizing Veterans' Week Activities

This section discusses Canadians' perceptions about the importance of various Veterans' Week initiatives.

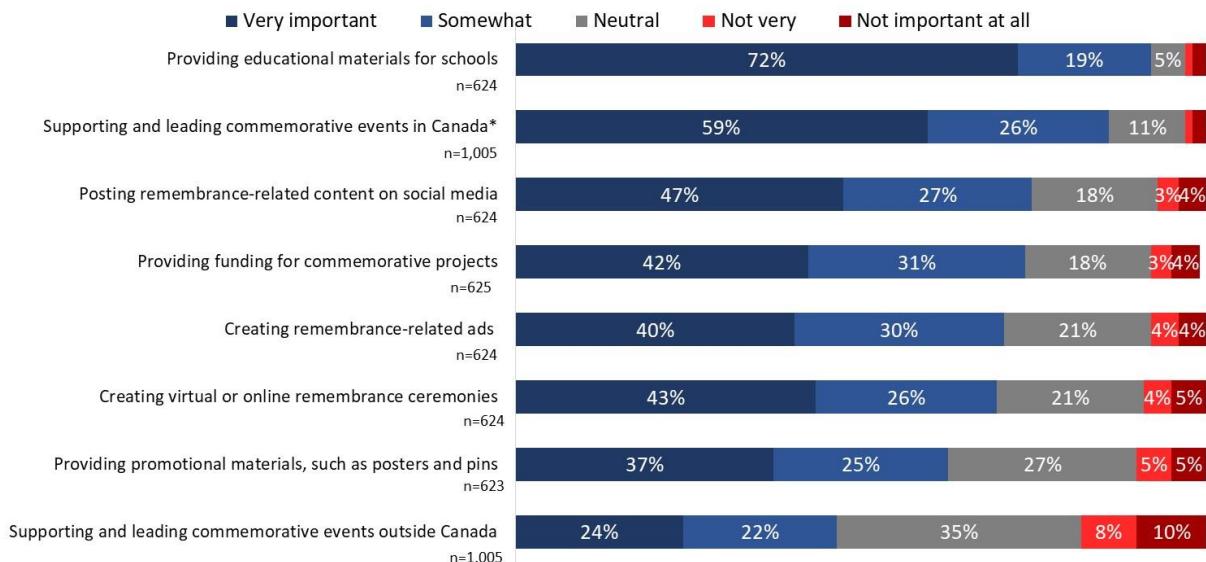
Many Canadians attribute at least some importance to all remembrance initiatives

Respondents were asked to rate the level of priority the Government of Canada should place on the following remembrance initiatives:

- Providing educational materials for schools.
- Posting remembrance-related content on social media.
- Providing funding for commemorative projects.
- Creating remembrance-related ads.
- Creating virtual or online remembrance ceremonies.
- Providing promotional materials, such as posters and pins.
- Supporting and leading commemorative events **in Canada**.
- Supporting and leading commemorative events **outside of Canada**.

With one exception—supporting and leading commemorative events outside of Canada—majorities of Canadians support all the initiatives.

Figure 20: Importance of Remembrance Initiatives



Values of 2% or less are not labelled in the graph.

Q5a-h: Now, thinking about ways of recognizing the achievements and sacrifices of Canadians during wartime and in peacetime operations, what priority should the Government of Canada place on each of the following remembrance initiatives? Base: SPLIT SAMPLE (except support and leading commemorative events in Canada / outside Canada). DK/NR: <1%-2%. *Wording changed in 2019.

Nine in 10) Canadians (91%) attributed importance to providing educational materials for schools, with 72% saying it is *very important*. Following this, 85% believe that supporting and leading commemorative events **in Canada** is important. Support for this initiative drops significantly when events are to be held **outside of Canada** (only 43% attributed importance to this).

In addition, smaller proportions, but still strong majorities, think the Government of Canada should give priority to posting remembrance-related content on social media (74%), providing funding for commemorative projects (73%), creating remembrance-related ads (70%), and creating virtual remembrance ceremonies (69%). The provision of promotional materials, such as posters and pins, was considered important by 62% of Canadians.

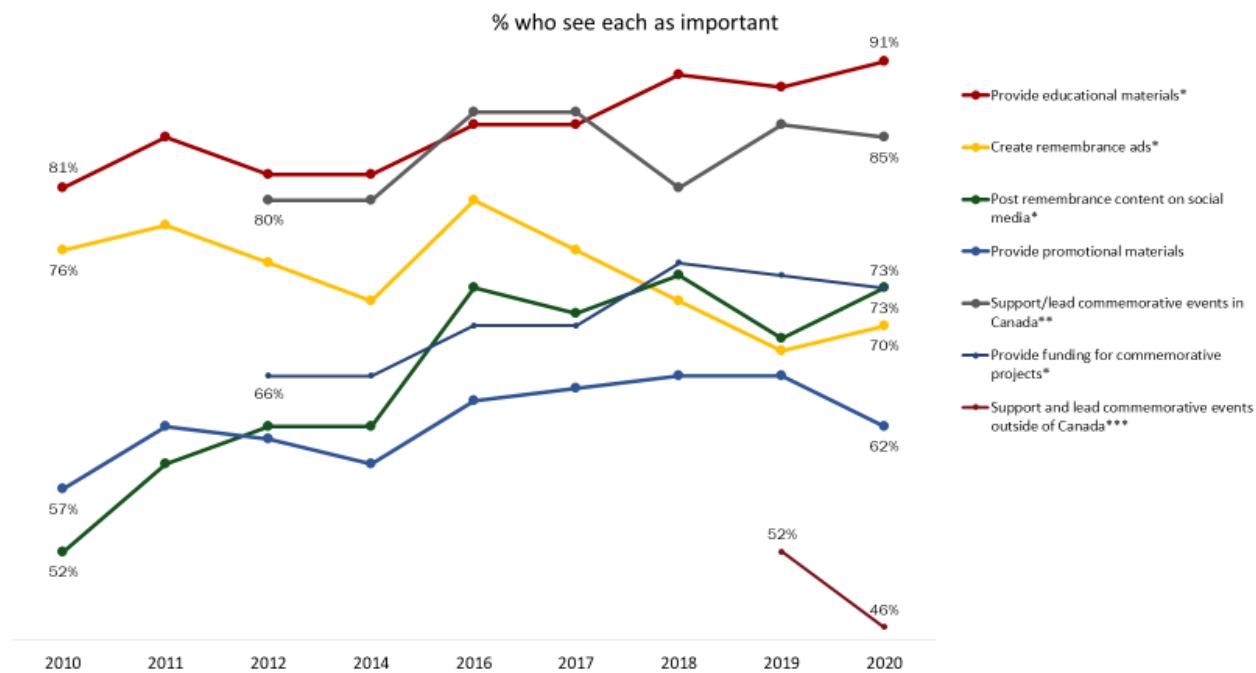
In terms of subgroup variations, the following are noteworthy:

- Residents of Quebec were less likely than Canadians in other regions of the country to attribute importance to many of the remembrance initiatives—specifically, providing education materials to schools (81% compared to 93% in the Prairies, 94% in British Columbia, and 96% each in Atlantic Canada and Ontario), supporting and leading commemorative events in Canada (78% compared to 88% in Ontario, 89% in British Columbia, and 91% in Atlantic Canada) and outside Canada (36% compared to 47% in the Prairies, 49% in Ontario, 50% in Atlantic Canada and 51% in British Columbia), and providing funding for commemorative projects (61% compared to 74% in the Prairies, 77% in Ontario and 84% each in Atlantic Canada and British Columbia).
- Compared to other Canadians, Veterans, CAF members and those who know a Veteran personally were more likely to say the Government of Canada should place importance on supporting and leading commemorative events in Canada (91% versus 81%) and outside Canada (55% versus 40%), creating remembrance-related ads (78% versus 64%), providing funding for commemorative projects (82% versus 67%), and creating virtual or online remembrance ceremonies (76% versus 64%).

Canadians' views on remembrance initiatives have changed little year-over-year

Support for these remembrance initiatives remains stable among Canadians, with changes of four percent or less recorded between 2019 and 2020. Over the last decade, the proportion of Canadians attributing importance to providing educational materials has generally increased and is now the highest it has been since 2010. Moreover, with two exceptions—creating remembrance ads and providing promotional materials—support for each of these initiatives is stronger now than it was when the measures were first introduced for tracking.

Figure 21: Importance of Remembrance Initiatives [Over Time]



Q5: Now, thinking about ways of recognizing the achievements and sacrifices of Canadians during wartime and in peacetime operations, what priority should the Government of Canada place on each of the following remembrance initiatives? Base: SPLIT SAMPLE; 2020 n=624. DK/NR: <1%-2% *Wording changed in 2018. **Wording changed in 2019. ***Initiative added in 2019.

Attitudes Towards Veterans and Canada's Military

This section explores attitudes towards Canadian Veterans and those who died in service, as well as towards Canada's military and the role that it plays.

Canadians display positive attitudes towards Veterans and those who died in service

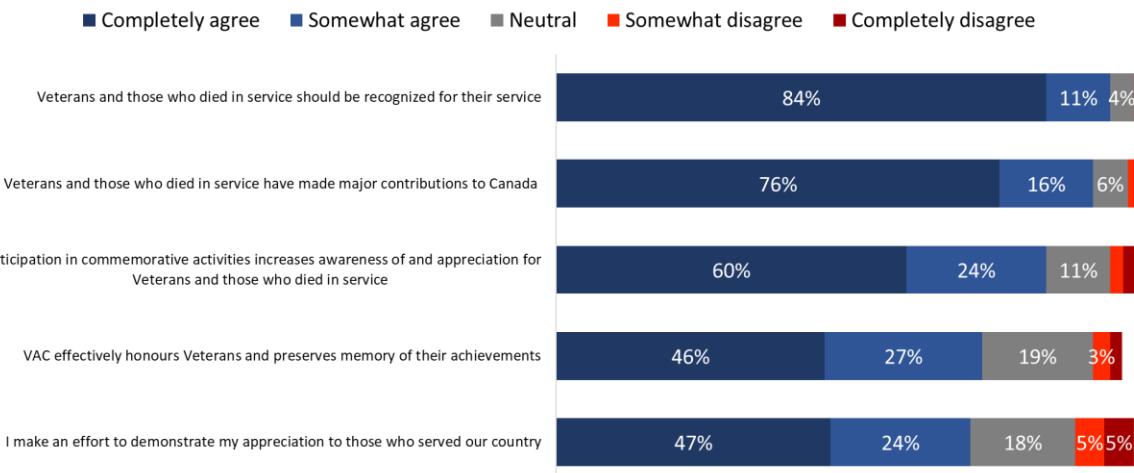
Canadians were asked to rate their level of agreement with the following statements:

- Canada's Veterans and those who died in service have made major contributions to our country.
- Canada's Veterans and those who died in service should be recognized for their service to Canada.
- I make an effort to demonstrate my appreciation to those who served our country.
- Veterans Affairs Canada's remembrance program effectively honours Veterans and those who died in service, and preserves the memory of their achievements and sacrifices.
- Participation in commemorative activities increases awareness of, and appreciation for, the contributions of Veterans and those who died in service.

Results suggest that Canadians hold positive attitudes towards Veterans and those who died in service. More than nine in 10 Canadians agreed that Veterans and those who died in service should be recognized for their service to Canada (95%) and have made major contributions to our country (92%).

Following this, more than four in five Canadians (84%) agreed that participating in commemorative activities increases awareness of, and appreciation for, the contributions of Veterans and those who died in service. In addition, approximately seven in 10 agreed that VAC effectively honours Veterans and those who died in service and preserves the memory of their achievements and sacrifices (73%), and feel that they make an effort to demonstrate their appreciation to those who served our country (71%).

Figure 22: Attitudes Towards Veterans and Commemoration



*Values of 2% or less are not labelled in the graph.

Q6c-g: Please tell me how much you agree or disagree with each of the following statements. Base: All respondents; 2020 n=1,005. DK/NR: <1%-3%

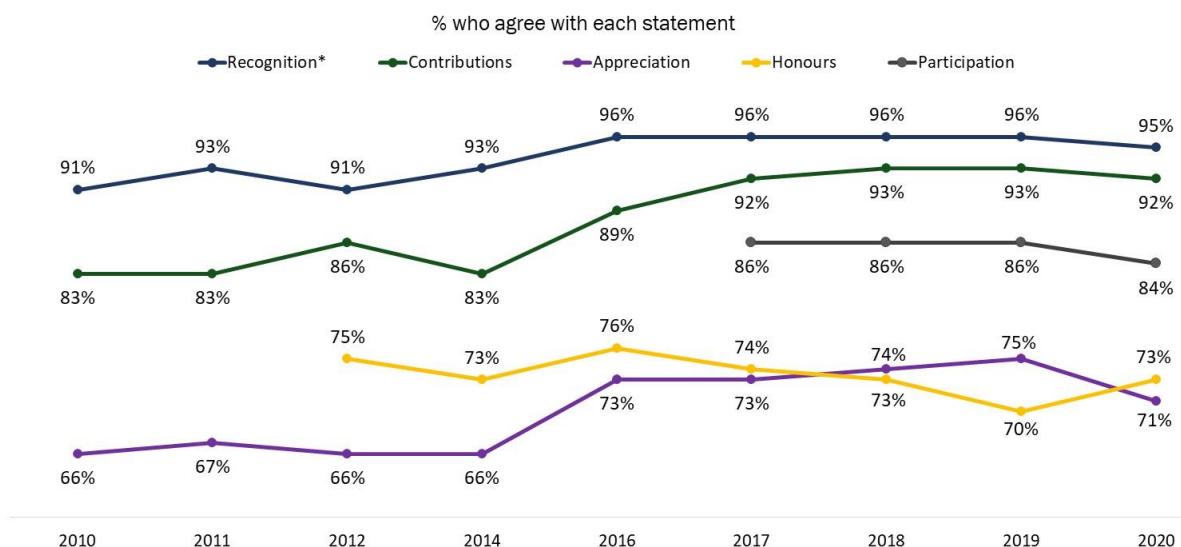
In terms of subgroup variations, the following are noteworthy:

- The likelihood of agreeing with these statements was lower among Quebec residents; conversely, it tended to be slightly higher among residents of Atlantic Canada.
- Those born outside of Canada were more likely than those born in Canada to agree that participation in commemorative activities increases awareness of, and appreciation for, the contributions of Veterans and those who died in service (89% versus 83%).
- Agreement that Veterans have made major contributions to our country increased with age, from 85% of Canadians under 30 to 96% of respondents aged 45+. Agreement that VAC's remembrance program effectively honours Veterans and those who died in service, and preserves the memory of their achievements and sacrifices also increased with age, from 64% of those under 45 to 81% of 45 to 64 year olds and 83% of those aged 65+. The likelihood of agreeing that they make an effort to demonstrate their appreciation of those who served our country increased with age, from 58% of those under 30 to 79% of Canadians aged 45+.
- University graduates were less likely to say that they make an effort to demonstrate their appreciation of those who served our country (67% vs. 75% of those with college or some university education).
- Compared to other Canadians, Veterans, CAF members and those who know a Veteran personally were more likely to agree with all but one of these statements. The exception was, "VAC's remembrance program effectively honours Veterans and those who died in service, and preserves the memory of their achievements and sacrifices."

Attitudes towards commemoration and Veterans/those who died in service are stable over time

Over time, Canadians' attitudes towards commemoration and Veterans/those who died in service have remained strong. Year-over-year there has been virtually no change, with none of the measures varying by more than three percentage points.

Figure 23: Attitudes Towards Veterans and Commemoration [Over Time]



*Wording changed in 2012.

Q6c-g: Please tell me how much you agree or disagree with each of the following statements. Base: All respondents; 2020 n=1,005. DK/NR: 1% -5%

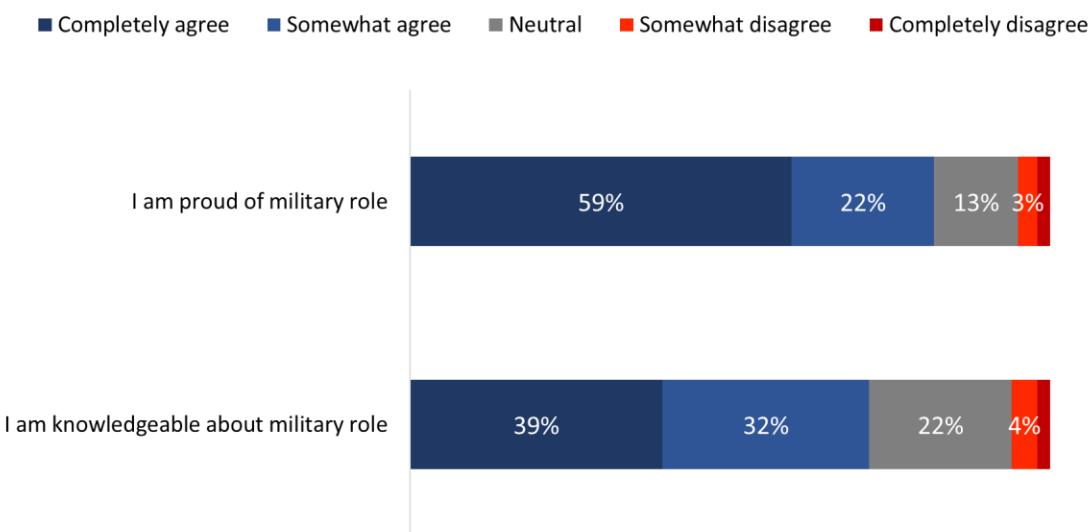
Canadians have a positive attitude towards Canada's military role, and a moderate level of knowledge

Canadians were also asked to rate their level of agreement or disagreement with the following statements about Canada's military role:

- I am proud of the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in Afghanistan.
- I am knowledgeable about the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in Afghanistan.

Canadians are more likely to say they are proud of Canada's military role than to think of themselves as knowledgeable about it. Four in five Canadians (81%) agreed that they are proud of the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in Afghanistan. Fewer, but still a majority of 71%, agreed that they are knowledgeable about the role that Canada's military has played in peacekeeping missions and conflicts.

Figure 24: Attitudes Towards and Knowledge of Canada's Military Role



*Values of 2% or less are not labelled in the graph.

Q6a/b: Please tell me how much you agree or disagree with each of the following statements. Base: All respondents; 2020 n=1,005. DK/NR: 1%

The likelihood of respondents describing themselves as knowledgeable about Canada's military role in peacekeeping missions and conflicts generally increased with age, from 54% of Canadians under 30 to 82% of Canadians aged 65+. In addition, self-assessed knowledge was higher among men than women (75% versus 68%) and Veterans, CAF members and those who know a Veteran personally than other Canadians (78% versus 66%).

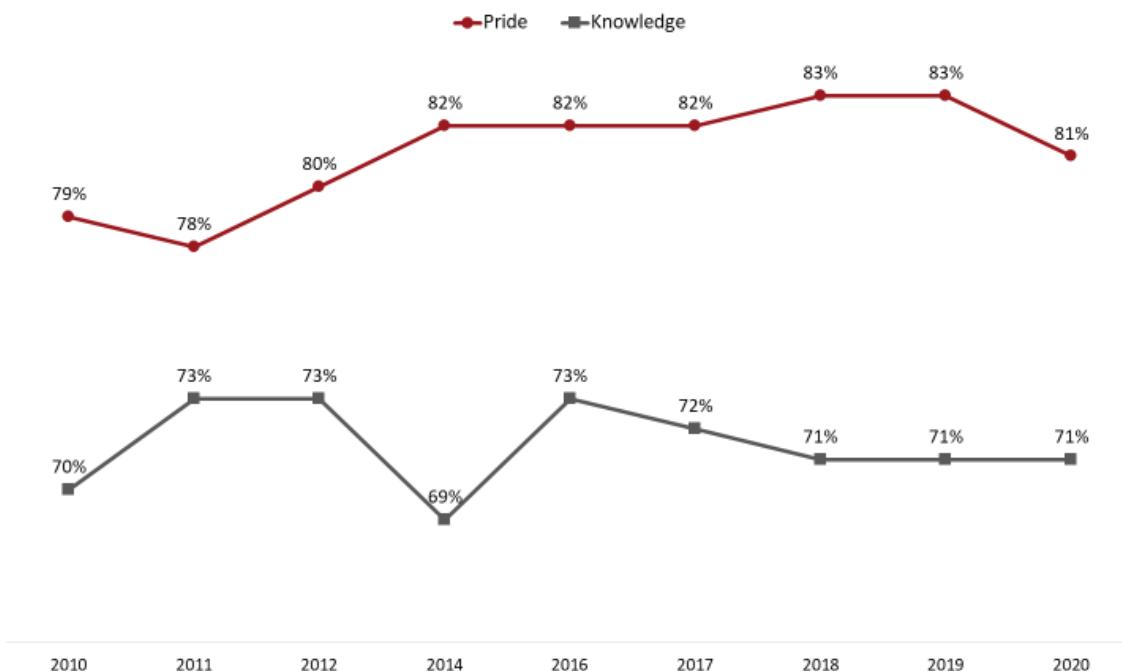
With respect to pride, the likelihood of feeling proud of the role that Canada's military has played in peacekeeping missions and conflicts also increased with age, from 66% of Canadians under 30 to 92% of

Canadians aged 65+. In addition, pride was higher among Veterans, CAF members and those who know a Veteran personally (85% versus 78% of other Canadians).

Attitudes towards, and knowledge of, Canada's military role remain relatively stable

Overall, pride in Canada's military role and self-assessed knowledge of Canada's peacekeeping missions and conflicts have remained stable over time.

Figure 25: Attitudes Towards and Knowledge of Canada's Military Role [Over Time]



Q6a/b: Please tell me how much you agree or disagree with each of the following statements. Base: All respondents; 2020 n=1,005. DK/NR: 1%

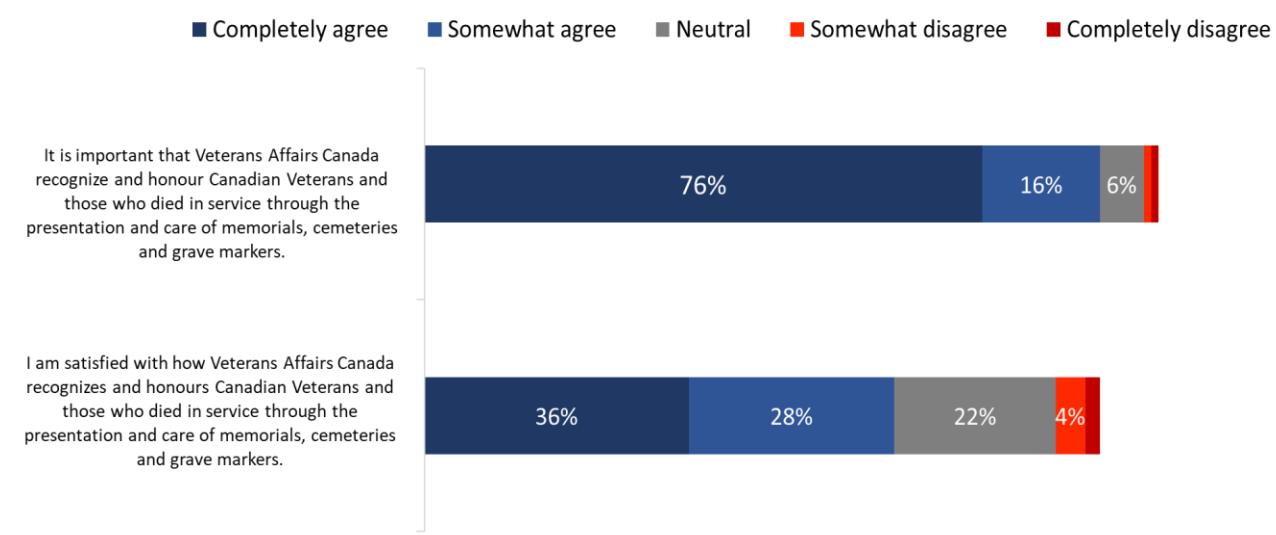
Recognizing Canadian Veterans and Those Who Died in Service

This section examines Canadians' perceptions of the importance of, and levels of satisfaction with, VAC's measures to recognize Veterans and those who died in service.

Widespread agreement on importance of recognition and many are satisfied with VAC's performance in this area

A strong majority of Canadians (92%) considered it important that VAC recognize and honour Canadian Veterans and those who died in service through the presentation and care of memorials, cemeteries, and grave markers. A smaller majority (64%) agreed that they are satisfied with how VAC recognizes and honours Canadian Veterans and those who died in service through the presentation and care of memorials, cemeteries, and grave markers.

Figure 26: Presentation and Care of Memorials, Cemeteries and Grave Markers



*Values of 3% or less are not labelled in the graph.

Q7a/b: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as to provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements... Base: All respondents; 2020 n=1,005. DK/NR: 1%-8%

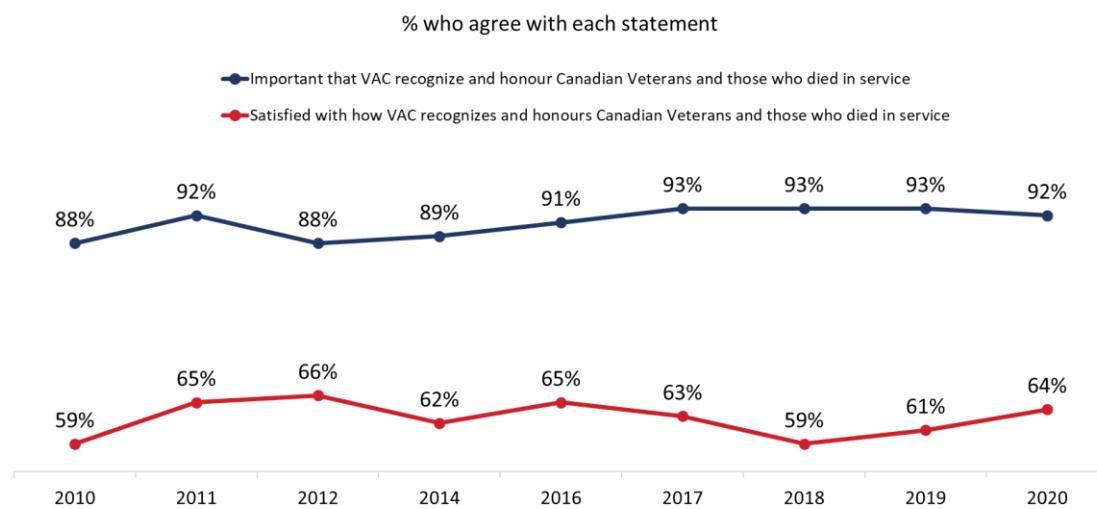
Veterans, CAF members, and those who know a Veteran personally (96%) were more likely than other Canadians (89%) to attribute importance to recognizing and honouring Canadian Veterans and those who died in service through the presentation and care of memorials, cemeteries, and grave markers.

Satisfaction with how VAC currently recognizes and honours Veterans and those who died in service is higher among Canadians aged 65 and older (71%) compared to 30 to 44 year olds (59%), and among Canadians with a high school education or less (69%) and those with college or some university (67%) compared to those with a bachelor's degree or higher (58%).

Attitudes towards VAC's recognition of Canadian Veterans remains relatively stable over time

Over the past decade, Canadians' attitudes towards recognition through the presentation and care of memorials, cemeteries and grave markers have remained largely stable. Views have fluctuated by no more than five percentage points, and are more positive now than when tracking of these measures first began in 2010.

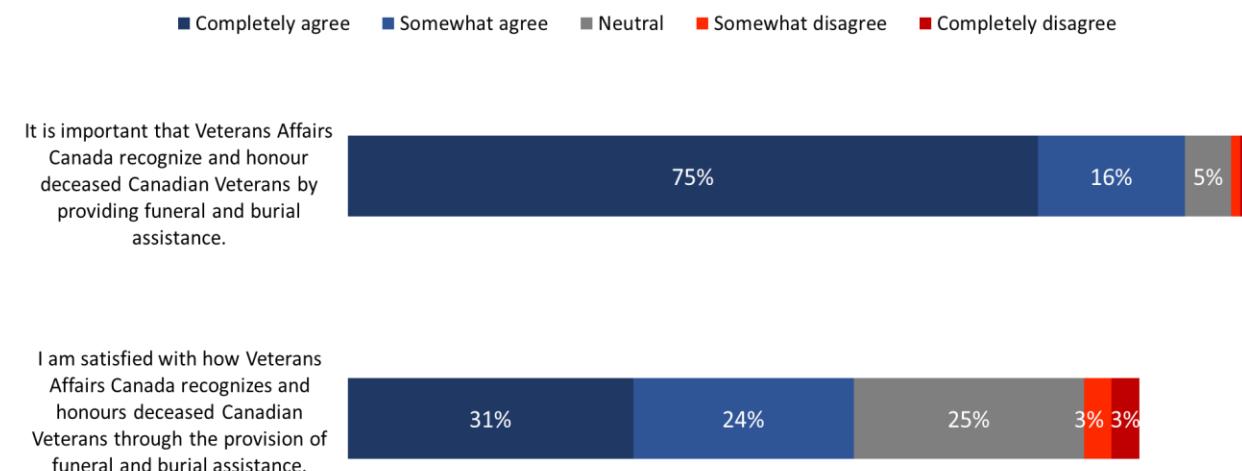
Figure 27: Presentation and Care of Memorials, Cemeteries and Grave Markers [Over Time]



Q7a/b: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as to provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements... Base: All respondents; 2020 n=1,005. DK/NR: 1%-8%

Widespread agreement on importance of providing funeral and burial assistance; majority satisfied with VAC's provision of funeral and burial assistance

Nine in 10 (91%) Canadians agreed that it is important that VAC recognize and honour deceased Canadian Veterans by providing funeral and burial assistance. Three quarters (75%) *completely* agreed that it is important for VAC to do so. Additionally, 55% of Canadians agreed they are satisfied with how VAC recognizes and honours deceased Veterans through the provision of funeral and burial assistance. Respondents who were not satisfied with VAC's performance were more likely to be neutral (25%) than to express dissatisfaction (6%).

Figure 28: Importance of Providing Funeral and Burial Assistance

*Values of 2% or less are not labelled in the graph.

Q7c/d: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as to provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements... Base: All respondents; 2020 n=1,005. DK/NR: 1% - 13%

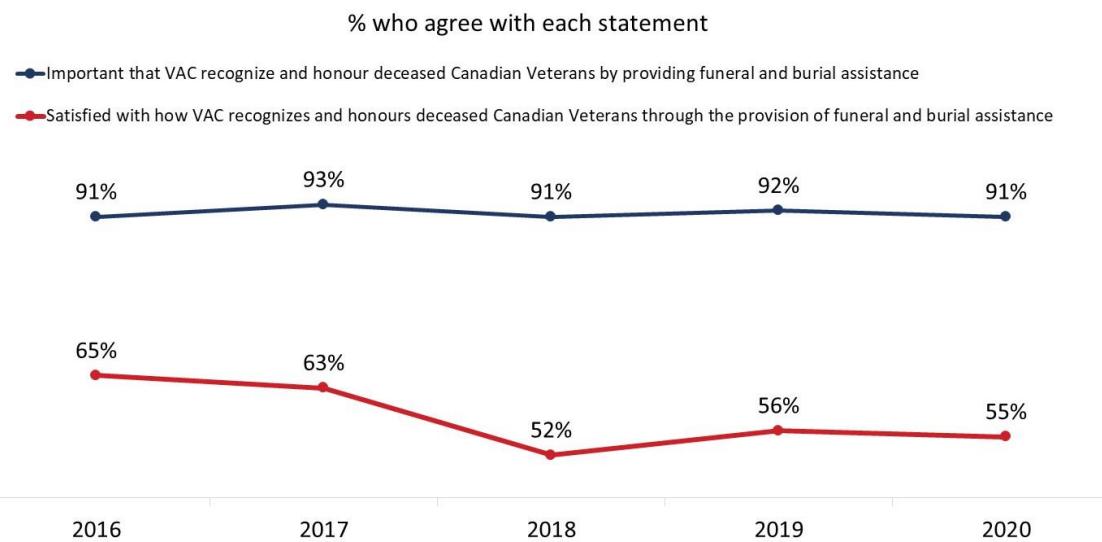
The likelihood of agreeing that it is important for VAC to recognize and honour deceased Veterans by providing funeral and burial assistance was higher among those in Atlantic Canada (95% compared to 88% of those in Quebec) and among Veterans, CAF members, and those who know a Veteran personally (94%) than other Canadians (90%).

The following subgroups were less likely to agree that they are satisfied with VAC's provision of funeral and burial assistance: those in British Columbia (43%) compared to Canadians in Quebec (59%), Atlantic Canada (58%), and Ontario (58%); and those who completed a bachelor's degree or higher (49%) compared to Canadians with a high school education or less (59%) and those with college or some university (60%).

Attitudes towards VAC's provision of funeral and burial assistance remain stable over time

Since tracking started in 2016, agreement that it is important that VAC recognize and honour deceased Canadian Veterans by providing funeral and burial assistance has been consistent, from 91% in 2016 to a high of 93% in 2017 and back to 91% in 2020. Satisfaction with how VAC recognizes and honours deceased Canadian Veterans through the provision of funeral and burial assistance is unchanged since 2019 and remains four percentage points higher than the low of 52% reported in 2018.

Figure 29: Importance of Providing Funeral and Burial Assistance [Over Time]



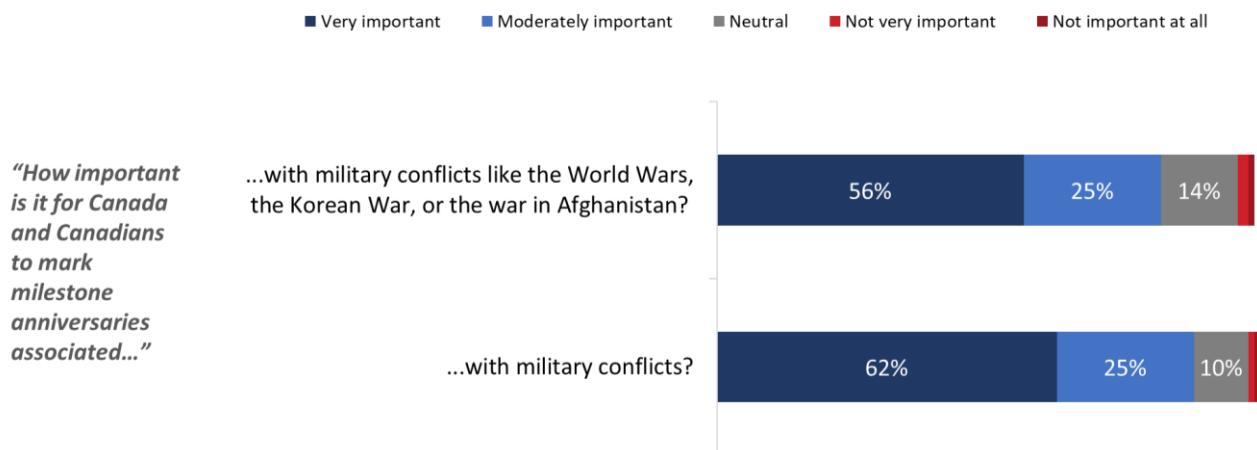
Q7c/d: Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as to provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements... Base: All respondents; 2020 n=1,005. DK/NR: 1% - 13%

Many Canadians believe it is important for Canada to mark milestone anniversaries

A split sample experiment was used to measure the importance Canadians attribute to commemorating anniversaries associated with military conflicts. Respondents from the first split sample (n=502) were asked how important it is for Canada and Canadians to mark milestone anniversaries associated with military conflicts. With this formulation, 87% of Canadians attributed importance to marking these milestone anniversaries, with 62% saying it is *very important*.

Respondents from the second split sample (n=503) were, instead, asked how important it is for Canada and Canadians to mark milestone anniversaries associated with military conflicts like the World Wars, the Korean War, or the war in Afghanistan. This formulation resulted in a smaller proportion of Canadians saying it is important: 81% of Canadians attributed importance to marking milestone anniversaries associated with military conflicts like the World Wars, the Korean War, or the war in Afghanistan, with 56% saying it is *very important*.

Figure 30: Importance of Commemorating Anniversaries associated with Military Conflicts



Values of 2% or less are not labelled in the graph.

Q8 [SPLIT SAMPLE 1]: Throughout 2020, Canada has marked the 75th anniversary of the end of the Second World War. In your view, how important is it for Canada and Canadians to mark milestone anniversaries associated with military conflicts? Base: SPLIT SAMPLE; 2020 n=502. DK/NR: 1%

Q8 [SPLIT SAMPLE 2]: Throughout 2020, Canada has marked the 75th anniversary of the end of the Second World War. In your view, how important is it for Canada and Canadians to mark milestone anniversaries associated with military conflicts like the World Wars, the Korean War, or the war in Afghanistan? Base: SPLIT SAMPLE; 2020 n=503. DK/NR: 1%

Regardless of the formulation, Veterans, CAF members and those who personally know a Veteran were more likely than other Canadians to believe it is important to mark milestone anniversaries associated with military conflicts.

APPENDIX

1. Technical Specifications

The following specifications applied to this survey:

- A 12-minute random digit dialling (RDD) telephone survey was administered to 1,005 Canadian residents, 18 years of age or older, between November 12 and 27, 2020.
- Elemental Data Collection Inc. (EDCI) carried out data collection, under subcontract to Phoenix SPI.
- The questionnaire was pre-tested in advance of the fieldwork to ensure that it measured what it intended to measure and that respondents understood the questions.
- An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error. The same random selection process was used for both the landline and cell phone sample, thereby ensuring the integrity of the probability sample.
- The sample frame was geographically disproportionate to improve the accuracy of regional results. The distribution of completed surveys was as follows:

Strata	Completed Interviews
Atlantic	100
Quebec	301
Ontario	350
Prairies (and Nunavut and the Northwest Territories)	150
British Columbia (and the Yukon Territory)	104
Total	1,005

- Based on a sample of this size, the overall results can be considered accurate within $\pm 3.3\%$, 19 times out of 20 (adjusted to reflect the geographically disproportionate sampling).
- The following table presents information about the final call dispositions for this survey and calculation of the response rate:

	Total	Landline	Cell
Total Numbers Attempted	44,055	15,307	28,748
Out-of-scope - Invalid	29,324	9,846	19,478
Unresolved (U)	6,701	2,057	4,644
No answer/Answering machine	6,701	2,057	4,644
In-scope - Non-responding (IS)	6,913	2,948	3,965
Language barrier	226	97	129
Incapable of completing (ill/deceased)	111	78	33
Callback (Respondent not available)	1,076	325	751
Refusal	5,274	2,372	2,902
Termination	226	76	150
In-scope - Responding units (R)	1,117	456	661
Completed Interview	1,005	423	582
Quota Filled	47	22	25
Not Qualified – Employment exclusions	49	11	38
Not Qualified – Age	16	0	16

- The overall response rate was 8% (8% for the landline sample and 7% for the cell phone sample). The response rate formula is calculated as follows: $[R=R/(U+IS+R)]$. This means that the response rate is calculated as the number of responding units [R] divided by the number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].
- The survey data have been weighted by region, age and gender using population figures from Statistics Canada's 2016 census data. The weights correct for the disproportionate regional sampling. Any respondents who refused to provide their age were given a neutral weight so as not to skew the weighting proportions. The table below shows the unweighted and weighted proportions for the variables used to create the weights:

	Unweighted	Weighted
Base	n=1,005	n=1,005
Region		
Atlantic Canada	100	71
Quebec	301	249
Ontario	350	372
Prairies*	150	176
British Columbia**	104	136
Age		
Under 30	117	172
30 to 44	206	218
45 to 64	321	328
65 or older	248	175
Gender		
Male	475	481
Female	512	502
Another gender	5	10

*Includes Nunavut and the Northwest Territories.

**Includes the Yukon Territory.

2. Non-Response Analysis

A non-response analysis was conducted to assess the potential for non-response bias. Survey non-response can bias results when there are systematic differences between survey respondents and non-respondents. To undertake the analysis, characteristics of survey respondents—region, gender and age—were compared with those of the target population. Below, these comparisons are discussed and any differences between the survey sample and the population are evaluated in terms of the potential for non-response bias.

The following table compares the survey sample on a regional basis to the population parameters by gender. All survey data are unweighted.

Regions	Male		Female	
	% of Population	% of Sample	% of Population	% of Sample
Atlantic	47.9%	37.0%	52.1%	63.0%
Quebec	50.4%	50.5%	49.6%	49.5%
Ontario	47.8%	49.4%	52.2%	50.6%
Prairies*	47.2%	47.3%	52.8%	52.7%
B.C.**	46.7%	46.2%	53.3%	53.8%
Canada	48.2%	47.9%	51.8%	52.1%

*Includes Nunavut and the Northwest Territories.

**Includes the Yukon Territory.

Overall, the survey sample very closely approximated the target population on a national level. On the regional level, the sample generally approximated the population in four of five regions. The sample from Atlantic Canada showed the highest discrepancy from the population in terms of gender with a margin of 10.9%, which is three times the margin or error for the survey.

Weights were applied to adjust for the discrepancy between the survey sample and the population. Weighting serves to reduce bias should it be present, but not to eliminate it completely. To estimate the amount of bias introduced into the survey results, the unweighted and weighted results by gender were compared for key survey variables. In this case, a knowledge and attitudinal question were selected: awareness and importance of Veterans' Week. The analysis indicates that the gender bias has had virtually no impact on the survey estimates for awareness of Veterans' Week and the importance attributed to Veterans' Week.

The following table compares the survey sample on a regional basis to the population parameters by age. All survey data are unweighted.

Regions	18-29		30-44		45-64		65+	
	% of Population	% of Sample						
Atlantic	19.4%	19.8%	21.0%	15.4%	38.7%	37.4%	21.0%	27.5%
Quebec	17.8%	10.4%	24.0%	29.2%	37.0%	35.0%	21.2%	25.4%
Ontario	19.6%	13.5%	24.0%	21.6%	37.0%	34.5%	19.4%	30.4%
Prairies*	21.4%	12.8%	27.7%	22.6%	34.6%	36.1%	16.4%	28.6%
B.C.**	18.2%	13.5%	24.0%	19.1%	37.2%	42.7%	20.7%	24.7%
Canada	19.3%	13.1%	24.5%	23.1%	36.7%	36.0%	19.5%	27.8%

*Includes Nunavut and the Northwest Territories.

**Includes the Yukon Territory.

The survey sample differs from the population more significantly in terms of age (as is often the case with telephone surveys of the general population). On a national level, Canadians under 30 were under-represented in the survey sample and those aged 65 and older were over-represented in the survey sample. On the regional level, there was no discrepancy between the sample proportion and the population proportion of 18 to 29 year olds in Atlantic Canada. Across the other regions, however, there were discrepancies, ranging from 4.7% in British Columbia to 8.6% in the Prairies.

In order for the results to be representative of the population of Canada, weights were applied to correct for this discrepancy between the sample proportions and the population. To estimate the amount of bias introduced into the survey results, the unweighted and weighted results by age were compared for key survey variables. The variables used for gender were used for age. Consistent with the finding for gender, the analysis indicates that the age bias had virtually no impact on the survey estimates for awareness and importance of Veterans' Week.

3. Questionnaire

Veterans Affairs Canada
Attitudes Towards Remembrance and Veterans' Week 2020 Survey

Hello, my name is _____. I'm calling on behalf of Phoenix, a public opinion research firm. We're conducting a survey for the Government of Canada to explore issues of interest to Canadians. Would you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais?

This survey should take approximately ten minutes to complete. Participation is voluntary and completely confidential, and your answers will remain anonymous. If you indicate that you no longer wish to participate, any survey responses already provided will be deleted. Should you complete the survey, any information you provide will be administered according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation.

CELL SAMPLE SKIP A, GO TO CS1.

A. I'd like to speak to someone in your household who is 18 years of age or older. Is that you?

Yes	CONTINUE
No	ASK TO SPEAK TO ELIGIBLE PERSON. REPEAT INTRO
Refused	THANK/DISCONTINUE
(Volunteered)	

CELL SAMPLE ONLY:

CS1. Have I reached you on your cell phone?

Yes	CONTINUE
No	GO TO B

CS2. Are you 18 years of age or older?

Yes	CONTINUE
No	THANK/DISCONTINUE

CS3. Are you in a place where you can safely talk on the phone and answer my questions?

Yes	GO TO B
No	CONTINUE

CS4. When would be a convenient time for me to call back?

Schedule call-back if possible (time/day): _____

ASK EVERYONE:

B. Do you, or does anyone in your family or household, work in any of the following areas? [READ LIST]

Advertising or Market Research	THANK/DISCONTINUE
The media (i.e. TV, radio, newspapers)	THANK/DISCONTINUE
As an elected official	THANK/DISCONTINUE

THOSE BELONGING TO THE ABOVE CATEGORIES ARE NOT ELIGIBLE TO PARTICIPATE IN THE SURVEY. TELL THEM: Thank you for your willingness to take part in this survey, but you do not meet the eligibility requirements of this study.

C. In what year were you born?

Record year: _____

INTERVIEWER AND PROGRAMMING NOTES:

IF RESPONDENT QUESTIONS THE LEGITIMACY OF THE SURVEY, INVITE RESPONDENT TO USE THE CANADIAN RESEARCH INSIGHTS COUNCIL'S RESEARCH VERIFICATION SERVICE AT <https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>. THE NUMBER FOR THIS PROJECT IS: 20201021-PH914

IF THE RESPONDENT EXPRESSES CONCERN ABOUT THE PRIVACY OF THEIR INFORMATION, REITERATE THAT PARTICIPATION IN THE SURVEY IS VOLUNTARY AND COMPLETELY CONFIDENTIAL, AND THAT ALL ANSWERS WILL REMAIN ANONYMOUS. ALSO REITERATE THAT IF THE RESPONDENT INDICATES THEY NO LONGER WISH TO PARTICIPATE, ANY SURVEY RESPONSES ALREADY PROVIDED WILL BE DELETED. ANY INFORMATION THAT IS RETAINED WILL BE ADMINISTERED ACCORDING TO THE REQUIREMENTS OF THE *PRIVACY ACT*, THE *ACCESS TO INFORMATION ACT*, AND ANY OTHER PERTINENT LEGISLATION.

IF ASKED ABOUT THE NATIONAL DO NOT CALL LIST, SAY:

Calls made for the purpose of market research, polls or surveys are not considered telemarketing calls. Organizations making these types of calls are not required to register with the National Do Not Call List. The National Do Not Call List toll-free telephone number is 1-866-580-3625.

REVEAL THE NAME OF THE CLIENT DEPARTMENT THAT COMMISSIONED THE SURVEY AT THE END OF THE SURVEY ONLY, IF ASKED - VETERANS AFFAIRS CANADA [VAC].

UNLESS OTHERWISE SPECIFIED, ALL QUESTIONS IN THE SURVEY WILL ALLOW FOR 'DON'T KNOW/NO RESPONSE' OPTION.

TRACKING QUESTIONS ARE IDENTIFIED AS FOLLOWS: T19 = 2019 IS MOST RECENT TRACKING.

IF ASKED WHERE AND HOW THE RESPONDENT CAN ACCESS THE RESULTS, INFORM HIM OR HER THAT THE REPORT WILL BE DEPOSITED WITH LIBRARY AND ARCHIVES CANADA (LAC) WITHIN SIX MONTHS AFTER THE DATA COLLECTION HAS BEEN COMPLETED. LAC'S WEBSITE IS www.lac-bac.gc.ca.

VAC IS CONDUCTING TWO DIFFERENT SURVEYS DURING NOVEMBER. THE OTHER SURVEY GAUGES RECALL OF A RECENT GOVERNMENT OF CANADA REMEMBRANCE ADVERTISING CAMPAIGN. IF, AT SOME POINT DURING THE INTERVIEW, A RESPONDENT INDICATES THAT S/HE HAS ALREADY COMPLETED A SURVEY ON REMEMBRANCE, ASSURE HIM/HER THAT THERE ARE TWO SURVEYS UNDERWAY RIGHT NOW, BOTH OF WHICH ARE RELATED TO REMEMBRANCE. APOLOGIZE FOR THE INCONVENIENCE, THANK THEM FOR THEIR WILLINGNESS TO RESPOND, AND CONFIRM THAT THEY WILL CONTINUE WITH THIS INTERVIEW.

ASK EVERYONE:

1. Have you ever heard of Veterans' Week? T19

Yes

No

READ THIS DESCRIPTION TO EVERYONE:

Veterans' Week takes place November 5-11 each year. During this week, commemorative ceremonies and events usually take place across the country to recognize the achievements of our Veterans and those who died in service. People also take part through things like social media, wearing a poppy, and having discussions with Veterans or military personnel. This year, some Veterans' Week commemorative ceremonies and events may have been modified or cancelled due to the COVID-19 pandemic. Please keep this in mind while answering the following questions.

2. On a scale of 1 to 5, where 1 means not important at all and 5 means very important, with 3 being neither unimportant nor important, in your opinion, how important is it that Veterans' Week be held each year? T19

Not important at all

Not very important

Neither important nor unimportant

Moderately important

Very important

ASK IF "VERY/MODERATELY IMPORTANT":

- 2b. And why do you say it is important that Veterans' Week be held each year? [DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; DO NOT PROBE BEYOND FIRST RESPONSE] T19

To honour/ to respect the Veterans/ those who died in service

So people will remember their sacrifices

To recognize their contribution to our freedom/ security/ peace

Veterans fought for our country/ they served our country

To recognize their service/ accomplishments

Family member is a Veteran/ I am a Veteran

Canada wouldn't be the country it is today/ I wouldn't be here if it weren't for Veterans

So children can understand/ learn the importance of it

Good idea/ good to remember

We owe them/ they deserve recognition

Part of our heritage/ our history

Many soldiers died in past wars

So we don't repeat past mistakes

Should not/ cannot forget

There are fewer Veterans/ their story should be told

Believe in it/ it's important to do it

To show support for our troops (past and/ or present)

Forces us to examine war

Other. Specify: _____
Nothing/ no reason

ASK IF "NOT VERY/NOT AT ALL IMPORTANT":

2c. And why do you say it is unimportant that Veterans' Week be held each year? [DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; DO NOT PROBE BEYOND FIRST RESPONSE] T19

Never heard of it/ don't know about it
Don't care/ not important to me personally
We already have Remembrance Day/ a week is too long
Happened in the past/ we should focus on the present
We shouldn't celebrate war/ we should focus on peace
Don't have family members who are Veterans/ don't know anyone in the military
Too expensive/ waste of money
Re-opens old wounds/ sad memories
There are other issues/ concerns that are more important
Most Veterans have died/ very few Veterans left
Don't know what activities there are for Veterans' Week
COVID-19/the pandemic (general mentions)
Other. Specify: _____
Nothing/ no reason

ASK IF "NEITHER IMPORTANT NOR UNIMPORTANT":

2d. And why do you say it is neither important nor unimportant that Veterans' Week be held each year? [DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; DO NOT PROBE BEYOND FIRST RESPONSE] T19

Never heard of it/ don't know about it
Don't care/ not important to me personally
We already have Remembrance Day/ a week is too long
Don't have family members who are Veterans/ don't know anyone in the military
We shouldn't celebrate war/ we should focus on peace
Happened in the past/ we should focus on the present
Don't know what activities there are for Veterans' Week
There are other issues/ concerns that are more important
Most Veterans have died/ very few Veterans left
Should be a more private ceremony/ held less often (so it's not overdone)
COVID-19/the pandemic (general mentions)
Other. Specify: _____
Nothing/ no reason

ASK EVERYONE:

3. Did you or members of your immediate family participate in Veterans' Week this year? T19

Yes
No
Don't know

ASK IF "YES":

3b. And why did you or members of your immediate family participate in Veterans' Week? [DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; DO NOT PROBE BEYOND FIRST RESPONSE] T19

Family member is a Veteran/ I am a Veteran
To honour/ to respect the Veterans/ those who died in service
Know/ am related to someone/ I am currently in the military
So people will remember their sacrifices
Believe in it/ it's important to do it
So children can understand/ learn the importance of it
To recognize their contribution to our freedom/ security/ peace
I/ someone I know participate(s) in events
To recognize their service/ accomplishments
Veterans fought for our country/ they served our country
Canada wouldn't be the country it is today/ I wouldn't be here if it weren't for Veterans
To show support for our troops (past and/ or present)
Good idea/ good to remember
Show some (national) pride
Other. Specify: _____
Nothing/ no reason

ASK IF "NO":

3c. And why didn't you or members of your immediate family participate in Veterans' Week? [DO NOT READ LIST; ACCEPT UP TO TWO RESPONSES; DO NOT PROBE BEYOND FIRST RESPONSE] T19

Never heard of it/ don't know about it
Too busy/ no time to attend
Don't have family members who are Veterans/ don't know anyone in the military
Had to work/ not available to participate
Don't care/ not important to me personally
There are no activities for Veterans' Week in the area
No occasion/ opportunity/ chance to participate
Don't know what activities there are for Veterans' Week
Participate in Remembrance Day events/ observe Remembrance Day
Can't participate due to health reasons/ elderly
Don't have family nearby
I'm an immigrant
We shouldn't celebrate war/ we should focus on peace
Remember by wearing a poppy
COVID-19 restrictions in my area/uncomfortable participating in person due to COVID-19
Other. Specify: _____
Nothing/ no reason

ASK EVERYONE:

4. Did you or members of your immediate family do any of the following during Veterans' Week this year? [READ LIST; ACCEPT YES/NO FOR EACH ITEM] T19-c=new; b=modified

SPLIT SAMPLE ALL.

- a. Wear a poppy.
- b. Participate in a Remembrance Day 2020 ceremony in your community. *
- c. Watch a virtual or online Remembrance Day 2020 ceremony.*
- d. Watch a Remembrance Day 2020 ceremony on TV. *
- e. Participate in any remembrance-related activity on social media. *
- f. Observe a moment of silence. *

*** RECODE "NO" TO "YES" AT Q3 IF RESPONDENT SAID "NO" BUT DID ONE OF THESE ACTIVITIES.**

4b. Outside of Remembrance Day or Veterans' Week, in the past year, have you or members of your immediate family made an effort to remember Canadian Veterans and those who died in service? T19

Yes
No

ASK EVERYONE:

5. Now, thinking about ways of recognizing the achievements and sacrifices of Canadians during wartime and in peacetime operations, what priority should the Government of Canada place on each of the following remembrance initiatives? Please respond using a scale of 1 to 5, where 1 means not important at all and 5 means very important, with 3 meaning neither unimportant nor important. [READ LIST; OBTAIN RATING FOR EACH ITEM] T19-h=new

SPLIT SAMPLE ALL EXCEPT B+C.

- b. Supporting and leading commemorative events in Canada
- c. Supporting and leading commemorative events outside of Canada
- a. SPLIT SAMPLE: Providing educational materials for schools
- d. SPLIT SAMPLE: Creating remembrance-related ads
- e. SPLIT SAMPLE: Providing funding for commemorative projects
- f. SPLIT SAMPLE: Providing promotional materials, such as posters and pins
- g. SPLIT SAMPLE: Posting remembrance-related content on social media
- h. SPLIT SAMPLE: Creating virtual or online remembrance ceremonies

6. Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. [READ LIST; OBTAIN RATING FOR EACH ITEM] T19

- a. I am knowledgeable about the role that Canada's military has played in peace-keeping missions and conflicts like the World Wars, the Korean War, and the war in Afghanistan.
- b. I am proud of the role that Canada's military has played in peacekeeping missions and conflicts like the World Wars, the Korean War, and the war in Afghanistan.
- c. Canada's Veterans and those who died in service have made major contributions to our country.
- d. Canada's Veterans and those who died in service should be recognized for their service to Canada.
- e. I make an effort to demonstrate my appreciation to those who served our country.
- f. Veterans Affairs Canada's remembrance program effectively honours Veterans and those who died in service, and preserves the memory of their achievements and sacrifices.
- g. Participation in commemorative activities increases awareness of, and appreciation for, the contributions of Veterans and those who died in service.

ASK EVERYONE:

- 7. Veterans Affairs Canada has a mandate to present and care for certain memorials, departmental cemeteries, and grave markers as well as to provide funeral and burial assistance for deceased Canadian Veterans. Please tell me how much you agree or disagree with each of the following statements, using a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. T19
 - a. It is important that Veterans Affairs Canada recognize and honour Canadian Veterans and those who died in service through the presentation and care of memorials, cemeteries and grave markers.
 - b. I am satisfied with how Veterans Affairs Canada recognizes and honours Canadian Veterans and those who died in service through the presentation and care of memorials, cemeteries and grave markers.
 - c. It is important that Veterans Affairs Canada recognize and honour deceased Canadian Veterans by providing funeral and burial assistance.
 - d. I am satisfied with how Veterans Affairs Canada recognizes and honours deceased Canadian Veterans through the provision of funeral and burial assistance.
- 8. Throughout 2020, Canada has marked the 75th anniversary of the end of the Second World War. In your view, how important is it for Canada and Canadians to mark milestone anniversaries associated with military conflicts? [SPLIT SAMPLE: 50% TO RECEIVE QUESTION WITHOUT EXAMPLES OF CONFLICTS AND 50% TO RECEIVE THE FOLLOWING EXAMPLES AFTER CONFLICTS]...like the World Wars, the Korean War, or the war in Afghanistan? Please respond using a scale of 1 to 5, where 1 means not important at all and 5 means very important, with 3 meaning neither unimportant nor important.

- Not important at all
- Not very important
- Neither important nor unimportant
- Moderately important
- Very important

The last few questions are for classification purposes only.

- 9. What language do you speak most often at home? [READ LIST; ACCEPT ALL THAT APPLY]

English
French
Other
[DO NOT READ] Don't know/Refused

10. Were you born in Canada?

Yes
No
[DO NOT READ] Refused

11. How do you identify your gender? This may be different from the information noted on your birth certificate or other official documents. [READ LIST]

Female,
Male, or
Another gender
[DO NOT READ] Prefer not to answer

12. What is the highest level of formal education that you have completed? [READ LIST]

Grade 8 or less*
Some high school**
High school diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level
[DO NOT READ] Prefer not to answer

*IN QUEBEC, PLEASE REPLACE WITH: "Secondary II or less"

**IN QUEBEC, PLEASE REPLACE WITH: "Some secondary school"

13. Which of the following categories best describes your current employment status? Are you...? [READ LIST; ACCEPT ONE ANSWER ONLY]

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce (full-time homemaker, unemployed and not looking for work)
Other
[DO NOT READ] Refused

14. What was your total **household** income for 2019? That is, the total income of all persons in your household combined, before taxes. Please stop me when I get to the correct amount. Is it...? [READ LIST]

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$150,000
- \$150,000 and above
- [DO NOT READ] Refused

15. Are you...? [READ LIST; ACCEPT ONE ANSWER ONLY]

- a member of the Canadian Armed Forces
- a Veteran of the Canadian Armed Forces
- a friend or family member of a Veteran
- [DO NOT READ] None of these
- [DO NOT READ] Prefer not to say

Finally,

16. Are you concerned that you or members of your immediate family might contract COVID-19? [IF NO: Is that not very concerned or not at all concerned? / IF YES: Is that moderately or very concerned? [ACCEPT "NEITHER" AND "ALREADY HAD COVID" IF VOLUNTEERED]

**That concludes the survey. Thank you very much for your thoughtful feedback.
It is much appreciated.**

RECORD BY OBSERVATION:

PROVINCE/REGION

GENDER

LANGUAGE OF INTERVIEW

ASK CELL SAMPLE:

In addition to your cellular telephone, does your household currently have a traditional telephone or landline? [ACCEPT ONE RESPONSE]

- Yes
- No

ASK LANDLINE SAMPLE:

In addition to your residential landline telephone, do you or someone else in your household also use one or more cell phone numbers? [ACCEPT ONE RESPONSE]

Yes

No

4. Political Neutrality Certification

I hereby certify as a Senior Officer of Phoenix Strategic Perspectives that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.

Alethea Woods

Alethea Woods
President
Phoenix SPI