

**FINAL  
REPORT**

**Interest and  
Propensity Survey  
2006**

*Prepared for:*  
Department of National Defence

March 2006

pn5801



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# CONTENTS

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INTRODUCTION .....	5
EXECUTIVE SUMMARY .....	7
FAMILIARITY WITH THE CANADIAN FORCES .....	9
OVERALL INTEREST IN THE CANADIAN FORCES .....	11
Overall interest in joining .....	11
Reasons for not joining the Canadian Forces .....	12
CF Component of interest .....	14
Occupational stream of interest .....	15
CF element of interest .....	16
PROPENSITY TO JOIN THE CANADIAN FORCES .....	21
Visiting a CF recruiter .....	21
Likelihood of joining the CF .....	22
Interest and propensity measures .....	23
METHODOLOGY .....	27
APPENDIX A: METHODOLOGY NOTE – QUESTIONNAIRE VERSION EFFECTS	
APPENDIX B: QUESTIONNAIRE	



## INTRODUCTION

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Environics Research group is pleased to present to the Department of National Defence (DND) the results of a survey of Canadians aged 17 to 57 regarding their knowledge of and opinions about the Canadian Forces (CF). The overall purpose of the survey is to determine the interest level of members of several employment equity groups (Aboriginal people, visible minorities and women) in joining the Canadian Forces.

### Background

According to the Employment Equity Act (EEA), employers must compare their internal representation and their share of recruitment for designated group members with that portion of the Canadian workforce that is qualified. Due to the nature of the work required of those who choose to enter the Canadian Forces (e.g., the potential loss of life in fulfilling the CF's mandate), interest and propensity to join the military must be incorporated into the definition of the eligible, recruitable population for the CF.

The most direct and timely way to gauge the "interest" factor is through the conduct of public opinion research (POR). This is particularly important for the CF because the only way to affect change in representation levels is through recruitment – there is no lateral entry from outside the CF at the higher ranks.

In 1997 and 2000, public opinion surveys were also conducted for DND by Environics to measure the perceptions and attitudes of these target groups towards the CF.

### Current research

With the most recent research more than five years old, there was a need to conduct another interest and propensity survey. The 2006 survey is intended to mirror the 2000 survey, but some changes were made, both in wording and approach to specific issues.

The specific objectives of this research are to:

- Determine/assess the familiarity of designated group members about the CF;
- Assess the level of interest and propensity of designated group members in joining the CF overall and in joining specific elements within the CF [e.g. regular versus reserve force components; the professional versus technical and support occupations; the distinctive environments (army, navy, air force, support)]; and
- Assess the effect of providing a brief description of the CF before versus after asking respondents about their interest and propensity to join the CF.

### Survey overview

This study is based on a national telephone survey conducted with a representative sample of 1,985 Canadians. The survey was conducted over the periods November 16 to December 2, 2005, and February 1 to March 2, 2006.<sup>1</sup>

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1 Data collection was suspended between December 3 and January 31 due to the federal government restriction on public opinion research during the 39<sup>th</sup> General Election.

Respondents were considered eligible for participation in the survey if they met all of the following requirements for joining the CF:

- Aged 17 to 57;
- Canadian citizen or landed immigrant;
- *Not* a current member of the Canadian Forces;
- Have at least a Grade 10 education;
- Employed, retired, student or looking for work; and
- *Not* convicted of a criminal offence (that has not been pardoned).

A total of 1,985 interviews were completed with respondents who met these requirements. Quotas were established to ensure adequate representation from key target groups in the population, by ethnic background, gender, age<sup>2</sup> and region. This required oversampling

of visible minorities and Aboriginal people, and of younger respondents (i.e. respondents aged 17 to 24 and, to a lesser extent, respondents aged 25 to 34). The margin of sampling error for the total sample is plus or minus 2.2 percentage points (at the 95% confidence level). A more detailed description of the methodology used to conduct this survey is provided at the end of the report, and a copy of the questionnaire is provided in an appendix.

This report begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of the survey data and a description of the methodology. Provided under separate cover is a detailed set of “banner tables” presenting the results for all questions by population segments as defined by regions and demographics. All results are expressed as percentages unless otherwise noted.

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2 It should be noted than, in 2000, the cut-off for qualification for the survey was at age 52. In 2006, it was at age 57.

## EXECUTIVE SUMMARY

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The results of the 2006 Interest and Propensity survey are largely comparable to what was recorded in 2000, despite some changes to the survey methodology and question wording. Some observed changes in interest and attitude may be attributable to the changing public face of the Canadian military in the past six years (e.g. since the occurrence of September 11, 2001; effects of CF recruitment campaigns; and changes in the labour market).

Key findings from the survey include the following:

### Familiarity with the CF

- Familiarity with the CF had held steady since 2000, with over half (56%) being very or somewhat familiar.
- Familiarity is higher among white Canadians than among Aboriginals or visible minorities. Men are more familiar with the CF overall, but women are now as likely as men to say they are very familiar with the CF.

### Interest in the CF

- One in five (19%) Canadians are at least somewhat interested in joining the CF, down three points from 2000.
- The gender gap has narrowed, with males (22%) slightly less interested, and females (16%) marginally more interested in joining than in 2000.
- Interest in joining has increased among Aboriginal persons (to 43%) and visible minorities (35%), which, as in 2000, remain the groups most likely to be interested.
- Interest in joining has decreased noticeably among those aged 17 to 24 since 2000 (26%), despite an increase in their stated level of familiarity with the CF.

- Those not interested in joining the CF give a variety of reasons, but these fall mainly into three categories. Half (50%) give a reason connected to a specific barrier (e.g. family, job, age). Two in ten (18%) cite a more personal reason, indicating a lack of fit between the CF and the individual's values, interests or beliefs. As well, two in ten (19%) say only that they are not interested. Older Canadians are more likely to cite barriers, while younger ones are more likely to just be generally disinterested or to cite a personal reason.

### Areas of interest

- As in 2000, there is a strong preference for the Primary Reserve over the Regular Force. Just under three-quarters (72%) of Canadians select the Primary Reserve when asked which component they would prefer, whereas a quarter (24%) would be more likely to serve in the Regular Force.
- Preference for the Primary Reserve is not quite as strong among visible minorities but is still about two to one (62% vs. 26% for the Regular Force). Aboriginal people (70%), Canadians aged 17 to 24 (79%) and women (75%) continue to strongly favour the Primary Reserve.
- Canadians are more divided in their occupational stream of interest, with over half (55%) showing interest in Officer occupations, and most of the balance interested in the NCM (41%) occupations or indicating no preference between the two (2%).
- Interest in Officer occupations is strongest among older Canadians, women and visible minorities. Preference for NCM occupations is higher among Aboriginal persons and those with no more than a high school education.

- The order of preference for the four elements mirrors the 2000 findings: Support operations interested seven in ten Canadians (71%, up 5 points), followed by the Air Force (42%, down 6 points), the Army (38%, no change) and the Navy (28%, up 1 point).

### Propensity to join the CF

- A quarter (25%) of all Canadians, regardless of their level of interest in joining the CF, have either visited a Recruitment Centre in the past or might visit one in the next year.
- When respondents with at least some interest in joining the CF were directly asked how likely it would be that they would join in the next year, one in five said they are very (3%) or somewhat (16%) likely to do so.
- The first interest and propensity measure in this survey (I&P1) is calculated by combining responses to two questions and is similar to the one used in 2000: a) those at least somewhat interested in joining the CF; and b) those who have either visited a recruitment centre in the past or may possibly do so in the next year. By this measure, 11 percent of Canadians (without a physical or mental disability) have the interest and propensity to join the CF. Such interest and propensity is higher among males (15%) than females (10%), and also higher among Aboriginals (27%) and visible minorities (20%) than among white Canadians (11%).

Taking the subset of the Canadian population which is at least somewhat interested in joining the CF *and* has either visited or is likely to visit a recruiting centre in the next year, it is calculated that eight (8%) percent of this sub-population are Aboriginal people and 27 percent are visible minorities (vs. 65% white), and 40 percent are women (vs. 60% men).

- The second interest and propensity measure in this survey (I&P2) is calculated by combining responses to two questions: a) those at least somewhat interested in joining the CF; and b) those who are at least somewhat likely to join the military in the next year. By this measure, six (6%) percent of Canadians (without a physical or mental disability) have the interest and propensity to join the CF. As with I&P1, such interest and propensity is higher among males (9%) than females (5%), and also higher among Aboriginals (17%) and visible minorities (13%) than among whites (6%).

Taking the subset of the Canadian population which is at least somewhat interested in joining the CF *and* reporting being at least somewhat likely to join the Canadian Forces within the next year, it is calculated that ten (10%) percent of this sub-population are Aboriginal people and 31 percent are visible minorities (vs. 59% white), and 40 percent are women (vs. 60% men).



## FAMILIARITY WITH THE CANADIAN FORCES

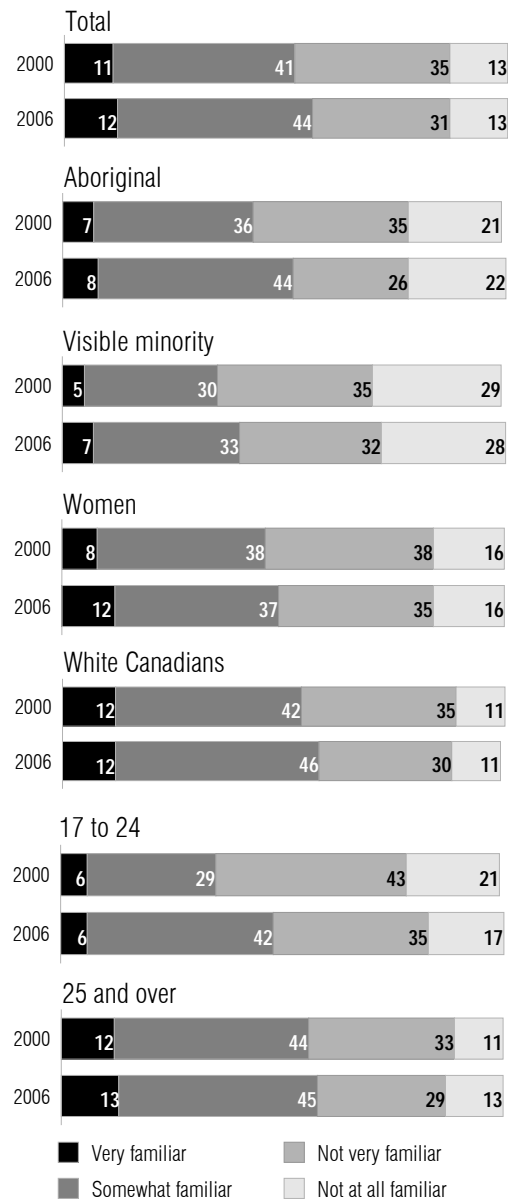
*Over half of Canadians are at least somewhat familiar with the Canadian Forces, a similar proportion to that observed in 2000. Familiarity among those aged 17 to 24 has increased since 2000.*

Canadians were asked to indicate their level of familiarity with the Canadian Forces. Over half are very (12%) or somewhat (44%) familiar with the CF. These proportions are marginally higher than those recorded in 2000. The rest say they are not very (31%) or not at all (13%) familiar.

Although men (63%) are still more likely than women (49%) to be at least somewhat familiar with the Canadian Forces, the gender gap for those very familiar has disappeared, as women (12%) are as likely as men (11%) to be very familiar with the CF. Across ethnic groups, familiarity is highest among white Canadians (58%), compared to Aboriginal persons (52%) and visible minorities (40%). This too mirrors the findings of 2000. As in 2000, age has an impact on level of familiarity. Familiarity is still highest among those aged 35 to 57 (62%). However, level of familiarity is now higher (48%) among those aged 17 to 24 than it was in 2000 (35%).

This is a notable finding, as later we report that actual interest in joining has declined for the 17 to 24 age group since 2000. This increase in familiarity yet lack of a corresponding increase in likelihood to join among this age group specifically is potentially connected with current events, particularly those post-September 11, 2001 and, notably, the Canadian military presence in Afghanistan, the images of which are highly publicized.

Familiarity with the Canadian Forces  
2000 - 2006



Q.19  
*How familiar are you with the Canadian Forces? Are you ...?*



## OVERALL INTEREST IN THE CANADIAN FORCES

### Overall interest in joining

*One in five Canadians say they are at least somewhat interested in joining the Canadian Forces, comparable to 2000 figures.*

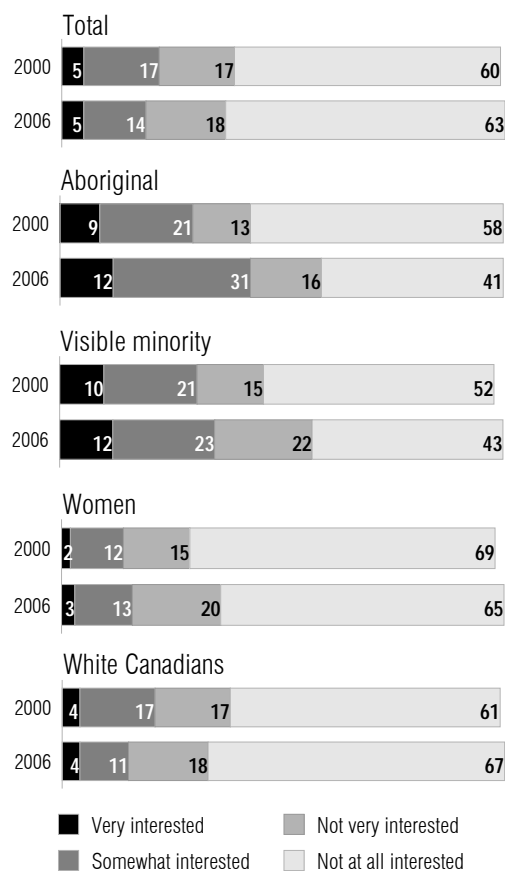
Canadians were asked, in general, how interested they would be in joining the Canadian Forces. One in five are either very (5%) or somewhat (14%) interested in joining the Forces, a proportion that is marginally lower than was observed in 2000 (5% very and 17% somewhat).<sup>3</sup>

The percentage of Canadians stating that they are “not very interested” in joining has remained steady (17 percent in 2000, 18 percent in 2006), while the proportion saying they are not at all interested has increased slightly (60% in 2000, 63% in 2006).

While men remain more interested in joining the CF than are women, the gap between the genders has narrowed since 2000. Men are less likely to be at least somewhat interested now (22%) than they were in 2000 (29%), whereas the interest level of women has increased slightly (from 14% to 16% in 2006).

As was the case in 2000, visible minorities (35%) and Aboriginal Canadians (43%) are more likely to be at least somewhat interested in joining the CF, as compared to white Canadians (15%). Notably, the interest level of Aboriginal Canadians has increased by 13 percentage points since 2000, observed mostly in the proportion stating that they are somewhat interested in joining.

### Interest in joining Canadian Forces 2000 - 2006



#### Q.9

*In general, how interested would you be in joining the Canadian Forces? Would you say you are ...?*

<sup>3</sup> There was a change to the wording of the preamble to this question in 2006. Both introductions began “As you may know, the mission of the Canadian Forces is to defend Canada and Canadian interests and values while contributing to international peace and security.” In 2000 the introduction continued, “Again, we are only interested in your opinions – we are not soliciting your participation in the Forces.” In 2006 the wording was, “The following questions are asked only for the purpose of getting your opinions – we are not promoting participation in the Canadian military.” As well, in the current study an experimental design was implemented that augmented the introduction in half of the cases – see the discussion later in Appendix A.

The youngest Canadians, aged 17 to 24, remains the age group most interested in joining the CF, but level of interest among this age group has waned since 2000. Now, a quarter of those 17 to 24 express being very (7%) or somewhat (19%) interested in joining, compared to over a third (7% very, 29% somewhat) in the previous survey. Those in this age range are now more likely to say they are not very (31%) or not at all interested (43%) than was the case in 2000 (23% not very, 41% not at all).

The 2006 survey confirms that, as found previously, level of interest in the Forces decreases as education level increases. However, the gap in level of interest between those of lower and higher educational attainment has increased since 2000. Those with less than a high school diploma are more likely to be at least somewhat interested now (39%) than was the case in 2000 (29%). This may be explained in part by the fact that Aboriginal Canadians (the group currently most interested in joining the Forces and whose interest level has also grown since 2000) is also the group that is most likely to not have graduated from high school.

As in 2000, the Canadians most likely to have some interest in joining are those who have had some prior interaction with a recruiter and those who have a higher level of familiarity with the Forces.

## Reasons for not joining the Canadian Forces

*Those not interested in joining the CF are most likely to indicate a specific barrier, such as family commitments or age, and others cite a lack of fit with the military or fighting.*

Respondents who said they were not very or not at all interested in joining the CF were asked their main reason for not being interested. Those who indicate this lack of interest offer a number of reasons, but most fall into two broad categories. The largest category involves specific barriers to joining, such as family, age, work or other obligations, cited by half.

The second category is of reasons having to do with what respondents see as a lack of fit between the military and their own values or personal interests, including philosophical or ideological objections (such as being anti-war or disliking the military) – these types of reasons are mentioned by almost two in ten. Close to one in five (19%) say that they are simply not interested, without offering any further reasons for this.

Men (20%) are more likely than women (15%) to give a lack-of-fit reason for not being interested in the military; women (19%) are more likely than men (14%) to cite family or children as a barrier.

Members of a visible minority who are not interested in joining are as likely as others to cite a lack-of-fit reason, but this is more likely to be personal (they oppose

war or fighting, or the military life doesn't suit their personality) than for cultural or religious reasons. Half of Aboriginal persons cite a specific barrier for their lack of interest in joining. As can be expected, mention of barriers to joining the CF (e.g. family or career) increases with age, whereas young people aged 17 to 24 are more likely to simply not be interested (27%) or to have a personal reason or objection (27%).

## Reason for not joining the Canadian Forces

2006

	TOTAL	MEN	WOMEN	ABORIGINAL	VISIBLE MINORITY	WHITE CANADIANS
<b>Net: Barriers to joining</b>	<b>50</b>	<b>51</b>	<b>50</b>	<b>51</b>	<b>45</b>	<b>51</b>
Family, children reasons	16	14	19	21	15	16
Too old	23	28	19	14	16	24
Employed, working	7	9	6	7	6	7
Other personal obligations/interests	5	6	4	9	6	5
Have physical or health limitations	6	5	8	7	5	6
<b>Net: Lack of fit with values/identity</b>	<b>18</b>	<b>20</b>	<b>15</b>	<b>15</b>	<b>20</b>	<b>17</b>
Against war/fighting	9	11	8	7	9	9
Doesn't suit personality	7	7	7	7	8	7
Dislike military	2	2	1	1	1	2
Religious reasons	*	1	*	1	1	*
Racism/culture doesn't join	*	*	*	1	*	—
Not interested	19	17	21	18	18	19
Don't want to leave community	4	3	4	3	2	4
Afraid of fighting/injury/death	3	3	4	4	4	3
Other career interests	2	2	2	2	3	2
Never considered it	1	1	1	1	2	1
Low pay/not enough pay	1	2	*	—	*	1
Have family in forces/already served	1	1	1	1	1	1
Inconvenience	1	1	1	—	1	1
Other reasons (net)	5	6	4	2	4	5
dk/na	4	4	5	9	6	4

\* Less than one percent

### Q.10

*What is the main reason you would not be interested in joining the Canadian Forces?  
Subsample: Those who are not very or not at all interested in joining the Canadian Forces*

## CF component of interest

*Canadians with any interest in joining the CF would consider the Primary Reserve over the Regular Force by a ratio of three to one and this preference has strengthened since 2000.*

Canadians with any interest in joining the CF (i.e. those very, somewhat or not very interested) were provided with a brief description of the two components:

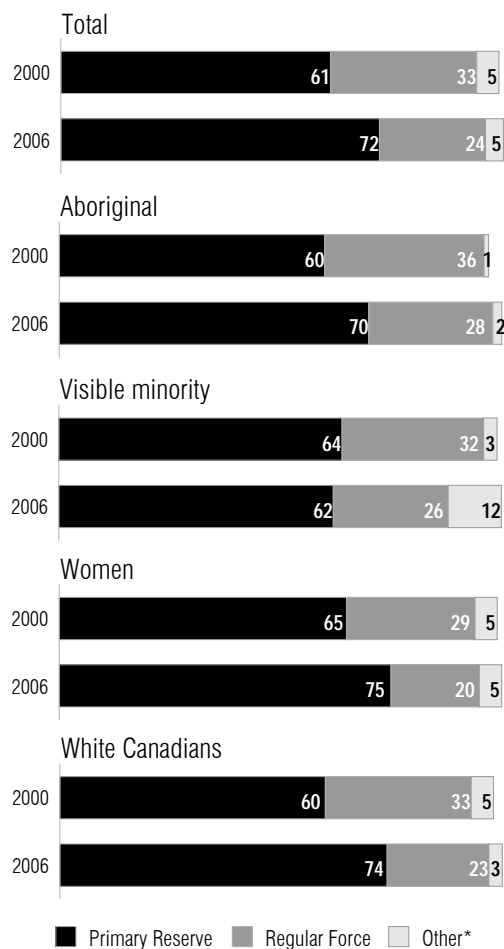
*There are two ways to serve in the Canadian Forces:  
As a member of the Regular Force, where you serve full-time; or as a member of the Primary Reserve, where you serve part-time.*

They were then asked, *if* they were to join the Canadian Forces, which of the two options they would be most likely to consider. Just under three-quarters (72%) say they would be most likely to serve in the Primary Reserve, compared to a quarter (24%) who would be more drawn to the Regular Force.

A similar question was asked in the 2000 survey, albeit with different wording.<sup>4</sup> In that survey, just under two-thirds (61%) said they were more interested in the Primary Reserve and the balance was either interested in the Regular Force (33%) or in neither (5%). An increase in preference for the Primary Reserve since 2000 is evident across almost all groups of interest. Personalizing the message, as was the case in the 2006 questionnaire wording, might be a factor in steering more Canadians toward the Reserve, but this shift may also be related to subsequent well-publicized events involving the CF, especially since September 11, 2001, such as its role in Afghanistan or in disaster relief efforts such as the Southeast Asian tsunami in December 2004.

Interest in the Reserve is also stronger among women (75%) versus men (68%). Visible minorities are somewhat less likely (62%) than are white Canadians (74%) and Aboriginal people (70%) to be interested in the Primary Reserve, and more likely to say it depends (9%).

## Component of Canadian Forces most interested in 2000 - 2006



\* In 2000: both/neither; in 2006: both/depends/dk

### Q.11

*There are two ways to serve in the Canadian Forces: As a member of the Regular Force, where you serve full time; or as a member of the Primary Reserve, where you serve part-time. If you were to join the Canadian Forces, which of these two options would you be most likely to consider?*

*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

<sup>4</sup> The 2000 wording referred (in the third person) to people being “enrolled for a period of (full-time/part-time) service,” and respondents were asked “Which of these components of the Canadian Forces holds the most interest for you?” In 2006 personal pronouns were used (“you serve”), the concept of enrollment was not mentioned, and respondents were asked, “If you were to join the Canadian Forces, which of these two options would you be most likely to consider?”

Interest in the Primary Reserve is strongest among those aged 17 to 24 (79%), which is higher than the proportion indicating such interest in 2000 (67%).

As might be expected, a higher level of interest in the Regular Force is associated with being very interested in joining CF (41%), with being very familiar with the Forces (29%), with having previously visited a recruiting centre (32%), with being from a smaller community (31%), and with being very or somewhat likely to join CF in the next year (40%).

### Occupational stream of interest

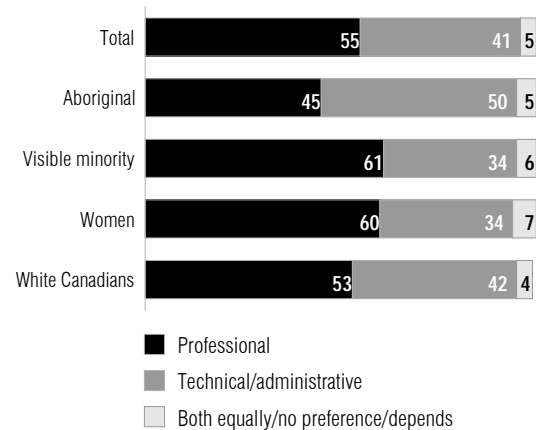
*Canadians interested in joining the military are almost evenly divided between the Officer and NCM occupational streams. The latter stream is of greater interest to Aboriginals and to the youngest cohort of respondents, while women and visible minorities prefer the former.*

Respondents were asked if they would be more interested in a professional (i.e., Officer) or in a technical and administrative (i.e., NCM) occupation within the CF. Over half (55%) say they would be more interested in being an Officer, while the remainder say they would prefer being a NCM (41%) or have no preference (2%).

The preference for being an Officer is more prevalent among women (60% vs. 50% of men) and visible minorities (61%). This preference also increases with age, with those aged 30 and over being more likely (58%) than those aged 17 to 24 (50%) to see themselves in the Officer occupational stream. The same holds true for those with some post-secondary education (61%). Interest in being a NCM is strongest among Aboriginal persons (50%) and those with a high school diploma or less (56%).

Those with less inclination to join the CF are usually more likely to indicate preference for an Officer occupation: those not very interested in joining at all (63%); those marginally interested but not likely to join in the next year (59%); or those not intending to visit a recruiter (59%) would select an Officer over a NCM role. Preference for the Officer career stream is also stronger among those who have visited a recruiter (59%).

Interest in occupational stream  
2006



### Q.12

*There are different career streams in the Canadian Forces. There are professional occupations, which usually require a university degree, and there are technical and administrative occupations, many of which require a college diploma or another type of certification. In many cases, this training is provided when you join the Canadian Forces. Would you be more interested in a professional, or a technical occupation within the Canadian Forces?*

*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

## CF element of interest

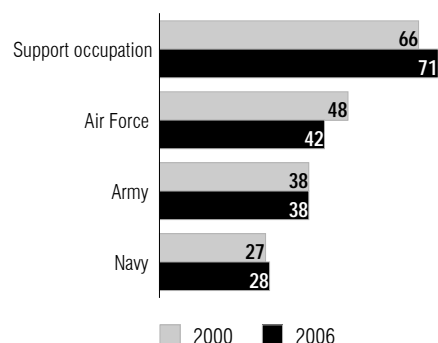
*Seven in ten Canadians with any interest in joining the CF say they would be interested in support occupations, slightly higher than in 2000. Fewer express interest in the other elements.*

The survey asked Canadians with any interest in joining the CF whether they would be interested in each of four elements of the Canadian Forces: the Navy, the Army, the Air Force and support occupations (for those who got the Version B questionnaire, the description of the Forces operations was now read prior to proceeding to

the element interest questions). All respondents were given a brief description of the work involved in each of the four elements. To avoid creating an order-related response bias, the order in which the four elements were presented was randomized across the sample.

Overall, the order of preference for the four elements is identical to that measured in 2000. There have been small decreases in interest in the Air Force (down 6 points), a marginal increase in interest for the Navy (up 1 point) and a larger increase for support occupations (up 5 points).

## Interest in element 2000 - 2006



Most Canadians who express interest tend to be interested in one or two elements, with support occupations clearly the most popular among the four options. The vast majority (87%) of Canadians with any interest in joining the CF say they are interested in at least one of the four elements. A third are interested in two elements. Lower proportions are interested in three of the four (20%) or in only one (27%), with support occupations the most common choice in all the combinations. Women are more likely than men to be interested in only one element or to be interested in none.

### Q.13

*Being in the Navy includes serving in a variety of occupations aboard ships at sea. You would spend a lot of your time on ships on Canada's coasts, working in a variety of weather conditions, by night or day, and your ship could go anywhere in the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for. Would you be interested in a Navy occupation?*

*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

### Q.14

*Being in the Army involves serving in a variety of occupations in the field. This work often takes place outdoors in all kinds of weather, by night as well as by day, and you can be expected to have to keep working for a long time with little chance of rest. And you can expect to spend much of your career outside Canada. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for. Would you be interested in an Army occupation?*

*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

### Q.15

*Being in the Air Force involves a variety of occupations related to flying and to aircraft maintenance or navigation. You could serve on bases in Canada and take part in flying missions that go almost anywhere in the world. Some of this work is done outdoors, in various weather conditions. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for. Would you be interested in an Air Force occupation?*

*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

### Q.16

*There are a variety of support occupations in the Canadian Forces, such as communications, health care and administration. Your career would be spent supporting Army, Navy or Air Force units and their missions, in the field or aboard ships, throughout Canada and the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for. Would you be interested in a support occupation?*

*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*



The following table presents the number and types of elements of interest by gender and by ethnicity.

Net interest Canadian Forces elements  
By gender and ethnicity 2006

	TOTAL	MEN	WOMEN	ABORIGINAL	VISIBLE MINORITY	WHITE CANADIANS
<b>Interested in all four elements</b>	<b>6</b>	<b>10</b>	<b>3</b>	<b>12</b>	<b>9</b>	<b>5</b>
<b>Interested in three elements</b>	<b>20</b>	<b>22</b>	<b>18</b>	<b>28</b>	<b>19</b>	<b>20</b>
Army, Air Force, Support	10	12	8	10	11	10
Navy, Air Force, Support	6	4	7	8	5	5
Navy, Army, Support	3	4	2	7	3	3
Navy, Army, Air Force	1	2	1	3	1	1
<b>Interested in two elements</b>	<b>34</b>	<b>42</b>	<b>26</b>	<b>29</b>	<b>28</b>	<b>36</b>
Air Force, Support	10	14	6	7	9	11
Navy, Support	8	8	7	4	4	9
Army, Support	10	9	11	10	13	10
Army, Air Force	4	6	1	3	1	4
Navy, Army	1	2	—	3	*	2
Navy, Air Force	1	2	*	2	1	1
<b>Interested in only one element</b>	<b>27</b>	<b>19</b>	<b>36</b>	<b>23</b>	<b>32</b>	<b>26</b>
Support	18	9	28	13	25	17
Air Force	4	4	4	4	4	4
Navy	2	2	3	3	3	2
Army	2	4	1	3	1	3
<b>No interest in any element</b>	<b>13</b>	<b>8</b>	<b>18</b>	<b>9</b>	<b>12</b>	<b>14</b>

\* Less than one percent

Note: For full versions of Q.13-16, see page 16

Q.13

Would you be interested in a Navy occupation?

Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces

Q.14

Would you be interested in an Army occupation?

Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces

Q.15

Would you be interested in an Air Force occupation?

Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces

Q.16

Would you be interested in a support occupation?

Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces

Support occupations. The description of support occupations read to respondents was as follows:

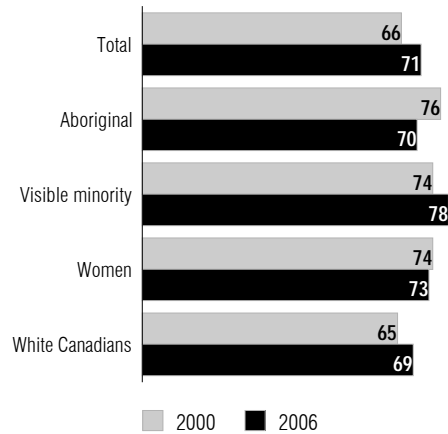
*There are a variety of support occupations in the Canadian Forces, such as communications, health care and administration. Your career would be spent supporting Army, Navy or Air Force units and their missions, in the field or aboard ships, throughout Canada and the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.*

Across the four elements, interest continues to be highest for support occupations. Seven in ten (71%) Canadians with any interest in joining the CF say they would be interested in a support occupation, a small increase since 2000 (66%). Interest in support occupations has for the most part remained steady for target groups of interest since 2000, apart from small increases among visible minorities (up 4 points) and white Canadians (up 4 points).

Women (73%) and men (70%) express almost the same degree of interest in support occupations, while interest among visible minorities is marginally higher (78%) than it is among Aboriginals (70%) or whites (69%).

Those aged 30 and over are more likely than younger Canadians to say they are interested in support occupations, with those aged 17 to 24 showing the least interest (56%). As well, it is the element most likely to be of interest to those with at least some post-secondary education (75%).

## Interest in support occupations 2000 - 2006



### Q.16

*There are a variety of support occupations in the Canadian Forces, such as communications, health care and administration. Your career would be spent supporting Army, Navy or Air Force units and their missions, in the field or aboard ships, throughout Canada and the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for. Would you be interested in a support occupation? Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

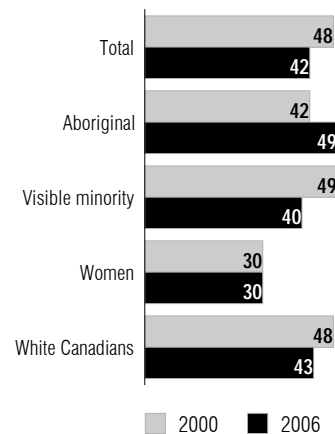
Air Force. The description of the Air Force element read to respondents was as follows:

*Being in the Air Force involves a variety of occupations related to flying and to aircraft maintenance or navigation. You could serve on bases in Canada and take part in flying missions that go almost anywhere in the world. Some of this work is done outdoors, in various weather conditions. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.*

Four in ten (42%) with any interest in joining the CF indicate they would be interested in an occupation in the Air Force, a somewhat lower proportion than in 2000 (48%). Interest since 2000 in Air Force occupations has declined somewhat for most target groups of interest, with the exception of Aboriginal people, where there has been a modest increase (up 7 points).

Interest in the Air Force is strongest among men (54% vs. 30% of women), Aboriginals (49%), and those with less than a high school diploma (54%).

Interest in Air Force  
2000 - 2006



Q.15

*Being in the Air Force involves a variety of occupations related to flying and to aircraft maintenance or navigation. You could serve on bases in Canada and take part in flying missions that go almost anywhere in the world. Some of this work is done outdoors, in various weather conditions. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for. Would you be interested in an Air Force occupation?*

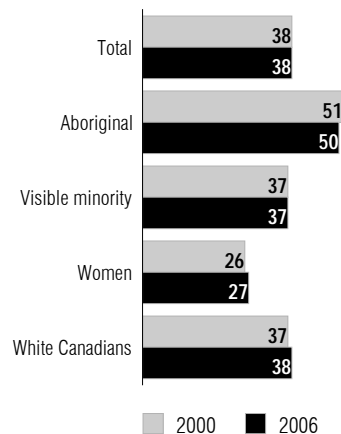
*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

Army. The following description of the Army element was provided to respondents prior to asking them about their interest:

*Being in the Army involves serving in a variety of occupations in the field. This work often takes place outdoors in all kinds of weather, by night as well as by day, and you can be expected to have to keep working for a long time with little chance of rest. And you can expect to spend much of your career outside Canada. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.*

Four in ten (38%) of Canadians interested in joining the CF express interest in an occupation in the Army environmental command, an identical finding to 2000 (38%). Interest in occupations related to the Army has remained virtually the same since 2000 among all of the target groups.

Interest in Army  
2000 - 2006



Q.14

*Being in the Army involves serving in a variety of occupations in the field. This work often takes place outdoors in all kinds of weather, by night as well as by day, and you can be expected to have to keep working for a long time with little chance of rest. And you can expect to spend much of your career outside Canada. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for. Would you be interested in an Army occupation?*

*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

Interest in an occupation in the Army is strongest among men (49% vs. 27% of women), Aboriginals (50%) and those who have not graduated from high school (59%).

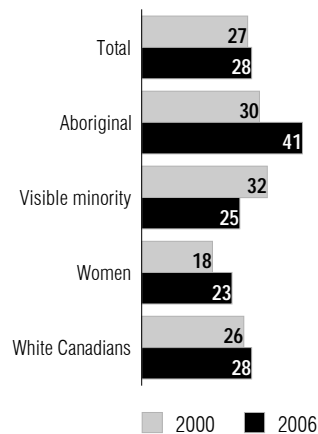
**Navy.** Prior to being asked if respondents would be interested in this element, a description of the Navy was read:

*Being in the Navy includes serving in a variety of occupations aboard ships at sea. You would spend a lot of your time on ships on Canada's coasts, working in a variety of weather conditions, by night or day, and your ship could go anywhere in the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.*

As in 2000, the Navy remains the element of least interest to Canadians. Close to three in ten (28%) say they would be interested in a naval career, which is comparable to the 2000 findings (27%). Since 2000, there have been increases in level of interest in Naval occupations among Aboriginals (up 11 points), women (up 5 points), white Canadians (up 2 points), and a slight decrease in interest among visible minorities (down 7 points).

Interest in the Navy is strongest among men (34% vs. 23% of women), Aboriginal persons (41%) and those who have less than a high school diploma (45%).

### Interest in Navy 2000 - 2006



#### Q.13

*Being in the Navy includes serving in a variety of occupations aboard ships at sea. You would spend a lot of your time on ships on Canada's coasts, working in a variety of weather conditions, by night or day, and your ship could go anywhere in the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for. Would you be interested in a Navy occupation?*

*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

## PROPENSITY TO JOIN THE CANADIAN FORCES

To aid in assessing interest in and propensity for joining the CF, respondents with any interest in joining the CF were asked “Have you ever visited a Canadian Forces Recruiting Centre?” and “Is it possible that you might visit a Canadian Forces Recruiting Centre in the next year?”<sup>5</sup> In addition, these respondents were asked “How likely is it that you might join the Canadian Forces within the next year?”

### Visiting a CF recruiter

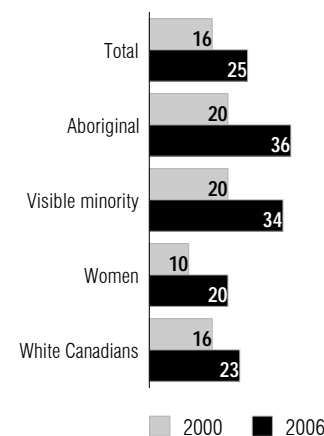
*A quarter of Canadians have either previously visited a CF Recruiting Centre or might do so in the next year. This is a higher proportion than gave this indication in 2000.*

When Canadians are asked if they have ever visited a Canadian Forces Recruiting Centre, 15 percent say they have done so, which is identical to the proportion who, in previous studies, indicated they had ever spoken to a recruiter.<sup>6</sup> Thirteen percent also indicate it is possible that they might visit a Canadian Forces Recruiting Centre in the next year. When the results of these two questions are combined, a quarter of Canadians have either previously visited or might visit a recruiting centre, while three-quarters have not visited and have no plans to do so.

In 2006, the proportion of respondents who said they have visited a recruiting centre or might visit one in the next year is considerably higher than in 2000, and this is the case across all target groups.<sup>7</sup>

### Have visited or planning to visit recruiting centre

2000 - 2006



Q.17a

*Have you ever visited a Canadian Forces Recruiting Centre?*

Q.17b

*Is it possible that you might visit a Canadian Forces Recruiting Centre in the next year?*

Those most likely to have either visited a Recruiting Centre or might visit one in the next year are men (30% vs. 20% of women), and those in the 17 to 24 age group (32%). Members of visible minorities (9%) are less likely than Aboriginal (17%) or white Canadians (16%) to have visited a Recruiting Centre in the past. However, both Aboriginal (24%) and visible minority groups (30%) are more likely than whites (10%) to say it is possible they might visit one in the next year.

5 In 2000, this was asked as a single question: “Have you ever visited a Canadian Forces Recruiting Centre or is it possible that you might visit one in the next year?”

6 In 2000, respondents were asked “Have you ever spoken to a Canadian Forces recruiter?”

7 It should be noted that the increase may be as much due to the way the questions were asked as any actual increase in propensity, particularly given that expressed interest in joining the CF has not increased.

Likelihood of either having visited a Recruiting Centre or intending to so do in the next year is higher among those very interested in joining the CF (75%), those very familiar with the CF (45%), or those very or somewhat likely to join in the next year (93%). It is also higher among those with less than a high school diploma (41%) and those who are currently looking for work (44%).

### Likelihood of joining the CF

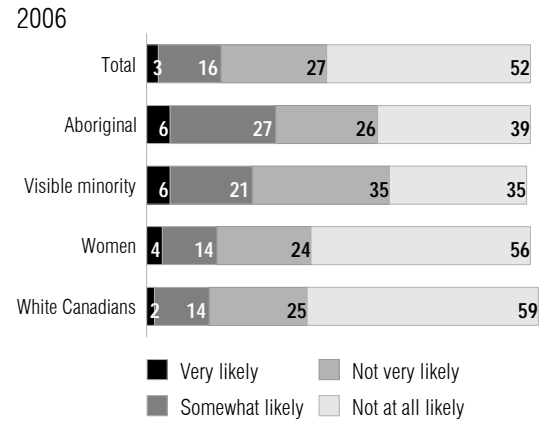
*One in five Canadians who are at least marginally interested in joining the CF say they are somewhat or very likely to do so within the next year.*

Canadians interested in joining the CF were specifically asked how likely they would be to join the Canadian Forces in the next year.<sup>8</sup> About one in five indicate it is very (3%) or somewhat (16%) likely they might join in this time frame, with most saying it is not very (27%) or at all likely (52%).

Men and women are equally likely to say they are at least somewhat likely to join the CF in the next year (20% and 18%, respectively). Aboriginal respondents are most likely to be at least somewhat likely to join (33%), followed by visible minority respondents (27%), with white Canadians being least likely to say they might join the Canadian Forces in the next year (16%). Those with a high school diploma are also more apt (26%) than those with higher (17%) or lower (19%) levels of education to be at least somewhat likely to intend to join soon.

Understandably, those who are at least somewhat likely to join the CF in the next year are Canadians who are currently looking for work (38%), rather than those working either full- (14%) or part-time (18%), as well as those who are very interested in joining (51%) or who say they might visit a recruitment centre in the next year (54%).

### Likelihood of joining Canadian Forces in the next year



#### Q.18

*How likely is it that you might join the Canadian Forces within the next year? Are you ...?*

*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

<sup>8</sup> This question was not asked in 2000.

## Interest and propensity measures

*By one measure, about one in ten Canadians has the interest and propensity to join the CF. Somewhat fewer (6%) have the interest and propensity by the second measure, based on likelihood of joining in the next year.*

A key purpose of the survey is to measure “interest and propensity” to join the CF, by gender and ethnic status.<sup>9</sup> In 2006, Interest and Propensity was assessed using two different approaches, identified as I&P1 and I&P2. Those who self-identified as having a mental or physical disability were removed from these calculations.

I&P1. The first Interest and Propensity measure (I&P1) examines the questions in the current survey that attempt to replicate the interest and propensity measure from 2000:<sup>10</sup> that is, the questions that identify the proportion of the population who are at least somewhat interested in joining the CF) and who also have either visited a recruiting centre in the past or who possibly might visit a recruiting centre in the next year. Results indicate that 11 percent of respondents meet these criteria for interest and propensity in joining the CF.

I&P1 is higher among males (15% vs. 10% of females), and among Aboriginals (27%) and visible minorities (20%) as compared with white Canadians (11%). I&P1 is highest among those aged 17 to 24 (16%), which is the primary age group of the recruitable population, and among those with less than a high school diploma (26%). As expected, it is also higher among those who are very familiar with the CF (15%) and among those looking for work (23%).

Taking the subset of the Canadian population which is at least somewhat interested in joining the CF and is likely to go to have visited or to visit a recruiting centre in the next year, it is calculated that eight percent of this sub-population are Aboriginal people and 27 percent are visible minorities (vs. 65% white), and 40 percent are women (vs. 60% men).

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9 This was calculated in 2000 by combining responses to two questions: a) those who indicated they were at least somewhat interested in joining the CF; and b) those answered yes when asked if they had ever visited a recruiting centre or might do so in the next year. Persons with disabilities were not included in the calculations due to the question of bona fide occupational requirements that may preclude some of this group from joining the CF.

10 It has been noted that the 2000 questionnaire asked about past and future recruitment centre visits in one question, whereas the 2006 survey asked about these separately. The net responding yes to either of the two 2006 questions is considerably higher than the proportion responding yes to the combined question in 2000. This methodological change impacts on the corresponding calculations of interest and propensity.

The following table shows how the group qualifying under I&P1 is distributed across age, gender and ethnic groups.

## Interest and propensity – I&P1 2006

	TOTAL	PROPORTION WHO ARE							
		ABORIGINAL	VISIBLE MINORITY	WHITE CANADIANS	WOMEN	MEN	17-24	25-34	35+
Total	<b>11</b>	8	27	65	40	60	27	22	51
17-24	<b>16</b>	8	18	75	40	60	100	-	-
25-34	<b>11</b>	8	24	68	46	54	-	100	-
35+	<b>9</b>	5	27	68	34	66	-	-	100
Women	<b>10</b>	8	36	56	100	-	47	34	19
Men	<b>15</b>	7	11	82	-	100	48	27	25
Aboriginal*	<b>27</b>	100	-	-	39	61	30	39	31
Visible minority**	<b>20</b>	-	100	-	37	63	41	31	28
White	<b>11</b>	-	-	100	32	68	50	29	22

Explanatory Note: The "Total" column shows the percentage meeting the I&P1 criteria within the total population surveyed. The remaining cells in this table should be read as rows (left to right) – each row shows the make-up of each subsample of Canadians meeting the I&P1 criteria, by ethnic status, gender and age cohort. For example, the I&P1 subgroup in the 17-24 age category is composed of 40% women and 60% men, while the I&P1 subgroup in the 25 to 34 age group is composed of 46% women and 54% men. Horizontal totals may not sum exactly to 100% due to rounding.

\* Weighted to the Aboriginal population

\*\* Weighted to the visible minority population

The following table shows how those qualifying under I&P1 and who are interested in the four commands are distributed across age, gender and ethnic groups.

## Interest and propensity – I&P1 For specific commands By gender and ethnicity 2006

	% QUALIFYING AND INTERESTED	PROPORTION WHO ARE							
		ABORIGINAL	VISIBLE MINORITY	WHITE CANADIANS	WOMEN	MEN	17-24	25-34	35+
Navy	<b>38</b>	9	23	69	41	60	55	33	12
Army	<b>64</b>	8	19	74	31	69	51	24	25
Air Force	<b>49</b>	9	22	60	35	65	53	19	28
Support	<b>70</b>	8	27	65	46	54	44	31	25

\*Note: See explanatory note for Table above. Horizontal totals may not sum exactly to 100% due to rounding.

Q.9

*In general, how interested would you be in joining the Canadian Forces? Would you say you are ...?*

Q.17a

*Have you ever visited a Canadian Forces Recruiting Centre?*

Q.17b

*Is it possible that you might visit a Canadian Forces Recruiting Centre in the next year?*



I&P2. The second Interest and Propensity measure (I&P2) is a new calculation that identifies the proportion of the population who are at least somewhat interested in joining the CF and who also indicated that they are at least somewhat likely to join the CF in the next year.

By this measure, six percent of the non-disabled Canadian population are interested and have a propensity for joining the CF. There is a slight gender difference in I&P2: nine percent of males, compared to five percent of females, show interest and propensity using this measure. Consistent with I&P1, I&P2 is considerably higher among Aboriginals (17%) and members of visible minorities (13%) than among whites (6%). Similar to I&P1, I&P2 is highest among those aged 17 to 24 (10%) and reduces to seven percent of those 25 to 34, and to four percent of those aged 35 and over. IP2 is

also higher among those with a high school diploma (8%) or less (11%) than among those with some post-secondary education (4%), and highest among those looking for work (14%).

Taking the subset of the Canadian population which is at least somewhat interested in joining the CF and reporting being at least somewhat likely to join the Canadian Forces within the next year, it is calculated that ten percent of this sub-population are Aboriginal people and 31 percent are visible minorities (vs. 59% white), and 40 percent are women (vs. 60% men).

The following table shows how the group qualifying under I&P2 is distributed across age, gender and ethnic groups.

## Interest and propensity – I&P2 2006

	TOTAL	PROPORTION WHO ARE *							
		ABORIGINAL	VISIBLE MINORITY	WHITE CANADIANS	WOMEN	MEN	17-24	25-34	35+
Total	<b>6</b>	10	31	59	40	60	31	24	45
17-24	<b>10</b>	11	18	71	37	63	100	-	-
25-34	<b>7</b>	7	26	67	47	53	-	100	-
35+	<b>4</b>	6	34	59	36	64	-	-	100
Women	<b>5</b>	8	39	53	100	-	48	23	16
Men	<b>9</b>	9	13	78	-	100	54	27	19
Aboriginal*	<b>17</b>	100	-	-	28	73	38	33	29
Visible minority**	<b>13</b>	-	100	-	33	67	41	32	27
White	<b>6</b>	-	-	100	31	69	54	31	16

Explanatory Note: The "Total" column shows the percentage meeting the I&P1 criteria within the total population surveyed. The remaining cells in this table should be read as rows (left to right) – each row shows the make-up of each subsample of Canadians meeting the I&P1 criteria, by ethnic status, gender and age cohort. For example, the I&P1 subgroup in the 17-24 age category is composed of 40% women and 60% men, while the I&P1 subgroup in the 25 to 34 age group is composed of 46% women and 54% men. Horizontal totals may not sum exactly to 100% due to rounding.

\* Weighted to the Aboriginal population

\*\* Weighted to the visible minority population

### Q.9

*In general, how interested would you be in joining the Canadian Forces? Would you say you are ...?*

#### Q.17a

*Have you ever visited a Canadian Forces Recruiting Centre?*

#### Q.17b

*Is it possible that you might visit a Canadian Forces Recruiting Centre in the next year?*

The following table shows how those qualifying under I&P2 and who are interested in the four commands are distributed across age, gender and ethnic groups.

Interest and propensity – I&P2  
For specific commands By gender and ethnicity 2006

	% QUALIFYING AND INTERESTED	P R O P O R T I O N   W H O   A R E							
		ABORIGINAL	VISIBLE MINORITY	WHITE CANADIANS	WOMEN	MEN	17-24	25-34	35+
Navy	<b>42</b>	10	24	66	42	58	51	39	10
Army	<b>65</b>	10	23	68	36	64	54	25	21
Air Force	<b>48</b>	11	27	63	34	66	54	19	27
Support	<b>76</b>	10	28	63	47	53	45	33	22

Explanatory Note: The "Total" column shows the percentage meeting the I&P1 criteria within the total population surveyed. The remaining cells in this table should be read as rows (left to right) – each row shows the make-up of each subsample of Canadians meeting the I&P1 criteria, by ethnic status, gender and age cohort. For example, the I&P1 subgroup in the 17-24 age category is composed of 40% women and 60% men, while the I&P1 subgroup in the 25 to 34 age group is composed of 46% women and 54% men. Horizontal totals may not sum exactly to 100% due to rounding.

Q.9

*In general, how interested would you be in joining the Canadian Forces? Would you say you are ...?*

Q.17a

*Have you ever visited a Canadian Forces Recruiting Centre?*

Q.17b

*Is it possible that you might visit a Canadian Forces Recruiting Centre in the next year?*

## METHODOLOGY

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The results of the survey are based on telephone interviews conducted with a representative sample of 1,985 Canadians aged 17 to 57, from November 16 to December 2, 2005 and from February 1 to March 2, 2006. The interviewing period was suspended due to federal government regulations regarding public opinion research during the 39th General Election. The margin of error for a sample of 1,985 is  $\pm 2.2$  percentage points, 19 times in 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample.

### Questionnaire

The 2006 questionnaire was based largely on the 2000 version, with some questions removed and some reworded. The 2006 survey had two versions (A and B) to randomly position a descriptive statement about CF operations, to assess its impact on response to the questions following it.

Once the questionnaire was approved by the project authority, it was translated into French and pre-tested on a small group of Canadians prior to being finalized (15 interviews in each language).

### Sample design

The objective of this study was to complete interviews with a representative sample of 2,100 Canadians, drawn from selected segments of the Canadian population. The sample was designed to provide adequate sample sizes in each of four regions (Atlantic, Quebec, Ontario, Prairies and BC). Quotas were also established by ethnic status, gender and age, to ensure adequate subsamples from low incidence populations (see below).

Within each multi-person household contacted, eligible respondents between the ages of 17 and 57 were randomly selected. All respondents were further selected for specific eligibility for this survey:

**Eligibility requirements.** Respondents were considered eligible for participation in the survey if they met all of the following conditions to join the Canadian Forces:

- Aged 17 to 57
- Canadian citizen or landed immigrant
- *Not* a current member of the Canadian Forces
- Have at least a Grade 10 education
- Employed, retired, student or looking for work
- *Not* convicted of a criminal offence (that has not been pardoned)

The sample is initially qualified by screening and excluding those already working in the Canadian Armed Forces, those with less than Grade Ten education, those who are not either Canadian citizens or landed immigrants, and those not included in the work force (i.e. those retired or at home and not looking for work either part-time or full-time). At the end of the survey, all respondents were read the full list of eligibility requirements and were then asked, based on these requirements, if they would be eligible to join the Canadian Forces. In total, nine percent of respondents (N=199) said either that they would not be eligible, or did not know if they would be. These respondents were removed from the sample for analysis.

**Ethnic/Minority Status.** The sample contains respondents in designated equity groups, with additional targets for age, gender and region (unweighted):

- 488 Aboriginal people
  - 131 on reserve (68 male, 63 female)
  - 357 off reserve (164 male, 193 female)
- 857 visible minorities
  - 205 Chinese (103 male, 102 female)
  - 205 South Asians (102 male, 103 female)
  - 186 Blacks (89 male, 97 female)
  - 171 West Asians/Arabs (98 male, 73 female)
  - 90 from other unspecified visible minorities (55 male, 35 female)
  - 640 non-designated Canadians (white, Caucasian) (392 men, 248 women)

**Age and gender.** A disproportionate sample design was employed, targeting a representative proportion of completions between men and women, and further split to ensure an oversample of respondents in the 17 to 24 age group, and to a lesser extent, an oversample of respondents in the 25-35 age group.

### Sampling strategy

Given the low incidence of most of the minority sub-sample groups covered in this survey, the approach used to reach these groups was multi-tiered and proceeded in three stages:

1. Random telephone dialing for those groups most prevalent in society. Any respondent reached by this method who qualified for any specific ethnic group needed were, however, surveyed and included in the survey.
2. Telephone dialing from lists where representation lists of sufficient quality could be obtained or constructed. This method was primarily used for specific ethnic communities. Appropriate reference material was employed to assist in developing these lists.
3. Use of targeted telephone dialing for those groups where census data show a sufficient density of the target group to allow for interviewing. This allowed for contacting some ethnic communities based on Statistics Canada data available at the enumeration and census tract level.

### Survey administration

Fieldwork was conducted at Environics' central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association – MRIA. Seven call-backs were made to a household before classifying it as a "no answer." The interviewing was carried out in the official language of choice of the respondent. The survey took an average of nine minutes to administer.

For the main survey tables, all data were weighted to the actual population distribution based on ethnicity, age, gender and region.

## Completion results

The following table provides the call disposition for the survey (e.g. the final outcome of all telephone numbers dialled), in accordance with research industry standards. Because this survey entailed interviews with a low incidence population (e.g. only a small percentage of Canadian households include at least one individual eligible to be interviewed), a low-incidence allowance has been made in the calculation of response rate and completion rate. The estimated combined incidence of eligible respondents within the broader population (averaged across the different target groups as defined by age, ethnic status, gender and region) is 5.7 percent (that is, 100 households had to be contacted to identify 5.7 that contained at least one eligible respondent).

The completion rate for the survey is 17 percent: the number of completed interviews (1,985) divided by the number of qualified respondents contacted directly (11,721).

## Completion results

	N	%
A. Total sample dialled	148,001	100
Not eligible/quota full/disqualified	12,030	8
Non-residential/not in service	32,336	22
Language barrier	6,858	5
Unknown eligibility <sup>1</sup>	82,646	56
B. Subtotal	133,870	90
C. New base (A – B)	14,131	100
D. No answer/line busy/not available/ answering machine/callbacks	2410	17
Household refusals	2185	15
Respondent refusals	7431	53
Mid-interview terminations	120	1
E. Subtotal	12,146	86
F. Net completions (C – E) / Response rate = F/C	1,985	14
Completion rate (F / [C – D])		17

Note: totals may not sum to 100% due to rounding.

<sup>1</sup> "Unknown eligibility" includes cases on D) and the two refusal categories that were calculated to be ineligible by using the estimated overall incidence of the target population.



APPENDIX A  
METHODOLOGY NOTE – QUESTIONNAIRE VERSION EFFECTS

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## METHODOLOGY NOTE – QUESTIONNAIRE VERSION EFFECTS

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One of the objectives of the current survey is to assess the effect of providing a brief description of CF operations before, versus after, asking respondents about their interest and propensity to join the CF. It was felt that providing information before asking respondents about their interest to join would yield more accurate estimates of those actually likely to join (based on knowledge of what they are signing on for). However, because in the 1997 and 2000 phases of the Interest and Propensity survey respondents were asked about their interest to join before providing information on the CF, both these question orders were assigned to random subsets of respondents, so that consistency with previous surveys could also be maintained and assessed. This was accomplished by using two versions of the survey, with each respondent randomly assigned to either Version A or Version B. In Version A, prior to being asked about general level of interest in joining the Forces, the following text was read; in Version B, this text was read after the overall and component interest questions:<sup>11</sup>

*The Canadian Forces has a wide variety of occupations from which to choose, many of which are similar to civilian occupations. Regardless of the type of occupation someone is in, they could:*

- *Become part of an operational response in Canada or anywhere in the world and deployed to various locations for periods of time ranging from a few weeks to many months*
- *Be involved in Canadian missions, such as search and rescue operations or assisting with natural disasters such as the Ice Storm or the forest fires in the West*

- *Participate in NATO or UN commitments abroad, providing humanitarian assistance*
- *And they may also be involved in combat situations, such as in the Middle East or Bosnia.*

There is an interactive difference observed for certain questions and among certain subgroups.

- Hearing the description also had the effect of making respondents more inclined to say they are likely to join the CF in the next year.
- In addition, hearing a description of CF operations tends to direct respondents in the next few questions toward answers that they might intuitively feel would put them at lower risk, should they be in the CF – for example, selecting the Primary Reserves rather than the Regular Force, or showing interest in support operations over other elements.

Following are the version differences for specific questions in the survey.

### Familiarity with the CF

Placement of the CF operations description in the questionnaire does appear to influence response to this question. Familiarity with the CF (very or somewhat) is somewhat higher among respondents who heard the description of Forces operations later in the survey (Version B: 56%), compared to those who heard it near the beginning (50%).

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<sup>11</sup> In the 2000 survey, similar text describing CF operations was read after the overall and component interest questions but before the element interest questions. It should be noted that, in the 2000 survey, the text used personal pronouns: “Regardless of the type of

## Interest in joining the CF

Hearing the description of CF operations (Version A) seems to affect level of interest in joining the Forces, but in a limited way. It appears to decrease the likelihood that someone will be very interested, but at the same time also increases marginal interest. Those who heard the description are less likely than those who did not to say they are not at all interested in joining, and more likely to say they are somewhat or not very interested.

Education plays a role in how this introduction influences level of interest. Those who have not graduated high school are almost twice as likely (18%) to say they are very interested in joining the CF if the description of military operations is not read first (Version B) than if it is (10%). For those with some post secondary education, hearing the description (Version A) increases overall interest somewhat (to 43% with at least marginal interest, compared to 35% of those who did not hear the description). The following table provides level of interest by education level for the total survey population as well as results for the two questionnaire versions.

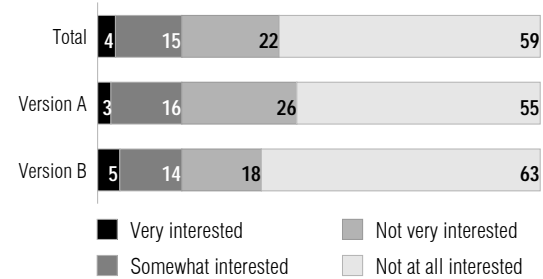
A moderate version effect is also evident among the target groups. Hearing the description prior to being asked about level of interest (Version A) appears to have a somewhat negative impact on overall interest among women, visible minorities and Aboriginal persons: They are less likely to say they are somewhat interested in joining than those in the same groups who do not hear the description (Version B). Men and whites are less likely to say they are very interested and more likely to say they are somewhat interested if they hear the description first (Version A), than if they do not (Version B).

## Reasons for not joining the CF

Reasons for not being interested in joining the military are, on the whole, not notably different whether the CF operations description is read prior to (Version A) or following (Version B) this question.

## Interest in joining Canadian Forces

By questionnaire version 2006



## Interest in joining the Canadian Forces

By education and questionnaire version 2006

	VERY INTERESTED	SOMEWHAT INTERESTED	NOT VERY INTERESTED	NOT AT ALL INTERESTED
<b>Total (n=1985)</b>	<b>5</b>	<b>14</b>	<b>18</b>	<b>63</b>
< High school	16	23	17	44
High school graduate	5	17	16	62
Some/graduated post secondary	4	11	19	65
<b>Version A (n=955)</b>	<b>4</b>	<b>17</b>	<b>25</b>	<b>54</b>
< High school	10	37	23	31
High school graduate	4	19	22	55
Some/graduated post secondary	3	13	27	57
<b>Version B (n=1030)</b>	<b>5</b>	<b>14</b>	<b>19</b>	<b>61</b>
< High school	18	23	20	39
High school graduate	5	17	21	57
Some/graduated post secondary	4	12	19	66

Q.9

*In general, how interested would you be in joining the Canadian Forces? Would you say you are ...?*

## Component of interest

Reading a description of Forces operations prior to asking this question (Version A) has the effect of increasing the likelihood respondents will either consider the Primary Reserve and of reducing the likelihood of selecting the Regular Force. However, there are some notable exceptions. The subgroups that are more likely to select the Regular Force if they hear the operations description (Version A) are those with less than a high school diploma (15% Version A, vs. 10% Version B) and those who have visited a recruitment centre in the past (35%, vs. 27%).

## Occupational stream of interest

Placement of the description of Forces operations has a modest effect on response to this question: a somewhat higher proportion of those who have not heard the description (Version A) say that they would prefer the technical stream. The groups more likely to say they would be interested in an Officer occupation if they have heard the description (Version A) than if they have not (Version B) are those in the 17 to 24 age cohort (56% Version A vs. 45% Version B) and those without a high school diploma (52% A vs. 39% B).

## Interest in support operations

Placement of the description of Forces operations closer to this question has a minor positive effect on overall interest in support occupations, and there are also some group impacts. Notably, interest in support operations is higher among those aged 17 to 24, women, visible minorities, residents of Quebec and those with some post-secondary education, if they hear the description just before this section (Version B), than earlier (Version A).

## Interest in Air Force occupations

Position of the description of Forces operations has a minor positive effect on interest in the Air Force. Interest in the Air Force is higher among those aged 35 to 57, women and those who say they might visit a recruiter in the next year, if they hear the descrip-

tion just before this section (Version B), as opposed to earlier in the survey (Version A). Those less likely to show interest if the CF description is read just before this survey section (Version B) are Aboriginal persons, those very interested in joining the CF, and those with less than a high school diploma.

## Interest in Army occupations

Placement of the description of Forces operations is not a factor in overall interest in the Army, but there do appear to be some group differences. Interest in the Army is higher among visible minorities if they hear the description just before this section (Version B), as opposed to earlier in the survey. Interest is lower among Aboriginal people, those who have not graduated high school, those who are very interested in joining the CF, those who have visited a recruiting centre in the past, and those who are looking for work, if they hear the description just before this section (Version B), than if they hear it earlier (Version A).

## Interest in Navy occupations

Placement of the description of Forces operations makes little difference in overall interest in the Navy. There do appear to be some group differences, but most of these are not pronounced. Canadians aged 35 and over, those in rural communities and those very familiar with the CF are more likely to show interest in the Navy if they hear the description just before this section (Version B) than if they hear it earlier in the survey (Version A).

## Visiting a recruiter

Placement of the CF operations description does have some effect for this question. The net effect is a marginal increase in incidence of saying one has visited a Recruitment Centre in the past, if the description of CF operations is heard later in the survey (Version B) than earlier. The increases do appear to be more marked among certain sub-groups (males, Aboriginal people, lower education levels).

## Likelihood of joining the CF in the next year

Placement of the CF description appears to have an impact on response to this question. Canadians are more likely to say they might join in the next year if they heard the description more recently (Version B) than if they heard it earlier (Version A). This is observed across most subgroups, the difference being especially notable among women, white Canadians and those with some post-secondary education.

The table below indicates the likelihood of being interested in joining the CF, by gender and ethnicity, for the total sample and by questionnaire version.

## Likelihood of joining the CF in the next year

By gender and ethnicity 2006

	TOTAL	MALE	FEMALE	ABORIGINAL	VISIBLE MINORITY	WHITE CANADIANS
Total						
Net: likely	19	20	18	33	27	16
Very likely	3	2	4	6	6	2
Somewhat likely	16	18	14	27	21	14
Not very likely	27	30	24	26	35	25
Not at all likely	52	49	56	39	35	59
Version A (description earlier)						
Net: likely	16	19	12	35	24	13
Very likely	1	1	1	6	5	*
Somewhat likely	15	18	11	29	19	13
Not very likely	28	32	22	24	29	27
Not at all likely	56	49	65	36	44	59
Version B (description later)						
Net: likely	23	22	23	33	25	21
Very likely	4	2	6	7	5	3
Somewhat likely	19	20	17	26	20	18
Not very likely	33	33	33	28	35	33
Not at all likely	43	45	41	37	33	46

\* Less than 1%

### Q.18

*How likely is it that you might join the Canadian Forces within the next year? Are you ...?*  
*Subsample: Those who are very, somewhat or not very interested in joining the Canadian Forces*

APPENDIX B  
QUESTIONNAIRE



**Department of National Defence  
2005 Interest and Propensity Survey  
FINAL Questionnaire**

**Introduction**

Hello my name is \_\_\_\_\_ from the Environics Research Group. We are conducting a survey to better understand important issues facing various groups of people in Canada. Please be assured that we are not selling or soliciting anything. We are only interested in people's opinion. This survey is registered with the national survey registration system.

To be sure I have the right number in each group, may I speak with someone in your household who is between the ages of 17 and 57?

IF ASKED: The survey will take about 10 minutes to complete  
IF ASKED: I can tell you at the end who sponsored this survey

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration systems toll-free telephone number is 1-800-554-9996.

**A. Initial Screening**

1. Could you please tell me in what year you were born? RECORD: \_\_\_\_\_  
IF YOUNGER THAN 17 OR OLDER THAN 57, GO TO Q.8  
IF RESPONDENT IS 17, SEEK APPROVAL OF PARENT OR GUARDIAN BEFORE PROCEEDING
2. Could you please tell me your ethnic or cultural background? IF MULTIPLE ETHNIC ORIGINS OFFERED, ASK FOR PRIMARY, BUT ACCEPT VISIBLE MINORITY FIRST OVER WHITE/CAUCASION

<b>Group</b>	<b>Includes</b>
Aboriginal	Indian, Inuit, Metis. If even part aboriginal, respondent is considered aboriginal
Chinese	China, Hong Kong, Taiwan
East Asia	Japanese, Korean
South Asian/ East Indian	Bangladeshi, Bengali, Brunei, Gujarati, East Indian, Indo Pakistani, Mauritius, Mayotte, Mongolian, Pakistani, Punjabi, Singhalese, Sri Lankan, Tamil
South East Asian	Vietnamese, Cambodian, Malaysian, Laotian, Indonesian, Singaporean, Burmese, Kampuchean, Thai
Filipino	
Black (Africa, Caribbean)	Angolan, Anguillan, Antiguan, Aruba/Netherlands Antilles, Bahamian, Barbadian, Belizean, Benin, Bermudan, Botswanan, Burkina Faso, Burundi, Cameroon, Cape Verde Islands, Cayman Islands, Central African Republic, Chad, Comoros Islands, Congo, Dominica, Equatorial Guinea, Ethiopian, Gabonese, Gambian, Ghanaian, Grenadian, Guadeloupe, Guinea, Guinea-Bissau, Guyanese, Haitian, Ivory Coast, Jamaican, Kenyan, Lesotho, Liberia, Madagascar, Malawi, Mali, Martinique/French Guiana, Montserrat, Mozambique, Namibian, Nevisitian, Niger, Nigerian, Rwandan, Vicentian/Grenadines, Saint Lucian, Senegalese, Trinidadian, Tobagonian, West Indian, Other Caribbean, Other African
Latin American	All Central and South American countries, Mexico, Cuba, Puerto Rico
West Asian/North African/Arabs	Afghan, Algerian, Armenian, Bahrain, Bhutanese, Egyptian, Iranian, Iraqi, Israeli, Jordanian, Kurdish, Kuwaiti, Lebanese, Libyan, Maghrebi origins, Mauritanian, Moroccan, Nepalese, Oman, Palestinian, Republic of Yemen, Saudi Arabian, Syrian, Turk
Pacific Islands	Fijian, Melanesian, Micronesian, Polynesian, Tonga, Tuvalu, Wake Island, Western Samoa, American Samoa, Coral Sea Islands, Territory, Kiribati, Nauru, Norfolk Island, Northern Mariana Island, Tokelau, Pitcairn Islands, Trust Territory of the Pacific Islands, Vanuatu, Wallis and Futuna Island, Cook Islands, Johnston Atoll, Guam, Midway Islands, New Caledonia
Other Visible Minorities	RECORD _____
White/Caucasian	Non - Visible Minority (Includes English, Irish, Scottish, German, French, Italian)
REFUSE/NO ANSWER	SKIP TO Q.8

3. Legally, are you considered a Canadian citizen, a landed immigrant, or do you have another status in Canada?

CODE ONLY ONE.

- 1 - Canadian citizen
- 2 - Landed immigrant
- 3 - Other                               SKIP TO Q.8
- 9 – REFUSE/DK/NA               SKIP TO Q.8

4. Which of the following best describes your present employment status?

READ - CODE ONLY ONE

- 01 - Working full-time
- 02 - Working part-time
- 03 - Going to school and working
- 04 - Going to school and not working
- 05 - Unemployed or laid off
- 06 - Stay at home full-time
- 07 - Volunteer without pay, or
- 08 - Retired
- VOLUNTEERED - DO NOT READ
- 97 - Disability pension
- 98 – Other (SPECIFY \_\_\_\_\_)
- 99 - DK/NA

5. Regardless of whether you have a job or not, are you looking for either full time or part time work, or both, or not at all?

READ ONLY IF NECESSARY - CODE ONLY ONE

- 1 - Part-time work
- 2 - Full-time work
- 3 - No - not at all                   SKIP TO Q.8 ONLY IF 05 – 08 IN Q.4
- 4 - Both
- 9 - DK/NA                            SKIP TO Q.8 ONLY IF 05 – 08 IN Q.4

6. Are you currently a member of the Canadian Forces?

- 1 - Yes                               SKIP TO Q.8
- 2 - No
- 9 - DK/NA

7. What is the highest level of education you have completed?

DO NOT READ - CODE ONLY ONE.

- 1 – Grade 9 or less               SKIP TO Q.8
- 2 – Grade 10 but not completed high school
- 3 – Completed high school
- 4 – At least some post-secondary
- 9 – DK/NA                           SKIP TO Q.8



ASK Q.8 IF PARTICIPANT DOES NOT QUALIFY FOR RECRUITMENT BASED ON RESPONSES TO QUESTIONS 1-7 (OTHERWISE, SKIP TO GENERAL OCCUPATION INTRO)

8. For our study, it is important that we talk with a certain number of people who are Canadian citizens or landed immigrants, who are between the ages of 17 and 57, who are in the workforce but not a member of the Canadian Forces, and who have also completed Grade 10 or above. Is there anyone in your household who would qualify?

- |            |   |
|------------|---|
| 01 – Yes   | ASK TO SPEAK TO THIS PERSON AND RESCHEDULE INTERVIEW IF NECESSARY |
| 02 – No    | THANK AND TERMINATE   |
| 99 – DK/NA | THANK AND TERMINATE   |

READ IF QUALIFY BASED ON RESPONSES TO QUESTIONS 1-7

As you may know, the mission of the Canadian Forces is to defend Canada and Canadian interests and values while contributing to international peace and security.

**RANDOMLY ASSIGN SAMPLE TO VERSION A OR B**

**READ IF VERSION A – VERSION B SKIP TO SECTION B**

The Canadian Forces has a wide variety of occupations from which to choose, many of which are similar to civilian occupations. Regardless of the type of occupation someone is in, they could:

- Become part of an operational response in Canada or anywhere in the world and deployed to various locations for periods of time ranging from a few weeks to many months
- Be involved in Canadian missions, such as search and rescue operations or assisting with natural disasters such as the Ice Storm or the forest fires in the West
- Participate in NATO or UN commitments abroad, providing humanitarian assistance
- And they may also be involved in combat situations, such as in the Middle East or Bosnia.

**B. Interest**

*The following questions are asked only for the purpose of getting your opinions - we are not promoting participation in the Canadian Military.*

9. In general, how interested would you be in joining the Canadian Forces? Would you say you are:  
READ - CODE ONLY ONE

- |                           |              |
|---------------------------|--------------|
| 1 - Very interested       | SKIP TO Q.11 |
| 2 - Somewhat interested   | SKIP TO Q.11 |
| 3 - Not very interested   |              |
| 4 - Not at all interested |              |
| 9 - DK/NA                 |              |

10. What is the main reason you would not be interested in joining the Canadian Forces?  
DO NOT READ - CODE ALL THAT APPLY

- 01 - Afraid of being injured
- 02 - Afraid of death
- 03 - Afraid of fighting
- 04 - Attending school
- 05 - Bad image of the Canadians Forces generally
- 06 - Because I'm a woman
- 07 - Canada is not at war
- 08 - Dislike authority
- 09 - Dislike, against war and fighting, don't believe in it
- 10 - Don't want to be away from my (ethnic) community
- 11 - Family, children reasons
- 12 - For religious reasons
- 13 - Have obligations, other interests (unspecified)
- 14 - Have physical or health limitations
- 15 - I'm employed, working
- 16 - Inconvenience
- 17 - Mobility
- 18 - No reason
- 19 - Not interested
- 20 - Not my duty to defend the country
- 21 - Racism
- 22 - People of my race/culture don't join the CF
- 23 - There are no people of my race/culture in the CF
- 24 - scandals (e.g. Somalia; Bosnia)
- 25 - Too old
- 26 - Wouldn't suit my personality, not the military type
- 98 - Other (specify) \_\_\_\_\_
- 99 - DK/NA

SKIP TO Q.17 IF NOT AT ALL INTERESTED IN Q.9; OTHERWISE CONTINUE

11. There are two ways to serve in the Canadian Forces: As a member of the Regular Force, where you serve full time; or as a member of the Primary Reserve, where you serve part-time. If you were to join the Canadian Forces, which of these two options would you be most likely to consider?  
READ AND ROTATE - CODE ONLY ONE

- 1 - Regular Force – that is, a full-time commitment
- 2 - Primary Reserve – that is, a part-time commitment
- VOLUNTEERED
- 3 - Both equally
- 4 - Depends
- 9 – DK/NA

12. There are different career streams in the Canadian Forces. There are professional occupations, which usually require a university degree, and there are technical and administrative occupations, many of which require a college diploma or another type of certification. In many cases, this training is provided when you join the Canadian Forces. Would you be more interested in a professional, or a technical occupation within the Canadian Forces?  
READ AND ROTATE - CODE ONLY ONE

- 1 - Professional
- 2 – Technical/Administrative
- VOLUNTEERED
- 3 - Both equally/no preference
- 4 - Depends
- 9 - DK/NA

**READ IF VERSION B – VERSION A SKIP TO Q.13**

The Canadian Forces has a wide variety of occupations from which to choose, many of which are similar to civilian occupations. Regardless of the type of occupation someone is in, they could:

- Become part of an operational response in Canada or anywhere in the world and deployed to various locations for periods of time ranging from a few weeks to many months
- Be involved in Canadian missions, such as search and rescue operations or assisting with natural disasters such as the Ice Storm or the forest fires in the West
- Participate in NATO or UN commitments abroad, providing humanitarian assistance
- And they may also be involved in combat situations, such as in the Middle East or Bosnia.

**READ AND ROTATE Q.13 – Q.16 - DESCRIPTIONS MUST BE READ - DO NOT ABBREVIATE**

*I would now like to ask you about **specific** types of occupations within the Canadian Forces . . .*

13. Being in the Navy includes serving in a variety of occupations aboard ships at sea. You would spend a lot of your time on ships on Canada's coasts, working in a variety of weather conditions, by night or day, and your ship could go anywhere in the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Would you be interested in a Navy occupation?

- 1 - Yes
- 2 - No
- 9 - DK/NA

14. Being in the Army involves serving in a variety of occupations in the field. This work often takes place outdoors in all kinds of weather, by night as well as by day, and you can be expected to have to keep working for a long time with little chance of rest. And you can expect to spend much of your career outside Canada. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Would you be interested in an Army occupation?

- 1 - Yes
- 2 - No
- 9 - DK/NA

15. Being in the Air Force involves a variety of occupations related to flying and to aircraft maintenance or navigation. You could serve on bases in Canada and take part in flying missions that go almost anywhere in the world. Some of this work is done outdoors, in various weather conditions. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Would you be interested in an Air Force occupation?

- 1 - Yes
- 2 - No
- 9 - DK/NA

16. There are a variety of support occupations in the Canadian Forces, such as communications, health care and administration. Your career would be spent supporting Army, Navy or Air Force units and their missions, in the field or aboard ships, throughout Canada and the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Would you be interested in a support occupation?

- 1 - Yes
- 2 - No
- 9 - DK/NA

### C. Propensity

- 17a. Have you ever visited a Canadian Forces Recruiting Centre?

- 1 – Yes
- 2 – No
- 9 – DK/NA

- 17b. Is it possible that you might visit a Canadian Forces Recruiting Centre in the next year?

- 1 – Yes
- 2 – No
- 9 – DK/NA

SKIP TO Q.19 IF NOT AT ALL INTERESTED IN Q.9

18. How likely is it that you might join the Canadian Forces within the next year? Are you:

- 1 – Very likely
- 2 – Somewhat likely
- 3 – Not very likely, or
- 4 – Not at all likely
- VOLUNTEERED
- 5 – Depends
- 9 – DK/NA

### D. Awareness

19. How familiar are you with the Canadian Forces? Are you:  
READ - CODE ONLY ONE

- 1 - Very familiar
- 2 - Somewhat familiar
- 3 - Not very familiar
- 4 - Not at all familiar
- VOLUNTEERED
- 9 - DK/NA

## E. Respondent Profile

To finish up, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

20. Of Canada's two official languages, which do you speak most often?  
DO NOT READ – CODE ONE ONLY

01 - English  
02 - French  
99 – NA/REFUSE

21. Do you have a long term or recurring mental or physical disability?

1 - Yes  
2 - No  
9 - DK/NA

22. And finally, In order to be **eligible** to join the Canadian Forces, an individual must satisfy a number of requirements. He or she must:

- Be either a Canadian citizen or a landed immigrant.
- Be between 17 and 57 years of age.
- Have at least a grade 10 education.
- Be either a student, currently employed or looking for work, and
- Not have a criminal record for which they have not been pardoned.

Based on these requirements, would you be eligible to join the Canadian Forces?

1 - Yes  
2 - No  
9 - DK/NA

22. And to better understand how results vary by region, may I have your 6-digit postal code?  
ACCEPT FIRST THREE DIGITS IF THAT IS ALL RESPONDENT IS WILLING TO GIVE

\_\_\_\_-\_\_\_\_-\_\_\_\_  
999999 - DK/NA

23. Would you be interested in participating in any future surveys on other topics sometime in the future?

1 – Yes  
2 - No

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I please have your first name?

First Name: \_\_\_\_\_

Thank you very much for your time and assistance. This survey was conducted on behalf of the Department of National Defence, and will be registered under the Federal Access to Information Act.

**THANK AND TERMINATE**

## RECORD

### 41. Gender

- 01 - Male
- 02 - Female

### 42. Language of interview

- 01 - English
- 02 - French

### 43. Province

- 01 - British Columbia
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba
- 05 - Ontario
- 06 - Quebec
- 07 - Newfoundland and Labrador
- 08 - Nova Scotia
- 09 - New Brunswick
- 10 - Prince Edward Island

### 44. Community size

- 01 - 1 million plus
- 02 - 100,000 to 1 million
- 03 - 25,000 to 100,000
- 04 - 10,000 to 25,000
- 05 - 5,000 to 10,000
- 06 - Less than 5,000