



# Ipsos Reid Public Affairs

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## Visible Minorities Recruitment and the Canadian Forces: The Asian- and Arab-Canadian Population

Final Report

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**Submitted to:** Department of National Defence

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**Political Neutrality Statement**

I hereby certify as Senior Officer of Ipsos Reid that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

A handwritten signature in black ink, appearing to read "M. Colledge". The signature is stylized and written in a cursive-like font.

Mike Colledge  
President  
Ipsos Reid Public Affairs

# 1. Executive Summary

## Background and Objectives

With the launch of the Canadian Forces (CF) Employment Equity plan in 2006 and an established 9.1% representation goal for visible minorities in its ranks, a modest but consistent increase from 2.33% to 4.04% representation has been the result. The Employment Equity Act requires the CF to employ visible minorities at a level in line with their external Canadian workforce presence, even as the military profession's uniqueness presents challenges in terms of impacting the visible minority population's process of choosing careers.

According to a 2006 Interest and Propensity Study examining the likelihood of designated group members – including women, Aboriginals, visible minorities and persons with disabilities – joining the CF, visible minorities were found to be the least likely to possess familiarity with the military, though were also the most likely to express interest in pursuing a career with the CF.

Previous research has shown that the majority of Canadians hold positive views of the CF, perceiving the military as a vital national institution and standard bearer of Canadian identity, attributed chiefly to humanitarian work and peacekeeping services. Within the general public, immigrant populations in particular have also been found to perceive the CF as modern, essential and a source of pride.

Past research has found that Canada's new immigrant populations prioritize employment based on advanced education, high-level skills and foreign credentials. While the CF can provide pathways to education, skills development and employment, immigrant populations may not recognize the CF as an ideal way to do so.

The present research focuses on non-Chinese and non-Filipino Asian-Canadians (claiming East and Southeast Asian, South Asian and West Asian ethnicity) and Arab-Canadians. The research has been designed to better understand the career selection behaviours of the Asian and Arab audiences, and learn what factors influence their decision to join or not to join the CF.

Even with mostly positive outlooks on the Canadian Forces, visible minorities have historically shown reluctance to join the military in numbers comparable to their proportion in the Canadian population, resulting in serious implications for the Canadian Forces, both in attempts to comply with Employment Equity (EE) Act requirements and ensure operational effectiveness.

In order to better understand the career selection behaviours of visible minorities and what factors influence their decision to join or not to join the Canadian Forces, DND identified the need to conduct public opinion research with these populations. An initial phase of research, conducted in 2010-2011 among Chinese-Canadians, marked the first of a three-phase effort to understand how specific communities relate to the Canadian Forces as a career opportunity. This phase of research,

among Asian- and Arab-Canadians, represents the second phase of the research. The third and final phase of this research will be conducted in 2013 among Canadians of African, Philippine, Latin American and Caribbean descent. Each phase is designed to consider the views of major groups within Canada's larger visible minority populations towards the military and military service.

The first two phases of the study reveal a difference in experience with military organizations between the Chinese-Canadians and the Asian- and Arab-Canadians. While Phase 1 research suggested that the Chinese-Canadian population views military service in China as difficult and dangerous work pursued by those with few other career options, the present study among South Asian- and Arab-Canadian populations suggests they have a tendency to view military service as a higher status career and a more viable pathway to career success.

While many questions and areas of inquiry between phases 1 and 2 are common (and likely will be in phase 3), the study was not designed to track between years and audiences and distinctly considers the proportions and predilections of audiences within the Asian- and Arab-Canadian population. The results of the research will aid the Canadian Forces in their efforts to increase the representation of visible minorities in their membership and comply with EE Act requirements. Therefore, the mandate behind conducting this research is two-fold:

- To provide a fuller understanding of the career selection processes of visible minorities; and
- To attain increased insight into any potential perceived barriers that may negatively impact interest from visible minority youth in becoming Canadian Forces members.

This research is a further effort to study the attitudes of visible minorities towards a career in the Canadian Forces and focuses on the Asian- and Arab-Canadian populations. In respect of the cultural diversity within these two populations, ethnicity was used as a cultural grouping rather than age range in the case of the youth population for the qualitative protocol.

Findings from this research will be used by DND and the CF to measure perspectives held by visible minorities, inform recruitment strategies and increase communications with the target populations, as well as influence career selection behaviours in order to make the CF a viable option for visible minority youth.

This report details the results of this research, conducted in two phases, qualitative and quantitative, between March 2012 and June 2012. The total contract value of this research was \$175,905.00 excluding HST.

## Methodology

This research was conducted in two major phases: an initial phase of qualitative research was conducted in March 2012 consisting of focus groups among Asian- and Arab-Canadian youth (age 18-24) and among parents and community influencers (35 years of age and older). A second phase of quantitative research was conducted June 2012. The quantitative stage was designed to explore and confirm many of the findings obtained during the qualitative phase of research.

## Audience of Research

This research was conducted among individuals claiming an Asian ethnic identity (excluding Chinese or Filipino) or an Arab ethnic identity. The following table summarizes the population of study in this phase of the research. The population figures are based on ethnic self-identification within the 2006 Census.

Total Population	
<b>Total Asian and Arab Population</b>	<b>2,622,925</b>
<b>South Asian</b>	<b>1,316,765</b>
India (ex. Punjabi)	984,250
Pakistani	124,720
Sri Lankan	144,020
Punjabi	53,510
Other South Asian	89,240
<b>East and Southeast Asian (ex. Chinese and Filipino)</b>	<b>533,035</b>
Vietnamese	180,115
Korean	146,545
Japanese	98,900
Other East and Southeast Asian	107,475
<b>Arab</b>	<b>470,575</b>
Lebanese	165,140
Maghrebi origins	94,435
Egyptian	54,870
Other Arab	127,245
<b>West Asian</b>	<b>302,550</b>
Iranian	121,510
Armenian	50,485
Afghan	48,100
Turk	43,685
Other West Asian	50,345

## **Qualitative Research**

A series of 12 focus groups were conducted among self-declared Asian- and Arab-Canadians recruited from five cities nationwide. Participants were segmented by ethnic community, and within each ethnic community one focus group was conducted among young adults (aged 18 to 24) and one group among parents and influencers of 18-24 year olds. The focus groups took place between March 20 and March 27, 2012.

It is important to note that this component of the research is qualitative in nature, which means that the results are directional, rather than definitive in nature, and are not based on a statistically representative sample of the target audiences. The results were designed to inform the development of the quantitative questionnaire and to enable a fuller understanding of views towards a career in the Canadian Forces through a comparison of findings within both the quantitative and qualitative phases.

The Table below outlines the cities of residence, cultural community and dates of focus groups for each community. Two focus groups were conducted among each cultural community; one with youth (18-24 years old) and one with the parents and influencers. The focus groups in Montreal, Quebec were conducted in French, the language of majority in Quebec and the language of the participants in the focus groups. The Ottawa focus groups were conducted among participants representing a broad range of ethnic communities within the region of study. As 41% of the total Asian- and Arab-Canadian population in Canada resides in Toronto, four focus groups were conducted in that city, with two focus groups conducted among youth (18-24 years) and two among parents/influencers (35 years old and older).

<b>Date</b>	<b>City</b>	<b>Cultural Community</b>
3/20	Toronto	Pakistani Muslims
3/21	Toronto	East/Southeast Asians
3/22	Vancouver	Punjabi Sikhs
3/22	Montreal	Arab Muslims
3/26	Edmonton	Indian Hindus
3/27	Ottawa	Broad Asian/Arab Ethnicities

The focus group compositions were designed to include several key ethnic groups within the broad Asian- and Arab-Canadian population, providing opportunity to consider the views of several individual ethnic communities. Given the interest in covering a number of groups, the decision was made to narrow the youth groups to consist of 18-24 year olds, reflecting the primary age range of CF recruits and the age range when many young people make formative decisions about their future and their careers. In addition, parents and influencers were combined as they reflect similar perspectives and differences can be used for probing opportunities within the groups.

Participants were selected to reflect a range of income levels and an even mix by gender. Any individuals who work in media, advertising, marketing or with the government or any who had participated in a focus group within the past year could not participate.

Each focus group lasted approximately two hours and included eight participants from each of the audiences described above. Participants were provided an incentive of \$100 for their participation in the discussion.

### **Quantitative Research**

The quantitative research was conducted online between June 5 and 11, 2012, among members of the Ipsos Online Household Panel who had previously identified themselves as being of Asian or Arab descent. A total of n=2,103 interviews were conducted among two key audiences:

- Asian- and Arab-Canadian youth (n=1,338) between 16 and 34 years of age (reflecting the target age range of communications about career decision making, career opportunities in general, and career opportunities within the Canadian Forces specifically); and,
- Members of the Asian and Arab community 35 years of age and older (n=765).

The sample was designed disproportionately by age, obtaining a larger sample among youth 16 to 34 years of age than in the population of Asian- and Arab-Canadians at large in order to increase the reliability of the sample among the cohort that is the target of CF recruitment efforts.

The sample was designed to reflect the Asian- and Arab-Canadian populations nationwide in terms of the range of ethnic identities within the audience as a whole. These diverse identities are summarized in four broad groups: Arab, South Asian, East/ Southeast Asian and West Asian. The table below indicates the weighted and unweighted sample sizes obtained within each of these broad ethnic groupings.

Ethnic Identity	Total		Youth		Community	
	Unweighted	Weighted	Unweighted	Weighted	Unweighted	Weighted
Total	2103	2103	1338	905	765	1198
Arab	404	389	242	126	162	263
South Asia	1108	1051	672	418	436	634
East/Southeast Asia	498	437	352	213	146	224
West Asia	220	258	178	169	42*	90

\*Note low base size; results are directional in nature.

It is important to note that respondents for this survey were selected from among those who have volunteered to participate in online surveys. As a result, the results of this survey cannot be described as statistically representative of the target population, and for this reason, no estimates of sampling error can be calculated. The sample has been designed and weighted to reflect the demographic composition of target populations.

Within these groupings, this report also analyzes ethnic subgroups with samples large enough for statistical analysis. The table below identifies these communities.

	Total		Youth		Community	
	Unweighted	Weighted	Unweighted	Weighted	Unweighted	Weighted
Lebanese	195	196	109	57	86	139
Iranian	137	170	104	103	33*	67
Indian	768	757	460	299	308	457
Punjabi	178	141	119	63	59	78
Pakistani	173	135	121	63	52	72
Vietnamese	160	105	147	85	13*	20

\*Note low base size; results are directional in nature.

The sample was also designed to reflect the population by region and gender.

Weights were applied to the data to ensure that the final results among both the youth and Asian- and Arab-Canadian community samples reflect the distribution of the population by region, age and gender as well as ethnic identity.

In addition to the core research among the Asian- and Arab-Canadian community we also included several key questions on the Ipsos Online Express poll, a separate omnibus study conducted among n=1,016 Canadian adults (aged 18 and over). This research was designed to provide a point of comparison between the findings obtained among Asian- and Arab-Canadians and the findings obtained among the general public. The research was conducted between May 23<sup>rd</sup> and 30<sup>th</sup> 2012, among Canadian adults nationwide.

## **Reading this Report**

Throughout this report, the following audiences are frequently discussed:

- *Asian- and Arab-Canadian Youth:* Within the context of the qualitative research, “Asian- and Arab-Canadian Youth” refers to the 18-24 year old participants in the focus groups. Within the context of the quantitative research, “Asian- and Arab-Canadian Youth” refers to the sample of n=1,338 Asian- and Arab-Canadians between 16 and 34 years of age. “Asian- and Arab-Canadian Youth” are also referred to in brief as “youth” or “young Asian- and Arab- Canadians.”
- *The Asian- and Arab-Canadian Community:* In both the qualitative and quantitative contexts, the “Asian- and Arab-Canadian Community” refers to Asian- and Arab-Canadians 35 years of age and older who either participated in the focus groups or who were among the sample of n=765 Asian- and Arab-Canadians 35 years of age and older. They are sometimes referred to in brief as “the community”, “community members”, “community respondents” or as “older Asian- and Arab- Canadians.”
- *The general public:* Consisting of the n=1,016 adult Canadians interviewed online between May 23<sup>rd</sup> and 30<sup>th</sup>, 2012 as a part of this research, the n=1,520 adult Canadians interviewed by telephone in March 2012 as part of the departmental tracking study, or the n=1,002 adult Canadians interviewed online in December 2010. The charts provided in the report indicate which general public sample has been used.

The Asian- and Arab-Canadian audiences are further divided into groups based on the following ethnic subgroups and region of origin:

- *Region of origin:* Consisting of the Asian and Arab regions that the respondents of the quantitative research self-identified. This includes the South Asian region, the East and Southeast Asian region, the Arab region and the West Asian region.
- *Ethnic subgroups:* The ethnic subgroups are identified as important groups within these regions for this study. Within the South Asian region of origin there are the Indian subgroup (excluding Punjabi), the Pakistani subgroup and the Punjabi subgroup. Within the East and Southeast Asian region of origin is the Vietnamese subgroup. Within the Arab region of origin is the Lebanese subgroup and within the West Asian region of origin is the Iranian subgroup.

## Key Findings

The following themes emerged from the findings of both the quantitative and qualitative research:

### **1. The Canadian Forces are not a top-of-mind career option for most Asian- and Arab- Canadians.**

When asked what careers they would be interested in pursuing, or would recommend to a young person, no more than one percent of Asian- and Arab-Canadian youth or community indicated the military as their preference. When asked what careers they would be least interested in pursuing, the military tops the list with three in ten Asian- and Arab-Canadian youth (31%) and one in four of the community (25%) saying a military career would be the career they would be least interested in, followed distantly by other fields.

### **2. Asian- and Arab-Canadians focus on healthcare as a desirable career path, and the majority see the military as a good way of gaining experience in this field.**

By a wide margin, Asian- and Arab-Canadians identify the healthcare profession as one they would be most interested in pursuing, or most likely to recommend to a young person, son or daughter. Other career fields, such as entrepreneurship, public service/ government, engineering, banking and education follow distantly with no more than one in ten youth or community respondents identifying each as a preferred career.

When asked whether they would consider the Canadian Forces to be a good way of gaining experience in several different careers, Asian- and Arab-Canadians most often said that the Canadian Forces would be a good way to gain experience in police work and in the public service or government. A smaller majority of Asian- and Arab-Canadian youth (52%) and community members (54%) say the Canadian Forces could offer a good way to gain experience in healthcare.

The Canadian Forces were also seen as a good way of gaining experience in engineering, information technology and skilled trades with about half (51%) of young Asian- and Arab-Canadians describing the Canadian Forces as a good way to gain experience in these fields. Over three in five community members agree that the Canadian Forces are a good way of gaining experience in the same fields (65% in engineering, 62% in information technology and 64% in skilled trades).

During the focus groups we learned that many participants recognize the comprehensive nature of the military, sometimes referring to their countries of origin where the military may operate as a “country within a country” (as mentioned by Pakistani participants). In light of this, many participants readily understood that the military would offer a broader array of opportunities than those typically associated with soldiering (i.e., combat). Nor did focus group participants mark a distinction between professional military personnel (such as doctors and engineers in the military) and soldiers, although they were likely to view a high

degree of success in the military as a value in and of itself (pointing to the high pay and status of top ranked officers in countries of origin as an example).

**3. The Canadian Forces are not a top-of-mind career choice. Most Asian- and Arab-Canadian youth say members of their ethnic community would be less likely than others to consider a career in the Canadian Forces, and their parents and the surrounding community are less likely to say they would recommend the Canadian Forces.**

Findings from this study indicate a significant distinction is made by the Asian- and Arab-Canadian population between likelihood of *considering* a career in the Canadian Forces and likelihood of *joining* the Canadian Forces. Even though a larger percentage (21%) of Asian- and Arab-Canadian youth than the general public youth (13%) said they are likely to consider a Canadian Forces career, the majority (59%) of Asian- and Arab-Canadian youth indicated that members of their community are less likely than others to join, and this is supported by 54% of the Asian- and Arab-Canadian Community.

While Asian- and Arab-Canadian youth are actually more inclined than general public youth to say they are likely to consider a career in the Canadian Forces, we find that (24%) Asian- and Arab-Canadian parents of 16-34 year olds were much less likely than their general public counterparts to say that they would recommend a career in the Canadian Forces to a young person (compared to 34% among general public parents). Asian- and Arab-Canadian community non-parents (of a 16-34 year old) are much less likely than their general public counterparts to say they would recommend a career in the Canadian Forces (38% compared to 54%).

These findings suggest that lower rates of enrollment in the Canadian Forces among Asian- and Arab-Canadian youth may have as much, if not more, to do with what influencers (parents, extended family members and others) think than the inclinations of young people. Indeed, nine in ten Asian- and Arab-Canadian youth (91%) described their parents as important in providing career advice, including over half who described their parents' advice as *very* important (56%). In addition, three in ten (29%) strongly disagree that their parents would encourage them to join the Canadian Forces if it was ever of interest to them, as compared to just 12% who strongly agree that their parents would provide encouragement.

Despite the lack of encouragement towards a career in the Canadian Forces from their parents, Asian- and Arab-Canadian youth do not tend to point to family, culture or a lack of prestige of a career in the Canadian Forces within their community as reasons not to join. Rather, those who said that Asian- and Arab-Canadians are less likely to join the Canadian Forces most often say it is because they prefer other professions (16% among youth, 13% among the community) or because they believe in peace and oppose war (15% among youth, 16% among the community). They also consider the Canadian Forces to be dangerous (11% among youth, 11% among the community).

During the focus groups, youth participants were not likely to rule out the military because it was uncommon or unknown to members of their community; rather, they put the military aside in favor of alternatives – most notably, entering university as civilian students - or because their parents would not approve of a military career for them. On this last point, many parents said that, as newcomers, they did not immigrate to Canada and endure hardship in order that their children should join the military - fraught in their view with many of the dangers they came to Canada to avoid.

#### **4. A military career not widely viewed as a last-resort option for Asian- and Arab-Canadians.**

A conventional view on military service is that it is a career of last resort, particularly when associated with the dangerous and labour-intensive life of a combat soldier. In this light, the military can be viewed as an option for those who cannot afford or gain admission to a university education. This view was not pronounced among Asian- and Arab-Canadian focus group participants. Indeed, the experience of many from their countries of origin would suggest that some of the best educational and occupational opportunities could be found within the military. Still, parents and youth see Canada in far different terms: the military here is not seen to occupy as large or dominant a place in society as it does in other countries, and more and better opportunities exist to succeed in the private sector than elsewhere.

In light of this, it is not surprising to find that Asian- and Arab-Canadians are divided in their views of the Canadian Forces as an option of last resort. While two in five (40%) say they would only consider a career in the Canadian Forces if all other options were exhausted, an equal proportion (41%) disagree with this view, including 19% who strongly disagree (outweighing the 12% who strongly agree). Similarly, where 37% say that the Canadian Forces are something people join when they have few other options available, 45% disagree with this view (including 16% who strongly disagree, outweighing the 10% who strongly agree).

Still, it is important to note that while most Asian- and Arab-Canadians do not see military service as an option of last-resort, they are more likely than the general public to see it in this way. Over two in five Asian- and Arab-Canadian youth (44%) and community members (47%) say the notion that the Canadian Forces are something people do when they have no other options is an important reason not to join; this compares to 33% among general public youth (18-34 years) and 34% among the general public community (35 years and older).

#### **5. Asian- and Arab-Canadian youth recognize the benefits and drawbacks of joining the Canadian Forces, but more often perceive that the Canadian Forces would waste their talent, offer limited professional opportunities and would not be prestigious.**

During the quantitative research, both Asian- and Arab-Canadians and general public respondents were asked to rate the importance of several possible reasons

to join or not to join the Canadian Forces. The results show that Asian- and Arab-Canadians are just as likely as the general public to name several reasons to consider joining the Canadian Forces as important – for example, job stability, a good pension, good benefits, and good pay. Asian- and Arab- Canadian youth are even more likely than general public youth to view helping others, gaining valuable experience for careers outside the military and serving the country as good reasons to join.

On the other side of the coin, Asian- and Arab-Canadian youth are similar to the general public youth in recognizing the importance of several reasons to avoid a career in the Canadian Forces - e. g., danger, the need to follow orders, being far from home, and giving up one's freedom. The Asian- and Arab-Canadian community are more likely than the general public community to view a number of elements of a military career as important reasons not to join the Canadian Forces, in particular: following orders (69% vs. 58% among the general public community), being far from home (72% vs. 58% among the general public community) and giving up one's freedom (64% vs. 51% among the general public community).

Both Asian- and Arab-Canadian youth and the community are much more likely than general public respondents to indicate that an inability to use their talents, limited professional job opportunities, and a lack of prestige are important reasons not to join the Canadian Forces.

Taken together, these findings suggest that Asian- and Arab-Canadians may be receptive to messages about careers in the Canadian Forces that highlight job stability and good benefits, and also recognize that the Canadian Forces can lead to highly paid, high status careers outside the military. But, the results of both the quantitative and qualitative research suggest that a civilian university education is a more direct, and possibly a more prestigious pathway to success than military service. Moreover, the university approach does not carry with it the potential of danger and being sent far from home. While the military may offer substantial benefits, such as a free university education, training and discipline, the research findings suggest that these sorts of benefits do not tend to outweigh the drawbacks of perceived danger and sacrifice in the minds of many Asian- and Arab-Canadians.

## **6. Familiarity with the Canadian Forces is low among Asian- and Arab-Canadians.**

Fewer than two in five (31% among youth, 38% among the community) described themselves as familiar with the Canadian Forces (including fewer than one in ten within either audience who described themselves as very familiar). In comparison, over half (54%) of the general public described themselves as familiar with the Canadian Forces (including 13% who say they are very familiar). About half of Asian- and Arab-Canadians have heard something about the Canadian Forces in the past year (50% among youth, 55% among the community).

Furthermore, when asked whether they knew any current or former members of the Canadian Forces, Asian- and Arab-Canadians most often said they did not (55% among youth, 48% among community members).

During the focus groups, Asian- and Arab-Canadian youth and parents seemed to recognize that a military career could lead to positive outcomes outside of the military, but this knowledge was not grounded with specific examples of members from their communities who had done so. Indeed, during the survey, Asian- and Arab-Canadian youth more often agree (37%) than disagree (25%) that “lots of people who have spent time in the Canadian Forces become successful outside of the Canadian Forces,” however just as many say they don’t know (38%).

In rating the effectiveness of several possible approaches that the Canadian Forces might take to engage with their communities, Asian- and Arab-Canadians rated the following examples as potentially highly effective approaches: involving members from their ethnic community in recruitment efforts; showcasing former CF members from within their community who had gone on to become successful outside the CF and involving Asian- and Arab-Canadians who are highly ranked members of the Canadian Forces.

## **Conclusions**

In promoting the Canadian Forces as a career option among Asian- and Arab-Canadians, the Canadian Forces are presented with both opportunities and challenges. The key opportunities include:

- A level of interest in considering a career in the Canadian Forces that is higher among Asian- and Arab-Canadian youth than among their general public counterparts (21% compared to 13% among general public youth).
- Recognition of core benefits to joining the Canadian Forces – e.g. job stability, a good pension, and good benefits – that are comparable to the general public.
- A willingness to view the Canadian Forces as a good way to pursue highly desirable careers, particularly in healthcare (with 52% of youth and 54% of the community saying the Canadian Forces could be a good way of pursuing a career in healthcare).

These apparent opportunities are countered by substantial challenges, including:

- An unwillingness among parents or the wider community to recommend or encourage a career in the Canadian Forces, as evidenced by the finding that fewer Asian- and Arab-Canadian parents would recommend a career in the Canadian Forces (24% vs. 34%, respectively). When asked if their parents would encourage a career in the Canadian Forces, 29% of Asian- and Arab-Canadian youth strongly disagree that they would, while only 12% strongly agree.
- Asian- and Arab-Canadians, including youth and community members, are more likely than the general public to view a career in the Canadian Forces as

one that would not fully use their talents, would not provide professional opportunities and would not be seen as prestigious. The perception of these elements as drawbacks cut to the heart of what many Asian- and Arab-Canadian youth and parents consider most important: establishing themselves in Canada by attaining career success, which they view primarily as attainable through academic achievement in the civilian sphere.

- In keeping with this perspective it is no surprise to find that the Canadian Forces are not a top-of-mind career choice – indeed, the military is the least preferred career option among many (with only 1% of youth and community members identifying it as preferred, and 31% and 25%, respectively, saying it would be least preferred). Asian- and Arab-Canadians are more than three times as likely (35%) to strongly disagree as to strongly agree (10%) that they could see themselves joining the Canadian Forces. A major reason for this may be the lack of examples from within their own community of individuals who have successfully pursued a career in the Canadian Forces (most do not know anyone in the Canadian Forces).

These barriers to joining the Canadian Forces as identified by the Asian- and Arab-Canadian communities have important implications for the Canadian Forces in their efforts to comply with the requirements of the Employment Equity Act. The Act stipulates a representation of visible minorities in the internal labour force of the Canadian Forces that reflects their participation in the external labour force. While the results suggest that many Asian- and Arab-Canadians would not rule out a career in the Canadian Forces, and can recognize the benefits of such a career, they tend to see it as an oblique and arduous pathway to success in Canada, which would not receive much encouragement to do so from parents or other adults in their lives.

Comparatively, other members of the general public may view the Canadian Forces as a more desirable pathway. Evidence of this is in the broad recognition of the benefits to joining, a lower tendency to view the Canadian Forces as career-limiting and a much higher likelihood of parents and others in the adult community to say they would recommend the Canadian Forces to a son, daughter or other young person. This is very likely related to a higher degree of familiarity with the Canadian Forces (with 57% of general public respondents saying that they are familiar compared to 31% among Asian- and Arab-Canadian youth and 38% among the Asian- and Arab-Canadian community).

The major implications of these findings are that the Canadian Forces will encounter considerable challenges in recruiting members of the Asian- and Arab-Canadian population in the same percentage as they are represented in the overall Canadian population.

Therefore, in spite of the efforts of the Canadian Forces to be reflective of Canadian society, tendencies and perceptions that are steeped in culture and often conditioned by the circumstances of recent immigration make compliance

with the requirements of the Employment Equity Act a difficult and a complex issue for the Canadian Forces.



## 2. Rapport Sommaire

### Contexte et objectifs

Lors de la mise en œuvre du plan d'équité en matière d'emploi des Forces canadiennes (FC) en 2006, l'objectif de représentation des membres des minorités visibles dans les rangs a été établi à 9,1 %. Depuis, l'augmentation de cette représentation a été modeste, mais constante, passant de 2,33 % à 4,04 %. En vertu de la *Loi sur l'équité en matière d'emploi*, les FC sont tenues d'embaucher des membres des minorités visibles à un niveau correspondant à la présence de ceux-ci dans la main-d'œuvre non militaire au Canada, même si la nature unique de la profession militaire fait en sorte qu'il est difficile d'influencer le processus de choix de carrière des membres des minorités visibles.

Selon les résultats d'une étude réalisée en 2006 sur l'intérêt et la propension des membres de certains groupes à se joindre aux FC – dont les femmes, les Autochtones, les membres des minorités visibles et les personnes handicapées –, les membres des minorités visibles sont le groupe ayant le moins tendance à connaître l'armée, mais aussi celui ayant le plus tendance à manifester de l'intérêt pour une carrière dans les FC.

Des études antérieures ont montré que la majorité des Canadiens a une opinion positive des FC et que l'armée est perçue comme une organisation nationale essentielle et comme un porte-étendard de l'identité canadienne, en raison principalement de l'aide humanitaire et des services de maintien de la paix qu'elle assure. Dans la population générale, ce sont en particulier les groupes d'immigrants qui considèrent les FC comme une organisation moderne, indispensable et source de fierté.

Selon des études antérieures, les populations de nouveaux immigrants du Canada priorisent l'emploi en fonction de critères comme l'éducation supérieure, les compétences avancées et les titres de compétences obtenus à l'étranger. Bien que les FC soient un moyen d'acquérir une formation, des compétences et un emploi, les populations d'immigrants ne les considèrent pas comme la façon idéale d'atteindre leurs objectifs.

La présente étude porte sur les Canadiens d'origine asiatique autres que Chinois et Philippins (nés en Asie orientale, en Asie du Sud-Est, en Asie du Sud ou en Asie occidentale) et les Canadiens d'origine arabe. L'objectif de l'étude est de mieux comprendre les comportements des populations d'origine asiatique et arabe en matière de choix de carrière et de connaître les facteurs qui influencent leur décision de se joindre ou non aux FC.

En dépit de leur opinion en grande partie positive des Forces canadiennes, les membres des minorités visibles ont toujours hésité à se joindre à l'armée dans une proportion équivalente à leur représentation dans la population canadienne. Cette situation a des conséquences importantes pour les Forces canadiennes, tant en ce qui concerne leurs efforts pour se conformer aux exigences de la *Loi*

sur l'équité en matière d'emploi (LEE) que la nécessité d'assurer leur efficacité opérationnelle.

Dans le but de mieux connaître les comportements des membres des minorités visibles en matière de choix de carrière et les facteurs qui influencent leur décision de se joindre ou non aux Forces canadiennes, le ministère de la Défense nationale (MDN) a jugé nécessaire de mener un sondage d'opinion publique auprès de ces populations. Une phase d'étude initiale, menée en 2010-2011 auprès de Canadiens d'origine chinoise, a marqué le début d'une étude en trois phases dont l'objectif est de connaître les points de vue de certaines communautés par rapport aux possibilités de carrière dans les Forces canadiennes. La présente phase, menée auprès de Canadiens d'origine asiatique et arabe, représente la deuxième phase de l'étude. La troisième et dernière phase de l'étude sera menée en 2013 auprès de Canadiens d'origine africaine, philippine, latino-américaine et antillaise. Chaque phase vise à recueillir le point de vue des plus importantes populations de minorités visibles du Canada à l'égard de l'armée et du service militaire.

Les deux premières phases de l'étude montrent qu'il existe une différence entre l'expérience des organisations militaires des Canadiens d'origine chinoise et ceux d'origine asiatique et arabe. Si l'étude de phase 1 révèle que les Canadiens d'origine chinoise considèrent le service militaire en Chine comme un travail difficile et dangereux qu'accomplissent ceux qui ont peu d'autres choix de carrière, la présente étude auprès des Canadiens d'origine asiatique et arabe suggère que ceux-ci ont tendance à considérer le service militaire comme une carrière prestigieuse et une voie qui peut plus sûrement mener à la réussite professionnelle.

Bien que de nombreuses questions et de nombreux sujets des phases 1 et 2 soient les mêmes (et le seront probablement dans la phase 3), l'étude n'a pas été conçue dans le but de faire un suivi d'une année à l'autre ou d'un public à l'autre. Les proportions et les tendances des groupes au sein de la population canadienne d'origine asiatique et arabe sont étudiées séparément. Les résultats aideront les Forces canadiennes à augmenter la représentation des minorités visibles parmi leurs membres et à se conformer aux dispositions de la LEE. Le mandat ayant mené à la présente étude est donc double :

- Fournir un portrait plus complet des processus de choix de carrière des membres des minorités visibles; et
- Obtenir un meilleur aperçu des obstacles potentiels perçus qui peuvent avoir une influence négative sur l'intérêt des jeunes appartenant à des minorités visibles à devenir membres des Forces canadiennes.

Cette étude est un effort supplémentaire pour connaître l'attitude des minorités visibles à l'égard de la possibilité de faire carrière dans les Forces canadiennes et porte en particulier sur les Canadiens d'origine asiatique et arabe. Pour ce qui est de la diversité culturelle entre les deux populations, le protocole qualitatif a prévu

l'utilisation de l'origine ethnique plutôt que du groupe d'âge pour déterminer la catégorie culturelle au sein de la population de jeunes.

Les résultats de cette étude seront utilisés par le MDN et les FC pour mesurer les points de vue des minorités visibles, appuyer les stratégies de recrutement et augmenter les communications avec les populations cibles, ainsi que pour influencer les comportements en matière de choix de carrière pour que les FC deviennent un choix viable pour les jeunes des minorités visibles.

Le présent rapport expose en détail les résultats de cette étude menée en deux volets, soit un volet qualitatif et un quantitatif, entre mars et juin 2012. La valeur totale du contrat pour cette étude a été de 175 905 \$, avant la TVH.

## Méthodologie

La présente étude compte deux grands volets : un volet qualitatif a d'abord été mené en mars 2012 au moyen de groupes de discussion composés de membres de la jeunesse canadienne d'origine asiatique et arabe (18 à 24 ans) et de parents et de membres influents de la communauté (35 ans et plus). Le volet quantitatif a été mené en juin 2012 et avait pour objectif d'approfondir et de confirmer un grand nombre de données obtenues lors du volet qualitatif de l'étude.

### **Public de l'étude**

Cette étude a été menée auprès de personnes qui affirment être d'origine asiatique (autre que chinoise ou philippine) ou arabe. Le tableau suivant résume la population étudiée dans cette phase de l'étude. Les données sur la population s'appuient sur les réponses sur l'origine ethnique fournies dans le cadre du recensement de 2006.

<b>Population totale</b>	
<b>Population d'origine asiatique et arabe totale</b>	<b>2 622 925</b>
<b>D'Asie du Sud</b>	<b>1 316 765</b>
Inde (p. ex., Panjabi)	984 250
Pakistanaï	124 720
Sri-Lankais	144 020
Panjabi	53 510
Autre (Asie du Sud)	89 240
<b>D'Asie orientale et du Sud-Est (p. ex., Chinois et Philippin)</b>	<b>533 035</b>
Vietnamien	180 115
Coréen	146 545
Japonais	98 900
Autre (Asie orientale et du Sud-Est)	107 475
<b>Arabe</b>	<b>470 575</b>
Libanais	165 140
Origines maghrébines	94 435
Égyptien	54 870
Autre (Arabie)	127 245
<b>D'Asie occidentale</b>	<b>302 550</b>
Iranien	121 510
Arménien	50 485
Afghan	48 100
Turc	43 685
Autre (Asie occidentale)	50 345

## **Étude qualitative**

Une série de 12 groupes de discussion ont été menés auprès de Canadiens affirmant être d'origine asiatique ou arabe et recrutés dans cinq villes à l'échelle du pays. Les participants ont été répartis en fonction de leur communauté ethnique puis, au sein de chaque communauté, un groupe de discussion a été mené avec de jeunes adultes (18 à 24 ans) et un autre avec des parents et des gens ayant de l'influence sur les jeunes de 18 à 24 ans. Les groupes de discussion ont eu lieu entre le 20 et le 27 mars 2012.

Il est important de noter que ce volet de l'étude est de nature qualitative, c'est-à-dire que les résultats sont indicatifs plutôt que définitifs et qu'ils ne proviennent pas d'un échantillonnage statistiquement représentatif des publics cibles. Les résultats visaient à contribuer à la création du questionnaire quantitatif et à mieux comprendre les points de vue à l'égard d'une carrière au sein des Forces canadiennes en comparant les résultats des volets quantitatif et qualitatif.

Le tableau ci-dessous présente les villes de résidence, les communautés culturelles et les dates des groupes de discussion pour chaque communauté. Deux groupes de discussion ont eu lieu auprès de représentants de chaque communauté culturelle; un auprès des jeunes (18 à 24 ans) et un auprès des parents et des gens influents. Les groupes de discussion de Montréal se sont déroulés en français, la langue de la majorité au Québec et celle utilisée par les participants aux groupes de discussion. Les groupes de discussion d'Ottawa ont été menés auprès de participants représentant un vaste éventail de communautés ethniques de la région étudiée. Étant donné que 41 % de la population canadienne d'origine asiatique et arabe habite Toronto, quatre groupes de discussion ont été menés dans cette ville, soit deux auprès des jeunes (18 à 24 ans) et deux auprès des parents/gens influents (35 ans et plus).

Date	Ville	Communauté culturelle
3/20	Toronto	Pakistanaïens musulmans
3/21	Toronto	Asiatiques de l'Est/du Sud-Est
3/22	Vancouver	Panjabis sikhs
3/22	Montréal	Arabes musulmans
3/26	Edmonton	Indiens hindous
3/27	Ottawa	Origines ethniques asiatiques/arabes variées

La composition des groupes de discussion a été conçue pour inclure plusieurs groupes ethniques dominants au sein de la population canadienne d'origine asiatique et arabe afin de pouvoir examiner les points de vue de différentes communautés ethniques distinctes. Compte tenu de l'intérêt de couvrir un certain nombre de groupes, il a été décidé que les groupes de jeunes seraient restreints à la catégorie des 18 à 24 ans, qui représente le principal groupe d'âge des recrues des FC et la période pendant laquelle de nombreux jeunes prennent des décisions de formation pour leur avenir et leur carrière. En outre, les parents et les gens

influent ont été regroupés, car ils présentent des perspectives semblables et que les différences peuvent servir à sonder plus en profondeur certaines questions.

Les participants ont été choisis pour refléter un éventail de paliers de revenus et une proportion égale d'hommes et de femmes. Les personnes travaillant dans les domaines des médias, de la publicité ou du marketing, ou encore pour le gouvernement, et celles ayant participé à un groupe de discussion au cours de la dernière année ne pouvaient pas prendre part aux rencontres.

Chaque rencontre a duré environ deux heures et a compté huit participants des divers groupes décrits ci-haut, et on remettait à chacun une somme de 125 \$ en guise de remerciement pour sa participation.

### **Étude quantitative**

L'étude quantitative a été menée en ligne entre le 5 et le 11 juin 2012 auprès de membres du panel de foyers en ligne d'Ipsos qui s'étaient préalablement décrits comme étant d'origine asiatique ou arabe. Au total, n = 2 103 entrevues ont été menées auprès de deux publics principaux :

- Jeunesse canadienne d'origine asiatique et arabe (n = 1 338) de 16 à 34 ans (reflet de la catégorie d'âge ciblée par les communications sur le choix de carrière, les possibilités de carrière en général et les possibilités de carrière dans les Forces canadiennes en particulier); et
- Membres des communautés asiatique et arabe de 35 ans et plus (n = 765).

L'échantillonnage a été conçu indépendamment selon l'âge, ce qui a engendré un échantillonnage plus vaste de jeunes de 16 à 34 ans que dans la population de Canadiens d'origine asiatique et arabe en général afin d'augmenter la fiabilité de l'échantillonnage parmi la cohorte visée par les efforts de recrutement des FC.

L'échantillonnage a été conçu pour refléter les populations canadiennes d'origine asiatique et arabe à l'échelle du pays à partir de l'éventail d'identités ethniques au sein du groupe dans l'ensemble. Ces diverses identités ont été réparties dans quatre grands groupes : Arabe, d'Asie du Sud, d'Asie orientale/du Sud-Est et d'Asie occidentale. Le tableau ci-dessous présente la taille pondérée et non pondérée des échantillonnages pour chacun de ces grands groupes ethniques.

Identité ethnique	Total		Jeunesse		Communauté	
	Non pondérée	Pondérée	Non pondérée	Pondérée	Non pondérée	Pondérée
Total	2 103	2 103	1 338	905	765	1 198
Arabe	404	389	242	126	162	263
D'Asie du Sud	1 108	1 051	672	418	436	634
D'Asie orientale/du Sud-Est	498	437	352	213	146	224
D'Asie occidentale	220	258	178	169	42*	90

\*Noter la petite taille de l'échantillonnage; les résultats sont indicatifs.

Il est important de noter que pour ce sondage, les répondants ont été sélectionnés parmi ceux qui s'étaient inscrits pour répondre à des sondages en ligne. Par conséquent, les résultats du sondage ne peuvent être qualifiés de représentatifs de la population cible sur le plan statistique et aucune marge d'erreur ne peut donc être calculée. L'échantillonnage a été conçu et pondéré pour refléter la composition démographique des populations cibles.

Au sein de ces groupes, le rapport analyse également les sous-groupes ethniques dont les échantillonnages sont assez importants pour permettre une analyse statistique. Ces communautés sont identifiées dans le tableau ci-dessous.

	Total		Jeunesse		Communauté	
	Non pondérée	Pondérée	Non pondérée	Pondérée	Non pondérée	Pondérée
Libanais	195	196	109	57	86	139
Iranien	137	170	104	103	33*	67
Indien	768	757	460	299	308	457
Panjabi	178	141	119	63	59	78
Pakistanaï	173	135	121	63	52	72
Vietnamien	160	105	147	85	13*	20

\*Noter la petite taille de l'échantillonnage; les résultats sont indicatifs.

L'échantillonnage a également été conçu pour refléter la population selon la région et le sexe.

Nous avons pondéré les données de manière à ce que les résultats définitifs tant de l'échantillonnage des jeunes que de celui des membres de la communauté canadienne d'origine asiatique et arabe reflètent la répartition de la population en fonction de la région, de l'âge et du sexe, ainsi que de l'origine ethnique.

En plus de l'étude principale menée auprès de la communauté canadienne d'origine asiatique et arabe, plusieurs questions clés ont été incluses dans le sondage Express d'Ipsos en ligne, une étude omnibus distincte menée auprès de n = 1 016 adultes canadiens (de 18 ans ou plus). Cette étude visait à établir un point de comparaison entre les résultats obtenus auprès des Canadiens d'origine asiatique et arabe et ceux obtenus auprès de la population générale. L'étude a été menée entre le 23 et le 30 mai auprès d'adultes canadiens à l'échelle nationale.

## **Comment lire ce rapport**

Dans l'ensemble du présent rapport, il est fréquemment question des groupes suivants :

- *Jeunesse canadienne d'origine asiatique et arabe* : Dans le cadre de l'étude qualitative, « jeunesse canadienne d'origine asiatique et arabe » désigne les participants aux groupes de discussion âgés de 18 à 24 ans. Dans le cadre de l'étude quantitative, « jeunesse canadienne d'origine asiatique et arabe » désigne l'échantillonnage de n = 1 338 Canadiens d'origine asiatique et arabe de 16 à 34 ans. Par souci de concision, les membres de la « jeunesse canadienne d'origine asiatique et arabe » seront également désignés par les termes « jeunes » et « jeunes canadiens d'origine asiatique et arabe ».
- *Communauté canadienne d'origine asiatique et arabe* : Tant pour le volet qualitatif que le volet quantitatif, « communauté canadienne d'origine asiatique et arabe » désigne les Canadiens d'origine asiatique et arabe de 35 ans et plus qui ont participé aux groupes de discussion ou qui faisaient partie de l'échantillonnage de n = 765 Canadiens d'origine asiatique et arabe de 35 ans et plus. Les membres de ce groupe seront également désignés par les termes « la communauté », « les membres de la communauté », « les répondants de la communauté » et « les Canadiens d'origine asiatique et arabe plus âgés ».
- *Population générale* : Ensemble des n = 1 016 adultes canadiens interviewés en ligne entre le 23 et le 30 mai 2012 dans le cadre de cette étude, les n = 1 520 adultes canadiens interviewés par téléphone en mars 2012 dans le cadre de l'étude ministérielle de suivi, ou les n = 1 002 adultes canadiens interviewés en ligne en décembre 2010. Les tableaux du présent rapport indiquent l'échantillonnage de la population générale dont il est question.

Les groupes de Canadiens d'origine asiatique et arabe sont en outre répartis dans les sous-groupes suivants selon leur sous-groupe ethnique et leur région d'origine :

- *Régions d'origine* : Régions asiatiques et arabes auxquelles les répondants de l'étude quantitative se sont identifiés. Ces régions sont l'Asie du Sud, l'Asie orientale et l'Asie du Sud-Est, l'Arabie et l'Asie occidentale.
- *Sous-groupes ethniques* : Les sous-groupes ethniques sont identifiés comme d'importants sous-groupes dans les régions d'origine à l'étude. La région d'origine de l'Asie du Sud comprend le sous-groupe des Indiens (à l'exception des Panjabis), celui des Pakistanais et celui des Panjabis. Le sous-groupe des Vietnamiens fait partie de la région d'origine de l'Asie orientale et Asie du Sud-Est. La région d'origine de l'Arabie comprend le sous-groupe des Libanais, et la région de l'Asie occidentale comprend le sous-groupe des Iraniens.

## Faits saillants

Voici ce qui ressort des résultats des études quantitative et qualitative :

### **1. Les Forces canadiennes ne constituent pas un choix de carrière qui vient spontanément à l'esprit de la plupart des Canadiens d'origine asiatique et arabe.**

Lorsqu'on leur demande dans quels domaines ils aimeraient poursuivre une carrière ou dans quels domaines ils recommanderaient à un jeune de poursuivre une carrière, pas plus d'un pour cent des jeunes canadiens d'origine asiatique et arabe ou des Canadiens d'origine asiatique et arabe plus âgés n'indiquent une préférence pour l'armée. Lorsqu'on demande aux répondants dans quel domaine ils aimeraient le moins poursuivre une carrière, l'armée arrive en tête de liste – trois jeunes canadiens d'origine asiatique et arabe sur dix (31 %) et un répondant sur quatre de la communauté (25 %) affirment que l'armée est le domaine dans lequel ils aimeraient le moins poursuivre une carrière – suivie de loin par les autres domaines.

### **2. Les Canadiens d'origine asiatique et arabe aimeraient principalement poursuivre une carrière en soins de santé, et la majorité d'entre eux estiment que l'armée est un bon moyen d'acquérir de l'expérience dans le domaine.**

Les Canadiens d'origine asiatique et arabe sont très nombreux à nommer les soins de santé comme le domaine dans lequel ils aimeraient le plus poursuivre une carrière ou dans lequel ils recommanderaient le plus probablement à un jeune, à leur fils ou à leur fille de poursuivre une carrière. Les autres domaines, comme les affaires, la fonction publique/le gouvernement, le génie, les banques et l'éducation suivent loin derrière : pas plus d'un jeune ou répondant de la communauté sur dix l'identifie comme un domaine professionnel de premier choix.

Quand on demande aux Canadiens d'origine asiatique et arabe si le fait de se joindre aux Forces canadiennes est un bon moyen d'acquérir de l'expérience dans plusieurs domaines, ceux-ci répondent le plus souvent que se joindre aux Forces canadiennes serait un bon moyen d'acquérir de l'expérience dans les domaines de la police et de la fonction publique ou du gouvernement. Une légère majorité de jeunes canadiens d'origine asiatique et arabe (52 %) et de membres de la communauté (54 %) affirment que le fait de se joindre aux Forces canadiennes pourrait être un bon moyen d'acquérir de l'expérience dans le domaine des soins de santé.

Se joindre aux Forces canadiennes est également perçu comme un bon moyen d'acquérir de l'expérience en génie, en technologie de l'information et dans les métiers spécialisés : environ la moitié (51 %) des jeunes canadiens d'origine asiatique et arabe décrit les Forces canadiennes comme un bon moyen d'acquérir de l'expérience dans ces domaines. Plus de trois membres de la communauté sur cinq sont d'accord pour dire que le fait de se joindre aux Forces canadiennes est

un bon moyen d'acquérir de l'expérience dans ces mêmes domaines (65 % en génie, 62 % en technologie de l'information et 64 % dans les métiers spécialisés).

Pendant les groupes de discussion, nous avons appris que de nombreux participants connaissent la nature élargie de l'armée et citent parfois en exemple leur pays d'origine où l'armée représente « un pays dans un pays » (comme mentionné par des participants pakistanais). À la lumière de cette information, un grand nombre de participants comprennent rapidement que l'armée offre un plus vaste éventail de possibilités que celles habituellement associées à la vie de soldat (c.-à-d. le combat). S'ils ne soulignent pas la distinction entre le personnel militaire professionnel (comme les médecins et les ingénieurs de l'armée) et les soldats, les participants des groupes de discussion ont tendance à accorder de la valeur à un degré de réussite élevé dans l'armée (donnant comme exemple le salaire élevé et le statut des officiers au sommet de la hiérarchie dans leur pays d'origine).

**3. Les Forces canadiennes ne sont pas un choix de carrière de premier plan. La plupart des jeunes canadiens d'origine asiatique et arabe affirment que les membres de leur communauté ont moins tendance que les autres à envisager une carrière dans les Forces canadiennes. De plus, leurs parents et la communauté qui les entoure ont moins tendance à dire qu'ils recommanderaient les Forces canadiennes.**

Les résultats de l'étude révèlent qu'au sein de la population canadienne d'origine asiatique et arabe, il existe une nette distinction entre la probabilité d'envisager une carrière dans les Forces canadiennes et celle de se joindre aux Forces canadiennes. Même si un pourcentage plus élevé (21 %) de jeunes canadiens d'origine asiatique et arabe que de jeunes de la population générale (13 %) affirment qu'il est probable qu'ils envisagent une carrière dans les Forces canadiennes, la majorité (59 %) des jeunes canadiens d'origine asiatique et arabe indiquent que les membres de leur communauté ont moins tendance que les autres à se joindre aux Forces canadiennes, une opinion partagée par 54 % de la communauté canadienne d'origine asiatique et arabe.

Bien que les jeunes canadiens d'origine asiatique et arabe aient en réalité plus tendance que les jeunes de la population générale à dire qu'ils envisageraient une carrière dans les Forces canadiennes, les parents de jeunes canadiens d'origine asiatique et arabe de 16 à 34 ans (24 %) ont beaucoup moins tendance à dire qu'ils recommanderaient à un jeune une carrière dans les Forces canadiennes que les parents de la population générale (34 %). Les membres de la communauté canadienne d'origine asiatique et arabe qui ne sont pas des parents (d'un jeune de 16 à 34 ans) ont beaucoup moins tendance que ceux de la population générale à dire qu'ils recommanderaient une carrière dans les Forces canadiennes (38 %, comparativement à 54 %).

Ces résultats portent à croire que le taux d'enrôlement moins élevé des jeunes canadiens d'origine asiatique et arabe dans les Forces canadiennes est peut-être également ou davantage attribuable à l'opinion des gens influents (parents,

membres de la famille élargie et autres) qu'à l'intérêt des jeunes. En effet, neuf jeunes canadiens d'origine asiatique et arabe sur dix (91 %) affirment que leurs parents sont importants pour ce qui est de les conseiller dans leur choix de carrière, et plus de la moitié d'entre eux estiment qu'ils sont très importants (56 %). En outre, trois jeunes canadiens d'origine asiatique et arabe sur dix (29 %) sont fortement en désaccord pour dire que leurs parents les encourageraient à se joindre aux Forces canadiennes s'ils le souhaitaient, alors que seulement 12 % sont fortement d'accord avec l'énoncé.

Malgré le manque d'encouragement de leurs parents pour une carrière dans les Forces canadiennes, les jeunes canadiens d'origine asiatique et arabe n'ont pas tendance à désigner leur famille, leur culture ou le manque de prestige d'une carrière dans les Forces canadiennes comme raisons de ne pas s'y joindre. En fait, ceux qui affirment que les Canadiens d'origine asiatique et arabe ont moins tendance à se joindre aux Forces canadiennes mentionnent le plus souvent que c'est parce qu'ils préfèrent d'autres carrières (16 % des jeunes, 13 % des membres de la communauté) ou parce qu'ils croient en la paix et sont contre la guerre (15 % des jeunes, 16 % des gens de la communauté). Ils estiment également qu'il est dangereux de faire carrière dans les Forces canadiennes (11 % des jeunes, 11 % des membres de la communauté).

Dans les groupes de discussion, les jeunes participants n'ont pas tendance à exclure le choix de l'armée parce qu'il est inhabituel ou méconnu dans leur communauté; ils mettent plutôt ce choix de côté pour aller vers d'autres options, notamment être admis à l'université à titre d'étudiant civil, ou parce que leurs parents n'approuveraient pas qu'ils poursuivent une carrière militaire. À cet égard, un grand nombre de parents, à titre de nouveaux arrivants, affirment qu'ils n'ont pas immigré au Canada et traversé des épreuves pour que leurs enfants se joignent à l'armée puisque, de leur point de vue, leurs enfants pourraient être placés devant un grand nombre des dangers qu'eux-mêmes ont fuis en venant au Canada.

#### **4. Une carrière militaire n'est pas largement perçue comme un choix de dernier recours par les Canadiens d'origine asiatique et arabe.**

On pense souvent que le service militaire est une carrière de dernier recours, surtout lorsqu'on l'associe à la vie dangereuse et physiquement exigeante d'un soldat de combat. Dans cette optique, une carrière militaire peut-être envisagée par ceux qui n'ont pas les moyens de payer des études universitaires ou qui ne peuvent pas être admis à l'université. Ce point de vue n'a pas été exprimé par les participants du groupe de discussion réunissant des Canadiens d'origine asiatique et arabe. En effet, ce qu'ils ont vécu dans leur pays d'origine laisse croire à nombre d'entre eux que c'est l'armée qui offre les meilleures possibilités en matière d'éducation et de carrière. Les parents et les jeunes ont cependant une vision très différente du Canada : selon eux, l'armée n'occupe pas une place aussi importante ou dominante dans notre société que dans d'autres pays, et les

possibilités de réussite dans le secteur privé y sont plus nombreuses et meilleures qu'ailleurs.

Il n'est donc pas étonnant que les Canadiens d'origine asiatique et arabe aient des points de vue divergents sur les Forces canadiennes comme choix de dernier recours. En effet, deux répondants sur cinq (40 %) affirment qu'ils envisageraient une carrière dans les Forces canadiennes uniquement s'ils avaient éliminé tous les autres choix de carrière, et dans une proportion égale, d'autres répondants (41 %) sont en désaccord avec l'énoncé (y compris 19 % qui sont fortement en désaccord, une proportion supérieure aux 12 % qui sont fortement d'accord). Semblablement, alors que 37 % des répondants affirment que les gens se joignent aux Forces canadiennes lorsque peu d'autres possibilités s'offrent à eux, 45 % sont en désaccord avec l'énoncé (y compris 16 % qui sont fortement en désaccord, une proportion supérieure aux 10 % qui sont fortement d'accord).

Il est toutefois important de noter que si les Canadiens d'origine asiatique et arabe ne considèrent pas le service militaire comme un choix de dernier recours, ils ont tout de même plus tendance que la population générale à avoir ce point de vue. Plus de deux jeunes canadiens d'origine asiatique et arabe et membres de la communauté sur cinq (44 % et 47 % respectivement) affirment que, selon eux, le fait que se joindre aux Forces canadiennes est quelque chose que les gens font s'ils n'ont pas d'autres possibilités constitue une raison importante de ne pas se joindre aux Forces canadiennes; ces pourcentages sont comparables à ceux obtenus dans la population générale, soit 33 % des jeunes (18 à 34 ans) et 34 % des membres de 35 ans et plus de la population générale.

**5. Les jeunes canadiens d'origine asiatique et arabe connaissent les avantages et les inconvénients de se joindre aux Forces canadiennes, mais ont souvent l'impression que les Forces canadiennes gaspilleraient leur talent et leur offrirait des possibilités de travail limitées et des emplois qui ne sont pas prestigieux.**

Durant la recherche quantitative, on a demandé aux Canadiens d'origine asiatique et arabe ainsi qu'aux répondants de la population générale d'évaluer l'importance de plusieurs raisons possibles de se joindre ou non aux Forces canadiennes. Les résultats montrent que les Canadiens d'origine asiatique et arabe ont autant tendance que la population générale à considérer que plusieurs raisons sont des raisons importantes d'envisager de se joindre aux Forces canadiennes, par exemple la stabilité d'emploi, un bon régime de retraite et un bon salaire. Les jeunes canadiens d'origine asiatique et arabe ont encore plus tendance que les jeunes de la population générale à considérer qu'aider les autres, acquérir une expérience qui est utile en dehors de l'armée et servir le pays constituent de bonnes raisons de se joindre aux Forces canadiennes.

Toutefois, les jeunes canadiens d'origine asiatique et arabe reconnaissent dans la même proportion que les jeunes de la population générale que plusieurs raisons sont des raisons importantes d'éviter d'entreprendre une carrière dans les Forces canadiennes, par exemple, le danger, la nécessité d'obéir à des ordres, le fait

d'être loin de chez soi et le fait de renoncer à sa liberté. La communauté canadienne asiatique et arabe a plus tendance que la population générale à considérer que certains éléments d'une carrière militaire sont des raisons importantes de ne pas se joindre aux Forces canadiennes, en particulier : obéir à des ordres (69 %, comparativement à 58 % dans la population générale), s'en aller loin de chez soi (72 %, comparativement à 58 % dans la population générale) et renoncer à sa liberté (64 %, comparativement à 51 % dans la population générale).

Les jeunes canadiens d'origine asiatique et arabe et leur communauté ont plus tendance que les répondants de la population générale à indiquer que l'impossibilité d'exploiter pleinement son talent, les possibilités de travail limitées et le manque de prestige sont des raisons importantes de ne pas se joindre aux Forces canadiennes.

Une fois regroupés, ces résultats tendent à indiquer que les Canadiens d'origine asiatique et arabe pourraient être réceptifs à des messages sur des carrières dans les Forces canadiennes qui mettent l'accent sur la stabilité d'emploi et les bons avantages sociaux, en plus de souligner que les Forces canadiennes peuvent mener à des carrières non militaires bien rémunérées et prestigieuses. Par contre, les résultats des volets quantitatif et qualitatif de l'étude indiquent qu'une formation universitaire civile est une voie plus directe, et possiblement plus prestigieuse, vers la réussite que le service militaire. De plus, la voie de l'université n'implique pas de danger potentiel ni la possibilité de devoir s'en aller loin de chez soi. Même si l'armée peut présenter des avantages substantiels comme des études universitaires gratuites, la formation et la discipline, les résultats de l'étude indiquent que ces types d'avantages n'ont pas tendance à l'emporter sur les inconvénients liés au danger et au sacrifice présents dans l'esprit de nombreux Canadiens d'origine asiatique et arabe.

## **6. Les Canadiens d'origine asiatique et arabe connaissent mal les Forces canadiennes.**

Moins de deux répondants sur cinq (31 % des jeunes, 38 % des membres de la communauté) affirment connaître les Forces canadiennes (dont moins d'un sur dix qui affirme les connaître très bien dans les deux groupes). En comparaison, plus de la moitié (54 %) de la population générale affirme connaître les Forces canadiennes (dont 13 % qui affirment les connaître très bien). Environ la moitié des Canadiens d'origine asiatique et arabe ont entendu parler des Forces canadiennes au cours de la dernière année (50 % des jeunes, 55 % des membres de la communauté).

Lorsqu'on leur demande s'ils connaissent un membre ancien ou actuel des Forces canadiennes, les Canadiens d'origine asiatique et arabe répondent le plus souvent par la négative (55 % des jeunes, 48 % des membres de la communauté).

Dans les groupes de discussion, les jeunes et les parents canadiens d'origine asiatique et arabe semblent admettre qu'une carrière militaire peut donner des résultats positifs à l'extérieur de l'armée, mais cette impression n'est appuyée par aucun exemple précis de membres de leur communauté ayant vécu cette situation. Ainsi, les jeunes canadiens d'origine asiatique et arabe interrogés sont plus souvent d'accord (37 %) qu'en désaccord (25 %) pour dire que « beaucoup de personnes qui ont passé du temps dans les Forces canadiennes connaissent du succès ailleurs », mais ils sont tout aussi nombreux à dire ne pas savoir (38 %).

En ce qui concerne l'efficacité de plusieurs approches possibles que pourraient utiliser les Forces canadiennes pour interagir avec leurs communautés, les Canadiens d'origine asiatique et arabe estiment que les suivantes pourraient s'avérer très efficaces : faire participer des membres de leur communauté ethnique à l'effort de recrutement, présenter d'anciens membres des FC originaires de leur communauté qui ont quitté les FC et réussi à l'extérieur des FC et faire intervenir des Canadiens d'origine asiatique et arabe qui occupent des rangs supérieurs au sein des Forces canadiennes.

## **Conclusion**

Pour promouvoir les Forces canadiennes comme choix de carrière auprès des Canadiens d'origine asiatique et arabe, les Forces canadiennes trouveront sur leur chemin autant d'occasions que de défis. Voici les principales occasions :

- Un intérêt à envisager une carrière dans les Forces canadiennes qui est plus élevé parmi les jeunes canadiens d'origine asiatique et arabe que parmi ceux de la population générale (21 %, comparativement à 13 % des jeunes de la population générale).
- Une connaissance des principaux avantages de se joindre aux Forces canadiennes – par exemple, la sécurité d'emploi, un bon régime de retraite et de bons avantages sociaux – comparable à celle de la population générale.
- Une volonté de considérer les Forces canadiennes comme un bon moyen de poursuivre des carrières très convoitées, en particulier dans le domaine des soins de santé (52 % des jeunes et 54 % des membres de la communauté affirment que les Forces canadiennes pourraient être un bon moyen de poursuivre une carrière dans le domaine des soins de santé).

Ces occasions observées s'accompagnent toutefois d'importants défis :

- Le fait que les parents ou les membres de la communauté élargie ne sont pas prêts à recommander une carrière dans les Forces canadiennes ou à inciter quelqu'un à faire carrière dans les Forces canadiennes, comme le montrent les résultats selon lesquels les parents canadiens d'origine asiatique et arabe seraient moins nombreux à recommander une carrière dans les Forces canadiennes (24 %, comparativement à 34 %, respectivement). Lorsqu'on demande aux jeunes canadiens d'origine asiatique et arabe si leurs parents les

encourageraient à se joindre aux Forces canadiennes, 29 % affirment être fortement en désaccord avec l'énoncé, et seulement 12 % sont fortement d'accord.

- Les Canadiens d'origine asiatique et arabe, y compris les jeunes et les membres de la communauté, ont plus tendance que la population générale à considérer qu'une carrière dans les Forces canadiennes ne leur permettrait pas d'exploiter pleinement leur talent, leur offrirait des possibilités de travail limitées et ne serait pas prestigieuse. La perception négative de ces aspects est au centre de ce qui compte le plus pour de nombreux jeunes et parents canadiens d'origine asiatique et arabe : s'établir au Canada et connaître la réussite professionnelle, ce qu'ils considèrent possible principalement par la poursuite d'études universitaires dans la sphère civile.
- Dans cette perspective, il n'est pas étonnant de constater que les Forces canadiennes ne sont pas un choix de carrière de premier plan – en effet, l'armée est le choix de carrière le moins convoité par de nombreux répondants (seulement 1 % des jeunes et des membres de la communauté l'identifient comme premier choix, et respectivement 31 % et 25 % affirment qu'il s'agit du domaine qu'ils aimeraient le moins). Les Canadiens d'origine asiatique et arabe ont plus que trois fois plus tendance à être fortement en désaccord (35 %) que fortement d'accord (10 %) pour dire qu'ils se verraient dans les rangs des Forces canadiennes. Ces résultats pourraient s'expliquer par le manque d'exemples de membres de leur communauté qui ont réussi en faisant carrière dans les Forces canadiennes (la plupart ne connaissent personne qui soit membre des Forces canadiennes).

Les obstacles identifiés par les communautés canadiennes d'origine asiatique et arabe en ce qui concerne la possibilité de se joindre aux Forces canadiennes ont d'importantes répercussions sur les efforts des Forces canadiennes pour se conformer à la *Loi sur l'équité en matière d'emploi*. La *Loi* exige une représentation des minorités visibles dans la main-d'œuvre interne des Forces canadiennes qui reflète leur participation à la main-d'œuvre externe. Bien que les résultats indiquent qu'un grand nombre de Canadiens d'origine asiatique et arabe n'excluraient pas une carrière dans les Forces canadiennes et peuvent reconnaître les avantages d'une telle carrière, ils ont tendance à considérer qu'il s'agit d'un moyen détourné et ardu de réussir au Canada que leurs parents et les adultes qui les entourent ne les encouragent pas vraiment à choisir.

En comparaison, les autres membres de la population générale semblent considérer les Forces canadiennes comme un choix plus souhaitable. En effet, ils reconnaissent largement les avantages de se joindre aux Forces canadiennes et ont moins tendance à penser qu'elles leur offrent des possibilités de travail limitées. De plus, leurs parents et les autres adultes de la population générale ont beaucoup plus tendance à dire qu'ils recommanderaient une carrière dans les Forces canadiennes à leur fils, à leur fille ou à un autre jeune. Il est fort probable que ces résultats plus positifs soient liés à une meilleure connaissance des Forces

canadiennes (57 % des répondants de la population générale affirment les connaître, comparativement à 31 % des jeunes canadiens d'origine asiatique et arabe et à 38 % des membres de la communauté canadienne asiatique et arabe).

Le principal point saillant à retenir de ces résultats est que les Forces canadiennes devront surmonter de grands obstacles pour parvenir à recruter des membres de la population canadienne d'origine asiatique et arabe dans une même proportion que leur représentation au sein de la population canadienne générale.

Par conséquent, malgré les efforts des Forces canadiennes pour refléter la société canadienne, les tendances et les perceptions ancrées dans la culture et souvent motivées par les circonstances entourant une immigration récente font en sorte qu'il est à la fois difficile et complexe pour les Forces canadiennes de se conformer à la *Loi sur l'équité en matière d'emploi*.

### 3. Summary of Qualitative Research Findings

The qualitative research was designed to uncover the attitudes and perceptions of the target audience towards the Canadian Forces (CF) as a career choice. In doing so, the conversation dealt with their views on career and educational choices generally, and on their views towards the role the CF plays in Canadian society.

#### **Career Outlook**

The focus groups found that the Canadian Forces are not generally a top-of-mind consideration among Asian- and Arab-Canadian youth or adults when asking which types of careers would be good ones for Asian- and Arab-Canadian youth to consider, or which careers would be worth avoiding.

Asian- and Arab-Canadian youth mentioned money, personal interest, and the combination of respect, reputation and status as important factors when it comes to a career, but, they said it often comes down to what their parents will support. In terms of specific careers, youth often identified medicine, engineering and accounting as three occupations their parents most want them to pursue – and which they themselves either are pursuing, or would consider good careers to pursue. Other occupations mentioned included business, teaching, the law, and entrepreneurship. They summed up good choices as anything “intellectual,” in other words anything requiring a university degree to pursue (some said this was really the minimum threshold of acceptability to their parents). In this light, some (particularly in the Pakistani group) said they may have gone to university with their parent’s wishes in mind (pursuing fields like medicine or engineering), but were prone to changing their minds after the first year or so in order to pursue what interests them, rather than what may be of importance to their parents. Another key factor was portability, in the sense of having a career that would be in demand wherever one lived, whether in Canada or abroad. Medicine and engineering were seen as careers offering this kind of flexibility.

With respect to careers to avoid, the youth mentioned careers that do not require an education such as retail and fast food, waste collection and other similar occupations which tend to offer limited pathways to financial success and respect. A few female youth participants pointed to the impact of their gender on career choices, saying that they would not pursue careers involving shift work, or otherwise long or unpredictable hours that could make it more difficult to balance their career with the needs of their family.

Parents often demurred on these questions, saying it really comes down to what the child’s interests are and that they do not suggest fields like engineering, medicine and accounting without considering what their child or a young person wants to do. They recognized that some want their children to pursue high status occupations, but some pointed out that this often does not make the most sense: it is often possible to do as well or better financially by pursuing a skilled trade.

Many said it is ultimately important that their children strive to succeed: if they work in retail, that might be ok if they have plans to manage or own a store.

When respondents were probed regarding the Canadian Forces (along with policing), respondents often stated that they viewed these occupations as risky, but well-respected, and that those considering them should be wary of the risks associated with these occupations– if not avoid them altogether due to the potential dangers. However, despite the risks, Pakistani Muslim participants expressed positive views towards the police as a positive element in society.

### **Views on Canadian Forces**

When Asian- and Arab-Canadian participants in both the youth and community groups were asked about the Canadian Forces, they mentioned terms like hierarchy, guns, honor, discipline, authority, respect, and that it is a tough job. They also mentioned Afghanistan, along with politics, in the sense that hearing about the Canadian Forces made some think about deployments to places like Afghanistan and the conflict they would experience if they had to deploy there.

Youth participants' views of the Canadian Forces varied among the different cultural communities. Pakistani Muslims in Toronto and Arab Muslims in Montreal expressed conflicted views of the Forces: on one hand, they expressed largely positive views towards the Canadian Forces (both in terms of its members and the broader organization), but were uneasy with policies in the predominantly Muslim nations of Afghanistan, Libya and Iraq<sup>1</sup> that seemed to them to follow too closely with the United States. Punjabi Sikhs in Vancouver were familiar with military life through their own or their parents' experience in India, but were less familiar with the Canadian Forces which, in their view, are too small to be a major player internationally. East and Southeast Asians had generally neutral or somewhat positive views of the Canadian Forces, but said – as members of all communities did – that it simply was not something they thought a great deal about in general.

Parents were generally more positive in their views on the Canadian Forces. Some reflected the sentiment that Canada tends to follow the United States on military matters, but viewed the international role of the Canadian Forces as well-intentioned and helpful, particularly in destitute regions of the world like some parts of Africa.

Views towards soldiers resulted in positive descriptions. Discipline, honor, courage, self-sacrifice, highly trained, and patriotic were common words used to

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<sup>1</sup> It is a common misunderstanding in these and other focus groups that Canada took part in the United States' war on Iraq.

describe soldiers by both youth and community members. Negative associations included mention of soldiers as “drones” subject to taking orders with little autonomy. Soldiers were typically seen as well respected in Canadian society, not necessarily in terms of status, but in terms of the public service they offer.

### **Views on a Career in the Canadian Forces**

The perceived benefits associated with a career in the Canadian Forces, mentioned by both the youth and the parents and influencers, included (in no particular order): job stability (i.e., there being no layoffs), good benefits (including pension, health or life insurance benefits, and some who assume CF members get preferential tax treatment), physical fitness, discipline, teamwork, the pride and respect that go along with being in the Canadian Forces, opportunities to travel and work experience that is respected (good to have on a resume). Education, job training and career development opportunities were also commonly recognized as benefits, but not always volunteered as top-of-mind benefits without prompting.

The perceived drawbacks to joining the CF included the dangers, risks, stresses and psychological traumas involved with soldiering, the instability (particularly in terms of being sent on missions away from family for unpredictable lengths of time), being separated from their community, being isolated from friends and family and the sense that the work is hard, physical work involving lots of training. Some also mentioned the military culture of strict rules and regulations and the chain of command as drawbacks, but these were not always mentioned.

Youth and parents tended to mention similar benefits and drawbacks when asked to think about a career in the Canadian Forces. Differences between the audiences were in the emphasis placed on certain aspects of a career in the Canadian Forces. For example, parents were more likely to emphasize job stability, benefits and access to education as benefits, while the youth pointed to travel, adventure, respect and a positive resume item as benefits.

A number of common themes emerged during the conversation about a career in the Forces, largely dealing with the barriers preventing more Asian- and Arab-Canadians from joining. These themes are summarized below:

- **The benefits of a career in the Canadian Forces are sometimes obscured by personal conflicts with Canadian Forces deployments.**

Several youth participants expressed a desire to learn more about the benefits a career in the Canadian Forces might offer – particularly whether the Canadian Forces can open doors for them, by obtaining both education and valuable, respected experience for their resumes. However, the policies and missions stand in the way for some: for example, one participant said he personally had considered joining, but was glad he did not in light of Canada’s activities in Afghanistan, which he felt would conflict with his religious values. This sentiment was also shared by others.

Parents often said they would support a child who wanted to go into the Canadian Forces, but were generally less able to say with much clarity what the benefits to doing so would be. They often wondered about the possibility of entering in a non-combat role, perhaps not as a soldier, but as military personnel. Some Parents saw the military as a career in itself, and not necessarily as a gateway to career success in a range of fields, leading some to wonder what options a military career could lead to in civilian life.

- **Asian- and Arab-Canadians don't immigrate to Canada so that their children can join the military.**

When asked why more members of their ethnic community don't join the Canadian Forces, participants – both youth and parents - often said it was because their expectations as immigrants were different. A few explained that they (or their parents) often left their countries largely because of political instability or due to concerns about military conflicts. Canada offered a safer alternative but a military career might put their children in circumstances they were trying to avoid when they first immigrated. Others said that, as immigrants (or as the children of immigrants), they set high career aspirations for themselves, to become professionals for example, and saw the military as an oblique pathway to this kind of success.

- **Some Asian- and Arab-Canadians express uncertainty as to whether their cultural differences would be understood and respected in a military environment.**

Joining the military as members of a visible minority, and typically also as a religious minority, caused many participants to question whether members of their ethnic and religious community would be welcomed into the Canadian Forces and whether important aspects of their cultural and religious practices (including observances related to diet and dress) would be tolerated.

- **Gender can influence perceptions towards a career in the Canadian Forces, with many suggesting that the military is less viable for women than it is for men.**

Gender plays a key role in some of the ethnic communities in terms of the views of some youth and parents, particularly Pakistani Muslims. They felt it was culturally improper for young women to work at night or in a shift-work system that would have them out of the home in the evening (and therefore unavailable to their children or family). This was one gender-related reason given why females in some ethnic communities would not think of joining the CF.

- **Views on a career in the Canadian Forces influenced by experience with military in countries of origin and by cultural traditions.**

Perceptions on military service, among the youth and parents, were often influenced by the experience of military service in their home countries. For example, Pakistani and Indian (Sikh and Hindu) participants referred to the prestige that military service can bring in their respective home countries. Those who excel in the military become wealthy and highly respected, while the rank and file members do very well themselves. The military in Pakistan was described as a country within a country, offering any range of career options that the world outside of the military might offer (leading some to presume this would be similar in Canada, though others felt Canada's military might be less encompassing).

Punjabi participants described the long historical connection between military service and Sikh's in India. They described military service as closely connected with religious beliefs that view public service and communal protection as important values, as well as a more contemporary tradition within the British Forces during the two World Wars. Korean, Thai and Vietnamese participants all described either compulsory military service or widely subscribed military programs for youth in their countries of origin as factors that made them more familiar with the possibilities of a military life in Canada.

### **Promoting the Canadian Forces in Ethnic Communities**

Asian- and Arab-Canadian youth and parents alike said that personal involvement of Canadian Forces members— at cultural events, in the mosque, in community centres and in schools – could go a long way towards addressing their communities' lack of familiarity with the Forces and in making the CF a real, rather than remote or abstract, career option. Putting members of their community who wear the CF uniform at the front and centre of efforts in their communities would help to alleviate some of the conflicted feelings they have about military service in Canada. It would also impress upon them that the CF is serious about becoming diverse and can truly include them, while enabling them to retain their cultural identities and values. Participants across the communities commonly said that having a high-ranking CF member from their community address a cultural event where there is a large audience would be most valuable in reaching their community.

Participants also mentioned a variety of culturally-specific media, such as newspapers, radio and television programs, and online sources of information that could specifically reach their communities. Most said these sorts of media would typically reach the parents, but not always the youth in the community. Views were divided on the importance of advertising to parents – some said it might help to familiarize them with the Canadian Forces, while others said it was more important to communicate directly with young people, and let them deal with their parents.

Communicating in languages other than English or French was not generally seen as important; particularly in view of the high degree of fluency many older members of the community have in one of the two official languages, and the fact that many young people are native speakers of English and/or French.

## **Most Important Issues Facing Community**

When asked what they considered to be the most important issues facing their ethnic community, Asian- and Arab-Canadian youth commonly often described a feeling of being caught between two worlds, Canadian society on one hand, and their ethnic community on the other. The tension between the two is broadly felt, in terms of personal relationships, public behavior and career choices. As a result, they say it can be difficult to feel completely a part of either culture.

Pakistani and Arab Muslims believe the events of 9/11 led to misperceptions about their faith and suspicions towards them individually. East and Southeast Asians say others often assume that they are Chinese, ignorant of the very broad and diverse range of ethnic identities East and Southeast Asian Canadians may claim. The East and Southeast Asians also mentioned that it is often assumed that East and Southeast Asian Canadians are good at math or science, when, in fact, their talents and interests may have nothing to do with either. Punjabi youth mentioned the reputation of Surrey, B.C., as an enclave for their community, but not always in a positive sense: they say they are sometimes viewed either as suspiciously or as typical Indo-Canadians heading off to school to become doctors, engineers or accountants.

Parents and community influencers most often mentioned jobs and credentials recognition as key challenges facing immigrants in general. In terms of their ethnic communities, parents echoed the concerns expressed by the youth with respect to the differences between the culture of their home countries and Canada's culture. Some also mentioned racism as a concern, but did not view race as a major issue in Canada.

## 4. Views on Career Choices

### Most Preferred Career Choices

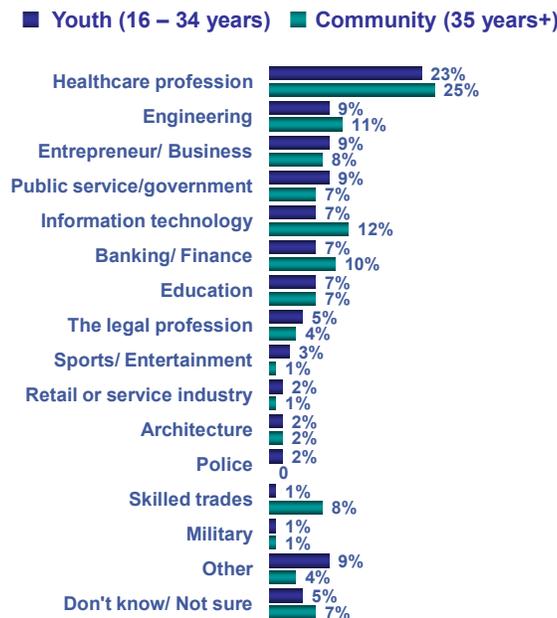
When presented with a list of career fields, Asian- and Arab-Canadian youth (16-34 years) were more than twice as likely to indicate healthcare (23%) than any other career field offered as their most preferred career field. Public service (9%), engineering (9%) and entrepreneurship/business (9%) follow distantly. Interestingly, accounting (7%) was mentioned less often as a preferred field, despite being one of the top three mentioned during the focus groups (along with medicine and engineering). Among Asian- and Arab-Canadian youth, only 1% of respondents indicated interest in the military as their most preferred career field.

Asian- and Arab-Canadian community respondents (35 years and older) similarly selected the healthcare profession (25%) as their most recommended field for young people. This was followed distantly by information technology (12%), engineering (11%) and banking/finance (10%). Only 1% of the Asian- and Arab-Canadian community respondents selected the military. Parents were more likely to recommend engineering (15%) than non-parents from the community (8%). Older members of the community (50+) were more likely to recommend skilled trades (11%) than younger members of the community (6%).



### Most preferred career fields

(Youth) Which one of the following types of career fields would you be most interested in pursuing?/ (Community) Which one of the following types of career fields would you be most likely to recommend to a young person/your son/daughter?



Base: Asian- and Arab-Canadians Youth 16-34 years (n=1338) ; Asian- and Arab-Canadian Community 35 years plus (n=765)

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Views on preferred career choices varied little among the ethnic subgroups, with the exception of Pakistani youth, for whom a career in healthcare was less preferred than average (17% vs. 23%), while banking/finance was more often preferred (12% vs. 7% on average). Vietnamese youth were most likely to indicate healthcare as a desirable field (36%) and were slightly less likely to choose engineering (5%) or banking/finance (4%).

Respondents were asked to select three reasons from a list provided, why they chose their most preferred field over others (asked of youth), or why they were most likely to recommend a particular field (asked of the community).

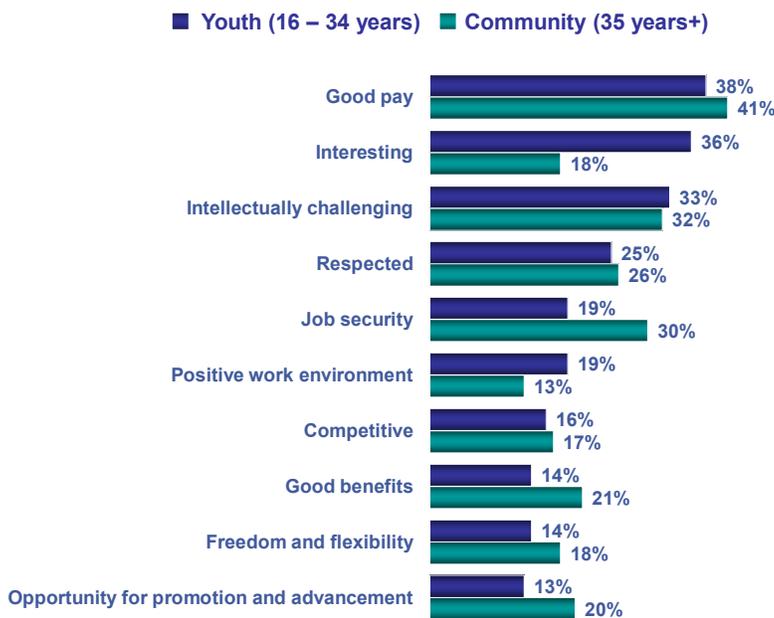
On this basis, Asian- and Arab-Canadian youth most frequently selected good pay (38%), the career being interesting (36%) and intellectually challenging (33%) as their reasons for choosing a particular career. By region of origin we find that South Asian youth (29%) were less likely to choose an interesting career than others, and more likely (34%) to point to a particular career being intellectually challenging as a reason to pursue it. Among the specific ethnic subgroups, Vietnamese youth were the most likely to choose an interesting career (47%) and job security (26%) as reasons to choose a specific career and slightly less likely to choose intellectually challenging (26%) than other youth. This reflects the desire expressed by East/Southeast Asian youth to distance themselves from Chinese and Asian stereotypes. Lebanese youth (43%), and Iranian youth (45%) were more likely to choose an interesting career and less likely to choose good pay than youth from other subgroups.

Similarly, Asian- and Arab-Canadian community members aged 35 years and older were also the most likely to select good pay (41%) as one of the three reasons they would recommend one career over another. They also looked for careers that are intellectually challenging (32%) and, unlike their youth counterparts, careers with job security (30%). By region of origin we do not find much difference between the community members. They are consistent in identifying good pay, job security as well as an intellectually challenging career as important reasons to recommend a particular career, with Arab community members (26%) placing higher importance on an interesting career than the others (average of 18%).



## Reasons for choosing a particular career

(Youth) Which three of the following reasons best describe why you would choose a career in ...? / (Community) Which three of the following reasons best describe why you would recommend a career in ... ?



Base: Asian- and Arab-Canadians Youth 16-34 years (n=1338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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## Least Preferred Career Fields

After selecting the field that they would be most interested in pursuing or recommending, respondents were asked to indicate which they would be least interested in pursuing or least likely to recommend from the same list. The military was selected as the least preferred field among both Asian- and Arab-Canadian youth (31%) and the Asian- and Arab-Canadian community respondents (25%). Other least preferred career fields identified by Asian- and Arab-Canadian youth followed distantly, including police work (8%), retail (7%), engineering (7%) and sports or entertainment (6%). The community likewise distantly identified retail (14%), sports or entertainment (11%) and police work (9%) as other careers that they would be least likely to recommend.

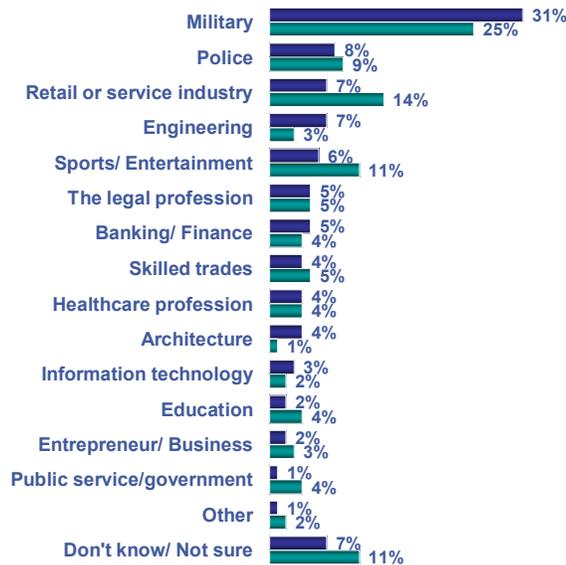
While neither the military and nor the police were selected as preferred careers by neither youth nor the community, when asked about which career fields they would be least interested in pursuing/recommending the military is by far the least preferred option, illustrating the large difference between these two career fields.



### Least preferred career fields

(Youth) Which one of the following types of career fields would you be **least** interested in pursuing?/ (Community) Which one of the following types of career fields would you be least likely to recommend to a young person?

■ Youth (16 – 34 years) ■ Community (35 years+)



Base: Asian- and Arab-Canadians Youth 16-34 years (n=1338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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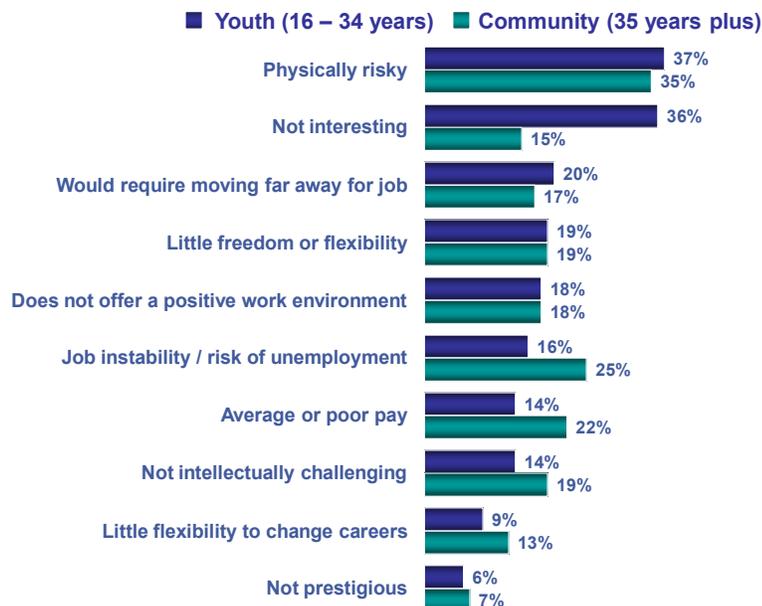
Among region of origin, East and Southeast Asian-Canadian youth (40%), and West Asian youth (42%), pointed to the military more frequently as a career they would wish to avoid. Within the ethnic subgroups, Iranian youth (45%) and Vietnamese youth (39%) represent the least likely to consider a career in the military. Punjabi youth were less unanimous with their choice of least preferred careers, with military (16%) and retail (16%) tied as least preferred.

When Asian- and Arab-Canadians were asked to identify three reasons, from a list of several possible reasons, which best explain why they would avoid or not recommend a particular career field, physical risk and a lack of interest were most commonly indicated by Asian- and Arab-Canadian youth (37% and 36%, respectively). The Asian- and Arab-Canadian community similarly indicated physical risk as the top reason they would not recommend a particular career (35%) followed by job instability (25%) and average or poor pay (22%). Interestingly, a lack of interest (15%) trails most of the other reasons.



## Reasons for avoiding a particular career

(Youth) Which three of the following reasons best describe why you would **avoid** a career in ...? / (Community) Which three of the following reasons best describe why you would not recommend a career in ...?



Base: Asian- and Arab-Canadians who would not recommend or prefer a particular career - Asian- and Arab-Canadians Youth 16-34 years (n= 1338) ; Asian- and Arab-Canadian Community 35 years plus (n= 765)

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While all regions of origin selected physical risk as a primary reason for avoiding a particular career, East and Southeast Asian-Canadian youth were more likely to do so (with 44% citing physical risk vs. 37% on average). The community members showed similar responses, with East and Southeast Asian-Canadian community members standing out as not recommending a career due to physical risk (46% vs. 35% average).



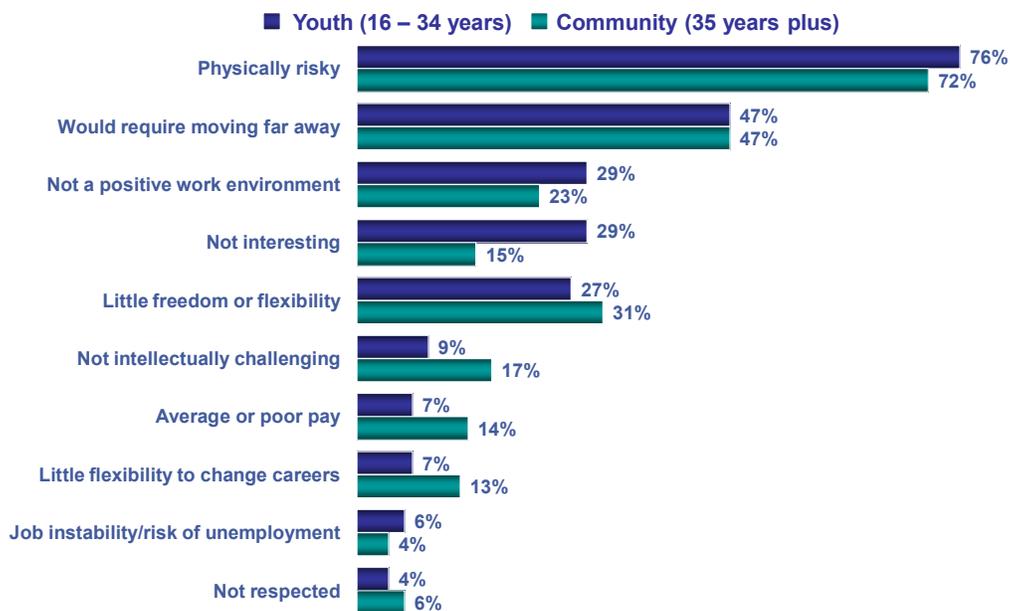
When looking at reasons why respondents would specifically avoid, a career in the military, 76% of Asian- and Arab-Canadian youth said they would not choose a military career due to physical risk. This was followed by the assumption that a military career would require moving far away (47%). Youth (29%) also specified that they would avoid a military career because it is not interesting.

The Asian- and Arab-Canadian community (35 years and older) similarly favoured the physical risk (72%) and the assumption that a military career would require moving far away (47%) as reasons to avoid a career in the military. While not a top deterrent, 17% of the Asian and Arab-Canadian community are notably more likely to say that the lack of intellectual challenge is a reason not to join the military (compared to 9% of Asian and Arab-Canadian youth).



## Reasons for avoiding a military career

(Youth) Which three of the following reasons best describe why you would **avoid** a career in **the military**?/ (Community) Which three of the following reasons best describe why you would not recommend a career in **the military**?



Base of respondents saying they would avoid a military career: Asian- and Arab-Canadians Youth 16-34 years (n= 391); Asian- and Arab-Canadian Community 35 years plus (n= 180)

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By region of origin, Arab-Canadian youth were the least likely to indicate physical risk (63% vs. 76% average), instead citing the lack of intellectual challenge (19% vs. 9% average). West Asian youth were more likely to avoid a career in the military due to lack of respect (12% vs. 4% average).



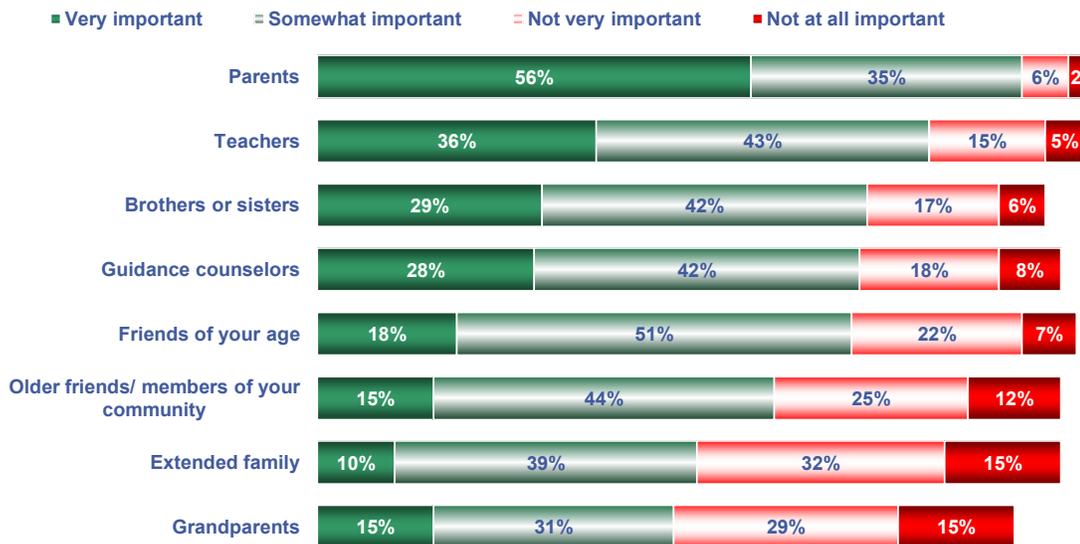
## Importance of Relationships as a Source of Career Advice

Asian- and Arab-Canadian youth were presented with a list of people in their lives that could potentially influence their decisions regarding career paths and were asked to rate how important they perceived them to be in this regard. Asian and Arab- Canadian youth (91%) selected their parents as the most important relationship as a source for providing career advice. Parents were followed by teachers (79%), brothers and sisters (71%), and guidance councilors (70%) as influencers on career decisions. As much as 56% of Asian- and Arab-Canadian youth respondents indicated that they see their parents as being “very important” when it comes to providing career decision-making advice. This matched the focus group discussions, where many participants indicated that career decisions often came down to what their parents were willing to support.



### Importance of relationships as a source of career advice

(Youth only) How important do you consider each of the following people to be in terms of providing you career advice?



Base: Asian- and Arab-Canadians Youth 16-34 years (n=1338)

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By region of origin, South Asian youth are particularly likely to say their parents (60%) and siblings (37%) are very important in providing them with career advice, while East and Southeast Asian-Canadian youth are less likely to say this (46% parents, 16% siblings). South Asians overall placed more importance on influencers than respondents of other regions of origin.



## 5. Views on a Career in the Canadian Forces

### Likelihood of Considering or Recommending a Career in the Canadian Forces

Asian- and Arab-Canadians were asked how likely they would be to consider a career in the Canadian Forces (asked of youth) or to recommend a career to a son, daughter or young person (asked of parents of children 16 to 34 years of age and non-parents 35 years or older). To enable a direct comparison, general public respondents were also asked how likely they would be to consider a career in the Canadian Forces (asked of those 18 to 34 years of age) or to recommend a career in the Canadian Forces (asked of those 35 years of age or older).

One in five (21%) Asian- and Arab-Canadian youth respondents indicated that they would be likely to consider a career in the Canadian Forces, including 5% who said they would be very likely to do so. Almost three in four (73%) said they were not likely to consider a career in the Canadian Forces, including 46% who said they were not at all likely to do so.

In comparison, general public youth (aged 18-34) are significantly less likely than their Asian- and Arab-Canadian counterparts with 13% saying they would be likely to consider a career in the Canadian Forces, and with no respondents saying that were very likely to do so. The majority (85%) of general public youth say they would not be likely to consider a career in the Canadian Forces. However, the proportion of the general public (53%) who say they would be “*not at all likely*” to do so is consistent with Asian- and Arab-Canadian youth (46%).

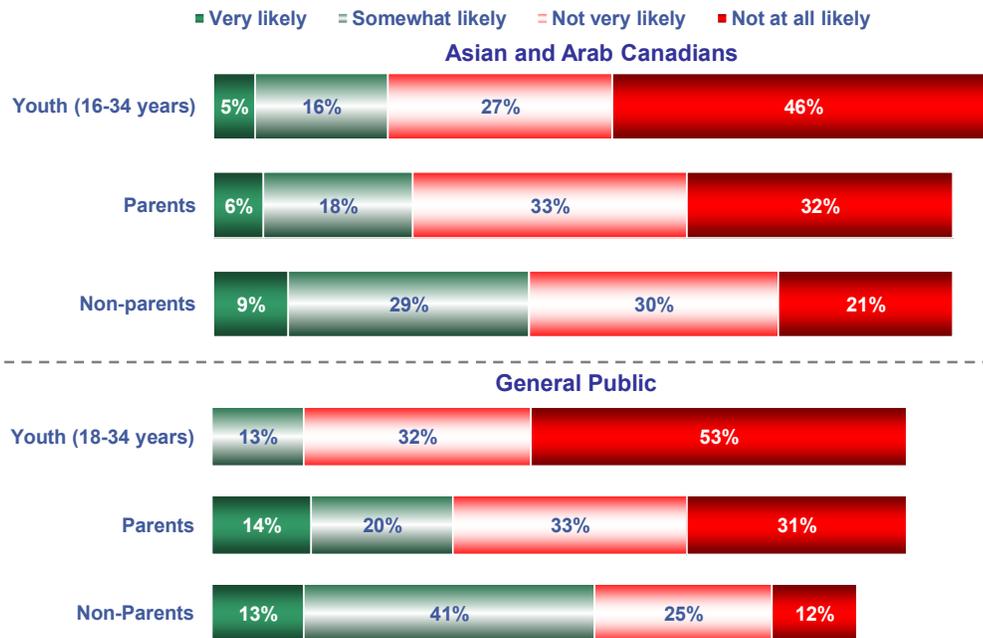
While Asian- and Arab-Canadian youth are more likely than their general public counterparts to say they would consider a career in the Canadian Forces, the same is not true of parents. One in four (24%) Asian- and Arab-Canadian parents of children 16 – 34 years of age said they would recommend a career in the Canadian Forces to a son or daughter, including 6% who say they would be very likely to recommend the Canadian Forces. This compares to just over one in three general public parents (34% including 14% saying they would be very likely to recommend the Canadian Forces).

Similarly, just under two in five Asian- and Arab-Canadians who are not parents of 16-34 year olds said they would recommend a career in the Canadian Forces (38%, including 9% very likely to recommend), which is lower than the proportion of non-parents within the general public who say they would recommend the Canadian Forces (54%, including 13% who say they would be very likely to recommend the Canadian Forces).



## Likelihood of considering or recommending a career in the Canadian Forces

(Youth/ General Public 18-34 years) Overall, how likely are you to consider a career in the Canadian Forces?/ (Community/ General Public over 35 years) Overall, how likely are you to recommend a career in the Canadian Forces to a young person/ son/ daughter?



Base: Asian- and Arab-Canadians Youth 16-34 years (n=1338); Asian- and Arab-Canadian Parents (n=306); Asian- and Arab-Canadian Non-Parents (n=448); General Public Youth 18-34 years (n=231); General Public Community 35 years plus parents (n=586); General Public Community 35 years plus non-parents (n=442); – asked online among n=1,016 in May 2012

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Among the regions of origin, South Asian Canadian youth and community respondents (30% and 37% respectively) were much more likely to indicate openness to a career with the Canadian Forces than any other region of origin. In fact, roughly twice as many youth respondents with a South Asian background as with a West Asian background (30% vs. 16%) indicated that they were likely to consider a career with the Canadian Forces. Fifteen percent of youth with an East/Southeast Asian background and 13% with an Arab background also indicated that they were likely to consider a career with the Canadian Forces.



## Likelihood of youth considering a career in the Canadian Forces by region of origin

(Youth) Overall, how likely are you to consider a career in the Canadian Forces?



Asian- and Arab-Canadians Youth 16-34 years (n=1338);

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Within the ethnic subgroups of the South Asian Canadian youth, interest in considering a career in the Canadian Forces was highest among Indian youth (33%, excluding Punjabi youth) and Pakistani youth (29%), while Punjabi youth (21%) were less likely to consider a career in the Canadian Forces. This is surprising in view of the tradition of military service among the Punjabi population in India (a tradition which focus group participants pointed out during the discussions).

Looking at the demographic subgroups, Asian- and Arab-Canadian youth who were more likely to consider a career in the Canadian Forces include:



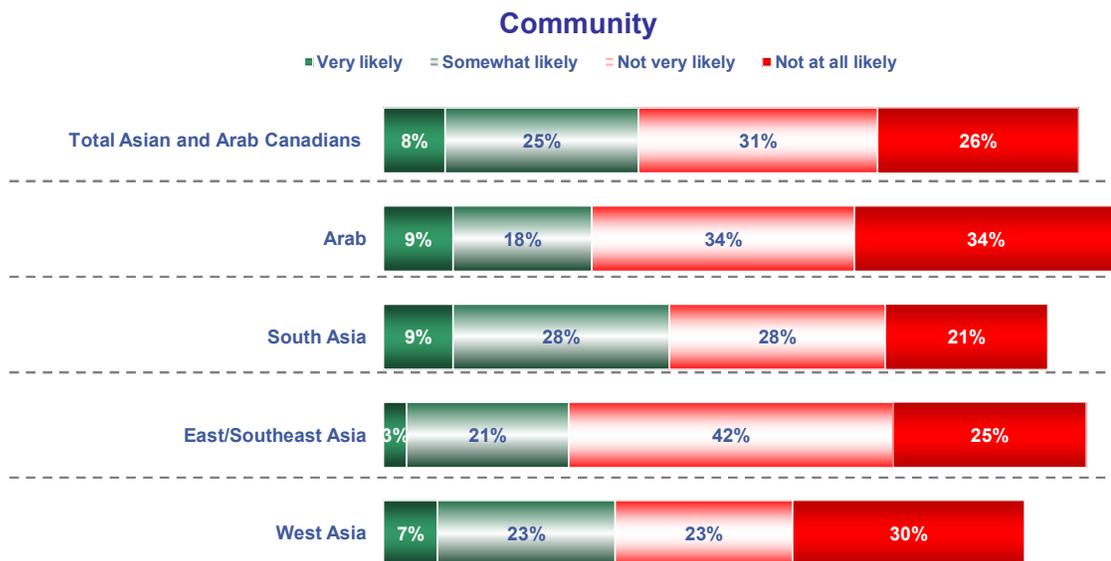
- Those from Toronto (28%) compared to those from Vancouver (14%), Montreal (9%), and the Rest of Canada (18%);
- Males (28%) compared to females (17%);
- Older youth aged 25-34 (30%) compared to younger youth aged 16-24 (13%);
- Those born outside Canada (27%) than those that were born in Canada (12%); and,
- Those in Canada less than 10 years (33%) than those who have been in Canada for more than 10 years (13%).

Among respondents 35 years and older, West Asian community (30%) respondents were more likely to recommend a career in the Canadian Forces, than West Asian youth were to consider it (16%). This represents a gap similar in each ethnic subgroup except South Asia where the views of youth (30%) and the community (37%) are in closer alignment.



## Likelihood of community members recommending a career in the Canadian Forces by region of origin

(Community) Overall, how likely are you to recommend a career in the Canadian Forces to a young person/ son/ daughter?



Asian- and Arab-Canadian Community 35 years plus (n=765)

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Those in the Asian- and Arab-Canadian communities (aged 35 years and older) who were more likely to recommend a career in the Canadian Forces include:

- Those with a university or higher education (36%) compared to high school or less (21%) and some post secondary (28%);
- Those with a household income of less than \$40k (42%) compared to those with household incomes of \$40-\$80k (31%) and \$80k+ (26%).



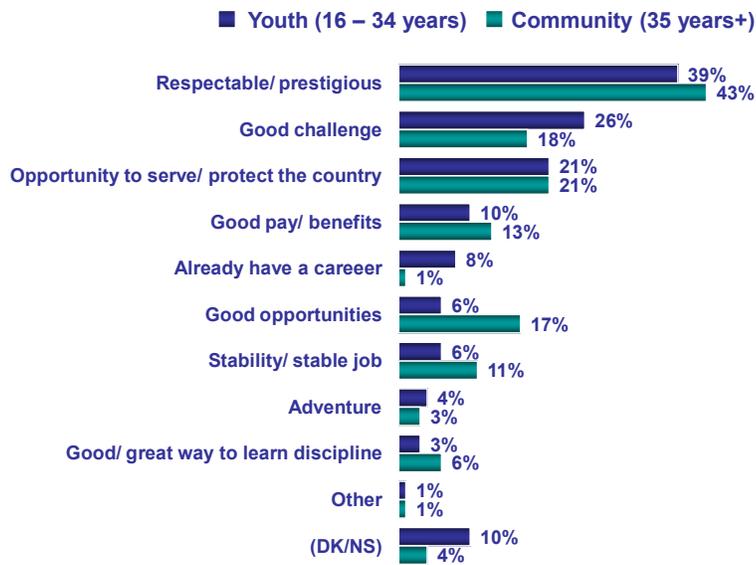
Those who indicated that they are very or somewhat likely to consider or recommend a career in the Canadian Forces were asked, on an open ended basis, why they are likely to do so. Asian- and Arab-Canadians (youth and community members) mentioned respect and prestige as the key reason for considering or recommending the Canadian Forces (39% youth, 43% community). The sense that the Canadian Forces represent a good challenge and opportunity to serve the country complete the top three motivating factors.

Among the Asian- and Arab-Canadian community members aged 35 years and older, 17% indicated that they were likely to recommend a career in the Canadian Forces due to the availability of good opportunities compared with only 6% of youth.



## Reasons for considering or recommending a career in the Canadian Forces

(Youth) Why would you say that you are very/somewhat likely to consider a career in the Canadian Forces?/ (Community) Why would you say that you are very/somewhat likely to recommend a career in the Canadian Forces to your son/ daughter/ a young person?



Note: Responses under 3% are not shown

Base: Asian- and Arab-Canadians who are very/somewhat likely to consider or recommend a career in the Canadian Forces – Asian- and Arab-Canadians Youth 16-34 years (n=281); Asian- and Arab-Canadian Community 35 years plus (n=258)

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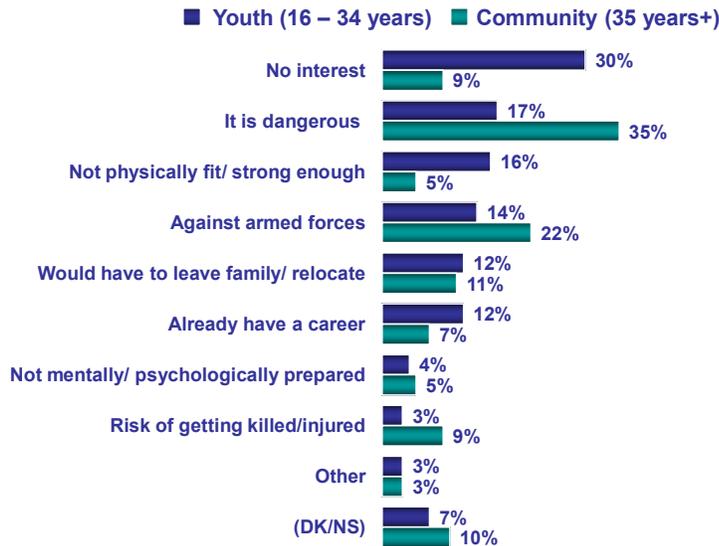
Respondents who said they are not very or not at all likely to consider or recommend a career with the Canadian Forces were asked, on an open ended basis, why they are not likely to do so. Asian- and Arab-Canadian youth point simply to a lack of interest (30%). Others mentioned the dangers involved (17%), that they believed they are physically fit or strong enough (16%), or that they are against or opposed to the military (14%).

Members of the community who were not very or at all likely to recommend the Canadian Forces as a career most often pointed to the danger involved (35%), followed by opposition to armed forces generally (22%).



## Reasons not to consider or recommend a career in the Canadian Forces

(Youth) Why would you say that you are not very/not at all likely to consider a career in the Canadian Forces? / (Community) Why would you say that you are not very/not at all likely to recommend a career in the Canadian Forces to your son/ daughter/ a young person?



Note: Responses under 2% are not shown

Base: Asian- and Arab-Canadians who are not very/ not at all likely to consider or recommend a career in the Canadian Forces – Asian- and Arab-Canadians Youth 16-34 years (n=955); Asian- and Arab-Canadian Community 35 years plus (n=424)

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## Attitudes towards Joining the Canadian Forces

Asian- and Arab-Canadian youth were asked whether they agree or disagree with a series of statements about joining the Canadian Forces. Among these statements, Asian- and Arab-Canadian youth (51%) were more likely to agree than to disagree (31%) that they would be proud to join the Canadian Forces. They were also more likely to agree (41%) than disagree (38%) that they would succeed if they joined the Canadian Forces.

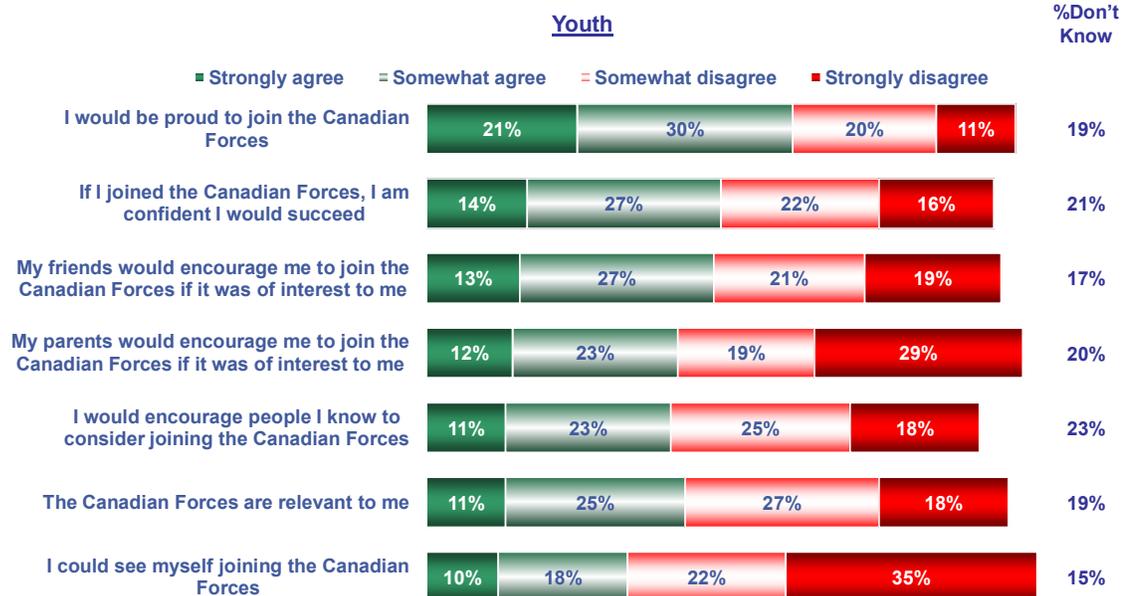
Asian- and Arab-Canadian youth were evenly divided as to whether their friends would encourage them to join the Canadian Forces if it was of interest to them (with 40% agreeing that their friends would encourage them and 40% agreeing that their friends would not). More respondents (48%) disagree than agree (35%) that their parents would encourage them to join the Canadian Forces if they were interested in doing so. They are also more likely to disagree (43%) than agree (34%) that they would encourage people they know to join the Canadian Forces.

In terms of their personal perspective, Asian- and Arab-Canadian youth (45%) are more likely to disagree than agree (36%) that the Canadian Forces are relevant to them or that they could see themselves joining the Canadian Forces (57% disagree vs. 28% agree).



## Attitudes towards joining the Canadian Forces

To what extent would you agree or disagree with each of the following statements...



Asian- and Arab-Canadians Youth 16-34 years (n=1338)

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By region of origin, South Asians are more likely to agree with each of the statements concerning joining the Canadian Forces by 10 percentage points on average. In terms of ethnic subgroups, Indian youth were the most likely to be proud to join the Canadian Forces (62% vs. 50% average), and the most likely to indicate that the Canadian Forces are relevant to them (47% vs. 35% average).

## Importance of Reasons to Join the Canadian Forces

Respondents were provided a list of possible reasons to join the Canadian Forces and were asked to rate the importance of each as a reason to consider joining the Canadian Forces. In order to provide a direct basis of comparison, general public respondents were also asked to rate the importance of the same possible reasons to join.

Among both Asian- and Arab-Canadian youth, majorities of at least 70% described each of the tested reasons as important to either consider or to recommend joining the Canadian Forces. Compared to general public youth respondents, though, Asian- and Arab-Canadian youth were more likely to see “joining the Canadian Forces as a good way to help others” (78% v. 69%), “offering experience that is valuable experience outside of the military” (72% v. 64%), and “joining the Canadian Forces as a good way to serve the country” (72% v. 58%) as important reasons to join the Canadian Forces.



### Reasons to join the Canadian Forces: Asian- and Arab-Canadian youth compared to general public youth

There are a number of reasons people might consider joining the Canadian Forces. How important do you consider each of the following to be as reasons for you to join the Canadian Forces?

#### % Very Important/Somewhat Important



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); General Public Youth (18-34) (n=231) – asked online among n=1,016 in May 2012

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Within the ethnic subgroups, Indian youth were significantly more likely to rate each of the reasons to consider joining the Canadian Forces as important, particularly the notions that joining the Canadian Forces is a good way to help others (83% among Indian youth compared to 75% among all respondents) and that joining the Canadian Forces is a good way to serve the country (80% among Indian youth compared to 72% among all respondents).

Asian- and Arab-Canadian community members 35 years of age and older were more closely aligned with the general public aged 35 years and older in rating the importance of reasons to join the Canadian Forces. Respondents from the Asian- and Arab-Canadian community were more likely, though, than respondents from the general public to see “a good way to help others” (80% v. 72%) as an important reason to join the Canadian Forces.



### Reasons to join the Canadian Forces: Asian- and Arab-Canadians (35+) compared to the general public (35+)

There are a number of reasons people might consider joining the Canadian Forces. How important do you consider each of the following to be a reason for you to recommend the Canadian Forces to your son/daughter/ a young person?

% Very Important/Somewhat Important



Base: Asian- and Arab-Canadian Community 35 years+ (n=765); General Public 35 years+ (n=785) – asked online among n=1,016 in May 2012

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## Importance of Reasons to Avoid the Canadian Forces

Respondents were also provided a list of possible reasons not to join the Canadian Forces and were asked to rate how important they considered each of the possible reasons. Asian- and Arab-Canadian youth rated several of the typical reasons not to join the Canadian Forces lower than the general public. In particular, fewer Asian- and Arab-Canadian youth rated the dangerous nature of a career in the Canadian Forces as important (70% vs. 77% general public youth). However, Asian- and Arab-Canadian youth were more likely than the general public to rate the belief that “you can’t fully use your talent” (60% vs. 47% general public youth) and that “there are limited professional job opportunities” (60% vs. 44% general public youth) as important reasons not to join the Canadian Forces.



### Reasons to avoid the Canadian Forces: Asian- and Arab-Canadian youth compared to the general public youth

There are a number of reasons people might not want to join the Canadian Forces. How important do you consider each of the following to be as reasons for you not to join the Canadian Forces?

#### % Very Important/Somewhat Important



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); General Public Youth (18-34) (n=231) – asked online among n=1,016 in May 2012

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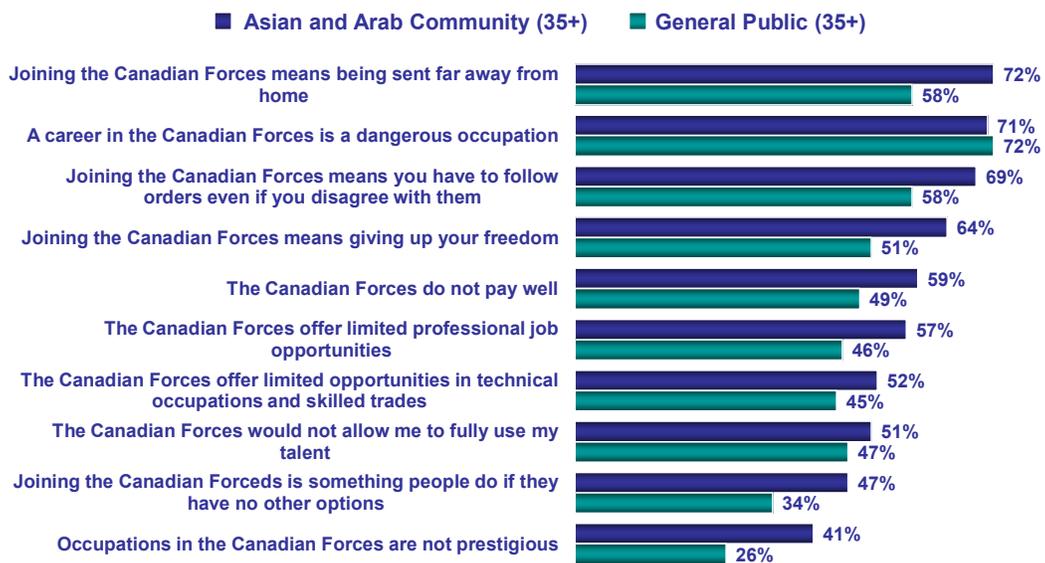
When asked to rate the importance of various reasons not to join the Canadian Forces, the Asian and Arab community, aged 35 years and older, were very similar to the general public community, aged 35 years and older, in identifying the danger of a military career as a reason not to join (71% v. 72%). However, they were more likely than the general public to view most other factors as important reasons not to join the Canadian Forces such as the need to follow orders (69% vs. 58% among the general public), distance from home (72% vs. 58% general public), and the sense of giving up one's freedom (64% vs. 51% general public).



### Reasons to avoid the Canadian Forces: Asian- and Arab-Canadians (35+) compared to the general public (35+)

There are a number of reasons people might not want to join the Canadian Forces. How important do you consider each of the following to be as reasons for you not to join the Canadian Forces?

**% Very Important/Somewhat Important**



Base: Asian- and Arab-Canadian Community 35 years+ (n=765); General Public 35 years+ (n=785) – asked online among n=1,016 in May 2012

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## Views on Barriers to Joining the Canadian Forces

Asian- and Arab-Canadian youth and community members were presented with a series of statements regarding the Canadian Forces and were asked to rate their level of agreement, or disagreement, with them.

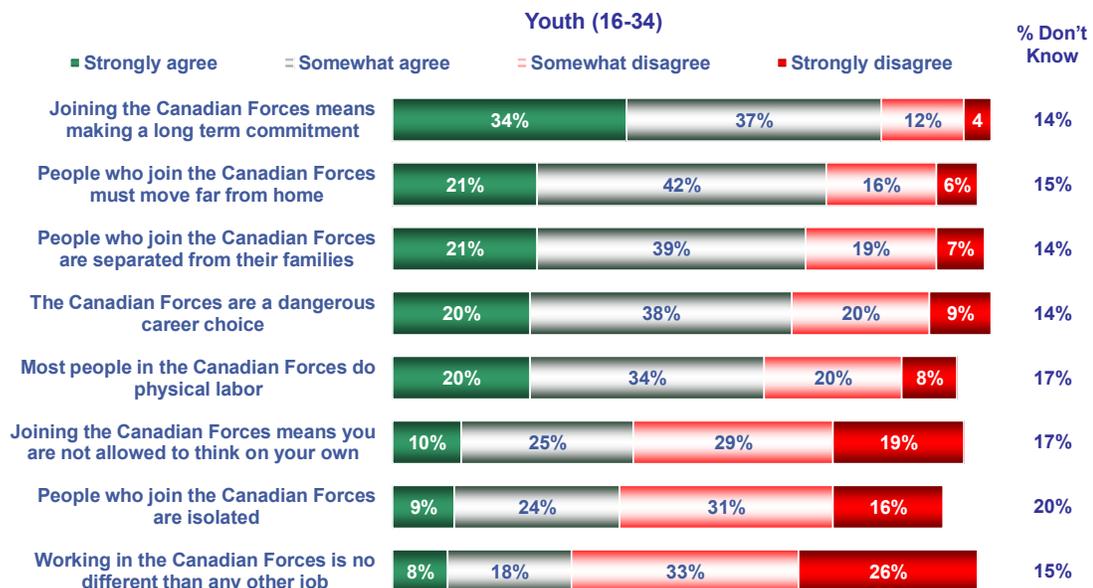
Seven in ten (71%) Asian- and Arab-Canadian youth agree with the statement that joining the Canadian Forces means making a long-term commitment. The majority of respondents agree with the statements that people who join the Canadian Forces must move far away from home (63%), that people who join the Canadian Forces are separated from their families (60%), and that the Canadian Forces are a dangerous career choice (58%).

The youth were less likely to agree with the statements that joining the Canadian Forces means you are not allowed to think on your own (35% agree while 48% disagree). One in three (33%) youth agree that people who join the Canadian Forces are isolated while 47% disagree. One in four (26%) agree that working in the Canadian Forces is no different than any other job and 59% disagree.



### Views on barriers to joining the Canadian Forces

To what extent would you agree or disagree with each of the following statements...



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338)

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By region of origin, East and Southeast Asian-Canadian youth are more likely to agree that joining the Canadian Forces is making a long-term commitment (78%), that it is a dangerous career choice (66%) and that most people in the Canadian Forces do physical labour (63%).

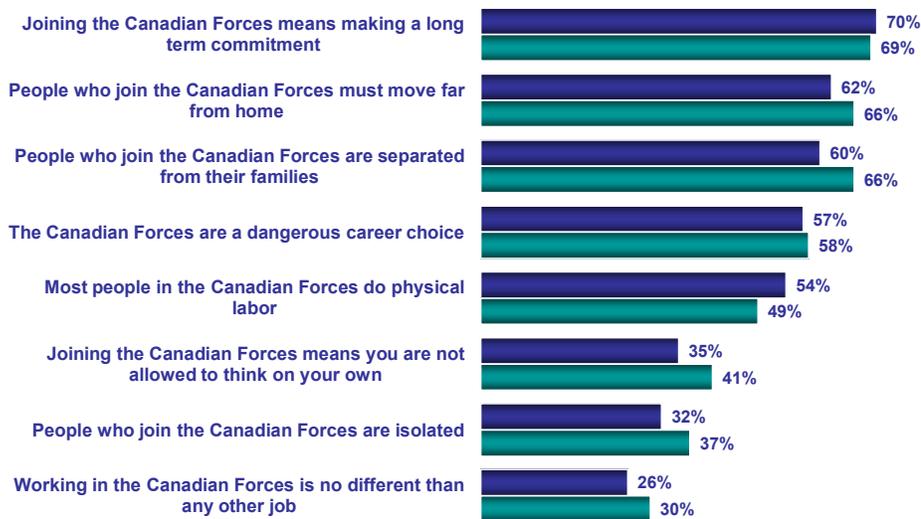
Asian- and Arab-Canadian community respondents closely mirrored their younger counterparts. Seven in ten (69%) community respondents agree that joining the Canadian Forces means making a long term commitment while two thirds (66%) agree to both that people who join the Canadian Forces are separated from their families and that they must move far from home.



## Views on barriers to joining the Canadian Forces

To what extent would you agree or disagree with each of the following statements...

■ Youth (16 – 34 years) ■ Community (35 years+)  
 % Strongly/Somewhat Agree



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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## Views on the Canadian Forces as a Means of Career Development

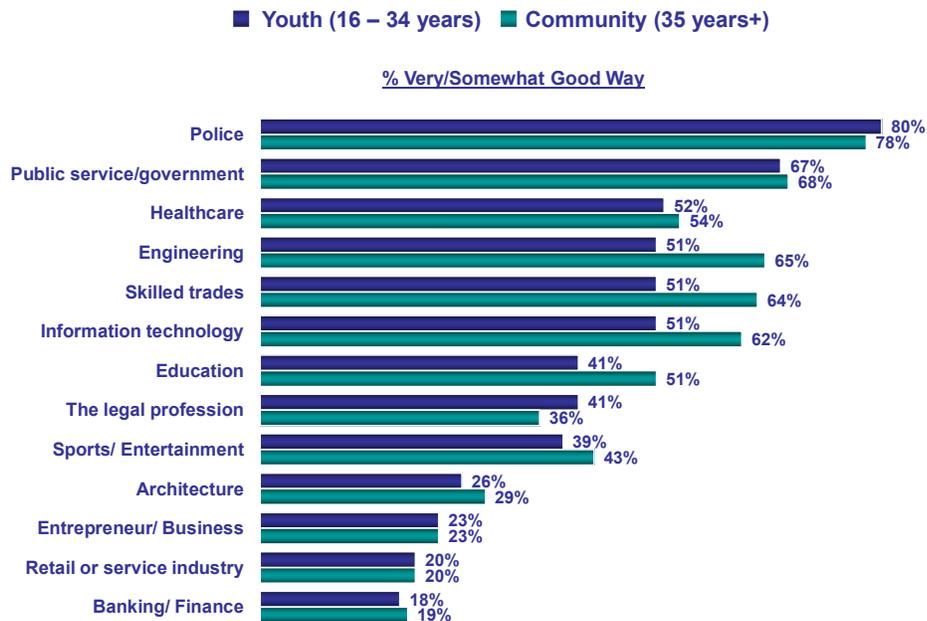
Respondents were asked whether they would view the Canadian Forces as a good or bad way of gaining experience in several different possible career fields. Among both Asian- and Arab-Canadian youth and community members, the two career fields of policing (80% youth and 78% community) and public service (67% youth and 68% community) were perceived as being the most relevant to experience gained through the Canadian Forces. Healthcare was the next common area for which more than half of youth (52%) and community (54%) felt that the Canadian Forces would be a good place to gain experience.

Asian- and Arab-Canadian youth and community respondents diverged on their perceptions of the ability of the Canadian Forces to provide experience for several skilled and professional careers. For example, youth respondents were less likely to agree, compared to community respondents, that a career in the Canadian Forces was a good way to gain experience in engineering (51% vs. 65%), skilled trades (51% vs. 64%), and information technology (51% vs. 62%).



### Perceptions of the Canadian Forces as a way to gain experience in specific types of careers

Do you believe that joining the Canadian Forces would be a good way to gain experience in the following careers or not?



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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By region of origin, South Asian-Canadian youth (71%) and East and Southeast Asian-Canadian youth (71%) were more likely to consider the Canadian Forces as a good way to gain experience in the public service/government. West Asian youth are the least likely to consider the Canadian Forces as a good way to get experience, particularly in engineering (51% say not very good/not good at all vs. 33% average).

## Attitudes towards Career Opportunities in the Canadian Forces

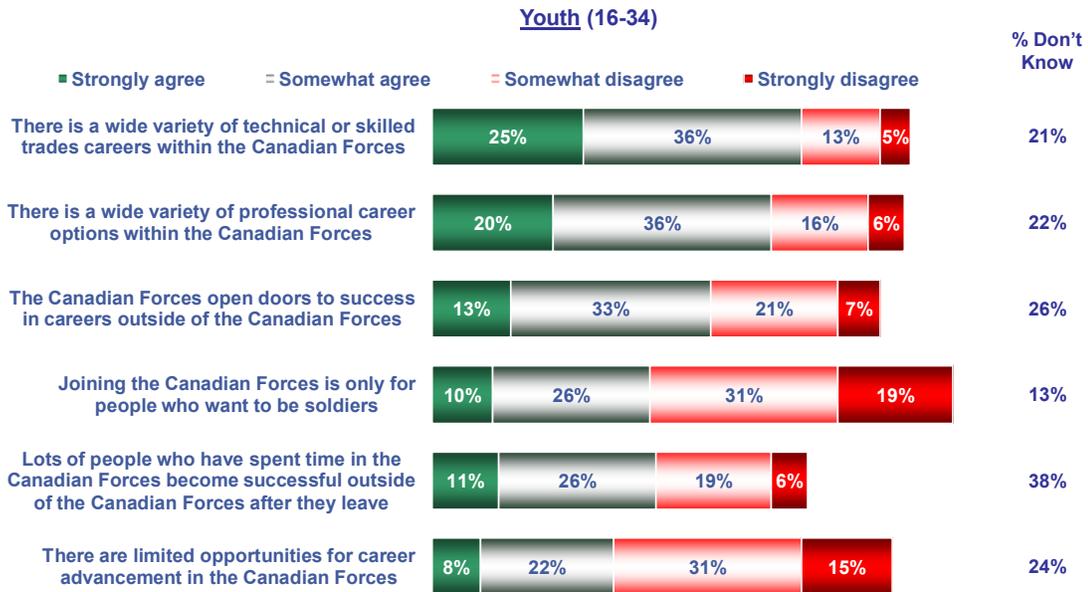
Respondents were presented with a series of statements regarding career opportunities in the Canadian Forces and were asked to rate their level of agreement, or disagreement, with them. Three in five (61%) Asian- and Arab-Canadian youth agree that there is a wide variety of opportunities in technical or skilled trades within the Canadian Forces while slightly less (56%) agree that there is wide variety of professional career options within the Canadian Forces.

Half (50%) of Asian- Arab-Canadian youth disagree with the statement that joining the Canadian Forces is only for people who want to be soldiers, while 36% agree. Similarly only 30% of youth agree that there are limited opportunities for career advancement in the Canadian Forces, while 46% disagree. Interestingly, almost two in five youth (38%) didn't know if lots of people who have spent time in the Canadian Forces become successful outside of the Canadian Forces after they leave.



### Attitudes towards career opportunities within the Canadian Forces

To what extent would you agree or disagree with each of the following statements...



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338)

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Nearly three in four (73%) community members agree that there is a variety of technical and skilled trade careers within the Canadian Forces, compared to three in five (60%) youth. Community members (67%) were also more likely than youth (56%) to agree that there is a wide variety of professional career options within the Canadian Forces, that the Canadian Forces open doors to success in careers outside of the Canadian Forces (56% community, 47% youth) and that lots of people who have spent time in the Canadian Forces become successful outside of the Canadian Forces after they leave (46% community, 37% youth).



## Views on the variety of career opportunities within the Canadian Forces

To what extent would you agree or disagree with each of the following statements...

■ Youth (16 – 34 years) ■ Community (35 years+)

% Strongly/Somewhat Agree



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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Asian- and Arab-Canadian Youth respondents 16-34 years were asked whether they agree or disagree that the Canadian Forces are something to consider when other career options are unavailable, or similarly, that people who have few other options join the Canadian Forces.

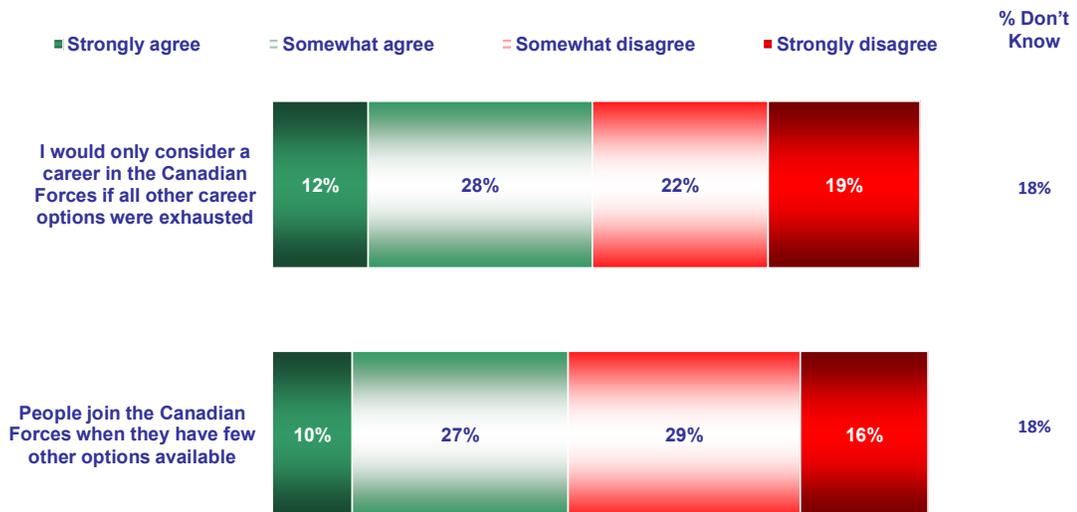
Asian- and Arab-Canadian youth are divided on these issues. Two in five (40%) agree that they would only consider a career in the Canadian Forces if all other career options were exhausted, while the same proportion (41%) disagree. Similarly, nearly two in five (37%) agree that people join the Canadian Forces when they have few other options available, while a slightly higher proportion (45%) disagree.



## Views on the Canadian Forces as a career choice of last resort

To what extent would you agree or disagree with each of the following statements...

### Youth (16-34)



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338)

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## Attributes of a Career in the Canadian Forces

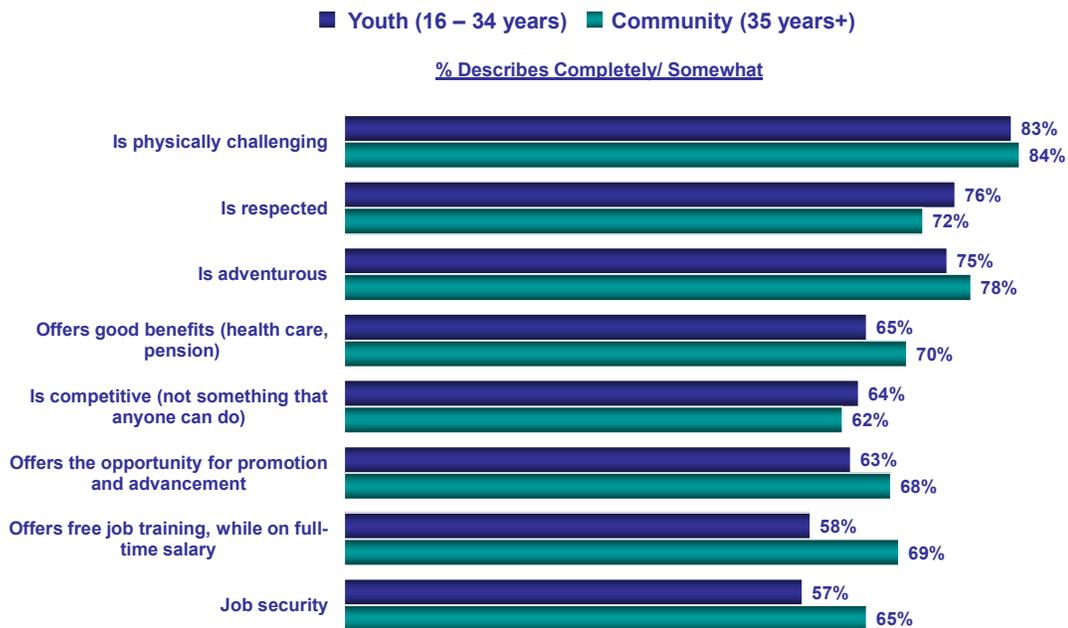
Respondents were asked whether or not each of several statements described a career in the Canadian Forces. Among the tested statements, over four in five (83%) Asian- and Arab-Canadian youth and (84%) community members said that physically challenging describes the Canadian Forces somewhat or completely. Other notable descriptors were adventurous (75% and 78%), and respected (76% and 72%). Between 63% and 70% of both youth and community members said that the Canadian Forces can be described as offering good benefits, is competitive (not something that anyone can do) and offers the opportunity for promotion and advancement.

Community members (69%) were more likely than youth (58%) to say that free job training and job security (65% and 57% respectively) describe a career in the Canadian Forces.



### Attributes of a career in the Canadian Forces (Top Tier)

To what extent would you say each of the following describes a career in the Canadian Forces?



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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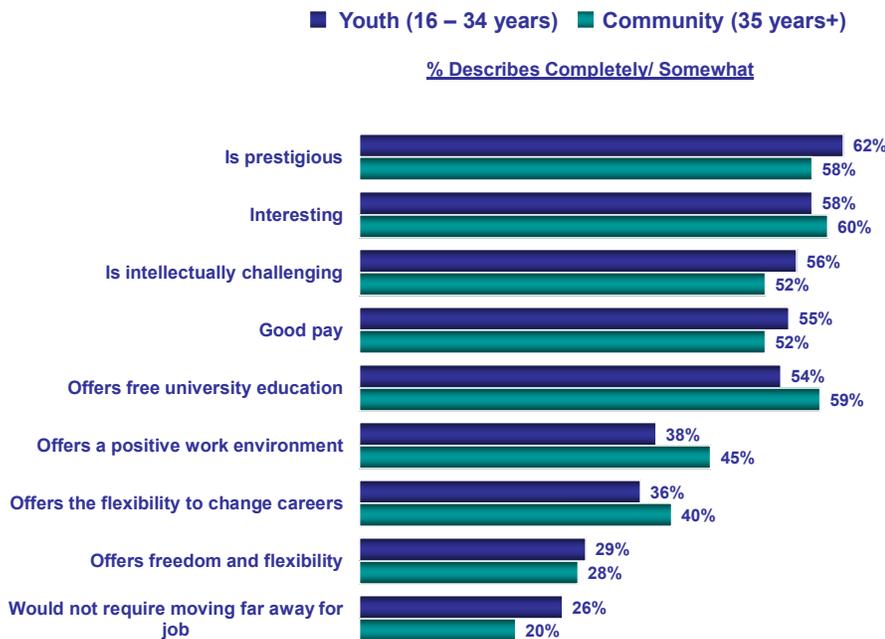
The majority of Asian- and Arab-Canadians describe a career in the Canadian Forces as prestigious (62% youth; 58% community), interesting (58% youth, 60% community), intellectually challenging (56% youth, 52% community) and well paid (55% youth, 52% community). A majority also recognize that a career in the Canadian Forces can offer a free university education (54% youth, 59% the community).

Asian- and Arab-Canadians less often describe a career in the Canadian Forces as offering a positive work environment (38% youth, 45% community), the flexibility to change careers (36% youth, 40% community), freedom and flexibility (29% youth, 28% community) or a career that would not require moving far away for a job (26% youth, 29% community).



### Attributes of a career in the Canadian Forces (Bottom Tier)

To what extent would you say each of the following describes a career in the Canadian Forces?



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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## 6. Culture, Ethnicity and the Canadian Forces

### Likelihood of Asian- and Arab-Canadians to Join the Canadian Forces

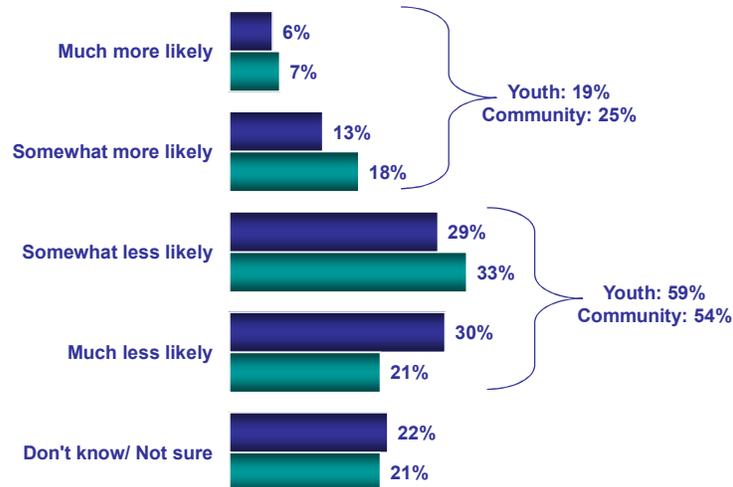
Respondents were asked whether they think that members of their ethnic community are more or less likely than others to join the Canadian Forces. One in five (19%) Asian- and Arab-Canadian youth and one in four (25%) Asian and Arab-Canadian community members said that they think Asian- and Arab-Canadians are more likely than others to join the Canadian Forces, while a majority of youth (59%) and community members (54%) believe Asian- and Arab-Canadians are less likely than others to join the Canadian Forces. A larger portion of the Asian- and Arab-Canadian youth say that they feel members of their ethnic community are much less likely (30%, vs. 21% among the community) to join the Canadian Forces.



### Likelihood of members of the respondent's ethnic community to join the Canadian Forces

Do you think that members of your ethnic community are more or less likely than others to join the Canadian Forces?

■ Youth (16 – 34 Years) ■ Community (35 years plus)



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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The overall result of Asian- and Arab- Canadian youth and community respondents indicating that members of their community are less likely to join the Canadian Forces contrasts with the finding discussed on page 47 that Asian- and Arab-Canadian youth were more likely to indicate that they would consider a career in the Canadian Forces relative to general public youth (21% vs. 13% among general public youth). Yet, while Asian- and Arab-Canadian youth are more likely than their general public counterparts to say they would consider a career in the Canadian Forces, their parents are less likely than the general public to say they would recommend the Canadian Forces to a young person in their community (24% among Asian- and Arab-Canadian parents compared with 34% of general public parents saying they would recommend the Canadian Forces to a son or daughter).

Taken together, this suggests that the influence of the culture and community that surrounds young Asian- and Arab-Canadians may be more responsible for lower rates of enrollment in the Canadian Forces than is a lack of interest in the Canadian Forces.

Respondents within the various regional backgrounds have markedly different views on the likelihood of members of their community to join the Canadian Forces.

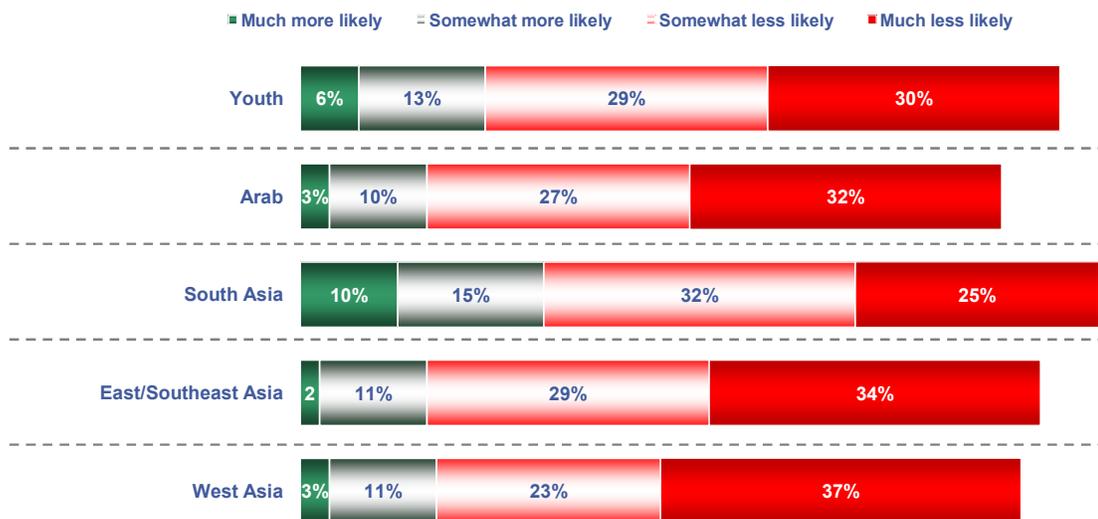
Among the youth respondents, one in four (25%) South Asian-Canadians agree that members of their ethnic community are more likely to join the Canadian Forces, while fewer (13%) Arab-Canadian youth, (13%) East and Southeast Asian-Canadian youth and (14%) West Asian-Canadian youth say this.



## Likelihood of members of the respondent's ethnic community to join the Canadian Forces by region of origin

Do you think that members of your ethnic community are more or less likely than others to join the Canadian Forces?

### Youth



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338)

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The higher likelihood of South Asian-Canadian youth to say members of their community would join the Canadian Forces is propelled by Indo-Canadian youth 27% of whom say members of their community would be more likely to join and Pakistani-Canadian youth respondents, 20% of whom say members of their community would be more likely to join. The higher result among Pakistani respondents is notable given that Pakistan is a Muslim majority nation, and that the respondents of other Muslim majority ethnicities are notably less likely to say members of their community would join (for example, 13% of Arab respondents say members of their community would be more likely to join).



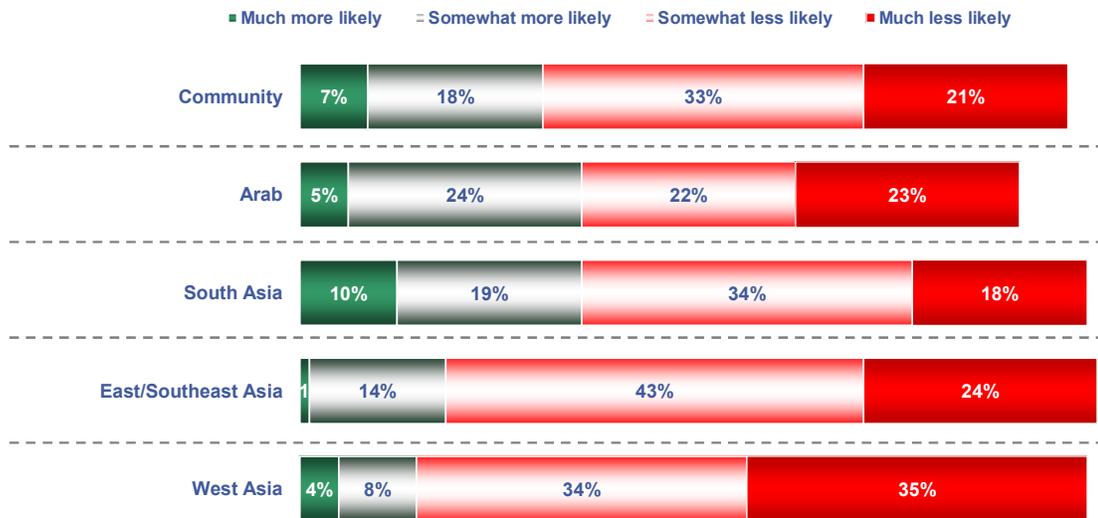
Among the Asian- and Arab-Canadian community 35 years of age and older, Arab- (29%) and South Asian-Canadians (29%) are more prone to think that members of their community would be more likely to join the Canadian Forces than are the East and Southeast Asian- (15%) or West Asian-Canadians (12%). The Arab-Canadian community (29%) is notably more likely than Arab-Canadian youth (13%) to say that members of their community would be more likely to join the Canadian Forces.



## Likelihood of members of the respondent's ethnic community to join the Canadian Forces by region of origin

Do you think that members of your ethnic community are more or less likely than others to join the Canadian Forces?

### Community



Base: Asian- and Arab-Canadian Community 35 years plus(n=765)

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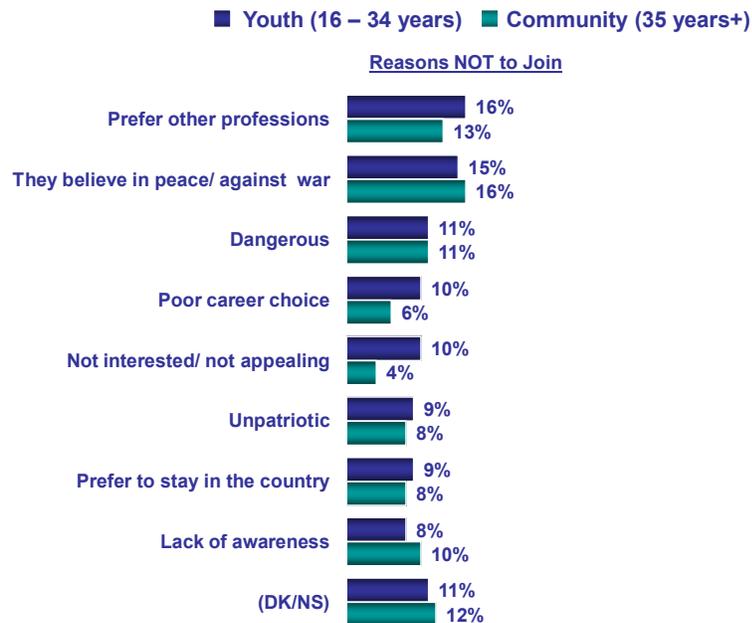


Respondents were asked to share why they believe members of their ethnic community are less likely to join the Canadian Forces. Among Asian- and Arab-Canadian youth a plurality (16%) stated that they thought this demographic preferred other professions. Asian- and Arab-Canadian community members offered similar responses with one in ten (13%) also stating that they thought this demographic preferred other professions.



## Reasons Asian- and Arab-Canadians are less likely to join the Canadian Forces

Why do you think that members of your ethnic community are less likely to join the Canadian Forces?



Base: Asian- and Arab-Canadians who are somewhat/ much less likely to join the Canadian Forces – Asian- and Arab-Canadians Youth 16-34 years (n=807); Asian- and Arab-Canadian Community 35 years plus (n=409)

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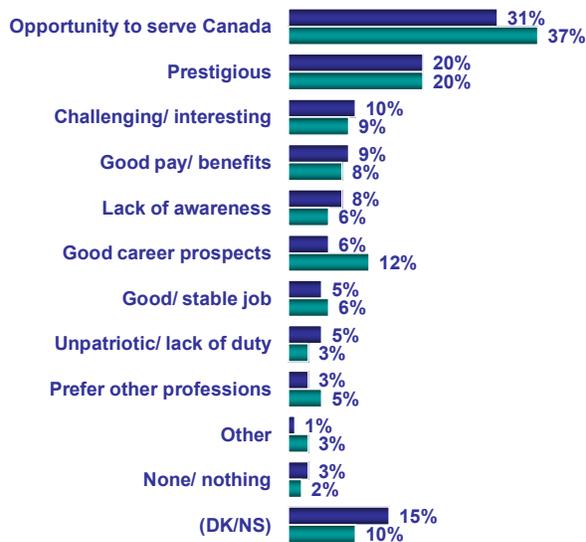
Respondents were also asked to share their personal opinion as to why they believe members of their ethnic community are more likely to join the Canadian Forces. Among Asian- and Arab-Canadian youth almost two in five (37%) stated that they thought it would be an opportunity to serve Canada, one in five (20%) saw it as prestigious. Asian- and Arab-Canadian community members offered similar responses with one in three (31%) also stating that they thought this is an opportunity to serve Canada and one in five (20%) saw it as prestigious.



## Reasons Asian- and Arab-Canadians are more likely to join the Canadian Forces

Why do you think that members of your ethnic community are more likely to join the Canadian Forces?

■ Youth (16 – 34 years) ■ Community (35 years+)



Base: Asian- and Arab-Canadians who are somewhat/ much less likely to join the Canadian Forces – Asian- and Arab-Canadians Youth 16-34 years (n=807); Asian- and Arab-Canadian Community 35 years plus (n=409)

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## Cultural Communities, Diversity and the Canadian Forces

Asian- and Arab-Canadian youth and community members were asked whether they agree or disagree with several statements about cultural communities, diversity and the Canadian Forces. A majority of both youth (55%) and community (65%) respondents agree that the ethnic make-up of the Canadian Forces should be a reflection of the country's population while almost half of the youth (47%) and community (47%) respondents agree that in some cultural communities the Canadian Forces are not seen as a positive career choice.

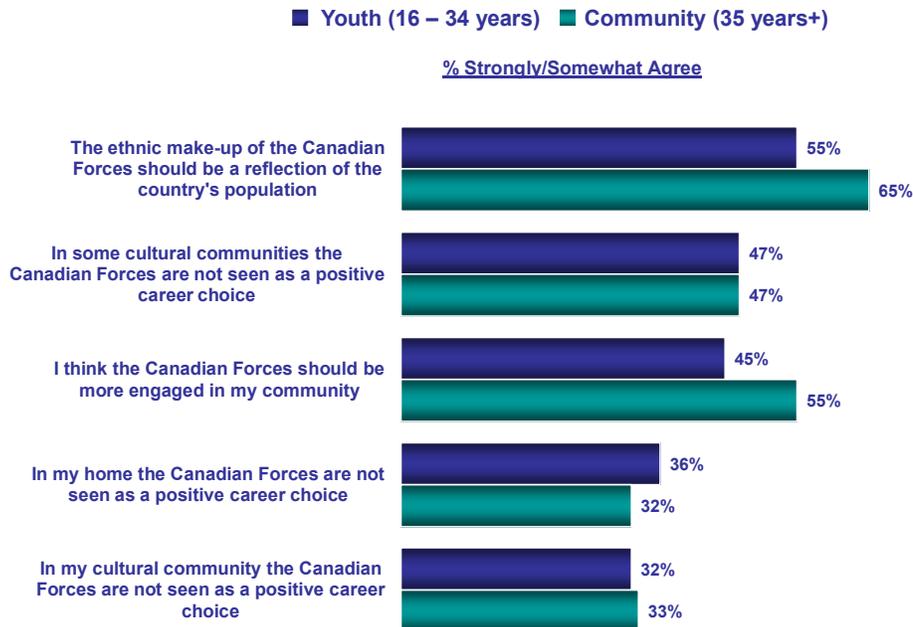
One in three (36%) youth and 32% community respondents agree that in their home the Canadian Forces are not seen as a positive career choice while a similar proportion (32%) youth and (33%) community agree that in their cultural community the Canadian Forces are not seen as a positive career choice.

The community members 35 years and older (65%) more strongly agree that the ethnic make-up of the Canadian Forces should be a reflection of the country's population and 55% think that the Canadian Forces should be more engaged in their community compared to youth (55% and 45%, respectively).



### Cultural communities, diversity and membership in the Canadian Forces

To what extent would you agree or disagree with each of the following statements...



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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Asian- and Arab-Canadian respondents were also asked whether they agree or disagree that they feel more closely connected to their city than to Canada, and whether they feel more closely connected to their cultural community than to Canada.

Two in five (42%) Asian- and Arab-Canadian youth say they feel more closely connected to their city than to Canada, as compared to 28% who indicate that they feel a closer connection to their cultural community than to Canada.

One in three (30%) of the Asian- and Arab-Canadian community agree that they feel more closely connected to their city than they do to Canada. This compares to one in four (20%) who feel a stronger connection to their cultural community than to Canada.

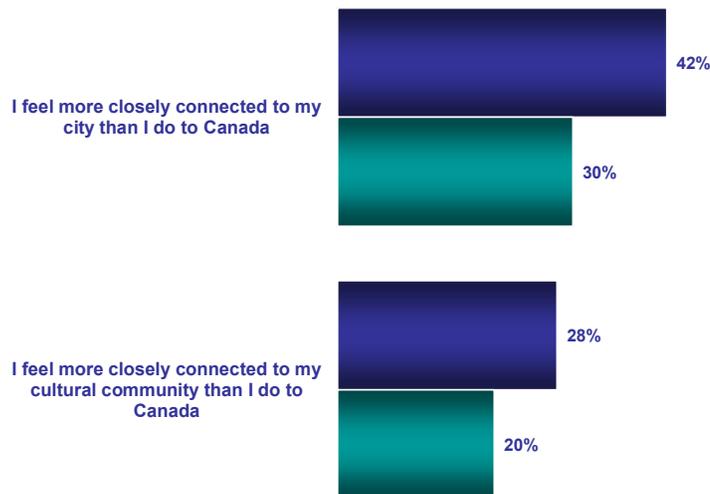


## Sense of connection to city, cultural community and Canada

To what extent would you agree or disagree with each of the following statements...

■ Youth (16 – 34 years) ■ Community (35 years+)

% Strongly/Somewhat Agree



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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Respondents were asked to rate how important to them their religious faith, their ethnic origin, and their Canadian identity were, using a scale of 0 to 10, where 0 means not at all important and 10 means very important.

Seven in ten (70%) Asian- and Arab-Canadian youth respondents indicate that their Canadian identity is important (only 7% of respondents indicate it is not important) while three in five (59%) youth see their ethnic community and 56% youth see their religious faith as important. Members of the community aged 35 years and older were more likely say that their Canadian identity was very important (57%) compared to (38%) youth but were similar in the degree of importance they assign to their ethnic community and religious faith.



## Importance of aspects of cultural identity

Religious faith (if any), ethnic origins and Canadian identity are each aspects of one's cultural identity. Using the boxes below, please rate the importance of each aspect of your cultural identity on a scale of 0 to 10, where 0 means not at all important and 10 means very important.



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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Asian- and Arab-Canadians, both youth and community members, who say their religious faith, ethnic and Canadian identities are very important to them are more likely to believe that the Canadian Forces play a positive role in society and are more likely to feel that the ethnic make-up of the Canadian Forces should reflect the population and that the Canadian Forces should be more engaged in their community.



Youth who say their religious faith, ethnic and Canadian identity are very important are not significantly more likely than others to say they would consider joining the Canadian Forces. However, community members who say that their religious faith, ethnic and Canadian identities are very important are more likely than others to say that they would recommend a career in the Canadian Forces.

It is perhaps to be expected that a stronger identity with Canada would lead to more positive views towards the Canadian Forces. These results find that a strong religious faith and sense of ethnic identity also tend to result in more positive views of the Canadian Forces.

**Key findings among youth by importance of religious, ethnic and Canadian identity**

	Religious Faith		Ethnic Community		Canadian identity	
	Very important (rating 9, 10)	Less important (rating 0-6)	Very important (rating 9, 10)	Less important (rating 0-6)	Very important (rating 9, 10)	Less important (rating 0-6)
Likely to consider a career in the CF	21%	19%	24%	21%	25%	21%
Members of ethnic community more likely to join CF	19%	18%	22%	19%	24%	17%
CF play a positive role in society	67%	55%	66%	54%	72%	48%
Ethnic make-up of CF should reflect population	60%	54%	60%	53%	63%	47%
CF should be more engaged in my community	52%	40%	49%	41%	52%	43%

**Key findings among the community by importance of religious, ethnic and Canadian identity**

	Religious Faith		Ethnic Community		Canadian identity	
	Very important (rating 9, 10)	Less important (rating 0-6)	Very important (rating 9, 10)	Less important (rating 0-6)	Very important (rating 9, 10)	Less important (rating 0-6)
Likely to recommend a career in the CF	37%	30%	38%	29%	37%	26%
Members of ethnic community more likely to join CF	26%	23%	29%	22%	29%	23%
CF play a positive role in society	75%	69%	80%	68%	79%	57%
Ethnic make-up of CF should reflect population	70%	62%	73%	60%	74%	48%
CF should be more engaged in my community	57%	51%	62%	49%	59%	46%

## Effectiveness of Methods of Reaching the Asian- and Arab-Canadian Communities

Respondents were asked to rate the effectiveness of several possible means by which the Canadian Forces might reach out to Asian- and Arab- Canadians. As with other questions in the research, many of the ideas tested were generated during the qualitative component of this research.

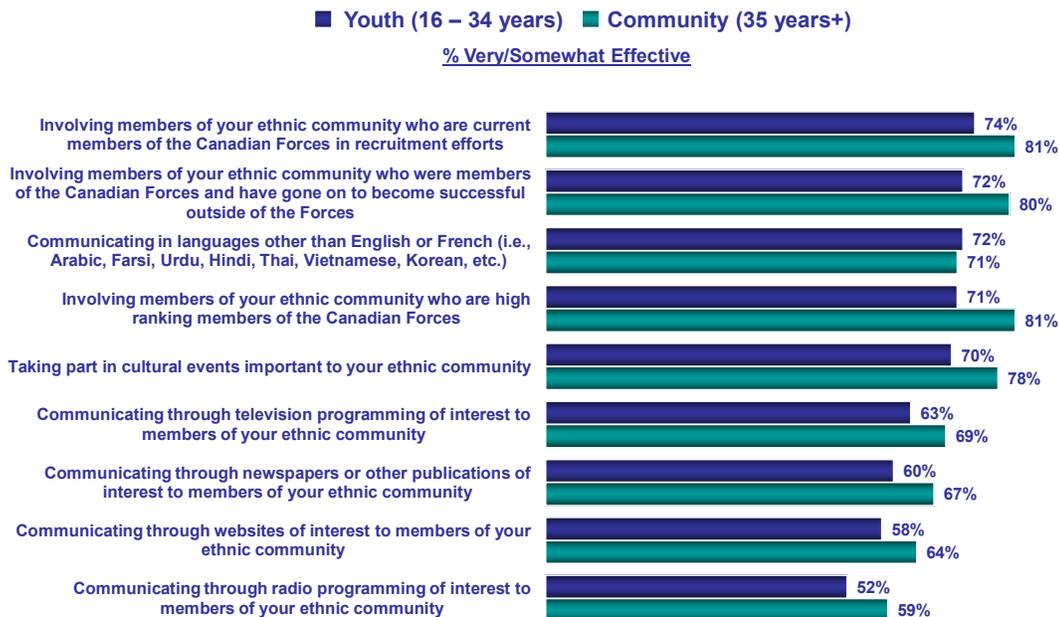
Involving members of the community that are current members of the Canadian Forces was seen as the most effective means (among those tested) of reaching the Asian- and Arab-Canadian community by three quarters (74%) of Asian- and Arab-Canadian youth and 81% of the Asian- and Arab-Canadian community respondents.

Other methods that youth and community members describe as being effective include involving members of the community who are successful ex-members of the Canadian Forces (72% youth and 80% community) and involving current high ranking members of the Canadian Forces who are members of the community (71% youth and 81% community). This is in line with more than half of the community (55%) who agree that the Canadian Forces should be more engaged in their community and youth's lower awareness (37%) of individuals who had spent time in the Canadian Forces and became successful after they left.



### Effectiveness of methods of reaching the Asian and Arab-Canadian community

How effective do you think the following would be in terms of reaching the your ethnic community with messages about the Canadian Forces?



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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## 7. Views on the Prestige of Educational Institutions

Respondents were presented with a list of educational institutions and were asked to rate how prestigious they perceived them to be. Among the “civilian” institutions tested, youth respondents found McGill (85%) and the University of Toronto (83%) as being the most prestigious. Community respondents mirrored the youth rating McGill (87%) as the most prestigious followed by the University of Toronto (83%).

Military educational institutions in Canada and the United States were also tested. Respondents rated each tested military institution as being less prestigious than their civilian counterparts. Among these institutions, though, the Royal Military College of Canada was rated as the most prestigious by both youth (45%) and community respondents (59%) followed by West Point (36% youth, 57% community) and Annapolis (35% youth, and 49% community).

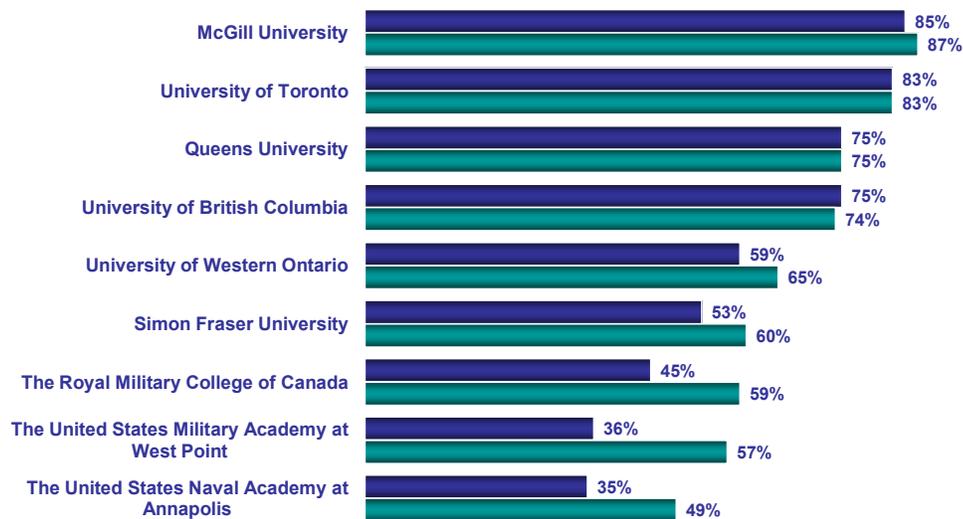


### Views on the prestige of educational institutions

How prestigious do you consider the following institutions to be?

■ Youth (16 – 34 years) ■ Community (35 years+)

% Very/Somewhat Prestigious



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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By region of origin, University of Western Ontario (66% vs. approximately 54% among the others) was rated as significantly more prestigious by youth from South Asia, as were most institutions, except McGill University, which held the highest portion of “very prestigious” among Iranians.



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Asian- and Arab-Canadians offered varying perceptions of the Royal Military College of Canada (RMCC) when looked at by the discreet backgrounds that compose the larger group. Slightly more South Asian youth (52%) and community (63%) than other Asian- and Arab-Canadian groups viewed RMCC as being more prestigious. West Asian youth and community respondents (35 years and older) diverged greatly on their perceptions of RMCC with one in three (34%) youth viewing the institution as very or somewhat prestigious compared to three in five (61%) community members.

Among the ethnic subgroups, the RMCC was rated highest among (55%) Indian youth, followed by Lebanese youth (54%) and Punjabi youth (51%). A large number of respondents did not know or were not familiar enough with RMCC to indicate its prestige, including almost half of Vietnamese youth (47%) and Iranian youth (46%).

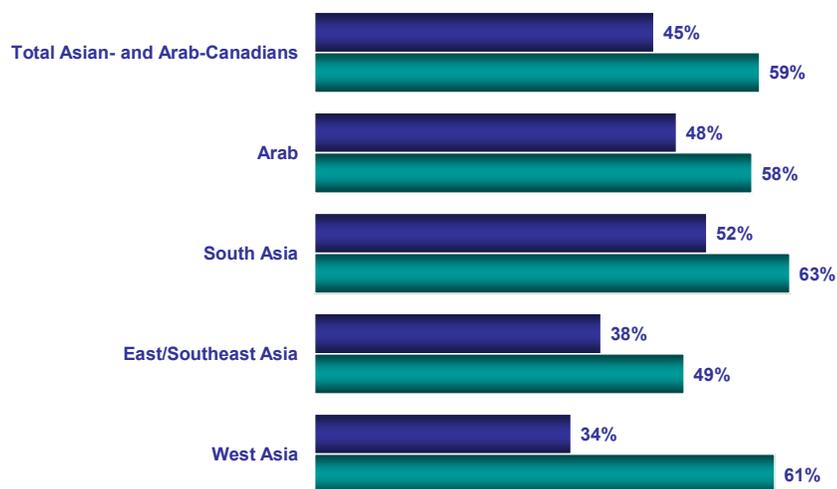


## Views on the prestige of the Royal Military College of Canada

How prestigious do you consider the following institutions to be?

■ Youth (16 – 34 years) ■ Community (35 years+)

The Royal Military College of Canada  
% Very/Somewhat Prestigious



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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## 8. Familiarity with the Canadian Forces

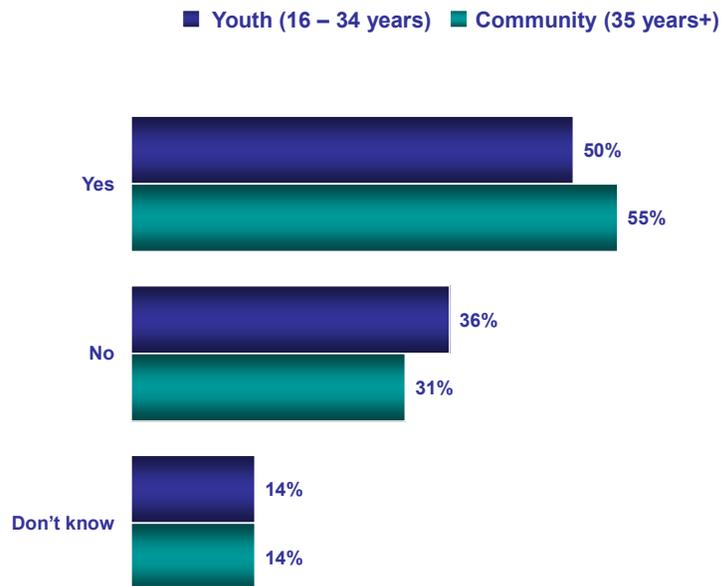
### Exposure to the Canadian Forces

Respondents were asked if they had seen, heard, or read anything about the Canadian Forces in the past year. Among Asian- and Arab-Canadian youth half (50%) said they had while one in three (36%) said they had not. Among Asian- and Arab-Canadian community respondents over half (55%) said they had while just under one in three (31%) said they had not.



### Exposure to Canadian Forces in past year

Have you seen, heard, or read anything about the Canadian Forces or the Canadian military in the past year?



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

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## Specific Recollections about the Canadian Forces

Respondents who had indicated that they had indeed seen, read, or heard something regarding the Canadian Forces were asked through an open ended question to specify what they had recalled. More than half (54%) of these Asian- and Arab-Canadian youth respondents recalled media related exposure – such as television commercials (20%), a recruitment ad (16%) or news (11%).

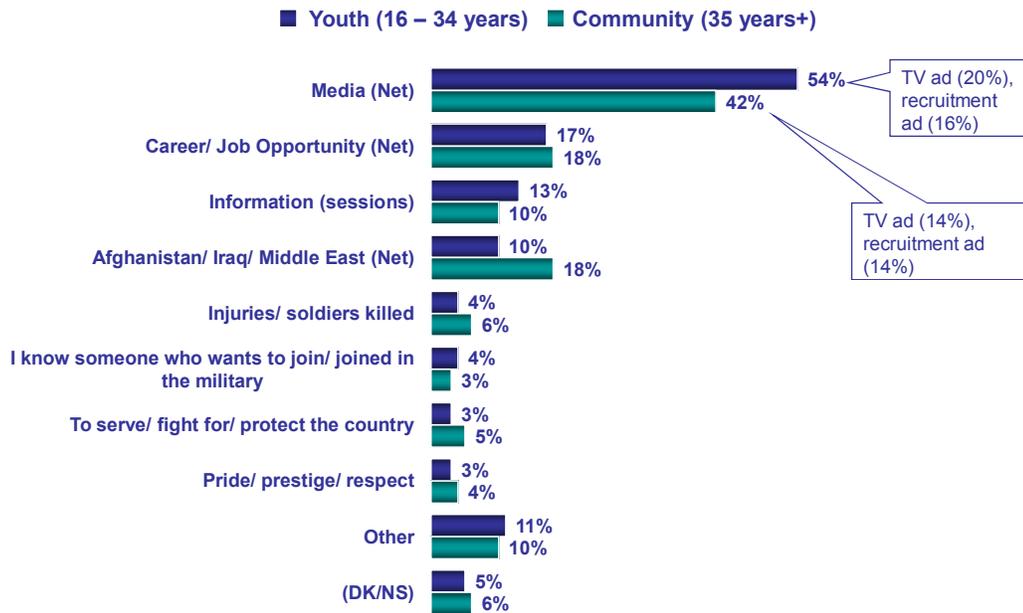
Among Asian- and Arab-Canadian community respondents members two in five (42%) recalled media related things such as television advertisements (14%), recruitment ads (14%), and news (12%).

In terms of careers with the CF, about one in five (17%) youth and (18%) community respondents recalled hearing, seeing, or reading about things relating to careers or job opportunities with the Canadian Forces.



## Specific recollections about the Canadian Forces

What have you seen, heard or read?



Base: Have seen, heard, or read something about the Canadian Forces in the past year – Asian- and Arab-Canadians Youth 16-34 years (n=667); Asian- and Arab-Canadian Community 35 years plus (n=414)

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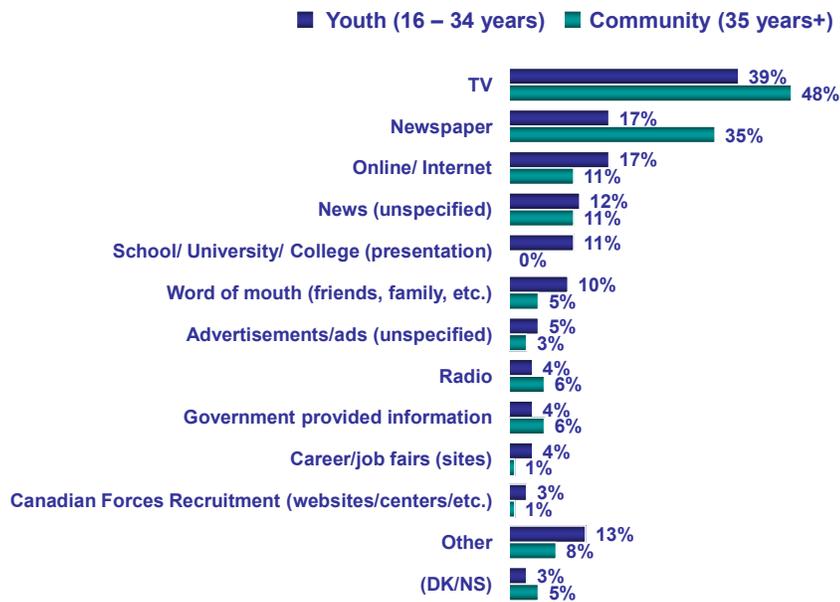
## Sources of Exposure to the Canadian Forces

Respondents were further asked to specify where they had seen, read, or heard something about the Canadian Forces. Both Asian- and Arab-Canadian youth (39%) and community members (48%) mentioned television being the source. Youth also mentioned the internet (17%) and in the newspaper (17%). Community members (35%), for their part, were much more likely to recall something from the newspaper.



### Sources of exposure to Canadian Forces

Where did you see, hear, or read something about the Canadian Forces?



Note: Responses under 2% are not shown

Base: Have seen, heard, or read something about the Canadian Forces in the past year - Asian- and Arab-Canadians Youth 16-34 years (n=667); Asian- and Arab-Canadian Community 35 years plus (n=414)

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## Familiarity with the Canadian Forces

Asian- and Arab- Canadians respondents were asked how familiar they believe they were with the Canadian Forces. Respondents from the general public were also asked this question in order to provide a basis of comparison.

Among Asian- and Arab-Canadians just under one in three (31%) youth described themselves as familiar while just under two in five (38%) community respondents described themselves as familiar with the Canadian Forces.

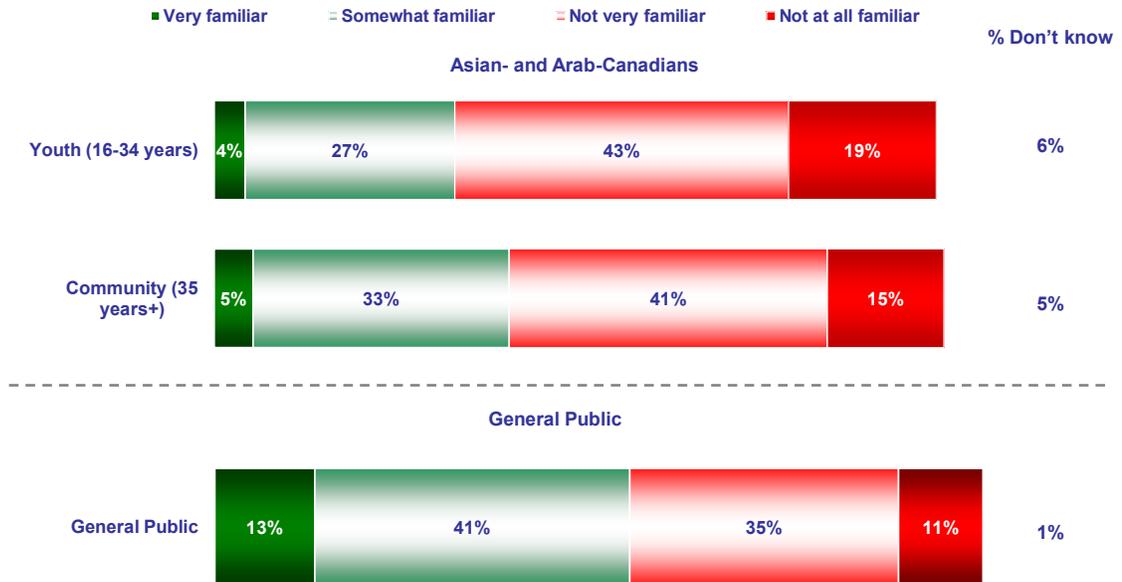
By contrast, however, over half (53%) of general public respondents described themselves as being familiar with the Canadian Forces. This is down from the 2010 departmental tracking study where slightly more (56%) general public respondents described themselves as familiar with the Canadian Forces.

Among the demographic subgroups, Asian- and Arab-Canadian youth who were familiar with the Canadian Forces were more likely to be male (39% male vs. 26% female) and between the ages of 25 and 34 (36% vs. 26% between 16 and 24 years of age).



### Familiarity with Canadian Forces

(Youth/Community/General Public) How familiar are you with the Canadian Forces, meaning the Canadian military?



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765); General Public (n=1,016) – asked online in May 2012

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By region of origin, South Asian respondents (38%) indicate the highest levels of familiarity. Within the ethnic subgroups from South Asia, Indian youth (40%) and Pakistani youth (41%) indicate the highest level of familiarity while Punjabi were more often unsure (22% vs. 6% average). Similar results were seen within community members aged 35 years and older from these groups. Those who were born in Canada among the community members were more familiar (52%) than those who had not been born in Canada.

## Familiarity with members of the Canadian Forces

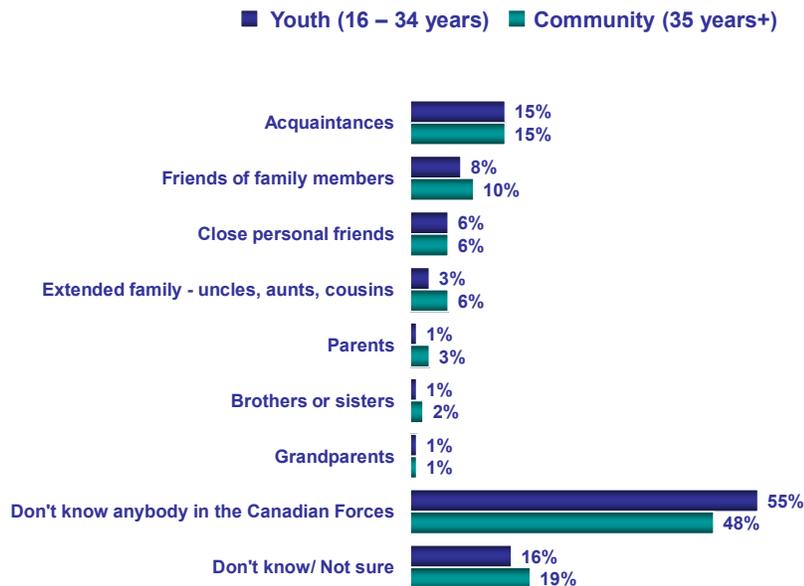
Respondents were asked if they personally know anyone that is currently in the Canadian Forces or ex-members of the Canadian Forces and, if they do, what sort of relationship they have with them. Over half (55%) of Asian- and Arab-Canadian youth said that they do not know anyone that is in, or was in, the Canadian Forces while three in ten (29%) said that they do. Among those that do know someone (15%) that is or was in the Canadian Forces the most common relationship with that person is “acquaintance”.

Asian- and Arab-Canadian community respondents offer similar responses with just under half (48%) of these respondents indicating that they do not personally know anyone that is or was in the Canadian Forces. Among the one in three (32%) that know someone that is or was in the Canadian Forces the most common relationship with that person is also “acquaintance” (15%).



### Familiarity with members of the Canadian Forces

Do you know anyone who is either currently a member of the Canadian Forces, or who has served in the Canadian Forces in the past?



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

Ipsos Reid

By region of origin, South Asian youth are the least likely to know a current or past member of the Canadian Forces (59% don't know anybody). Within the ethnic subgroups, Punjabi youth (29%) are again most likely not to be sure if they know anyone who is or has served in the Canadian Forces.



# 9. Attitudes towards the Canadian Forces

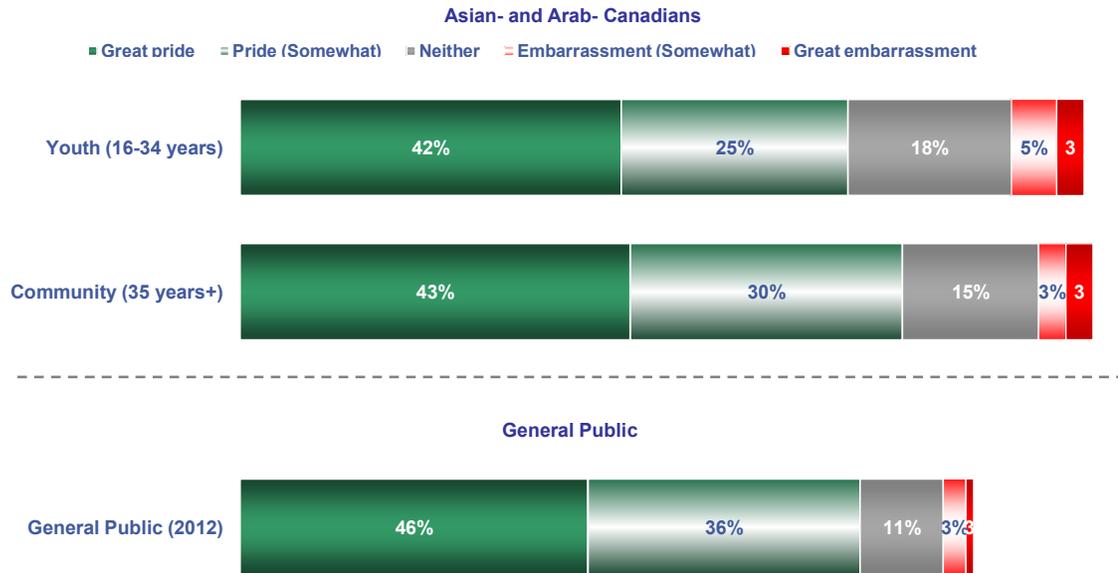
## Pride in the Canadian Forces

Respondents were asked if, when they think of the Canadian Forces, if they think of it as an organization that is a source of pride or embarrassment. Among the Asian- and Arab-Canadian youth respondents over two thirds (67%) agree that it is a source of pride. Among the Asian- and Arab-Canadian community respondents, almost three quarters (73%) agree that the Canadian Forces are a source of pride. Less than one in ten (7%) respondents in each audience consider it to be a source of embarrassment.



### Views on the Canadian Forces: a source of pride or embarrassment

When you think of Canada's military do you think of it as an organization that is a source of...



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)  
 General Public (n=1520 – from the 2012 Tracking Study)

Ipsos Reid



When the Asian- and Arab-Canadian respondents are looked at by the regions of origin, differences emerge. South Asian Canadian youth (75%) and community members 35 years and older (77%) offer the highest level of agreement while West Asian Canadian youth (51%) and community members (49%) offer the lowest levels of agreement. Of the ethnic subgroups under study, Indian youth indicate the highest source of pride in the Canadian military (80% vs. 67% average) while the Indian community respondents 35 years and older (83%) hold the highest level of pride in the Canadian military. This is followed by the Pakistani community respondents 35 years and older (73%). The Punjabi community respondents 35 years and older (27%) indicate the highest level of embarrassment in Canada's military.



### Views on the Canadian Forces as a source of pride by region of origin

When you think of Canada's military do you think of it as an organization that is a source of...

% Source of Pride



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)



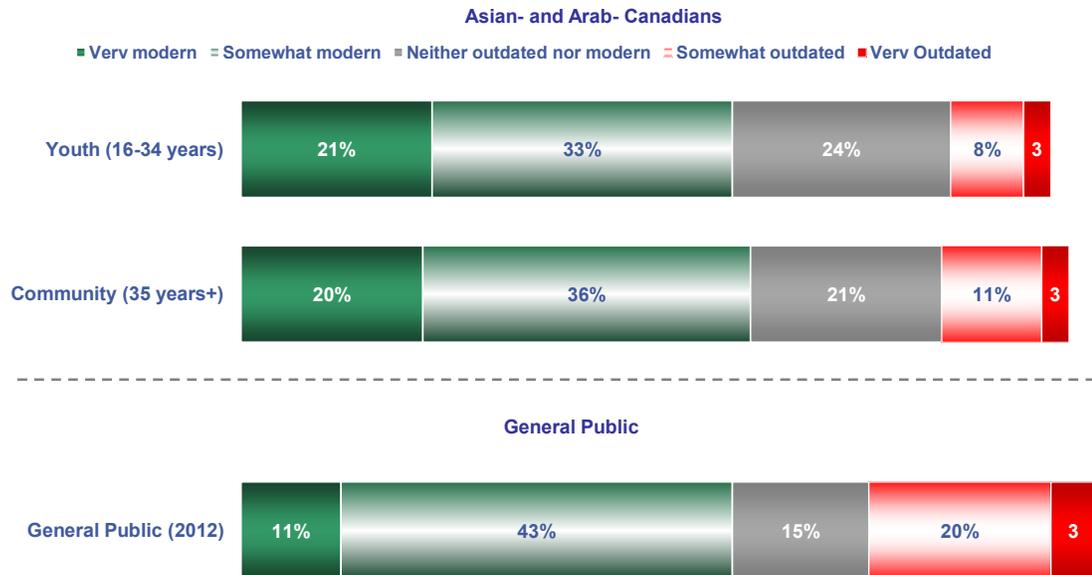
## Views on the Canadian Forces as modern or outdated

Respondents were also asked if, when they think of the Canadian Forces, they think of it as an organization that is modern or outdated. Over half (54%) of the Asian- and Arab-Canadian youth and 56% of the community members agree that they think of the Canadian Forces as an organization that is modern. A somewhat higher percentage (20%) of Asian- and Arab-Canadians in comparison to (12%) of the general public view Canada's military as very modern.



### Views on the Canadian Forces: modern or outdated

When you think of Canada's military do you think of it as an organization that is ...



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)  
General Public (n=1520 – from the 2012 Tracking Study)

Ipsos Reid



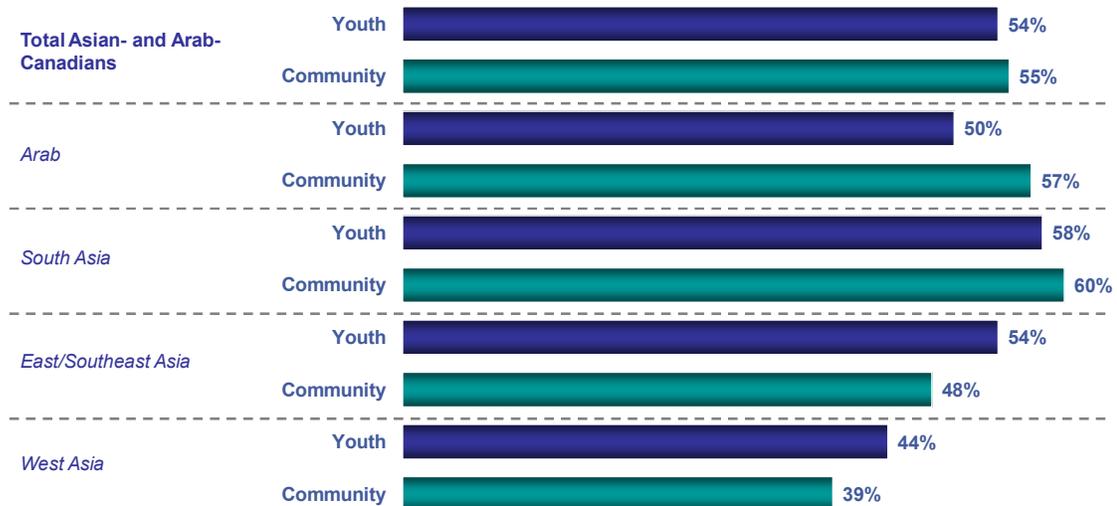
Among the various regional backgrounds within the Asian- and Arab-Canadian group, South Asian youth (58%) and community members 35 years and older (60%) provide the highest level of agreement that the Canadian Forces are modern while West Asian Canadian youth (44%) and community members (39%) provide the lowest level of agreement. Within the ethnic subgroups, two in three Indian youth (63% vs. a range of 42% to 51% for others) agree that Canada's military is modern.



## Views on the Canadian Forces as modern by region of origin

When you think of Canada's military do you think of it as an organization that is ...

### % Modern



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

Ipsos Reid



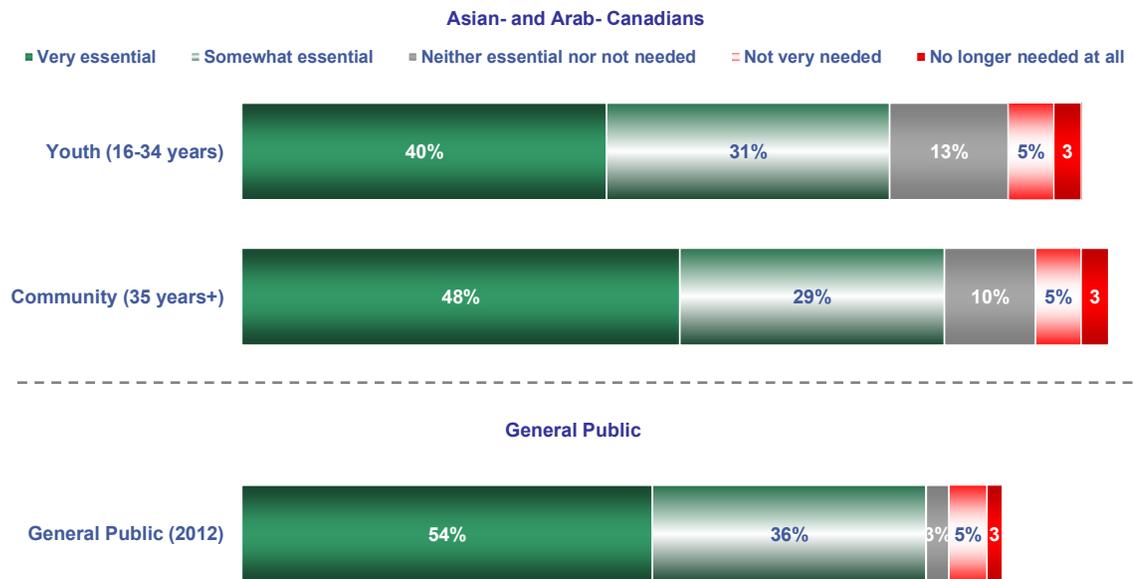
## Views on the Canadian Forces as essential or unnecessary

Respondents were asked if, when thinking of the Canadian Forces, they think of an organization that is essential or unnecessary. Among Asian- and Arab-Canadian youth almost three quarters (71%) agree that the Canadian Forces are essential while over three quarters (77%) of community respondents agree that they are.



### Views on the Canadian Forces: essential or unnecessary

When you think of Canada's military do you think of it as an organization that is ...



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)  
General Public (n=1520 – from the 2012 Tracking Study)

Ipsos Reid



Among the various backgrounds within the Asian- and Arab-Canadian respondents South Asian youth (77%, with 51% indicating it as very essential) and East/Southeast Asian community members 35 years and older (82%) provided the highest levels of agreement that the Canadian Forces are essential. This is contrasted by (60%) West Asian youth and (59%) community respondents 35 years and older that provided the lowest levels of agreement.



## Views on the Canadian Forces as essential by region of origin

When you think of Canada's military do you think of it as an organization that is ...

**% Essential**



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

Ipsos Reid



## Impressions of People in the Canadian Forces

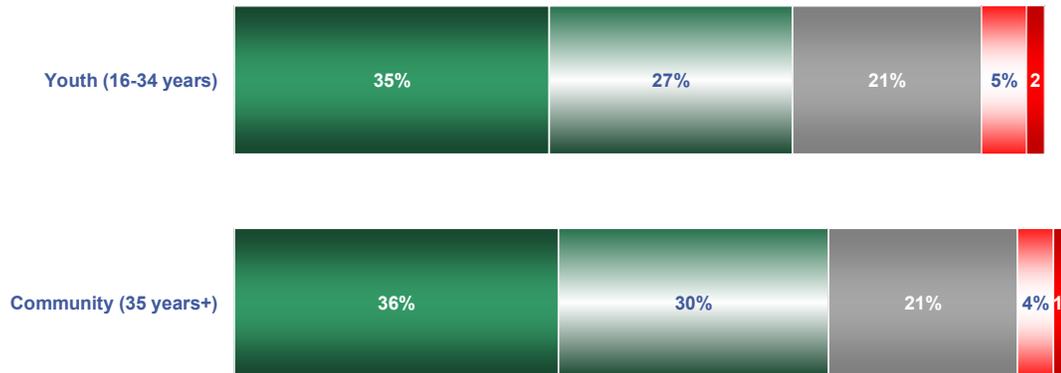
Respondents were asked to provide their overall impression of the people that serve in the Canadian Forces. Three in five (62%) Asian- and Arab-Canadian youth and two thirds (66%) of the community respondents indicated that they hold a positive impression of people who serve in the Canadian Forces.



### Impressions of people in the Canadian Forces

What is your overall impression of the people who serve in the Canadian Forces?

■ Strongly positive   ■ Somewhat positive   ■ Neither   ■ Somewhat negative   ■ Strongly negative



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

Ipsos Reid

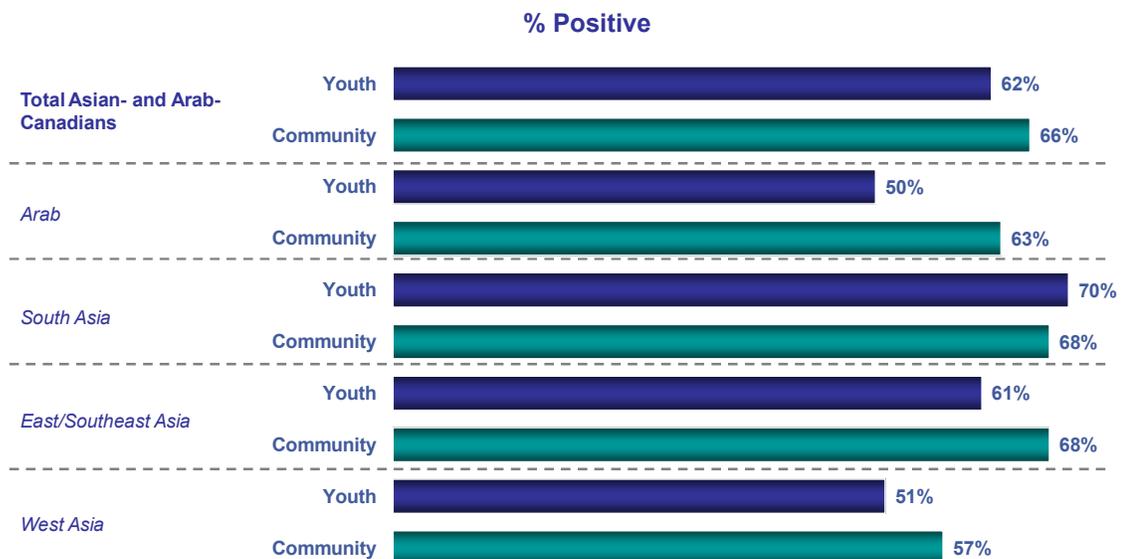


Among the various backgrounds that make up the Asian- and Arab-Canadian populations, South Asian youth (70%, including 47% strongly positive) and community members 35 years and older (68%) provided the highest positive impressions. Conversely, Arab-Canadian youth (50%) and West Asian community respondents 35 years and older (57%) provided the lowest positive impression. The Indian youth 52% have a strongly positive impression of people who serve in the Canadian Forces than youth from other ethnic subgroups (compared to a range of 23% to 35%).



## Impressions of people in the Canadian Forces by region of origin

What is your overall impression of the people who serve in the Canadian Forces?



Base: Asian- and Arab-Canadian Youth 16-34 years (n=1,338); Asian- and Arab-Canadian Community 35 years plus (n=765)

Ipsos Reid



## 10. Parents' Views on Career Choices

### Most Preferred Career Choices

When presented with a list of career fields, parents were asked which careers they were most likely to recommend to their children based on gender.

The careers more often recommended to sons were engineering (20% vs. 4% for daughters), information technology (12% vs. 4% for daughters) and skilled trades (8% vs. 2 % for daughters).

For daughters, the careers more often recommended were healthcare (33% vs. 13% for sons) and the public service (10% vs. 2% for sons). Police and the military were preferred by less than 1% of parents for either their son or their daughter.

In considering these results it is worth noting that the career most commonly recommended for sons is also one in which nearly a majority of parents of sons say the Canadian Forces could provide good experience (61%). Likewise, the healthcare profession, most commonly recommended to daughters is one in which a majority of parents of daughters say the Canadian Forces could provide good experience (55%)<sup>2</sup>. However, the proportion saying the Canadian Forces would provide a good background in healthcare is not as high as the proportion saying the Canadian Forces would provide a good background in engineering.

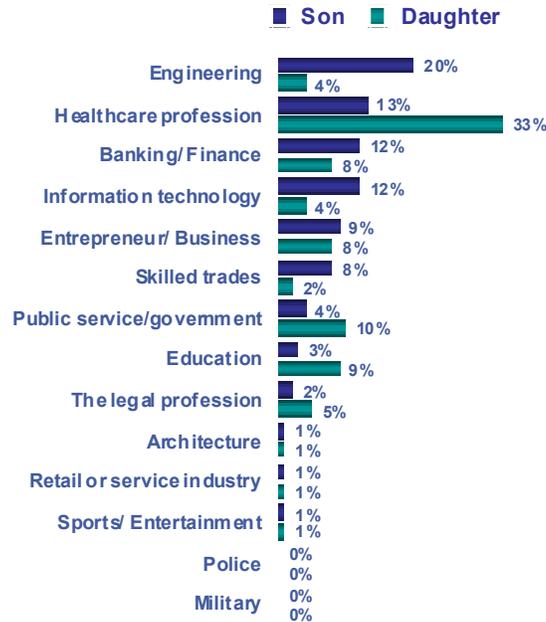
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<sup>2</sup> See Page 64 for more information regarding this question. Please note subgroups of parents regarding the Canadian Forces as a good place to gain experience in other career fields is not included in this report.



## Most preferred career fields by parents

Which one of the following types of career fields would you be most likely to recommend to a your son/daughter?



Base: Asian- and Arab-Canadian Community 35 years plus with a son (n=199); with a daughter (n=200)

Ipsos Reid

Fathers (14%) were particularly more likely to recommend a career in public service or government to a daughter than mothers (3%). Older parents, over the age of 50, were also more likely to recommend a career in the public service than younger parents (between 35 and 49 years).



Parents were then asked to choose the three best reasons why they would recommend a particular career to their children, again based on the gender of their children. Parents rated good pay (33% for both sons and daughters) and intellectual challenge (33% for sons, 29% for daughters) as important reasons to recommend a particular career to either a son or a daughter. For parents of daughters, respect (27%), job security (27%) and good benefits (22%) were more important considerations for recommending a career compared to parents of sons (20%, 19% and 15% respectively). For parents of sons, competition (15%) was more likely to be chosen as reasons to pursue a particular career (compared to 11% for daughters).



## Reasons for parents recommending a particular career

Which three of the following reasons best describe why you would recommend a career in ... ?



Base: Asian- and Arab-Canadian Community 35 years plus with a son (n=199); with a daughter (n=200)

Ipsos Reid

Job security was a more likely reason for fathers recommending a particular career to their daughters (33% vs. 18% for sons). Older parents however, were more likely to recommend a career based on good benefits for daughters (28% vs. 10% for younger parents) and intellectual challenge for sons (38% vs. 27% for younger parents).



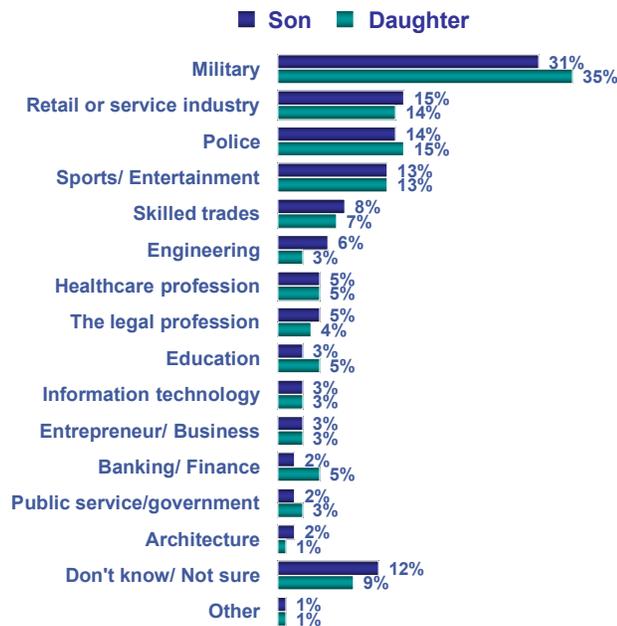
## Least Preferred Career Choices

When presented again with the same list of career fields, parents were asked which careers they were least likely to recommend to their son and which they were least likely to recommend to their daughter if applicable. The military for both genders was the least preferred, though slightly less preferred for daughters (35%) than sons (31%).



### Least preferred career fields by parents

Which one of the following types of career fields would you be **least** likely to recommend to your son/daughter?



Base: Asian- and Arab-Canadian Community 35 years plus with a son (n=199); with a daughter (n=200)

Ipsos Reid

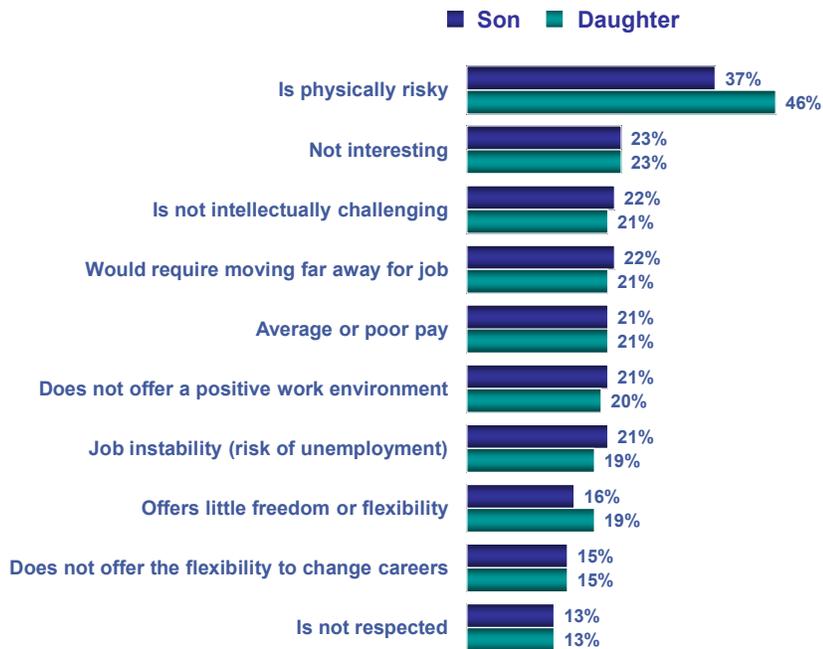


When asked why they thought their children should avoid a particular career, parents of daughters (46%) were more likely to identify the physical risk of a particular career as the reason to avoid it, while fewer parents of sons (37%) mentioned this factor.



## Reasons for avoiding a particular career by parents

Which three of the following reasons best describe why you would not recommend a career in ...?



Base: Asian- and Arab-Canadian Community 35 years plus with a son (n=199); with a daughter (n=200)

Ipsos Reid

Mothers and fathers were consistent in the reasons to avoid a particular career field. Parents of only females however were more likely to cite job instability as a reason to avoid a particular career (23% vs. 10% of parents of both females and males).



# 11. Parents' Views on a Career in the Canadian Forces

## Likelihood of Recommending a Career in the Canadian Forces

Asian- and Arab-Canadian parents were asked how likely they were to recommend a career in the Canadian Forces to either a son or a daughter. Asian- and Arab-Canadian parents (26%) are somewhat more likely to recommend a career in the Canadian Forces to a son rather than to a daughter (21%) - a difference of five percentage points. General public parents (35%) are also somewhat more likely to recommend a career in the Canadian Forces to a son rather than to a daughter (31%) - a four percentage point difference. While Asian- and Arab-Canadian parents are less likely than general public parents to recommend a career in the Canadian Forces to *either* a son or a daughter, the results suggest that they are not much different from the general public overall in how they view a career in the Canadian Forces for a son as compared to a daughter.



## Likelihood of parents recommending a career in the Canadian Forces to a son or a daughter

Overall, how likely are you to recommend a career in the Canadian Forces to a son/ daughter?

### Asian- and Arab- Canadian Parents

■ Very likely   ■ Somewhat likely   ■ Not very likely   ■ Not at all likely



### General Public Parents



Base: Asian- and Arab-Canadian Community 35 years plus with a son between the ages of 16-34 (n=199); Asian- and Arab-Canadian Community 35 years plus with a daughter between the ages of 16-34 (n=200); General public parents with a son 16-34 (n=241) – asked online, in May 2012; General Public with a daughter 16-34 (n=223) – asked online, in May 2012

Ipsos Reid



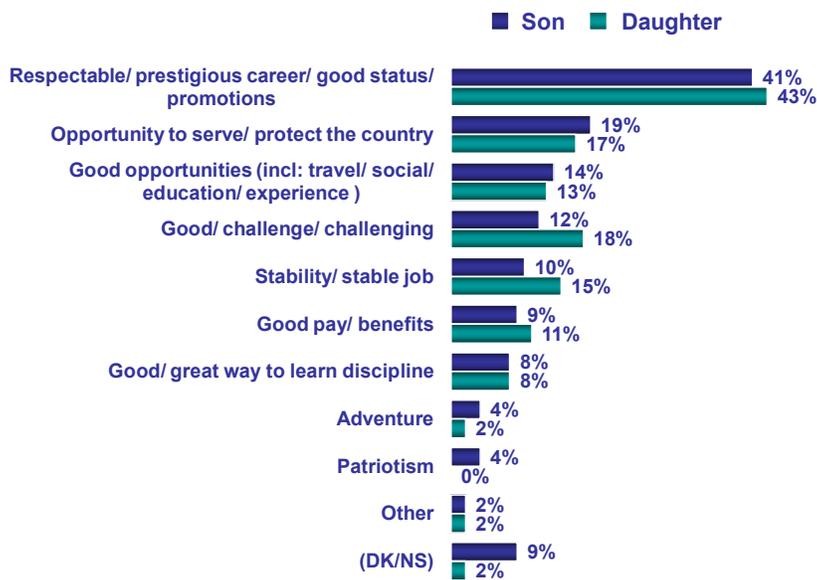
Ipsos Reid Public Affairs

Asian- and Arab- Canadian parents who indicated that they would recommend a career in the Canadian Forces were asked to explain why. Respect (43%) and an opportunity to serve the country (19%) were the top reasons for sons. The top reasons to recommend it to daughters were respect (43%) and because it is a challenge (18%) followed closely by the opportunity to serve (17%). Parents were more likely to give reasons like stability, pay and benefits as reasons to join the Canadian Forces for their daughters, similar to the results concerning careers overall.



## Reasons for parents to recommend a career in the Canadian Forces

Why would you say that you are very/somewhat likely to recommend a career in the Canadian Forces to your son/ daughter?



Note: Responses under 3% are not shown

Base: Asian- and Arab-Canadian Parents who are very/somewhat likely to recommend a career in the Canadian Forces – with a son between the ages of 16-34 (n=81); with a daughter between the ages of 16-34 (n=78)

Ipsos Reid

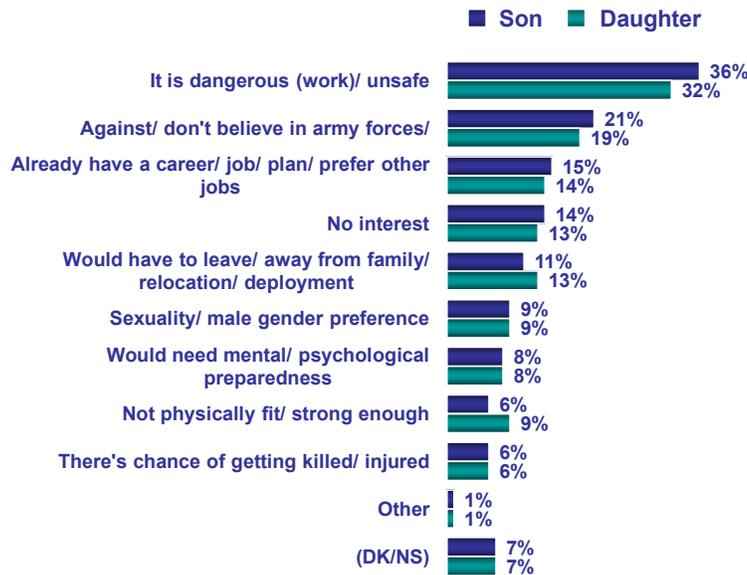


The parents who did not recommend a career in the Canadian Forces to their sons (36%) or to their daughters (32%) were most likely to name the physical risk associated with it as the major reason. There were few significant differences between the genders in this respect.



## Reasons for parents not to recommend a career in the Canadian Forces

Why would you say that you are not very/not at all likely to recommend a career in the Canadian Forces to your son/ daughter?



Note: Responses under 2% are not shown

Base: Asian- and Arab-Canadians who are not very/ not at all likely to recommend a career in the Canadian Forces – Asian- and Arab Canadian parents with a son between the ages of 16-34 (n=205); Asian- and Arab-Canadian parents with a daughter between the ages of 16-34 (n=213)

Ipsos Reid

As for differences between the mothers' and fathers' reasons for avoiding a career in the Canadian Forces, mothers (18%) were more likely than fathers (6%) to be concerned that daughters would have to be away from home .



## Importance of Reasons to Join the Canadian Forces

Parents were provided a list of possible reasons to join the Canadian Forces and were asked to rate the importance of each as reasons to consider joining the Canadian Forces. Daughters were more likely to get higher importance placed on pensions, benefits, promotions and job training.



### Importance of reasons to join the Canadian Forces: Asian- and Arab-Canadian parents (35+)

There are a number of reasons people might consider joining the Canadian Forces. How important do you consider each of the following to be a reason for you to recommend the Canadian Forces to your son/daughter?

% Very Important/Somewhat Important



Base:— Asian- and Arab Canadian parents with a son between the ages of 16-34 (n=199); Asian- and Arab-Canadian parents with a daughter between the ages of 16-34 (n=200)

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## Importance of Reasons to Avoid the Canadian Forces

Parents were also provided a list of possible reasons *not* to join the Canadian Forces and were asked to rate how important they considered each reason to be. For their daughters, parents were more likely to cite the danger (74%) and giving up freedom (66%) and for sons 67% and 62%, respectively, as reasons to avoid the Canadian Forces. Younger parents (52%) were more likely than older parents (35%) to agree that lack of prestige is a reason for sons to avoid the Canadian Forces.



### Importance of reasons to avoid the Canadian Forces: Asian- and Arab-Canadian parents (35+)

There are a number of reasons people might not want to join the Canadian Forces. How important do you consider each of the following to be as reasons for you not to recommend the Canadian Forces to your son/daughter?



Base:- Asian- and Arab Canadian parents with a son between the ages of 16-34 (n=199); Asian- and Arab-Canadian parents with a daughter between the ages of 16-34 (n=200)

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## Summary of Differences in Views between Asian- and Arab-Canadian Parents and General Public Parents on the Canadian Forces as a Career for Sons or Daughters

The following table compares the differences between Asian- and Arab-Canadian parents and general public parents on several key questions related to the Canadian Forces as a possible career for either a son or a daughter. The results show that in most cases while Asian- and Arab-Canadian parents are less enthusiastic than general public parents about their children pursuing a career in the Canadian Forces, they are not much different from the general public in how they view the Canadian Forces as an option for their sons as compared to their daughters.

For example, over one third of general public parents (35%) are likely to recommend a career in the Canadian Forces to their sons compared to 26% among Asian- and Arab-Canadian parents. Similarly, general public parents (31%) were more likely than Asian- and Arab-Canadian parents (21%) to recommend a career in the Canadian Forces to their daughters. While general public respondents are much more likely than Asian- and Arab-Canadian parents to recommend the Canadian Forces to either sons (9 percentage point differential) or daughters (10 percentage point differential), the results show that the gender gap within each audience are similarly narrow with similar differentials between sons and daughters for Asian- and Arab-Canadian parents (5%) and for general public parents (4%). This suggests that, while Asian- and Arab-Canadian parents are less certain about a military career, it is not necessarily the result of different expectations on employment opportunities when comparing their sons and daughters.

	Asian- and Arab-Canadian Parents			General Public Parents (May 2012)		
	Sons	Daughters	Gap	Sons	Daughters	Gap
	(n=199)	(n=200)		(n=241)	(n=223)	
Likelihood to recommend a career in the Canadian Forces	26%	21%	5%	35%	31%	4%
Dangerous occupation as a reason to avoid the CF	67%	74%	7%	75%	73%	2%
Loss of freedom as a reason to avoid	62%	66%	4%	52%	52%	0%
Far from home as a reason to avoid the CF	69%	68%	1%	65%	62%	3%
Good Benefits as a reason to join	78%	83%	5%	80%	74%	6%
Offer free job training as a reason to join the CF	81%	86%	5%	79%	76%	3%
Job Stability as a reason to join	80%	82%	2%	76%	75%	1%
Free University Education as a reason to join the CF	78%	79%	1%	77%	73%	4%

## Appendix A: Screener

Good morning/afternoon/evening, my name is \_\_\_\_\_ and I am calling from the Ipsos-Reid Corporation, a national marketing research organization. We are a professional public opinion research firm that gathers opinions from people. From time to time, we solicit opinions by sitting down and talking with people.

*We are preparing to conduct a series of these discussions on behalf of the Government of Canada and are calling to see if you would be willing to participate. The groups' concern issues related to how young people choose career and educational paths.*

Please rest assured, your participation is voluntary and should you agree to participate your identity will remain confidential.

Would you be interested in participating in this discussion which will be held at a location in \_\_\_\_\_ on \_\_\_\_\_?

Date	City	Cultural Community	Audience	Time
3/20	Toronto	Pakistani Muslims	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm
3/21	Toronto	East/Southeast Asians	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm
3/22	Vancouver	Punjabi Sikhs	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm
3/22	Montreal	Arab Muslims (predominantly French speaking)	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm
3/26	Edmonton	Indian Hindus	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm
3/27	Ottawa	Broad Asian/Arab	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm

Yes CONTINUE

No THANK AND TERMINATE

Now, I would like to ask you a few questions to see if you qualify to attend.

(INTERVIEWER RECORD GENDER, DO NOT ASK) (AIM FOR 50/50 MIX)

Male (Continue for possible recruit)

Female (Continue for possible recruit)

Do you or does anyone in your household work in any of the following areas?  
(READ LIST) IF "YES" TO ANY - THANK AND TERMINATE

- An advertising agency
- A market research company
- The media, that is for TV, Radio or a newspaper
- The Government of Canada



- The Canadian Forces or the Department of National Defence

Have you ever attended a discussion group or a market research focus group?  
**NO MORE THAN THREE RECRUITS WITHIN EACH GROUP MAY SAY YES**

IF Q2= YES, ASK Q3-5, ELSE SKIP TO Q6

How many focus groups have you attended in the past five years? **TERMINATE IF MORE THAN 5**

Have you attended a discussion group or a market research focus group in the past six months? **IF "YES" - THANK AND TERMINATE**

Have you attended a discussion group or a market research focus group about military issues, foreign affairs or the Canadian Forces within the past two years? **IF "YES" - THANK AND TERMINATE**

### **AGE SCREENER**

How old are you?

- IF 18-24 YEARS, HOLD FOR POSSIBLE RECRUIT TO YOUTH GROUP

### **ETHNICITY SCREENER**

Canadians come from all over the world, and have all types of backgrounds. What part of the world do your ancestors come from? [OPEN SELECT ALL THAT APPLY]

#### **ARAB ORIGINS**

POSSIBLE RECRUIT TO MONTREAL ARAB GROUPS:

- Lebanon
- Syria
- Morocco
- Algeria
- Tunisia
- Libya
- Mauritania
- Egypt
- Iraq
- Yemen
- Oman
- UAE
- Kuwait
- Saudi Arabia
- Northern Sudan

## SOUTH ASIAN ORIGINS

### POSSIBLE RECRUIT TO TORONTO, EDMONTON, VANCOUVER GROUPS:

- India – POSSIBLE FOR EDMONTON, VANCOUVER (PUNJABI SIKH)
- Pakistan – POSSIBLE FOR TORONTO (PAKISTANI MUSLIM) OR VANCOUVER (PUNJABI SIKH)
- Punjab – POSSIBLE FOR VANCOUVER (PUNJABI SIKH)
- Sri Lanka – POSSIBLE FOR OTTAWA
- Bangladesh – POSSIBLE FOR OTTAWA

## EAST/SOUTHEAST ASIANS

### POSSIBLE RECRUIT TO TORONTO (EAST/SOUTHEAST ASIANS):

- Korea
- Japan
- Vietnam
- Thailand
- Laos
- Cambodia
- Burma/Myanmar
- Indonesia
- Malaysia

## WEST ASIANS

### POSSIBLE RECRUIT TO OTTAWA [SEE NOTE BELOW]:

- Iran
- Afghanistan
- Turkey
- Uzbekistan
- Turkmenistan
- Kazakhstan
- Tajikistan
- Kyrgyzstan
- Georgia
- Armenia
- Azerbaijan

**NOTE ON OTTAWA GROUPS:** OTTAWA GROUPS SHOULD CONSIST OF A MIX OF ARAB (1-2 RECRUITS), SOUTH ASIAN (1-2 RECRUITS) EAST/SOUTHEAST ASIAN (1-2 RECRUITS) AND WEST ASIAN (3-4 RECRUITS).

[TORONTO (EAST/SOUTHEAST ASIAN) AND OTTAWA SKIP Q8)

In which religious tradition were you raised?

- Hindu – POSSIBLE RECRUIT TO INDIAN HINDU GROUP
- Muslim – POSSIBLE RECRUIT TO PAKISTANI OR ARAB MUSLIM GROUP
- Sikh – POSSIBLE RECRUIT TO PUNJABI SIKH GROUP
- Other – THANK AND TERMINATE

#### IMMIGRATION STATUS

Did you immigrate to Canada from another country?

- Yes
- No/ don't know

Which part of the world did you immigrate from, that is, which was the country of residence before you immigrated to Canada? [RECORD]

How long ago did you immigrate to Canada?

Record number of years: \_\_\_\_\_

[FOR THE YOUTH GROUPS NO MORE THAN 3 PER GROUP WHO HAVE IMMIGRATED WITHIN PAST 10 YEARS]

Do you plan to move back to your home country or move to a different country in the next year or so?

- Yes **[THANK AND TERMINATE]**
- No **[CONTINUE]**

Are you in Canada temporarily; for example, are you here on a student visa or on another temporary basis?

- Yes **[THANK AND TERMINATE]**
- No **[CONTINUE]**

#### PARENTAL SCREENER

Are you the parent of a child who is 18-24 years of age?

- Yes **[CONTINUE FOR POSSIBLE RECRUIT TO PARENT GROUP]**
- No/ don't know **[CONTINUE FOR POSSIBLE RECRUIT TO INFLUENCER GROUP]**

#### COMMUNITY INFLUENCER SCREENER [MAX OF THREE PER GROUP]

[NOTE: INFLUENCERS MAY ALSO BE PARENTS OF 18-24 YEAR OLDS, BUT SHOULD NOT BE UNDER 35 YEARS OF AGE]

Have you done any of the following within the past year?

- Participated in a public meeting
- Spoken at a public meeting
- Written a letter to an editor
- Written a letter to an elected official



- Volunteered with a community organization or non-profit

Do you regularly do any of the following?

- Read a newspaper, magazine or other publication about issues of importance to your ethnic community
- Participate in cultural events specific to your ethnic community

Do you work with young members of your ethnic community either in your paid profession or as a volunteer?

- Yes
- No/ don't know

Please tell me which of the following best describes the capacity in which you deal with young people? READ LIST

- Teaching/Instructing (school, counsellor, sports, music, etc.)
- Policing/ social work
- Coaching/refereeing/sports
- Community/religious organizations/groups
- Caregiver/camp counsellor
- None of the above

IF RESPONDENT DOES FOUR OF THE SEVEN ACTIVITIES TESTED AT Q15 AND Q16, OR IF RESPONDENT SAYS YES AT Q17 CONTINUE FOR POSSIBLE RECRUIT AS INFLUENCER

#### EDUCATIONAL STATUS

Could you please tell me what is the highest level of education you have achieved, is it?

- Less than high school
- Some high school
- Graduated high school
- Some post secondary (university/community college)
- Graduated post secondary (university or community college)

#### EXPRESSIVENESS/ ABILITY TO COMMUNICATE

If you suddenly had a million dollars, what would you do with it? [THE PURPOSE OF THE QUESTION IS TO TEST HOW ARTICULATE THE RESPONDENT IS IN EXPRESSING HIMSELF OR HERSELF.]

[INTERVIEWER: USE THIS QUESTION TO TEST HOW ARTICULATELY RESPONDENT EXPRESSES HIM/ HERSELF. IF RESPONDENT IS INARTICULATE OR UNCOMMUNICATIVE, OR HAS MAJOR DIFFICULTY COMMUNICATING IN ENGLISH OR FRENCH (FOR MONTREAL), THANK AND TERMINATE]



Wonderful, you qualify to participate in one of our discussion sessions. The session will be held on ....

<b>Date</b>	<b>City</b>	<b>Cultural Community</b>	<b>Audience</b>	<b>Time</b>
3/20	Toronto	Pakistani Muslims	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm
3/21	Toronto	East/Southeast Asians	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm
3/22	Vancouver	Punjabi Sikhs	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm
3/22	Montreal	Arab Muslims (predominantly French speaking)	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm
3/26	Edmonton	Indian Hindus	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm
3/27	Ottawa	Broad Asian/Arab	Youth (18-24 yrs)	5:30pm
			Parents/ Influencers	7:30pm

The discussion will take about **two hours** and those who qualify and attend will receive \$100.00 as a token of our appreciation.

Please ensure that you bring a government ID with you to confirm your participation in the group.

We are reserving this discussion time for you. So if for any reason you cannot attend, please call: XXX-XXXX.

At the discussion you may be audio- and videotaped. This taping is being done to assist us with our report writing. Also, in this room there is a one-way mirror. Sitting behind the mirror may be members of the staff from the firm that sponsored this research, as well as staff members from the Ipsos-Reid Corporation. They are simply there to get a first hand look at the research. This is standard focus group procedure.



## Addresses

Toronto, March 20th and March 21st  
Head Research, 5075 Yonge Street, Suite 601. Yonge and Sheppard. Nearest  
Subway: North York Civic Centre.

Vancouver, March 22nd  
Ipsos Reid, 1285 West Pender Street, Suite 200.

Montreal, March 22nd  
Ipsos Descarie, 1440 St. Catherine St. West. Suite 555.

Edmonton, March 26th  
Trend Research, 10147 104th St NW

Ottawa, March 27th  
Opinion Search, 160 Elgin St., Suite 1800



# Appendix B: Moderators Guide

## **Introduction (10 Minutes)**

- The length of session (1.5 hours)
- Taping of the discussion
- Colleagues viewing in a separate room
- Results are confidential and reported in aggregate/individuals are not identified/participation is voluntary/
- The role of moderator is to ask questions, timekeeper, objective/no vested interest
- Role of participants: not expected to be experts, no need to reach consensus, speak openly and frankly about opinions, no right/wrong answers

## **Warm Up (10 Minutes)**

- What are some of the most important issues facing your ethnic community today?
- And how about young members of your ethnic community – what are the most important issues they face?

## **Career Expectations (20 Minutes)**

MODERATOR: USE WHITE BOARD DURING THIS EXERCISE

- What are the most important things that young people need to think about when trying to decide which career they should pursue? (High income? Job security? Opportunities for advancement?)
  - Among the things you mentioned, which is the most important in terms of a career?
- And what are some of the things that young people should avoid when considering their career choices?
  - Among the things you mentioned, which is the most important thing young people should avoid?
- [YOUTH] Who are the most influential people in terms of helping you think about and choose a career path? PROBE: Parents? Siblings? Friends? Teachers? Guidance Councilors? Other adults?
- Is there anything young members of your community should consider when choosing a career path that is different from other young Canadians? Are there

opportunities or challenges that are unique to young members of your ethnic community?

- What are examples of careers which you think young people should pursue? Why?
  - [MODERATOR: LISTEN FOR MILITARY/CANADIAN FORCES, BUT IF MENTIONED DO NOT TAKE SPECIAL NOTE OR PROBE MORE THAN FOR OTHER OCCUPATIONS MENTIONED]
- Are there any careers which you think young people should avoid? Why?
  - [MODERATOR: MILITARY/CANADIAN FORCES, POLICING, SECURITY JOBS MAY BE MENTIONED HERE. DO NOT PROBE ON IT MORE THAN FOR OTHER OCCUPATIONS MENTIONED]

### **Views on the Canadian Forces (10 Minutes)**

- What are the first words that come to mind when you think about the following words... MODERATOR: CONTROL THE CONVERSTATION INITIALLY; RECORD INDIVIDUAL RESPONSES FROM ALL PARTICIPANTS ON THE WHITE BOARD BEFORE DISCUSSING EACH TERM
  - The Canadian Forces
  - Soldier
  - Peacekeeping
- In general do you have positive or negative views of the Canadian Forces? Explain.
- Do you think others in your ethnic community have positive or negative views of the Canadian Forces? Explain.

### **Views on a Career in the Canadian Forces (30 Minutes)**

- *Please note: We'll be spending the next while talking about the possibility of a career in the Canadian Forces. This is not an effort to recruit you personally and there are no recruitment personnel from the Canadian Forces here. We simply want to understand more about how young members of your ethnic community feel about careers in the Forces.*
- [YOUTH:] Would you, personally, consider pursuing a career in the Canadian Forces? Why/ why not?
- [PARENTS:] Would you advise your son/daughter to pursue a career in the Canadian Forces? Why/ why not?

- [INFLUENCERS:] Would you advise a young person to pursue a career in the Canadian Forces?
- What are the benefits and drawbacks of a Canadian Forces career?  
MODERATOR: USE WHITE BOARD FOR BENEFITS AND DRAWBACKS
  - PROBE: Pension Plan/compensation; educational opportunities; leadership training; discipline. opportunity to travel,
- What makes a career in the Canadian Forces different from other careers?
  - PROBE: Danger/ risk to life; the culture of the Canadian Forces (following orders, the importance of rank, etc); the potential to be sent abroad; the opportunities for training in a range of different careers while serving as a soldier.
- MODERATOR PROBE ON SPECIFIC ISSUES AS FOLLOWS:
  - **Employment Opportunities:** What sorts of employment opportunities does the Canadian Forces offer? What kinds of jobs? Is it just combat, or is it more than that?
  - **Stability:** Do you think a career in the Canadian Forces would be stable? Why or why not?
  - **Pay:** Do you think a career in the forces would be well paid?
  - **Advancement:** Do you think that a career in the Canadian Forces offers many opportunities for advancement?

## MODULE ON ENVIRONMENTS

- [YOUTH] If you were to join the Canadian Forces, which environment (Army, Navy, Air Force) would you be most likely to join?
- [PARENTS] If your son/daughter... [INFLUENCERS] If a young person... were to join the Canadian Forces, which environment (Army, Navy, Air Force) would you recommend that they join?
  - Discuss pros/cons of each environment vs. the others
  - Discuss the image of each environment individually
  - Thinking particularly about the Navy what would encourage you to join/ recommend this particular environment?

## MODULE ON OUTREACH

- Visible minorities are significantly less likely than other Canadians to join the Canadian Forces. What do you think may be preventing visible minorities from joining the Canadian Forces?
- The Canadian Forces want to encourage more visible minorities, including members of your community, to join the Forces in order to ensure that the Canadian Forces reflects the diversity of Canada's population.
  - Is it important to you that the CF recruit more members of your community?
  - What do you think would encourage young members of your community to join the CF? [PROBE: Lots of job opportunities, jobs in medicine/finance/ etc, opportunities for advancement, etc]
  - What would be the best ways for the Canadian Forces to reach you?
    - [PROBE ON SPECIFIC MEDIA: TV STATIONS, RADIO STATIONS, WEBSITES, PRINT PUBLICATIONS. ALSO PROBE ON COMMUNITY CENTRES OR OTHER PHYSICAL GATHERING PLACES THAT MAY APPLY (EX, PUBLIC LIBRARIES).]
    - Is it important for the Canadian Forces to provide communications about the Forces in languages other than English or French?
  - If you worked as a recruiter for the Canadian Forces and it was your job to interest more members of your community to join the Canadian Forces, what would you do?

### **Conclusion (5 Minutes)**

- Any final comments/ suggestions?
- Thank you very much. Before leaving please see my colleague in the hall for your incentive.

## Appendix C: Questionnaire

**PRESCREEN:** In what year were you born?

[If 15 years old or less terminate]

**LANGUAGE:** This survey is offered in the following languages. Please select the language in which you prefer to respond.

English

French

**INTRO:** Your responses to this survey will be kept entirely confidential and any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. This survey is registered with the National Survey Registration System.

Do you wish to continue?

Yes

No

[If NO terminate]

[CONTINUE IF YES]

**Prov:** Which of the following provinces do you live in?

1. Newfoundland and Labrador
2. Prince Edward Island
3. Nova Scotia
4. New Brunswick
5. Quebec
6. Ontario
7. Manitoba
8. Saskatchewan
9. Alberta
10. British Columbia
11. Yukon Territory
12. Northwest Territories
13. Nunavut

[PN: Terminate if Prov = 11, 12, 13]

[If Prov=10 ask BC\_sub, otherwise skip]

BC\_Sub: which of the following cities do you reside?



1. Victoria
2. Langley
3. Vancouver
4. Surrey
5. Coquitlam
6. Richmond
7. Other

**[if Prov=9, as AB\_sub, otherwise skip]**

**AB\_Sub:** which of the following cities do you reside?

1. Calgary
2. Edmonton
3. Lloydminster
4. Fort McMurray
5. Okotoks
6. Other

**[If Prov=6 ask ON\_sub, otherwise skip]**

**ON\_Sub:** which of the following cities do you reside?

1. Toronto/GTA
2. Ottawa
3. Kingston
4. Thunder Bay
5. London
6. Other

**[If Prov=5 ask QC\_sub, otherwise skip]**

**QC\_Sub:** which of the following cities do you reside?

1. Montreal
2. Quebec City
3. Laval
4. Gatineau
5. Val-d'Or
6. Baie-Comeau
7. Other

[TEEN SCREENER FOR RECONTACTS ONLY – DO NOT SHOW TS1-TS3 TO MAIN SAMPLE]



TS1. This survey is to be completed by an individual between the ages of 16 and 17 years old that has the consent of their parent or guardian to do so. Are you between the ages of 16 and 17 and have parental consent to complete this survey?

Yes

No

[IF NO TERMINATE, ELSE CONTINUE]

TS2. In what year were you born?

[Numeric entry]

[IF 16 OR 17 YEARS OLD CONTINUE, ELSE TERMINATE]

TS3. Please select your gender from the list below:

Male

Female

1. We are all Canadians, but our ancestors come from all over the world. From what region of the world do your ancestors come? Please choose all that apply.

1	Europe
2	North America
3	Central America and the Caribbean
4	South America
5	China
6	Southeast and East Asia, excluding China
7	South Asia (India, Pakistan, Bangladesh, Sri Lanka)
8	Western Asia (including Afghanistan, Iran, Turkey, and others)
9	Central Asia (including Uzbekistan, Kazakhstan, Turkmenistan and others)
10	Middle East
11	North Africa
12	Sub-Saharan Africa
13	Australia/New Zealand/Oceania

[IF CODES 6-11, CONTINUE, ELSE TERMINATE]

2. Which country or region is or best represents the region where your ancestors are from? Please choose all that apply

**Middle East/ North Africa**

Lebanon

Syria

Morocco

Algeria

Tunisia

Libya

Mauritania

Egypt

Iraq

Yemen



Oman  
UAE  
Kuwait  
Saudi Arabia  
Northern Sudan

**SOUTH ASIA**

India  
Pakistan  
Punjab  
Sri Lanka  
Bangladesh

**EAST/SOUTHEAST ASIA**

Korea  
Japan  
Vietnam  
Thailand  
Laos  
Cambodia  
Burma/Myanmar  
Indonesia  
Malaysia

**WEST/CENTRAL ASIA**

Iran  
Afghanistan  
Turkey  
Uzbekistan  
Turkmenistan  
Kazakhstan  
Tajikistan  
Kyrgyzstan  
Georgia  
Armenia  
Azerbaijan

3. Which of the following languages do you speak and understand? (Please choose all that apply)

English  
French  
Mandarin  
Cantonese  
Tagalog / Filipino  
Arabic  
Spanish  
Punjabi  
Russian  
Urdu  
Korean  
Farsi  
Turkish  
Other (specify)



[IF age is less than 30 skip to Q4]

3A. Are you the parent of a child between 16 and 34 years of age?

- Yes
- No
- Refuse

[ASK 3B IF 3A=YES, ELSE SKIP TO Q4]

3B. How many children do you have between the ages of 16 and 34?

[Numerical entry]

[IF 0 SKIP TO Q4]

3C. Using the boxes below, please indicate the age and gender for each of your children who are between the ages of 16 and 34.

[CREATE A TABLE NUMBERING THE CHILDREN IN THE HOUSEHOLD AS PER Q3B AND PROVIDES TWO DROP BOXES FOR AGE (16-34) AND GENDER PER EACH CHILD]

#### **HIDDEN PUNCH**

YOUTH: AGE=16-34

PARENT: AGE 35+ AND 3A=YES

COMMUNITY: AGE 35+ AND 3A=NO OR DON'T KNOW

4. Which one of the following types of career fields would you [YOUTH: be most interested in pursuing?] [COMMUNITY: be most likely to recommend to a young person?] [PARENTS OF ONLY MALES (Q3b): be most likely to recommend to your son?] [PARENTS OF ONLY FEMALES (Q3b): be most likely to recommend to your daughter?] [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

- [RANDOMIZE ITEMS]
- Information technology
  - Entrepreneur/ Business
  - Public service/government
  - Banking/ Finance
  - Engineering
  - Architecture
  - Sports/ Entertainment
  - Education
  - Healthcare profession
  - The legal profession
  - Skilled trades
  - Police
  - Military
  - Retail or service industry
  - Other
  - Don't know/ Not sure



5. Which three of the following reasons best describe why you would [YOUTH: choose] [PARENTS/COMMUNITY: recommend] a career in [INSERT Q4 RESPONSE/ IF OTHER/DK: any particular field] [PARENTS OF ONLY MALES (Q3b): to your son] [PARENTS OF ONLY FEMALES (Q3b): to your daughter]? [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

[RANDOMIZE – ALLOW UP TO 3 ANSWERS]

Job security

Good pay

Interesting

Adventure, for example, offers the opportunity to travel

Would not require moving far away for job

Offers a positive work environment

Offers good benefits, such as health care and a pension

Offers the flexibility to change careers

Offers free university education, while on full-time salary

Offers free job training, while on full-time salary

Is respected

Is prestigious

Is intellectually challenging

Is physically challenging

Is competitive (not something that anyone can do)

Offers freedom and flexibility

Offers the opportunity for promotion and advancement

None of the above

Don't know/ Not sure

6. Which one of the following types of career fields would you [YOUTH: be least interested in pursuing?] [COMMUNITY: be least likely to recommend to a young person?] [PARENTS OF ONLY MALES (Q3b): be least likely to recommend to your son?] [PARENTS OF ONLY FEMALES (Q3b): be least likely to recommend to your daughter?] [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

[RANDOMIZE ITEMS]

Information technology

Entrepreneur/ Business

Public service/government

Banking/ Finance

Engineering

Architecture

Sports/ Entertainment

Education

Healthcare profession

The legal profession

Skilled trades

Police

Military

Retail or service industry

Other

Don't know/ Not sure

7. Which three of the following reasons best describe why you would [YOUTH: avoid] [PARENTS/COMMUNITY: not recommend] a career in [INSERT Q6 RESPONSE/ IF OTHER/DK: any particular field] [PARENTS OF ONLY MALES (Q3b): to your son] [PARENTS OF ONLY FEMALES (Q3b): to your daughter]? [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

[RANDOMIZE - ALLOW UP TO 3 ANSWERS]

Job instability (risk of unemployment)

Average or poor pay

Not interesting

Is not adventurous, offers little opportunity to travel

Would require moving far away for job

Does not offer a positive work environment

Does not offer good benefits, such as health care or a pension

Does not offer the flexibility to change careers

Does not offer free university education, while on full-time salary

Does not offer free job training while on full-time salary

Is not respected

Is not prestigious

Is not intellectually challenging

Is physically risky

Is not competitive (is something that anyone could do)

Offers little freedom or flexibility

Offers little opportunity for promotion or advancement

None of the above

Don't know/ Not sure

8. [YOUTH ONLY] How important do you consider each of the following people to be in terms of providing you career advice?

GRID DOWN

Parents

Brothers and/or sisters

Extended family (aunts, uncles, cousins)

Grandparents

Friends of your age

Older friends or members of your community

Teachers

Guidance counselors

GRID ACROSS

Very important

Somewhat important

Not very important

Not at all important

Don't know/ Not applicable

- PRETEST 1:** At this point do any aspects of this survey seem confusing or problematic to you?

Yes

No

Not Sure



**PRETEST 2:** [IF PRETEST 1=YES] Please describe what seems confusing or problematic.  
[OPEN END]

9. Have you seen, heard, or read anything about the Canadian Forces or the Canadian military in the past year?

- Yes
- No
- Don't know/ Not sure

**[IF Q9=YES, CONTINUE; ELSE SKIP TO Q12]**

10. What have you seen, heard or read? [OPEN ENDED]

11. Where did you see, hear, or read something about the Canadian Forces? [OPEN ENDED]

12. How familiar are you with the Canadian Forces, meaning the Canadian military?

- Very familiar
- Somewhat familiar
- Not very familiar
- Not at all familiar
- Don't know/ Not sure

13. Overall, how likely are you to [YOUTH: consider a career in the Canadian Forces?] [COMMUNITY: recommend a career in the Canadian Forces to a young person?] [PARENTS OF ONLY MALES (Q3b): recommend a career in the Canadian Forces to your son?] [PARENTS OF ONLY FEMALES (Q3b): recommend a career in the Canadian Forces to your daughter?] [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- Don't know/ Not sure

14. Why would you say that you are [INSERT Q13 RESPONSE] to [YOUTH: ... to consider a career in the Canadian Forces?] [COMMUNITY: to recommend a career in the Canadian Forces to a young person?] [OPEN ENDED] [PARENTS OF ONLY MALES (Q3b): to recommend a career in the Canadian Forces to your son?] [PARENTS OF ONLY FEMALES (Q3b): to recommend a career in the Canadian Forces to your daughter?] [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

15. To what extent would you say each of the following describes a career in the Canadian Forces?

- GRID DOWN - RANDOMIZE
- Job security
- Good pay
- Interesting
- Is adventurous, for example, offers the opportunity to travel



Would not require moving far away for job  
Offers a positive work environment  
Offers good benefits, such as health care and a pension  
Offers the flexibility to change careers  
Offers free university education, while on full-time salary  
Offers free job training, while on full-time salary  
Is respected  
Is prestigious  
Is intellectually challenging  
Is physically challenging  
Is competitive (not something that anyone can do)  
Offers freedom and flexibility  
Offers the opportunity for promotion and advancement  
GRID ACROSS  
Describes completely  
Describes somewhat  
Does not describe very well  
Does not describe at all  
Don't know/ Not sure

16. Do you believe that joining the Canadian Forces would be a good way to gain experience in the following careers or not?

GRID DOWN - RANDOMIZE

Information technology  
Entrepreneur/ Business  
Public service/government  
Banking/ Finance  
Engineering  
Architecture  
Sports/ Entertainment  
Education  
Healthcare  
The legal profession  
Skilled trades  
Police  
Military  
Retail or service industry  
GRID ACROSS  
Very good way  
Somewhat good way  
Not a very good way  
Not a good way at all  
Don't know/ Not sure

[IF DK/ OTHER AT Q4, SKIP TO Q18]

17. Earlier you said that you [YOUTH: would be interested in pursuing] [COMMUNITY: would recommend to a young person] [PARENTS OF ONLY MALES (Q3b): would recommend to your son] [PARENTS OF ONLY FEMALES (Q3b): would recommend to your daughter] a career in [INSERT Q4 RESPONSE]. If you found

that it was possible to pursue a career in [Q4 RESPONSE] as a member of the Canadian Forces, how likely would you be to [YOUTH: consider] [PARENTS/COMMUNITY: recommend] the Canadian Forces [PARENTS OF ONLY MALES (Q3b): to your son] [PARENTS OF ONLY FEMALES (Q3b): to your daughter]? [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- Don't know/ Not sure

18. Do you know anyone who is either currently a member of the Canadian Forces, or who has served in the Canadian Forces in the past? Choose all that apply.

- Don't know anybody in the Canadian Forces.
- Parents
- Brothers or sisters
- Extended family – uncles, aunts, cousins
- Grandparents
- Close personal friends
- Acquaintances
- Friends of family members
- Don't know/ Not sure

19. What is your overall impression of the people who serve in the Canadian Forces?

- Strongly positive
- Somewhat positive
- Neither positive nor negative
- Somewhat negative
- Strongly negative
- Don't know/ Not sure

20. When you think of Canada's military do you think of it as an organization that is ...  
[SHOW ON SAME SCREEN AND RANDOMIZE THREE GRIDS]

- GRID ACROSS
- Very modern
- Somewhat modern
- Neither outdated nor modern
- Somewhat outdated
- Very Outdated
- Don't know
- GRID ACROSS
- Very essential
- Somewhat essential
- Neither needed nor essential
- Not very needed
- No longer needed at all

Don't know  
 GRID ACROSS  
 A source of great pride  
 Somewhat of a source of pride  
 Neither a source of pride nor a source of embarrassment  
 Somewhat of a source of embarrassment  
 A source of great embarrassment  
 Don't know

**PRETEST 3:** At this point do any aspects of this survey seem confusing or problematic to you?  
 Yes  
 No  
 Not Sure

**PRETEST 4:** [IF PRETEST 3=YES] Please describe what seems confusing or problematic.  
 [OPEN END]

21. To what extent would you agree or disagree with each of the following statements.

GRID DOWN RANDOMIZE

<b>AUDIENCE (A=ALL, Y=16-34, C=35+, P=Parents)</b>	
A	The Canadian Forces are relevant to me
Y	I could see myself joining the Canadian Forces
Y	If I joined the Canadian Forces, I am confident I would succeed
Y	I would be proud to join the Canadian Forces
C/P	I would be proud if my son joined the Canadian Forces
C/P	I would be proud if my daughter joined the Canadian Forces
A	Working in the Canadian Forces is no different than any other job
Y	My parents would encourage me to join the Canadian Forces if it was of interest to me
Y	My friends would encourage me to join the Canadian Forces if it was of interest to me
A	I would encourage people I know to consider joining the Canadian Forces
A	Joining the Canadian Forces means you are not allowed to think on your own
Y	I would only consider a career in the Canadian Forces if all other career options were exhausted
A	People join the Canadian Forces when they have few other options available
A	I think the Canadian Forces play a positive role in society
A	I think the Canadian Forces should be more engaged in my community
A	The ethnic make-up of the Canadian Forces should be a reflection of the country's population
A	In some ethnic communities the Canadian Forces are not seen as a positive career choice
A	In my ethnic community the Canadian Forces are not seen as a positive career choice
A	In my home the Canadian Forces are not seen as a positive career choice
A	There is a wide variety of professional career options within the Canadian Forces
A	There is a wide variety of technical or skilled trades careers within the Canadian Forces
A	There are limited opportunities for career advancement in the Canadian Forces
A	The Canadian Forces are a dangerous career choice

A	People who join the Canadian Forces must move far from home
A	People who join the Canadian Forces are isolated
A	People who join the Canadian Forces are separated from their families
A	Most people in the Canadian Forces do physical labor
A	The Canadian Forces open doors to success in careers outside of the Canadian Forces
A	Lots of people who have spent time in the Canadian Forces become successful outside of the Canadian Forces after they leave
A	Joining the Canadian Forces is only for people who want to be soldiers
A	Joining the Canadian Forces means making a long term commitment
A	I feel more closely connected to my ethnic community than I do to Canada
A	I feel more closely connected to my city than I do to Canada

GRID ACROSS

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know/ Not sure

22. There are a number of reasons people might consider joining the Canadian Forces. How important do you consider each of the following to be a reason [YOUTH: for you to join the Canadian Forces?] [COMMUNITY: to recommend the Canadian Forces to a young person?] [PARENTS OF ONLY MALES (Q3b): to recommend the Canadian Forces to your son?] [PARENTS OF ONLY FEMALES (Q3b): to recommend the Canadian Forces to your daughter?] [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

GRID DOWN -RANDOMIZE

- The Canadian Forces offer free university education
- The Canadian Forces offer free job training
- The Canadian Forces offer experience that is valuable outside of the military
- The Canadian Forces offer opportunities for career advancement
- The Canadian Forces offer a wide variety of jobs
- The Canadian Forces offer job stability
- The Canadian Forces offer good benefits
- The Canadian Forces offer a good pension
- The Canadian Forces offer good pay
- Joining the Canadian Forces is a good way to serve the country
- Joining the Canadian Forces is a good way to help others

GRID ACROSS

- Very important
- Somewhat important
- Not very important
- Not at all important
- Don't know/ Not sure

23. There are a number of reasons people might not want to join the Canadian Forces. How important do you consider each of the following to be as reasons [YOUTH: for you not to join the Canadian Forces?] [COMMUNITY: you would not



recommend the Canadian Forces to a young person?] [PARENTS OF ONLY MALES (Q3b): you would not recommend the Canadian Forces to your son?] [PARENTS OF ONLY FEMALES (Q3b): you would not recommend the Canadian Forces to your daughter?] [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

GRID DOWN -RANDOMIZE

A career in the Canadian Forces is a dangerous occupation

Joining the Canadian Forces means giving up your freedom

Joining the Canadian Forces means you have to follow orders even if you disagree with them

Joining the Canadian Forces means being sent far away from home

Joining the Canadian Forces is something people do if they have no other options

The Canadian Forces offer limited professional job opportunities

The Canadian Forces offer limited job opportunities in technical occupations and skilled trades

Occupations in the Canadian Forces are not prestigious

The Canadian Forces do not pay well

The Canadian Forces would not allow me to fully use my talent

GRID ACROSS

Very important

Somewhat important

Not very important

Not at all important

Don't know/ Not sure

*Changing topics, we would like your opinion on several universities in Canada and the United States.*

24. How prestigious do you consider the following institutions to be?

GRID DOWN - RANDOMIZE

University of Toronto

McGill University

Simon Fraser University

Queens University

University of British Columbia

University of Western Ontario

The Royal Military College of Canada

The United States Military Academy at West Point

The United States Naval Academy at Annapolis

GRID ACROSS

Very prestigious

Somewhat prestigious

Not very prestigious

Not at all prestigious

Don't know/ Not familiar enough to say

25. Do you think that members of your ethnic community are more or less likely to join the Canadian Forces?

Much more likely



Somewhat more likely  
Somewhat less likely  
Much less likely  
Don't know/ Not sure

[IF Q25=DK, SKIP TO Q27]

26. Why do you think that members of your ethnic community are [INSERT Q25 RESPONSE] to join the Canadian Forces? [OPEN]

27. What steps do you think the Canadian Forces should take to recruit more members of your ethnic community? [OPEN]

28. How effective do you think the following would be in terms of reaching members of your ethnic community with messages about the Canadian Forces?

GRID DOWN

Involving members of your ethnic community who are current members of the Canadian Forces in recruitment efforts

Involving members of your ethnic community who were members of the Canadian Forces and have gone on to become successful outside of the Forces  
Involving members of your ethnic community who are high ranking members of the Canadian Forces

Communicating through newspapers or other publications of interest to members of your ethnic community

Communicating through television programming of interest to members of your ethnic community

Communicating through radio programming of interest to members of your ethnic community

Communicating through websites of interest to members of your ethnic community

Taking part in cultural events important to your ethnic community

Communicating in languages other than English or French (i.e., Arabic, Farsi, Urdu, Hindi, Thai, Vietnamese, Korean, etc.)

GRID ACROSS

Very effective

Somewhat effective

Not very effective

Not at all effective

Don't know/ Not sure

29. Religious faith (if any), ethnic origins and Canadian identity are each aspects of one's cultural identity. Using the boxes below, please rate the importance of each aspect of your cultural identity on a scale of 0 to 10, where 0 means not at all important and 10 means very important.

GRID DOWN – RANDOMIZE

Religious faith

Ethnic community

Canadian identity

[0-10]



**PRETEST 5:** At this point do any aspects of this survey seem confusing or problematic to you?

- Yes
- No
- Not Sure

**PRETEST 6:** [IF PRETEST 5=YES] Please describe what seems confusing or problematic. [OPEN END]

### [DEMOGRAPHICS]

These last few questions are strictly for statistical purposes. All of your answers are completely confidential.

30. What is the highest level of schooling that you have completed?

- Public/elementary school
- Some high school
- Graduated high school
- Vocational/technical college/CEGEP
- Some university
- Graduated university (Bachelor's degree)
- Post-graduate university;
- DK/NA

31. What is the highest level of schooling that you expect to complete?

- Some high school
- Graduated high school
- Vocational/technical college/CEGEP
- Some university
- Graduated university (Bachelor's degree)
- Post-Graduate university
- DK/NA
- NSP/NRP

32. Were you born in Canada?

- Yes
- No

33. How many years have you lived in Canada? **(DROP BOX WITH 0-99+)**

34. Can you please indicate the total household income for everyone in your household in the past year?

- Less than \$20,000
- \$20,000-just under \$30,000
- \$30,000- just under \$40,000
- \$40,000- just under \$50,000



\$50,000- just under \$60,000  
\$60,000- just under \$70,000  
\$70,000- just under \$80,000  
\$80,000- just under \$90,000  
\$90,000- just under \$100,000  
\$100,000- just under \$120,000  
\$120,000- just under \$140,000  
\$140,000- just under \$160,000  
\$160,000- just under \$180,000  
\$180,000- just under \$ 200,000  
\$200,000 or over  
DK/NA

**[ASK Q35 OF YOUTH ONLY]**

35. Which of the following best describes your economic circumstances growing up?

Well above average  
Above average  
About average  
Below average  
Well below average  
Don't know/ Not sure

36. What is your postal code? **[RECORD LETTER/DIGIT/LETTER  
DIGIT/LETTER/DIGIT]**

**PRETEST 7:** At this point do any aspects of this survey seem confusing or problematic to you?

Yes  
No  
Not Sure

**PRETEST 8:** [IF PRETEST 7=YES] Please describe what seems confusing or problematic.  
[OPEN END]

## Appendix D: Online Omnibus Questionnaire (General Public)

[ASK Q1-2 IF 35 YEARS OR OLDER]

1. Are you the parent of a child between 16 and 34 years of age?

- Yes
- No
- Don't know/ Refuse

2. Is your 16 to 34 year old child/ children a male, female or do you have both?

- Male
- Female
- Both
- Don't know

3. How familiar are you with the Canadian Forces, meaning the Canadian military?

- Very familiar
- Somewhat familiar
- Not very familiar
- Not at all familiar
- Don't know/ Not sure

4. Overall, how likely are you to [YOUTH (UNDER 35 YEARS): consider a career in the Canadian Forces?] [COMMUNITY (NON-PARENTS OVER 35 YEARS): recommend a career in the Canadian Forces to a young person?] [PARENTS OF ONLY MALES: recommend a career in the Canadian Forces to your son?] [PARENTS OF ONLY FEMALES: recommend a career in the Canadian Forces to your daughter?] [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- Don't know/ Not sure

5. There are a number of reasons people might consider joining the Canadian Forces. How important do you consider each of the following to be as reasons [YOUTH (UNDER 35 YEARS): for you to join the Canadian Forces?] [COMMUNITY (NON-PARENTS OVER 35 YEARS): to recommend the Canadian Forces to a young person?] [PARENTS OF ONLY MALES: to recommend the Canadian Forces to your son?] [PARENTS OF ONLY FEMALES: to recommend the Canadian Forces to your daughter?] [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

- GRID DOWN
- The Canadian Forces offers free university education
- The Canadian Forces offers free job training
- The Canadian Forces offers experience that is valuable outside of the military



The Canadian Forces offers opportunities for career advancement  
The Canadian Forces offers a wide variety of jobs  
The Canadian Forces offers job stability  
The Canadian Forces offers good benefits  
The Canadian Forces offers a good pension  
The Canadian Forces offers good pay  
The Canadian Forces is a good way to serve the country  
The Canadian Forces is a good way to help others

GRID ACROSS

Very important  
Somewhat important  
Not very important  
Not at all important  
Don't know/ Not sure

6. There are a number of reasons people might not want to join the Canadian Forces. How important do you consider each of the following to be as reasons [YOUTH(UNDER 35 YEARS): for you not to join the Canadian Forces?] [COMMUNITY (NON-PARENTS OVER 35 YEARS): you would not recommend the Canadian Forces to a young person?] [PARENTS OF ONLY MALES: you would not recommend the Canadian Forces to your son?] [PARENTS OF ONLY FEMALES: you would not recommend the Canadian Forces to your daughter?] [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

GRID DOWN

The Canadian Forces is a dangerous occupation  
Joining the Canadian Forces means giving up your freedom  
Joining the Canadian Forces means you have to follow orders even if you disagree with them  
Joining the Canadian Forces means being sent far away from home  
Joining the Canadian Forces is something people do if they have no other options  
The Canadian Forces offers limited professional job opportunities  
The Canadian Forces offers limited job opportunities in technical occupations or skilled trades  
The Canadian Forces is not prestigious  
The Canadian Forces does not pay well  
The Canadian Forces would not allow me to fully use my talent

GRID ACROSS

Very important  
Somewhat important  
Not very important  
Not at all important  
Don't know/ Not sure