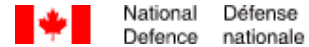




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Department of National Defence

Visible Minorities Recruitment and the Canadian Armed Forces:

The Black-, Filipino- and Latin American-Canadian Populations



Final Report

October 2014

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"Ce rapport sommaire est également disponible en français, sur demande".

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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.



Mike Colledge

President

Ipsos Reid Public Affairs

Executive Summary

A. Background and Objectives

With the launch of the CAF (CAF) 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 CAF 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 CAF, visible minorities were found to be the least likely to possess familiarity with the military, though they were also the most likely to express interest in pursuing a career with the CAF.

Previous research has shown that the majority of Canadians hold positive views of the CAF, 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 CAF 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 recognition of foreign employment credentials. While the CAF can provide pathways to education, skills development and employment, immigrant populations may not recognize the CAF as an ideal way to do so.

The present research focuses on Black-, Filipino- and Latin American-Canadians. The research has been designed to better understand the career selection behaviours of these audiences, and learn what factors influence their decision to join or not to join the CAF.

Even with mostly positive outlooks on the CAF, visible minorities have historically shown reluctance to join the military in numbers comparable to their proportion in the Canadian population, having implications for the CAF, both in attempts to comply with Employment Equity (EE) Act requirements and to 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 CAF, 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 CAF as a career opportunity. The second phase of research, among Asian- and Arab-Canadians, was conducted in 2012, followed by the third and final phase of this research which was conducted in 2014 among Canadians of African, Philippine, Latin American-Canadian and Caribbean descent. Each phase has been designed to consider the views of major groups within Canada's larger visible minority populations towards the military

and military service.

Across the three phases of the study we have found a number of different experiences with military organizations among the Chinese-Canadians, the Asian- and Arab-Canadians and the Black-, Filipino- and Latin American-Canadians. 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. Phase 2 among South Asian- and Arab-Canadian populations suggested they have a tendency to view military service as a higher status career and a more viable pathway to career success. Phase 3 suggests Black-Canadians, Filipino-Canadians and Latin American-Canadians' views of military service differ even within each group as they have differing levels of exposure to the militaries of their countries of origin, as well as the United States military.

While many questions and areas of inquiry between phases 1, 2 and 3 are common, the study was not designed to track between years and audiences and distinctly considers the proportions and predilections of audiences within the Black, Filipino- and Latin American-Canadian populations. The results of the research will aid the CAF in their efforts to increase the representation of visible minorities in their membership and to 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 CAF members.

This research is a further effort to study the attitudes of visible minorities towards a career in the CAF and focuses on the Black- Filipino- and Latin American-Canadian populations.

Findings from this research will be used by DND and the CAF to measure perspectives held by visible minorities, inform recruitment strategies and increase communications with the target populations, as well as influence career selection behaviours among visible minorities.

This report details the results of this third phase of research, conducted in two parts, qualitative and quantitative, between March 2014 and June 2014. The total contract value of this research was \$196,460.71 excluding HST.

B. Methodology

This research was conducted in two major parts: an initial phase of qualitative research was conducted in March and April 2014 consisting of focus groups among Black-, Filipino- and Latin American-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 in April and May 2014. The quantitative stage was designed to explore and confirm many of the findings obtained during the qualitative phase of research.

B.1 Audience of Research

This research was conducted among individuals claiming a Black-Canadian ethnic identity, a Filipino-Canadian ethnic identity or a Latin American-Canadian 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 2011 National Household Survey.

	Total Population
Black-Canadians	945,665
Filipino-Canadians	619,310
Latin American-Canadians	381,280

B.2 Qualitative Research

A series of 12 focus groups were conducted among self-identified Black-, Filipino- and Latin American-Canadians recruited from six cities nationwide. Participants were segmented by ethnic community, and within each ethnic community two focus groups were conducted among young adults (aged 18 to 24) and two groups among parents and influencers of 18-24 year olds. The focus groups took place between March 18th and April 8th, 2014.

It is important to note that this component of the research was qualitative in nature, which means that the results are directional, rather than definitive, 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 CAF 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. 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.

Date	City	Cultural Community	Audiences
3/18	Ottawa	Filipino	Youth (18-24 years)
		Black	Parents/Influencers
3/20	Vancouver	Filipino	Youth (18-24 years)
		Latin American	Parents/Influencers
3/24	Winnipeg	Latin American	Youth (18-24 years)
		Filipino	Parents/Influencers
3/25	Toronto	Latin American	Youth (18-24 years)
		Filipino	Parents/Influencers
4/3	Halifax	Black	Youth (18-24 years)
		Black	Parents/Influencers
4/8	Montreal	Black	Youth (18-24 years)
		Latin American	Parents/Influencers

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 CAF 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. For the qualitative component of this study, the community influencers are those aged 35 and older who have participated in public meetings, volunteered with community organisations, follow issues in their ethnic communities, participate in events in their ethnic communities and/or work with youth in their ethnic community.

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 were excluded.

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.

B.3 Quantitative Research

The quantitative research was conducted online between April 22nd and May 14th, 2014, among members of the Ipsos Online Household Panel who had previously identified themselves as being of Black, Filipino-Canadian or Latin American-Canadian descent. A total of n=1,838 interviews were conducted among two key audiences:

- Black-, Filipino- and Latin American-Canadian youth (n=965) 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 CAF specifically); and,
- Members of the Black, Filipino-Canadian and Latin American-Canadian communities 35 years of age and older (n=873).

The sample was designed to reflect the Black-, Filipino- and Latin American-Canadian populations nationwide



in terms of the range of ethnic identities within the audience as a whole. The table below indicates the weighted and unweighted sample sizes obtained within each of these broad visible minority groupings.

Ethnic identity	Total		Youth		Community	
	Unweighted	Weighted	Unweighted	Weighted	Unweighted	Weighted
Total	1838	1838	965	968	873	873
Black	698	934	375	484	323	447
Filipino	623	603	323	313	300	289
Latin American	626	390	324	198	302	190

*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 such, the results of this survey cannot be described as statistically representative of the target population, and no estimates of sampling error can be calculated. The sample has been designed and weighted to reflect the demographic composition of target populations. Even among those who have volunteered to participate, a non-response bias exists as some who were given the opportunity to participate may have chosen not to. In order to limit the impact of this bias, an incentive was provided to respondents to encourage participation and respondents were presented with a description of the purpose of the work upfront.

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 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 Black-, Filipino- and Latin American-Canadian communities we also included several key questions on the Ipsos Online Express poll, a separate omnibus study conducted among n=1,020 Canadian adults (aged 18 and over). This research was designed to provide a point of comparison between the findings obtained among Black-, Filipino- and Latin American-Canadians and the findings obtained among the general public. The research was conducted between April 23rd and April 25th, 2014, among Canadian adults nationwide.

The surveys were conducted in accordance with the standards set out by the MRIA as well as applicable federal legislation, including the Personal Information Protection and Electronic Documents Act (PIPEDA), Canada's private sector privacy law.

C. Reading this Report

Throughout this report, the following audiences are frequently discussed:

- **Black-, Filipino- and Latin American-Canadian Youth:** Within the context of the qualitative research, Black-Canadian Youth, Filipino-Canadian Youth and Latin American-Canadian Youth refers to the 18-24 year old participants in the focus groups. Within the context of the quantitative research, “Black-Canadian Youth”, “Filipino-Canadian Youth” and “Latin American-Canadian Youth” refers to the sample of n=965 Black-, Filipino- and Latin American-Canadians between 16 and 34 years of age. Black-Canadian Youth, Filipino-Canadian Youth and Latin American-Canadian Youth are also referred to in brief as “youth”, “young Black-Canadians”, “young Filipino-Canadians” or as “young Latin American-Canadians”.
- **The Black-, Filipino- and Latin American-Canadian Community:** In both the qualitative and quantitative contexts, the “Black-Canadian Community”, “Filipino- Canadian Community” and “Latin American-Canadian Community” refers to Black-, Filipino- and Latin American-Canadians 35 years of age and older who either participated in the focus groups or who were among the sample of n=873 Black-, Filipino- and Latin American-Canadians 35 years of age and older. They are sometimes referred to in brief as “the community”, “community members”, “community respondents”, as “older Black-Canadians”, “older Filipino-Canadians” or as “older Latin American-Canadians.”
 - *Parents:* Consisting of parents of children between the ages of 16 to 34. The audience (Black-Filipino- and Latin American-Canadian or General Public) will be specified along with the reference. This is a key subgroup within the Community sample.
 - *Non-parents:* Consisting of respondents with no children and those with children not between the ages of 16 to 34. Again the audience (Black-Filipino- and Latin American-Canadian or General Public) will be specified along with the reference. This is a key subgroup within the Community sample.
- **The general public:** Consisting of the n=1,020 adult Canadians interviewed online between April 23rd and 25th, 2014 as a part of this research.

Regarding the survey results:

- At times, the number of respondents changes in the report because questions were asked of sub-samples of the survey population. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- At times, the number of respondents (as opposed to the percentage) who answered certain questions or answered in a certain way is provided in the report. The following method is used to denote this: n=100, which means the number of respondents, in this instance, is 100.
- When reporting subgroup variations, only differences that are significant at the 95% confidence level are discussed in the report. Subgroup findings are presented in a separate box below the main findings to offset them from the main narrative of the report.

D. Key Findings

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

1. The Canadian Armed Forces are not a top-of-mind career option for most Black-Canadians, Filipino-Canadians and Latin-American Canadians.

When asked what careers they would be interested in pursuing, or would recommend to a young person, no more than one percent of Black-Canadian, Filipino-Canadian and Latin American-Canadian youth or community members indicated the military as their preference. Similarly, when asked what careers they would be least interested in pursuing, the military tops the list with one in five Filipino-Canadian youth (21%), Black-Canadian youth (22%) and Latin American-Canadian youth (19%) and a similar proportion of community members (20%, 19% and 20% respectively) saying a military career would be the career they would be least interested in, followed distantly by other fields.

2. Black-Canadians, Filipino-Canadians and Latin American-Canadians focus on healthcare as a desirable career path. When asked to identify which careers from a list would a career in the military be a good way of gaining experience, three in five Filipino-Canadians (60% youth, 57% community), about one in two Black-Canadians (53% youth, 55% community) and two in five Latin American-Canadians (47% youth, 43% community) identify 'healthcare'.

Filipino-Canadians, Black-Canadians and Latin-American Canadians all identify the healthcare profession as one they would be most interested in pursuing (23%, 17% and 15% youth respectively), or most likely to recommend to a young person, son or daughter (25%, 20% and 14% community respectively). For the Filipino-Canadian community entrepreneurship followed further behind as the second preferred career field (13% youth, 7% community). Filipino-Canadian community members also identify information technology (14%), engineering (12%) and skilled trades (11%) as preferred career options. The Black-Canadian community would also recommend pursuing a career in skilled trades (15%) and information technology (13%).

Latin American-Canadians are also interested in entrepreneurship or business (12% youth, 11% community). The Latin-American community also would most recommend skilled trades (14%), information technology (12%) and banking (11%).

When asked whether they would consider the CAF to be a good way of gaining experience in several different careers, Filipino-Canadians, Black-Canadians and Latin American-Canadians most often said that the CAF would be a good way to gain experience in police work and in the public service or government. A smaller majority of Filipino-Canadians (67% youth, 66% community), Black-Canadians (51% youth, 64% community) and Latin American-Canadians (54% youth, 52% community) say the CAF could offer a good way to gain experience in skilled trades.

The CAF were also seen by about half of young Filipino-Canadians, Black-Canadians and Latin American-Canadians as a good way of gaining experience in healthcare (60% Filipino, 55% Black, 47% Latin American), engineering (50% Filipino, 47% Black, 45% Latin American), and information technology (48%

Filipino, 44% Black, 50% Latin American). Community members from each community also agree that the CAF are a good way of gaining experience in these fields. Black-Canadian community members were much more likely than young Black-Canadians to feel that the military is a good way to gain experience in skilled trades (64% community, 54% youth), engineering (64% community, 47% youth) and information technology (64% community, 44% youth).

While many focus group participants did not initially recognise or acknowledge the merits of a career in the military, many focus group participants recognize the comprehensive nature of the military after further discussion. In light of this, many participants readily understood that the military could offer a broader array of opportunities than those typically associated with soldiering (i.e., combat). Focus group participants did not mark a distinction between professional military personnel in civilian-related professions (such as doctors and engineers in the military) and soldiers.

3. The Canadian Armed Forces are not a top-of-mind career choice amongst these audiences. Most Black-Canadian, Filipino-Canadian and Latin American-Canadian youth say members of their ethnic community would be less likely than others to consider a career in the Canadian Armed Forces. Their parents and members of their community are less likely to say they would recommend the CAF as an employer of choice.

Findings from this study indicate a significant distinction is made by the Filipino-Canadian, Black-Canadian and Latin American-Canadian populations between likelihood of *considering* a career in the CAF and likelihood of *joining* the CAF. Even though a similar percentage of Filipino-Canadian (13%), Black-Canadian (13%) and Latin American-Canadian (17%) youth and general public youth (18%) said they are likely to consider a CAF career, the majority of Filipino-Canadian (61%), Black-Canadian (54%) and Latin American-Canadian (47%) respondents believe that members of their ethnic communities are less likely than others to actually join the CAF.

One in five Filipino-Canadian (18%), Black-Canadian (21%) and Latin American-Canadian (17%) parents of 16-34 year olds say that they would recommend a career in the CAF to a young person, compared to a quarter (25%) of parents in the general public. Black-, Filipino- and Latin American-Canadian community non-parents and those with young children are also much less likely than their general public counterparts to say they would recommend a career in the CAF (25% Filipino, 31% Black, 22% Latin American compared to 44% among the general public).

These findings suggest that lower rates of enrollment in the CAF among Filipino-Canadian, Black-Canadian and Latin American-Canadian youth may not have as much to do with what influencers (parents, extended family members and others) think than the personal and professional inclinations of young people. While four in five young Filipino-Canadians (89%), young Black-Canadians (82%) and young Latin American-Canadians (80%) describe their parents as important in providing career advice, just two in five describe their parents' advice as *very* important (41% Filipino, 36% Black, 37% Latin American). These levels are significantly lower than groups examined in previous waves (such as the 56% of Asian- and Arab-Canadian youth who find their parents influence to be *very* important). Filipino-Canadian youth however placed

more importance on their parents influence in career advice (89%) compared to Black-Canadian youth (81%) and Latin American-Canadian youth (80%).

In the focus groups, many Black-Canadian and Latin-American Canadian youth participants took their parents' advice into consideration when forming opinions about career options but did not indicate as strong a deference to their wishes as was expressed by youth in the two previous phases. Filipino youth were more likely to indicate deference to their parents' advice in making career choices.

In addition, one in four Filipino-Canadian youth (24%) and Black-Canadian youth (27%) and one in three Latin American-Canadian youth (33%) strongly disagree that their parents would encourage them to join the CAF if it was ever of interest to them, compared to just one in ten (9% Filipino, 10% Black, 12% Latin American) who strongly agree that their parents would provide encouragement.

Despite the lack of encouragement towards a career in the CAF from their parents, Black-, Filipino- and Latin American-Canadian youth do not consider family, culture or a lack of prestige of a career in the CAF within their community as reasons not to join. Rather, those who said that Black-, Filipino- and Latin American-Canadians are less likely to join the CAF most often say it is because they do not have an interest in it (28% Filipino youth, 30% Black youth and 33% Latin American youth) or they prefer other professions (13% Filipino youth, 9% Black youth, 14% Latin American youth). The community is much more likely than youth to feel that it is too risky (22% Filipino, 9% Black, 13% Latin American) or unsafe (14% Filipino, 15% Black, 11% Latin American).

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 a civilian university as students. Latin American-Canadian participants indicated a stronger interest in joining the CAF, while Filipino-Canadians were more likely to mention their cultural values as a reason to avoid a career in the CAF. Indeed, 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. Black-Canadian parents indicated a sense that the positions their children and other young people from their community could occupy within the CAF are limited.

4. A military career not widely viewed as a last-resort option for Black-Canadians, Filipino-Canadians and Latin American-Canadians (similar to the general public youth).

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. However, this view was not pronounced among Youth focus group participants, many of whom described military service as an honourable, even heroic role that helps protect people and offers a good way to help others. Some also mentioned, unprompted, that their experiences with the military in their countries of origin coloured their impressions of a career in the military. For example, in the Filipino groups the local presence of the American Armed Forces increased their familiarity with military careers and many mentioned they had relatives who had joined the American Armed Forces. Parents were generally more positive in their assessment of the

military, with many mentioning respect and honour as key attributes of the CAF, noting that they are more professional than the militaries of other countries that they are familiar with.

In light of this, it is not surprising to find that Filipino-Canadians, Black-Canadians and Latin American-Canadians are somewhat divided in their views of the CAF as an option of last resort. While one in three (36% Filipino, 34% Black and 33% Latin American) say they would only consider a career in the CAF if all other options were exhausted, roughly half (45% Filipino, 49% Black and 53% Latin American) disagree with this view, including 15% Filipino-Canadian youth, 21% Black-Canadian youth and 22% Latin American-Canadian youth who strongly disagree (outweighing the 7% Filipino, 13% Black and 11% Latin American youth who strongly agree). Similarly, where one in three say that the CAF are something people join when they have few other options available (35% Filipino, 32% Black and 30% Latin American youth), half disagree with this view (46% Filipino, 45% Black, 51% Latin American).

Few Black-Canadians, Filipino-Canadians and Latin American-Canadians see military service as an option of last-resort; they are just as likely as the general public to see it in this way. Two in five Filipino-Canadian (41%) and Black-Canadian (41%) youth and one in three Latin American-Canadian youth (34%) indicate that joining the CAF is something people do when they have no other options is an important reason to avoid a career in the CAF; this compares to 39% among general public youth (18-34 years). The Filipino-Canadian community (50%) and Black-Canadian community (43%) are more likely than the general public community (34%) to feel that an important reason to avoid a career in the CAF is that it is something people do if they have no other options. The Latin American Canadian community (38%) are just slightly more likely than the general public to feel this way.

5. Black-, Filipino- and Latin American-Canadian youth recognize the benefits and drawbacks of joining the Canadian Armed Forces, but more often perceive that the Canadian Armed Forces is dangerous, would mean following orders you disagree with and being sent away from home.

During the quantitative research, Black-Canadians, Filipino-Canadians, Latin American-Canadians and general public respondents were asked to rate the importance of several possible reasons to join or not to join the CAF. The results show that Black-Canadian, Filipino-Canadian and Latin American-Canadian youth are much less likely than the general public youth to identify many of the reasons to consider joining the CAF as important – for example, good benefits (72% Filipino, 60% Black and 65% Latin American compared to 82% among the general public), good pay (72% Filipino, 59% Black, 59% Latin American compared to 82% among the general public) and job stability (70% Filipino, 56% Black, and 61% Latin American compared to 82% among the general public).

Filipino-Canadian youth are much closer to the general public than Black-Canadian and Latin American-Canadian youth in their opinions on the reasons to join the CAF. Filipino-Canadian youth are much more likely to indicate the CAF is a good way to help others (71%) than their Black-Canadian (60%) and Latin American-Canadian (54%) counterparts. Filipino-Canadian youth are also more likely than even the general public youth to feel that the CAF is a good way to serve the country (71% vs. 64%).

Filipino-Canadian, Black-Canadian and Latin American-Canadian youth are also less likely than the general public youth to recognize the importance of several reasons to avoid a career in the CAF - e. g., danger (68% Filipino, 57% Black, 56% Latin American compared to 79% among the general public), the need to follow orders (67% Filipino, 58% Black, and 53% Latin American compared to 72% general public), being far from home (66% Filipino, 57% Black and 60% Latin American compare to 72% general public), and giving up one's freedom (65% Filipino, 54% Black and 53% Latin American compared to 70% general public). Black-Canadian, Filipino-Canadian and Latin American-Canadian youth, however, are just as likely as the general public youth to find not being able to fully use their talent, limited opportunities, and pay as important reasons to avoid the CAF.

The Filipino-Canadian, Black-Canadian and Latin American-Canadian community are more likely than the general public community to view a few of the elements of a military career as important reasons not to join the CAF, in particular: the impression that it is something for people with no other options (50% Filipino, 43% Black and 38% Latin American compared to 34% among the general public community), and it is not prestigious (44% Filipino, 38% Black, 36% Latin American compared to 27% among the general public community). Filipino-Canadian, Black-Canadian and Latin American-Canadian community are however just as likely as the general public to view most of the elements of a military career as important reasons not to join the CAF, in particular: it is a dangerous occupation, it involves being far away from home and it means you have to follow orders.

Filipino-Canadian youth are much more likely than Black-Canadian or Latin American-Canadian youth to find the career benefits for the CAF important, but still less likely than general public youth.

The Latin American community were less likely overall to feel that elements of a career in the CAF are important reasons to consider when joining the CAF compared to the Black-Canadian and Latin American-Canadian community. The Filipino-Canadian community is in line with the general public community on many of the reasons to avoid or consider a career in the CAF. They are much more likely to feel that the CAF is something people do when they have no other options (50% vs. 34% among the general public) and that the CAF is not prestigious (44% vs. 27% among the general public) are important reasons to avoid a career in the CAF.

Taken together, these findings suggest that Black-Canadian, Filipino-Canadian and Latin American-Canadian youth and community members may be receptive to messages about careers in the CAF that highlight job stability and good benefits, and also recognize that the CAF can lead to highly paid, high status careers outside the military. It should be noted, however, that the results of both the quantitative and qualitative research suggest that a civilian university education is seen as a more direct, and possibly a more prestigious pathway to success than military service (and one that 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 Black-Canadians, Filipino-Canadians and Latin American-Canadians.

6. Familiarity with the Canadian Armed Forces is low among Black-Canadians, Filipino-Canadians and Latin American-Canadians.

Fewer than one in five youth (13% Filipino, 13% Black, 17% Latin American) and only a quarter of community members (22% Filipino, 26% Black and 22% Latin American) described themselves as being familiar with the CAF (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 CAF (including 12% who say they are “very” familiar). About one in three Filipino-Canadian youth (33%), Black-Canadian youth (35%) and Latin American-Canadian youth (33%) and two in five Filipino-Canadian community members (41%) and half of Black-Canadian community members (54%) and Latin American-Canadian community members (47%) have heard something about the CAF in the past year.

Furthermore, when asked whether they knew any current or former members of the CAF, Filipino-Canadians (42% youth, 52% community), and Black-Canadians (63% youth, 45% community) and Latin American-Canadians (54% youth, 50% community) most often said they did not.

During the focus groups, Black-, Filipino- and Latin American-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 own communities. In the Filipino groups many pointed to successful members of their community in other militaries but not in the CAF. Indeed, during the survey, Black-Canadian, Filipino-Canadian and Latin American-Canadian youth were divided, with similar proportions agreeing (36% Filipino, 32% Black, 37% Latin American) and disagreeing (29% Filipino, 30% Black, 29% Latin American) that “lots of people who have spent time in the CAF become successful outside of the CAF.” However just as many said they did not know if this was the case (35% Filipino, 39% Black, and 34% Latin American).

E. Conclusions

In promoting the CAF as a career option among Black-Canadians, Filipino-Canadians and Latin American-Canadians, the CAF are presented with both opportunities and challenges. The key opportunities include:

- Promoting the academic and professional benefits of a career in the CAF, and highlighting aspects of a career in the CAF beyond the physical nature of some positions. It would be best to stress the intellectual challenge of CAF careers, the respect Canadians have for their military and the positive work environment at the CAF to align more closely with the desired attributes of a career;
- As noted in the focus groups, the following examples are seen as potentially effective approaches to raising awareness of the CAF: involving members from their ethnic community in recruitment efforts; especially including Black-Canadians, Filipino-Canadians and Latin American-Canadians who are high ranking members of the CAF; the CAF taking part in cultural events important to their community; and showcasing former CAF members from within their community who had gone on to become successful outside the CAF.

These apparent opportunities are countered by substantial challenges, including:

- An overall lack of interest in the CAF as a career option among Filipino-Canadian, Black-Canadian and Latin American-Canadian youth as well as a strong sense by their parents and communities that it is an unsafe occupation; and
- Lower familiarity with the CAF among Filipino-Canadian, Black-Canadian and Latin American-Canadian youth compared to their general public counterparts.

These barriers to joining the CAF as identified by the Black-, Filipino- and Latin American-Canadian communities have important implications for the CAF 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 CAF that reflects their participation in the external labour force. While the results suggest that many Black-Canadians, Filipino-Canadians and Latin American-Canadians would not rule out a career in the CAF, 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 from parents or other adults in their communities.

Comparatively, other members of the general public may view the CAF as a more desirable pathway. Evidence of this is in the broad recognition of the benefits to joining, a lower tendency to view the CAF as career-limiting and a much higher likelihood of parents and others in the adult community to say they would recommend the CAF to a son, daughter or other young person. This is very likely related to a higher degree of familiarity with the CAF (with 52% of general public respondents saying that they are familiar compared to 13% of Filipino-Canadian youth, 13% of Black-Canadian youth and 17% of Latin American-Canadian youth).

The major implications of these findings are that the CAF will encounter considerable challenges in recruiting members of the Black-Canadian, Filipino-Canadian and Latin American-Canadian populations in the same percentage as they are represented in the overall Canadian population. Therefore, in spite of the efforts of the CAF 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 CAF.

Rapport Sommaire

A. Contexte et objectifs

Lors de la mise en œuvre du plan d'équité en matière d'emploi des Forces armées canadiennes (FAC) 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 FAC 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 FAC – 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 FAC.

Des études antérieures ont montré que la majorité des Canadiens a une opinion positive des FAC 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 populations d'immigrants qui considèrent les FAC 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 de haut niveau et la reconnaissance de l'expérience professionnelle acquise à l'étranger. Bien que les FAC soient un moyen de poursuivre des études et d'acquérir une formation, des compétences et un emploi, les populations d'immigrants ne les considèrent pas toujours comme la façon idéale d'atteindre leurs objectifs.

La présente étude porte sur les Canadiens de race noire, d'origine philippine et d'origine latino-américaine. Elle a pour objectif de mieux comprendre les comportements de ces publics cibles en matière de choix de carrière et de connaître les facteurs qui influencent leur décision de se joindre ou non aux FAC.

En dépit de leur opinion en grande partie positive des FAC, 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 pour les FAC, 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 FAC, 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 à l'égard des possibilités de carrière dans les FAC. La deuxième phase de l'étude a été menée en 2012 auprès des Canadiens d'origine asiatique et arabe et a été suivie de la troisième et dernière phase, menée en 2014, auprès des Canadiens d'origine africaine, philippine, latino-américaine et caribéenne. Chaque phase visait 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 trois phases de l'étude nous ont permis d'en savoir plus sur les expériences avec des organisations militaires vécues par des Canadiens d'origine chinoise, asiatique ou arabe et des membres des populations noire, philippine et latino-américaine du Canada. La phase 1 de l'étude révèle que les Canadiens d'origine chinoise perçoivent le service militaire en Chine comme un travail difficile et dangereux qu'accomplissent ceux qui ont peu d'autres choix de carrière. La phase 2 porte à croire que les Canadiens d'origine sud-asiatique et arabe ont tendance à avoir une plus haute opinion du service militaire comme choix de carrière, qu'ils jugent être une voie plus viable vers la réussite professionnelle. Selon la phase 3 de l'étude, les points de vue des Canadiens de race noire, d'origine philippine et d'origine latino-américaine sont différents, même au sein de chaque groupe, car ils ont été exposés à des degrés divers aux militaires de leur pays d'origine, de même qu'à l'armée des États-Unis.

Bien que de nombreuses questions et de nombreux sujets des phases 1, 2 et 3 soient les mêmes, 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 de race noire, d'origine philippine et d'origine latino-américaine sont étudiées séparément. Les résultats aideront les FAC 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 de devenir membres des FAC.

Cette étude constitue un effort supplémentaire pour en savoir plus sur l'attitude des minorités visibles à l'égard de la possibilité de faire carrière dans les FAC et porte en particulier sur les Canadiens de race noire, d'origine philippine et d'origine latino-américaine.

Les résultats de cette étude seront utilisés par le MDN et les FAC 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 au sein des minorités visibles.

Le présent rapport expose en détail les résultats de cette troisième phase de l'étude menée en deux volets,



qualitatif et quantitatif, entre mars et juin 2014. La valeur totale du contrat pour cette étude a été de 196 460,71 \$, avant la TVH.

B. Methodologie

La présente étude compte deux grands volets : un volet qualitatif a d’abord été mené en mars et avril 2014 au moyen de groupes de discussion composés de jeunes Canadiens de race noire, d’origine philippine et d’origine latino-américaine (18 à 24 ans) et de parents et de membres influents de la communauté (35 ans et plus). Le volet quantitatif de l’étude a été mené en avril et mai 2014 et avait pour objectif d’approfondir et de confirmer un grand nombre de données obtenues dans le cadre du volet qualitatif de l’étude.

B.1 Public cible de l’étude

Cette étude a été menée auprès de Canadiens qui affirment être de race noire, d’origine philippine et d’origine latino-américaine. Le tableau suivant résume la population étudiée dans cette phase de l’étude. Les données qui concernent la population s’appuient sur les réponses sur l’origine ethnique fournies dans le cadre de l’Enquête nationale auprès des ménages de 2011.

	Population totale
Canadiens de race noire	945 665
Canadiens d’origine philippine	619 310
Canadiens d’origine latino-américaine	381 280

B.2 Étude qualitative

Une série de 12 groupes de discussion ont été menés auprès de Canadiens affirmant être de race noire, d’origine philippine et d’origine latino-américaine et recrutés dans six villes à l’échelle du pays. Les participants ont été répartis en fonction de leur communauté ethnique puis, au sein de chaque communauté, deux groupes de discussion ont été menés avec de jeunes adultes (18 à 24 ans) et deux autres 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 18 mars et le 8 avril 2014.

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 l’élaboration du questionnaire quantitatif et à mieux comprendre les points de vue à l’égard d’une carrière au sein des FAC 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. 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.

Date	Ville	Communauté culturelle	Publics
18 mars	Ottawa	Philippine	Jeunes (18 à 24 ans)
		Noire	Parents/Personnes d'influence
20 mars	Vancouver	Philippine	Jeunes (18 à 24 ans)
		Latino-américaine	Parents/Personnes d'influence
24 mars	Winnipeg	Latino-américaine	Jeunes (18 à 24 ans)
		Philippine	Parents/Personnes d'influence
25 mars	Toronto	Latino-américaine	Jeunes (18 à 24 ans)
		Philippine	Parents/Personnes d'influence
3 avril	Halifax	Noire	Jeunes (18 à 24 ans)
		Noire	Parents/Personnes d'influence
8 avril	Montréal	Noire	Jeunes (18 à 24 ans)
		Latino-américaine	Parents/Personnes d'influence

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 représentent le principal groupe d'âge des recrues des FAC 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 personnes d'influence ont été regroupés, car ils présentent des perspectives semblables et que les différences peuvent servir à sonder plus en profondeur certaines questions. Dans le volet qualitatif de l'étude, les membres influents de la communauté sont des personnes de 35 ans et plus qui ont participé à des réunions publiques, ont fait du bénévolat dans des organismes communautaires, suivent les enjeux d'actualité, participent à des événements ou travaillent avec des jeunes dans leur communauté ethnique.

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 ont été exclues.

Chaque rencontre, d'une durée d'environ deux heures, comptait huit participants appartenant aux publics cibles décrits ci-dessus, et chacun a reçu une somme de 100 \$ en guise de remerciement pour sa participation.

B.3 Étude quantitative

L'étude quantitative a été menée en ligne entre le 22 avril et le 14 mai 2014 auprès de membres du panel de foyers en ligne d'Ipsos qui s'étaient préalablement décrits comme étant de race noire, d'origine philippine et d'origine latino-américaine. Au total, n = 1 838 entrevues ont été menées auprès de deux principaux publics cibles :

- Jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine (n = 965) 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 FAC en particulier); et

- Membres des communautés canadiennes noire, philippine et latino-américaine de 35 ans et plus (n = 873).

L'échantillonnage a été conçu pour refléter les populations noire, philippine et latino-américaine à l'échelle du pays à partir de l'éventail d'identités ethniques au sein du groupe dans l'ensemble. Le tableau ci-dessous présente la taille pondérée et non pondérée des échantillonnages pour chacun de ces grands groupes de minorités visibles.

Identité ethnique	Total		Jeunes		La communauté	
	Non pondérée	Pondérée	Non pondérée	Pondérée	Non pondérée	Pondérée
Total	1838	1838	965	968	873	873
Noire	698	934	375	484	323	447
Philippine	623	603	323	313	300	289
Latino-américaine	626	390	324	198	302	190

*Noter la taille restreinte 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 être calculée. L'échantillonnage a été conçu et pondéré pour refléter la composition démographique des populations cibles. Même dans le cas des personnes s'étant inscrites pour participer, il existe un biais de non-réponse car celles qui ont eu la possibilité de participer peuvent avoir choisi de ne pas le faire. En vue de limiter l'incidence de ce biais, un montant d'argent a été offert aux répondants afin de les encourager à participer, et une description de l'objet de l'étude a été présentée aux répondants dès le début.

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 des communautés 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 auprès des communautés canadiennes noire, philippine et latino-américaine, nous avons inclus plusieurs questions clés dans le sondage Express d'Ipsos en ligne, une étude omnibus distincte menée auprès de n = 1 020 Canadiens adultes (de 18 ans ou plus). Cette étude visait à établir un point de comparaison entre les résultats obtenus auprès des Canadiens de race noire, d'origine philippine et d'origine latino-américaine et ceux obtenus auprès de la population générale. L'étude a été menée entre le 23 et le 25 avril auprès de Canadiens adultes à l'échelle nationale.

Les sondages ont été menés conformément aux normes établies par l'ARIM et aux lois fédérales en vigueur, y compris la *Loi sur la protection des renseignements personnels et les documents électroniques*, une loi qui touche le secteur privé au Canada.

C. Lire ce rapport

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

- **Jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine** : Dans le contexte de l'étude qualitative, « jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine » désigne les participants aux groupes de discussion âgés de 18 à 24 ans. Dans le contexte de l'étude quantitative, « jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine » désigne l'échantillonnage de n = 965 Canadiens de race noire, d'origine philippine et d'origine latino-américaine de 16 à 34 ans. Par souci de concision, les « jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine » seront également désignés par les termes « jeunes » et « jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine ».
- **Communautés canadiennes noire, philippine et latino-américaine** : Tant pour le volet qualitatif que pour le volet quantitatif, « communauté canadienne de race noire », « communauté canadienne d'origine philippine » et « communauté canadienne d'origine latino-américaine » désignent les Canadiens de race noire, d'origine philippine et d'origine latino-américaine de 35 ans et plus qui ont participé aux groupes de discussion ou qui faisaient partie de l'échantillonnage de n = 873 Canadiens de race noire, d'origine philippine et d'origine latino-américaine 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 de race noire, d'origine philippine et d'origine latino-américaine plus âgés ».
 - *Parents* : Il s'agit de parents d'enfants de 16 à 34 ans. Le public cible (Canadiens de race noire, d'origine philippine et d'origine latino-américaine ou de la population générale) sera précisé lorsqu'il en sera question. Il s'agit d'un sous-groupe clé au sein de l'échantillonnage de répondants de la communauté.
 - *Non-parents* : Il s'agit de répondants sans enfants et de répondants ayant des enfants qui ne font pas partie des 16 à 34 ans. Encore une fois, le public cible (Canadiens de race noire, d'origine philippine et d'origine latino-américaine ou de la population générale) sera précisé lorsqu'il en sera question. Il s'agit d'un sous-groupe clé au sein de l'échantillonnage de répondants de la communauté.
- **La population générale** : Il s'agit de n = 1 020 Canadiens adultes interviewés en ligne entre le 23 et le 25 avril 2014 dans le cadre de cette étude.

Au sujet des résultats du sondage :

- Le nombre de répondants change parfois dans le rapport parce que les questions ont été posées à des répondants de sous-échantillonnages de la population du sondage. Le lecteur doit donc en tenir compte et interpréter avec prudence les résultats portant sur un nombre plus restreint de répondants.
- Parfois, le nombre de répondants (par opposition au pourcentage) ayant répondu à certaines questions ou ayant répondu d'une certaine façon est indiqué dans le rapport.



Voici la méthode utilisée pour le signaler : $n = 100$, ce qui signifie que le nombre de répondants dans ce cas est de 100.

En ce qui concerne la présentation des variations d'un sous-groupe à l'autre, seules les différences qui sont significatives à l'intervalle de confiance de 95 % figurent dans le rapport. Les résultats par sous-groupe sont présentés dans une case séparée, sous les principaux résultats, afin de les soustraire du texte principal du rapport.

D. Faits saillants

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

4. Les Forces canadiennes ne constituent pas un choix de carrière qui vient spontanément à l'esprit de la plupart des Canadiens de race noire, d'origine philippine et d'origine latino-américaine.

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 de race noire, d'origine philippine et d'origine latino-américaine et des membres plus âgés de ces communautés manifeste une préférence pour l'armée. De la même manière, lorsqu'on demande aux répondants dans quel domaine ils aimeraient le moins poursuivre une carrière, l'armée arrive en tête de liste – un jeune Canadien d'origine philippine (21 %), de race noire (22 %) et d'origine latino-américaine (19 %) sur cinq, et une proportion similaire de membres de la communauté (20 %, 19 % et 20 % respectivement), affirment que l'armée est le domaine dans lequel ils aimeraient le moins poursuivre une carrière – suivie de loin par les autres domaines.

5. Les Canadiens de race noire, d'origine philippine et d'origine latino-américaine aimeraient principalement poursuivre une carrière en soins de santé. Quand on leur demande de choisir dans une liste les carrières pour lesquelles l'armée serait un bon moyen d'acquérir de l'expérience, trois Canadiens d'origine philippine sur cinq (60 % des jeunes, 57 % des répondants de la communauté), environ un Canadien de race noire sur deux (53 % des jeunes, 55 % des répondants de la communauté) et deux Canadiens d'origine latino-américaine sur cinq (47 % des jeunes, 43 % des répondants de la communauté) nomment les soins de santé.

Les Canadiens d'origine philippine, de race noire et d'origine latino-américaine désignent tous les soins de santé comme étant le domaine dans lequel ils aimeraient le plus poursuivre une carrière (23 %, 17 % et 15 % des jeunes, respectivement) ou dans lequel ils recommanderaient le plus probablement à un jeune, à leur fils ou à leur fille de poursuivre une carrière (25 %, 20 % et 14 % des répondants de la communauté, respectivement). Pour la communauté canadienne d'origine philippine, le domaine des affaires arrive au deuxième rang (13 % des jeunes, 7 % des répondants de la communauté), loin derrière les soins de santé. Les membres de la communauté canadienne d'origine philippine indiquent aussi les technologies de l'information (14 %), le génie (12 %) et les métiers spécialisés (11 %) comme choix de carrière intéressants. Les membres de la communauté canadienne de race noire recommanderaient aussi une carrière dans les métiers spécialisés (15 %) et les technologies de l'information (13 %).

Les Canadiens d'origine latino-américaine manifestent un intérêt pour les affaires ou le commerce (12 % des jeunes, 11 % des répondants de la communauté). Les membres de la communauté latino-américaine recommanderaient également le plus une carrière dans les métiers spécialisés (14 %), les technologies de l'information (12 %) et le secteur bancaire (11 %).

Quand on demande aux Canadiens de race noire, d'origine philippine et d'origine latino-américaine si le fait de se joindre aux FAC est un bon moyen d'acquérir de l'expérience dans plusieurs domaines, ils répondent le plus souvent que se joindre aux FAC serait un bon moyen d'acquérir de l'expérience dans les

domaines de la police et de la fonction publique ou du gouvernement. Pour une plus faible majorité de Canadiens d'origine philippine (67 % des jeunes, 66 % des répondants de la communauté), de Canadiens de race noire (51 % des jeunes, 64 % des répondants de la communauté) et de Canadiens d'origine latino-américaine (54 % des jeunes, 52 % des répondants de la communauté), le fait de se joindre aux FAC pourrait être un bon moyen d'acquérir de l'expérience dans les métiers spécialisés.

Environ la moitié des jeunes Canadiens d'origine philippine, de race noire et d'origine latino-américaine estime aussi que le fait de se joindre aux FAC est un bon moyen d'acquérir de l'expérience dans le domaine des soins de santé (60 % des répondants d'origine philippine, 55 % des répondants de race noire, 47 % des répondants d'origine latino-américaine), du génie (50 % des répondants d'origine philippine, 47 % des répondants de race noire, 45 % des répondants d'origine latino-américaine) et des technologies de l'information (48 % des répondants d'origine philippine, 44 % des répondants de race noire, 50 % des répondants d'origine latino-américaine). Les répondants de la communauté de chaque groupe sont aussi d'accord pour dire que le fait de se joindre aux FAC est un bon moyen d'acquérir de l'expérience dans ces domaines. Les membres de la communauté des Canadiens de race noire ont beaucoup plus tendance que les jeunes Canadiens de race noire à estimer que le fait de se joindre à l'armée est un bon moyen d'acquérir de l'expérience dans les métiers spécialisés (64 % des répondants de la communauté, 54 % des jeunes), dans le domaine du génie (64 % des répondants de la communauté, 47 % des jeunes) et dans le domaine des technologies de l'information (64 % des répondants de la communauté, 44 % des jeunes).

Si, au départ, les participants aux groupes de discussion sont nombreux à ne pas reconnaître les mérites d'une carrière dans l'armée, après la discussion, ils sont nombreux à reconnaître la nature exhaustive de la formation militaire. 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). Les participants aux groupes de discussion ne soulignent pas la distinction entre le personnel militaire professionnel exerçant des professions civiles (par exemple, les médecins et les ingénieurs dans l'armée) et les soldats.

6. Les Forces armées canadiennes ne constituent pas un choix de carrière qui vient spontanément à l'esprit des répondants de ces publics cibles. La plupart des jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine disent que les membres de leur communauté ethnique ont moins tendance que les autres à envisager une carrière dans les Forces armées canadiennes. Leurs parents et les membres de leur communauté ont moins tendance à dire qu'ils recommanderaient les Forces armées canadiennes comme un employeur de choix.

Les résultats de cette étude révèlent qu'au sein des populations canadiennes d'origine philippine, de race noire et d'origine latino-américaine, il existe une nette distinction entre la probabilité d'*envisager* une carrière dans les FAC et celle de *se joindre* aux FAC. Si un pourcentage similaire de jeunes Canadiens d'origine philippine (13 %), de race noire (13 %) et d'origine latino-américaine (17 %) et de jeunes de la population générale (18 %) disent qu'il est probable qu'ils envisagent une carrière dans les FAC, la majorité des répondants canadiens d'origine philippine (61 %), de race noire (54 %) et d'origine latino-américaine

(47 %) croient que les membres de leur communauté ethnique ont moins tendance que les autres à franchir le pas et à se joindre aux FAC.

Les parents de jeunes de 16 à 34 ans disent qu'ils recommanderaient à un jeune de faire carrière dans les FAC dans une proportion d'un sur cinq, soit 18 % des répondants d'origine philippine, 21 % des répondants de race noire et 17 % des répondants d'origine latino-américaine, comparativement au quart (25 %) des parents de la population générale. Dans les communautés canadiennes noire, philippine et latino-américaine, les non-parents et les répondants ayant de jeunes enfants ont aussi beaucoup moins tendance que leurs homologues de la population générale à indiquer qu'ils recommanderaient une carrière dans les FAC (25 % des répondants d'origine philippine, 31 % des répondants de race noire, 22 % des répondants d'origine latino-américaine, comparativement à 44 % des répondants de la population générale).

Ces résultats portent à croire que le taux d' enrôlement moins élevé des jeunes Canadiens d'origine philippine, de race noire et d'origine latino-américaine dans les FAC n'a peut-être pas tant à voir avec l'opinion des personnes d'influence (parents, membres de la famille élargie et autres) qu'avec les intérêts personnels et professionnels des jeunes. Si quatre jeunes Canadiens d'origine philippine (89 %), de race noire (82 %) et d'origine latino-américaine (80 %) sur cinq indiquent que leurs parents sont importants pour ce qui est de les conseiller dans leurs choix de carrière, seulement deux sur cinq disent qu'ils sont *très* importants (41 % des répondants d'origine philippine, 36 % des répondants de race noire, 37 % des répondants d'origine latino-américaine). Ces proportions sont beaucoup plus faibles que dans les groupes étudiés lors des vagues précédentes (par exemple, 56 % des jeunes Canadiens d'origine asiatique et arabe estimaient que l'influence de leurs parents était *très* importante). Par ailleurs, les jeunes Canadiens d'origine philippine jugent plus importante l'influence de leurs parents dans leur choix de carrière (89 %), comparativement aux jeunes Canadiens de race noire (81 %) et d'origine latino-américaine (80 %).

Dans les groupes de discussion, nombreux sont les jeunes Canadiens de race noire et d'origine latino-américaine à tenir compte des conseils de leurs parents en matière de choix de carrière pour se faire une opinion, mais ils ne respectent pas à l'avis de leurs parents de façon aussi marquée que les jeunes des phases précédentes de l'étude. Les jeunes d'origine philippine ont plus tendance à respecter l'avis de leurs parents en matière de choix de carrière.

En outre, un jeune Canadien d'origine philippine (24 %) et de race noire (27 %) sur quatre et un jeune Canadien d'origine latino-américaine sur trois (33 %) sont fortement en désaccord pour dire que leurs parents les encourageraient à se joindre aux Forces armées canadiennes s'ils le souhaitent, comparativement à seulement un sur dix (9 % des répondants d'origine philippine, 10 % des répondants de race noire, 12 % des répondants d'origine latino-américaine) qui est fortement d'accord pour le dire.

Malgré le manque d'encouragement de leurs parents pour une carrière dans les FAC, les jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine ne considèrent pas que la famille, la culture ou le manque de prestige d'une carrière dans les FAC aux yeux de leur communauté sont des raisons de ne pas se joindre aux FAC. Plus exactement, ceux qui affirment que les Canadiens de race noire, d'origine philippine et d'origine latino-américaine ont moins tendance à se joindre aux FAC disent le plus souvent que c'est parce qu'ils ne le souhaitent pas (28 % des jeunes d'origine philippine, 30 % des jeunes

de race noire et 33 % des jeunes d'origine latino-américaine) ou qu'ils préfèrent d'autres professions (13 % des jeunes d'origine philippine, 9 % des jeunes de race noire, 14 % des jeunes d'origine latino-américaine). Les répondants de la communauté ont beaucoup plus tendance que les jeunes à juger c'est trop risqué (22 % des répondants d'origine philippine, 9 % des répondants de race noire, 13 % des répondants d'origine latino-américaine) ou dangereux (14 % des répondants d'origine philippine, 15 % des répondants d'origine noire, 11 % des répondants d'origine latino-américaine).

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, le plus souvent pour être admis à l'université à titre d'étudiant civil. Les participants de la communauté latino-américaine canadienne manifestent un plus grand intérêt à l'idée de se joindre aux FAC, alors que les Canadiens d'origine philippine ont plus tendance à faire valoir leurs valeurs culturelles pour justifier le refus d'une carrière dans les FAC. En effet, 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. Les parents canadiens de race noire disent avoir l'impression que les postes que leurs enfants et les autres jeunes gens pourraient occuper au sein des FAC sont limités.

7. Une carrière militaire n'est pas largement perçue comme un choix de dernier recours par les Canadiens de race noire, d'origine philippine et d'origine latino-américaine (une perception semblable à celle des jeunes de la population générale).

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. Cependant, ce n'est pas un point de vue exprimé par les jeunes des groupes de discussion. En effet, ils sont nombreux à décrire le service militaire comme un travail honorable, voire héroïque, qui consiste à protéger les gens et à venir en aide aux autres. Certains signalent aussi spontanément que leur expérience avec l'armée dans leur pays d'origine teinte leurs impressions d'une carrière dans l'armée. Par exemple, dans les groupes de participants d'origine philippine, la présence dans leur pays de l'armée américaine leur a permis de mieux connaître les carrières militaires et plusieurs indiquent avoir des parents qui se sont joints à l'armée américaine. Les parents sont généralement plus positifs dans leur appréciation de l'armée, et ils sont nombreux à citer le respect et l'honneur comme caractéristiques clés des FAC, soulignant qu'elles sont plus professionnelles que les forces militaires d'autres pays qu'ils connaissent.

Il n'est donc pas étonnant que les Canadiens d'origine philippine, de race noire et d'origine latino-américaine aient des points de vue quelque peu divergents sur les FAC comme choix de dernier recours. Si un répondant sur trois (36 % des Canadiens d'origine philippine, 34 % des Canadiens de race noire et 33 % des Canadiens d'origine latino-américaine) dit qu'il ne considérerait une carrière dans les FAC uniquement s'il avait éliminé tous les autres choix de carrière, près de la moitié (45 % des Canadiens d'origine philippine, 49 % des Canadiens de race noire et 53 % des Canadiens d'origine latino-américaine) est en désaccord pour le dire, notamment 15 % des jeunes Canadiens d'origine philippine, 21 % des jeunes

Canadiens de race noire et 22 % des jeunes Canadiens d'origine latino-américaine sont fortement en désaccord pour le dire (comparativement à 7 % des jeunes d'origine philippine, 13 % des jeunes de race noire et 11 % des jeunes d'origine latino-américaine qui sont fortement d'accord). De la même façon, un répondant sur trois affirme que les gens se joignent aux FAC lorsque peu d'autres possibilités s'offrent à eux (35 % des jeunes d'origine philippine, 32 % des jeunes de race noire et 30 % des jeunes d'origine latino-américaine, mais la moitié est en désaccord avec ce point de vue (46 % des répondants d'origine philippine, 45 % des répondants de race noire, 51 % des répondants d'origine latino-américaine).

Peu nombreux sont les Canadiens de race noire, d'origine philippine et d'origine latino-américaine à voir le service militaire comme un choix de dernier recours, une opinion que partagent les répondants de la population générale. Deux jeunes Canadiens d'origine philippine (41 %) et de race noire (41 %) sur cinq et un jeune Canadien d'origine latino-américaine sur trois (34 %) indiquent que le fait de se joindre aux FAC, c'est quelque chose que les gens font s'ils n'ont pas d'autres possibilités constitue une raison importante d'éviter d'entreprendre une carrière dans les FAC, comparativement à 39 % des répondants de la population générale (18 à 34 ans). Les répondants de la communauté canadienne d'origine philippine (50 %) et de la communauté canadienne de race noire (43 %) ont plus tendance que ceux de la population générale (34 %) à juger que si les gens entreprennent une carrière dans les FAC s'ils n'ont pas d'autres possibilités, c'est une raison importante d'éviter de le faire. Quant aux répondants de la communauté canadienne d'origine latino-américaine (38 %), ils ont légèrement plus tendance que ceux de la population générale à exprimer cet avis.

8. Les jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine connaissent les avantages et les inconvénients de se joindre aux Forces armées canadiennes, mais ont souvent l'impression que le fait de se joindre aux Forces armées canadiennes est synonyme de danger et signifie l'obligation d'obéir à des ordres avec lesquels on est en désaccord et la probabilité d'être envoyé loin de chez soi.

Durant la recherche quantitative, on a demandé aux Canadiens de race noire, d'origine philippine et d'origine latino-américaine ainsi qu'aux répondants de la population générale d'évaluer l'importance de plusieurs raisons possibles de se joindre ou non aux FAC. Les résultats montrent que les jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine ont beaucoup moins tendance que les répondants de la population générale à qualifier d'importantes plusieurs des raisons d'envisager de se joindre aux FAC – par exemple, bons avantages sociaux (72 % des répondants d'origine philippine, 60 % des répondants de race noire et 65 % des répondants d'origine latino-américaine, comparativement à 82 % des répondants de la population générale), bon salaire (72 % des répondants d'origine philippine, 59 % des répondants de race noire, 59 % des répondants d'origine latino-américaine, comparativement à 82 % des répondants de la population générale) et la stabilité d'emploi (70 % des répondants d'origine philippine, 56 % des répondants de race noire et 61 % des répondants d'origine latino-américaine, comparativement à 82 % des répondants de la population générale).

Les opinions des jeunes Canadiens d'origine philippine sur les raisons de se joindre aux FAC sont beaucoup plus proches de celles des jeunes de la population générale que les opinions des jeunes Canadiens de race

noire et d'origine latino-américaine. Les jeunes Canadiens d'origine philippine ont beaucoup plus tendance à indiquer que se joindre aux FAC, c'est un bon moyen d'aider les autres (71 %) que leurs homologues de race noire (60 %) et d'origine latino-américaine (54 %). Les jeunes Canadiens d'origine philippine ont aussi plus tendance que les autres, même que les jeunes de la population générale, à juger que se joindre aux FAC, c'est un bon moyen de servir le pays (71 % contre 64 %).

Les jeunes Canadiens d'origine philippine, de race noire et d'origine latino-américaine ont aussi moins tendance que ceux de la population générale à reconnaître l'importance de plusieurs raisons de ne pas se joindre aux FAC, p. ex. le danger (68 % des répondants d'origine philippine, 57 % des répondants de race noire, 56 % des répondants d'origine latino-américaine, comparativement à 79 % des répondants de la population générale), l'obligation d'obéir à des ordres (67 % des répondants d'origine philippine, 58 % des répondants de race noire et 53 % des répondants d'origine latino-américaine, comparativement à 72 % des répondants de la population générale), le fait de s'en aller loin de chez soi (66 % des répondants d'origine philippine, 57 % des répondants de race noire et 60 % des répondants d'origine latino-américaine, comparativement à 72 % des répondants de la population générale) et le fait de renoncer à sa liberté (65 % des répondants d'origine philippine, 54 % des répondants de race noire et 53 % des répondants d'origine latino-américaine, comparativement à 70 % des répondants de la population générale). Toutefois, les jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine ont tout autant tendance que ceux de la population générale à qualifier d'importantes les raisons suivantes d'éviter d'entreprendre une carrière dans les FAC : ne pas pouvoir exploiter pleinement leurs talents, les possibilités limitées et le salaire.

Les répondants des communautés canadiennes d'origine philippine, de race noire et d'origine latino-américaine ont plus tendance que ceux de la population générale à estimer que peu d'éléments d'une carrière militaire constituent des raisons importantes de ne pas se joindre aux FAC, en particulier : l'impression que c'est quelque chose que les gens font s'ils n'ont pas d'autres possibilités (50 % des répondants d'origine philippine, 43 % des répondants de race noire et 38 % des répondants d'origine latino-américaine, comparativement à 34 % des répondants de la population générale, et que ce n'est pas prestigieux (44 % des répondants d'origine philippine, 38 % des répondants de race noire, 36 % des répondants d'origine latino-américaine, comparativement à 27 % des répondants de la population générale). Les répondants des communautés canadiennes d'origine philippine, de race noire et d'origine latino-américaine ont toutefois tout autant tendance que ceux de la population générale à considérer la plupart des éléments d'une carrière militaire comme des raisons importantes de ne pas se joindre aux FAC, en particulier : c'est un emploi dangereux, cela signifie de s'en aller loin de chez soi et qu'il faut obéir à des ordres.

Les jeunes Canadiens d'origine philippine ont beaucoup plus tendance que les jeunes Canadiens de race noire ou d'origine latino-américaine, mais moins que les jeunes de la population générale, à considérer importants les avantages sociaux d'une carrière dans les FAC.

Les répondants de la communauté canadienne d'origine latino-américaine ont moins tendance en général à juger que les éléments d'une carrière dans les FAC sont des raisons importantes dont il faut tenir compte

au moment de se joindre aux FAC, comparativement aux répondants des communautés noire et d'origine latino-américaine. Les répondants de la communauté canadienne d'origine philippine et ceux de la population générale sont du même avis à propos d'un grand nombre des raisons d'éviter d'envisager une carrière dans les FAC. Ils ont beaucoup plus tendance que les autres à estimer que se joindre aux Forces canadiennes, c'est quelque chose que les gens font s'ils n'ont pas d'autres possibilités (50 % contre 34 % des répondants de la population générale) et que les FAC, ce n'est pas prestigieux (44 % contre 27 % des répondants de la population générale) sont des raisons importantes de ne pas choisir une carrière dans les FAC.

Une fois regroupés, ces résultats tendent à indiquer que les jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine, de même que les répondants de ces communautés, pourraient être réceptifs à des messages sur des carrières dans les FAC qui mettent l'accent sur la stabilité d'emploi et les bons avantages sociaux, en plus de souligner que les FAC peuvent ensuite mener à des carrières bien rémunérées et prestigieuses. Il convient toutefois de souligner que 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 (sans oublier qu'elle 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 de race noire, d'origine philippine et d'origine latino-américaine.

9. Les Canadiens de race noire, d'origine philippine et d'origine latino-américaine connaissent peu les Forces armées canadiennes.

Moins d'un jeune sur cinq (13 % des répondants d'origine philippine, 13 % des répondants de race noire, 17 % des répondants d'origine latino-américaine) et seulement le quart des membres de la communauté (22 % des répondants d'origine philippine, 26 % des répondants de race noire et 22 % des répondants d'origine latino-américaine) affirment connaître les FAC (dont moins d'un sur dix participants du public cible qui affirme les connaître très bien). En comparaison, plus de la moitié (54 %) des répondants de la population générale affirment connaître les FAC (dont 12 % qui affirment les connaître très bien). Environ un jeune Canadien d'origine philippine (33 %), de race noire (35 %) et d'origine latino-américaine (33 %) sur trois, deux membres de la communauté d'origine philippine sur cinq (41 %) et la moitié des membres de la communauté de race noire (54 %) et d'origine latino-américaine (47 %) ont entendu quelque chose sur les FAC au cours de la dernière année.

En outre, lorsqu'on leur demande s'ils connaissent des personnes qui sont actuellement membres des FAC ou qui l'ont déjà été, les Canadiens d'origine philippine (42 % des jeunes, 52 % des membres de la communauté), de race noire (63 % des jeunes, 45 % des membres de la communauté) et d'origine latino-américaine (54 % des jeunes, 50 % des membres de la communauté) répondent le plus souvent par la négative.

Dans les groupes de discussion, les jeunes et les parents canadiens de race noire, d'origine philippine et d'origine latino-américaine 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. Dans les groupes de discussion, les participants d'origine philippine sont nombreux à souligner le succès de membres de leur communauté au sein d'autres armées, mais pas au sein des FAC. En effet, le sondage révèle que les jeunes Canadiens de race noire, d'origine philippine et d'origine latino-américaine ont des avis partagés. En effet, ils sont, dans des proportions semblables, d'accord (36 % des répondants d'origine philippine, 32 % des répondants de race noire, 37 % des répondants d'origine latino-américaine) et en désaccord (29 % des répondants d'origine philippine, 30 % des répondants de race noire, 29 % des répondants d'origine latino-américaine) avec l'énoncé selon lequel « Beaucoup de personnes qui ont passé du temps dans les FAC connaissent du succès ailleurs, après avoir quitté les FAC ». Toutefois, ils sont tout aussi nombreux à dire qu'ils ne savent pas si tel est le cas (35 % des répondants d'origine philippine, 39 % des répondants de race noire et 34 % des répondants d'origine latino-américaine).

E. Conclusions

Pour promouvoir les FAC comme choix de carrière auprès des Canadiens de race noire, d'origine philippine et d'origine latino-américaine, les FAC trouveront sur leur chemin autant d'occasions que de défis. Voici les principales occasions :

- Promouvoir les avantages sur les plans académique et professionnel d'une carrière dans les FAC et souligner les aspects d'une carrière dans les FAC au-delà de la nature physique de certains postes. Il y aurait lieu d'insister sur le défi intellectuel des carrières dans les FAC, sur le respect que vouent les Canadiens à leur armée et sur l'environnement de travail positif des FAC pour faire en sorte que les caractéristiques d'une carrière dans les FAC correspondent davantage aux caractéristiques recherchées;
- Voici des exemples d'approches potentiellement efficaces pour mieux faire connaître les FAC donnés par des participants aux groupes de discussion : impliquer des membres de leur communauté ethnique dans les efforts de recrutement; inclure en particulier les Canadiens de race noire, d'origine philippine et d'origine latino-américaine qui occupent des fonctions de hauts gradés dans les FAC; que les FAC prennent part à des événements culturels importants dans leur communauté; et présenter les anciens membres des FAC issus de leur communauté qui ont connu du succès à l'extérieur des FAC.

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

- Un manque d'intérêt général à l'égard des FAC comme choix de carrière chez les jeunes Canadiens d'origine philippine, de race noire et d'origine latino-américaine, ainsi que la forte impression des parents et des membres de la communauté qu'un emploi dans les FAC, c'est dangereux; et
- Le fait que les jeunes Canadiens d'origine philippine, de race noire et d'origine latino-américaine connaissent moins bien les FAC que leurs homologues de la population générale.

Les obstacles identifiés par les communautés canadiennes noire philippine et latino-américaine en ce qui concerne la possibilité de se joindre aux FAC ont d'importantes répercussions sur les efforts des FAC 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 FAC qui reflète leur participation à la main-d'œuvre externe. Bien que les résultats indiquent qu'un grand nombre de Canadiens de race noire, d'origine philippine et d'origine latino-américaine n'excluraient pas une carrière dans les FAC 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 autres adultes de leur communauté ne les encouragent pas vraiment à choisir.

En comparaison, les autres membres de la population générale semblent considérer les FAC comme un choix plus souhaitable. En effet, ils reconnaissent largement les avantages de se joindre aux FAC 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 FAC 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 FAC (52 % des répondants de la population générale affirment les connaître, comparativement à 13 % des jeunes Canadiens d'origine philippine, 13 % des jeunes Canadiens de race noire et 17 % des jeunes Canadiens d'origine latino-américaine).

Le principal point saillant à retenir de ces résultats est que les FAC devront surmonter de grands obstacles pour parvenir à recruter des membres de la population canadienne de race noire, d'origine philippine et d'origine latino-américaine dans une même proportion que leur représentation au sein de la population canadienne générale. Par conséquent, malgré les efforts des FAC 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 FAC de se conformer à la *Loi sur l'équité en matière d'emploi*.

Summary of Qualitative Research Findings

A. Most important issues facing community

Participants in the focus groups were asked to describe the most important issues facing their ethnic communities in Canada, and, more specifically, the most important issues facing young members of their ethnic communities in Canada.

Youth participants (18-24) described their experiences in similar terms as Chinese-, Asian- and Arab-Canadian youth had in earlier waves by expressing the view that they are being pulled between two worlds: that of the predominant Canadian culture and the culture of their ethnic group. Many Filipino-Canadian youth mentioned tension with their parents but more along the lines of family obligations. Latin-American youth were more similar to Arab- and Asian- Canadians mentioning tension with their parents due to conflicting views on appropriate behavior. Several participants described the challenge of fitting in to Canadian culture while still maintaining their own unique cultural identity.

Racism, in various forms and to varying degrees, was mentioned as an issue by each group. Many Filipino-Canadian participants said that while many in Canada consider them to be hard working people, they do not often associate them with higher status occupations, but rather as people working in service or care-giving occupations as nannies, nurses, orderlies, or as housekeepers. They also mentioned being viewed as not “Asian” enough by others of Asian origin, associating low status to them because of their often darker skin tone.

Black-Canadian youth particularly focused on racism as a significant issue confronting them. Several pointed to assumptions that young black-Canadians are involved in petty criminal activities (like shoplifting) where white youth of the same age are not singled out in this way. For example, a participant mentioned instances of groups of young black-people being followed by in-store security and asked, pointedly, by store staff whether they needed help. This sort of treatment, they felt, would not have applied to a similar group of young white Canadians.

Racism was less of a concern for Latin American-Canadian youth, who were more concerned with preserving their language and culture, and were less likely to self-identify as a member of a visible minority. Indeed, in the United States, 2010 Census data shows more of that country’s Hispanic population identifying as white rather than as Hispanic.¹

For parents, foreign credentials recognition was the most important concern to their ethnic community and relates to crucial stepping stones for immigrant communities: the ability to have their education and work experience recognized in Canada.

Parents participating in this phase of research also mentioned racism as a concern, and unlike parents in previous waves, Black-, Filipino- and Latin-American Canadian parents tended to say that race is a major issue

¹ <http://www.nytimes.com/2014/05/22/upshot/more-hispanics-declaring-themselves-white.html>

in Canada. Many mentioned that when looking for jobs Caucasians/those born in Canada seem to get full-time work right away while members of their communities are refused; this was seen as particularly harder for young people. Many mentioned that they felt they had to work harder as visible minorities to show their worth, compared to Caucasians.

Parents also mentioned that they felt that young people were losing their culture, language and values due to pressures in Canadian society. Some Filipino-Canadian parents were concerned because members of their community who were born in Canada push others to assimilate into Canadian culture. Other parents felt that the requirement for both parents to work in Canada, compared to the Philippines where single income families are the norm were eroding their family values. Latin American-Canadian parents were also concerned with the pressures to assimilate into Canadian culture, feeling that their ethnic community doesn't tend to group together as much as other cultures in Canada.

B. Views on career choices

Youth mentioned money, personal interest, and mobility as important factors when it comes to a career. Many mentioned that support from their parents was important, but not as crucial as seen in previous waves. In terms of specific careers, youth often identified skilled trades, healthcare, and entrepreneurialism or self-employment as three occupations that they were interested in while their parents most want them to pursue white collar jobs in healthcare, engineering, accounting or IT. Many youth agreed they would consider the careers recommended by their parents as good careers to pursue. Other occupations mentioned included business, teaching and the law, and technology.

Filipinos often summed up good career choices as anything where you get to work with people, such as healthcare, teaching and the service industry. A few mentioned entrepreneurship as a way to employ family members and supporting others from their community. Black-Canadian participants put more emphasis on positions that would allow them to be role models to others such as teachers. Their view of manual labour and skilled trades were more positive than other visible minority groups from previous waves; where some preferred to avoid these careers, many Black-Canadian participants saw them as a good way to be your own boss.

Parents were more cautious concerning the role of racism and stereotypes in chosen careers, and many suggested youth pursue the career areas that other members of their community have succeeded in. This was particularly important to Black-Canadian and Filipino-Canadians, who felt that they had more work to do to enter into a career path that did not already have a strong presence for their community.

When asked how youth should choose a career, most parents felt that their children's interests should guide what they do. Similar to previous groups, they did not suggest fields like engineering, medicine and accounting without considering what their child or a young person wants to do. Many pointed out that their children could be successful without pursuing high status occupations, such as medicine and law. Parents recognised that it might be better for the individual's skill set and future happiness to pursue a career that has more interest to them rather than one with a big financial payoff. This was especially important to Black-Canadians who felt that the most important thing was that youth be content with their lives.

Careers to avoid that were mentioned in all groups included retail and fast food entry level jobs. Manual labour and menial jobs were also mentioned as careers to avoid.

Law enforcement, military and firefighting were mentioned by some youth and parents/influencers as risky occupations. The potential dangers and likelihood of having to be away from home and family lead many to recommend avoiding these careers, while others mentioned the chance to help others and gain respect as potential benefits that may prompt them to consider these careers.

C. Views on Canadian Armed Forces

Youth participants' views of the CAF were varied among groups, with most holding a somewhat positive or neutral view of the CAF and a few youth holding strongly negative views stemming from an opposition to war and conflict. Many described military service as an honourable, even heroic role that helps protect people and offers a good way to help others. Some also mentioned benefits related to employment in the CAF such as medical and dental health coverage, pensions and education. Others also mentioned negative aspects relating to death, travel and danger. The reputation of the CAF on the world stage was also mentioned in terms of the relationship with the US Army and the CAF's role as peacekeepers.

Post-Traumatic Stress Disorder (PTSD) was mentioned – on an unprompted basis - by a number of participants during the discussion of the CAF, with many bringing up concerns that the CAF does not provide sufficient support for members suffering from this disorder. While some acknowledged that in reality not all CAF members would be exposed to combat environments it was apparent that for many views/perceptions of the CAF are largely guided by what they see, hear and read in the media and their own experiences with other military forces. Filipino-Canadian and Latin-American youth and parents referred to the role and reputation of the military in their countries of origin. Filipinos also mentioned the role of the American military in the Philippines and the effect their presence there has on their perceptions of the CAF. Latin Americans discussed corruption and brutality by military forces, but many viewed this in contrast to the peacekeeping presence they associated with the CAF.

Many groups discussed the connection or comparison to the American military, with some Filipinos and Black-Canadians mentioning a stronger personal connection with relatives and friends in the American military. Filipino-Canadian youth mentioned mandatory military service as something their parents and grandparents experienced in the Philippines, providing them with a familiarity with military service, if not necessarily a perspective on the military as a career.

Parents were generally more positive in their views on the CAF. Many again mentioned respect and honour as key attributes of the CAF, noting that they are more professional than the militaries of other countries that they are familiar with.

D. Views on the Canadian Armed Forces as a career option

The perceived benefits associated with a career in the CAF included a variety of areas, many of which were similar to those mentioned in previous waves of research among Chinese-, Asian- and Arab-Canadians. The benefits most commonly mentioned included:

Job stability	Teamwork
Good benefits (i.e., pension, health, education)	Pride
Physical Fitness	Respect
Discipline	Travel
Teamwork	Tuition paid
	Work experience

Job training, using new technologies and career development opportunities were also commonly recognized as benefits, but not typically volunteered as top-of-mind benefits without prompting. Educational benefits associated with a career in the CAF, such as paid university or skilled trades training, were top of mind among youth, unlike previous waves where it came up following some prompting.

As with the benefits associated with a career in the CAF, Filipino-, Black- and Latin American-Canadian youth and parents were consistent with Chinese-, Asian- and Arab-Canadians in the aspects identified as key drawbacks to a career in the CAF. The most commonly mentioned drawbacks included:

Danger/Risk	Isolation from family and friends
Stress	Hard physical work
Psychological trauma / Mental health issues	An obligation that is hard to break
Instability (unpredictable missions away)	

Some also mentioned the military culture of strict rules and regulations and of the chain of command as a drawback, but this was not always mentioned. Most however did mention the obligation and sense of being “trapped” in the military with a lack of personal freedom to leave when desired. Mental health issues associated with military service were also mentioned by many youth as a draw back to a career in the CAF.

Several youth participants expressed a desire to learn more about the benefits a career in the CAF might offer. In particular, they would like to learn how a career in the CAF might open doors for them in the civilian world through the combination of education and experience it could provide. Each group seemed more open to careers in the CAF than Chinese-, Asian- or Arab-Canadians appeared to be during previous waves of research. However concerns around a perceived lack of personal freedom and a military culture of orders and discipline were often acute. Filipino-Canadian youth pointed to a culture of individualism within their communities and amongst their peers that did not seem congruent with military life. Black-Canadian participants mentioned the hierarchical structure and discipline of military life as a drawback or deterrent from pursuing a career in the CAF.

Parents often said they would support a child who wanted to go into the CAF, but were generally less able to say with much clarity what the benefits to doing so would be, and often wondered about the possibility of entering in a non-combat role, perhaps not as a soldier, but as civilian personnel working for the CAF. Parents appreciated the discipline and character development that being a CAF member could provide.

Parents often saw the military as a potential career and many viewed it 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. Some felt that career opportunities within the military were more limited than in civilian life and that it would take longer to get promoted.

As with previous groups, gender plays a key role in the views of some youth and parents. Filipino-Canadian youth and parents were more likely to mention the lack of suitability for young women to have a job that would take them away or make them unavailable to their children or family. Others mentioned being too timid to stand up in military culture, while a few mentioned stories of sexual assaults against women in the military. These were some reasons given why females, in particular, would not consider joining the CAF.

Perceptions of military service among both youth and parents were often coloured by the experience of service in their home countries. For example, Latin American-Canadian participants referred to the prestige that military service can bring but also the corruption in their respective home countries. Filipino-Canadian participants mentioned the proximity of the American Forces bases in their home country and their increased exposure with the US military. Many Filipino-Canadian participants mentioned having relatives or close friends who had joined the American Forces. Black-Canadian participants were divided; those who had recently emigrated from other countries were less likely to associate the CAF with military exposure in their home countries.

E. Promoting the Canadian Armed Forces in ethnic communities

Similar to previous research among Chinese-, Asian- and Arab-Canadians, both youth and parents alike said that personal contact with their communities – at cultural events, at church, in the community centres and in schools – could go a long way towards addressing the lack of familiarity with the Forces and towards making careers in the CAF seem more real and plausible, rather than as a remote or abstract choice that members of their community don't often consider. To this end, putting members of their community who wear the uniform at the front and centre of efforts in their communities was recommended as a key step towards alleviating some of the conflicted feelings they have about military service in Canada and towards impressing upon them that the CAF is an option available to them and which other members of their community have chosen. Many youth mentioned the importance of going beyond the “tokenism” in which visible minorities simply appear in advertisements and brochures towards a more personal engagement.

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 CAF, while others said it was more important to communicate directly with young people, and let them deal with their parents. Social Media communities were mentioned by many youth as a good way to reach them by connecting personal experiences and a face to the CAF, sharing the regular side of a career in the CAF rather than what is portrayed in the media.

Requirements for entry into the CAF was also an area that they felt could be better communicated. Many Filipino-Canadian youth and parents mentioned a perception that they may miss the height and body type

requirements to enter the CAF, while the length of time and citizenship status was a barrier seen by Latin American-Canadian youth who were otherwise very interested in joining the CAF.

Communicating in languages other than English or French was not generally seen as important; particularly given 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 or French. To some Filipino-Canadian participants it was seen as inappropriate for the Government of Canada to communicate with them in Tagalog, however many Latin American-Canadian participants mentioned advertising in Spanish or Portuguese could be beneficial.

Detailed Quantitative Research Findings

1. Views on Career Choices

A. Most Preferred Career Choices

Black-Canadian, Filipino-Canadian and Latin American-Canadian Youth (16-34 years) many of the same occupations rose to the top of the list, such as healthcare and entrepreneurship when presented with a list of career fields.

Black-Canadian, Filipino-Canadian and Latin American-Canadian community respondents (35 years and older) were presented with the same list of careers and asked which they would most likely recommend to a young person. Healthcare was a top mention by each group. Community members of Filipino-Canadian ethnic origin (25%) are more likely than community members of Latin American-Canadian ethnic origin (14%) to recommend the health care profession.

Otherwise, views on preferred career choices varied little between the ethnic groups with the exception of Latin American-Canadian youth for whom a career in healthcare profession is less preferred than average (12% Latin American-Canadian youth, 22% Filipino-Canadian youth, 17% Black-Canadian youth) while skilled trades is more often preferred (7% Latin American-Canadian youth, 2% Filipino-Canadian youth, 3% Black-Canadian youth).

A.1 Filipino-Canadians

For the Filipino-Canadian youth (16-34 years), the most preferred career is the healthcare profession (23%), followed distantly by entrepreneurship (13%) and education (8%). The occupations that are the least preferred by Filipino-Canadian youth are the police (1%) and skilled trades (3%). The military is preferred by less than 1% of Filipino-Canadian youth.

The Filipino-Canadian community (35 years and older) are most likely to recommend the healthcare profession (25%), followed by information technology (14%) and engineering (12%) to a young person or their son/daughter. Less than 1% of Filipino-Canadian community respondents recommend a career in the police or military.



Most preferred career fields Filipino-Canadians

(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?



Q4. Base: Filipino-Canadians Youth 16-34 years (n=323); Filipino-Canadians Community 35 years plus (n=300)

Key Subgroup Analysis

Young Filipino-Canadian men, aged 16 to 34, are more likely to pursue a career in banking or finance (14%) than young women (3%).

Filipino-Canadian youth between the ages of 25 and 29 are more likely to pursue a career in Information Technology (12%) than those aged 16 to 24 (4%).

A.2 Black-Canadians

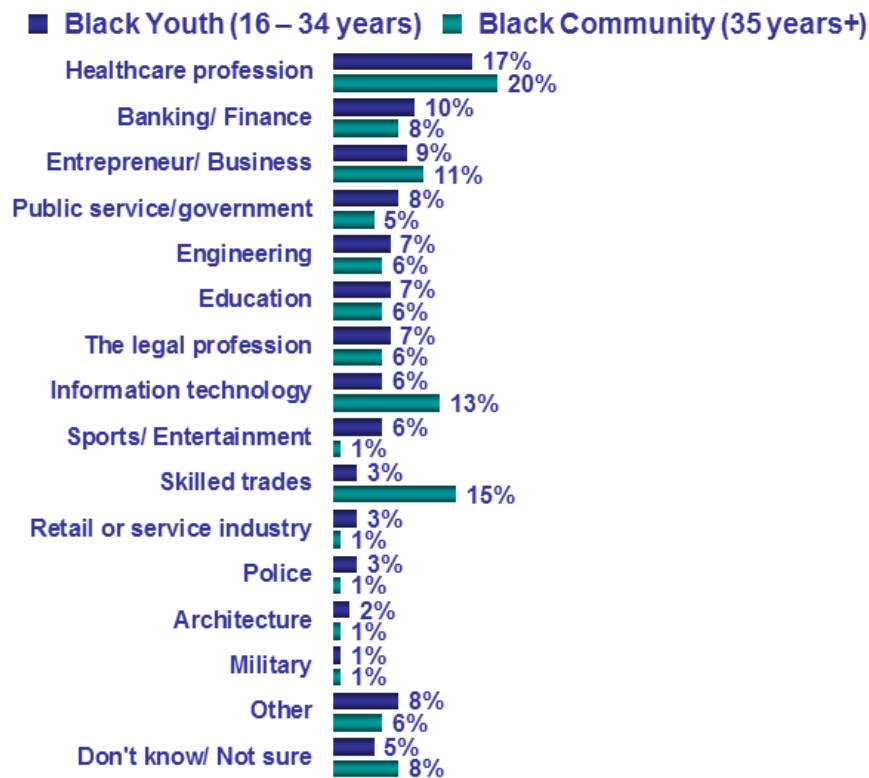
Black-Canadian youth are most interested in pursuing a career in healthcare (17%) or finance (10%). Few indicated an interest in pursuing a career with the police (3%) or military (1%).

Black-Canadian community members are most likely to recommend a career in healthcare (20%), skilled trades (15%) or information technology (13%). Police (1%) and the military (1%) again are recommended by few members of the community.



Most preferred career fields Black-Canadians

(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?



Q4. Base: Black-Canadians Youth 16-34 years (n=375); Black-Canadians Community 35 years plus (n=323)

Key Subgroup Analysis

Young Black-Canadian men, aged 16 to 34, are more likely to pursue a career in Engineering (11%) than young women of the same ethnic origin (3%).

A.3 Latin American-Canadians

Latin American-Canadian youth prefer careers in business or entrepreneurship (12%) and healthcare (15%). Few would pursue a career in police (1%) or the military (less than 1%).

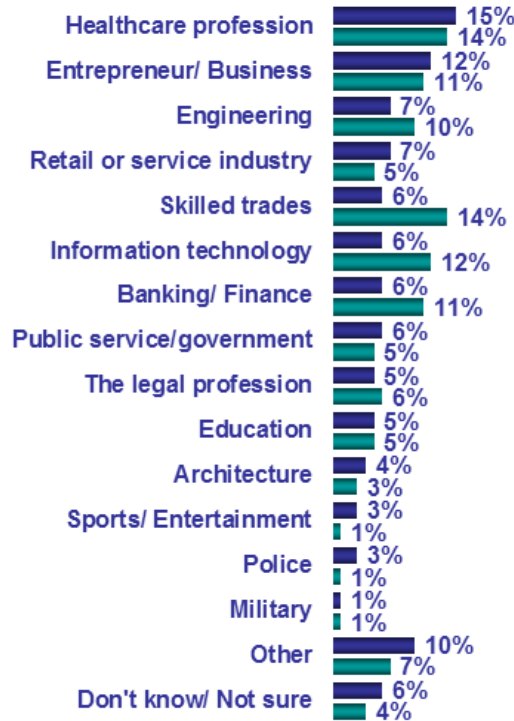
Latin American-Canadian community members have similar views to the youth, prioritizing healthcare (14%), information technology (12%), skilled trades (14%) and business (11%) careers over careers in the military (1%) or the police (less than 1%).



Most preferred career fields Latin American-Canadians

(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?

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



Q4. Base: Latin American-Canadians Youth 16-34 years (n=375); Latin American-Canadians Community 35 years plus (n=323)

Key Subgroup Analysis

No statistically significant differences were found between the subgroups within the Latin American-Canadian youth and community populations.

B. Reasons for Choosing a Particular Career

Respondents were then 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). Filipino-Canadian youth were more likely to choose job security (25%) than Black-Canadian youth (16%) and more likely to choose respect (20%) than Latin American-Canadian youth (11%).

The Black-Canadian community (47%) and Filipino-Canadian community (38%) are more likely to recommend a career because of good pay than the Latin American-Canadian community (32%). Both the Black-Canadian community (32%) and Filipino-Canadian community (49%) are also more likely to recommend a career that has job security than the Latin American-Canadian community (22%). The Latin American-Canadian community placed higher importance on freedom and flexibility (23%), making it second as a priority (compared to 20% Filipino-Canadian community and 21% Black-Canadian community).

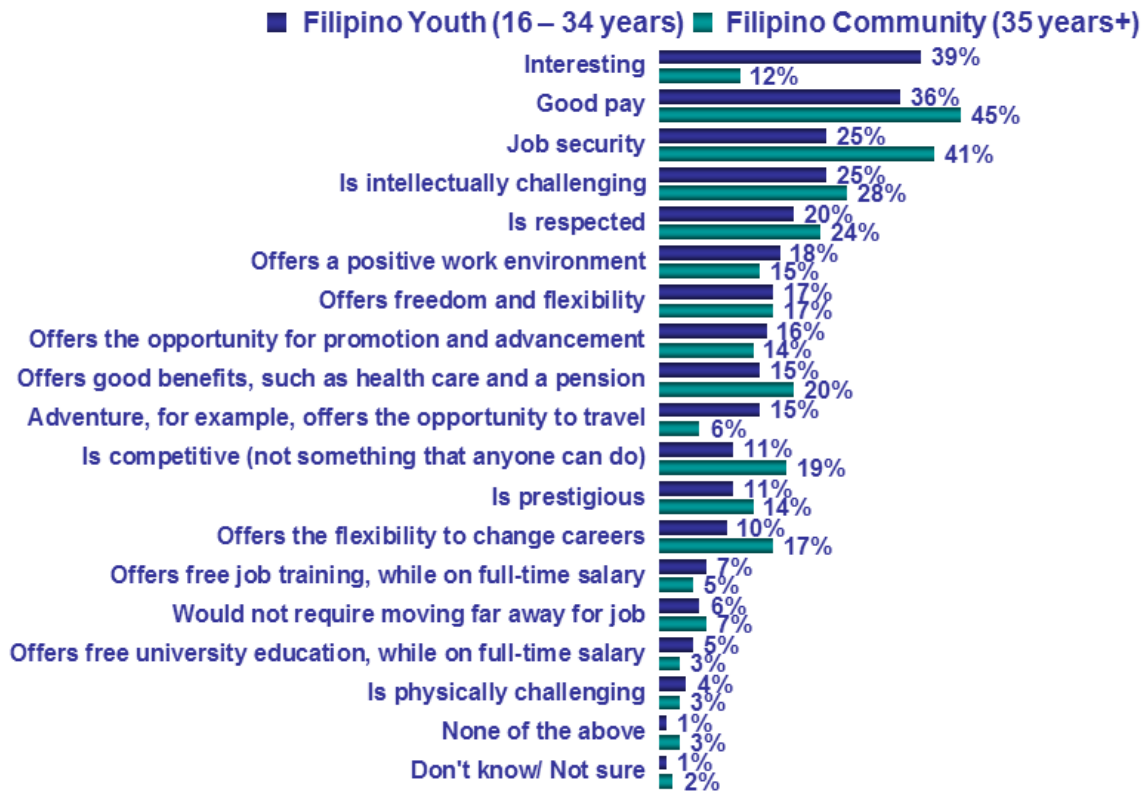
B.1 Filipino-Canadians

Filipino-Canadian youth are most likely to choose a particular career because of good pay (36%), interest (39%), followed by intellectual challenge (26%) and job security (25%). Members of the Filipino-Canadian community are most likely to recommend a career because of good pay (45%), job security (41%), and intellectual challenge (28%). Both the community and youth are least likely to recommend or pursue a career that is physically challenging (4% and 3% respectively). Although past research indicates that education is seen as a high priority for new immigrants and visible minorities, For Filipino-Canadians it is low on the reasons for choosing a particular career, with 5% of Filipino-Canadian youth and 3% of Filipino-Canadian community respondents indicating free university education as a motivator for a career choice.



Reasons for choosing a particular career- Filipino-Canadians

(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 ... ?



Q5. Base: Filipino-Canadians Youth 16-34 years (n=323); Filipino-Canadians Community 35 years plus (n=300)

Key Subgroup Analysis

Young Filipino-Canadians between the ages of 16 and 24 are more likely to say opportunities for promotion and advancement (21%) and an opportunity for adventure (22%) are important reasons for pursuing a career than those aged 25 to 34 (10% and 8% respectively).

Women of the Filipino-Canadian community are more likely to indicate good pay (55%) and intellectual challenge (36%) as important reasons for recommending a specific career compared to men (33% and 19% respectively).

Men from the Filipino-Canadian community are more likely to indicate freedom and flexibility (24%) and interest (19%) as important reasons for recommending a specific career compared to women (10% and 6% respectively).

Filipino-Canadian community members aged 35-49 (25%) are more likely to indicate competitiveness as an important reason for recommending a specific career compared to those aged 50+ (9%).

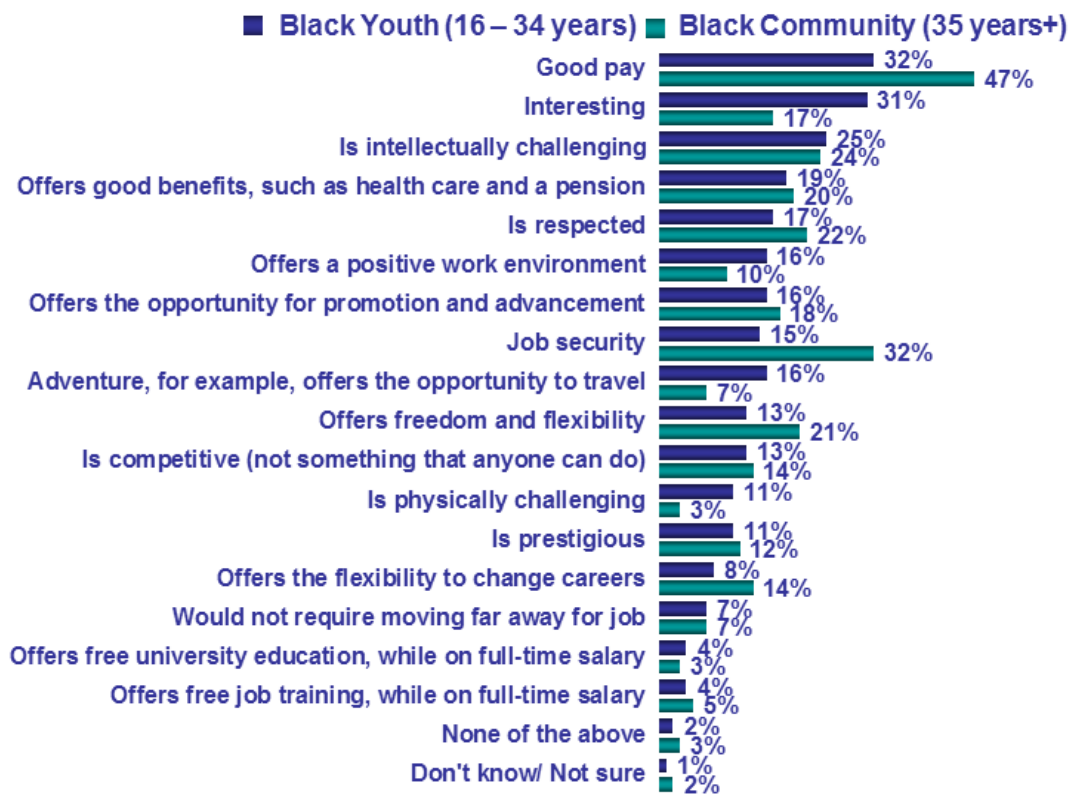
B.2 Black-Canadians

Similar to the Filipino-Canadian youth, Black-Canadian youth are most interested in a particular career due to good pay (32%), interest (31%), and intellectual challenge (25%). They are less likely to select job security as a reason to pursue a particular career (15%). Free job training (4%) and free university education (4%) were not priorities for Black-Canadian youth when pursuing a particular career. The Black-Canadian community members recommend careers based on good pay (47%), job security (32%) and intellectual challenge (24%). Not far behind are respect (22%), flexibility (21%) and benefits (20%). Physical challenge (3%) and free university education (3%) were the weakest motivators for recommending a particular career for Black-Canadians aged 35 and over. Free university education (4% youth, 3% community) and free on the job training (4% youth, 5% community) are lower motivators for choosing a particular career for Black-Canadians.



Reasons for choosing a particular career- Black-Canadians

(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 ... ?



Q5. Base: Black-Canadians Youth 16-34 years (n=375); Black-Canadians Community 35 years plus (n=323)

Key Subgroup Analysis

Young Black-Canadian women (25%) are more likely to indicate good benefits as an important reason for pursuing a specific career compared to young men (13%). Young Black-Canadian men (15%) are more likely to indicate prestige as an important reason to pursue a specific career compared to young women (7%).

Black-Canadian youth aged 16-24 are more likely to indicate interest (41%), intellectual challenge (34%) and adventure (21%) as important reasons for pursuing a specific career compared to those aged 25-34 (22%, 16%, 10% respectively).

Black-Canadian aged 25-34 (12%) are more likely to indicate no relocation as an important reason for pursuing a specific career compared to those aged 16-24 (2%).

The Black-Canadian youth who are more likely to consider joining the CAF (25%) are also more likely to indicate competitiveness as an important reason to pursue their most preferred career compared to those who are not likely to join the CAF (12%).

Black-Canadian community members aged 50+ (28%) are more likely to indicate good benefits as an important reason for recommending a specific career compared to those aged 35-49 (14%).

Black-Canadian community members with children aged 25-34 are more likely to indicate good benefits (37%) and opportunity for advancement (34%) as important reasons for recommending a specific career compared to those with children aged 16-24 (20% and 19% respectively).

Black-Canadian community members with children aged 16-24 are more likely to indicate competitiveness (14%) as an important reason for recommending a specific career compared to those with children aged 25-34 (4%).

Black-Canadian community members who are likely to recommend the CAF (32%) are more likely to indicate freedom and flexibility as an important reason for recommending a career compared to those who are not likely to recommend the CAF (18%).

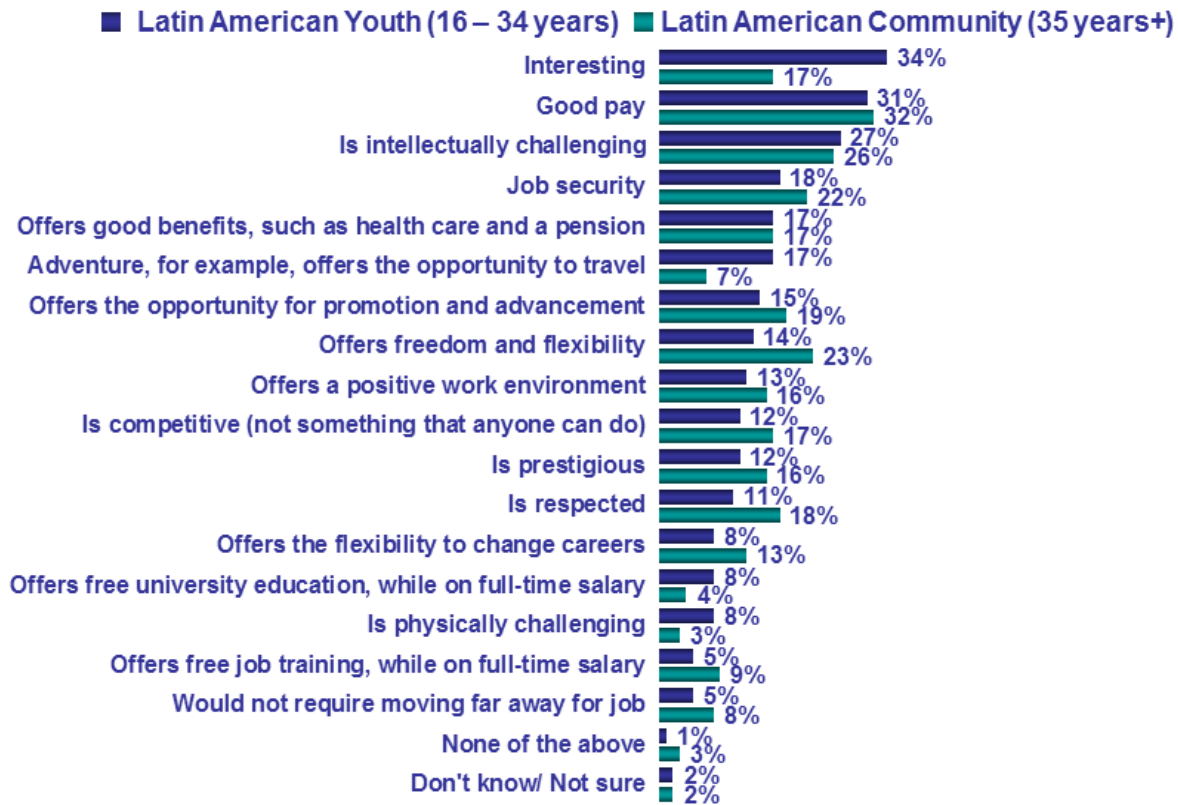
B.3 Latin American-Canadians

Latin American-Canadian youth are also interested in good pay (31%), interest (34%) and intellectual challenge (27%). They are least likely to pursue a job because of free job training (5%) but more likely than Filipino-Canadian youth (5%) and Black-Canadian youth (4%) to pursue a career because of free university education (8%). Latin American-Canadian community members would recommend a career because of good pay (32%), intellectual challenge (26%), job security (22%) and flexibility (23%). They are less likely than youth to recommend a career due to travel opportunity (7% vs 17%). Physical challenge (3%) and free university education (4%) are the weakest motivators for recommending a career.



Reasons for choosing a particular career- Latin American-Canadians

(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 ... ?



Q5. Base: Latin American-Canadians Youth 16-34 years (n=324); Latin American-Canadians Community 35 years plus (n=302)

Key Subgroup Analysis

Latin American-Canadian community members who are familiar with CAF (27%) are more likely to indicate good benefits as an important reason to recommend a specific career compared to those who are not familiar with CAF (12%).

Latin American-Canadian community members aged 35-49 (6%) are more likely to indicate free university education while on salary as an important reason to recommend a career compared to those 50+ (1%).

Latin American-Canadian community members who know someone in the CAF (35%) are more likely to indicate intellectual challenge as an important reason to recommend a specific career compared to those who don't know someone in the CAF (21%).

Latin American-Canadian community members who don't know anyone in the CAF are more likely to indicate prestige (21%) and no requirement for relocation (12%) as important reasons to recommend a specific career compared to those who do (8% and 1% respectively).

C. Least Preferred Career Fields

Respondents were also asked to indicate which career fields they would least be interested in pursuing, or least likely to recommend.

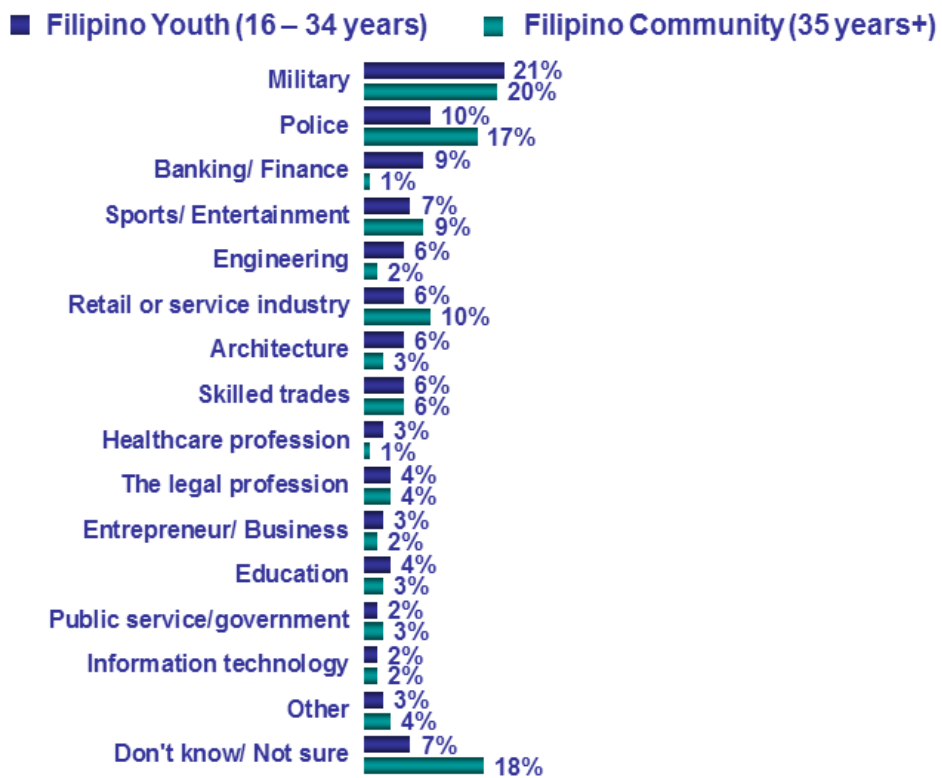
C.1 Filipino-Canadians

Filipino-Canadian youth are least interested in a career in the military (21%) followed by the police (10%) and banking (9%). Members of the community are least likely to recommend a career in the military (20%), the police (17%), retail or service industry (10%).



Least preferred career fields- Filipino-Canadians

(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?



Q6. Base: Filipino-Canadians Youth 16-34 years (n=323); Filipino-Canadians Community 35 years plus (n=300)

Key Subgroup Analysis

Young Filipino-Canadian women (10%) are more likely to avoid a career in sport and entertainment than young men (3%), while young Filipino-Canadian men (12%) are more likely to avoid a career in the skilled trades than women (2%).

Filipino-Canadian youth aged 16-24 (30%) are more likely to avoid a career in the military (30%) or banking and finance (14%) compared to those 25-34 (13% and 4% respectively).

C.2 Black-Canadians

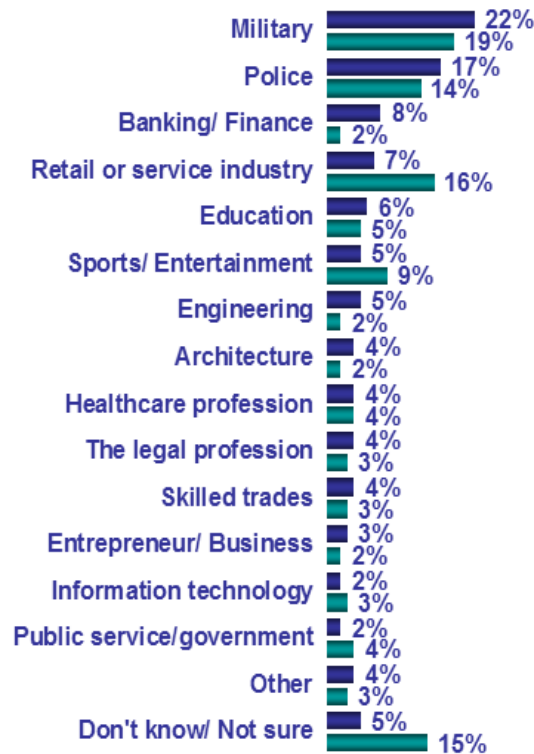
Similar to the Filipino-Canadian youth, Black-Canadian youth would avoid careers in the military (22%) or the police (17%). Black-Canadian community members would recommend young people avoid careers in the military (19%) and the police (14%) as well as the retail or service industry (16%). This is similar to what was heard in the focus groups, with many Black-Canadian community members and parents indicating that they would not recommend a career in these occupations.



Least preferred career fields- Black-Canadians

(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?

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



Q6. Base: Black-Canadians Youth 16-34 years (n=375); Black-Canadians Community 35 years plus (n=323)

Key Subgroup Analysis

Black-Canadian youth aged 16-24 (28%) are more likely to avoid a career in the military compared to those aged 25-34 (17%). Black-Canadian youth who are familiar with CAF (27%) are more likely to avoid a career in the police compared to those who are not familiar (13%).

Black-Canadian community members who recommend avoiding a career in the military include:

- Parents of children 16-34 (28%) compared to those who don't have children this age (13%);
- Those with children aged 25-34 (43%) compared to those with children aged 16-24 (24%);
- Those who are not familiar with CAF (23%) compared to those that are (13%); and
- Those who don't know anyone in the CAF (23%) compared to those that do (12%).

Black-Canadian community members who recommend avoiding a career in the police force include:

- Parents of children 16-34 (19%) compared to those who don't have children this age (10%); and
- Those with children aged 25-34 (29%) compared to those with children aged 16-24 (15%).

Black-Canadian community members with only daughters (10%) are more likely to recommend avoiding a career in the healthcare profession compared to parents with both sons and daughters only (5%).

C.3 Latin American-Canadians

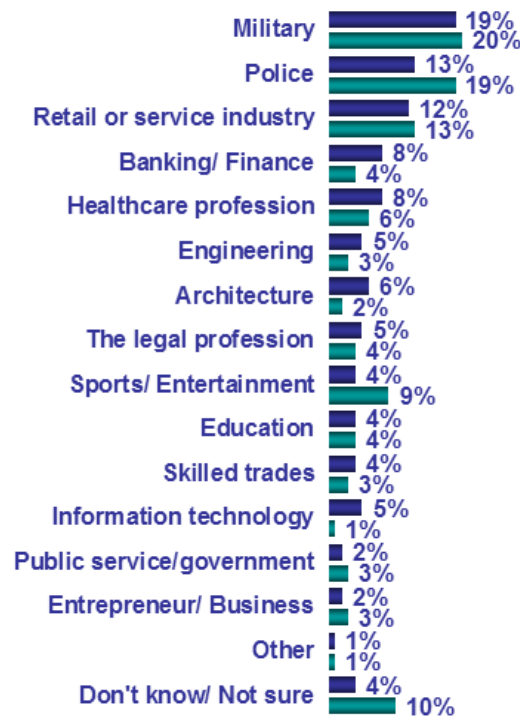
Latin American-Canadians youth, like Black-Canadian and Filipino-Canadian youth, are least interested in pursuing a career in the military (19%) or the police (13%) followed by retail or the service industry (12%). Their parents and community influencers would also recommend avoiding these same careers (20%, 19%, and 13% respectively).



Least preferred career fields- Latin American-Canadians

(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?

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



Q6. Base: Latin American-Canadians Youth 16-34 years (n=324); Latin American-Canadians Community 35 years plus (n=302)

Key Subgroup Analysis

Latin American-Canadian community members aged 50+ (26%) are more likely to recommend avoiding a career in police force compared to those 35-49 (13%).

Latin American-Canadian community members with children aged 16-34 (31%) are more likely to recommend avoiding a career in the military compared to those without children this age (13%).

D. Reasons for avoiding a particular career

Black-, Filipino- and Latin American-Canadians were asked to identify three reasons, from a list of several possible reasons, which best describe why they would avoid or not recommend a particular career field.

Comparing the ethnic subgroups, Filipino-Canadian youth are more likely to identify physical risk (38%) as a primary reason for avoiding a particular career compared to Black-Canadian youth (27%) and Latin American-Canadian youth (27%). Filipino-Canadian youth are also more likely to cite job instability (23%) as a primary reason for avoiding a particular career compared to Black-Canadian youth (11%) and Latin American-Canadian youth (18%). Community members showed almost similar responses, with Filipino-Canadian community members standing out as not recommending a career due to physical risk (45%) compared to the Black-Canadian community (32%) and the Latin American-Canadian community (31%).

D.1 Filipino-Canadians

Filipino-Canadian youth would avoid a particular career because it is physically risky (38%) or they do not find it interesting (30%). This is followed by job instability (23%), poor pay (21%) and lack of freedom (19%). While intellectual challenge and respect were in the top five reasons for Filipino-Canadian youth choosing a particular career, they are less important for avoiding a career (8% and 12% respectively).

The Filipino-Canadian community would not recommend a career due to physical risk (45%), job instability (24%) or poor pay (20%). They are much less likely than youth to avoid a career due to a lack of interest (10%). This mirrors their priorities for recommending a career.



Reasons for avoiding a particular career- Filipino-Canadians

(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 ...?

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



Q7. Base: Filipino-Canadians Youth 16-34 years (n=323); Filipino-Canadians Community 35 years plus (n=300)

Key Subgroup Analysis

Young Filipino-Canadian women (46%) are more likely to indicate physically risky as an important reason to avoid a career than young men (29%).

Young Filipino-Canadian men (28%) are more likely to indicate average or poor pay as an important reason to avoid a career compared to young women (14%). Filipino-Canadian youth aged 25-34 (27%) are more likely to indicate average or poor pay as an important reason to avoid a career compared to those aged 16-24 (14%).

Filipino-Canadian youth aged 16-24 (19%) are more likely to indicate required relocation as an important reason to avoid a career compared to those aged 25-34 (7%). While avoiding relocation is a less of important reason to choose a particular career based on findings discussed earlier, possible need to relocate is a stronger reason to avoid a particular career.

Filipino-Canadian youths who don't know anyone in the CAF (23%) are more likely to indicate little freedom or flexibility as an important reason to avoid a career compared to those who know someone in the CAF (11%).

Women from the Filipino-Canadian community (56%) are more likely to indicate physical risk as an important reason to avoid a career compared to men (33%).

Filipino-Canadian community members aged 50+ are more likely to indicate physical risk (61%) and lack of a positive work environment (32%) as important reasons to avoid a career compared to those aged 35-49 (34% and 14% respectively).

Members of the Filipino-Canadian community who are familiar with CAF (41%) are more likely to indicate a lack of a positive work environment as an important reason to avoid a career compared to those who are not familiar (12%).

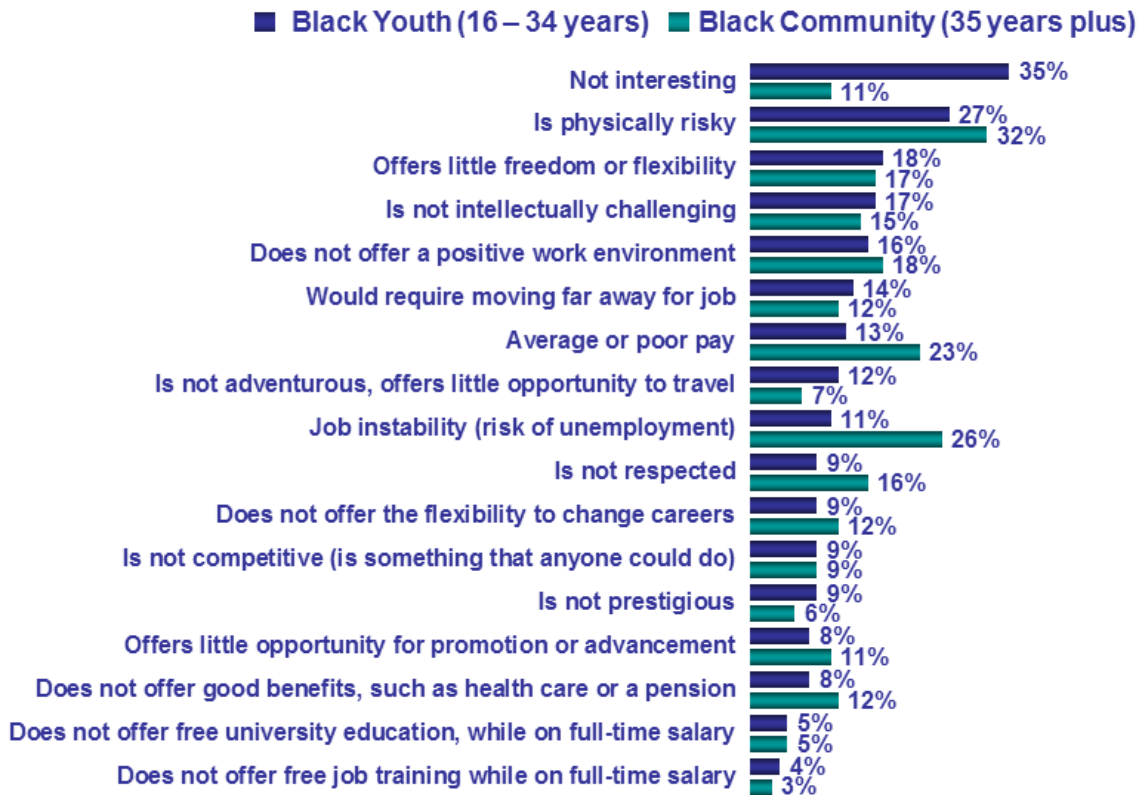
D.2 Black-Canadian

Black-Canadian youth put more importance on avoiding a career that they do not find interesting (35%), followed by physical risk (27%) and lack of flexibility (18%). The Black-Canadian community feel that young people should avoid careers that are physically risky (32%), have a risk of unemployment (26%) and have poor pay (23%). Few community members would not recommend a career because of a lack of interest (11%).



Reasons for avoiding a particular career- Black-Canadians

(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 ...?



Q7. Base: Black-Canadians Youth 16-34 years (n=375); Black-Canadians Community 35 years plus (n=323)

Key Subgroup Analysis

Young Black-Canadian women (35%) are more likely to indicate physical risk as an important reason to avoid a career than young men (18%).

Young Black-Canadian men are more likely to indicate average or poor pay (20%) and that it does not offer good benefits (12%) as an important reason to avoid a career compared to young women (7% and 4% respectively).

D.3 Latin American-Canadian

Latin American-Canadian youth would also avoid careers that are physically risky (27%) and not interesting (27%). They would also avoid a career that does not offer a positive work environment (20%) or offers little freedom or flexibility (19%). Free education and job training were not motivators for choosing (8% and 5% respectively) or avoiding (6% and 5% respectively) a particular career. Latin American-Canadian community members would also recommend avoiding a career due to physical risk (31%), however they are more likely to recommend avoiding a career due to poor pay (26%) and job instability (22%).

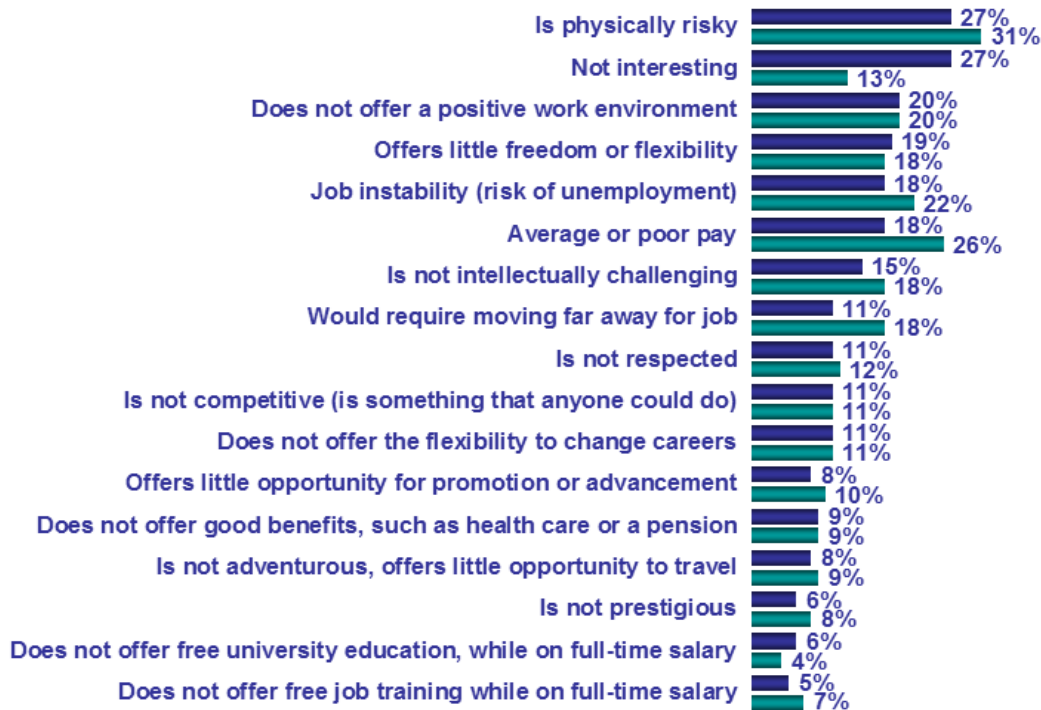
A career in the military was the top career to be avoided by youth and to be not recommended by community members for each ethnic group in this wave.



Reasons for avoiding a particular career- Latin American-Canadians

(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 ...?

■ Latin American Youth (16 – 34 years) ■ Latin American Community (35 years plus)



Q7. Base: Latin American-Canadians Youth 16-34 years (n=324); Latin American-Canadians Community 35 years plus (n=302)

Key Subgroup Analysis

Young Latin American-Canadian women (33%) are more likely to indicate physically risky as an important reason to avoid a certain career compared to men (20%).

Young Latin American-Canadian men are more likely to indicate that a lack of competitiveness (15%) or a lack of adventurousness (12%) as important reasons to avoid a certain career compared to women (5% and 4% respectively).

Latin American-Canadian youth who are not familiar with CAF (32%) are more likely to indicate physical risk as an important reason to avoid a career compared to those who are familiar (15%).

Latin American-Canadian community members who are more likely to indicate physical risk as an important reason to recommend avoiding a career include:

- Those aged 50+ (39%) compared to those 35-49 (25%);
- Parents of children aged 16-34 (50%) compared to those without children this age (21%);
- Those who are not likely to recommend a career in the CAF (38%) compared to those who are likely to (21%);

Latin American-Canadian community members aged 50+ are more likely to indicate not a positive work environment (30%) or the possibility of having to move far away (27%) as important reasons to recommend avoiding a career compared to those aged 35-49 (30% and 27% respectively).

Latin American-Canadian community members who are likely to recommend joining CAF are more likely to indicate average or poor pay (45%) and job instability (35%) as important reasons to recommend avoiding a career compared to those who are unlikely to recommend joining CAF (22% and 19% respectively).

D.4 Filipino-Canadians

Filipino-Canadians would avoid a career in the military due to physical risk (80% youth, 82% community), moving far away (37% youth, 58% community) and little freedom or flexibility (29% youth, 28% community).



Reasons for avoiding a military career- Filipino-Canadians

(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**?



7a. Base of respondents saying they would avoid a military career: Filipino-Canadians Youth 16-34 years (n= 66);
Filipino-Canadians Community 35 years plus (n= 49)

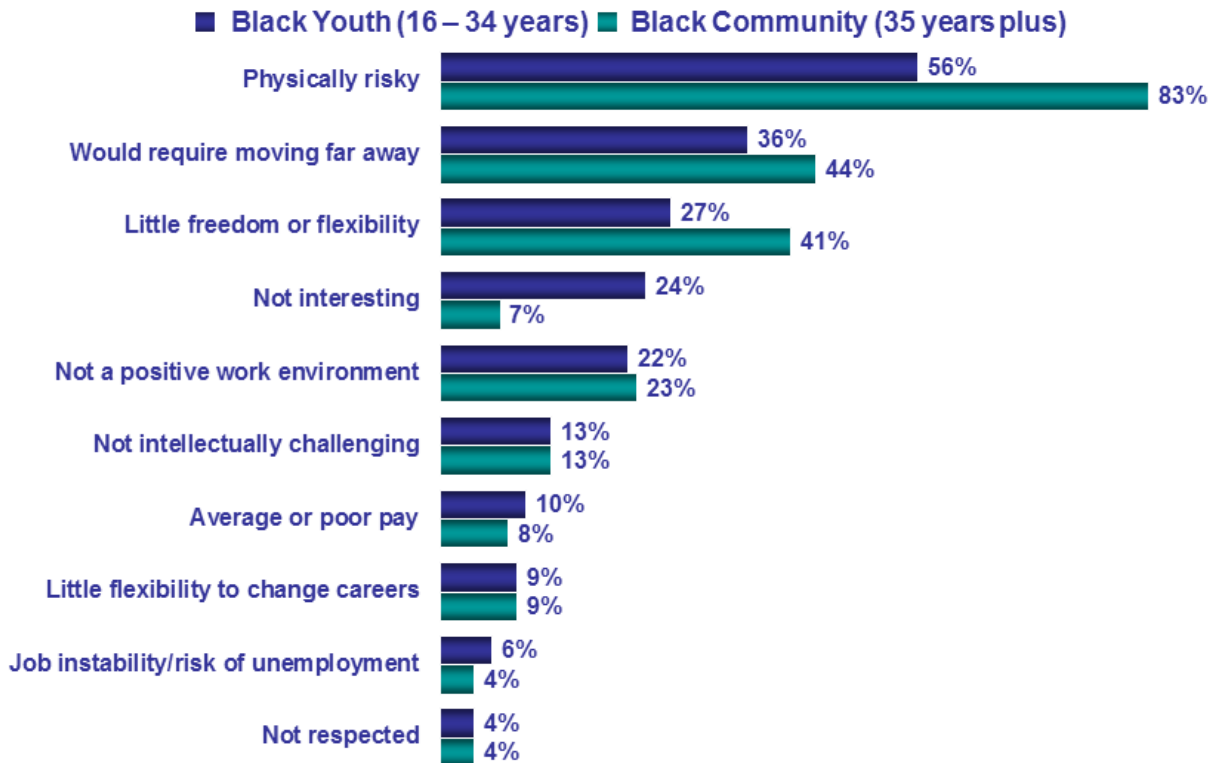
D.5 Black-Canadians

For Black-Canadians, the reasons to avoid a career in the military are similar. Over half of youth (56%) and a strong majority of community members (83%) would avoid a military career due to physical risk. This is followed by moving far away (36% youth, 44% community) and little freedom or flexibility (27% youth, 41% community).



Reasons for avoiding a military career- Black-Canadians

(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**?



7a. Base of respondents saying they would avoid a military career: Black-Canadians Youth 16-34 years (n= 88); Black-Canadians Community 35 years plus (n= 60)

D.6 Latin American-Canadians

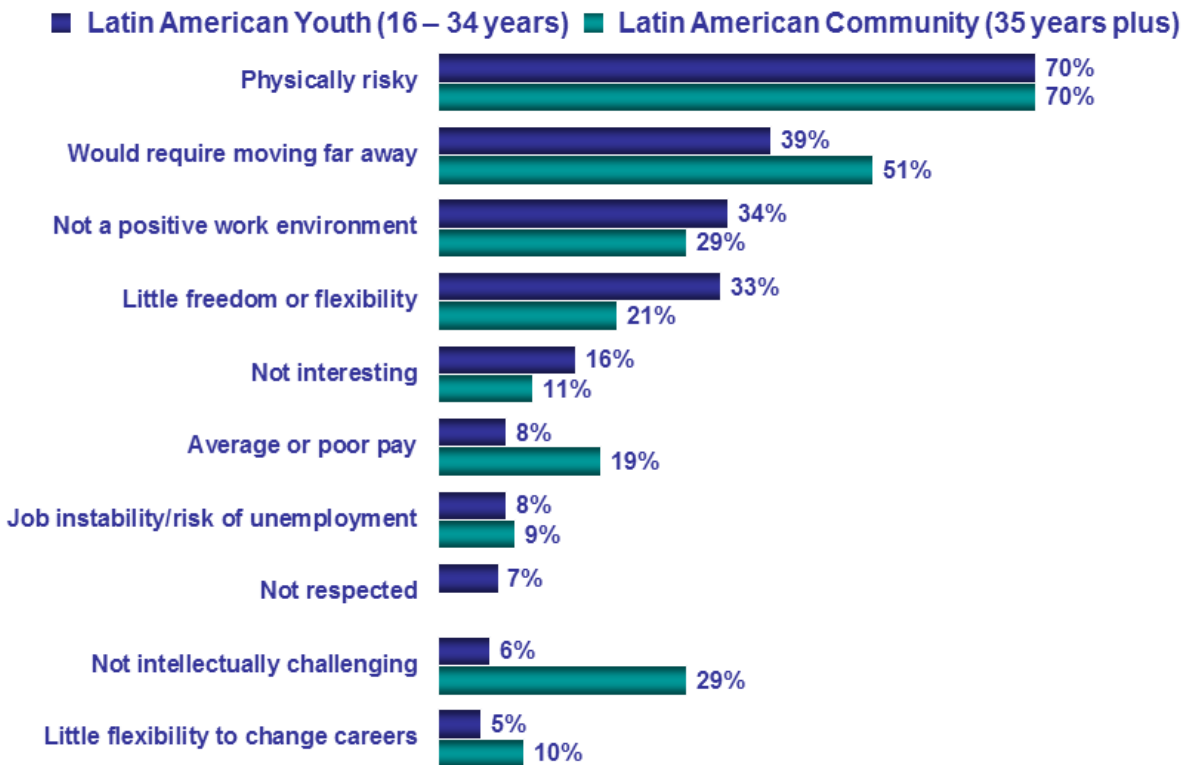
Latin American-Canadians identify the same reasons for avoiding a career in the military; this includes physical risk (70% youth, 70% community) and moving far away (39% youth, 51% community). Latin American-Canadian youth are more likely to avoid a career in the military due to limited freedom or flexibility (33%) compared to the Latin American-Canadian community (21%). While intellectual challenge was not a top priority for avoiding a career in general for Latin American-Canadian community (18%), when it comes to avoiding a career in the military a lack of intellectual challenge is more important (29%).



Reasons for avoiding a military career- Latin American-Canadians

(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**?



7a. Base of respondents saying they would avoid a military career: Latin American-Canadians Youth 16-34 years (n=63); Latin American-Canadians Community 35 years plus (n= 57)

E. Importance of Relationships as a Source of Career Advice

Black-, Filipino- and Latin American-Canadian Youth were presented with a list of people in their lives that could potentially influence their decisions regarding career paths and asked to rate how important they perceived them to be in this regard.

E.1 Filipino-Canadians

Filipino-Canadian youth are more likely to say their parents (89%) and their peers (57%) are important in providing them with career advice while Latin American-Canadian youth are less likely to say this (80% parents, 47% peers).

Filipino-Canadian youth feel that their parents (89%) and teachers (58%) career advice are the most important. Extended family (42%), guidance counsellors (46%) and other members of their community (48%) are seen as the least important in providing career advice to Filipino-Canadian youth.

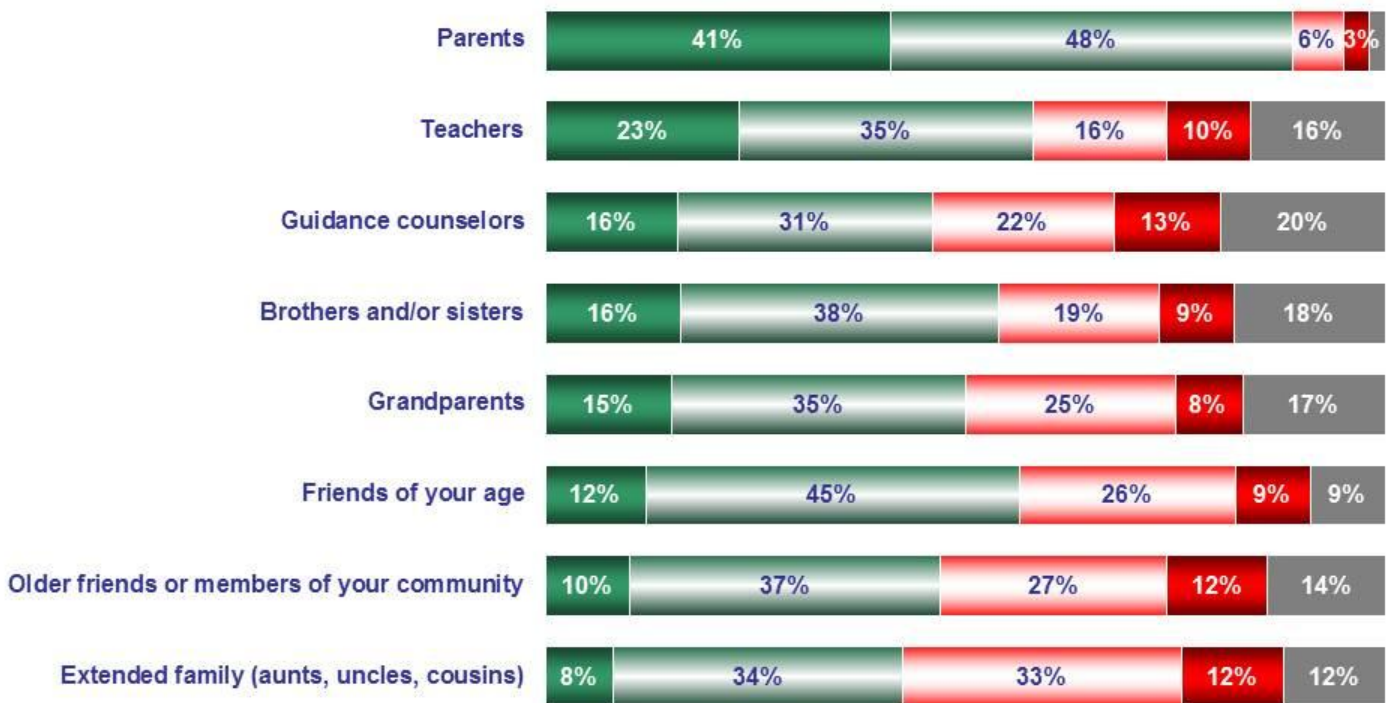


Important relationships in providing career advice- Filipino-Canadians

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

Filipino-Canadians

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



Note: Responses under 3% are not labeled

Q8. Base: Filipino-Canadian Youth 16-34 years (n=323)

Key Subgroup Analysis

Young Filipino-Canadian women (55%) are more likely to feel advice from guidance counselors is very/somewhat important compared to young men (36%).

Filipino-Canadian youth aged 16-24 are more likely to consider the advice from parents (94%), teachers (75%) and guidance counselors (56%) as very/somewhat important compared to those aged 25-34 (85%, 42% and 37% respectively).

Filipino-Canadian youth who are more likely to consider the advice from grandparents as very/somewhat important include:

- Those aged 16-24 (60%) compared to those aged 25-34 (41%);
- Those who feel their ethnic community is very important (72%) compared to those who rate their ethnic community as somewhat high (47%) and low (42%);

Young Filipino-Canadians who feel their ethnic community is very important are more likely to consider advice from extended family (66%) and teachers (70%) as very/somewhat important compared to those who rate their ethnic community as somewhat important (38% and 50% respectively) and of low importance (35% and 62% respectively).

E.2 Black-Canadians

Black-Canadian youth are also most likely to listen to their parents career advice (82%), followed by their teachers (54%), friends (54%) and siblings (52%).

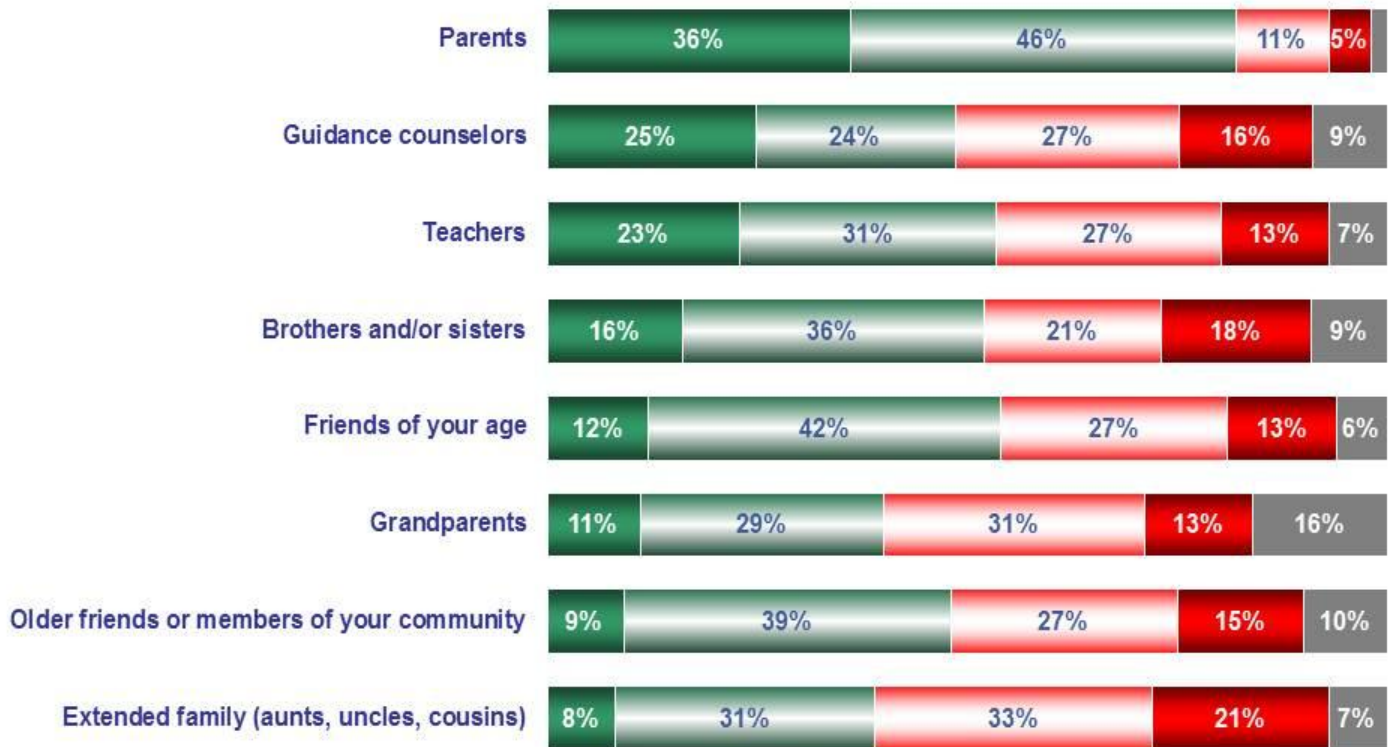


Important relationships in providing career advice- Black-Canadians

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

Black-Canadians

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



Note: Responses under 3% are not labeled

Q8. Base: Black-Canadian Youth 16-34 years (n=375)

Key Subgroup Analysis

Similar to Filipino-Canadian youth, Black-Canadian youth aged 16 to 24 are more likely to feel advice from their parents (89%) is important, compared to those 25 to 34 (75%).

Black-Canadian youth who are more likely to feel their advice from teachers as very/somewhat important include:

- Young women (63%) compared to young men (43%);
- Those aged 16-24 (66%) compared to those aged 25-34 (42%);
- Those who are more likely to consider joining the CAF (77%) compared to those who are unlikely (52%);

- Those who feel their Ethnic community is very important (9-10: 72%) and somewhat high (7-8: 58%) compared to those who don't feel it is important (0-6: 40%);
- Those who feel their Canadian identity is very important (9-10: 74%) compared to those who don't feel it is important (0-6: 43%);

Black-Canadian youth who are more likely to feel their advice from guidance counselors as very/somewhat important include:

- Young women (56%) compared to young men (41%);
- Those aged 16-24 (61%) compared to those aged 25-34 (37%);
- Those who are likely to join CAF (72%) compared to those who are not likely (47%);
- Those who feel their Ethnic community is very important (66%) and somewhat high (55%) compared to those who don't feel it is important (35%);
- Those who feel their Canadian identity is very important (66%) and somewhat high (60%) compared to those who don't feel it is important (34%);

Black-Canadian youth who are more likely to consider the advice from extended family as very/somewhat important include:

- Those are familiar with CAF (52%) compared to those who are not familiar (34%);
- Those who are more likely to consider joining the CAF (57%) compared to those who are not likely to join (37%);
- Those who rate their Canadian identity as somewhat important (49%) compared to those who don't feel it is important (31%);

Black-Canadian youth who are more likely to consider joining the CAF (58%) are also more likely to feel their advice from grandparents as very/somewhat important compared to those who are not likely to join

Young Black-Canadians who feel their ethnic community is very important (52%) are more likely to feel their advice from grandparents as very/somewhat important compared to those who don't feel it is important (31%).

Young Black-Canadians who feel their Canadian identity is very important (63%) are more likely to feel their advice from older friends or other members of their community as very/somewhat important compared to those who don't feel it is important (41%).

- Those who feel their Ethnic community is very important (72%) and somewhat high (58%) compared to those who don't feel it is important (40%);

E.3 Latin American-Canadians

Parents (80%) and teachers (60%) remain the most important sources for career advice for Latin American-Canadian youth.

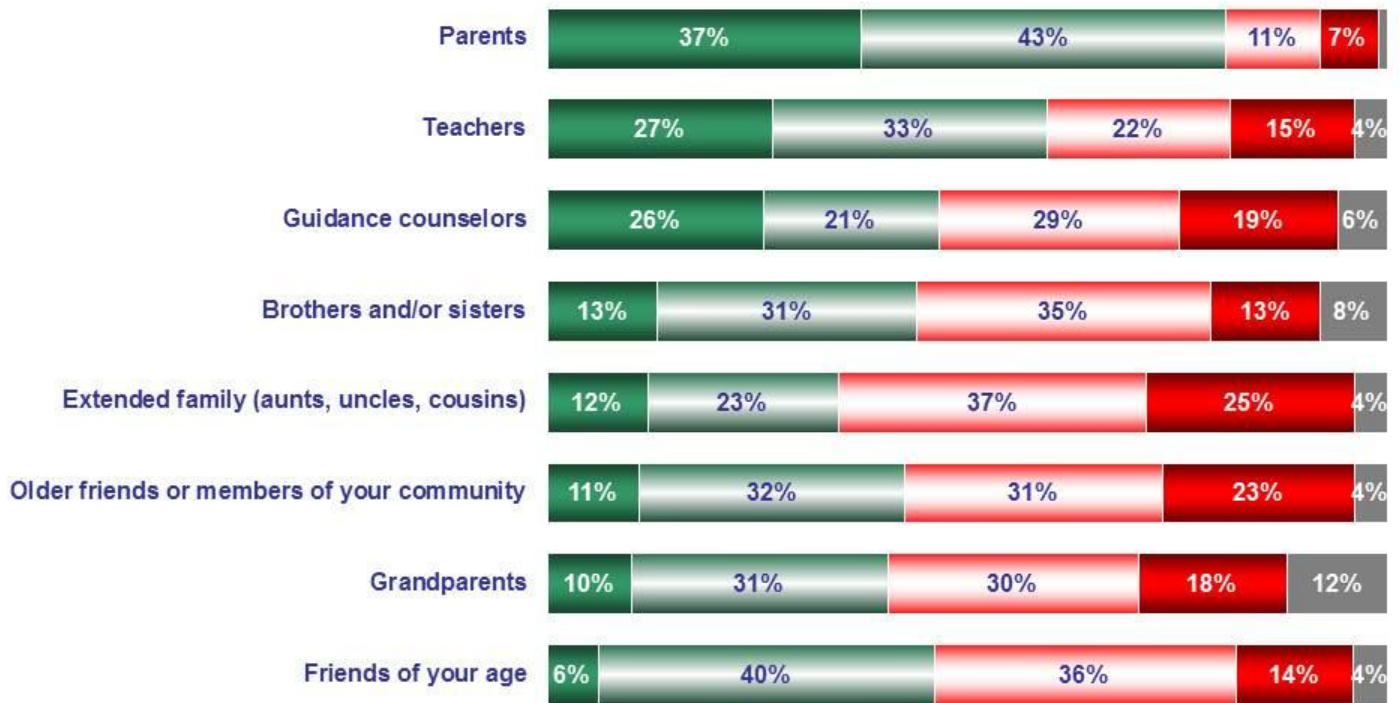


Important relationships in providing career advice- Latin American-Canadians

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

Latin American-Canadians

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



Note: Responses under 3% are not labeled

Q8. Base: Latin American-Canadian Youth 16-34 years (n=324)

Key Subgroup Analysis

Young Latin American-Canadian women (53%) are more likely to consider the advice from older friends or community members as very/somewhat important compared to young men (32%).

Latin American-Canadian youth aged 16-24 are more likely to consider the advice from Parents (88%) and grandparents (49%) as very/somewhat important compared to those 25-34 (73% and 41% respectively).

Young Latin American-Canadian youth who are likely to join CAF (63%) are more likely to consider the advice from brothers and/or sisters as very/somewhat important compared to those who are not likely to join CAF (41%).

Latin American-Canadian youth who are more likely to consider the advice from teachers as very/somewhat important include:

- Young women (68%) compared to young men (50%);
- Those aged 16-24 (69%) compared to 25-34 (51%);
- Those who are more likely to consider joining the CAF (79%) compared to those who are not likely to join (58%),

Latin American-Canadian youth who are more likely to consider the advice from guidance counselors as very/somewhat important include:

- Young women (59%) compared to young men (32%);
- Those aged 16-24 (57%) compared to 25-34 (37%);
- Those who are more likely to consider joining the CAF (65%) compared to those who are not likely to join (44%);

Latin American-Canadian youth who feel their Canadian identity is very important (52%) are more likely to consider the advice of older friends or members of their community as important compared to those who do not feel their Canadian identity is important (34%).

Latin American-Canadian youth who know someone in the CAF (56%) are more likely to consider the advice of older friends or members of their community as important compared to those who don't know anyone in the CAF (38%).

2. Views on a Career in the Canadian Armed Forces

A. Likelihood of Considering or Recommending a Career in the Canadian Armed Forces

Black-, Filipino- and Latin American-Canadians were asked how likely they would be to consider a career in the CAF (asked to youth) or to recommend a career to a son, daughter or young person (asked to 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 CAF (asked to those 18 to 34 years of age) or to recommend a career in the CAF (asked of those 35 years of age or older).

A career within the CAF is of highest interest among Latin American-Canadian youth (17%), compared to Filipino-Canadian youth (13%) and Black-Canadian youth (13%). Filipino-Canadian youth, however, are less likely to indicate that they are not at all likely to consider a career in the CAF (34%), compared to Black-Canadian youth (45%) and Latin American-Canadian youth (41%).

Similarly, fewer than two in five (18%) general public youth say they would be likely to consider a career in the CAF, while the majority (77%) say they would not. However, the proportion of general public youth (57%) who say they are not at all likely to join the CAF is significantly higher than Filipino-Canadian youth (34%), Black-Canadian youth (45%) and Latin American-Canadian youth (41%).

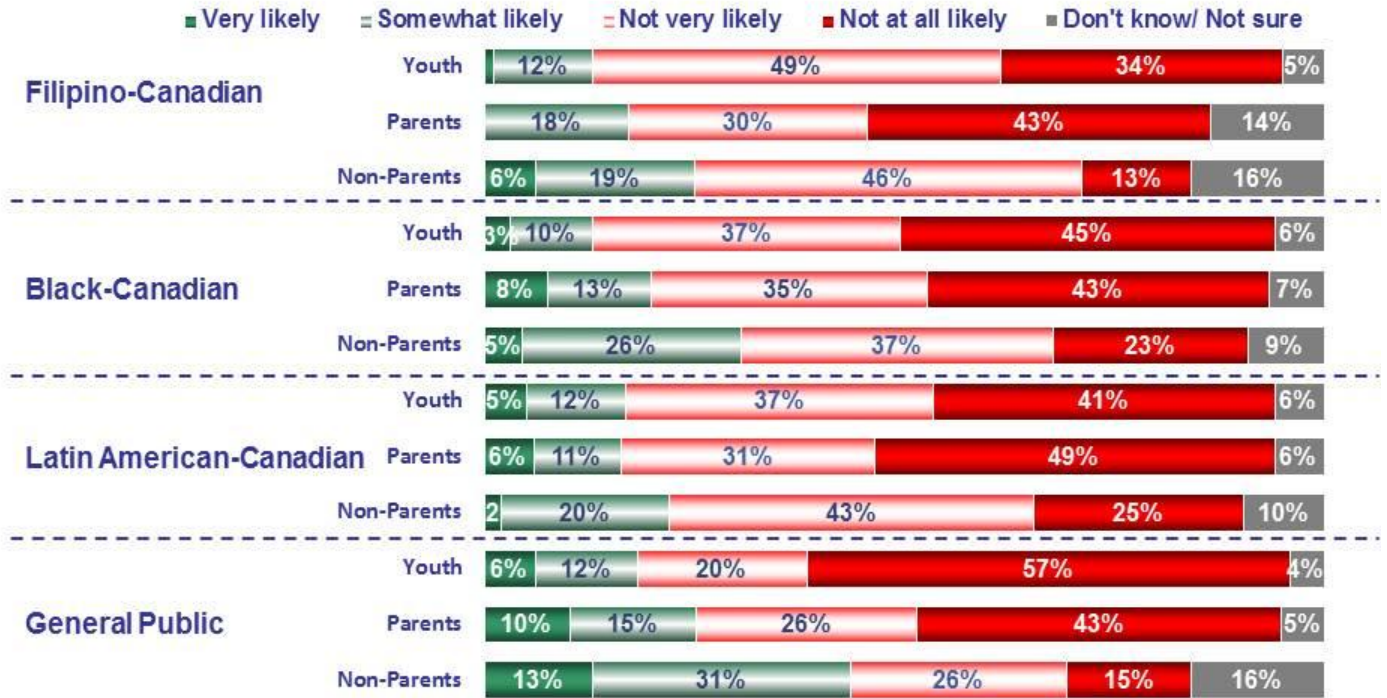
While just 13% of Filipino-Canadian youth would consider a career in the CAF, two in five (22%) Filipino-Canadian community respondents would recommend a career in the CAF. However, fewer Filipino-Canadian community respondents and fewer Filipino-Canadian youth respondents indicate that they are not at all likely to consider a career in the CAF (24% and 34% respectively) compared to Black-Canadian and Latin-American-Canadian youth (45% and 41% respectively) and community respondents (26% and 33% respectively).

Black-Canadian community respondents (26%) were more likely to recommend a career in the CAF, than Black-Canadian community youth were to consider it (13%).

Latin American-Canadian youth (17%) and the Latin American-Canadian community respondents (20%) are closer in alignment in their likelihood to recommend or consider a career in the CAF.

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?



Q4/Q13. Base: Filipino-Canadians Youth 16-34 years (n=323); Filipino-Canadian Community 35 years plus (n=300); Black-Canadians Youth 16-34 years (n=375); Black-Canadian Community 35 years plus (n=323); Latin American-Canadians Youth 16-34 years (n=324); Latin American-Canadian Community 35 years plus (n=302); General Public Youth (n=238) General Public Community (n=785)

Key Subgroup Analysis

Filipino-Canadian youth who are more likely to indicate that they are not at all likely to consider a career in the Canadian Armed Forces include:

- Young women (42%) compared to young men (24%);
- Those who are not familiar with CAF (39%) compared to those who are familiar (20%);
- Those who do not know someone in the CAF (41%) compared to those who do (21%);

Filipino-Canadian community members who are more likely to indicate that they are not at all likely to recommend a career in the Canadian Armed Forces include:

- Those aged 50+ (43%) compared to those aged 35-49 (12%);
- Those who feel their Canadian identity is very important (37%) compared to those who feel it is somewhat important (12%) and those who feel their Canadian identity is not important (19%);
- Those who know someone in the CAF (39%) compared to those who do not (17%);

Black-Canadian youth who are more likely to indicate not at all likely to consider a career with the Canadian Armed Forces include:

- Young women (60%) compared to young men (27%);
- Those aged 16-24 (54%) compared to those aged 25-34 (36%);and,
- Those who rate their Ethnic community as very important (60%) compared to somewhat important (35%).

Black-Canadian community members who are more likely to indicate they are very likely to recommend a career in the Canadian Armed Forces include:

- Those who are familiar with CAF (10%) compared to those who are unfamiliar (3%); and,
- Those who feel their Canadian identity is very important (9%) compared to those who don't feel it is important (3%).

Young Latin American-Canadian women (51%) are more likely to indicate that they are not at all likely to consider a career in the Canadian Armed Forces compared to young men (30%).

Latin American-Canadian community members did not vary significantly (based on the key demographics described above) between those who would recommend a career in the CAF and those who would not.

B. Reasons for considering a career in the Canadian Armed Forces

Those who indicated that they are very or somewhat likely to consider or recommend a career in the CAF were asked why they are likely to do so and their responses were coded into key themes.. Since only a small portion of each youth and community group indicated they would consider a career in the CAF, these results are to be considered qualitative in nature.

B.1 Filipino-Canadian s

Some Filipino-Canadian youth would consider joining the CAF due to pay or benefits (26%), respect (17%) and opportunities or experience (7%) as key reasons to join. The opportunity to serve Canada (3%) and Patriotism (<1%) were mentioned by very few.

Filipino-Canadian community also indicated good pay and benefits (14%), respect (12%) and good opportunities (15%) as reasons to recommend a career in the CAF, but also indicated job stability (13%) and serving the country (16%) as other reasons to recommend a career in the CAF.



Reasons for considering or recommending a career in the Canadian Forces- Filipino-Canadians

(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?

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



Note: Responses under 3% are not shown

Q14. Base: Filipino-Canadians who are very/somewhat likely to consider or recommend a career in the Canadian Forces – Youth 16-34 years (n=40); Community 35 years plus (n=54)

B.2 Black-Canadians

Black-Canadian youth who would consider a career in the CAF look at the opportunity to serve their country (22%), good opportunities (16%) and good pay and benefits (13%). Few indicate the challenge (1%) or discipline (2%) as reasons to consider the career.

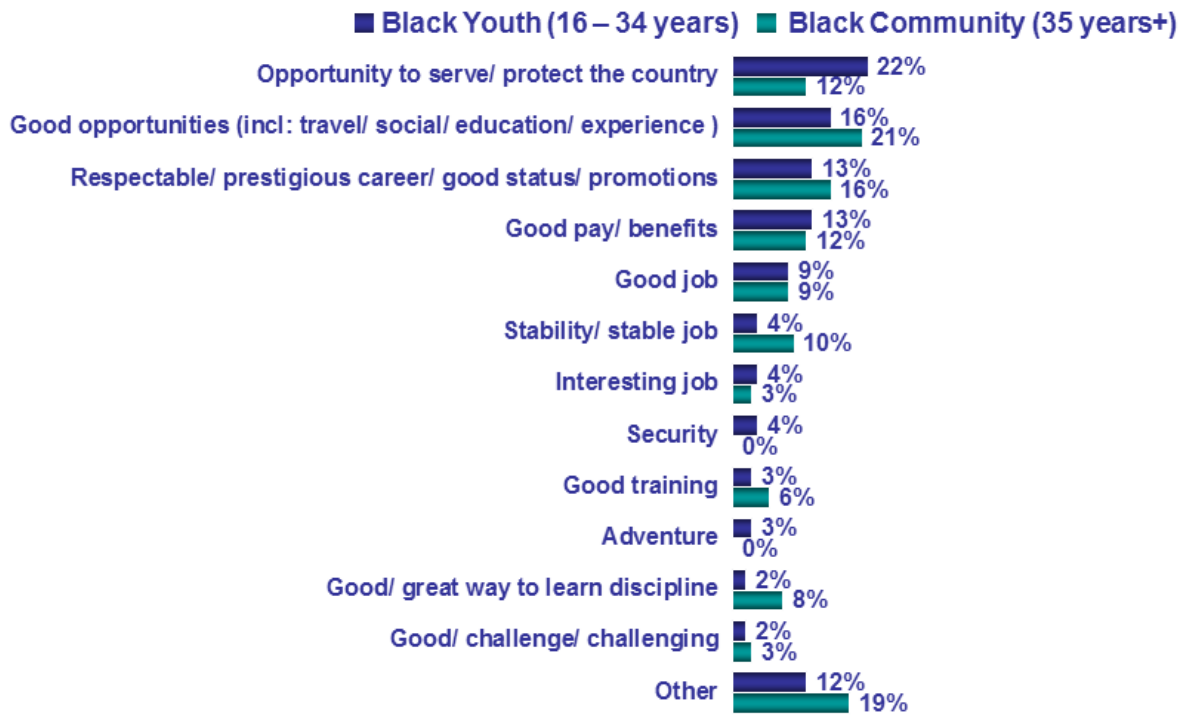
Black-Canadian community members would recommend a career in the CAF because of good opportunities (21%), respect (16%) as well as the opportunity to serve (12%).



Reasons for considering or recommending a career in the Canadian Forces- Black-Canadians

(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

Q14. Base: Black-Canadians who are very/somewhat likely to consider or recommend a career in the Canadian Forces – Youth 16-34 years (n=57); Community 35 years plus (n=81)

B.3 Latin American-Canadians

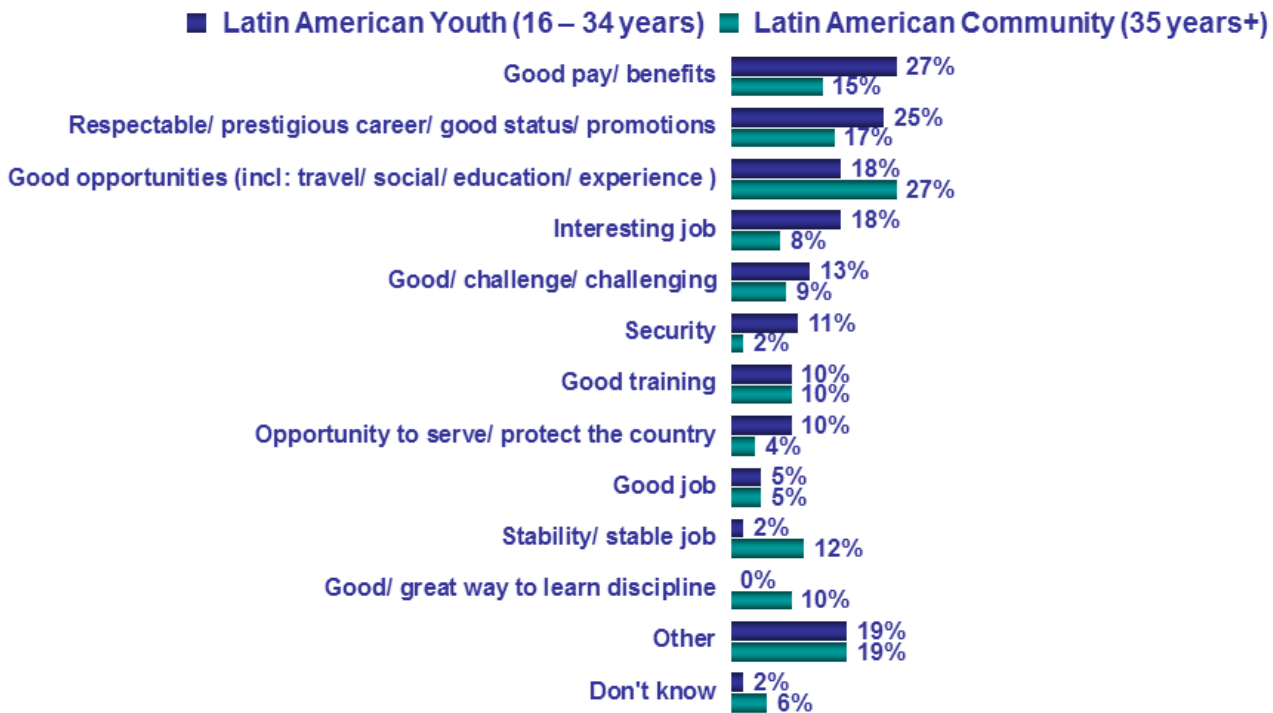
For the Latin American-Canadian youth considering a career in the CAF, good pay and benefits (27%), respect (25%) and good opportunities (18%) are again key reasons to join. Similar to the Filipino-Canadian youth, the opportunity to serve (10%) is a lower priority.

Latin American-Canadian community members who would recommend a career in the CAF because of the good opportunities available (27%), respect (17%) and good pay (15%).



Reasons for considering or recommending a career in the Canadian Forces- Latin American-Canadians

(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

Q14. Base: Latin American-Canadians who are very/somewhat likely to consider or recommend a career in the Canadian Forces – Youth 16-34 years (n=49); Community 35 years plus (n=56)

C. Reasons for not considering a career in the Canadian Armed Forces

Respondents who said they are not very or not at all likely to consider or recommend a career with the CAF were asked why they are not likely to do so and their responses were coded into key themes.

C.1 Filipino-Canadians

Among the Filipino-Canadian youth, lack of interest (28%) or preference for other jobs (13%) are the key reasons why they would not consider a career in the CAF. A lack of physical fitness (9%) and potential relocation (10%) are other reasons to avoid a career in the CAF.

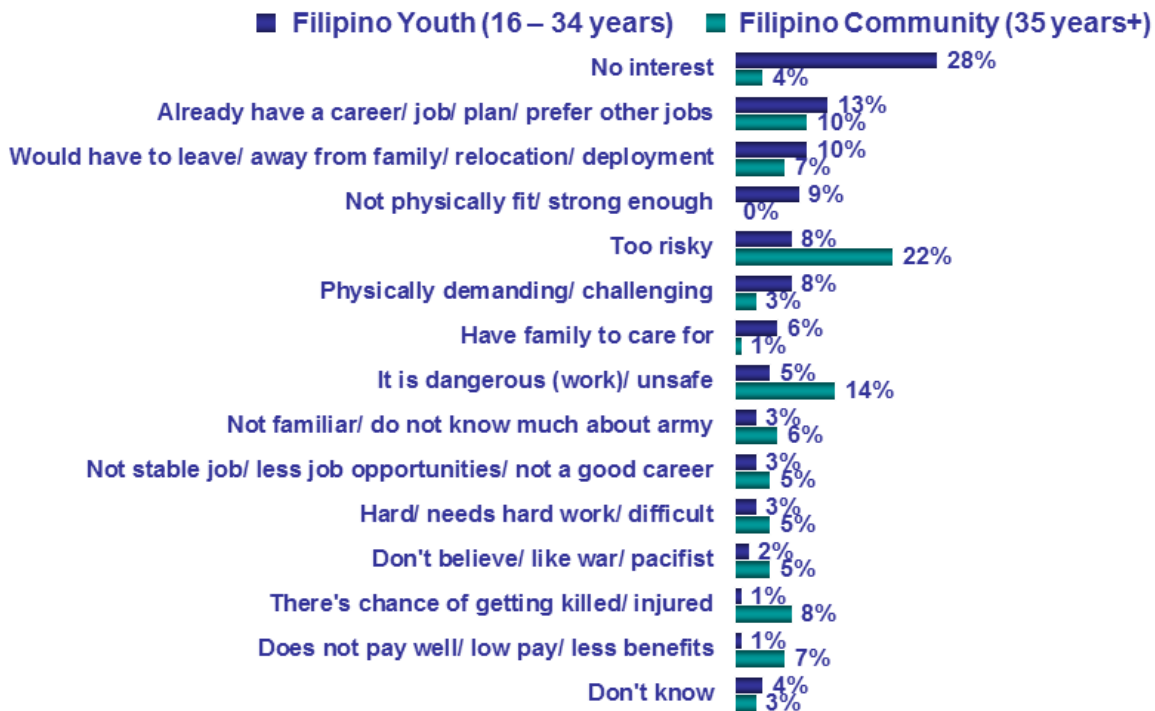
Members of the community who were not very or at all likely to recommend the CAF as a career most often cited that it is too risky (22%) or that it is dangerous (14%). Community members are significantly more likely to cite risk or danger than youth. (only 8% would avoid the career because it is risky and 5% because it is dangerous).

In the focus groups with young Filipino-Canadians, a few participants mentioned their size and fitness levels as reasons to avoid the CAF, feeling the military would not want them to join because of their smaller stature than the average Canadian.



Reasons not to consider or recommend a career in the Canadian Forces- Filipino-Canadians

(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

Q14. Base: Filipino-Canadians who are not very/ not at all likely to consider or recommend a career in the Canadian Forces – Youth 16-34 years (n=261); Community 35 years plus (n=201)

Key Subgroup Analysis

Young Filipino-Canadian women (13%) are more likely to indicate the physically demanding/challenging nature of a career in the Canadian Armed Forces as reason for not considering a career in the Canadian Armed Forces compared to young men (2%).

Filipino-Canadian youth aged 5-34 (11%) are more likely to indicate that having family to care for as a key reason for not considering a career in the Canadian Armed Forces compared to those aged 16-24 (less than 1%).

Filipino-Canadian youth who feel their Canadian identity is not important (38%) are more likely to indicate they have no interest as reason for not considering a career in the Canadian Armed Forces compared to those who rate Canadian identity is very important (15%).

C.2 Black-Canadians

Similar to the Filipino-Canadian youth, Black-Canadian youth have a no interest (30%) in a career in the CAF. This is followed by other career plans (9%), pacifism (7%) and danger (7%).

Black-Canadian community members would recommend young people avoid a career in the CAF due to danger (15%), pacifism (11%) followed by risk (9%), plans (9%) and interest (8%).

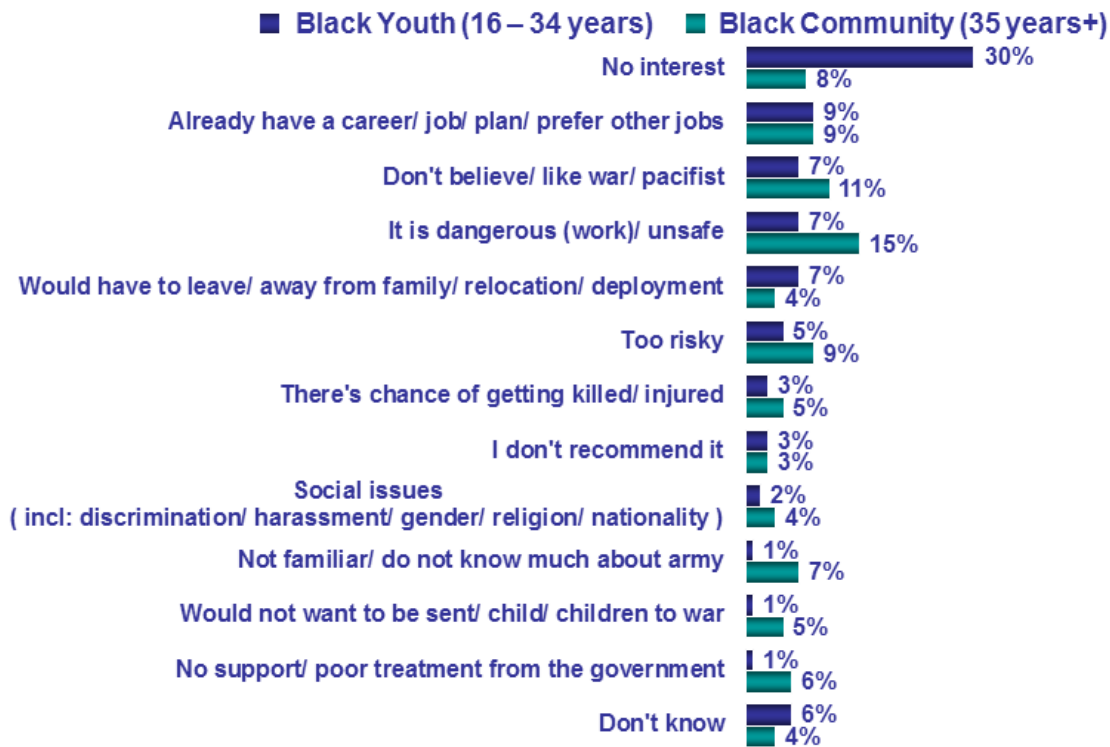
In the focus groups among the Black-Canadian community, discrimination came up as a reason to avoid a career in the CAF. While it appears to be a less significant reason to avoid the CAF than others (2% youth, 4% community), it was not brought up as frequently by Latin American-Canadians or Filipino-Canadians in this stage of the research.



Reasons not to consider or recommend a career in the Canadian Forces- Black-Canadians

(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

Q14. Base: Black-Canadians who are not very/ not at all likely to consider or recommend a career in the Canadian Forces – Youth 16-34 years (n=294); Community 35 years plus (n=216)

Key Subgroup Analysis

Young Black-Canadian women (12%) are more likely to indicate that it is dangerous or unsafe as reason to avoid pursuing a career in the CAF compared to young men (1%).

Black-Canadian youth aged 16-24 are more likely to indicate that they are not interested (41%) and that it is dangerous or unsafe (11%) as reasons to avoid pursuing a career in the Canadian Armed Forces compared to those aged 25-34 (20 and 3% respectively).

Black-Canadian youth who know someone in the CAF are more likely to indicate that they are against or don't believe in armed conflict (7%) or sexuality and gender (6%) as reasons to avoid a career in the Canadian Armed Forces compared to those who don't have a relationship (1% and 0% respectively).

C.3 Latin American-Canadian

Latin American-Canadian youth are similar to both Black-Canadian youth and Filipino-Canadian youth in a lack of interest in the CAF (33%) and preference for other careers (14%).

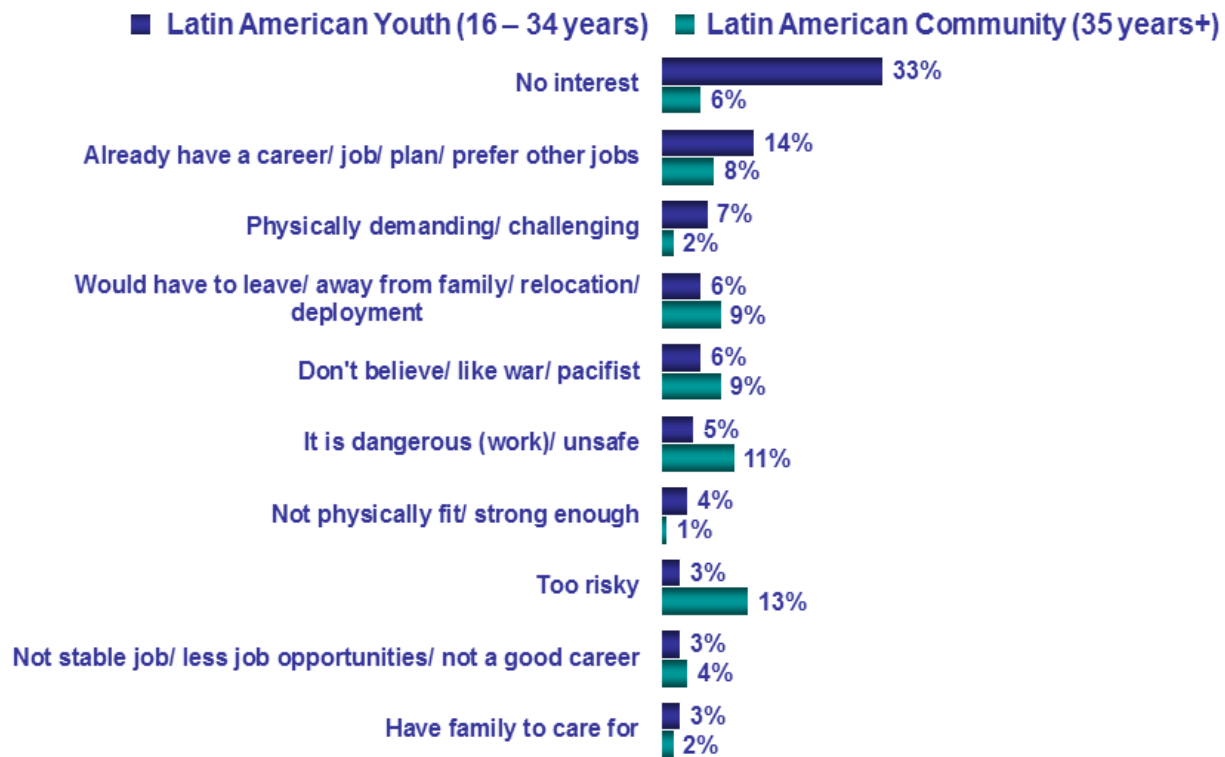
The Latin American-Canadian community are similarly concerned with risk (13%) and danger (11%).



Reasons not to consider or recommend a career in the Canadian Forces- Latin American-Canadians

(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

Q14. Base: Latin American-Canadians who are not very/ not at all likely to consider or recommend a career in the Canadian Forces – Youth 16-34 years (n=251); Community 35 years plus (n=218)

Key Subgroup Analysis

Latin American-Canadian youth who feel their religious faith is very important (9-10) are more likely to indicate that they don't believe in armed forces (9%) or are not familiar with the requirements of the CAF (8%) as reasons to avoid pursuing a career with the Canadian Armed Forces compared to those who rate Religious faith as low (0-6: 1% and less than 1% respectively).

Young Latin American-Canadians who know someone in the CAF (4%) are more likely to indicate their gender or sexuality as reason to avoid pursuing a career with the Canadian Armed Forces compared to those who don't have a relationship (0%).

D. Attitudes towards Joining the Canadian Armed Forces

Black-Canadian, Filipino-Canadian and Latin American-Canadian youth were asked whether they agree or disagree with a series of statements about joining the CAF.

Three in five Black- and Filipino- Canadians Youth (64%) agreed that the CAF plays a positive role in society, compared to just half of Latin American-Canadians (51%). Latin American-Canadians were less likely to view the CAF as a dangerous career (49%) compared to Black- (56%) and Filipino-Canadians (63%).

D.1 Filipino-Canadians

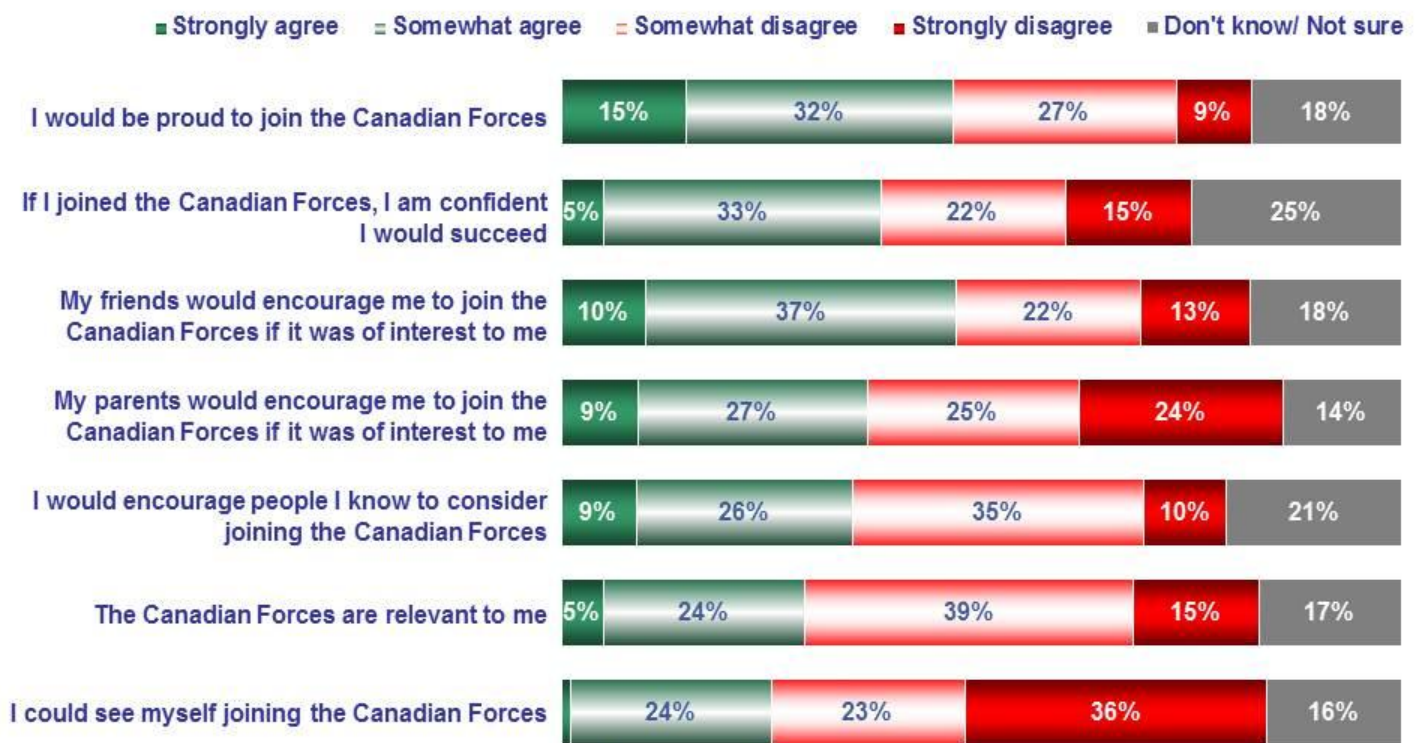
While just a quarter of Filipino-Canadian youth feel the CAF is relevant to them (29%), almost half of Filipino-Canadian youth would be proud to join the CAF (46%) and feel their friends would encourage them to join if it was of interest (48%). One in three would encourage others to consider joining the CAF (35%) and one in four could see themselves joining (25%, with 1% strongly agreeing).



Attitudes towards joining the Canadian Forces- Filipino-Canadians

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

Filipino-Canadian Youth



Q21. Base: Filipino-Canadians Youth 16-34 years (n=323)

Key Subgroup Analysis

Filipino-Canadian youth who are familiar with CAF (60%) and those who know a CAF member (37%) are more likely to feel that if they joined the CAF, they are confident they would succeed compared to those who are not familiar (28%) or don't know anyone in the CAF (28%).

Filipino-Canadian youth who are familiar with CAF are more likely see themselves joining the Canadian Armed Forces (37%) or agree that their friends would encourage them if it was of interest (62%) compared to those who are **not** familiar (20% and 41% respectively).

D.2 Black Canadians

Black-Canadian youth are less likely to agree with statements concerning joining the CAF. Fewer than two in five would be proud to join the CAF (37%) and one in three feel they could succeed within the forces (33%). While the same number Black-Canadian youth could see themselves joining the CAF (23%) as Filipino-Canadian youth (25%), a higher proportion strongly agree (7% vs. 1%). One in three Black-Canadian youth would be encouraged by parents (32%) or friends (33%) to join the CAF if it was of interest to them.

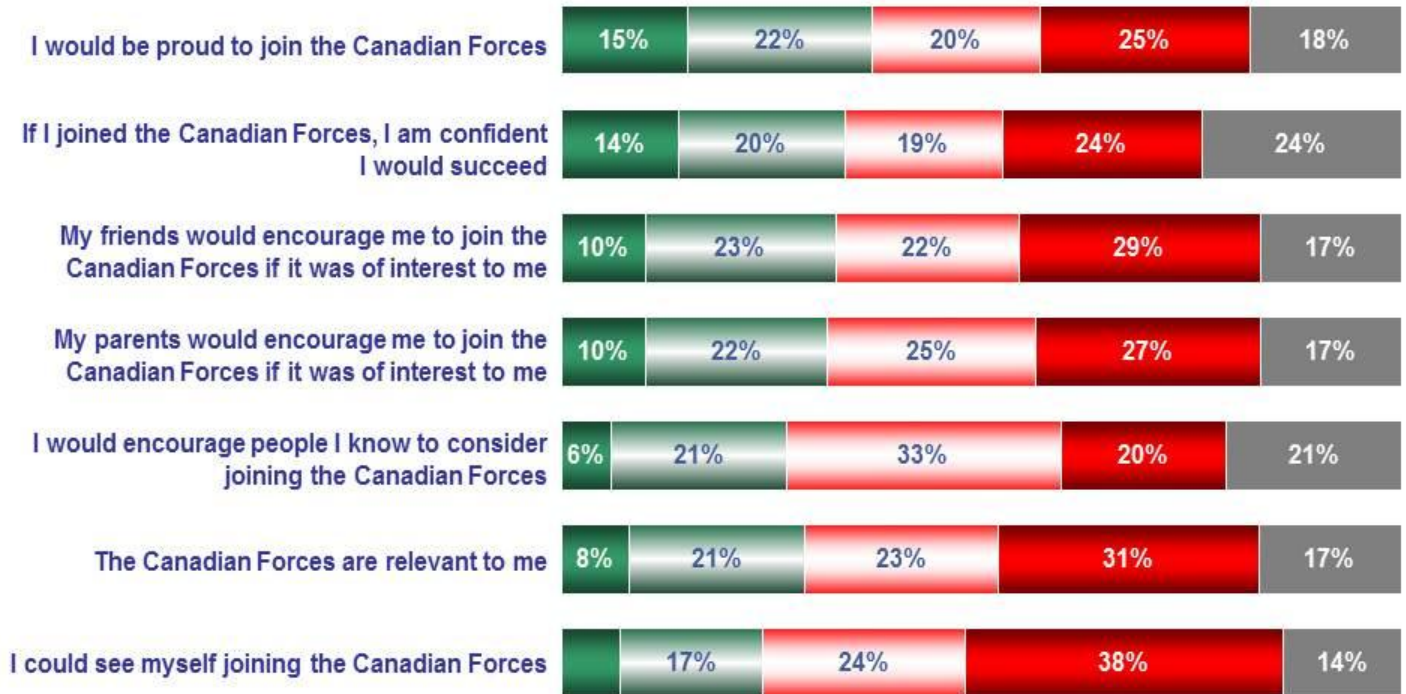


Attitudes towards joining the Canadian Forces- Black-Canadians

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

Black-Canadian Youth

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



Q21. Base: Black-Canadians Youth 16-34 years (n=375)

Key Subgroup Analysis

Black-Canadian youth who are more likely to agree with the statement “I would be proud to join the Canadian Armed Forces” include:

- Those who are familiar with CAF (49%) compared to those who are not familiar (33%);
- Those who are more likely to consider joining the CAF (90%) compared to those who are not (30%);

- Those who feel their Canadian identity is very important (9-10: 58%) compared to those who don't feel it is important (0-6: 26%);
- Those who know someone in the CAF (50%) compared to those who don't (33%);

Black-Canadian youth who are more likely to agree with the statement "If I joined the Canadian Armed Forces, I am confident I would succeed" include:

- Young men (43%) compared to young women (25%);
- Those who are familiar with CAF (55%) compared to those who are not familiar (25%);
- Those who feel their Canadian identity is very important (47%) compared to those who don't feel it is important (28%);
- Those who know someone in the CAF (46%) compared to those who don't (29%);

Black-Canadian youth who are likely to join CAF (75%) are more likely to agree with the statement "The Canadian Armed Forces are relevant to me" compared to those who are not likely to join (22%).

Black-Canadian youth who are more likely to agree with the statement "I could see myself joining the Canadian Armed Forces" include:

- Young men (30%) compared to young women (17%);
- Those who are familiar with CAF (37%) compared to those who are not familiar (18%);
- Those who are more likely to consider joining the CAF (79%) compared to those who are not (15%);
- Those with a know someone in the CAF (32%) compared to those without a relationship (20%);

Black-Canadian youth who are likely to consider joining the CAF feel that they would have the support of their parents (64%) and friends (67%) compared to those who would not consider joining the CAF (28% and 28% respectively).

D.3 Latin American-Canadian

Two in five Latin American-Canadian youth would be proud to join the CAF (45%), only one in three (33%) could see themselves actually joining. One in three Latin American-Canadian youth agree that their friends (36%) and parents (31%) would encourage them to join if it was of interest to them.

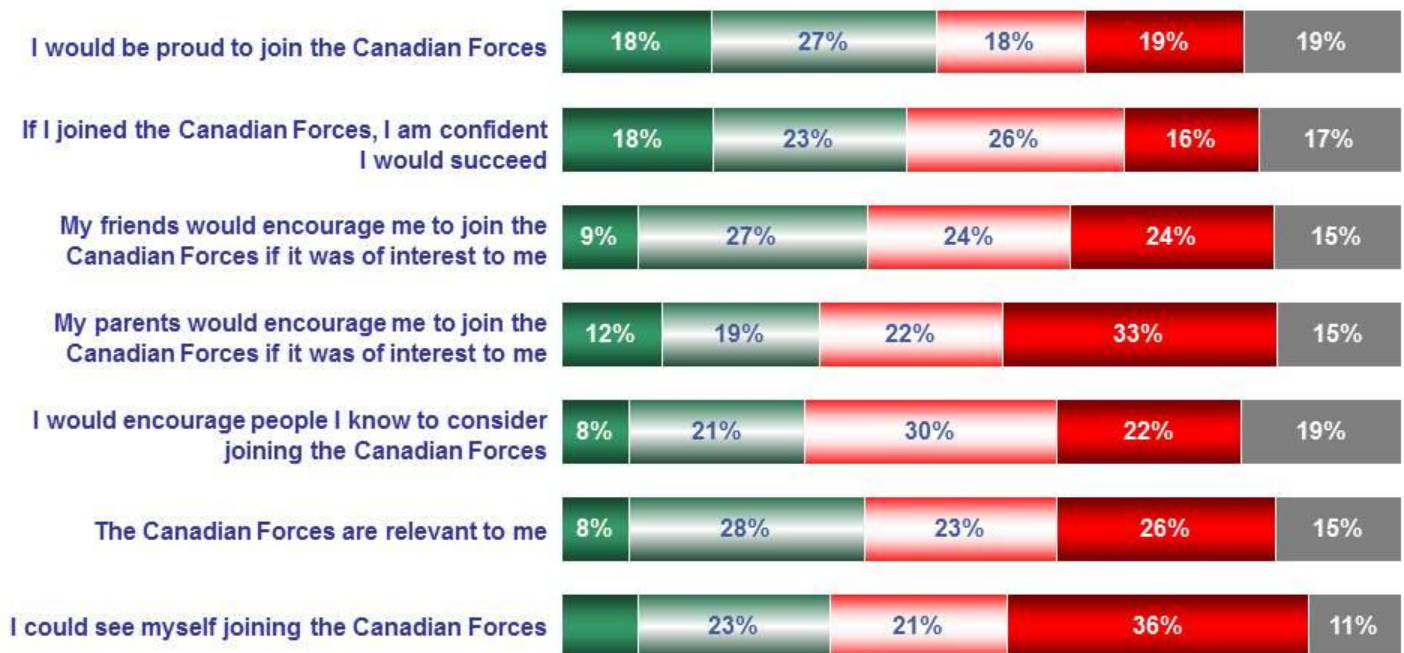


Attitudes towards joining the Canadian Forces- Latin American-Canadians

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

Latin American-Canadian Youth

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



Q21. Base: Latin American-Canadians Youth 16-34 years (n=324);

Key Subgroup Analysis

Latin American-Canadian youth who are more likely to agree with the statement “I would be proud to join the Canadian Armed Forces” include:

- Those familiar with the CAF (76%) compared to those unfamiliar (35%);
- Those more likely to consider joining CAF (89%) compared to those who are unlikely to do so (36%);
- Those who feel their Canadian identity is very important (62%) and somewhat important (48%) compared to those who do not feel it is important (31%);
- Those who know someone in CAF (62%) compared to those who don't know anyone in CAF (37%);

Latin American-Canadian youth who are more likely to agree with the statement “If I joined the Canadian Armed Forces, I am confident I would succeed” include:

- Young men (49%) compared to young women (34%);
- Those familiar with the CAF (77%) compared to those unfamiliar (30%);
- Those more likely to consider joining CAF (79%) compared to those who are unlikely to do so (35%);
- Those who feel their Canadian identity is very important (57%) compared to those who feel it is somewhat important (38%) and those who do not feel it is important (32%);
- Those who know someone in CAF (65%) compared to those who don’t know anyone in CAF (31%);

Latin American-Canadian youth who are more likely to agree with the statement “The Canadian Armed Forces are relevant to me” include:

- Those familiar with the CAF (52%) compared to those unfamiliar (29%);
- Those more likely to consider joining the CAF (81%) compared to those who are unlikely to do so (25%);
- Those who feel their Canadian identity is somewhat important (41%) compared to those who do not feel it is important (26%);
- Those who know someone in CAF (46%) compared to those who don’t know anyone in CAF (29%);

Latin American-Canadian youth who are more likely to agree with the statement “I could see myself joining the Canadian Armed Forces” include:

- Those familiar with the CAF (56%) compared to those unfamiliar (26%);
- Those more likely to consider joining the CAF (89%) compared to those who are unlikely to do so (21%);
- Those who know someone in CAF (52%) compared to those who don’t know anyone in CAF (24%);

Latin American-Canadian youth who are familiar with the CAF, likely to consider joining and who know someone in the CAF are more likely to feel their parents (60%, 51% and 51% respectively) and friends (59%, 56% and 53% respectively) would encourage them to join if it was interest to them compared to those who are unfamiliar (22% parents, 29% friends), unlikely to consider joining (28% parents, 32% friends) or who don’t know anyone in the CAF (23% parents would encourage, 29% friends would encourage them).

Latin American-Canadian youth who are more likely to agree with the statement “I would encourage people I know to consider joining the Canadian Armed Forces” include:

- Those familiar with the CAF (58%) compared to those unfamiliar (20%);
- Those more likely to consider joining the CAF (74%) compared to those who are unlikely to do so (21%);
- Those who know someone in CAF (43%) compared to those who don’t know anyone in CAF (23%);

E. Reasons to Join the Canadian Armed Forces

Respondents were provided with a list of possible reasons people might consider joining the CAF and asked to rate the importance of each as a reason for them to consider joining. 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.

Compared to general public youth respondents, Black-Canadian youth, Filipino-Canadian youth and Latin American-Canadian youth are less likely to see “good pay” (82% v. 63% average), “job stability” (82%v. 62% average), “good pension” (85% v. 62% average) and “wide variety of jobs” (80% v. 61% average) as important reasons for joining the CAF.

Within the ethnic subgroups, Filipino-Canadian youth were significantly more likely to rate each of the reasons to consider joining the CAF as important. In particular, Filipino-Canadian youth were more likely than Black-Canadian and Latin American-Canadian youth to view joining the CAF as a good way to serve the country (71% Filipino-Canadian youth, 56% Black-Canadian youth, 54% Latin American-Canadian youth) and advance their careers (71% Filipino-Canadian youth, 56% Black-Canadian youth, 61% Latin American-Canadian youth).

Filipino-Canadian youth rate each of the statements around the same importance with good pay (72%) and good benefits (72%) as the most important, while free job training (66%) and valuable experience (65%) as the least important among the reasons presented.

Young Black-Canadians are also fairly flat in their rating of importance of each of these reasons for joining the CAF, with good benefits (60%) and helping others (60%) as the most important reasons. While they were fairly consistent in their rating of each reason to join based on importance, the least important reason for Black-Canadian youth is free job training (55%).

Latin American-Canadian youth placed similar levels of importance on each statement as well, with good benefits (65%) as the most important reason while a good way to serve the country (54%) is the least important.

Reasons to join the Canadian Forces: Black- Filipino- and Latin American 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?



Q5/Q22. Base: Black- Filipino- and Latin American-Canadians youth 16-34 years (n=965); General Public Youth (under 35) (n=235)

Compared to general public community respondents, Filipino-Canadian community, Black-Canadian community and Latin American-Canadian community members were significantly less likely to feel each of the reasons to join the CAF were important.

Within the ethnic subgroups, older Filipino-Canadians were significantly more likely to rate most of the reasons to join the CAF as important compared to older Latin American-Canadians. This includes serving the country (74%), experience that is valuable outside the military (72%) and job stability (73%), compared to 60%, 56% and 62% respectively by older Latin American-Canadians.

Older Filipino-Canadians rate each of the statements around the same importance with serving the country (74%) as the most important, while the wide variety of jobs available (70%) is not far behind as the least important among the reasons presented.

Older Black-Canadians are also fairly consistent in their rating of importance of each of these reasons for joining the CAF, with valuable experience (76%), helping others (76%) and serving the country (76%) as the most important reasons. While they were fairly consistent, the least important reason for Black-Canadian youth is good pay (65%).

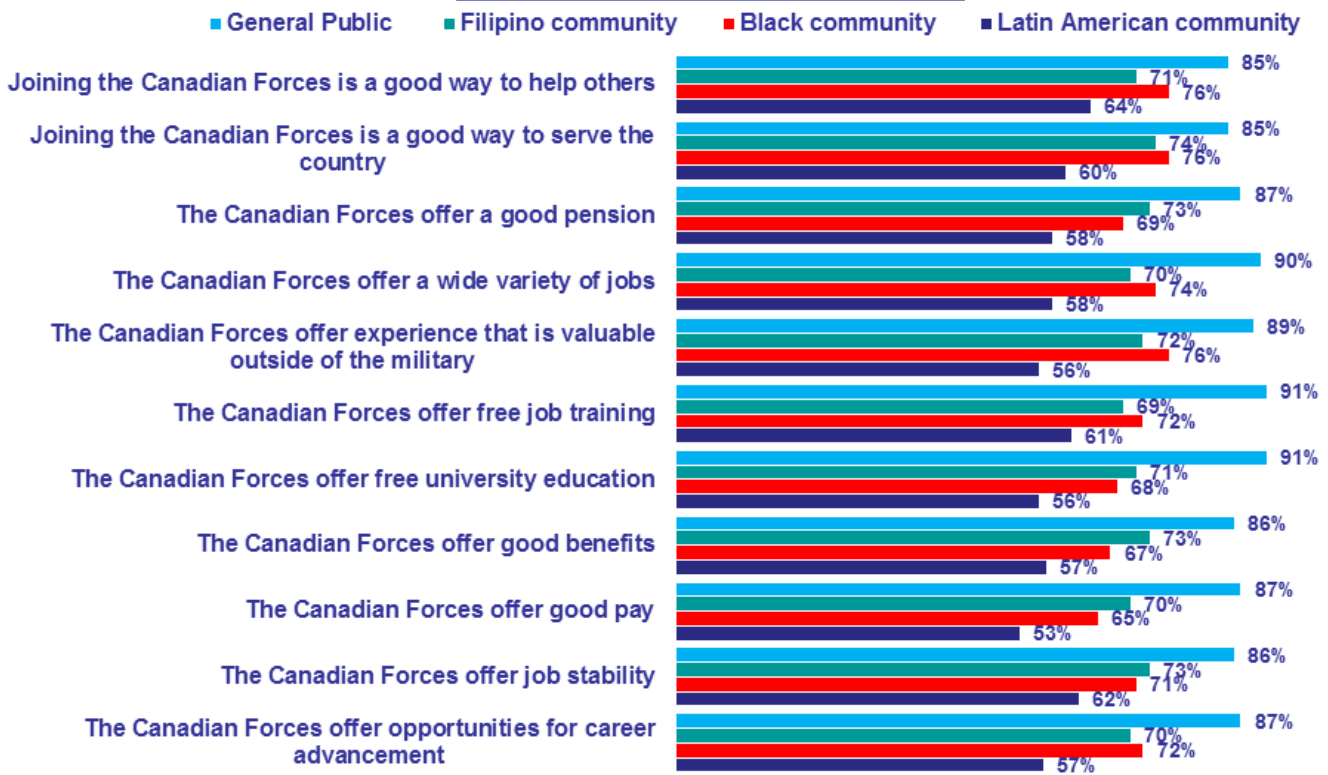
Latin American-Canadian community members however were much less likely than their Black-Canadian and Filipino-Canadian counterparts to rate each of the reasons to join the CAF as important. The most important reason for older Latin-Americans is helping others (64%) while a good pay (53%) is the least important reason to join the CAF.



Reasons to join the Canadian Forces: Black- Filipino- and Latin American Canadian community compared to general public community

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



Q5/Q22. Base: Black- Filipino- and Latin American-Canadians Community 35+ (n=873); General Public (35+) (n=461)

F. Reasons to Avoid the Canadian Armed Forces

Respondents were also asked to rate the importance of various reasons to avoid a career in the CAF.

Young Black-Canadians, Filipino-Canadians and Latin American-Canadians were less likely than their general public counterparts to assign a high degree of importance to a number of typical reasons for not joining the CAF, such as the dangerous nature of a career in the CAF (60% on average vs. 79% general public youth), or having to follow orders you don't agree with and being sent far away from home (61% on average vs. 72% general public youth for both questions).

However, Black-Canadian, Filipino-Canadian and Latin American-Canadian youth were more likely than general public youth to rate occupations in the CAF as not being prestigious (34% on average vs. 27% general public youth).

Filipino-Canadian youth feel that the danger of a career in the CAF (68%) and having to follow orders you disagree with (67%) are key reasons to avoid a career in the CAF. Fewer young Filipino-Canadians would avoid the CAF because it is not prestigious (34%) and that it is something people do if they have no other options (41%).

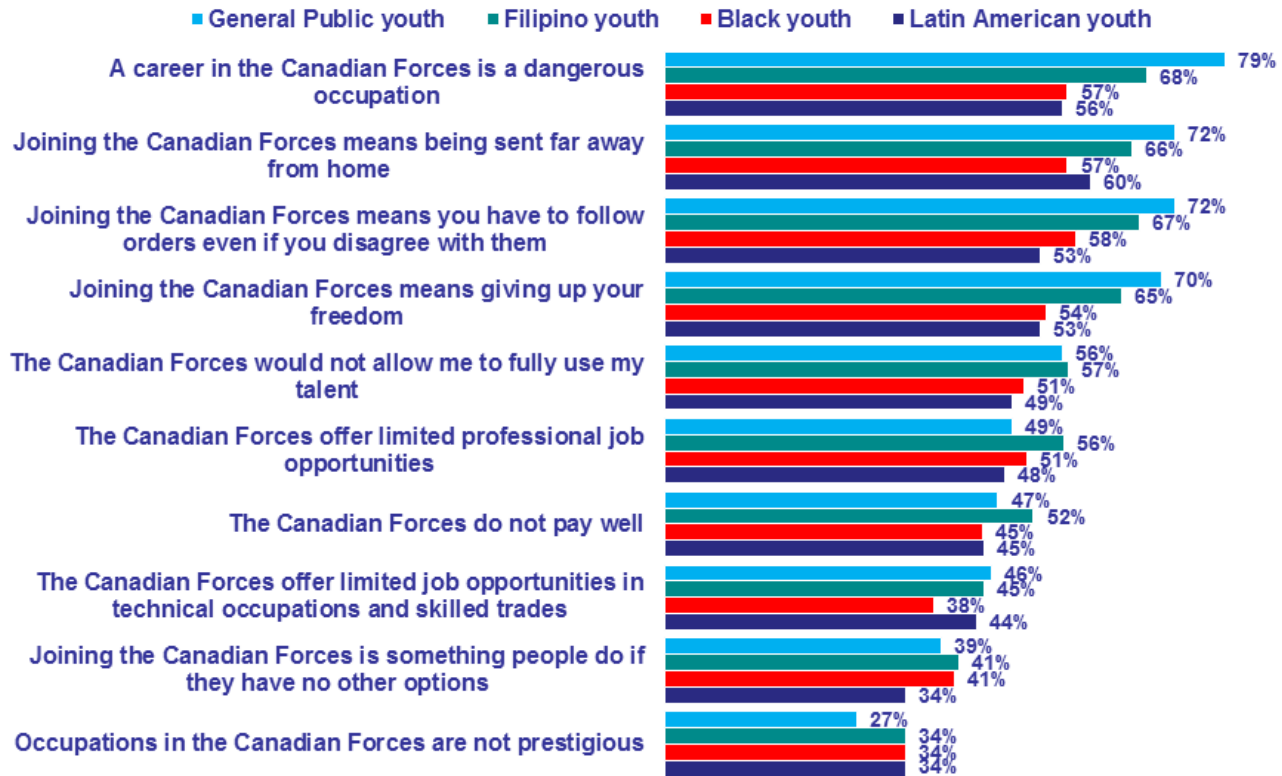
Young Black-Canadians find the danger of the CAF (58%) and being sent far away from home (57%) as top reasons to avoid a career in the CAF. Limited job opportunities in technical occupations and skilled trades (38%) and a lack of prestige (34%) are the two least important reasons to avoid a career in the CAF out of the list presented.

Being far away from home (60%) and danger (56%) are the top two most important reasons to avoid a career in the CAF for Latin American-Canadian youth. Young Latin American-Canadians find a lack of prestige (34%) and an idea that joining the CAF is something people do if they have no other options (35%) are less important reasons to avoid a career in the CAF.

Reasons to avoid the Canadian Forces: Black- Filipino- and Latin American 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 avoid the Canadian Forces?

% Very Important/Somewhat Important



Q6/Q23. Base: Black- Filipino- and Latin American-Canadians youth 16-34 years (n=965); General Public Youth (under 35) (n=235)

Filipino-Canadian community members feel that danger is a more important reason to avoid a career in the CAF (77%). They are much more likely (44%) than Black-Canadian community (38%), the Latin American-Canadian (36%) community and the general public community (27%) to feel that a lack of prestige is an important reason to avoid a career in the CAF.

Older Black-Canadians agree that danger (74%) and following orders you don't agree with (67%) are the most important reasons to avoid a career in the CAF.

Latin American-Canadian community members also feel that danger (65%) is a key reason to avoid a career in the CAF, while fewer (36%) feel that lack of prestige is an important reason.



Reasons to avoid the Canadian Forces: Black- Filipino- and Latin American Canadian community compared to general public community

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 avoid the Canadian Forces?

% Very Important/Somewhat Important

■ General Public ■ Filipino ■ Black ■ Latin American



Q6/Q23. Base: Black- Filipino- and Latin American-Canadians Community 35+ (n=873); General Public (35+) (n=461).

G. Views on Barriers to Joining the Canadian Armed Forces

Black-, Filipino- and Latin American-Canadian youth and community members were presented with a series of statements regarding the perceived barriers to joining the CAF and were asked to indicate their level of agreement, or disagreement, with each.

G.1 Filipino-Canadians

The biggest barrier to Filipino-Canadian youth joining the CAF is a requirement to make a long term commitment (68%), followed by physical labor (59%) and a dangerous career choice (58%). Being separated from their families (56%) and moving far from home (56%) are also key barriers to joining the CAF for Filipino-Canadian youth. Just one in three Filipino-Canadian youth feel that not being allowed to think on their own (37%) and isolation (31%) are barriers to joining the CAF.

Filipino-Canadians community also agree that a career in the CAF is dangerous (67%) and means a long term commitment (63%). They were less likely to feel that physical labour (49%) is a reason to avoid a career in the CAF than younger Filipino-Canadians (59%).



Views on barriers to joining the Canadian Forces- Filipino-Canadians

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

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



Q21. Base: Filipino-Canadians youth 16-34 years (n=323); Community (+ 35 years) (n=300)

Key Subgroup Analysis

Young Filipino-Canadian youth who are more likely to agree with the statement “Joining the Canadian Armed Forces means making a long term commitment” include:

- Young women (74%) compared to young men (62%).

Young Filipino-Canadian youth who are more likely to agree with the statement “Joining the Canadian Armed Forces means you are not allowed to think on your own” include:

- Young men (45%), compared to young women (30%); and
- Those aged 25-34 (49%) compared to those aged 16-24 (24%).

Young Filipino-Canadian youth who are more likely to consider a career in the CAF if all other options were exhausted include:

- Young men (44%), compared to young women (29%).

Young Filipino-Canadian youth who are more likely to agree with the statement “Working in the Canadian Forces is no different than any other job” include:

- Those aged 25-34 (30%) compared to those aged 16-24 (16%).

G.2 Black-Canadians

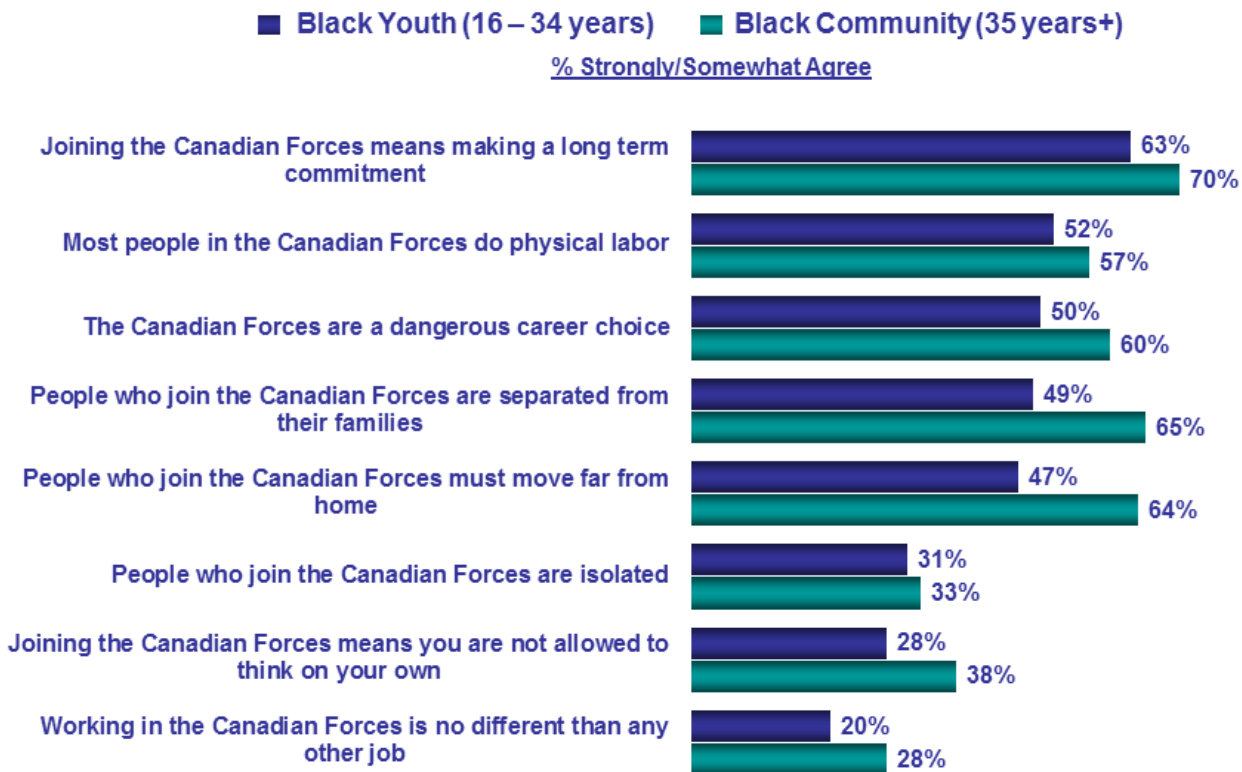
Barriers for Black-Canadian youth to joining the CAF include the long commitment requirement (63%) and the physical labor (52%). Half of Black-Canadian youth feel that the CAF is a dangerous career choice (50%) or means being separated from their families (49%).

Older Black-Canadians are more likely to see the CAF as a long term commitment (70%), a career in the CAF would mean they are separated from their families (65%) and that they must move far away from home (64%).



Views on barriers to joining the Canadian Forces-Black-Canadians

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



Q21. Base: Black-Canadians youth 16-34 years (n=375); Community (+ 35 years) (n=323)

Key Subgroup Analysis

Black-Canadian youth who are more likely to agree with the statement “Joining the Canadian Armed Forces means making a long term commitment” include:

- Those aged 16-24 (73%) compared to those aged 25-34 (54%);
- Those who are familiar with CAF (84%) compared to those who are not (55%);
- Those who are more likely to consider joining the CAF (84%) compared to those who are not (62%);

- Those who feel their Ethnic community is very important (77%) and somewhat important (68%) compared to those who don't feel it is important (51%);
- Those who feel their Canadian identity is very important (80%) and somewhat important (70%) compared to those who don't feel it is important (51%);

Black-Canadian youth who are more likely to agree with the statement “Most people in the Canadian Armed Forces do physical labor” include:

- Those who are familiar with CAF (70%) compared to those who are not familiar (45%);
- Those who are more likely to consider joining the CAF (74%) compared to those who are not (49%);
- Those who feel their Canadian identity is very important (65%) compared to those who don't feel it is important (45%);

Black-Canadian youth who are more likely to agree with the statement “The Canadian Armed Forces are a dangerous career choice” include:

- Those aged 16-24 (62%) compared to those aged 25-34 (40%);
- Those who feel their Ethnic community is very important (63%) and somewhat important (54%) compared to those who don't feel it is important (40%);
- Those who know someone in the CAF (63%) compared to those who don't (46%);

Black-Canadian youth aged 16-24 (56%) are more likely to agree that people who join the CAF are separated from their families (57%) or must move away from home (56%) compared to those aged 25-34 (40% and 38% respectively). Young Black-Canadian women are also more likely to feel a career in the CAF means being separated from their families (56%) compared to young men (40%).

Black-Canadian community members who are more likely to agree with the statement “People who join the Canadian Armed Forces are separated from their families” include:

- Women (71%) compared to men (59%)
- Parents (74%) compared to non-parents (59%);
- Those who feel their Canadian identity is important (73%) compared to those who don't feel it is important (54%);
- Those who know someone in the CAF (72%) compared to those who don't know anyone in the CAF (60%);

Black-Canadian community members who are more likely to agree with the statement “People who join the Canadian Armed Forces must move far from home” include:

- Those familiar with the CAF (72%) compared to those who unfamiliar (58%);
- Those who feel their Ethnic community is not important (70%) compared to those who feel it is somewhat important (55%);
- Those who know someone in the CAF (77%) compared to those who don't (55%);

Black-Canadian community members who are more likely to agree with the statement “The Canadian Armed Forces are a dangerous career choice” include:

- Parents (74%) compared to non-parents (57%);
- Those who are unlikely to recommend joining the CAF (66%) compared to those who are likely to do so (46%);
- Those who know someone in the CAF (74%) compared to those who don’t (50%);

Black-Canadian community members who are more likely to agree with the statement “Joining the Canadian Armed Forces means you are not allowed to think on your own” include:

- Those aged 35-49 (46%) compared to those 50+ (28%);
- Those who are familiar with the CAF (46%) compared to those who are unfamiliar (32%);
- Those who know someone in the CAF (50%) compared to those who don’t know anyone in the CAF (30%);

Members of the Black-Canadian community who are more likely to agree with the statement “There are limited opportunities for career advancement in the Canadian Armed Forces” include:

- Parents with sons (34%) compared to those with daughters (13%);
- Those who are likely to recommend joining the CAF (39%) compared to those who are not likely to recommend the CAF (26%);
- Those who feel their Canadian identity is somewhat important (46%) compared to those who feel it is very important (20%).

Members of the Black-Canadian community who are more likely to agree with the statement “Working in the Canadian Armed Forces is no different than any other job” include:

- Men (34%) compared to women (22%);
- Those who are likely to recommend joining the CAF (44%) compared to those who are not likely to recommend the CAF (23%);
- Those who feel their Canadian identity is not important (34%) and somewhat important (36%) compared to those who feel it is very important (19%).

G.3 Latin American-Canadian

Latin American-Canadian youth are most likely to agree that a career in the CAF means a long term commitment (63%), being separated from their families (52%) and physical labour (51%). Older Latin American-Canadians are more likely to feel that a career in the CAF means moving far away from home (58%).



Views on barriers to joining the Canadian Forces- Latin American-Canadians

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

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



Q21. Base: Latin American-Canadians youth 16-34 years (n=324); Community (+ 35 years) (n=302)

Key Subgroup Analysis

Latin American-Canadian youth who are more likely to agree with the statement “Joining the Canadian Armed Forces means making a long term commitment” include:

- Those familiar with the CAF (82%) compared to those unfamiliar (58%);
- Those more likely to consider joining the CAF (89%) compared to those who are unlikely to do so (59%);
- Those who feel their Canadian identity is very important (77%) and somewhat important (71%) compared to those who do not feel it is important (48%);
- Those who know someone in CAF (81%) compared to those who don’t know anyone in CAF (54%);

Young Latin American-Canadian women are more likely to agree that most members of the CAF do physical labor (58%) compared to young Latin American-Canadian men (42%).

Latin American-Canadian youth who are more likely to agree with the statement “People who join the Canadian Armed Forces are separated from their families” include:

- Women (62%) compared to men (42%); and
- Those who feel their Canadian identity is very important (68%) and somewhat important (58%) compared to those who do not feel it is important (38%).

Latin American-Canadian community members who are more likely to agree with the statement “Joining the Canadian Armed Forces means making a long term commitment” include:

- Those who are more likely to recommend joining the CAF (94%) compared to those who are unlikely to do so (52%);
- Those who feel their Canadian identity is very important (72%) and somewhat important (64%) compared to those who feel it is not important (47%);
- Those who know someone in the CAF (73%) compared to those who don’t know anyone in the CAF (55%);

Latin American-Canadian community members who are more likely to agree with the statement “People who join the Canadian Armed Forces must move far from home” include:

- Those aged 50+ (71%) compared to those 35-49 (47%);
- Parents (71%) compared to non-parents (51%);
- Those familiar with the CAF (71%) compared to those unfamiliar (51%);
- Those who know someone in the CAF (67%) compared to those who don’t know anyone in the CAF (53%);

Latin American-Canadian community members who are more likely to agree with the statement “People who join the Canadian Armed Forces are separated from their families” include:

- Those aged 50+ (67%) compared to those 35-49 (46%);
- Parents (68%) compared to non-parents (49%);
- Those familiar with the CAF (71%) compared to those unfamiliar (48%);
- Those who feel their Canadian identity is very important (75%) compared to those who feel it is somewhat important (49%) and those who feel it is not important (37%);

Latin American-Canadian community members who are more likely to agree with the statement “The Canadian Armed Forces are a dangerous career choice” include:

- Parents (66%) compared to non-parents (46%);
- Those familiar with the CAF (64%) compared to those unfamiliar (48%);
- Those who are more likely to recommend joining the CAF (72%) compared to those who are unlikely to do so (51%);
- Those who feel their Ethnic community is very important (69%) compared to those who feel it somewhat important (42%);
- Those who feel their Canadian identity is very important (64%) and somewhat important (61%) compared to those who feel it is not important (35%);
- Those who know someone in the CAF (66%) compared to those who don’t know anyone in the CAF (46%);

H. Views on the Canadian Armed Forces as a Means of Career Development

Respondents were asked to identify to what extent they felt that a career in the CAF could prepare someone for a future career in other areas.

H.1 Filipino-Canadians

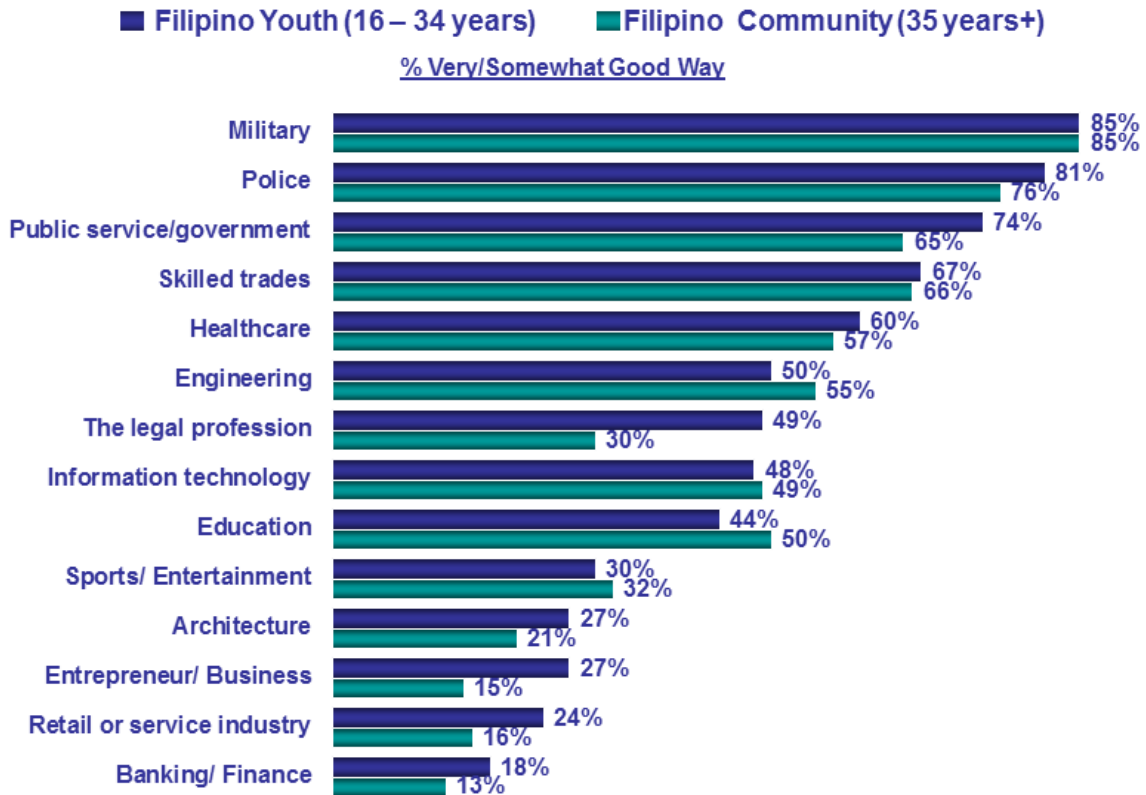
Young Filipino-Canadians are most likely to identify the CAF as a good way to gain experience in the police (81%) and the public service (74%). Healthcare is the top preferred career field by Filipino-Canadian youth (23%) and three in five (60%) felt that the CAF was a good way to gain experience in this field.

Similarly, the Filipino-Canadian community also feel that the CAF is a good way to get experience in the military (85%), police (76%) and the public service (65%). Fewer Filipino-Canadian community members feel that the CAF is a good way to gain experience in the legal profession (33%) compared to Filipino-Canadian youth (49%).



Perceptions of the Canadian Forces as a way to gain experience in specific types of careers- Filipino-Canadians

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



Q16. Base: Filipino-Canadians Youth 16-34 years (n=323); Community 35 years plus (n=300)

Key Subgroup Analysis

Members of the Filipino-Canadian community who are familiar with the CAF are more likely to believe that joining the Canadian Armed Forces would be a good way to gain experience in healthcare (71%) than those unfamiliar (51%).

Members of the Filipino-Canadian community who know someone in the CAF are more likely to believe that joining the Canadian Armed Forces would be a good way to gain experience in the skilled trades (81%) and engineering (70%) than those who don't know anyone in the CAF (60% and 47% respectively).

H.2 Black Canadians

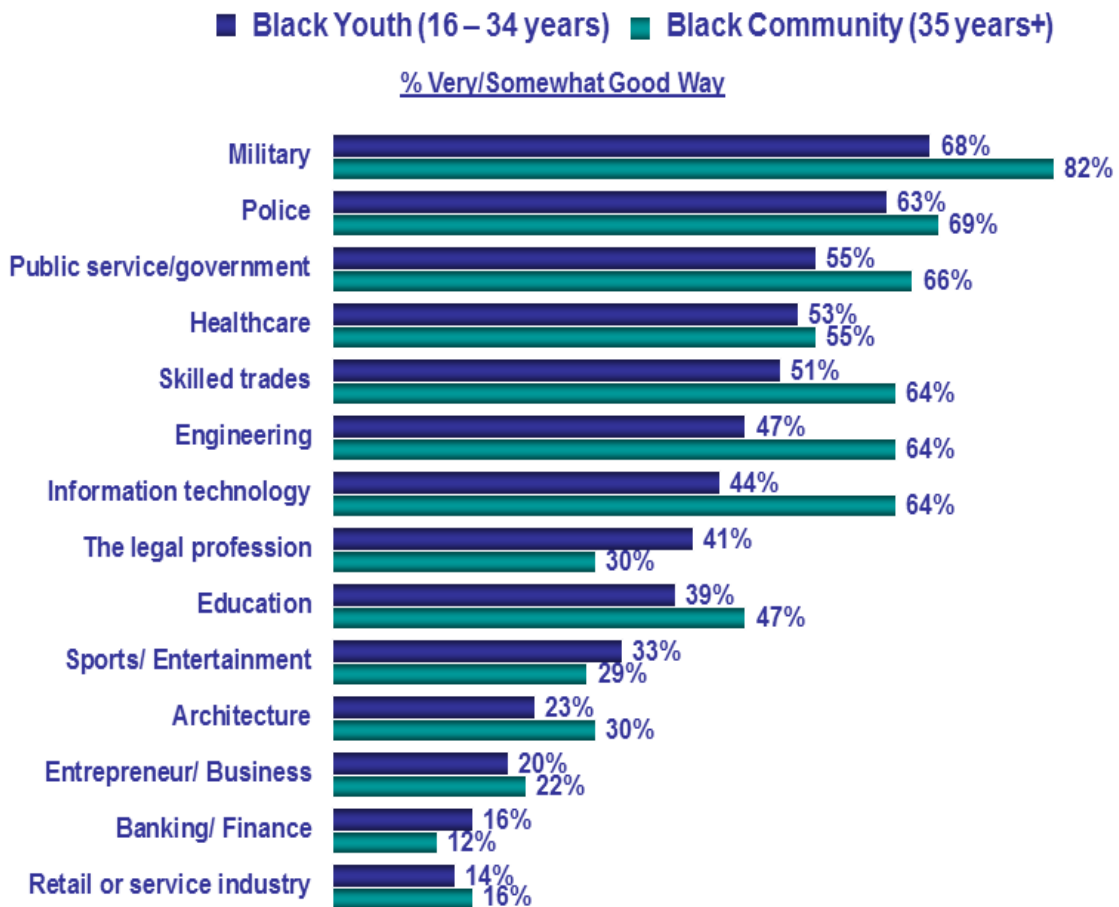
Black-Canadian youth also feel that a career in the CAF is a good way to gain experience in the military (68%), the police (63%) and the public service (55%). Healthcare (53%) and skilled trades (51%) are other career areas that the CAF is seen as a good way to gain experience.

Black-Canadian community members are also most likely to see a career in the CAF as a good way to gain experience in the military (82%), the police (69%), and the public service (66%). They are more likely to see it as good way to gain experience in skilled trades (64%), engineering (64%) and information technology (64%) than young Black-Canadians (51%, 47%, 44% respectively).



Perceptions of the Canadian Forces as a way to gain experience in specific types of careers- Black-Canadians

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



Q16. Base: Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)

H.3 Latin American-Canadian

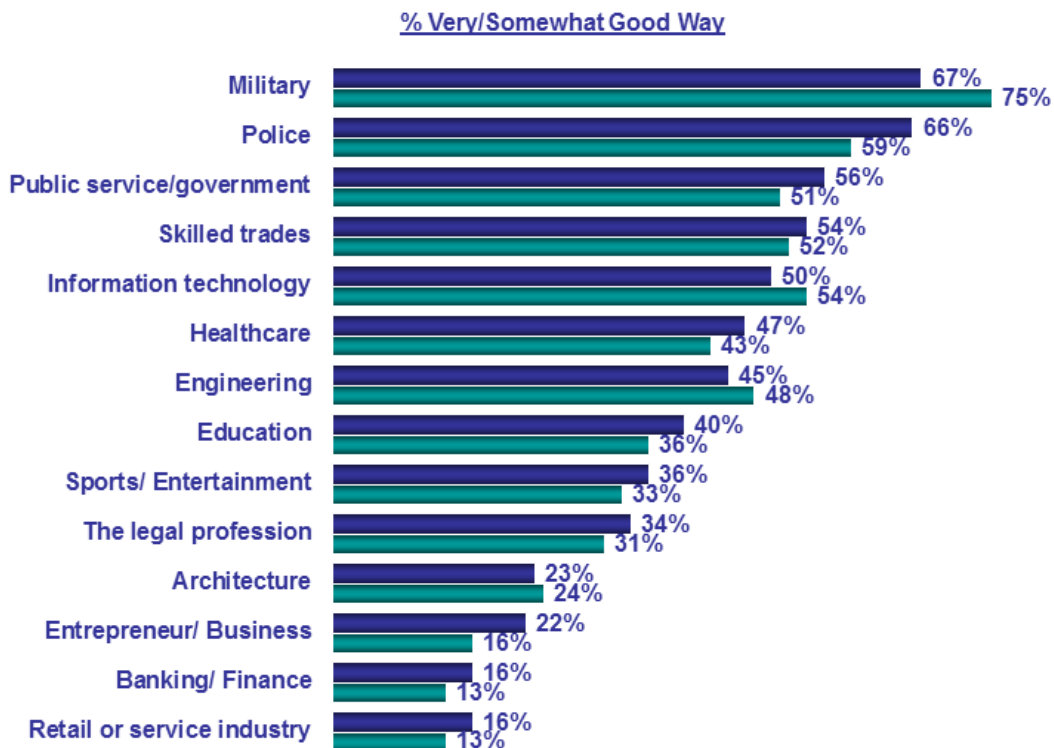
Joining the CAF is seen as a good way to gain experience in military (67%), police (66%) and public service (56%) by Latin American-Canadian youth. The Latin American-Canadian community view joining the CAF as a good way to gain experience in the same careers as identified by young Latin American-Canadians.



Perceptions of the Canadian Forces as a way to gain experience in specific types of careers- Latin American-Canadians

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

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



Q16. Base: Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

Key Subgroup Analysis

Latin American-Canadian youth who are more likely to believe that joining the Canadian Armed Forces would be a good way to gain experience in public service or the government include:

- Young women (64%) compared to young men (47%);
- Those familiar with the CAF (83%) compared to those who are unfamiliar with the CAF (47%);
- Those who are more likely to consider joining the CAF (73%) compared to those who are unlikely to join (54%); and
- Those who know someone in the CAF (73%) compared to those who don't know anyone in the CAF (48%).

Latin American-Canadian youth who are more likely to believe that joining the Canadian Armed Forces would be a good way to gain experience in the skilled trades include:

- Young women (63%) compared to young men (45%);
- Those familiar with the CAF (79%) compared to those who are unfamiliar with the CAF (47%);
- Those who are more likely to consider joining the CAF (82%) compared to those who are unlikely to join (50%);
- Those who know someone in the CAF (72%) compared to those who don't know anyone in the CAF (46%);

Latin American-Canadian youth who are more likely to believe that joining the Canadian Armed Forces would be a good way to gain experience in healthcare include:

- Young women (54%) compared to young men (38%);
- Those familiar with the CAF (66%) compared to those who are unfamiliar with the CAF (41%);
- Those who are more likely to consider joining the CAF (70%) compared to those who are unlikely to join (43%);
- Those who know someone in the CAF (61%) compared to those who don't know anyone in the CAF (40%);

Latin American-Canadian youth who are more likely to believe that joining the Canadian Armed Forces would be a good way to gain experience in engineering include:

- Young women (53%) compared to young men (35%);
- Those familiar with the CAF (69%) compared to those who are unfamiliar with the CAF (37%);
- Those who are more likely to consider joining the CAF (73%) compared to those who are unlikely to join (39%);
- Those who know someone in the CAF (57%) compared to those who don't know anyone in the CAF (39%);

Latin American-Canadian community members who are more likely to believe that joining the Canadian Armed Forces would be a good way to gain experience in the skilled trades include:

- Those aged 50+ (61%) compared to those 35-49 (45%);
- Those familiar with the CAF (64%) compared to those who are unfamiliar with the CAF (47%);
- Those who are more likely to recommend joining the CAF (74%) compared to those who are unlikely to recommend it (46%);
- Those who know someone in the CAF (70%) compared to those who don't know anyone in the CAF (43%);

Latin American-Canadian community members who are more likely to believe that joining the Canadian Armed Forces would be a good way to gain experience in public service or the government include:

- Those familiar with the CAF (67%) compared to those who are unfamiliar with the CAF (44%);
- Those who are more likely to recommend joining the CAF (78%) compared to those who are unlikely to recommend it (45%);
- Those who know someone in the CAF (68%) compared to those who don't know anyone in the CAF (42%);

Latin American-Canadian community members who are more likely to believe that joining the Canadian Armed Forces would be a good way to gain experience in engineering include:

- Those who are more likely to recommend joining the CAF (80%) compared to those who are unlikely to recommend it (41%);
- Those who know someone in the CAF (63%) compared to those who don't know anyone in the CAF (40%);

I. Attitudes towards Career Opportunities in the Canadian Armed Forces

Respondents were presented with a series of statements regarding career opportunities in the CAF and were asked to rate their level of agreement, or disagreement, with each.

I.1 Filipino Canadians

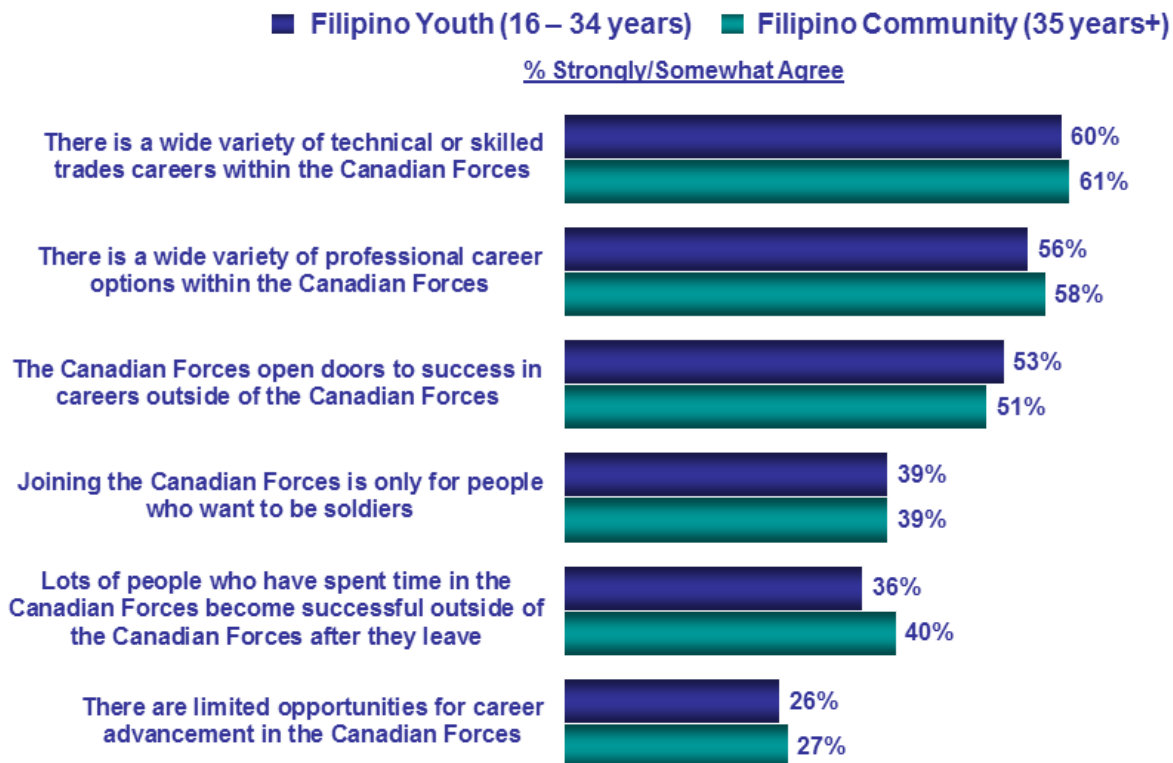
Roughly one in two Filipino-Canadian youth agree that there is a wide variety of opportunities in the technical or skilled trades careers (60%) and professional career options within the CAF (56%). Over half (53%) agree that a career in the CAF opens doors to success in careers outside of the CAF while one in three (36%) feel that people who have spent time within the CAF become successful outside the CAF after they leave.

Two in five (39%) Filipino-Canadian youth agree that joining the CAF is only for people who want to be soldiers. One in four youth (26%) feel that the opportunities for career advancement are limited.



Views on the variety of career opportunities within the Canadian Forces- Filipino-Canadians

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



Q21. Base: Filipino-Canadians Youth 16-34 years (n=300); Community 35 years plus (n=300)

Key Subgroup Analysis

Filipino-Canadian youth who are more likely to agree with the statement “There is a wide variety of technical or skilled trades careers within the Canadian Armed Forces” include:

- Those who are familiar with CAF (72%) compared to those who are not familiar (55%).

Filipino-Canadian youth who are more likely to agree with the statement “There is a wide variety of professional career options within the Canadian Armed Forces” include:

- Those who are familiar with CAF (70%) compared to those who are not familiar (50%).

Filipino-Canadian youth who are more likely to agree with the statement “Joining the Canadian Forces is only for people who want to be soldiers” include:

- Those who are familiar with CAF (50%) compared to those who are not familiar (34%).

Filipino-Canadian youth who are more likely to agree with the statement “Lots of people who have spent time in the Canadian Forces become successful outside of the Canadian Forces after they leave” include:

- Young men (44%), compared to young women (30%); and
- Those who are familiar with CAF (47%) compared to those who are not (31%).

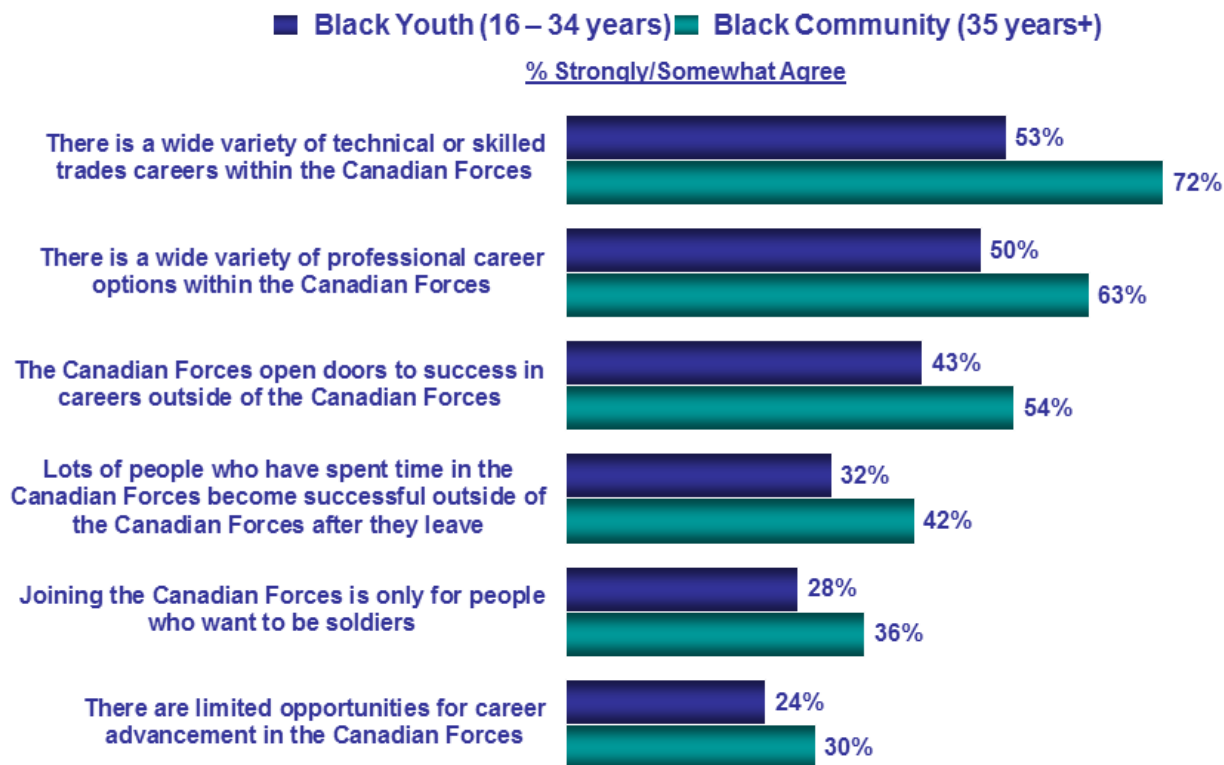
I.2 Black Canadians

Half of Black-Canadian youths feel that there is a wide variety of technical or skilled trade careers (53%) and a wide variety of professional career options (50%). A quarter of young Black-Canadians feel that there are limited opportunities for advancement in the CAF (24%). Three in ten young Black-Canadians feel that joining the CAF is only for people who want to be soldiers (28%). In each case, members of the Black-Canadian community are much more likely than their youth counterparts to identify career opportunities within the CAF.



Views on the variety of career opportunities within the Canadian Forces- Black-Canadians

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



Q21. Base: Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)

Key Subgroup Analysis

Black-Canadian youth who are more likely to agree with the statement “There is a wide variety of technical or skilled trades careers within the Canadian Armed Forces” include:

- Those who are familiar with CAF (81%) compared to those who are not familiar (43%);
- Those who are more likely to consider joining the CAF (89%) compared to those who are not (48%);

Black-Canadian youth who are more likely to agree with the statement “There is a wide variety of professional career options within the Canadian Armed Forces” include:

- Those who are familiar with CAF (70%) compared to those who are not familiar (42%);
- Those who are more likely to consider joining the CAF (96%) compared to those who are not (43%);
- Those who know someone in the CAF (60%) compared to those who don’t (47%);

Black-Canadian youth who are more likely to agree with the statement “The Canadian Armed Forces open doors to success in careers outside of the Canadian Armed Forces” include:

- Those who are familiar with CAF (56%) compared to those who are not familiar (38%);
- Those who are more likely to consider joining the CAF (81%) compared to those who are not (38%);

Black-Canadian community members who are more likely to agree with the statement “There is a wide variety of technical or skilled trades careers within the Canadian Armed Forces” include:

- Those more familiar with the CAF (83%) compared to those unfamiliar (64%);
- Those more likely to recommend joining the CAF (80%) compared to those who are unlikely to recommend it (67%);
- Those who know someone in the CAF (85%) compared to those who don’t know anyone in CAF (63%);

Black-Canadian community members who are more likely to agree with the statement “There is a wide variety of professional career options within the Canadian Armed Forces” include:

- Those familiar with the CAF (71%) compared to those who unfamiliar (57%);
- Those who are more likely to recommend join the CAF (74%) compare to those who are not likely to recommend it (60%);
- Those who know someone in the CAF (79%) compared to those who don’t (53%);

Black-Canadian community members who are more likely to agree with the statement “The Canadian Armed Forces open doors to success in careers outside of the Canadian Force” include:

- Men (63%) compared to women (47%);
- Those who are more likely to recommend joining the CAF (72%) compared to those who are unlikely to recommend joining (50%);
- Those who know someone in the CAF (68%) compared to those who don’t know anyone in the CAF (46%);

I.3 Latin American-Canadians

Latin American-Canadian youth are aware that there is a wide variety of technical or skilled trade careers (57%) and professional career options (54%) in the CAF. They also agree that the CAF opens doors to success in careers outside of the CAF (49%). Two in five (35%) young Latin American-Canadians feel that joining the CAF is only for people who want to be soldiers. Fewer know that people who spent time in the CAF have become successful outside (37%) however few agree that there are limited options for career advancement (22%). Members of the Latin American community (35 and older) are less likely than members of the Black community to recognize the career opportunities available through the CAF.



Views on the variety of career opportunities within the Canadian Forces- Latin American-Canadians

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

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



Q21. Base: Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

Key Subgroup Analysis

Latin American-Canadian youth who are more likely to agree with the statement “There is a wide variety of technical or skilled trades careers within the Canadian Armed Forces” include:

- Those familiar with the CAF (85%) compared to those unfamiliar (49%);
- Those more likely to consider joining the CAF (83%) compared to those who are unlikely to do so (54%);
- Those who know someone in CAF (78%) compared to those who don’t know anyone in CAF (47%);

Latin American-Canadian youth who are more likely to agree with the statement “There is a wide variety of professional career options within the Canadian Armed Forces” include:

- Those familiar with the CAF (83%) compared to those unfamiliar (45%);
- Those more likely to consider joining the CAF (81%) compared to those who are unlikely to do so (49%);
- Those who know someone in CAF (79%) compared to those who don’t know anyone in CAF (42%);

Latin American-Canadian youth who are more likely to agree with the statement “The Canadian Armed Forces open doors to success in careers outside of the Canadian Armed Forces” include:

- Those familiar with the CAF (83%) compared to those unfamiliar (38%);
- Those more likely to consider joining the CAF (79%) compared to those who are unlikely to do so (44%);
- Those who know someone in CAF (72%) compared to those who don’t know anyone in CAF (39%);

Latin American-Canadian community members who are more likely to agree with the statement “There is a wide variety of technical or skilled trades careers within the Canadian Armed Forces” include:

- Those familiar with the CAF (78%) compared to those unfamiliar (51%);
- Those who are more likely to recommend joining the CAF (91%) compared to those who are unlikely to do so (54%);
- Those who know someone in the CAF (83%) compared to those who don’t know anyone in the CAF (47%);

Latin American-Canadian community members who are more likely to agree with the statement “There is a wide variety of professional career options within the Canadian Armed Forces” include:

- Those familiar with the CAF (70%) compared to those unfamiliar (48%);
- Those who are more likely to recommend joining the CAF (89%) compared to those who are unlikely to do so (48%);
- Those who know someone in the CAF (71%) compared to those who don’t know anyone in the CAF (47%);

Latin American-Canadian community members who are more likely to agree with the statement “The Canadian Armed Forces open doors to success in careers outside of the Canadian Armed Forces” include:

- Those familiar with the CAF (66%) compared to those unfamiliar (38%);
- Those who are more likely to recommend joining the CAF (72%) compared to those who are unlikely to do so (41%);
- Those who know someone in the CAF (69%) compared to those who don’t know anyone in the CAF (35%);

J. Attitudes towards Choosing a Career in the Canadian Armed Forces

J.1 Filipino-Canadian Youth

Two in five (38%) Filipino-Canadian youth agree that people join the CAF when they have few other options, while only 3% strongly agree. One in three (36%) Filipino-Canadian youth would only consider a career in the CAF if all other career options were exhausted.



Views on the Canadian Forces as a career choice of last resort - Filipino-Canadians

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

Filipino Youth (16-34)

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

I would only consider a career in the Canadian Forces if all other career options were exhausted



People join the Canadian Forces when they have few other options available



Q21.Base: Filipino-Canadians Youth 16-34 years (n=323);

Key Subgroup Analysis

Filipino-Canadian youth who are familiar with CAF (47%) are more likely to strongly or somewhat agree with the statement “People join the Canadian Armed Forces when they have few other options available” compared to those who are not familiar (30%).

J.2 Black-Canadian youth

One in three (33%) Black-Canadian youth would only consider a career in the CAF if all other career options were exhausted. One in three also (32%) feel that people who join the CAF do so when they have few other options.



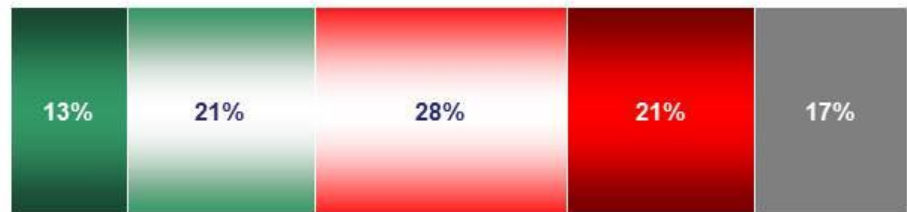
Views on the Canadian Forces as a career choice of last resort - Black-Canadians

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

Black Youth (16-34)

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

I would only consider a career in the Canadian Forces if all other career options were exhausted



People join the Canadian Forces when they have few other options available



Q21.Base: Black-Canadians Youth 16-34 years (n=375);

J.3 Latin American-Canadians

Similarly, one in three (32%) of young Latin American-Canadians would consider a career in the CAF for themselves if all other options were exhausted, while three in ten (30%) feel that others join the CAF when they have few other options.

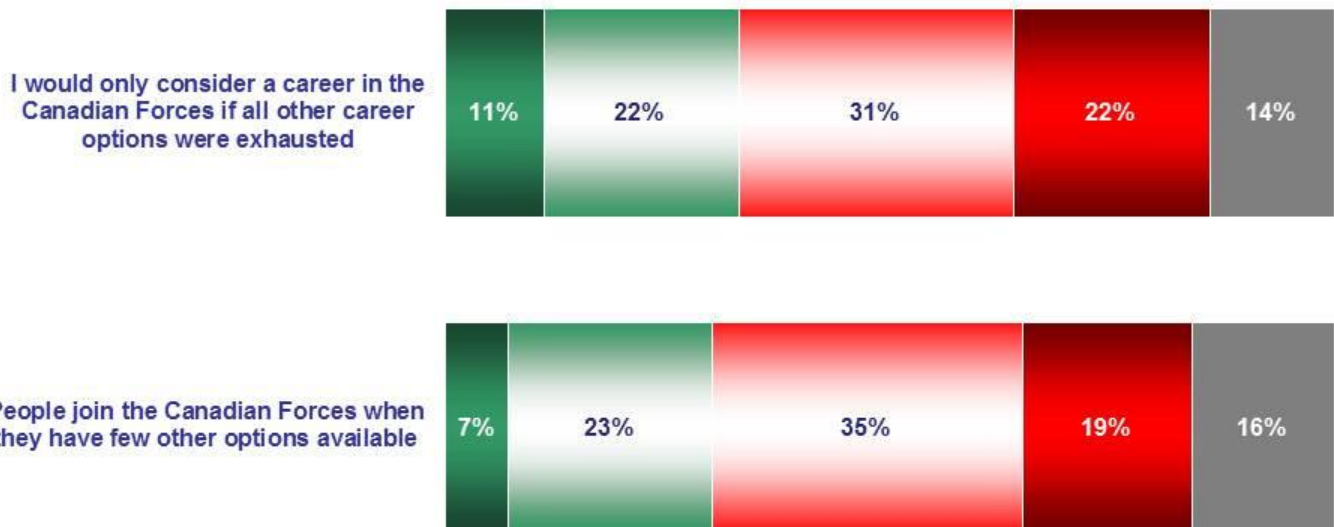


Views on the Canadian Forces as a career choice of last resort- Latin American-Canadians

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

Latin American Youth (16-34)

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



Q21.Base: Latin American-Canadians Youth 16-34 years (n=324);

K. Career attributes in the Canadian Armed Forces

Black-, Filipino- and Latin American-Canadians were asked to what extent a series of statements describes a career in the CAF. The top tier descriptors are those that are recognized as good descriptors of a career in the CAF by respondents, while the bottom tier are not as well recognized as descriptors of a career in the CAF. The bottom tier responses represent those characteristics that many do not feel are reflected in the CAF.

K.1 Filipino-Canadians

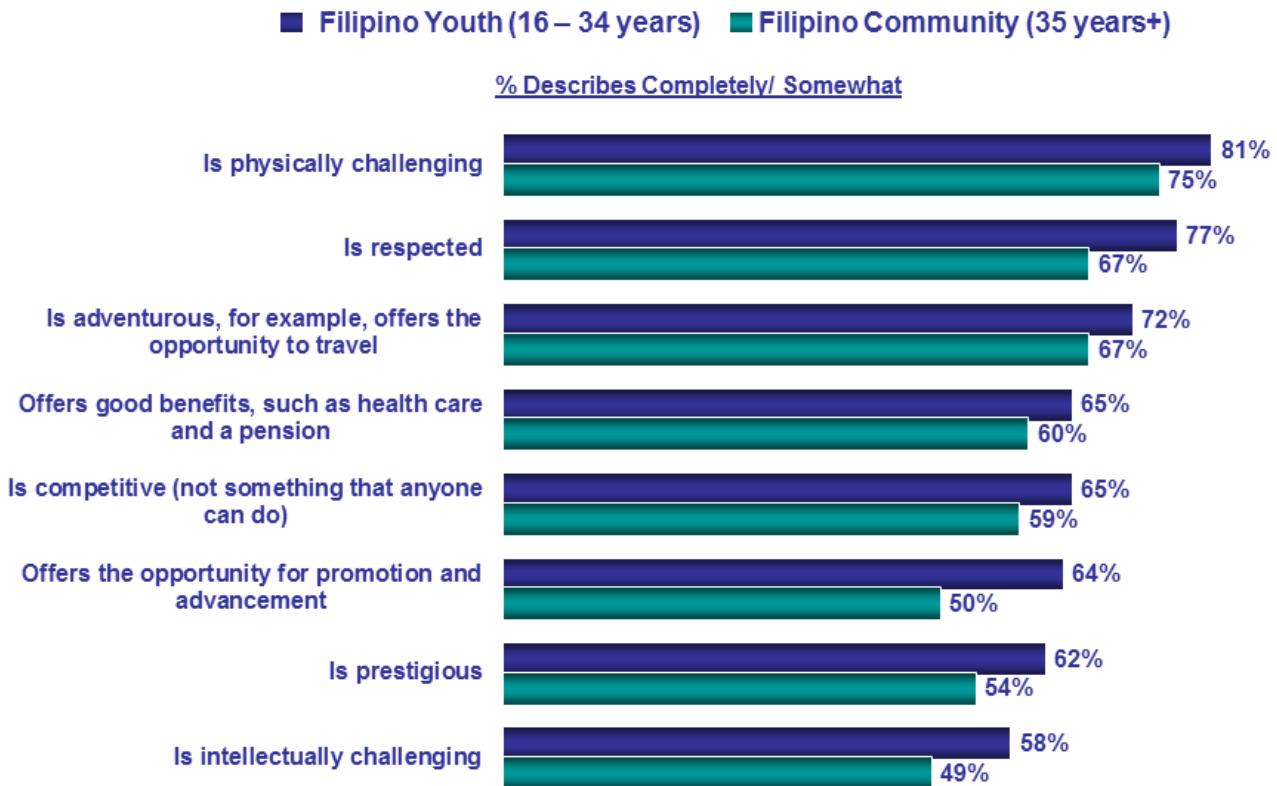
Filipino-Canadian youth are most likely to feel that a career in the CAF is physically challenging (81%) but respected (77%) and adventurous (72%). Freedom and flexibility (37%) and 'would not require moving away' (36%) are the least likely descriptions of the CAF for Filipino-Canadian youth.

The Filipino-Canadian community has similar opinions about the CAF as Filipino-Canadian youth however they are less likely than youth to see the CAF as offering the opportunity for promotion and advancement (50%, compared to 64% of youth) but are more likely to view it as offering job security (60%) than youth (50%).



Attributes of a career in the Canadian Forces (Top Tier) - Filipino-Canadians

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



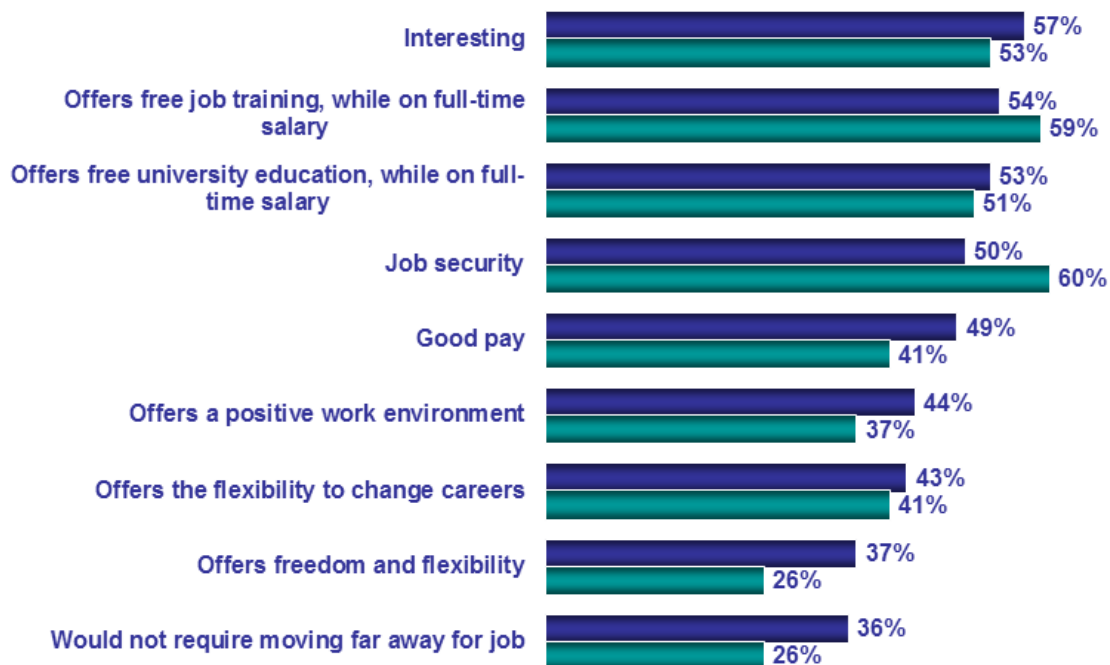
Q15. Base: Filipino-Canadians Youth 16-34 years (n=323); Community 35 years plus (n=300)

Attributes of a career in the Canadian Forces (Bottom Tier) - Filipino-Canadians

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

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

% Describes Completely/ Somewhat



Q15. Base: Filipino-Canadians Youth 16-34 years (n=323); Community 35 years plus (n=300)

Key Subgroup Analysis

Young Filipino-Canadian women are more likely to say that a career in the Canadian Armed Forces is physically challenging

- Young women (86%) compared to young men (75%);
- Those who feel their Canadian identity is very important (92%) compared to those who feel their Canadian identity is not important (74%)

Filipino-Canadian youth who are more likely to say that 'Adventurous' completely or somewhat describes a career in the Canadian Armed Forces include:

- Young women (78%) compared to young men (64%);
- Those aged 16-24 (78%) compared to those 25-34 (65%);
- Those who feel their Canadian identity is very important (84%) compared to those who feel their Canadian identity is not important (59%); and
- Those who feel their ethnic community is very important (89%), compared to those who feel their ethnic community is not important (62%).

Filipino-Canadian youth who are more likely to say that 'interesting' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (69%) compared to those who are unfamiliar (52%);
- Those who know someone in the CAF (70%) compared to those who don't know anyone in the CAF (50%);

Filipino-Canadian youth who are more likely to say that 'competitive' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who feel their ethnic community is very important (81%), compared to those who feel their ethnic community is not important (59%).
- Those who feel their Canadian identity is very important (75%) compared to those who feel their Canadian identity is not important (54%)

Filipino-Canadian youth who are more likely to say that 'offers good benefits' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who feel their ethnic community is very important (83%), compared to those who feel their ethnic community is not important (58%).

Filipino-Canadian youth who are more likely to say that 'good pay' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who feel their ethnic community is very important (65%), compared to those who feel their ethnic community is not important (49%).

Filipino-Canadian youth who are more likely to say that 'job security' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who feel their ethnic community is very important (61%), compared to those who feel their ethnic community is not important (39%).

Filipino-Canadian youth who are more likely to say that offers opportunity for advancement' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who feel their Canadian identity is very important (74%) compared to those who feel their Canadian identity is not important (56%)
- Those who know someone in the CAF (73%) compared to those who don't know anyone in the CAF (59%);

Filipino-Canadian youth who are more likely to say that 'offers free university education while on salary' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who feel their Canadian identity is very important (63%) compared to those who feel their Canadian identity is not important (42%)

Filipino-Canadian youth who are more likely to say that 'positive work environment' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who know someone in the CAF (53%) compared to those who don't know anyone in the CAF (39%);

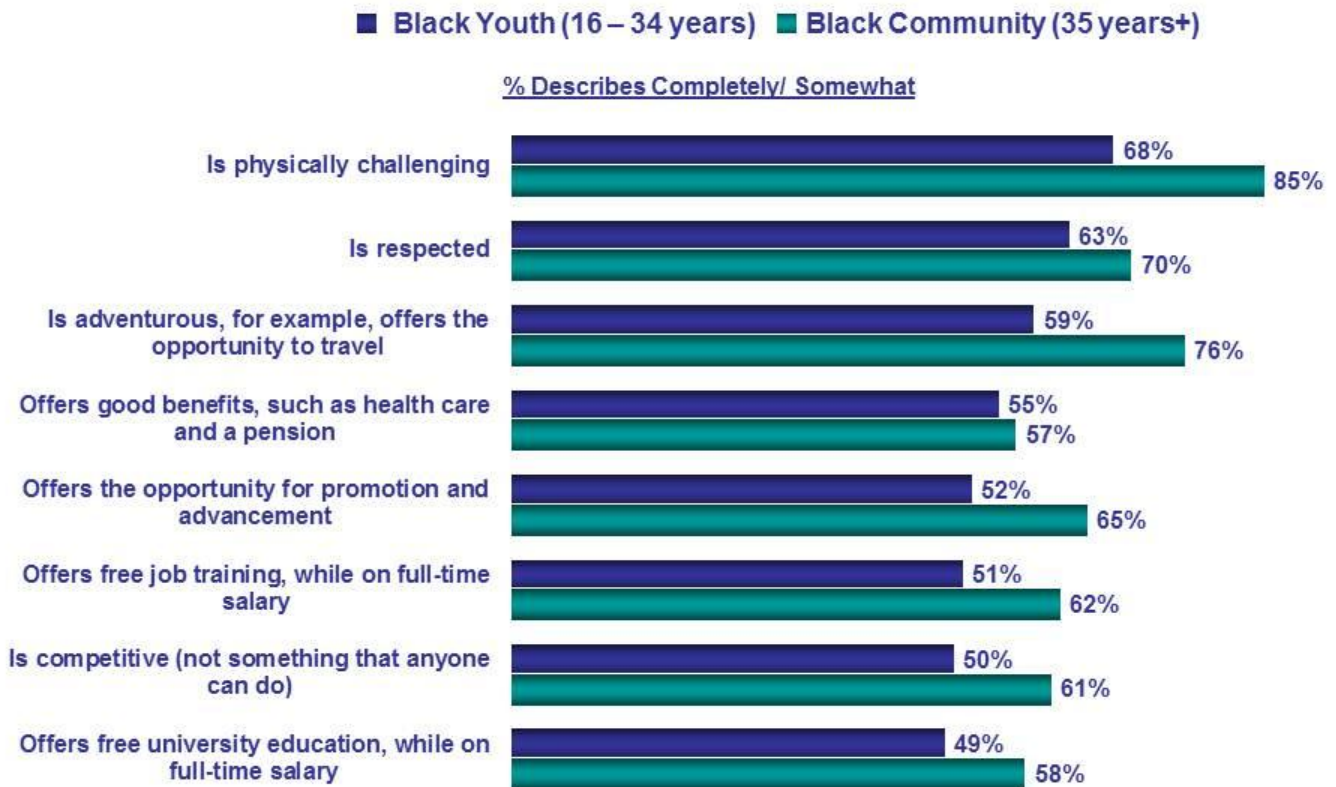
K.2 Black-Canadian

Black-Canadian youth also feel that the CAF is respected (63%), adventurous (59%) and prestigious (49%). Fewer feel that freedom and flexibility (22%) and not moving far away for job (23%) describe the CAF. The Black-Canadian community are more likely to feel a career in the CAF is physically challenging (85%), adventurous (76%) and interesting (66%) than young Black-Canadians (67%, 59% and 47% respectively).



Attributes of a career in the Canadian Forces (Top Tier) - Black-Canadians

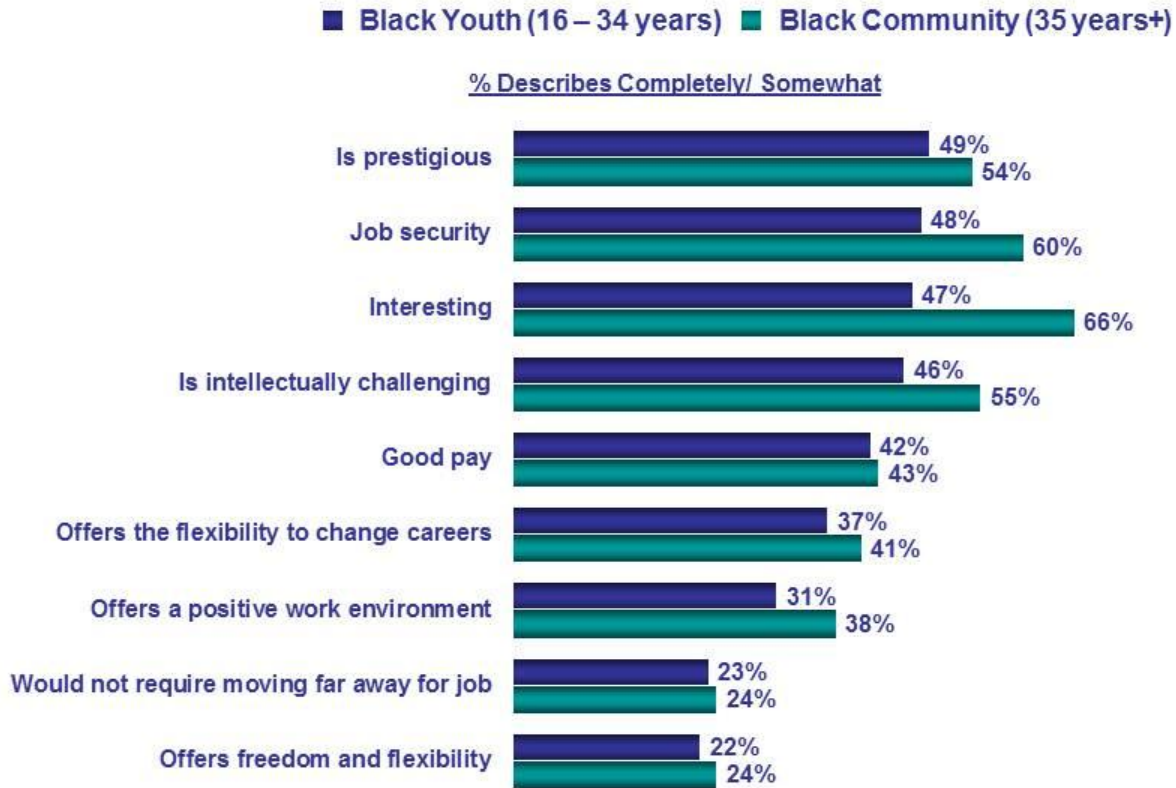
To what extent would you say each of the following describes a career in the Canadian Forces?



Q15. Base: Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)

Attributes of a career in the Canadian Forces (Bottom Tier) - Black-Canadians

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



Q15. Base: Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)

Key Subgroup Analysis

Black-Canadian youth who are more likely to say that 'physically challenging' completely or somewhat describes a career in the Canadian Armed Forces include:

- Young women (76%) compared to young men (59%);
- Those aged 16-24 (75%) compared to those 25-34 (61%);
- Those who are familiar with CAF (82%) compared to those who are unfamiliar (64%);
- Those who are more likely to consider joining the CAF (88%) compared to those who are unlikely to join (67%);
- Those who know someone in the CAF (81%) compared to those who don't know anyone in the CAF (63%);

Black-Canadian youth who are more likely to say that ‘respected’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Young women (70%) compared to young men (54%);
- Those aged 16-24 (75%) compared to those 25-34 (51%);
- Those who are familiar with CAF (78%) compared to those who are unfamiliar (58%);
- Those who are more likely to consider joining the CAF (92%) compared to those who are unlikely to join (60%);

Black-Canadian youth who are more likely to say that ‘good benefits’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with CAF (76%) compared to those who are unfamiliar (47%);
- Those who are more likely to consider joining the CAF (85%) compared to those who are unlikely to join (50%);
- Those who know someone in the CAF (71%) compared to those who don’t know anyone in the CAF (49%);

Black-Canadian youth who are more likely to say that ‘opportunity for advancement’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with CAF (71%) compared to those who are unfamiliar (45%);
- Those who are more likely to consider joining the CAF (86%) compared to those who are unlikely to join (49%);
- Those who know someone in the CAF (64%) compared to those who don’t know anyone in the CAF (48%);

Black-Canadian youth who are more likely to say that ‘offers free job training’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with CAF (70%) compared to those who are unfamiliar (45%);
- Those who are more likely to consider joining the CAF (78%) compared to those who are unlikely to join (48%);
- Those who know someone in the CAF (70%) compared to those who don’t know anyone in the CAF (45%);

Black-Canadian youth who are more likely to say that ‘competitive’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Those aged 16-24 (58%) compared to those 25-34 (43%);
- Those who are more likely to consider joining the CAF (80%) compared to those who are unlikely to join (47%);
- Those who know someone in the CAF (63%) compared to those who don’t know anyone in the CAF (46%);

Black-Canadian youth who are more likely to say that ‘offers free university education’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with CAF (67%) compared to those who are unfamiliar (43%);
- Those who are more likely to consider joining the CAF (76%) compared to those who are unlikely to join (46%);
- Those who know someone in the CAF (61%) compared to those who don’t know anyone in the CAF (45%);

Black-Canadian youth who are more likely to say that ‘prestigious’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are more likely to consider joining the CAF (81%) compared to those who are unlikely to join (45%);
- Those who know someone in the CAF (64%) compared to those who don’t know anyone in the CAF (44%);

Black-Canadian youth who are more likely to say that ‘job security’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with CAF (66%) compared to those who are unfamiliar (41%);
- Those who are more likely to consider joining the CAF (83%) compared to those who are unlikely to join (42%);
- Those who feel their Ethnic community is somewhat important (56%) compared to those who feel it is not important (39%);
- Those who feel their Canadian identity is somewhat important (58%) compared to those who feel it is not important (40%);
- Those who know someone in the CAF (59%) compared to those who don’t know anyone in the CAF (44%);

Black-Canadian youth strongly indicated that would prefer to pursue a career that is interesting to them. Those who are more likely to say that ‘interesting’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Those aged 16-24 (54%) compared to those 25-34 (41%);
- Those who are more likely to consider joining the CAF (78%) compared to those who are unlikely to join (43%);
- Those who know someone in the CAF (58%) compared to those who don’t know anyone in the CAF (44%);

Black-Canadian youth who are more likely to say that ‘intellectually challenging’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Those aged 16-24 (56%) compared to those 25-34 (35%);

- Those who are more likely to consider joining the CAF (75%) compared to those who are unlikely to join (42%);

Black-Canadian youth who are more likely to say that ‘freedom and flexibility’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Young men (28%) compared to young women (17%);
- Those aged 25-34 (29%) compared to those 16-24 (14%);
- Those who are more likely to consider joining the CAF (48%) compared to those who are unlikely to join (18%);
- Those who know someone in the CAF (33%) compared to those who don’t know anyone in the CAF (18%);

Black-Canadian youth who are likely to join the CAF are also more likely to say that ‘good pay’ (67%) and ‘positive work environment’ (68%) completely or somewhat describes a career in the Canadian Armed Forces than those who are unlikely to join the CAF (37% and 26% respectively).

Black-Canadian youth who know someone in the CAF (63%) are more likely to say that ‘good pay’ completely or somewhat describes a career in the Canadian Armed Forces than those who don’t know anyone in the CAF (35%).

K.3 Latin American-Canadian

Latin American-Canadian youth and the community are both likely to describe a career in the CAF as physically challenging (66% and 66% respectively), is respected (63% and 60%) and adventurous (64% and 60%). The community are less likely to feel the CAF has good pay (50% youth, 36% community), offer flexibility to change careers (38% youth, 29% community) or would not require moving away for a job (24% youth, 11% community).



Attributes of a career in the Canadian Forces (Top Tier) - Latin American-Canadians

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

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

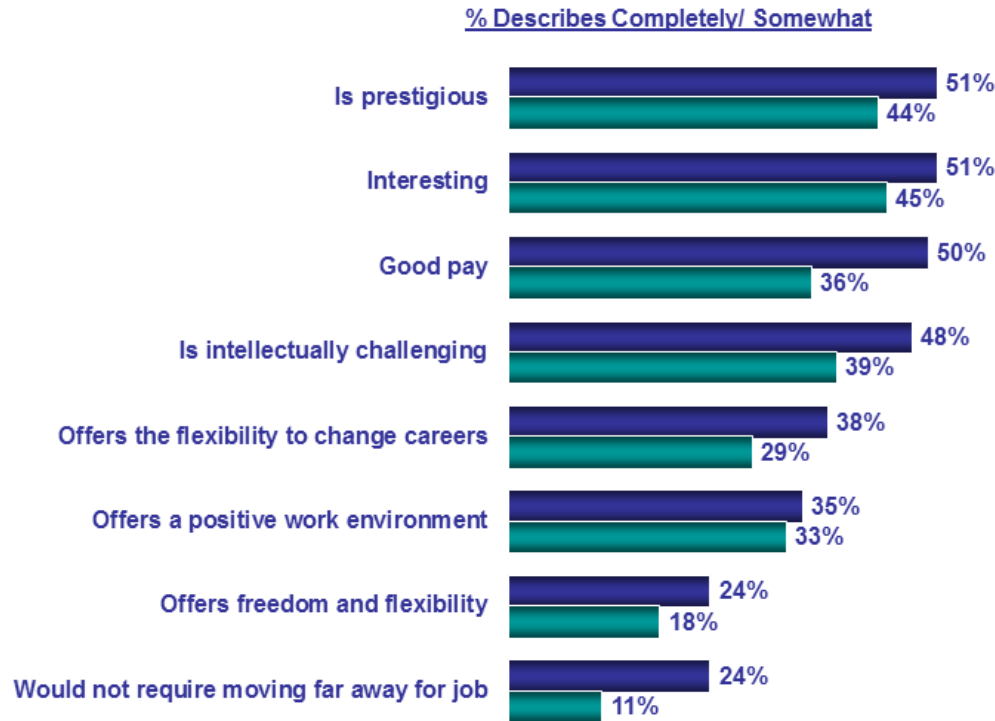


Q15. Base: Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

Attributes of a career in the Canadian Forces (Bottom Tier) - Latin American-Canadians

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

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



Q15. Base: Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

Ipsos Reid

Key Subgroup Analysis

Latin American-Canadian youth who are more likely to say that 'physically challenging' completely or somewhat describes a career in the Canadian Armed Forces include:

- Young women (76%) compared to young men (55%);
- Those who are familiar with the CAF (86%) compared to those who are unfamiliar (60%);
- Those more likely to consider joining the CAF (88%) compared to those who are unlikely to join (64%);
- Those who know someone in the CAF (87%) compared to those who don't know anyone in the CAF (57%);

Latin American-Canadian youth members who are more likely to say that 'respected' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (85%) compared to those who are unfamiliar (58%);
- Those more likely to consider joining the CAF (91%) compared to those who are unlikely to join (59%);

- Those who know someone in the CAF (84%) compared to those who don't know anyone in the CAF (54%);

Latin American-Canadian youth who are more likely to say that 'competitive' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (83%) compared to those who are unfamiliar (49%);
- Those more likely to consider joining the CAF (78%) compared to those who are unlikely to join (55%);
- Those who know someone in the CAF (80%) compared to those who don't know anyone in the CAF (48%);

Latin American-Canadian youth who are more likely to say that 'opportunity for advancement' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (80%) compared to those who are unfamiliar (48%);
- Those more likely to consider joining the CAF (89%) compared to those who are unlikely to join (49%);
- Those who know someone in the CAF (84%) compared to those who don't know anyone in the CAF (42%);

Latin American-Canadian youth who are more likely to say that 'good benefits' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (84%) compared to those who are unfamiliar (44%);
- Those more likely to consider joining the CAF (81%) compared to those who are unlikely to join (49%);
- Those who know someone in the CAF (81%) compared to those who don't know anyone in the CAF (41%);

Latin American-Canadian youth who are more likely to say that 'job security' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (83%) compared to those who are unfamiliar (42%);
- Those more likely to consider joining the CAF (88%) compared to those who are unlikely to join (46%);
- Those who know someone in the CAF (73%) compared to those who don't know anyone in the CAF (43%);

Latin American-Canadian youth who are more likely to say that 'interesting' completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (79%) compared to those who are unfamiliar (42%);
- Those more likely to consider joining the CAF (89%) compared to those who are unlikely to join (44%);
- Those who know someone in the CAF (71%) compared to those who don't know anyone in the CAF (42%);

Latin American-Canadian youth who are more likely to say that 'prestigious' completely or somewhat describe a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (78%) compared to those who are unfamiliar (43%);
- Those more likely to consider joining the CAF (88%) compared to those who are unlikely to join (44%);
- Those who know someone in the CAF (69%) compared to those who don't know anyone in the CAF (43%);

Latin American-Canadian youth who are more likely to say that 'good pay' completely or somewhat describe a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (83%) compared to those who are unfamiliar (39%);
- Those more likely to consider joining the CAF (82%) compared to those who are unlikely to join (44%);
- Those who know someone in the CAF (80%) compared to those who don't know anyone in the CAF (36%);

Latin American-Canadian youth who are more likely to say that 'intellectually challenging' completely or somewhat describe a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (75%) compared to those who are unfamiliar (41%);
- Those likely to join the CAF (83%) compared to those who are unlikely to join (42%);
- Those who know someone in the CAF (68%) compared to those who don't know anyone in the CAF (39%);

Latin American-Canadian youth who are more likely to say that 'flexibility to change careers' completely or somewhat describe a career in the Canadian Armed Forces include:

- Those familiar with the CAF (70%) compared to those who are unfamiliar (28%);
- Those more likely to consider joining the CAF (66%) compared to those who are unlikely to join (32%);
- Those who know someone in the CAF (59%) compared to those who don't know anyone in the CAF (28%);

Latin American-Canadian youth who are more likely to say that 'positive work environment' completely or somewhat describe a career in the Canadian Armed Forces include:

- Those familiar with the CAF (68%) compared to those who are unfamiliar (24%);
- Those more likely to consider joining the CAF (75%) compared to those who are unlikely to join (27%);
- Those who know someone in the CAF (51%) compared to those who don't know anyone in the CAF (28%);

Latin American-Canadian youth who are more likely to say that ‘freedom and flexibility’ completely or somewhat describes a career in the Canadian Armed Forces include:

- Those who are familiar with the CAF (43%) compared to those who are unfamiliar (18%);
- Those more likely to consider joining the CAF (58%) compared to those who are unlikely to join (17%);
- Those who know someone in the CAF (38%) compared to those who don’t know anyone in the CAF (18%);

Young Latin American-Canadians who are more likely to consider joining the CAF (37%) are also more likely to say that ‘would not require moving far away’ completely or somewhat describes a career in the Canadian Armed Forces compared to those who are unlikely to join (21%).

3. Culture, Ethnicity and the Canadian Armed Forces

A. Likelihood of Black-, Filipino- and Latin American-Canadians to Join the Canadian Armed Forces

Respondents were asked whether they think that members of their ethnic community are more or less likely than others to join the CAF.

Overall, more Filipino-Canadian (61%) and Black-Canadian (54%) respondents indicate that members of their ethnic communities are less likely than others to join the CAF, compared to Latin American-Canadian respondents (47%).

Latin American-Canadian youth (19%) were significantly more likely than their Black-Canadian youth (11%) counterparts to think that members of their ethnic community are more likely than others to join the CAF.

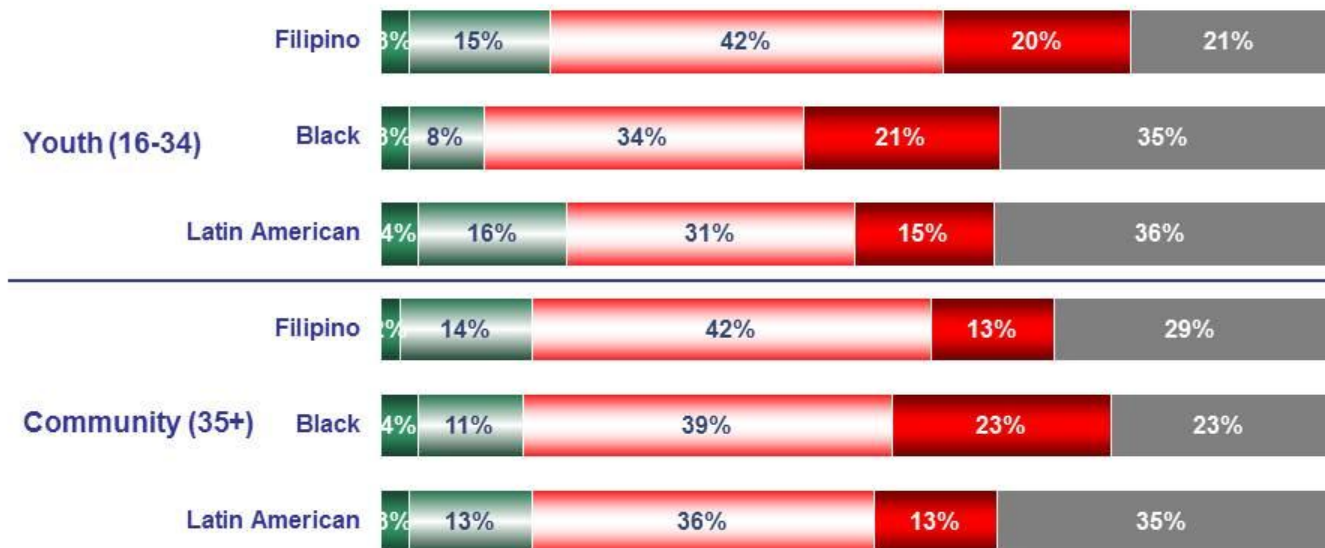
Filipino-Canadian community respondents (58%) are significantly more likely to indicate that members of their community are less likely to join the CAF compared to Latin American-Canadian respondents (49%).



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?

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



Q25. Base: Black- Filipino- and Latin American-Canadians Youth 16-34 years (n=965); Base: Black- Filipino- and Latin American-Canadians Community 35 years plus (n=873)

A.1 Filipino Canadians

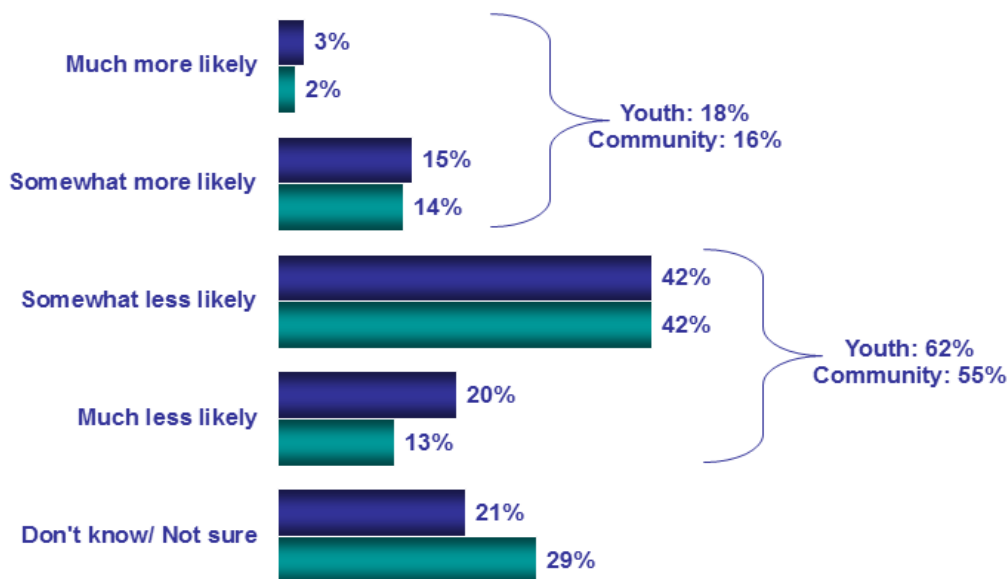
One in five Filipino-Canadian youth (18%) and Filipino-Canadian community members (16%) said that they think Filipino-Canadians are more likely than others to join the CAF. A majority of the youth (62%) and community members (55%) believe Filipino-Canadians are less likely than others to join the CAF.



Likelihood of members of the respondent's ethnic community to join the Canadian Forces- Filipino-Canadians

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

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



Q25. Filipino-Canadians Youth 16-34 years (n=323); Community 35 years plus (n=300)
 Please note numbers are rounded and may not add to 100%.

Key Subgroup Analysis

Filipino Canadian youth who are more likely to think that members of their ethnic community are somewhat or much less likely to join the Canadian Forces include:

- Those who feel their ethnic community is very important (73%) compared those who don't feel ethnic community is important (52%).

Filipino Canadian community members who are more likely to think that members of their ethnic community are somewhat or much more likely to join the Canadian Forces include:

- Those who feel their ethnic community is somewhat important (26%) compare to those who don't feel ethnic community is not important (10%);
- Those who know someone in the CAF (26%) compare to those who don't know anyone in the CAF (11%).

Filipino Canadian community members who are more likely to think that members of their ethnic community are somewhat or much less likely to join the Canadian Forces include:

- Non-parents (65%) compared to those who do have children (38%).

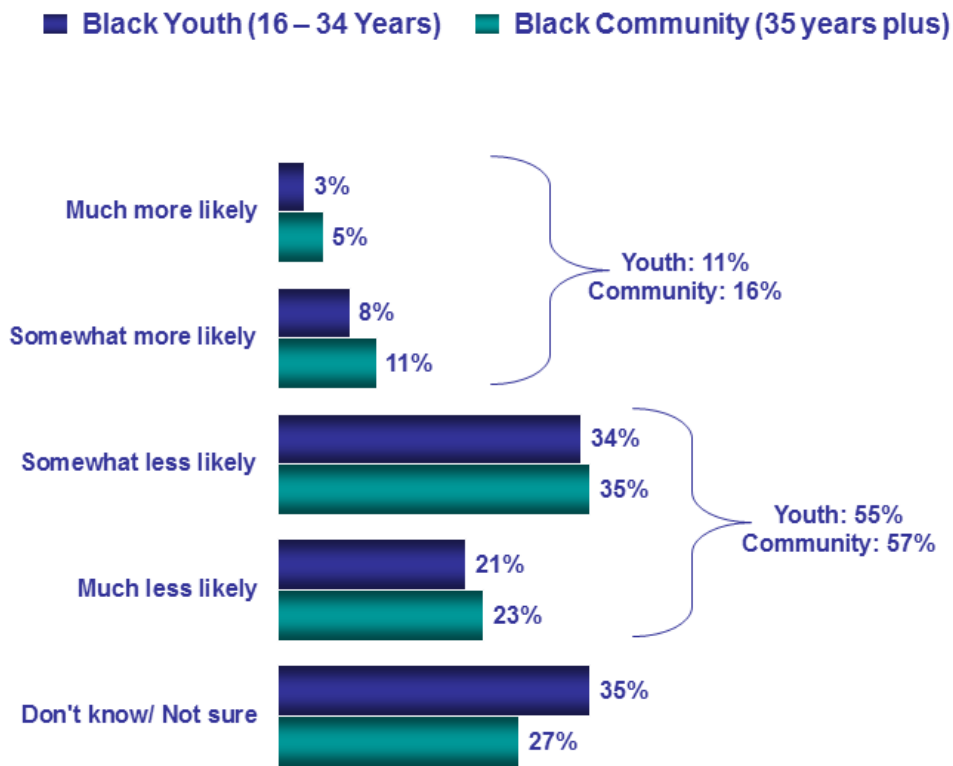
A.2 Black Canadians

One in ten Black-Canadian youth (11%) and Black-Canadian community members (16%) said they think that the Black-Canadian community are more likely than others to join the CAF. Over half, Black-Canadian youth (55%) and Black-Canadian community members (57%) believe Black-Canadians are less likely than others to join the CAF.



Likelihood of members of the respondent's ethnic community to join the Canadian Forces- Black-Canadians

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



Q25. Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)
Please note numbers are rounded and may not add to 100%.

Key Subgroup Analysis

Black-Canadian youth who are more likely to think that members of their ethnic community are somewhat or much more likely to join the Canadian Armed Forces include:

- Those who are familiar with the CAF (20%) compared to those who are unfamiliar with the CAF (7%);
- Those who are likely to consider joining (25%) compared to those unlikely to consider joining (9%);
- Those who know someone in the CAF (17%) compared to those who don't know anyone in the CAF (9%).

Black-Canadian community who are more likely to think that members of their ethnic community are somewhat or much more likely to join the Canadian Armed Forces include:

- Those who are likely to recommend joining the CAF (33%) compared to those who are unlikely to recommend (9%).

A.3 Latin American Canadians

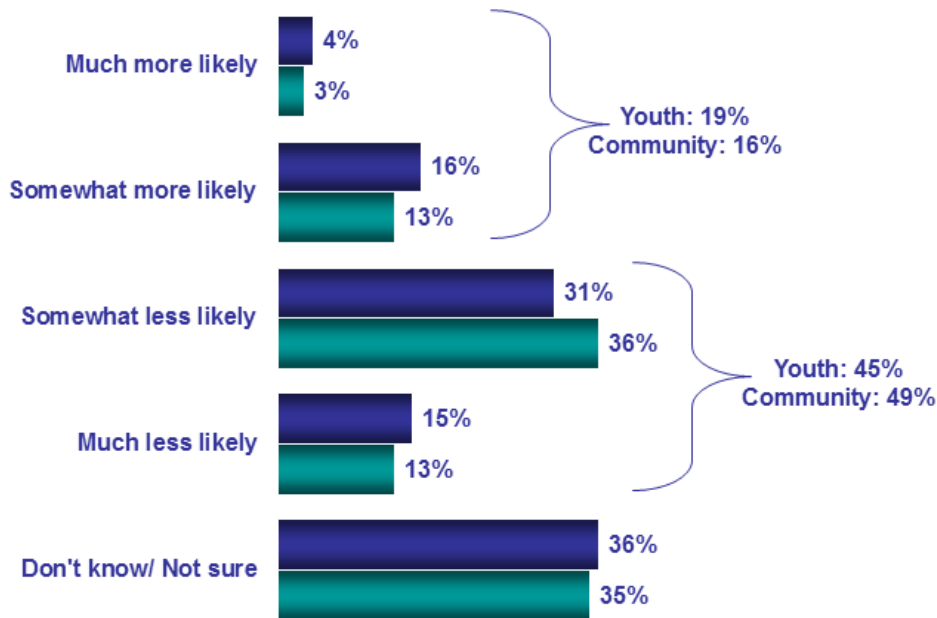
One in five Latin American-Canadian youth (19%) and community members (16%) said they think Latin American-Canadians are more likely than others to join the CAF, while almost half of youth (45%) and community members (49%) believe Latin American-Canadians are less likely than others to join the CAF.



Likelihood of members of the respondent's ethnic community to join the Canadian Forces- Latin American-Canadians

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

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



Q25. Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)
Please note numbers are rounded and may not add to 100%.

Key Subgroup Analysis

Latin American-Canadian youth who are more likely to think that members of their ethnic community are somewhat or much more likely to join the Canadian Armed Forces include:

- Those who are familiar with the CAF (39%) compared to those who are unfamiliar with the CAF (13%);
- Those who are likely to consider joining the CAF (33%) compared to those who unlikely to consider joining the CAF (17%).

Latin America-Canadian community who are more likely to think that members of their ethnic community are somewhat or much more likely to join the Canadian Armed Forces include;

- Those who are likely to recommend joining the CAF (44%) compared to those who are unlikely to recommend joining the CAF (10%).
- Those who feel their Canadian identity is very important (24%) compared to those who feel it is not important (9%).

B. Reasons less likely to join the Canadian Armed Forces

Respondents who said they think members of their ethnic group are less likely to join the CAF were asked to share their reasons for this opinion.

The top reasons provided by all respondents were lack of interest in or appeal of the military (12%) and more interest in other/non-military careers (12%).

By ethnic region, the Filipino-Canadian respondents (18%) were significantly more likely to cite interest in other non-military careers as a reason why members of their community are less likely to join the CAF in comparison to Black-Canadian (10%) and Latin American-Canadian respondents (6%).

Black-Canadian respondents (15%) were significantly more likely to cite racial discrimination as a reason that members of their ethnic community are less likely to join the CAF than to Filipino-Canadian (3%) and Latin American-Canadian respondents (5%).

B.1 Filipino-Canadians

Filipino-Canadian youth and community members offered similar responses as reasons for not joining the CAF. An exception was the risk or perception of the CAF as a dangerous occupation with community respondents considering it a more likely reason not to join the CAF (21% community, 5% youth). Other top mentions of reasons not to join the CAF include interest in other non-military careers (18% youth, 13% community), different cultural views (12% youth, 7% community) and the lack of appeal (13% youth, 8% community).



Reasons Filipino-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?

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



*values under 5% not shown

Q26. Base: Filipino-Canadians Think members of ethnic group less likely to join CAF
Youth 16-34 years (n=208); Community 35 years plus (n=189)

Key Subgroup Analysis

Filipino-Canadian youth who feel their ethnic community is less likely to join the Canadian Armed Forces due to 'lack of interest or appeal for the military' include:

- Those who feel their Canadian identity is not important (24%) compared to those who feel it is somewhat important (8%); and
- Those who don't know anyone in the CAF (19%) compared to those who do (4%);

Filipino-Canadian youth who feel their ethnic community is less likely to join the Canadian Armed Forces due to 'different cultural views, values or customs' include:

- Those between the ages of 16 and 24 (20%) compared to those aged 25 to 34 (5%)

Filipino-Canadian youth who feel their ethnic community is less likely to join the Canadian Armed Forces due to 'hard or needs hard work' include:

- Those between the ages of 25 and 34 (11%) compared to those aged 16 to 24 (2%); and
- Those who are familiar with the CAF (15%) compared to those who are unfamiliar with the CAF (3%).

Filipino-Canadian youth who feel their ethnic community is less likely to join the Canadian Armed Forces due to 'different cultural views, values or customs' include:

- Those who feel their Canadian identity is somewhat important (19%) compared those who feel Canadian identity is not important (5%).

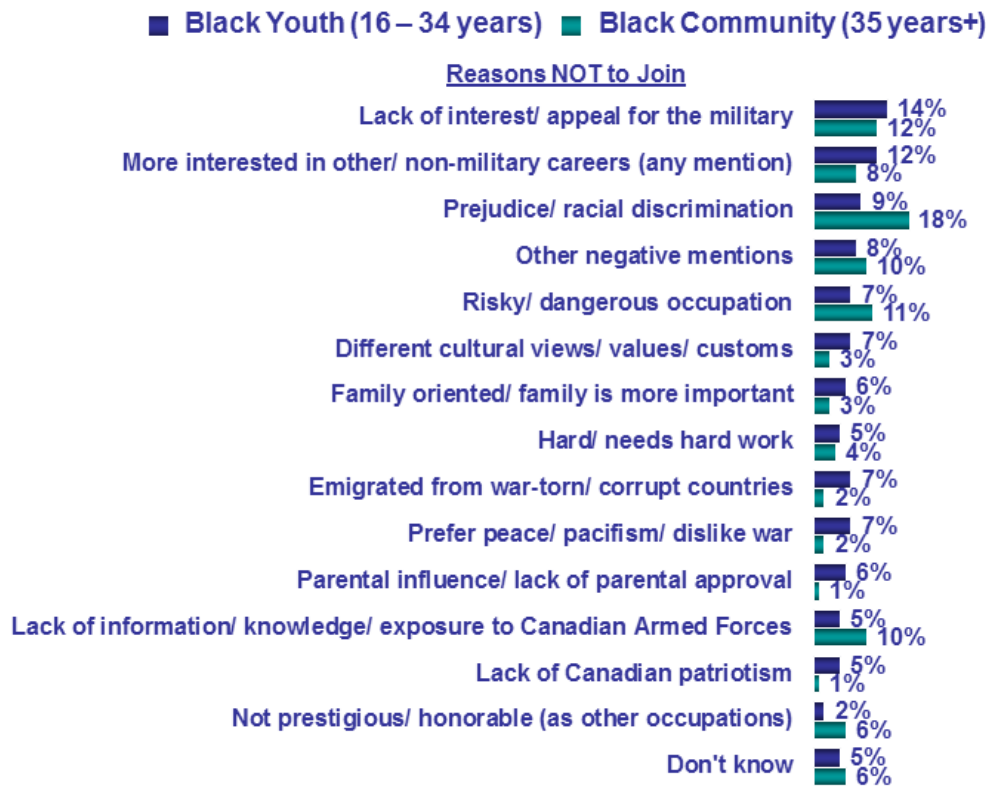
B.2 Black Canadians

There was a substantial difference with regards to prejudice and racial discrimination between the Black-Canadian community and youth and their Filipino-Canadian and Latin American Canadian counterparts. Black-Canadian community respondents (18%) and youth (9%) think members of their ethnic community are less likely to join the CAF due to discrimination. Other stated mentions with notable differences between Black-Canadian youth and Black-Canadian community respondents include that the CAF is a risky and dangerous occupation (7% youth, 11% community), they have interest in other non-military careers (12% youth, 8% community), a lack of information or exposure to the CAF (5% youth, 10% community) and different cultural views (7% youth, 3% community).



Reasons Black-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?



Q26. Base: Black-Canadians Think members of ethnic group less likely to join CAF
Youth 16-34 years (n=187); Community 35 years plus (n=185)

Key Subgroup Analysis

Black-Canadian youth who feel their ethnic community is less likely to join the Canadian Armed Forces because 'they emigrated from war-torn or corrupt countries' include:

- Those between the ages of 16 and 24 (12%) compared to those aged 25-35 (0%).

Black-Canadian community members who are more likely to think the reason their ethnic community are less likely to join the Canadian Armed Forces is it's 'hard or needs hard work' include:

- Men (9%) compared to women (less than 1%); and
- Those who are familiar the CAF (8%) compared to those unfamiliar (1%).

Black-Canadian community members who are more likely to think the reason their ethnic community are less likely to join the Canadian Armed Forces is because it's 'not as prestigious or as honourable as other occupations' include:

- Women (10%) compared to men (1%).

B.3 Latin American Canadians

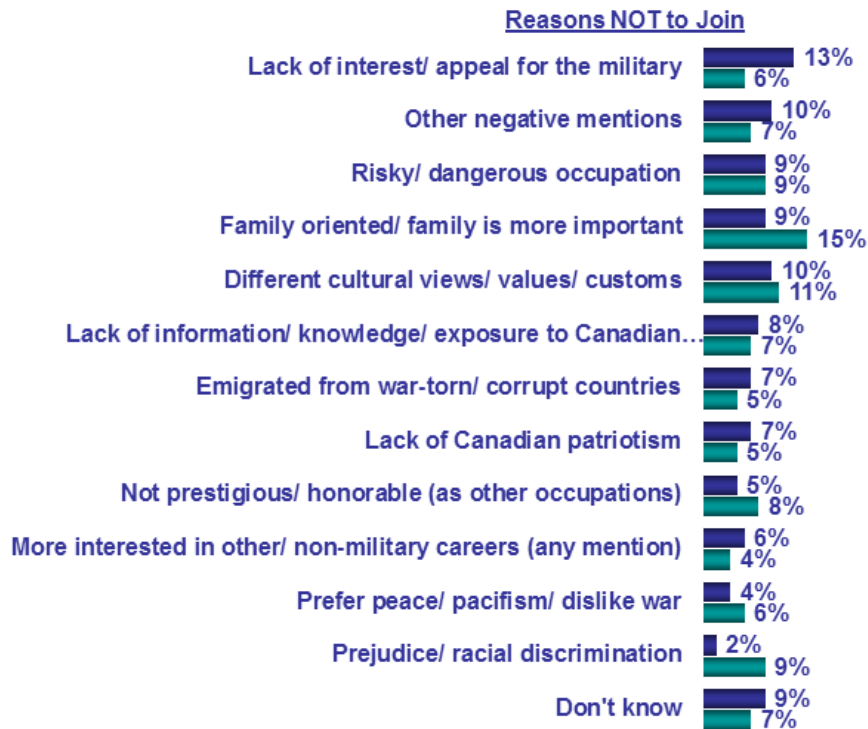
Latin American-Canadian respondents think members of their ethnic community are less likely to join the CAF because they prioritize family (9% youth, 15% community) and have a lack of interest or appeal for the military (13% youth, 6% community).



Reasons Latin American-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?

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



Q26. Base: Latin American-Canadians Think members of ethnic group less likely to join CAF
Youth 16-34 years (n=146); Community 35 years plus (n=155)

**values under 5% not shown*

Key Subgroup Analysis

Latin American-Canadian youth who feel their ethnic community is less likely to join the Canadian Armed Forces because it is 'hard and needs hard work' include:

- Young men (13%) compared to young women (2%).

Latin American-Canadian community members who are more likely to not know or be unsure as to why they think members of their ethnic community are less likely to join the Canadian Armed Forces include:

- Those who are aged 50+ (13%) compared to those between the ages of 35 and 49 (2%).

Latin American-Canadian community members who are more likely to think the reason their ethnic community are less likely to join the Canadian Armed Forces is because they feel 'family is more important' include:

- Those who feel their Canadian identity is not important (30%) compared to those who feel Canadian identity is very important (2%).
- Those who don't know anyone in the CAF (21%) compared to those who do know someone in the CAF (3%).

Respondents who said they think members of their ethnic group are more likely to join the CAF were asked to share their reasons for this opinion. Few Filipino-Canadians, Black-Canadians or Latin American-Canadians feel that their communities are more likely to join the CAF. Due to the small base size of responses, results regarding the reasons they are more likely to join should be considered directional in nature.

Filipino-Canadians

Filipino-Canadian youth identified good employment opportunities (18%) and the opportunity to serve the country (12%) as top two main reasons they think members of their ethnic community are likely to join the CAF, while Filipino-Canadian community cited good salary/pays well (19%), opportunity to serve the country (12%), is prestigious (12%) and offers good benefits/pension (10%).



Reasons Filipino-Canadians are more likely to join the Canadian Forces

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

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



Q26. Base: Filipino-Canadians Think members of ethnic group more likely to join CAF
Youth 16-34 years (n=42); Community 35 years plus (n=35)

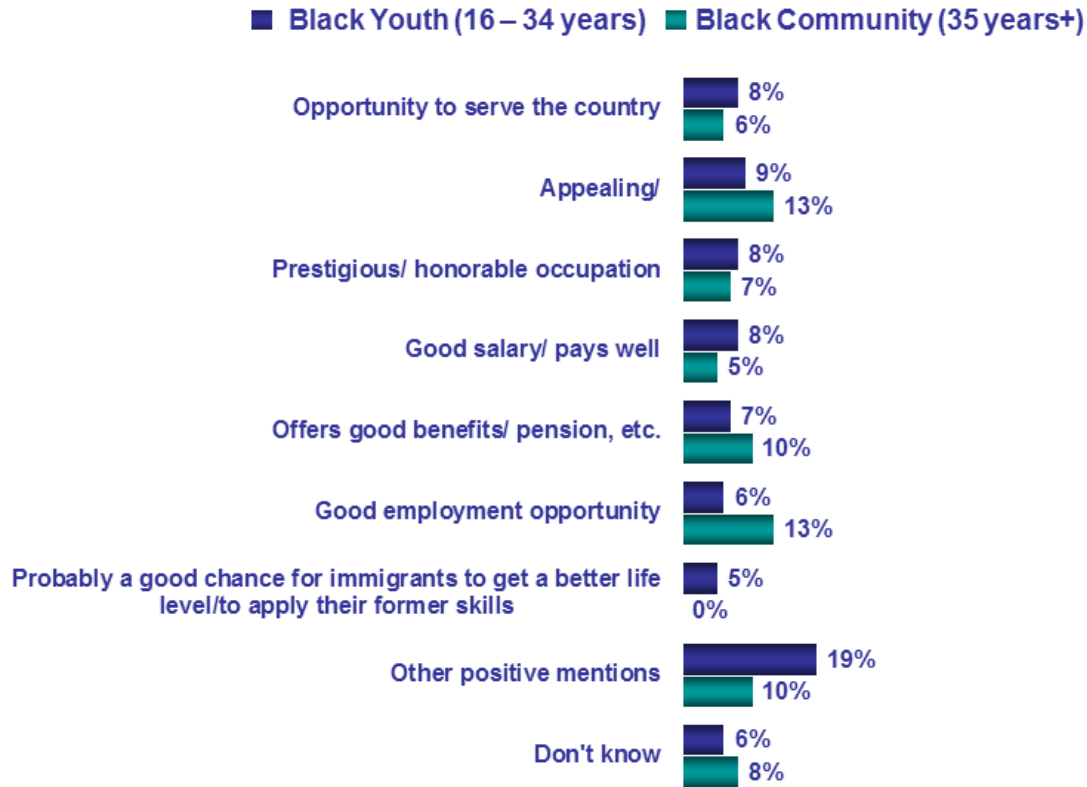
Black-Canadians

Black-Canadian youth and community indicated appeal (9% youth, 13% community), good employment opportunity (6% youth, 13% community), and prestige (8% youth, 7% community) as main reasons why they think members of their ethnic community are likely to join the CAF.



Reasons Black-Canadians are more likely to join the Canadian Forces

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



Q26. Base: Black-Canadians Think members of ethnic group more likely to join CAF
 Youth 16-34 years (n=46); Community 35 years plus (n=49)

Latin American-Canadians

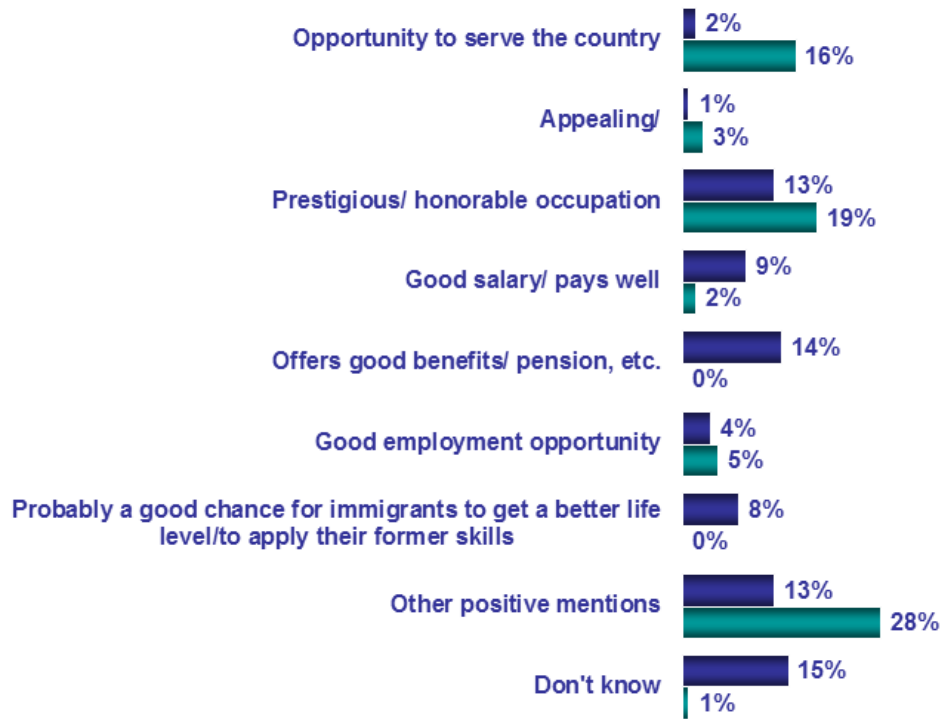
Latin American-Canadian youth cited that a career in the CAF offers good benefits and pension (14%) and that it is a prestigious or honorable occupation (13%) as top reasons for their ethnic community to join. The Latin American-Canadian community included that the CAF is a prestigious or honorable occupation (19%) as a top reason for members of their ethnic community to join the CAF, followed by opportunity to serve the country (16%).



Reasons Latin American-Canadians are more likely to join the Canadian Forces

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

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



Q26. Base: Latin American-Canadians Think members of ethnic group more likely to join CAF
Youth 16-34 years (n=48); Community 35 years plus (n=45)

C. Cultural Communities, Diversity and the Canadian Armed Forces

Respondents were asked whether they agree or disagree with a series of statements on cultural communities, diversity and the CAF.

Three in five Black-Canadian respondents (59%) agree the ethnic make-up of the CAF should be a reflection of the country's population compared to half of Latin American-Canadian respondents (52%).

In terms of the CAF as a positive career choice, Black-Canadian respondents are more likely to agree than Latin American-Canadian respondents that the CAF in some ethnic communities is not seen as a positive career choice (46% Black, 39% Latin American), that a career in the CAF is not viewed as a positive career choice at home (32% Black, 26% Latin American), or as a positive career choice by their ethnic community (30% Black, 21% Latin American).

Filipino-Canadian respondents (55%) are more likely to think that the CAF should be more engaged in their community compared to Black-Canadian (47%) and Latin American-Canadian respondents (43%).

By ethnic origin among the youth, Filipino-Canadian youth (54%) are more likely to think that the CAF should be more engaged in their community compared to Latin American-Canadian (43%) and Black-Canadian youth (39%).

Among community members, the Black-Canadian community respondents are more likely to agree that the ethnic makeup of the CAF should be a reflection of the country's population (59% Black, 55% Filipino-Canadian and Latin American-Canadian 57%) or that in some ethnic communities the CAF is not seen as a positive career choice (50% Black, 40% Filipino, and Latin American-Canadian 42%).

C.1 Filipino Canadians

Half of Filipino-Canadian youth (54%) and three in five Filipino-Canadian community members (59%) agree that the CAF should be more engaged in their community. Most also feel that the ethnic make up of the CAF should be a reflection of the country’s population (49% youth, 59% community)



Cultural communities, diversity and membership in the Canadian Forces- Filipino-Canadians

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

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

% Strongly/Somewhat Agree



Q21. Filipino-Canadians Youth 16-34 years (n=323); Community 35 years plus (n=300)

Key Subgroup Analysis

Filipino-Canadian youth who are familiar with the CAF are more likely to agree with each statement concerning cultural communities, diversity and membership in the CAF.

Filipino-Canadian youth who are more likely to agree with the statement “in some ethnic communities the CAF is not seen as a positive career choice” include:

- Those who are Familiar with the CAF (58%) compared to those who are not familiar with the CAF (38%).

C.2 Black Canadians

The Black-Canadian community are more likely to agree than Black-Canadian youth that the CAF should be more engaged in their community (39% youth, 51% community), and that the ethnic make-up of the CAF should be a reflection of the country's population (48% youth, 66% community).

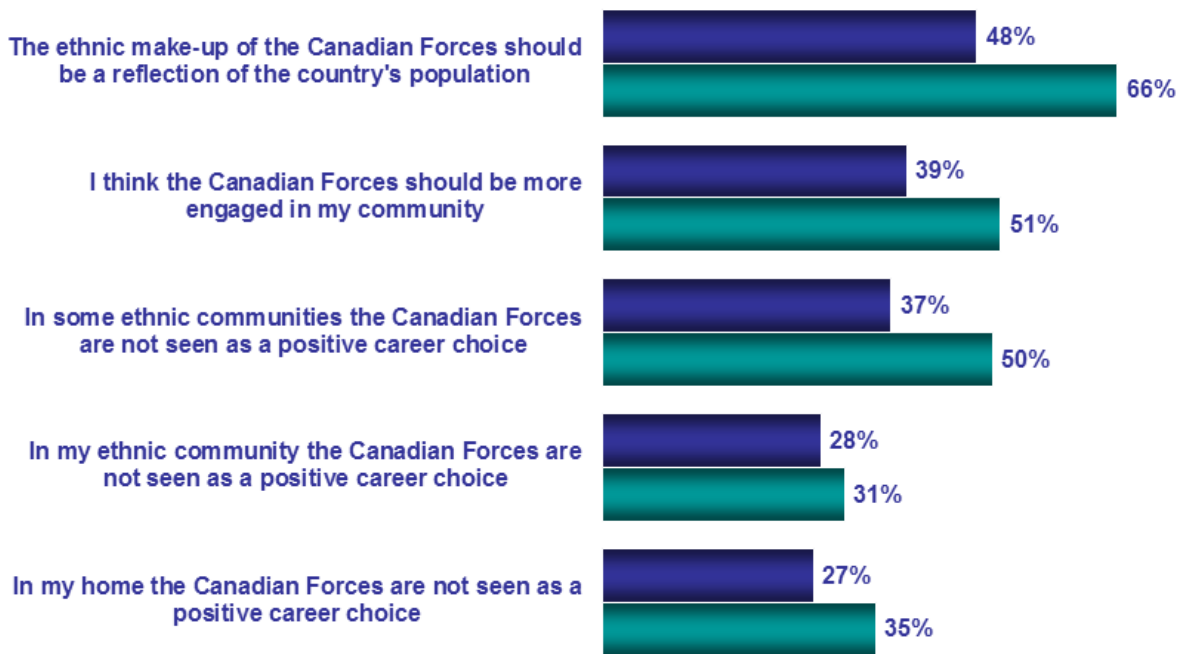


Cultural communities, diversity and membership in the Canadian Forces- Black-Canadians

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

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

% Strongly/Somewhat Agree



Q21. Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)

Ipsos Reid

Key Subgroup Analysis

Black-Canadian youth who are familiar with CAF (61%) and those likely to consider joining (81%) are more likely to agree that the Canadian Armed Forces should be more engaged in their community compared to those who are not familiar (30%) and those unlikely to consider joining the CAF (39%).

Black-Canadian youth who are likely to join CAF are more likely to agree with the statement the Canadian Armed Forces are not seen as a positive career choice in some ethnic communities (55%) as well as their own (41%) compared to those who are not likely to join (35% some ethnic communities, 26% their own).

Black-Canadian youth who feel their ethnic community is very important (61%) and as somewhat important (54%) are more likely to agree with the statement “The ethnic make-up of the Canadian Armed Forces should be a reflection of the country's population” compared to those who don't feel it is important (37%).

Black-Canadian youth who feel their Canadian identity is of low importance (33%) are more likely to agree with the statement “In my home the Canadian Armed Forces are not seen as a positive career choice” compared to those who rate Canadian identity is very important (16%).

Black-Canadian community members who are more likely to agree with the statement “I think the Canadian Armed Forces should be more engaged in my community” include:

- Parents of children 16-34 (59%) compared to those who don't have children this age (45%);
- Those who are likely to recommend joining the CAF (68%) compared to those who are unlikely to recommend joining (48%);
- Those who feel their Religious faith is very important (58%) compared to those who don't feel it is important (43%); and
- Those who feel their Canadian identity is very important (59%) compared to those who don't feel it is important (40%).

Black-Canadian parents of children aged 16-34 (76%) and community members who are familiar with the CAF (74%) are more likely to that the ethnic make-up of the Canadian Armed Forces should be a reflection of the country's population compared to those who don't have children (61%) or are unfamiliar with the CAF (61%)

C.3 Latin American Canadians

Half of Latin American-Canadian youth (52%) and the community (57%) agree that the CAF should be a reflection of the country's population. Community members (48%) were more likely to agree that the CAF should be more engaged in their community compared to youth (43%). Both were in agreement that in some ethnic communities the CAF are not seen as a positive career choice (42% youth, 38% community).

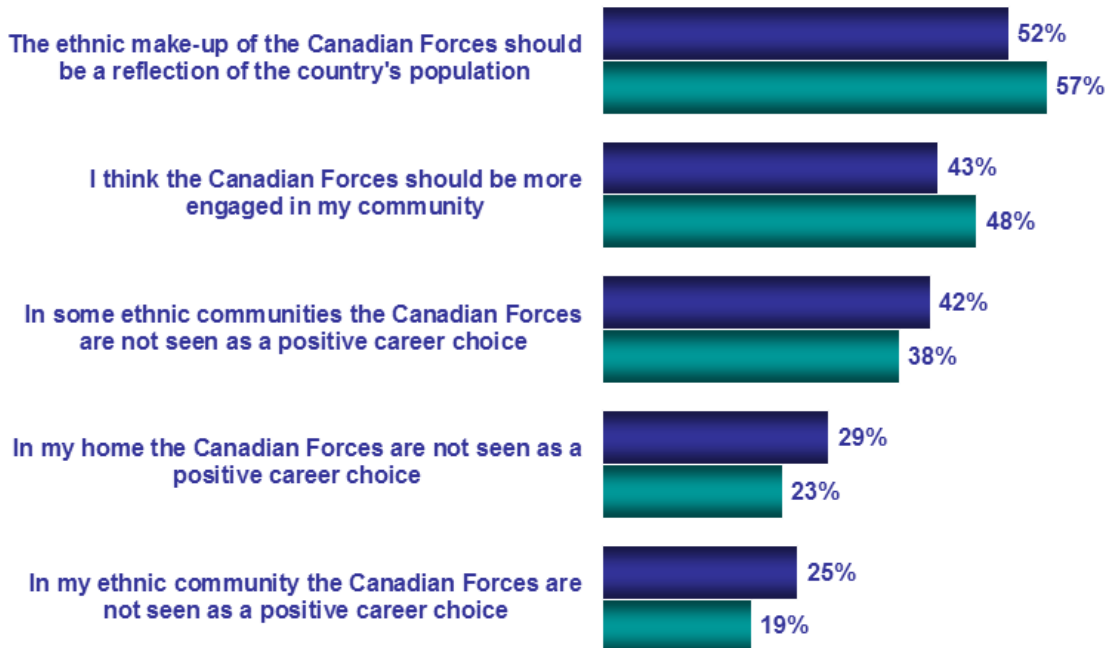


Cultural communities, diversity and membership in the Canadian Forces- Latin American-Canadians

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

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

% Strongly/Somewhat Agree



Q21. Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

Key Subgroup Analysis

Latin American-Canadian youth who are more likely to agree with the statement “The ethnic make-up of the Canadian Armed Forces should be a reflection of the country's population” include:

- Those familiar with the CAF (66%) compared to those unfamiliar (48%);
- Those more likely to consider joining the CAF (82%) compared to those who are unlikely to do so (47%);

- Those who feel their Canadian identity is very important (61%) compared to those who do not feel it is important (43%);
- Those who know someone in CAF (64%) compared to those who don't know anyone in CAF (47%);

Latin American-Canadian youth who are more likely to agree with the statement “I think the Canadian Armed Forces should be more engaged in my community” include:

- Those familiar with the CAF (72%) compared to those unfamiliar (34%);
- Those more likely to consider joining the CAF (78%) compared to those who are unlikely to do so (37%);
- Those who feel their Canadian identity is very important (59%) compared to those who do not feel it is important (31%);
- Those who know someone in CAF (58%) compared to those who don't know anyone in CAF (36%);

Latin American-Canadian youth who are more likely to agree with the statement “In some ethnic communities the Canadian Armed Forces are not seen as a positive career choice” include:

- Those more likely to consider joining the CAF (60%) compared to those who are unlikely to do so (39%);

Latin American-Canadian youth who are likely to join the CAF (44%) are more likely to agree with the statement “In my ethnic community the Canadian Armed Forces are not seen as a positive career choice” compared to those who are unlikely to join the CAF (22%).

Young Latin American-Canadians that know someone in the CAF (40%) are more likely to agree with the statement “In my home the Canadian Armed Forces are not seen as a positive career choice” than those who don't know anyone in the CAF (25%).

Latin American-Canadian community members who are more likely to agree with the statement “The ethnic make-up of the Canadian Armed Forces should be a reflection of the country's population” include:

- Those aged 50+ (67%) compared to those 35-49 (48%);
- Parents (69%) compared to non-parents (50%);
- Those familiar with the CAF (70%) compared to those unfamiliar (51%);
- Those who are likely to recommend joining the CAF (72%) compared to those who are unlikely to do so (53%);
- Those who feel their Canadian identity is very important (74%) and somewhat important (63%) compared to those who feel it is not important (37%);
- Those who know someone in the CAF (74%) compared to those who don't know anyone in the CAF (47%);

Latin American-Canadian community members who are more likely to agree with the statement “I think the Canadian Armed Forces should be more engaged in my community” include:

- Parents (56%) compared to non-parents (43%);

- Those who are likely to recommend joining the CAF (74%) compared to those who are unlikely to do so (42%);
- Those who feel their Canadian identity is very important (58%) compared to those who feel it is somewhat important (55%) and those who feel it is not important (33%);
- Those who know someone in the CAF (60%) compared to those who don't know anyone in the CAF (42%);

Latin American-Canadian community members who are more likely to agree with the statement “In some ethnic communities the Canadian Armed Forces are not seen as a positive career choice” include:

- Those familiar with the CAF (56%) compared to those unfamiliar (35%);
- Those who feel their Canadian identity is very important (55%) compared to those who feel it is not important (28%);
- Those who know someone in the CAF (55%) compared to those who **don't** know anyone in the CAF (35%);

Latin American-Canadian community members who know someone in the CAF (35%) are more likely to agree with the statement “In my home the Canadian Armed Forces are not seen as a positive career choice” compared to those who don't know anyone in the CAF (17%).

D. Connection to city, cultural community and Canada

Respondents were asked to indicate how closely connected they feel to their cultural community, their city and Canada.

Filipino-Canadian respondents are more likely to agree that they feel more closely connected to their city than to Canada (40% Filipino, Black-Canadian 32% and Latin American-Canadian 25%), and that they feel more closely related to their ethnic community than they do Canada (28% Filipino, 19% Latin American).

This trend continues among the community respondents. By ethnic origin, the Filipino-Canadian community (38%) and the Black-Canadian community (30%) are significantly more likely to agree that they identify more with their city than they do Canada compared to Latin American-Canadian community (22%). In addition the Filipino-Canadian community (23%) is more likely to feel more closely connected to their ethnic community than they do Canada compared to the Latin American-Canadian community (12%) and the Black-Canadian community (19%).

Filipino-Canadian youth (44%) and Black-Canadian youth (42%) are also more likely to agree that they feel closer to their city than they do Canada compared to Latin American-Canadian youth (35%).

D.1 Filipino Canadians

Filipino-Canadian youth are more likely than community members to feel closely connected to their city (42% youth, 38% community) and ethnic community (38% youth, 23% community) than they do Canada.



Sense of connection to city, cultural community and Canada- Filipino-Canadians

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

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

% Strongly/Somewhat Agree



Q21. Filipino-Canadians Youth 16-34 years (n=323); Community 35 years plus (n=300)

Key Subgroup Analysis

Filipino-Canadian community members who are more likely to agree with the statement “I feel more closely connected to my ethnic community than I do to Canada” include:

- Those aged 35-49 (30%) compared to those 50+ (12%);
- Those who don’t have children (30%) compared to those who are parents (11%).

Filipino-Canadian community members who are more likely to agree with the statement “The ethnic make-up of the Canadian Armed Forces should be a reflection of the country's population” include:

- Those who feel their Canadian identity is very important (77%) compared to those who rate Canadian identity as somewhat important (45%) and who don't feel it is important (50%).

Filipino-Canadian community members who are more likely to agree with the statement “I feel more closely connected to my city than I do to Canada” include:

- Those who know someone in the CAF (53%) compared to those who don't have a relationship (31%).

D.2 Black Canadians

Black-Canadian youth are also more likely than community respondents to feel closely connected to their city (37% youth, 30% community) and their ethnic community (30% youth, 19% community) than they do Canada.



Sense of connection to city, cultural community and Canada- Black-Canadians

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

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

% Strongly/Somewhat Agree



Q21. Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)

Ipsos Reid

Key Subgroup Analysis

Black-Canadian youth who are likely to join CAF (51%) are more likely to agree with the statement “I feel more closely connected to my city than I do to Canada” compared to those who are not likely to join (35%).

Black-Canadian youth who feel their Canadian identity has low importance (0-6: 37%) are more likely to agree with the statement “I feel more closely connected to my ethnic community than I do to Canada” compared to those who rate Canadian identity is very important (9-10: 14%).

Black-Canadian community members who are more likely to agree with the statement “I feel more closely connected to my city than I do to Canada” include:

- Those aged 35-49 (35%) compared to those 50+ (23%);

Members of the Black-Canadian community who are more likely to agree with the statement “I feel more closely connected to my ethnic community than I do to Canada” include:

- Parents with sons (23%) compared to those with daughters (6%); and
- Those who are likely to recommend joining the CAF (27%) compared to those who are not likely to recommend the CAF (17%).

D.3 Latin American Canadian

Similarly, Latin American-Canadian youth are also more likely to feel closely connected to their city (35% youth, 22% community) and their ethnic community (27% youth, 12% community) than they do Canada.



Sense of connection to city, cultural community and Canada- Latin American-Canadians

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

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

% Strongly/Somewhat Agree



Q21. Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

Key Subgroup Analysis

Latin American-Canadian youth who are familiar with the CAF (53%) are more likely to agree with the statement “I feel more closely connected to my city than I do to Canada” compared to those who are unfamiliar (30%).

Young Latin American-Canadians that know someone in the CAF (54%) are more likely to agree with the statement “I feel more closely connected to my city than I do to Canada” than those who don’t know anyone in the CAF (27%).

Members of the Latin American-Canadian community who are likely to recommend a career in the CAF (22%) are more likely to agree with the statement “I feel more closely connected to my ethnic community than I do to Canada” than those who are not likely to recommend it (9%).

Latin American-Canadian community members who know someone in the CAF (34%) are more likely to agree with the statement “I feel more closely connected to my city than I do to Canada” compared to those who don’t know anyone in the CAF (15%).

E. Importance of aspects of cultural identity

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

Filipino-Canadian (36%) and Black-Canadian (34%) respondents were significantly more likely to indicate religious faith as very important in defining the cultural identity compared to Latin American-Canadians (19%). Black-Canadian respondents were significantly more likely to indicate ethnic community (28%) and Canadian identity (36%) as very important compared to Filipino-Canadian respondents (17% and 28% respectively).

Although there are no notable significant differences between the Filipino-Canadian, Black-Canadian and Latin American-Canadian youth, there are significant differences between the Filipino-Canadian, Black-Canadian and Latin American-Canadian community members. Filipino-Canadian community (42%) and Black-Canadian community (37%) respondents were more likely to choose religious faith as very important to their identity compared to Latin American-Canadians (20%). Black-Canadian community respondents were also more likely to select ethnic community (31%) and Canadian identity (44%) as very important compared to Filipino-Canadian community (18% and 36%).

E.1 Filipino Canadians

Two in three (65%) Filipino-Canadian youth indicate that their Canadian identity is important and one in four (26%) feel it is very important (compared to 5% who indicate it is not), while three in five Filipino-Canadian youth see their ethnic community (64%) and religious faith as important (64%). Members of the Filipino-Canadian community were more likely to say that their religious faith (68%) was important and half considered both Canadian identity (57%) and ethnic community (51%) as important.



Importance of aspects of cultural identity- Filipino-Canadians

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.

Filipino Youth (16 – 34 years)

■ Very Important (9-10) ■ Important (7-8) ■ Neutral (4-6) ■ Not important (2-3) ■ Not at all important (0-1)



Religious faith



Canadian identity



Ethnic community



*values under 3% not labeled

Q29. Filipino-Canadians Youth 16-34 years (n=323); Community 35 years plus (n=300)

E.2 Black Canadians

Three in five Black-Canadian youth indicated that ethnic community (56%), religious faith (54%) and Canadian identity (52%) were important in one's cultural identity. Seven in ten members of the Black-Canadian community rated Canadian identity (65%), six in ten rated religious faith (56%) and ethnic community (54%) as important.

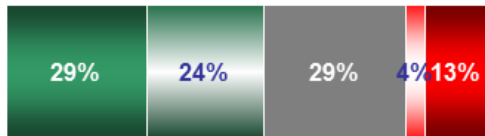


Importance of aspects of cultural identity- Black-Canadians

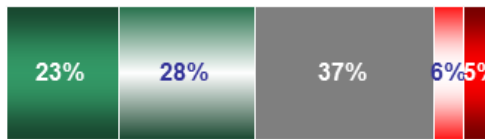
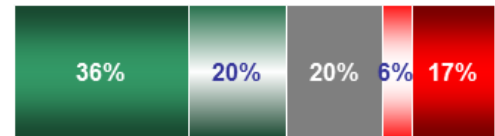
Religious faith (if any), ethnic origins and Canadian identity are each aspects of one's cultural identity. Using the boxes below, please rate the importance of each aspect of your cultural identity on a scale of 0 to 10, where 0 means not at all important and 10 means very important.

Black Youth (16 – 34 years)

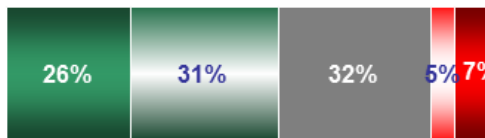
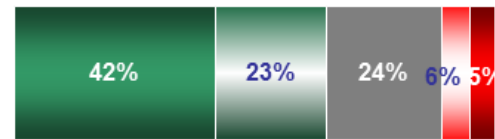
■ Very Important (9-10) ■ Important (7-8) ■ Neutral (4-6) ■ Not important (2-3) ■ Not at all important (0-1)



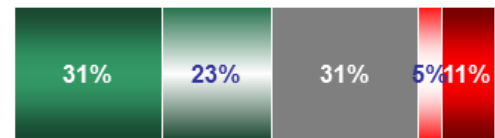
Religious faith



Canadian identity



Ethnic community



*values under 3% not labeled

Q29. Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)

E.3 Latin American-Canadian

Two in five Latin American-Canadian youth rated Canadian identity (56%) and ethnic community (55%) as important to one's cultural identity while almost half (45%) consider religious faith as important. Community members highly rated Canadian identity (62%) as important followed distantly by ethnic community (48%) and religious faith (45%).



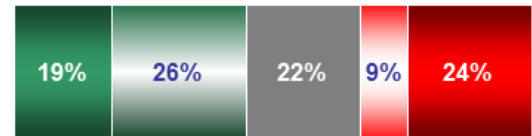
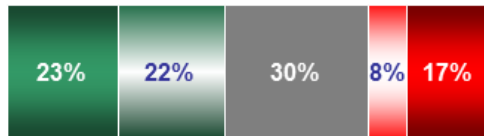
Importance of aspects of cultural identity- Latin American-Canadians

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.

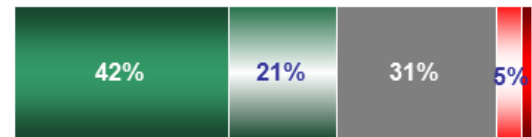
Latin American Youth (16 – 34 years)

Latin American Community (35 years+)

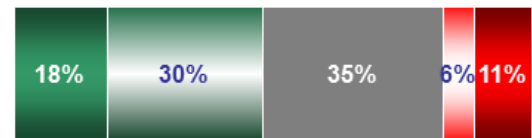
■ Very Important (9-10) ■ Important (7-8) ■ Neutral (4-6) ■ Not important (2-3) ■ Not at all important (0-1)



Religious faith



Canadian identity



Ethnic community

**values under 3% not labeled*

Q29.Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

F. Effectiveness of Methods of Reaching the Black-, Filipino- and Latin American-Canadian Communities

The respondents were asked to rate the effectiveness of several means by which the CAF could reach out to their communities with messages about the CAF.

Among those tested, involving members of their ethnic community who are current members of the CAF in recruitment methods is viewed as the most effective means of reaching ethnic communities with messages about the CAF. This is highest among the Filipino-Canadian community (85%), the Black-Canadian community (82%), and the Latin American-Canadian community members (82%) compared to youth (Filipino 80%, Black 71%, Latin American 74%).

Black-Canadian respondents and Filipino-Canadian respondents were more likely to agree that to improve recruiting efforts and reach members of their ethnic communities they should include ethnic community members who were part of the CAF and have gone on to be successful outside the Forces (75% Black, 73% Filipino, 68% Latin American) or involving members of their ethnic community who are high ranking members of the CAF (73% Black, 72% Filipino, 67% Latin American). Filipino-Canadian respondents were more likely to feel communicating in languages other than English or French is a more effective means for recruitment (72%) compared to Black-Canadian respondents (63%) and Latin American-Canadian respondents (68%).

Filipino-Canadian youth were more likely to consider communicating in languages other than English (76% Filipino, 54% Black, 62% Latin American), involving community members who are high ranking (76% Filipino, 62% Black, 63% Latin American), taking part in cultural events that are important to their ethnic community (74% Filipino, 62% Black, 63% Latin American) and involving members of the community who were members of the CAF and have gone on to become successful outside of the Forces (74% Filipino, 60% Black, 61% Latin American) as most effective means of reaching their ethnic communities with messages about the CAF.

Black-Canadian community respondents' are more likely to consider involving members of their ethnic community who were members of the CAF and have gone on to become successful outside the forces (81% Black, 77% Filipino, 77% Latin American), as well as involving members of their ethnic community who are high ranking members of the CAF (81% Black, 74% Filipino, 74% Latin American) as most effective.

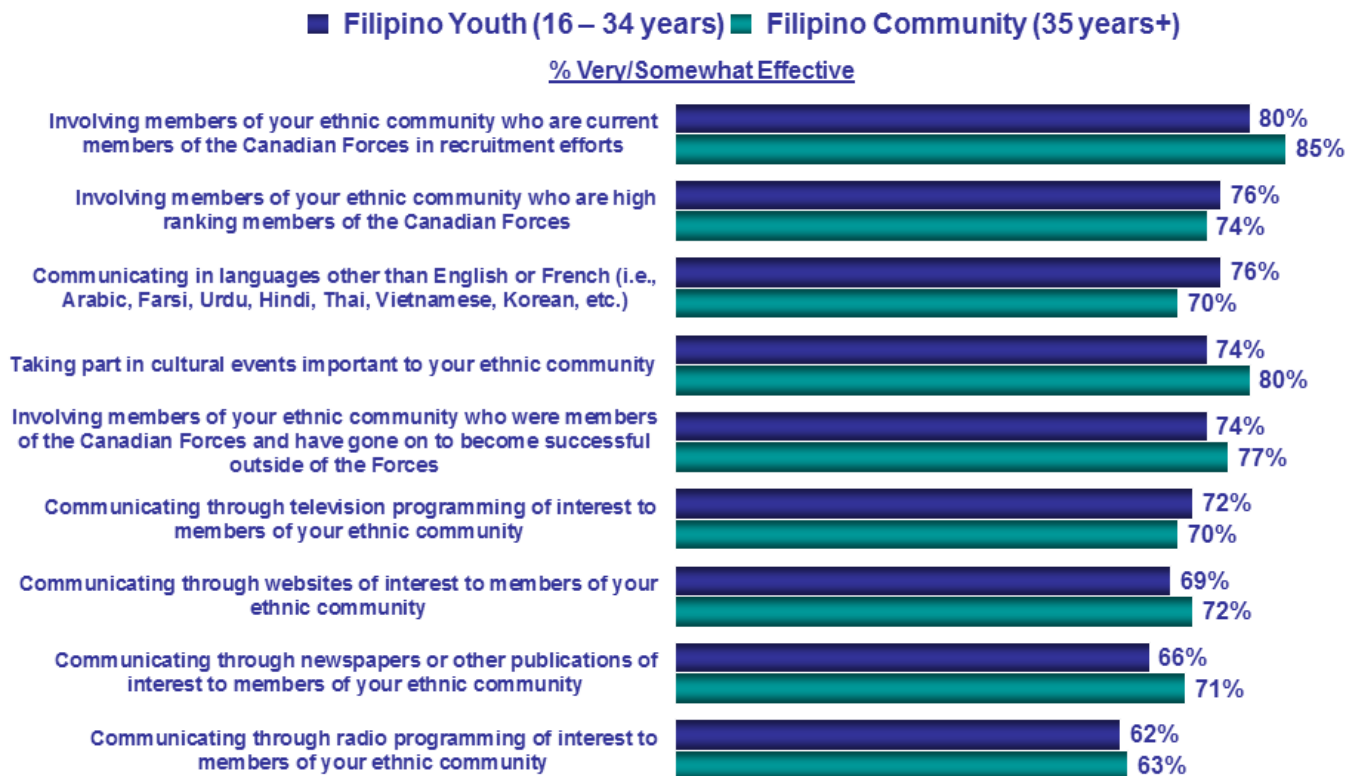
F.1 Filipino-Canadians

Filipino-Canadian youth and community members differed in rating communicating in languages other than English or French as an effective means (76% youth, 70% community). Both youth (80%) and community (85%) respondents had the same highest preference which was involving members of their ethnic community who are current members of the CAF in recruitment efforts.



Effectiveness of methods of reaching the Filipino-Canadian community

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



Q28. Filipino-Canadian Youth 16-34 years (n=323); Community 35 years plus (n=300)

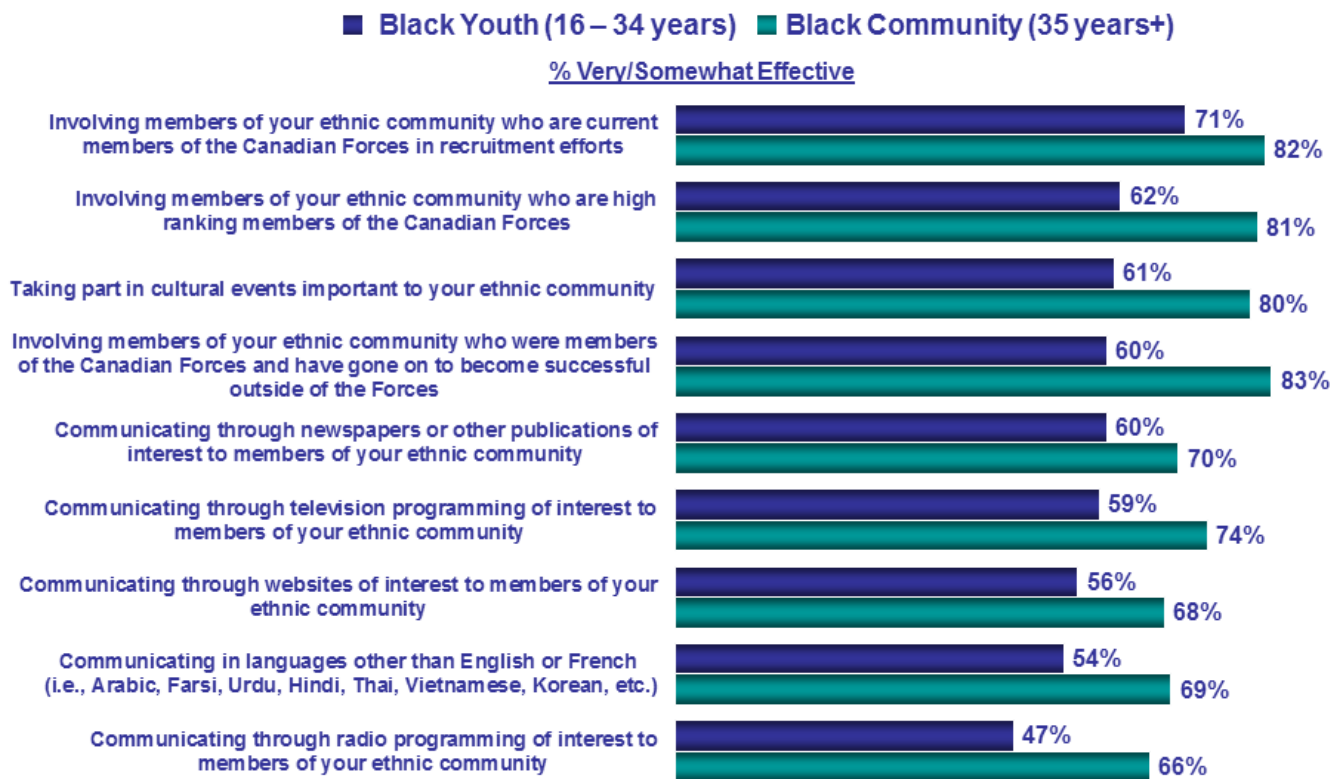
F.2 Black-Canadians

Black-Canadian youth and community respondents were not aligned in rating the effectiveness of means used to reach Black-Canadian communities with messages about the CAF. The youth's most effective means was involving members of the community who are current members of the CAF in recruitment efforts (71%), while the community's most preferred means was involving members of their ethnic community who were members of the CAF and have gone on to become successful outside the Forces (83%).



Effectiveness of methods of reaching the Black-Canadian community

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



Q28. Black-Canadian Youth 16-34 years (n=375); Community 35 years plus (n=323)

F.3 Latin Americans

Latin American-Canadian youth and community respondents were also not aligned in rating the effectiveness of means used to reach their ethnic community with messages about the CAF. The youth's most effective means was involving members of the community who are current members of the CAF in recruitment efforts (74%), while the community's most preferred means was taking part in cultural events important to the Latin American-Canadian community (84%).



Effectiveness of methods of reaching the Latin American-Canadian community

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

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

% Very/Somewhat Effective



Q28. Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

4. Views on the Prestige of Educational Institutions

Respondents were provided with a list of institutions, including the Royal Military College of Canada, and were asked to rate how prestigious they perceived them to be. The institutions were designed to reflect a geographically diverse slate of institutions (i.e., including examples from Eastern and Western Canada), and to include key military institutions in Canada and the U.S. (namely the Royal Military Colledge, West Pont and Annapolis). This allows for a comparison between the Royal Military College of Canada and civilian universities' results.

For Royal Military College of Canada in particular, Filipino-Canadian youth (39%) are more likely to consider it prestigious followed closely by Latin American-Canadian youth (34%) and Black-Canadian youth (34%).

Half (50%) of the Black-Canadian community, two in five Filipino-Canadian community members (40%) and Latin American-Canadian community (41%) viewed the Royal Military College of Canada as prestigious.

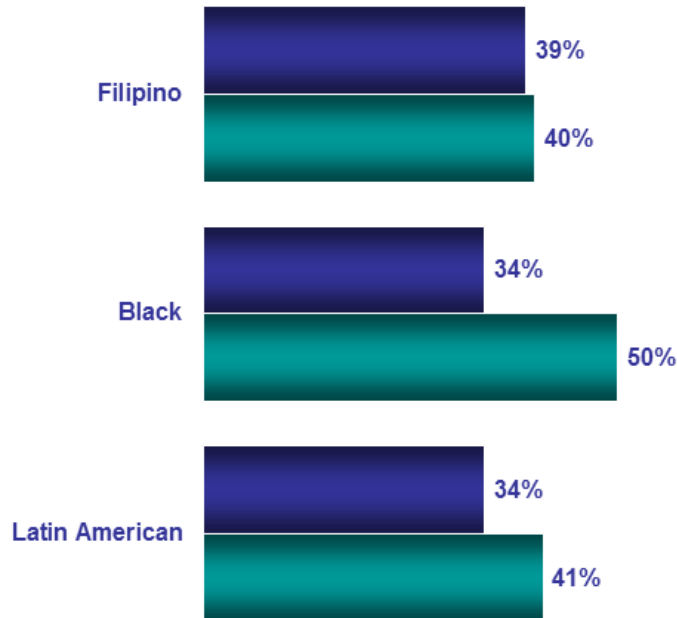


Views on the prestige of the Royal Military College of Canada

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



Q24. Black- Filipino- and Latin American-Canadians Youth 16-34 years (n=965); Community 35 years plus (n=873)

Key Subgroup Analysis

Filipino-Canadian youth who are more likely to consider the Royal Military College of Canada to be very or somewhat prestigious include:

- Young men (47%) compared to young women (33%);
- Those aged 25 to 34 (47%) compared to those aged 16 to 24 (31%); and
- Those who are familiar with the CAF (51%) compared to those who are not familiar (34%).

Black-Canadian youth who are more likely to consider the Royal Military College of Canada to be very or somewhat prestigious include:

- Young men (41%) compared to young women (27%); and
- Those more likely to consider joining the CAF (69%) compared to those who are unlikely to do so (29%).

Latin American-Canadian youth who are more likely to consider the Royal Military College of Canada Point to be very or somewhat prestigious include:

- Those who are familiar with the CAF (58%) compared to those who are unfamiliar (25%);
- Those more likely to consider joining the CAF (58%) compared to those who are unlikely to do so (29%); and
- Those who know someone in the CAF (45%) compared to those who don't know anyone in the CAF (28%).

A.1 Filipino-Canadians

Filipino-Canadian youth are more likely to rate the University of British Columbia as the most prestigious (72% Filipino-Canadian youth, 57% Latin American-Canadian youth and 54% Black-Canadian youth) which was the same case with Filipino-Canadian community (68% Filipino-Canadian community, 60% Latin American-Canadian community, 57% Black-Canadian community).

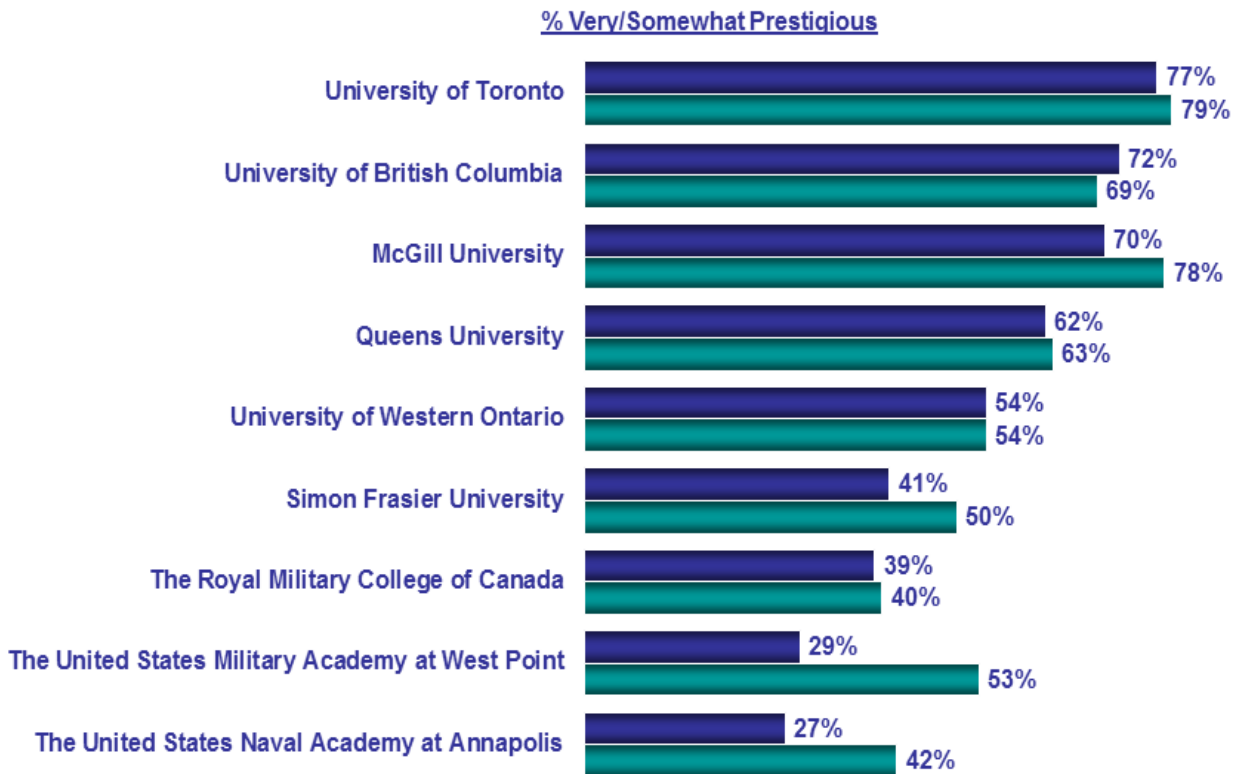
Filipino-Canadian youth (77%) and community (79%) considered the University of Toronto as most prestigious. University of British Columbia (72%) was the second most prestigious for youth while the community considered McGill University (78%) as the second most prestigious. The prestige ratings of The Royal Military College of Canada are similar between the youth (39%) and community (40%) respondents.



Views on the prestige of educational institutions- Filipino-Canadians

How prestigious do you consider the following institutions to be?

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



Q24. Filipino-Canadians Youth 16-34 years (n=323); Community 35 years plus (n=300)

Key Subgroup Analysis

Young Filipino-Canadian men are more likely to consider Simon Fraser University (49%), The United States Military Academy at West Point (40%), and The United States Military Academy at Annapolis (41%) to be very or somewhat prestigious than young Filipino-Canadian women (34%, 19%, and 15%, respectively).

Young Filipino-Canadians who feel their ethnic community is very important are more likely to consider Queen's University (76%) and The United States Military Academy at West Point (44%) to be very or somewhat prestigious than those who feel their Ethnic community is somewhat important (53% and 23%, respectively).

Filipino-Canadian youth who feel their Canadian identity is very important are more likely (86%) to consider the University of Toronto to be very or somewhat prestigious than Filipino-Canadian youth who don't feel their Canadian identity is important (69%).

Filipino-Canadian community members who are not parents (48%) are more likely to consider The Royal Military College of Canada to be very or somewhat prestigious than parents of from Filipino-Canadian community (26%).

Filipino-Canadian community members who feel their Canadian identity is very important are more likely to consider the United States Military Academy at West Point (67%) and The Royal Military College of Canada (53%) to be very or somewhat prestigious than Filipino-Canadian community members who don't feel their Canadian identity is important (39% and 32% respectively).

A.2 The Black-Canadian

The Black-Canadian community considered McGill University as most prestigious (81%), while the Black-Canadian youth considered it to be secondary to the University of Toronto (66% and 73% respectively) (. There was also a substantial difference between youth and community in the rating of The United States Military Academy at West Point (26% youth, 56% community). Older Black-Canadians (50%) considered The Royal Military College of Canada more prestigious than young Black-Canadians (34%).

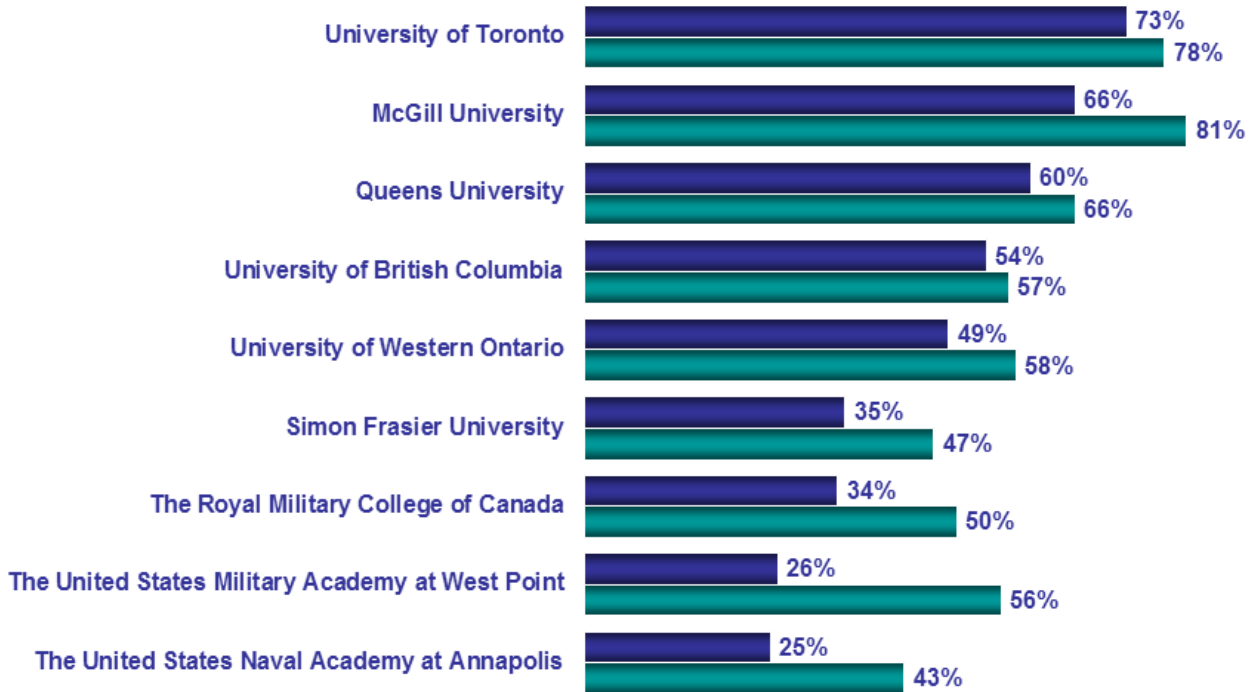


Views on the prestige of educational institutions- Black-Canadians

How prestigious do you consider the following institutions to be?

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

% Very/Somewhat Prestigious



Q24. Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)

Key Subgroup Analysis

Young Black-Canadian men (43%) are more likely to consider the Simon Fraser University to be very or somewhat prestigious than young women (27%).

Black-Canadian youth between the ages of 16 and 24 (73%) are more likely to consider McGill University to be very or somewhat prestigious than those aged 25-34 (59%).

Black-Canadian youth who are likely to consider joining the CAF (81%) are also more likely to consider McGill University to be very or somewhat prestigious than those who are unlikely to join (65%).

Parents in the Black-Canadian community (88%) are more likely to consider McGill University to be very or somewhat prestigious than community members who are not parents (76%).

Black-Canadian community members who are familiar with the CAF (75%) are more likely to find Queens University to be very or somewhat prestigious than those who are unfamiliar (60%).

A.3 Latin American

Seven in ten Latin American-Canadian youth (70%) and four in five Latin American-Canadian community members (85%) rank McGill University as most prestigious. There was a much smaller difference between the Latin American-Canadian youth and community in the prestige ratings of The Royal Military College of Canada (34% youth, 41% community).

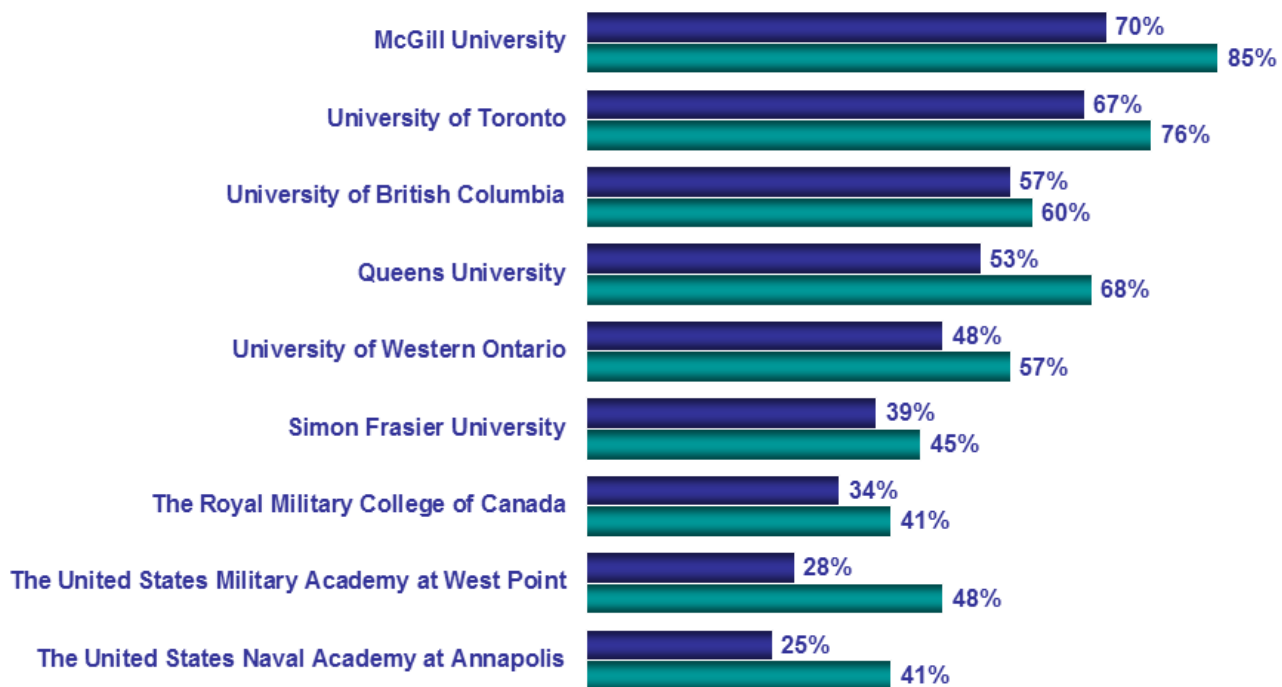


Views on the prestige of educational institutions- Latin American-Canadians

How prestigious do you consider the following institutions to be?

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

% Very/Somewhat Prestigious



Q24. Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

Key Subgroup Analysis

Latin American-Canadian youth who are likely to consider joining the CAF (76%) are also more likely to consider the University of British Columbia to be very or somewhat prestigious than those who are unlikely to join (53%).

Members of the Latin American-Canadian community who feel their Canadian identity is very important are more likely to consider McGill University (91%) and University of Toronto (82%) to be very or somewhat prestigious than those who feel their Canadian identity is not important (79% and 67% respectively).

5. Familiarity with the Canadian Armed Forces

A. Exposure to the Canadian Armed Forces

Respondents were asked if they had seen, heard or read anything about the CAF or the Canadian Military in the past year. Results reveal that among all three groups, exposure to the CAF is higher among community members than youth, with roughly one in three youth in each group answering in the affirmative.

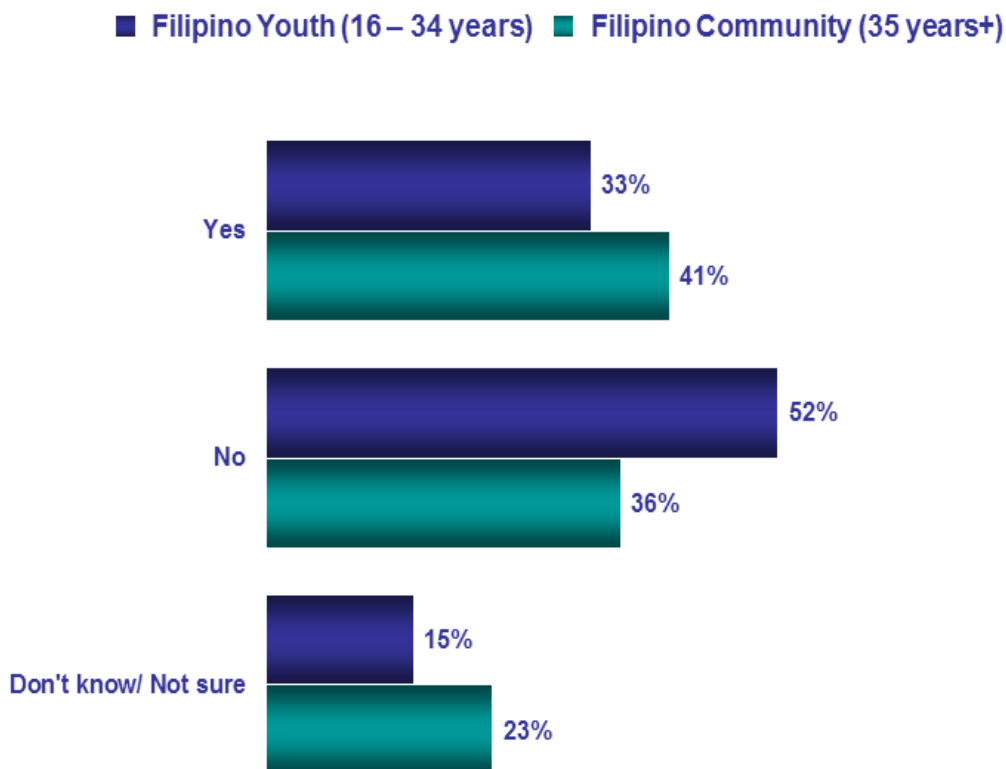
A.1 Filipino-Canadian

Filipino-Canadian youth are less likely than their counterparts in the community to say they have seen, heard or read anything about the CAF in the last year (33% youth, 41% community).



Exposure to Canadian Forces in past year- Filipino-Canadians

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



Q9. Base: Filipino-Canadians Youth 16-34 years (n=323); Community 35 years plus (n=300)

Key Subgroup Analysis

Filipino-Canadian youth more likely to have been exposed to Canadian Armed Forces include those aged 16-24 (43%) compared to those aged 25-34 (24%).

Filipino-Canadian community members more likely to have been exposed to Canadian Armed Forces include:

- Those aged 50+ (60%) compared to those aged 35-49 (29%); and
- Those who are familiar with the CAF (66%) compared to those unfamiliar (32%).

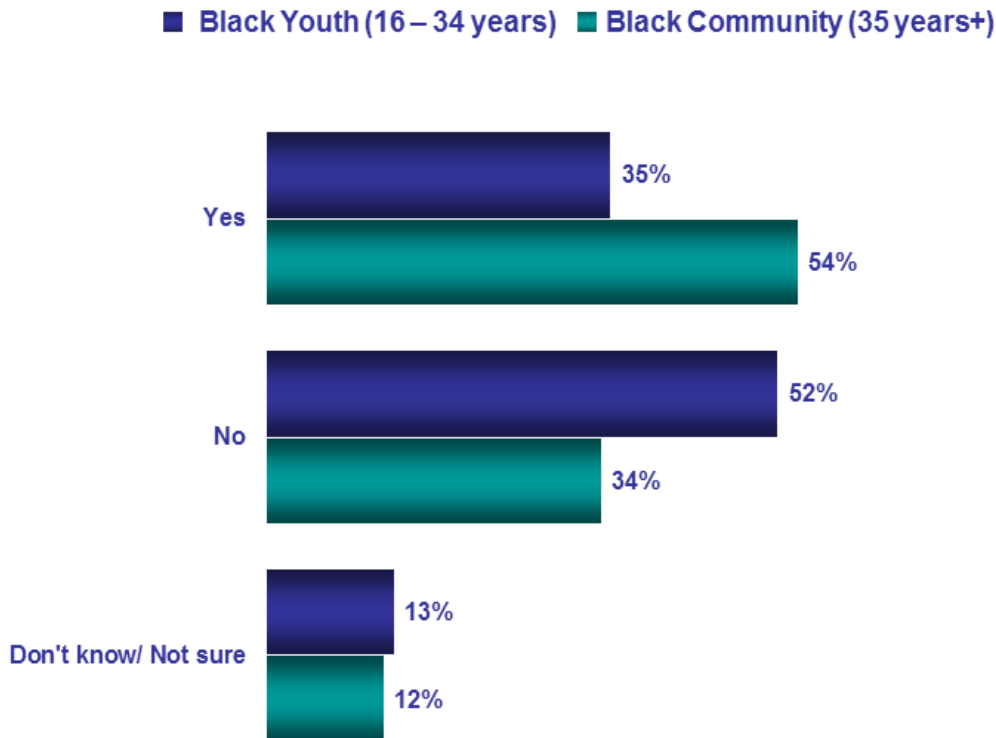
A.2 Black-Canadians

Among Black-Canadians, exposure to the CAF in the past year is somewhat higher among the community (54%) than youth (35%).



Exposure to Canadian Forces in past year- Black-Canadians

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



Q9. Base: Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)

Key Subgroup Analysis

Black-Canadian youth who are more likely to have been exposed to Canadian Armed Forces in the past year include:

- Those aged 16-24 (44%) compared to those 25-34 (26%);
- Those who are familiar with the CAF (57%) compared to those unfamiliar (27%);
- Those who are likely to join the CAF (56%) compared to those who are unlikely to do so (33%); and
- Those who know someone in the CAF (49%) compared to those who don't know anyone in the CAF (30%).

Black-Canadian community members who are more likely to have been exposed to Canadian Armed Forces in the past year include:

- Those aged 50+ (71%) compared to those 35-49 (40%);
- Parents (64%) compared to non-parents (47%);
- Those who have children aged 25-34 (80%) compared to those with children 16-24 (60%); and
- Those who know someone in the CAF (67%) compared to those who don't know anyone in the CAF (45%).

A.3 Latin American-Canadian

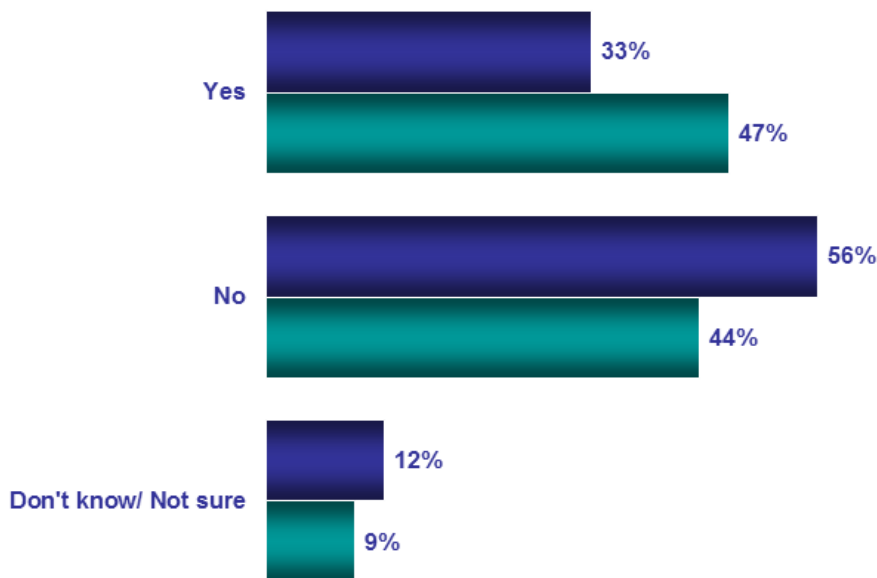
The trend of increased exposure to the CAF among community members is found to continue among Latin American-Canadian respondents, two in five (44%) of whom say they have seen, heard or read about the military in the past year (compared to 33% of youth).



Exposure to Canadian Forces in past year- Latin American-Canadians

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

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



Q9. Base: Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

Key Subgroup Analysis

Latin American-Canadian youth who are more likely to have been exposed to Canadian Armed Forces in the past year include:

- Those who are familiar with the CAF (54%) compared to those unfamiliar (26%);
- Likely to consider joining the CAF (59%) compared to those who are unlikely to do so (28%); and
- Those who know someone in the CAF (59%) compared to those who don't know anyone in the CAF (21%).

Latin American-Canadian community members who are more likely to have been exposed to Canadian Armed Forces in the past year include:

- Those aged 50+ (60%) compared to those 35-49 (36%);
- Parents (63%) compared to non-parents (39%);
- Those who are familiar with the CAF (72%) compared to those unfamiliar (35%);
- Likely to recommend joining the CAF (68%) compared to those who are unlikely to do so (45%); and
- Those who know someone in the CAF (66%) compared to those who don't know anyone in the CAF (36%).

B. Specific Recollections about the Canadian Armed Forces

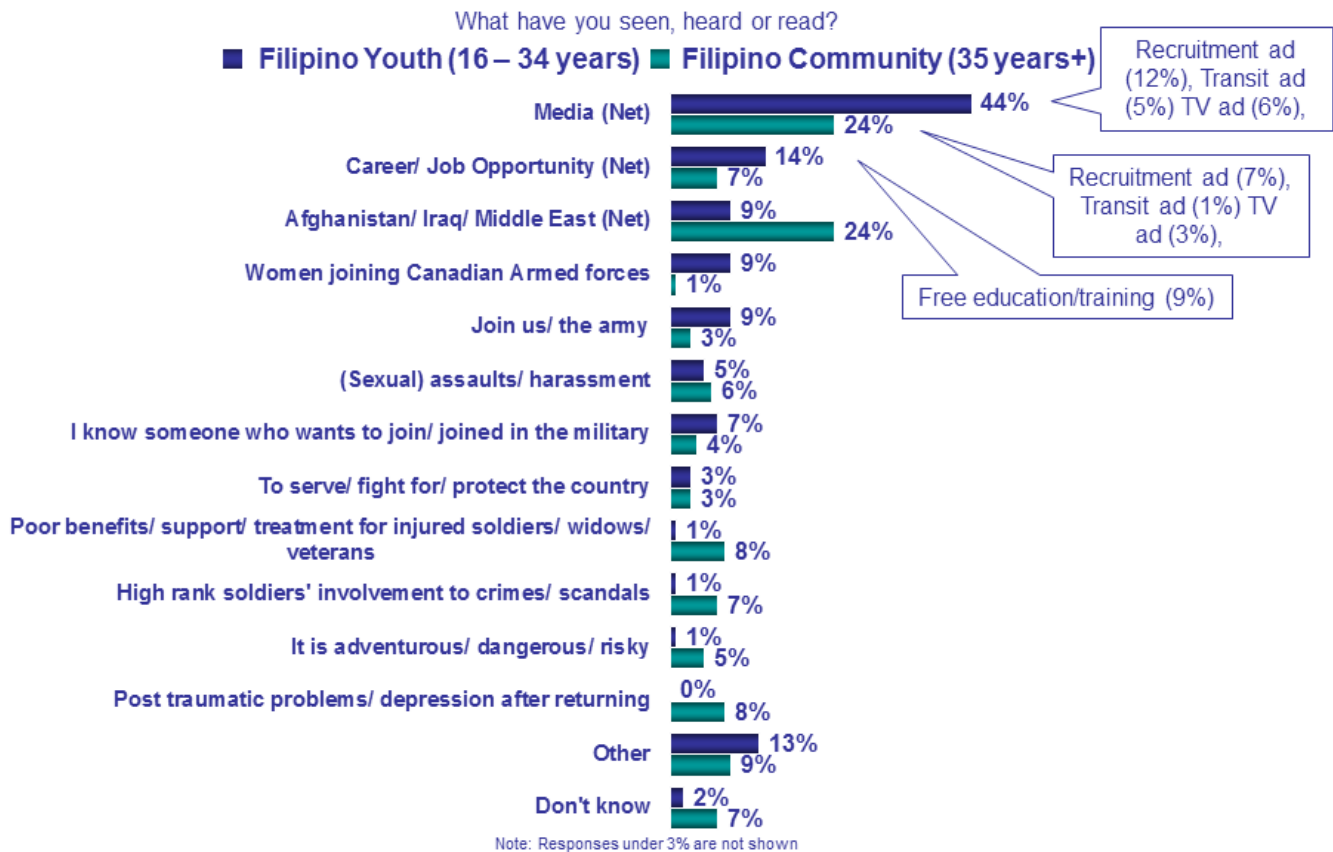
Respondents who said they had been exposed to the CAF were asked to specify what they had seen, heard or read. Recruitment and TV ads are the most commonly recalled source of information by and, to a lesser extent, community members in all three ethnic groups. It is worth noting that these questions were asked at a point in the survey after respondents answered several questions about career choices available to young people. While there were no direct questions about military issues, the military was included among the possible career choices and could have influenced the responses to this question.

B.1 Filipino-Canadians

Nearly one in two Filipino-Canadian youth (44%) and one in four community members (24%) say they recall hearing about the CAF via the media, including TV, and transit and recruitment ads. Respondents are far less likely to recall seeing, hearing or reading about a career or job opportunity in the CAF (14% youth, 7% community). Filipino-Canadian community members (24%) are more likely than Filipino-Canadian youth (9%) to mention they have heard about Canadian military involvement in the Middle East.



Specific recollections about the Canadian Forces- Filipino-Canadians



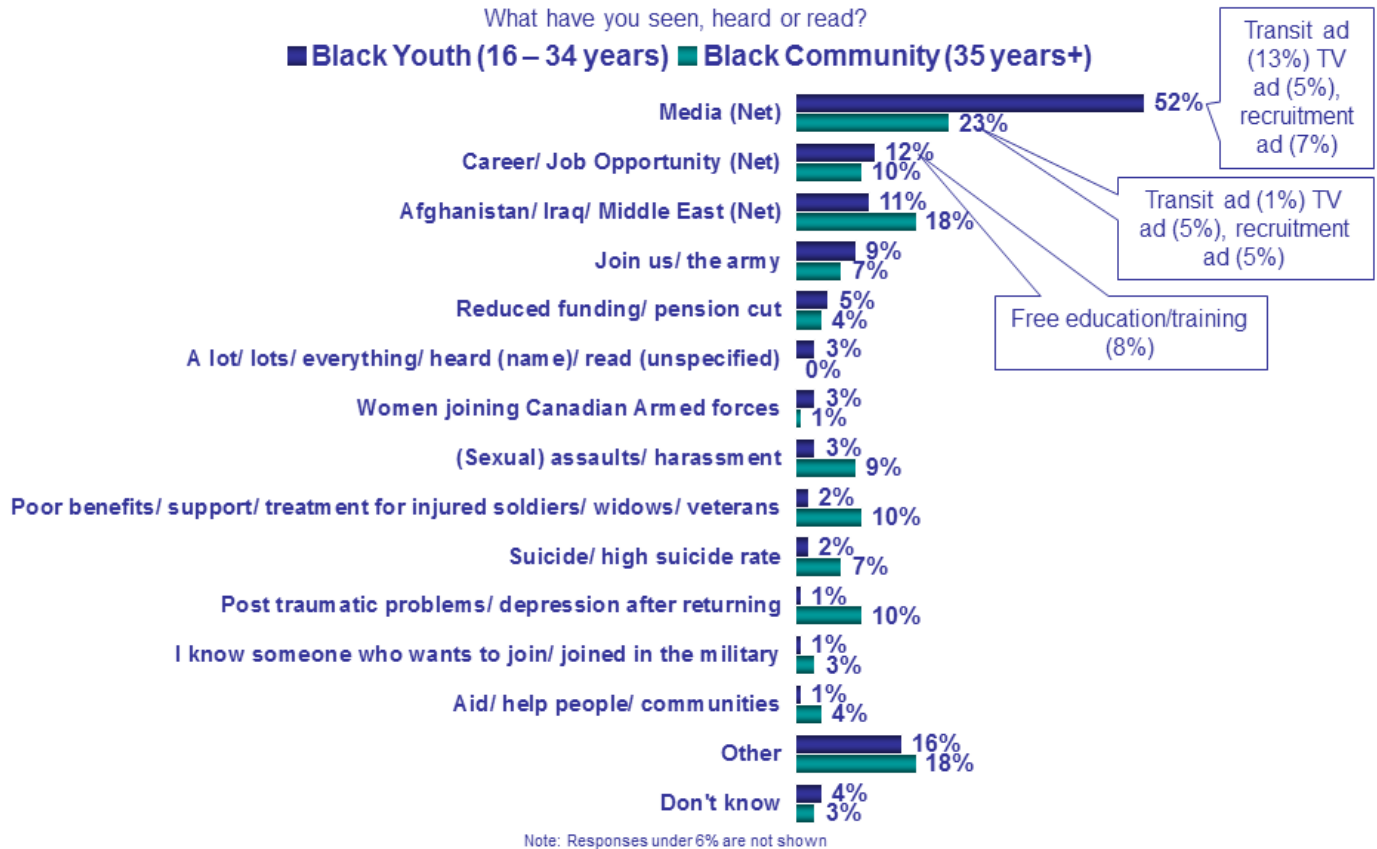
Q10. Filipino-Canadians Have seen, heard, or read something about the Canadian Forces in the past year
Youth 16-34 years (n=100); Community 35 years plus (n=87)

B.2 Black-Canadians

Similar results are seen among Black-Canadians, with half (52%) of youth and one in five (23%) community members recalling having heard, seen or read about the CAF in the media. Again, career/job opportunities (12%) and military involvement in the Middle East (11%) were mentioned by roughly one in ten youth (compared to a respective 10% and 18% of community members).



Specific recollections about the Canadian Forces-Black-Canadians



Q10. Black-Canadians Have seen, heard, or read something about the Canadian Forces in the past year
Youth 16-34 years (n=125); Community 35 years plus (n=162)

B.3 Latin American-Canadians

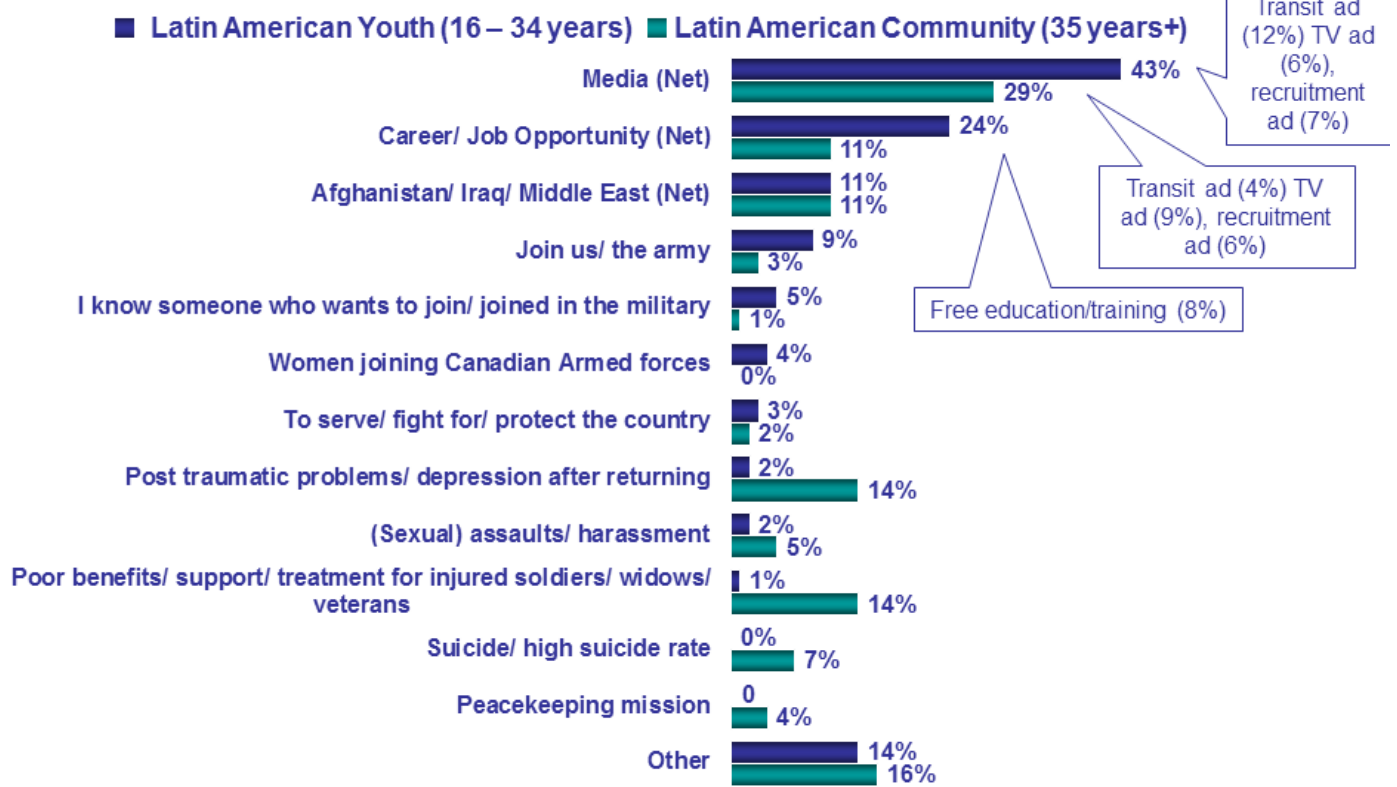
For Latin American-Canadian respondents, media is once again the most frequent recollection of seeing, hearing or reading about the CAF (43% youth, 29% community), followed by career or job opportunities (24% youth, 11% community). Among those who mentioned media, transit ads were mentioned most often by youth (12%) while community members were more likely to cite TV ads (9%).

Post-traumatic stress is more commonly identified by the community (14%) than youth (2%) as the message they heard about the CAF, this was also mentioned by some participants in the focus groups.



Specific recollections about the Canadian Forces- Latin American-Canadians

What have you seen, heard or read?



Q10. Latin American-Canadians Have seen, heard, or read something about the Canadian Forces in the past year
Youth 16-34 years (n=84); Community 35 years plus (n=116)

C. Sources of Exposure to the Canadian Armed Forces

Turning to sources of exposure to the CAF, respondents were asked to identify where they had seen, heard, or read something about the CAF. Results reveal that television is by far the most frequently cited source of exposure among both youth (22% Filipino, 23% Black, 23% Latin American) and the community (31% Filipino, 37% Black, 45% Latin American). Newspapers are mentioned as a key source by community members (28% Filipino, 37% Black, 27% Latin American) across all three ethnic groups but not by youth (10% Filipino, 8% Black, 13% Latin American).

C.1 Filipino-Canadians

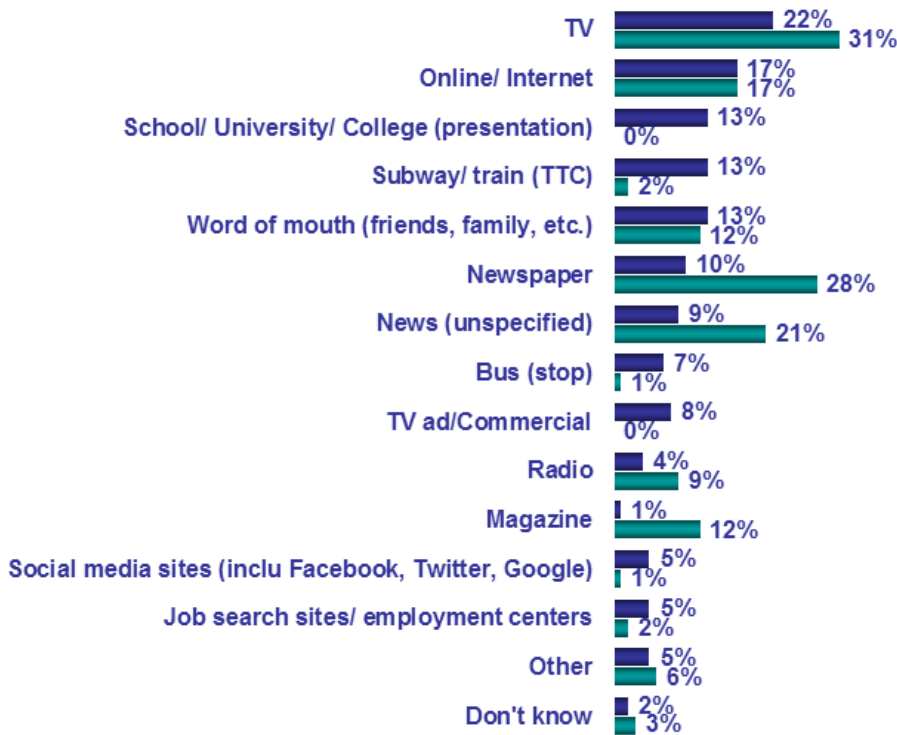
Among Filipino-Canadian respondents, TV was mentioned most often by both youth (22%) and community members (31%), followed closely by the internet (17% each). College or university presentations (13%), on the subway or train (13%), and word of mouth (13%) were also mentioned by roughly one in ten youth. It is also interesting to note that community members are considerably more likely than youth to cite newspapers as the source of exposure to the CAF (28% community, 10% youth).



Source of exposure to Canadian Forces- Filipino-Canadians

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

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



Note: Responses under 4% are not shown

Q11. Base: Filipino-Canadians Have seen, heard, or read something about the Canadian Forces in the past year
Youth 16-34 years (n=100); Community 35 years plus (n=87)

C.2 Black-Canadians

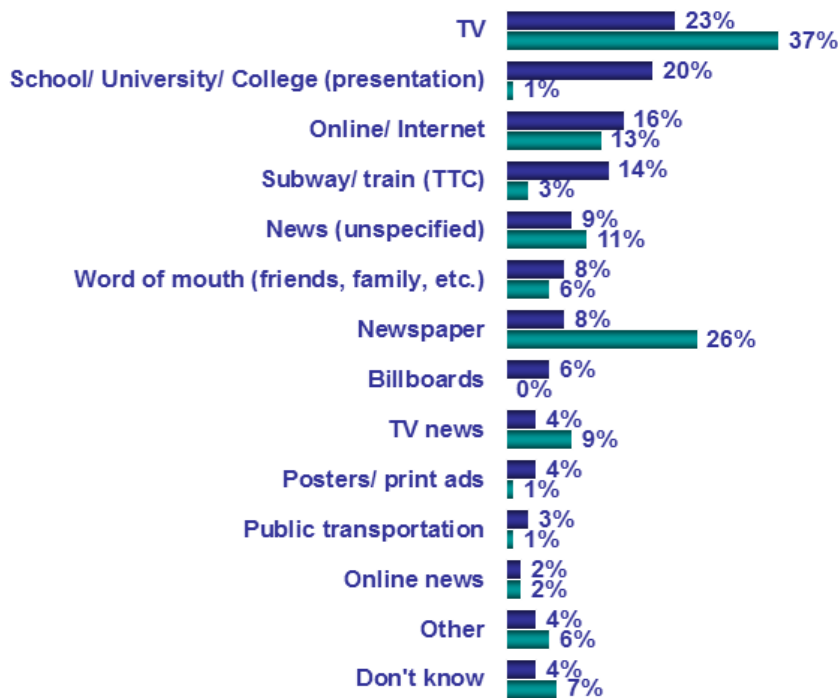
Among Black-Canadians, TV is once again mentioned most often, with one in four youth (23%) and four in ten community members (37%) citing it as their source of exposure to the CAF. School/university/college presentations are also commonly cited by youth (20%), followed by the internet (16%) and subway/train (14%). Community members are once again more likely than their younger counterparts to say they had seen, heard or read about the CAF in newspapers (26% versus 8% respectively).



Source of exposure to Canadian Forces-Black-Canadians

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

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



Note: Responses under 2% are not shown

Q11. Base: Black-Canadians Have seen, heard, or read something about the Canadian Forces in the past year
Youth 16-34 years (n=125); Community 35 years plus (n=162)

Key Subgroup Analysis

Men of the Black-Canadian community (21%) are more likely to site the radio as their source of exposure to the Canadian Armed Forces in the past year than women (6%).

Black-Canadian community members aged 35 to 49 (21%) are more likely to site the internet as their source of exposure to the Canadian Armed Forces in the past year than those who are 50+ (7%).

- Black-Canadian community members aged 50+ (14%) are more likely to site TV news as their source of exposure to the Canadian Armed Forces in the past year than those between the ages of 35 and 49 (2%).

C.3 Latin American-Canadians

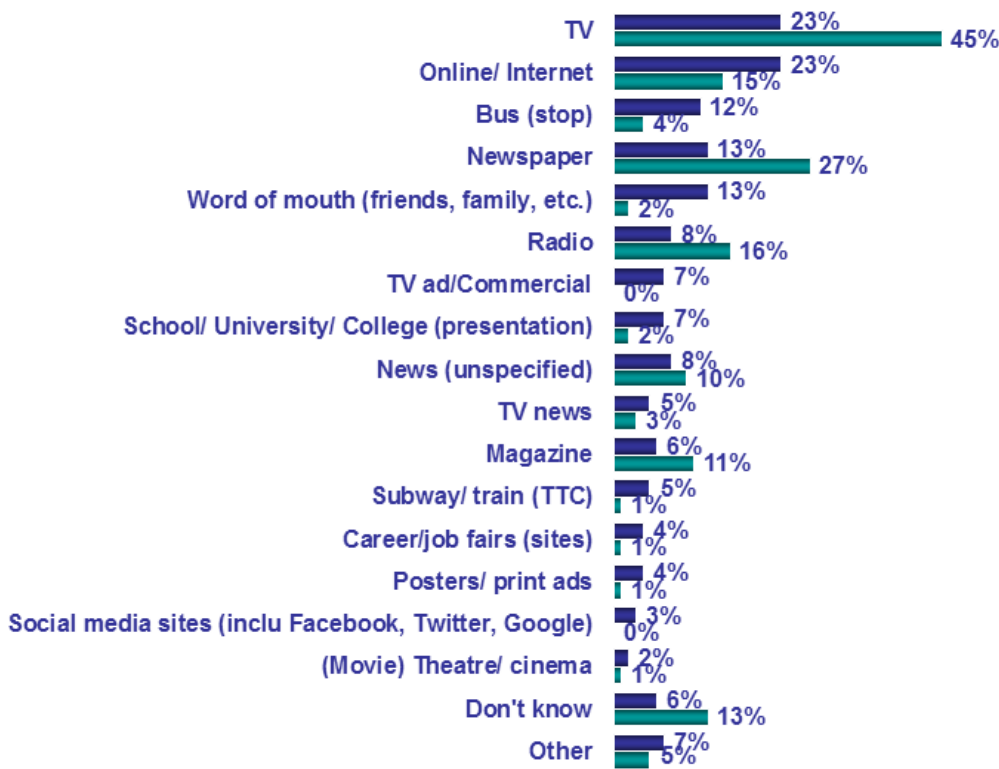
Latin American-Canadians, like their Filipino-Canadian and Black-Canadian counterparts, cite TV as the source of exposure to the CAF most frequently (23% youth, 45% community). Among youth, the internet as common as TV (23%), followed by bus stops (12%), newspapers (13%) and word of mouth (13%). In contrast, newspapers (27%), the radio (16%) and the internet (15%) are other important sources of exposure to the CAF among community members.



Source of exposure to Canadian Forces- Latin American-Canadians

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

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



Note: Responses under 2% are not shown

Q11. Base: Latin American-Canadians Have seen, heard, or read something about the Canadian Forces in the past year
Youth 16-34 years (n=84); Community 35 years plus (n=116)

Key Subgroup Analysis

Older Latin American-Canadian men (38%) are more likely to site the newspaper as their source of exposure to the Canadian Armed Forces in the past year than older women (17%).

Latin American-Canadian community members aged 50+ (37%) are more likely to site TV news as their source of exposure to the Canadian Armed Forces in the past year than those between the ages of 35 and 49 (14%).

D. Familiarity with the Canadian Armed Forces

Respondents in all three ethnic groups were asked to indicate how familiar they are with the CAF, meaning the Canadian military. Their responses were then compared to those of the general public. As results reveal, familiarity with the CAF is considerably lower among youth and community members across all three ethnic groups than among the Canadian general public. Put another way, the general public is more than twice as likely as their counterparts to express familiarity with the CAF, with roughly half of youth (52%) and community members (55%) saying there are either “very” or “somewhat” familiar, compared to less than a quarter of Filipino-Canadians (13% youth, 22% community), Black-Canadians (13% youth, 26% community) and Latin American-Canadians (17% youth, 22% community).

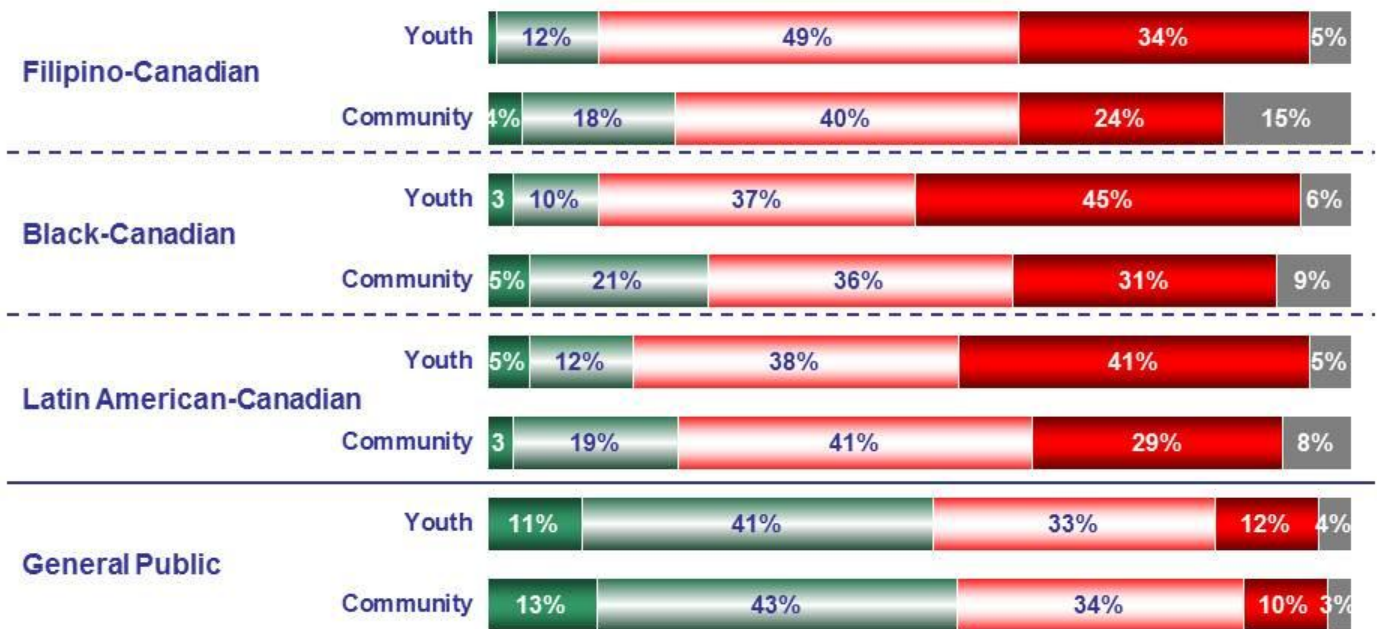
Among the three ethnic groups, community members are more likely than their younger counterparts to say they are either “very” or “somewhat” familiar with the CAF.



Familiarity with Canadian Forces

(Youth/Community/General Public) 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



Q13/Q3. Base: Filipino-Canadians Youth 16-34 years (n=323); Filipino-Canadian Community 35 years plus (n=300); Black-Canadians Youth 16-34 years (n=375); Black-Canadian Community 35 years plus (n=323); Latin American-Canadians Youth 16-34 years (n=324); Latin American-Canadian Community 35 years plus (n=302); General Public Youth (n=238) General Public Community (n=785)

E. Familiarity with members of the Canadian Armed Forces

Respondents were asked if they know anyone who is either currently a member of the CAF, or who has served in the CAF in the past. Results reveal that familiarity and close personal connection to the CAF is extremely limited, among all ethnic groups (both youth and community members).

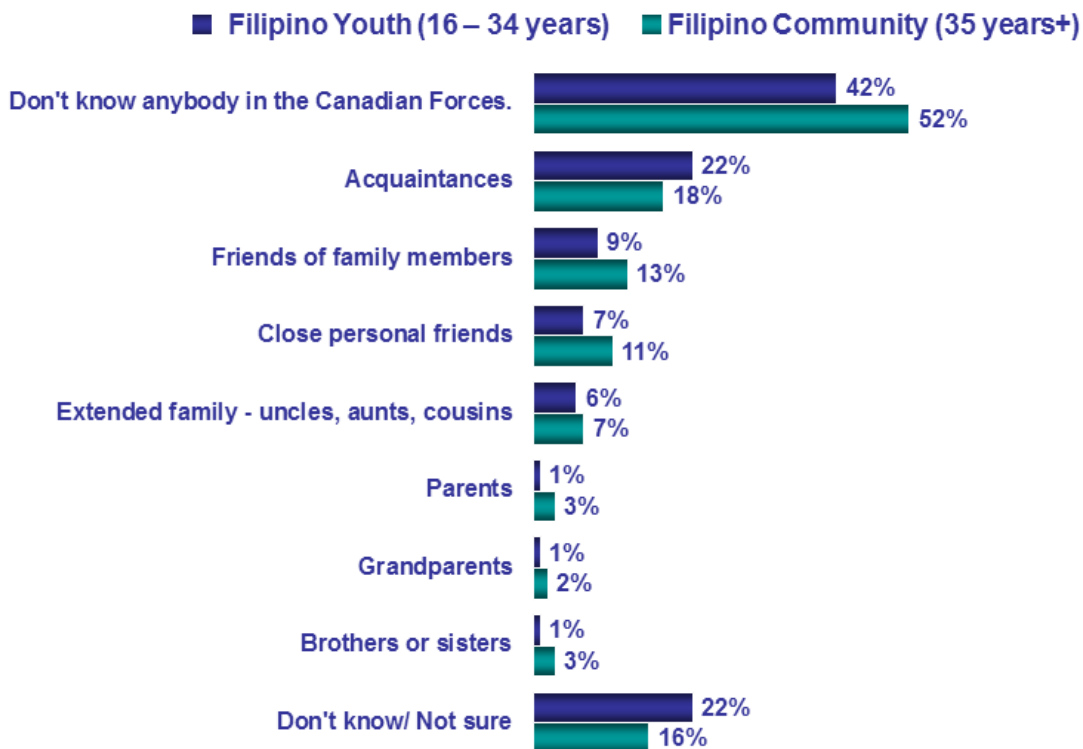
E.1 Filipino-Canadians

Roughly four in ten Filipino-Canadian youth (42%) and one in two community members (52%) say they don't know anybody in the CAF, while three in five say they have acquaintances (22% of youth and 18% of community members). Only one in ten respondents say they know friends of family members who served in the CAF (9% youth, 13% community), while even fewer say close personal friends are in the Forces (7% youth, 11% community). One in five respondents said are not sure if they know someone who is or has been a member of the CAF (22% youth, 16% community).



Familiarity with members of the Canadian Forces- Filipino-Canadians

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?



Q18. Base: Filipino-Canadians Youth 16-34 years (n=323); Community 35 years plus (n=300)

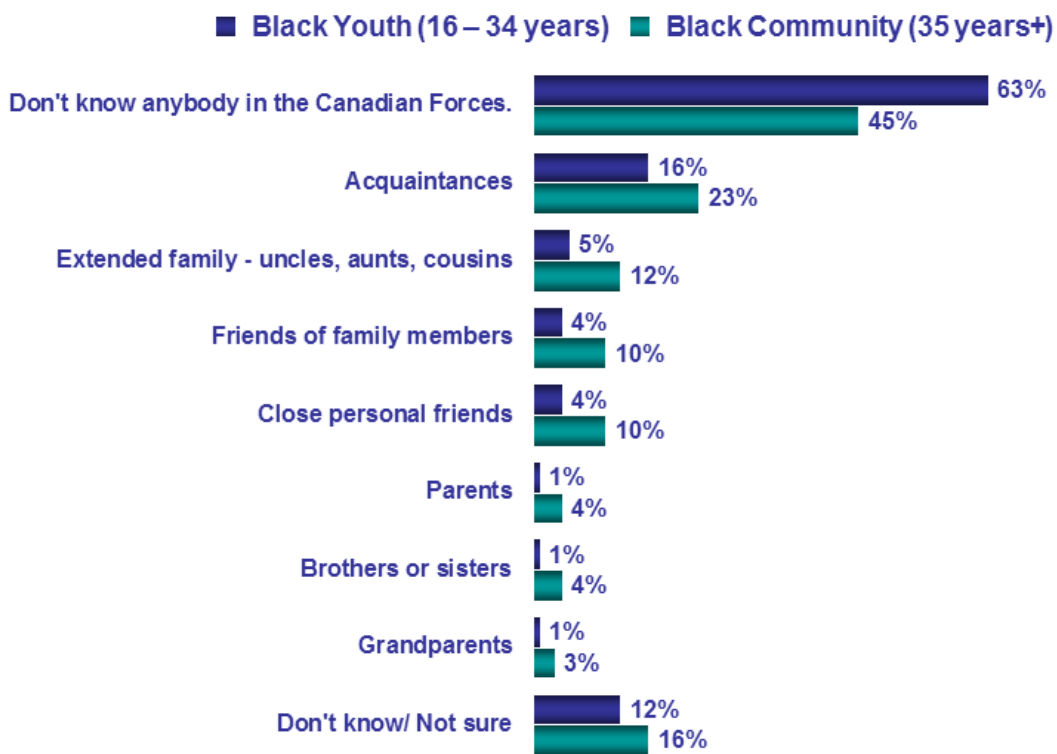
E.2 Black-Canadians

Similar results are seen among Black-Canadian respondents, with 63% of youth and 45% of community members stating they don't know anybody in the CAF, compared to a respective 17% and 23% who know acquaintances in the CAF. Only one in ten community members say they have extended family (12%), such as aunts, uncles or cousins, friends of family members (10%) or close personal friends (10%) in the CAF, compared to even fewer youth who say this (5% or less).



Familiarity with members of the Canadian Forces- Black-Canadians

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?



Q18. Base: Black-Canadians Youth 16-34 years (n=375); Community 35 years plus (n=323)

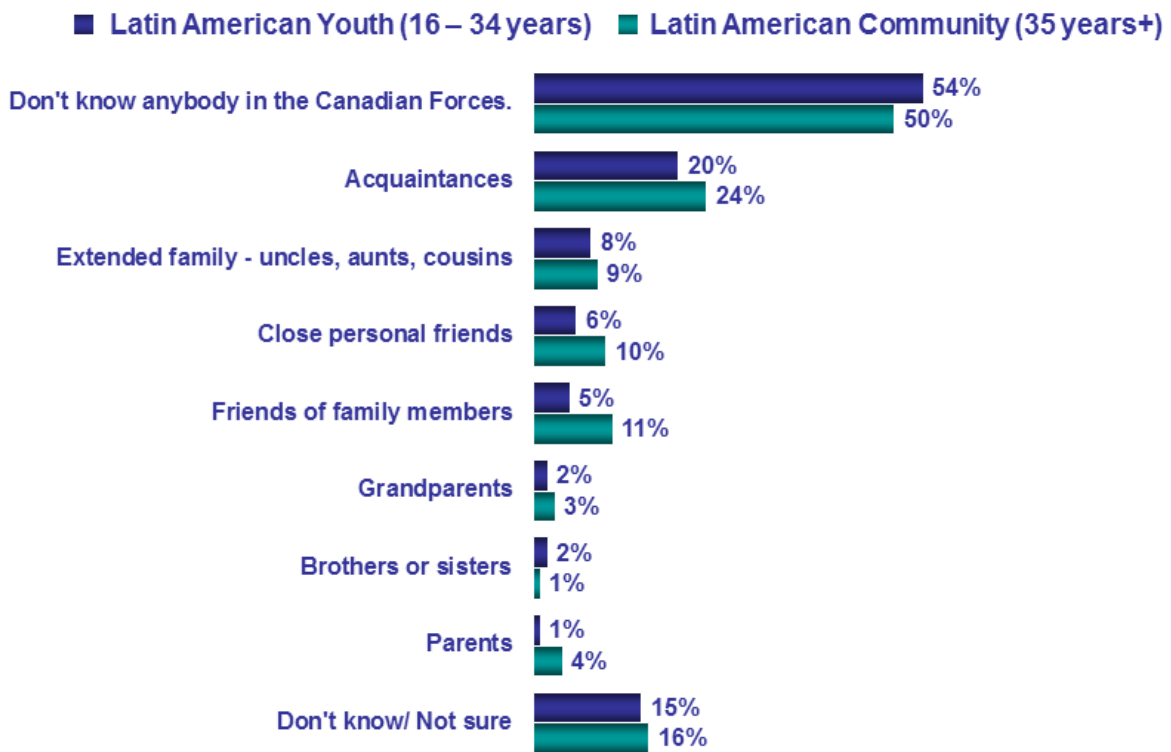
E.3 Latin-American Canadians

Among Latin-American Canadians, over half of youth (54%) and community members (50%) don't know anyone in the CAF, compared to a respective 20% and 24% who have acquaintances in the Forces. One in ten or fewer respondents say they have extended family (8% youth, 9% community), close friends (6% youth, 10% community), or friends of family members (5% youth, 9% community) who are currently a member of the CAF or who have served in the past.



Familiarity with members of the Canadian Forces- Latin American-Canadians

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?



Q18. Base: Latin American-Canadians Youth 16-34 years (n=324); Community 35 years plus (n=302)

6. Attitudes towards the Canadian Armed Forces

A. Pride in the Canadian Armed Forces

Respondents across the three ethnic groups were asked if they thought of Canada's military as an organization that is a source of pride or embarrassment. These responses are compared to those of the Canadian general public. Results suggest that while respondents' familiarity with the CAF is somewhat limited, they nonetheless hold positive views of the organization overall.

Among Filipino-Canadian respondents, two-thirds of youth (67%) and community members (65%) say Canadian's military is an organization is a source of pride (35% youth, 35% community describing the organization as a source of "great" pride). Fewer than one in twenty respondents from the general public overall describe Canadian's military as a source of great embarrassment (3% youth, 2% community).

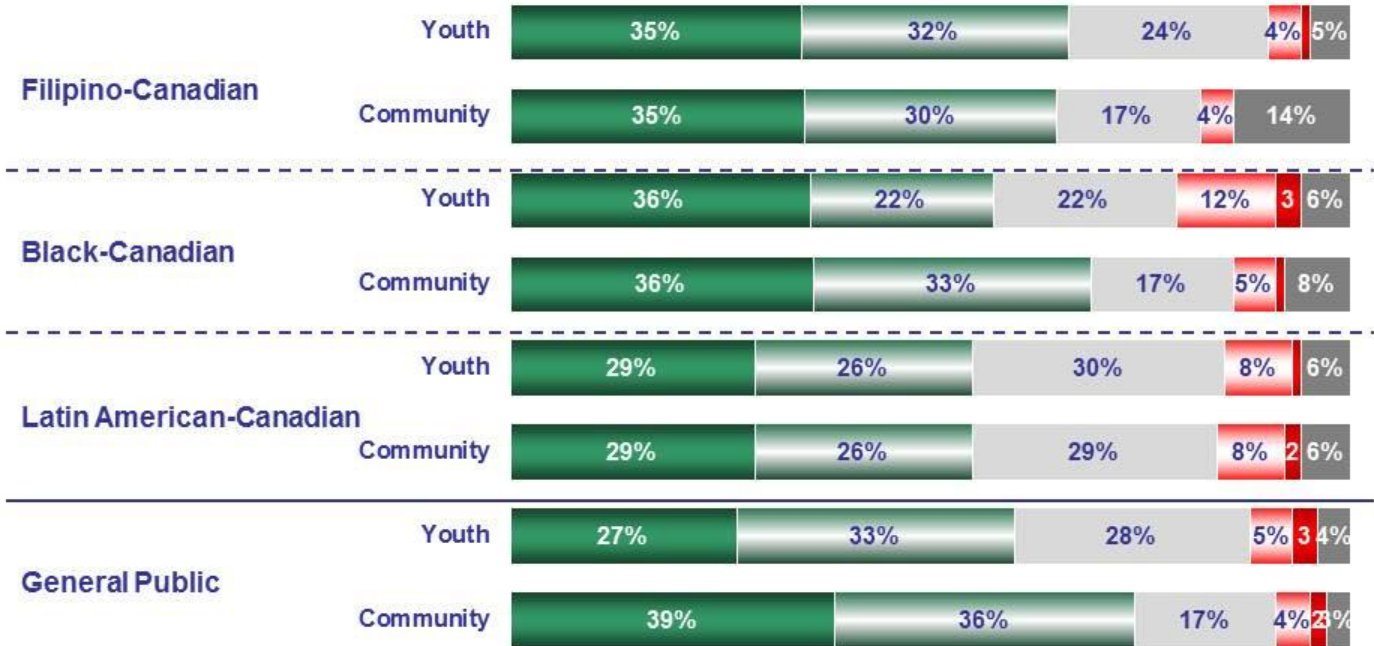
Among Black-Canadian respondents, most describe the Canadian military as an organization of pride, though youth are somewhat less likely than community members to say this (58% youth, 69% community).

Latin American-Canadian respondents are more evenly split in their views on the military as a source of pride, with 55% of youth and 55% of community members describing the organization in a positive light. Conversely, 39% of youth and 39% of community members describe the organization as a neither a source of pride nor embarrassment or as a source of embarrassment – the group most likely to say this.

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...

■ Great pride ■ Pride (Somewhat) ■ Neither ■ Embarrassment (Somewhat) ■ Great embarrassment ■ Don't know



Values under 2% not labelled

Base: Filipino-Canadians Youth 16-34 years (n=323); Filipino-Canadian Community 35 years plus (n=300); Black-Canadians Youth 16-34 years (n=375); Black-Canadian Community 35 years plus (n=323); Latin American-Canadians Youth 16-34 years (n=324); Latin American-Canadian Community 35 years plus (n=302); General Public Youth (n=238) General Public Community (n=785)

B. Views on the Canadian Armed Forces as modern or out-dated

Respondents were asked whether they thought of Canada's military as an organization that is modern or out-dated. Views are mixed, with significant proportions of respondents across all three ethnic groups describing Canada's military as either modern or outdated. Few respondents in any group think of the military as a very out-dated organization.

Slightly less than half of Filipino-Canadian youth (47%) and community members (46%) say they think of the Canadian military as an organization that is very or somewhat modern (though youth are nearly twice as likely as their counterparts to say it is "very" modern). Only one in ten youth (14%) and community members (11%) say the organization is out-dated.

Similar results are seen among Black-Canadian respondents. Just under half of youth (44%) and community members (49%) assign a modern rating to the Canadian military (a respective 19% and 13% who say it is "very" modern). Conversely, 20% of youth and 13% of community members say the organization is out-dated.

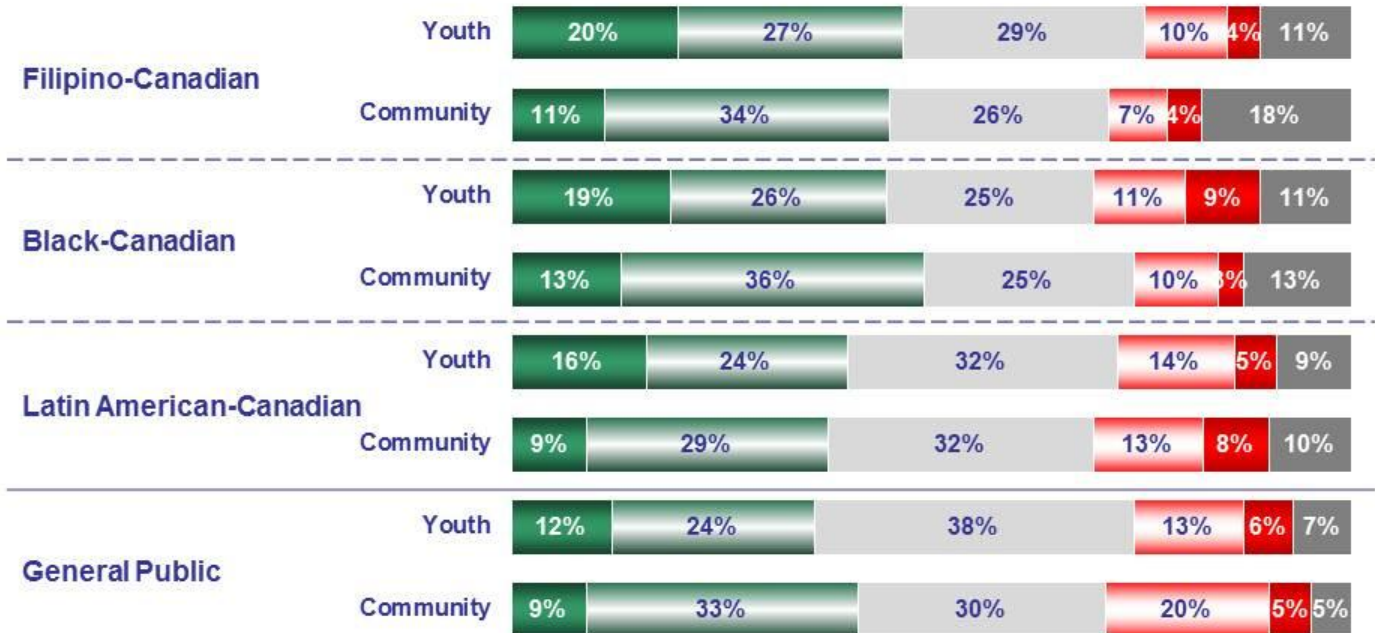
Latin American-Canadian respondents hold similar views, with more than one in three youth (40%) and community members (37%) describing the Canadian military as a modern organization, compared to a respective 19% and 21% who believe it is out-dated.

Finally, comparing these results to those of the Canadian general public reveals that youth and community members are in line with their ethnic counterparts, with 36% and 41% apt to describe the military as a modern organization. One in five youth (19%) and one in four community members (24%) say the organization is out-dated.

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 ...

■ Very modern ■ Somewhat modern ■ Neither outdated nor modern ■ Somewhat outdated ■ Very Outdated ■ Don't know



Values under 2% not labelled

Base: Filipino-Canadians Youth 16-34 years (n=323); Filipino-Canadian Community 35 years plus (n=300); Black-Canadians Youth 16-34 years (n=375); Black-Canadian Community 35 years plus (n=323); Latin American-Canadians Youth 16-34 years (n=324); Latin American-Canadian Community 35 years plus (n=302); General Public Youth (n=238) General Public Community (n=785)

C. Views on the Canadian Armed Forces as essential or unnecessary

Respondents were asked if they thought of Canada's military as an organization that is essential or unnecessary. Respondents from all groups, as well as members of the general public, were positive in their views, with majorities saying the organization is either very or somewhat essential.

Two-thirds of Filipino-Canadian youth (67%) and seven in ten community members (72%) say Canada's military is essential, with one in three youth (32%) and community members (41%) describing the organization as "very" essential. Only 8% of youth and 3% of community members say it is unnecessary.

Among Black-Canadians, three in five (58%) youth say the Canadian military is an essential organization (32% of whom say "very"), as do three quarters (74%) of community members (45% of whom say "very"). Only 16% of youth and 7% of community members hold opposing views.

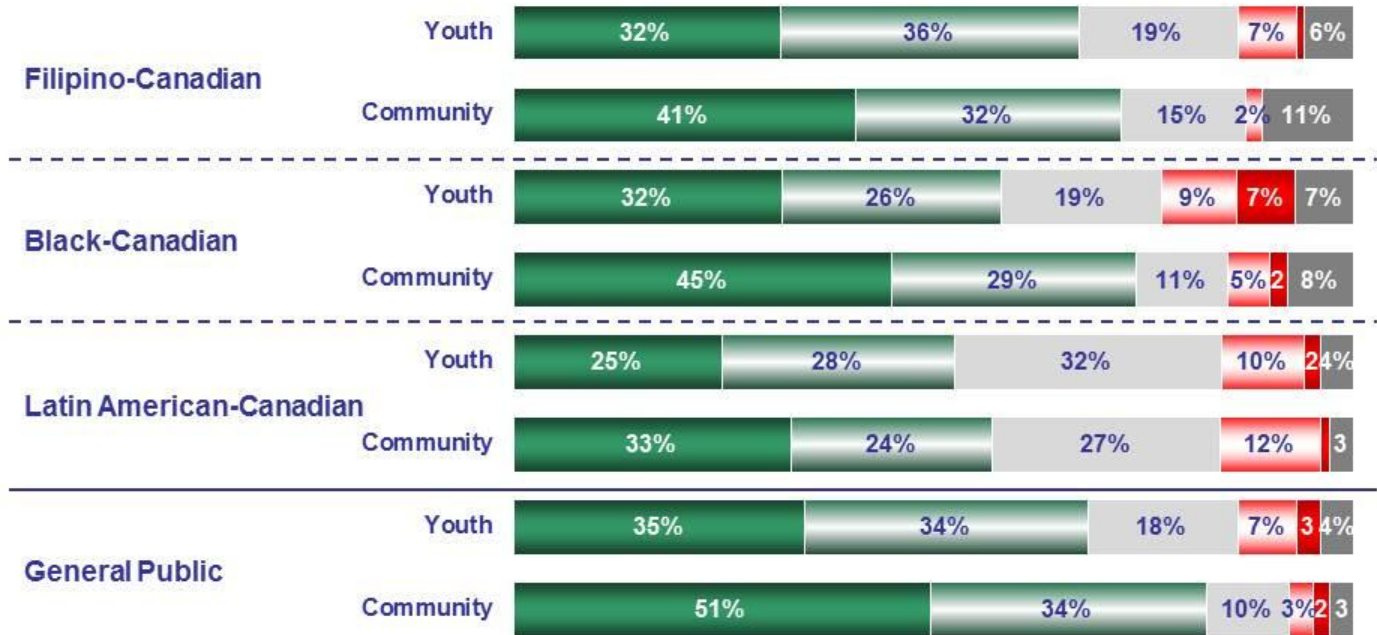
Latin American-Canadians are less positive in their views of the CAF as essential, though almost half of youth (53%) and a majority of community members (57%) say the organization is essential (compared to a respective 12% and 13% who believe it is unnecessary).

The Canadian general public holds positive views of the military, with 68% of youth and 84% of community members describing the organization as essential. Only one in ten youth (10%) and even fewer community members (5%) say that Canada's military is unnecessary.

Views on the Canadian Forces: essential or unnecessary- Filipino-Canadians

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

■ Very essential ■ Somewhat essential ■ Neither needed nor essential ■ Not very needed ■ No longer needed at all ■ Don't know



Values under 2% not labelled

Base: Filipino-Canadians Youth 16-34 years (n=323); Filipino-Canadian Community 35 years plus (n=300); Black-Canadians Youth 16-34 years (n=375); Black-Canadian Community 35 years plus (n=323); Latin American-Canadians Youth 16-34 years (n=324); Latin American-Canadian Community 35 years plus (n=302); General Public Youth (n=238) General Public Community (n=785)

D. General Impressions of Canadian Armed Forces Members

Respondents were asked about their overall impression of the people who serve in the CAF.

D.1 Filipino-Canadians

Among Filipino-Canadians, responses are generally positive, with 60% of youth describing their impression of military members as positive (31% of whom say “strongly”), compared to slightly fewer community members (49%, of which 28% say “strongly”). A quarter (26%) of youth and a third (33%) of community members say their impressions of people who serve in Canada’s military are neither positive nor negative, suggesting that large proportions of respondents have not yet formed an opinion of military members.

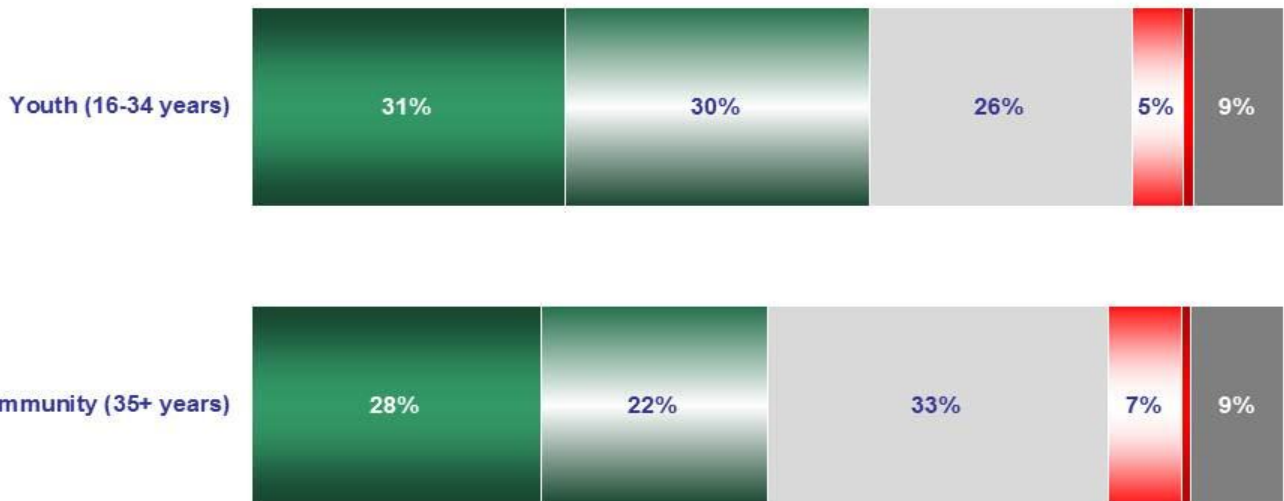


Impressions of people in the Canadian Forces- Filipino-Canadians

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

Filipino-Canadians

■ Strongly positive ■ Somewhat positive ■ Neither ■ Somewhat negative ■ Strongly negative ■ Don't know/ Not sure



Values under 2% not labelled

Q19/. Base: Filipino-Canadians Youth 16-34 years (n=323); Filipino-Canadian Community 35 years plus (n=300); General Public (n=1020)

Key Subgroup Analysis

Filipino-Canadian youth who are more likely to have a strongly or somewhat positive overall impression of the people who serve in the Canadian Armed Forces include:

- Women (69%) compared to men (50%);
- Those aged 16-24 (69%) compared to those 25-34 (52%); and

Those who know someone in the CAF (70%) compared to those who don't know anyone in the CAF (55%).

D.2 Black-Canadians

Black-Canadian youth are somewhat more muted in their opinion of military servicemen, with half (48%) indicating a positive impression of the people who serve in Canada’s military, while four in ten (39%) hold no opinion. In comparison, six in ten community members (61%) say they have generally positive impressions of people in the CAF, while a quarter (23%) say their opinion of people who serve in the military is neither positive nor negative. Fewer than one in ten youth (8%) or community members (8%) say their impression of people in the CAF is negative.

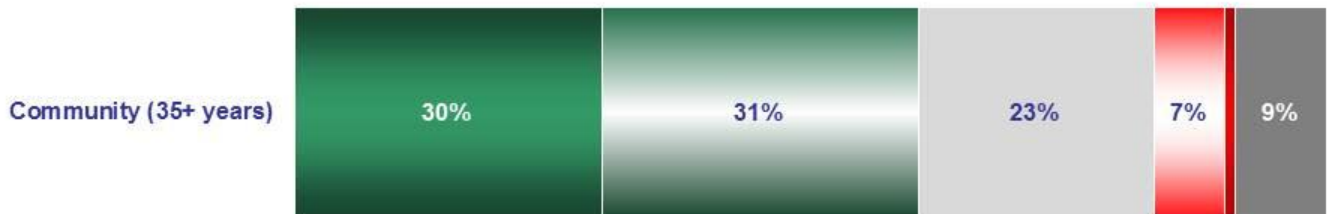
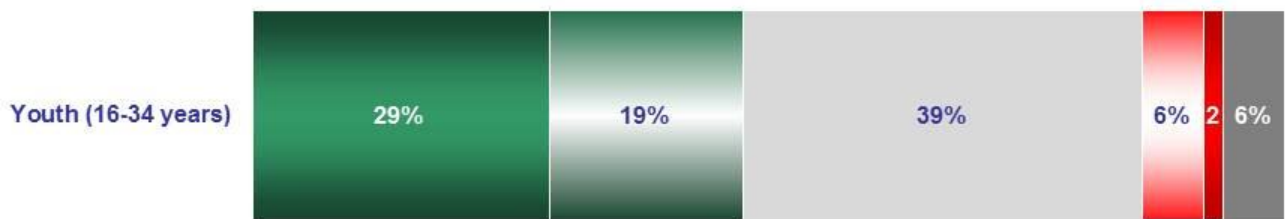


Impressions of people in the Canadian Forces- Black-Canadians

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

Black-Canadians

■ Strongly positive ■ Somewhat positive ■ Neither ■ Somewhat negative ■ Strongly negative ■ Don't know/ Not sure



Values under 2% not labelled

Q19/. Base: Black-Canadians Youth 16-34 years (n=375); Black-Canadian Community 35 years plus (n=323); General Public (n=1020)

Key Subgroup Analysis

Black-Canadian youth who are more likely to have a strongly or somewhat positive overall impression of the people who serve in the Canadian Armed Forces include:

- Those aged 16-24 (60%) compared to those 25-34 (37%);
- Those who are familiar with the CAF (68%) compared to those who are unfamiliar (41%); and
- Those who are likely to join the CAF (90%) compared to those who are unlikely (44%).

Black-Canadian community members who are more likely to have a strongly or somewhat positive overall impression of the people who serve in the Canadian Armed Forces include:

- Parents (69%) compared to non-parents (55%); and
- Those who are likely to recommend joining the CAF (81%) compared to those who are unlikely (54%).

D.3 Latin American-Canadians

Almost half (46%) Latin American-Canadian youth and half (50%) of community members say they hold positive impressions of people in the CAF, a similar portions of youth (38%) and community members (34%) have neither a positive nor negative view of CAF members.

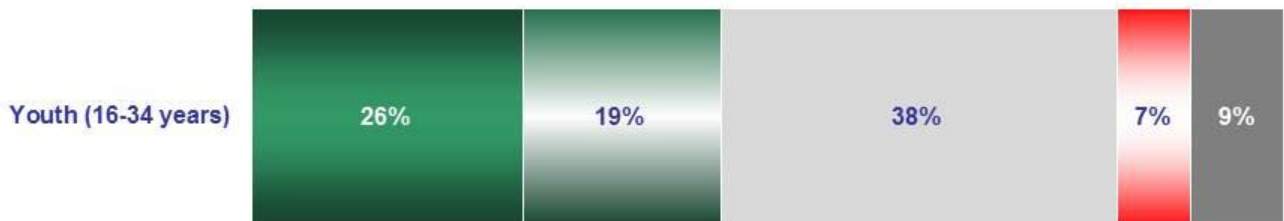


Impressions of people in the Canadian Forces- Latin American-Canadians

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

Latin American-Canadians

■ Strongly positive ■ Somewhat positive ■ Neither ■ Somewhat negative ■ Strongly negative ■ Don't know/ Not sure



Values under 2% not labelled

Q19/. Base: Latin American-Canadians Youth 16-34 years (n=324); Latin American-Canadian Community 35 years plus (n=302); General Public (n=1020)

Key Subgroup Analysis

Latin American-Canadian youth who are more likely to have a strongly or somewhat positive overall impression of the people who serve in the Canadian Armed Forces include:

- Women (53%) compared to men (38%);
- Those who are familiar with the CAF (82%) compared to those who are unfamiliar (35%);
- Those who are likely to join the CAF (84%) compared to those who are unlikely (40%); and
- Those who know someone in the CAF (71%) compared to those who don't know anyone in the CAF (35%).

Latin American-Canadian community members who are more likely to have a strongly or somewhat positive overall impression of the people who serve in the Canadian Armed Forces include:

- Parents (63%) compared to non-parents (43%);
- Those who are likely to recommend joining the CAF (88%) compared to those who are unlikely to do so (39%);
- Those who know someone in the CAF (62%) compared to those who don't know anyone in the CAF (43%);

7. Parents' Views on Career Choices

A. Most Preferred Career Choices

Parents were presented with a list of career fields and asked which ones they would be most likely to recommend to their son or daughter. Results reveal that the gender of their offspring has an impact on parents' recommended career choices. Due to small subgroup sample sizes for parents within each ethnic group discussed in this wave, these results are directional in nature.

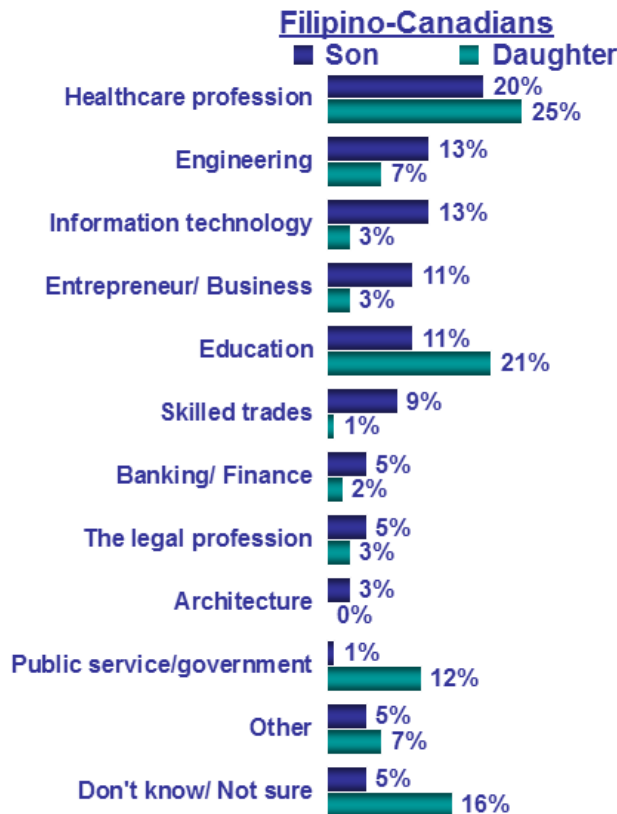
A.1 Filipino-Canadians

Although Filipino-Canadians, for example, cite a career in the healthcare professions for both their son (20%) and daughter (25%), stereotypically male professions such as engineering (13%), information technology (13%) and business (11%) are cited most frequently for sons. Meanwhile, career preferences for daughters are education (21%) and public service/government (12%).



Most preferred career fields by parents- Filipino-Canadians

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



Q4. Base: Filipino-Canadians 35 years plus with a son (n=47); Filipino-Canadians 35 years plus with a daughter (n=39);

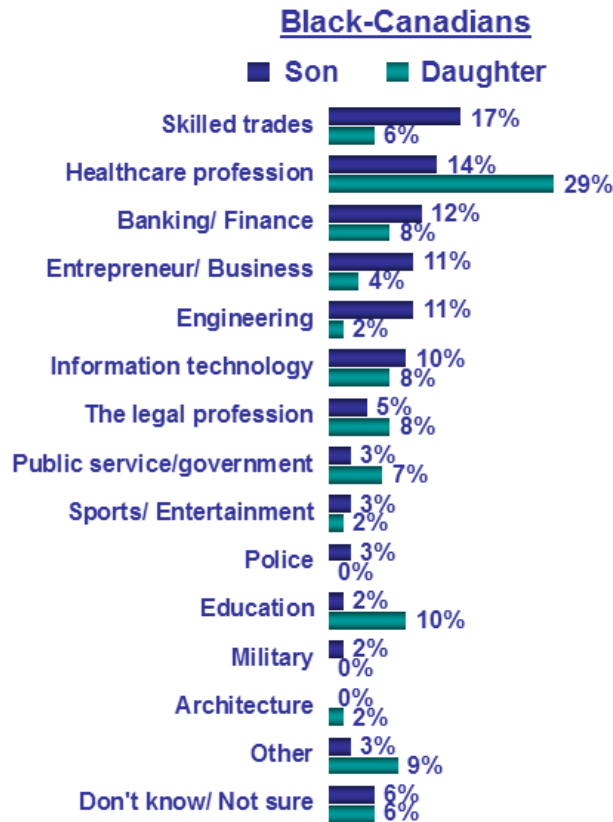
A.2 Black-Canadians

Among Black-Canadians, top career choices for sons include skilled trades (17%), healthcare (14%), banking/finance (12%), engineering (11%), information technology (10%) and business (11%). The healthcare profession is once again the preferred career choice for daughters (29%), followed distantly by the legal profession (8%) and information technology (9%).



Most preferred career fields by parents- Black-Canadians

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



Q4. Base: Black-Canadians 35 years plus with a son (n=74); Black-Canadians 35 years plus with a daughter (n=71);

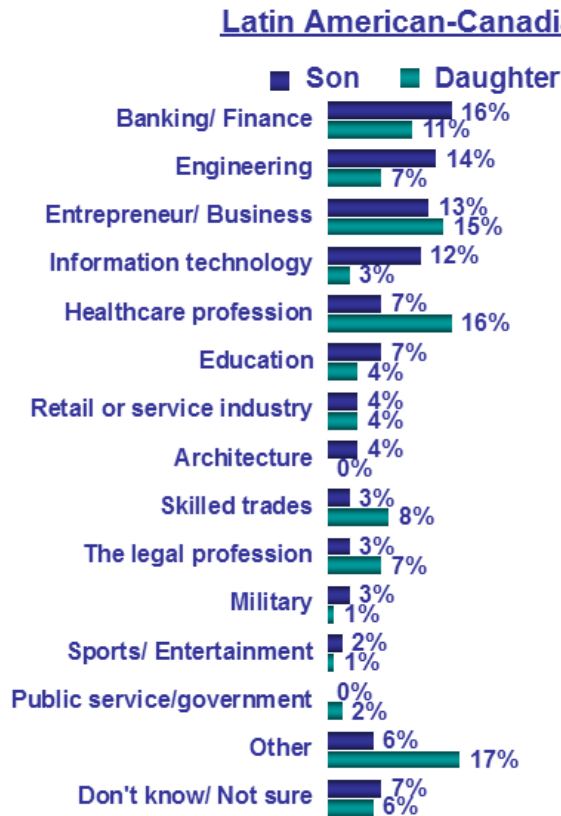
A.3 Latin American-Canadians

Turning to Latin American-Canadian parents, banking/finance is a preferred career choice for sons (16%), followed by information technology (12%), engineering (14%) and business (13%). For daughters, parents say they are most likely to recommend a career in business (15%), healthcare (16%), banking/finance (11%) and skilled trades (8%).



Most preferred career fields by parents- Latin American-Canadians

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



Q4. Base: Latin American-Canadians 35 years plus with a son (n=50); Latin American-Canadians 35 years plus with a daughter (n=48);

B. Reasons for Recommending a Particular Career

Respondents were then provided with a list of reasons for recommending a particular career to their son or daughter, and asked which three reasons best describe why.

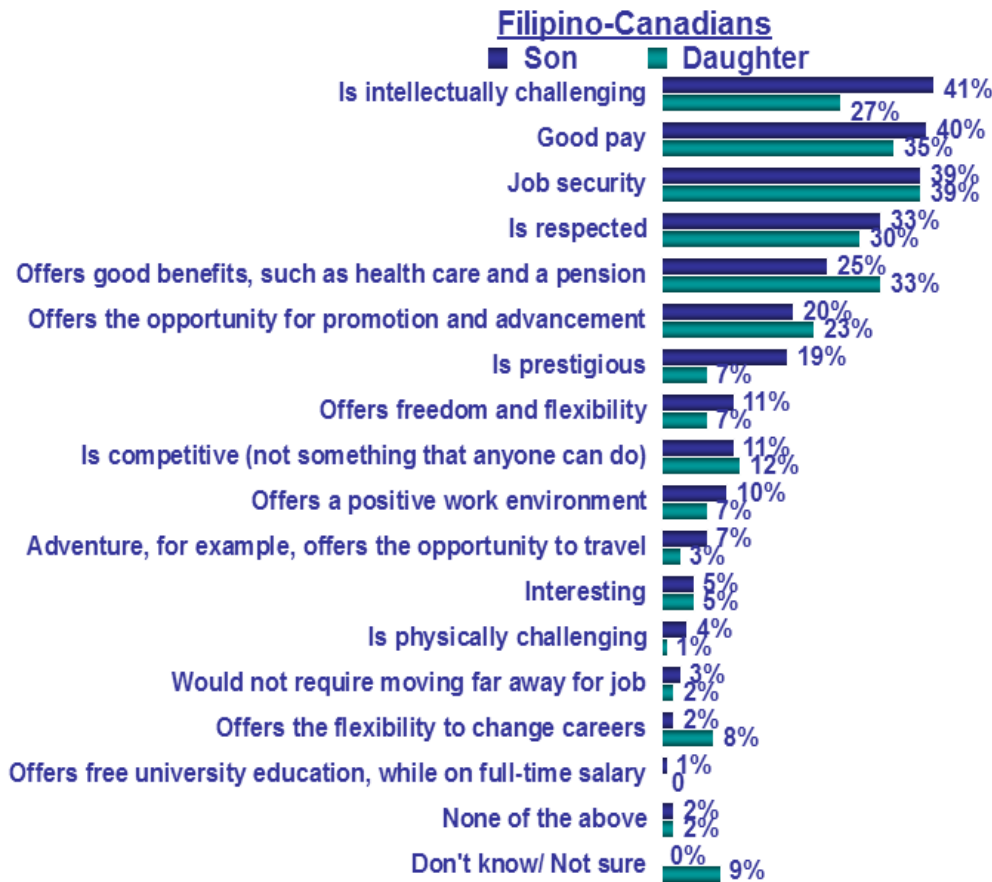
B.1 Filipino-Canadians

Filipino-Canadians are most likely to recommend a career field to their son because it has job security (39%), has good pay (40%), and is intellectually challenging (41%), while careers for daughters are often recommended because they provide job security (39%), good pay (35%), and good benefits, such as pensions and health care (33%).



Reasons for parents recommending a particular career- Filipino-Canadians

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



Q5. Base: Filipino-Canadians 35 years plus with a son (n=47); Filipino-Canadians 35 years plus with a daughter (n=39);

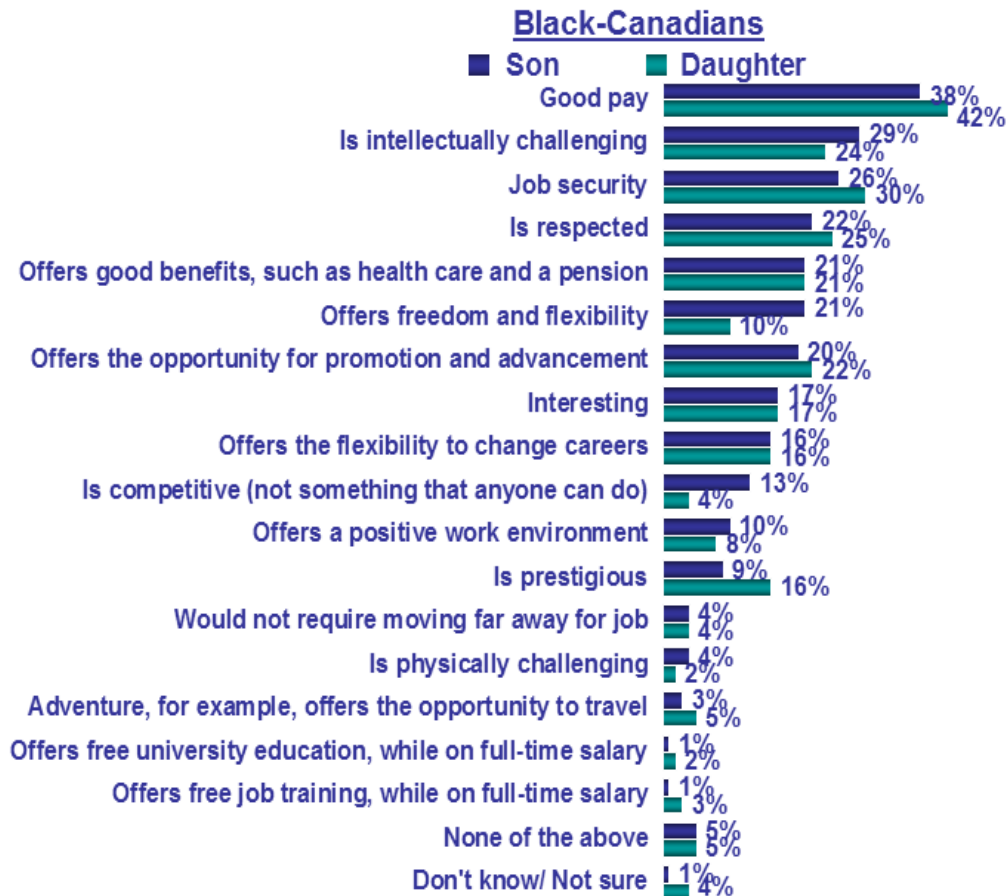
B.2 Black-Canadians

Among Black-Canadians, good pay (38%), intellectual challenges (29%), and job security (26%) are the top three reasons for recommending a career to a son, followed closely by good benefits (21%), freedom and flexibility (21%), respect (22%), and the opportunity for advancement (20%). Black-Canadians are also most likely to recommend a particular career field to a daughter because it offers good pay (42%), job security (30%), and is respected (25%). Reasons for recommending a career to a daughter also include being intellectually challenging (24%), offering the opportunity for advancement (22%), and offering good benefits (21%).



Reasons for parents recommending a particular career- Black-Canadians

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



Q5. Base: Black-Canadians 35 years plus with a son (n=74); Black-Canadians 35 years plus with a daughter (n=71);

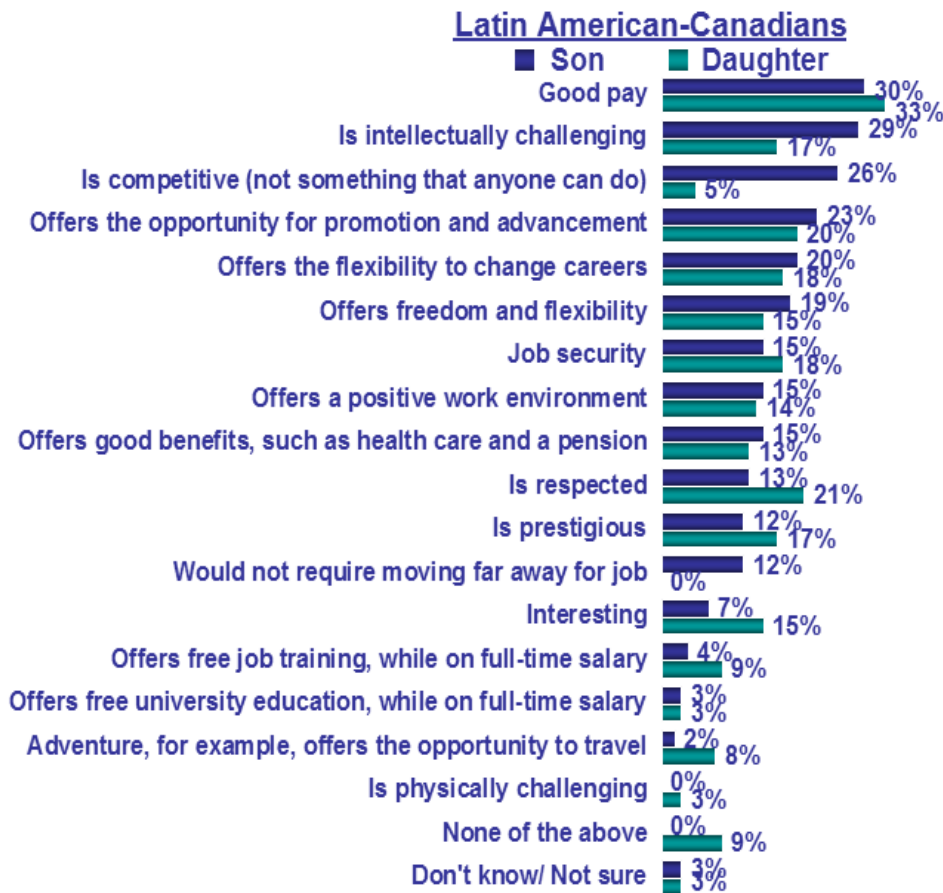
B.3 Latin American-Canadians

Latin American-Canadians are most likely to say they would recommend a career field to their son because it offers good pay (30%), is intellectually challenging (29%), is competitive (26%), and offers opportunity for advancement (23%). Meanwhile, reasons for recommending a particular career field to a daughter include good pay (33%), offers opportunity for advancement (20%) and respect (21%).



Reasons for parents recommending a particular career- Latin American-Canadians

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



Q5. Base: Latin American-Canadians 35 years plus with a son (n=50); Latin American-Canadians 35 years plus with a daughter (n=48);

C. Least Preferred Career Choices

Respondents were next presented with a list of career fields and asked which of the following they would be least likely to recommend to a son or daughter.

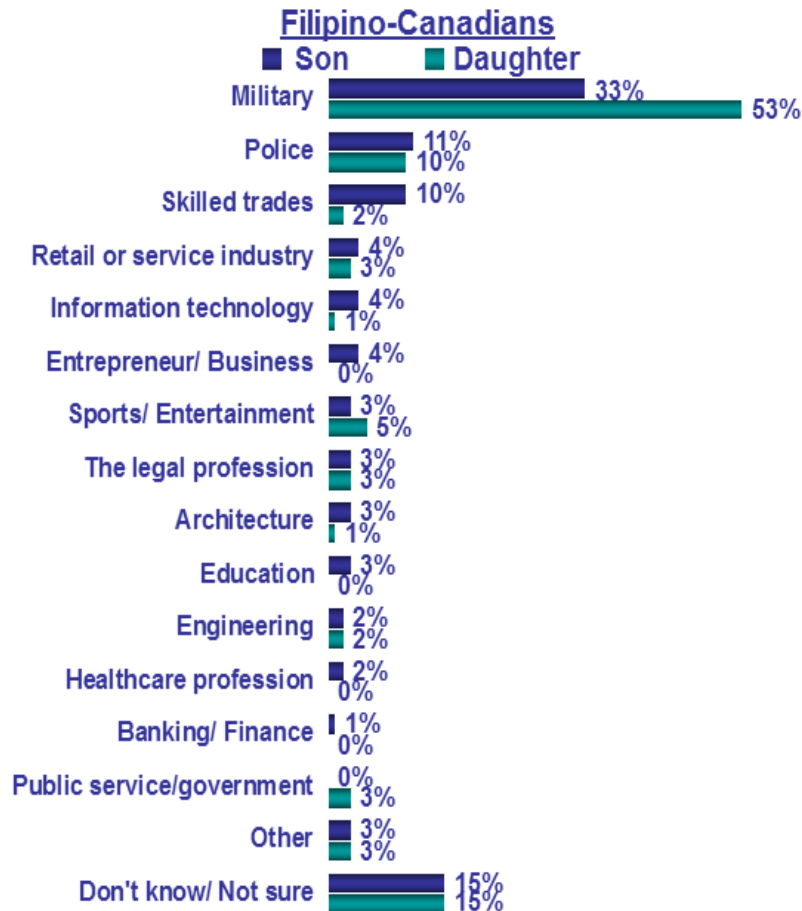
C.1 Filipino-Canadians

Among Filipino-Canadians, a career in the military is by far the least preferable career choice for either a son (33%) or a daughter (53%), followed distantly by police (11% sons, 10% daughters), retail or service industry (4% sons, 3% daughters) and skilled trades (10% sons, 2% daughters).



Least preferred career fields by parents- Filipino-Canadians

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



Q6. Base: Filipino-Canadians 35 years plus with a son (n=47); Filipino-Canadians 35 years plus with a daughter (n=39);

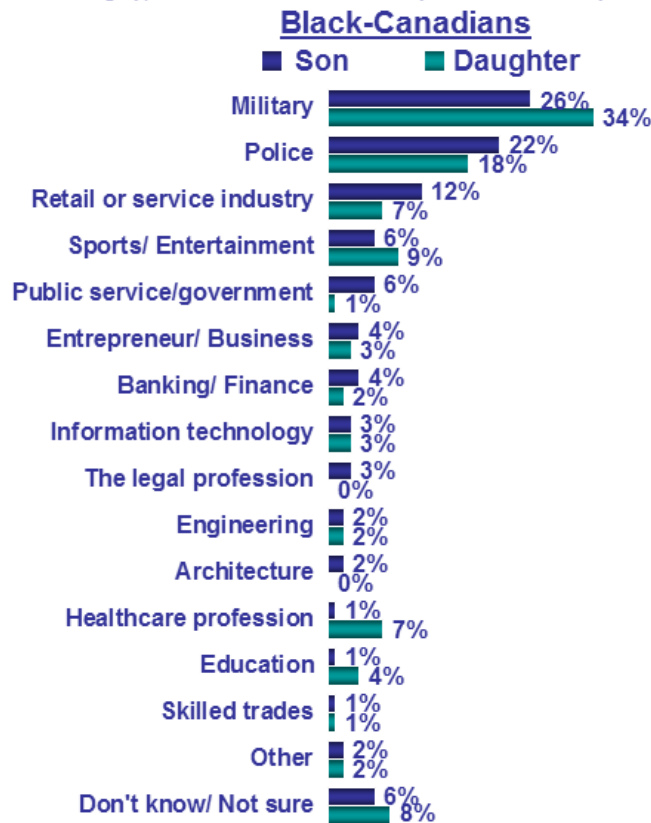
C.2 Black-Canadians

A similar order is presented of least preferred careers among Black-Canadian parents, with one in four (26%) noting they would be least likely to recommend a career in the military to their son, and a slightly higher proportion (34%) indicating this would be their least preferred career choice for a daughter. Roughly one in five Black-Canadians also say they would be least likely to recommend a career in the police to their son (22%) or daughter (18%). The retail or service industry was also a lackluster option for a son (12%) or daughter (7%).



Least preferred career fields by parents- Black-Canadians

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



Q6. Base: Black-Canadians 35 years plus with a son (n=74); Black-Canadians 35 years plus with a daughter (n=71);

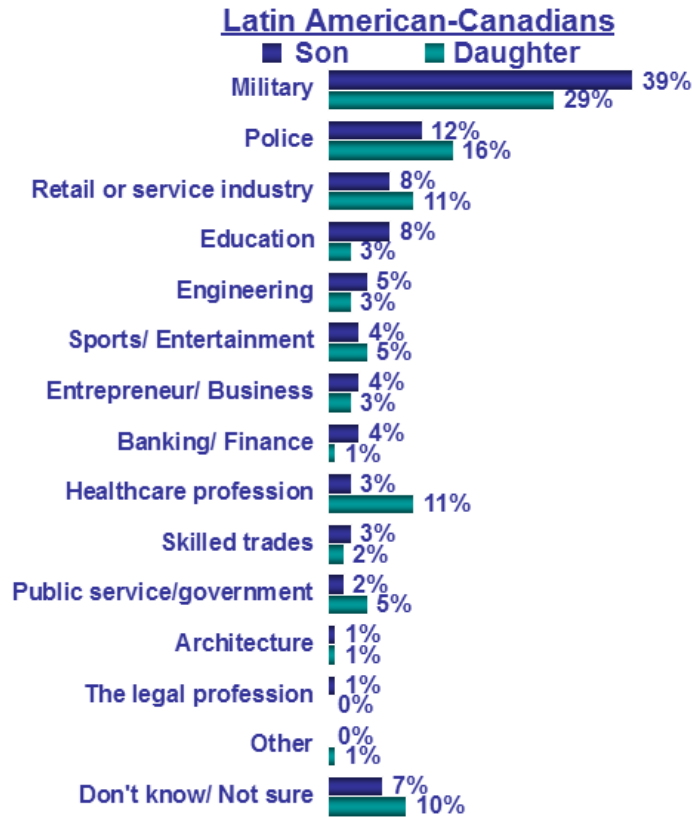
C.3 Latin American-Canadians

Latin American-Canadians are also unenthusiastic about recommending a career in the military to their son or daughter (39% versus 29% respectively). A career in the police is also mentioned among the least preferred career options, with a respective 12% and 16% of respondents noting they would be least likely to recommend this career choice to their son or daughter. Roughly one in ten Latin American-Canadians say they would be least likely to recommend a career in the retail or service industry (8% sons, 11% daughters).



Least preferred career fields by parents- Latin American-Canadians

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



Q6. Base: Latin American-Canadians 35 years plus with a son (n=50); Latin American-Canadians 35 years plus with a daughter (n=48);

D. Reasons for Avoiding a Particular Career

In an effort to better understand why certain careers are thought to be less desirable than others, parents were provided with a list of reasons why they would not recommend a career to their son or daughter, and asked to indicate which three best describe their feelings.

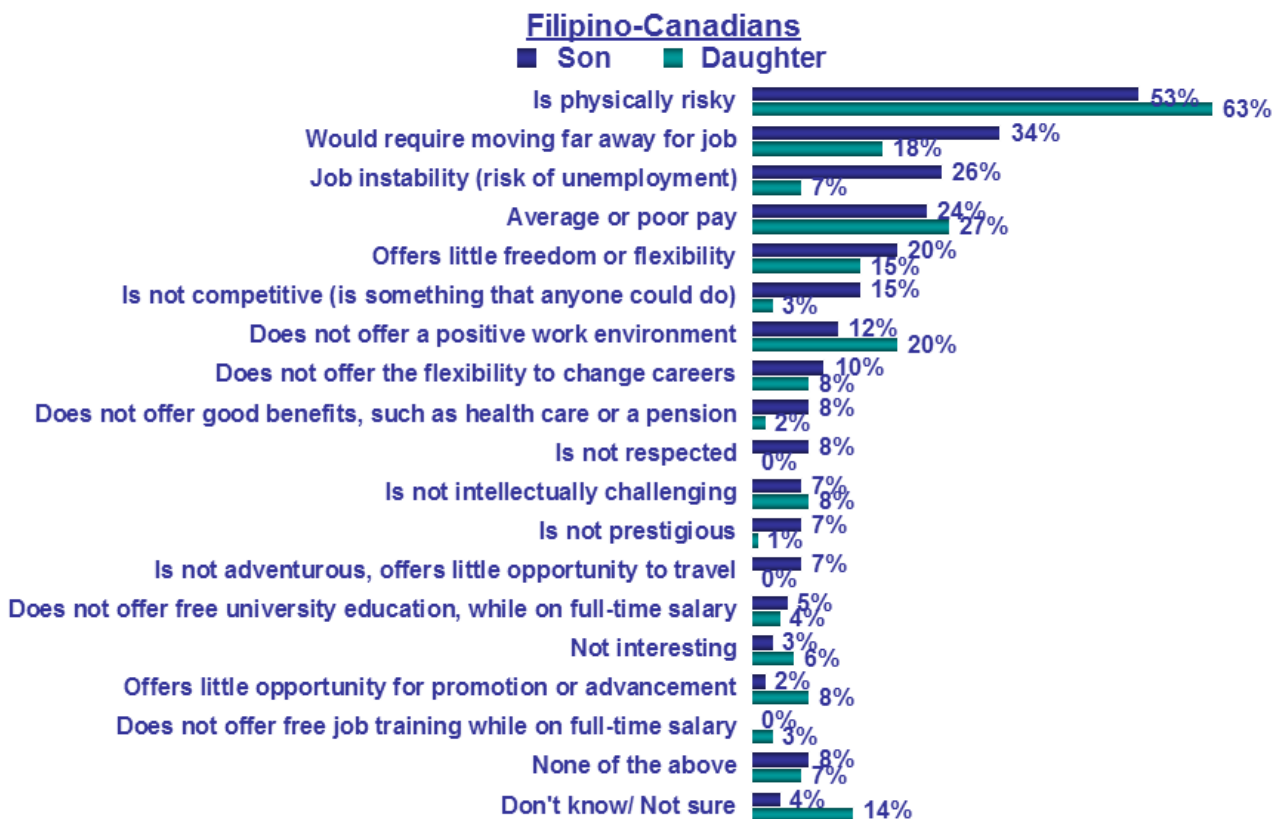
D.1 Filipino-Canadians

Results reveal that Filipino-Canadians are most likely to dissuade their children from choosing a career path that is physically risky (53% for sons and 63% of daughters). For sons, parents say that the requirement to move far away for the job (34%), job instability (26%) or average/poor pay (24%) are other reasons why they would not recommend a particular career. Reasons for not recommending a particular career path to a daughter include average or poor pay (27%), a negative work environment (20%), or the requirement to move far away (18%).



Reasons for avoiding a particular career by parents-Filipino-Canadians

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



Q7. Base: Filipino-Canadians 35 years plus with a son (n=47); Filipino-Canadians 35 years plus with a daughter (n=39)

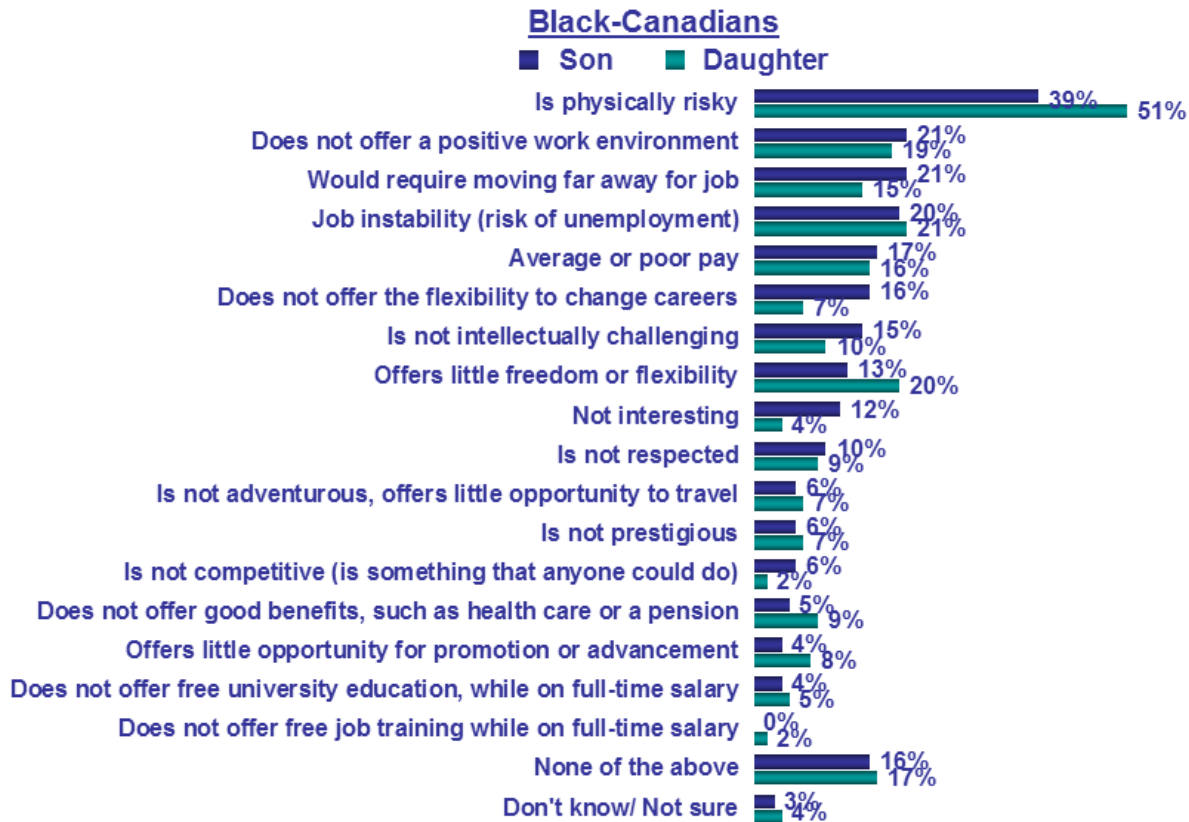
D.2 Black-Canadians

Black-Canadians mention similar reasons to avoid recommending a career, with a respective 39% and 51% of parents noting they would be least likely to recommend a career field to their son or daughter if it was physically risky. The lack of a positive work environment (21%), job instability (20%) and the requirement to move far away for the job (21%) are other reasons why Black-Canadians say they would not recommend a particular career field to their son. For daughters, the most frequently mentioned reasons include job instability (21%), lack or freedom or flexibility (20%), moving far away (15%) and a negative work environment (19%).



Reasons for avoiding a particular career by parents-Black-Canadians

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



Q7. Base: Black-Canadians 35 years plus with a son (n=74); Black-Canadians 35 years plus with a daughter (n=71)

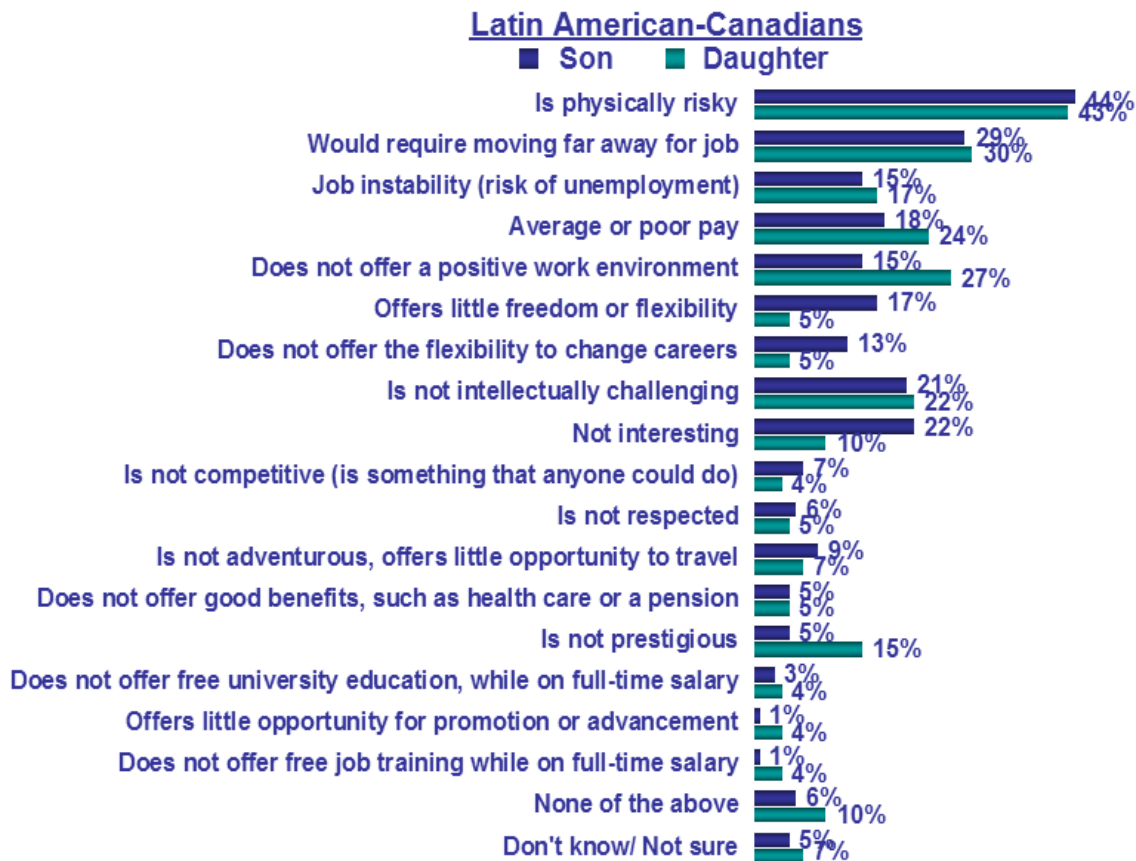
D.3 Latin American-Canadians

Among Latin American-Canadians, physical risk again tops the list of reasons why parents would not recommend a particular career to their son or daughter (44% and 43% respectively), followed distantly by the requirement to move far away (29% and 30% respectively) and a lack of a positive work environment (15% and 27% respectively). For sons, other reasons for not recommending a career include a lack of interest (22%) or intellectual challenge (21%). For daughters, Latin American-Canadians say that average/poor pay (24%) and lack of prestige (15%) are other reasons why they would not recommend a career field.



Reasons for avoiding a particular career by parents-Latin American-Canadians

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



Q7. Base: Latin American-Canadians 35 years plus with a son (n=50); Latin American-Canadians 35 years plus with a daughter (n=48)

8. Parents' Views on a Career in the Canadian Armed Forces

A. Likelihood of Recommending a Career in the Canadian Armed Forces

Respondents were asked, how likely they are to recommend a career in the CAF to a son or daughter. Their responses were then compared to those of the general public.

A.1 Filipino-Canadians

Large majorities of Filipino-Canadian parents say they would be unlikely to recommend a career in the CAF to their son (68%) or daughter (88%), compared to a respective 69% and 73% of general public parents. Only 24% of Filipino-Canadians say they would recommend a career in the Canadian military to their son, and even fewer for a daughter (5%).

A.2 Black-Canadian

Black-Canadian parents indicate they would be not very or not at all likely to recommend a career in the Canadian military to either a son (74%) or daughter (78%). Compared to their Filipino-Canadian counterparts, however, Black-Canadian parents are somewhat more likely to say they would indeed recommend a career in the Canadian military to their son (20%) or daughter (16%).

Compared to the general public, Black-Canadian parents are slightly less likely to recommend a career in the CAF to either their son (20% Black-Canadians, 26% general public) or their daughter (17% Black-Canadians, 21% general public).

A.3 Latin American-Canadian

Turning to Latin American-Canadian parents, it is worth noting that while majorities say they would be unlikely to recommend a career in the military to either a son (76%) or daughter (80%), they are slightly more likely than their counterparts to say they would be “very”(9%) or “somewhat” (12%) likely to recommend such a career path to their son.

Compared to the general public, Latin American-Canadian parents are just as likely to recommend a career in the CAF to their sons (26% general public, 21% Latin American-Canadian parents) but much less likely to recommend a career in the CAF to their daughter (21% general public, 10% Latin American-Canadian parents).

Likelihood of parents recommending a career in the Canadian Forces

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

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



Q13/Q4. Base: Filipino-Canadians 35 years plus with a son between the ages of 16-34 (n=47); Filipino-Canadians 35 years plus with a daughter between the ages of 16-34 (n=39); Black-Canadians 35 years plus with a son between the ages of 16-34 (n=74); Black-Canadians 35 years plus with a daughter between the ages of 16-34 (n=71); Latin American-Canadians 35 years plus with a son between the ages of 16-34 (n=50); Latin American-Canadians 35 years plus with a daughter between the ages of 16-34 (n=48); General public parents with a son 16-34 (n=241); General Public with a daughter 16-34 (n=223)

B. Reasons for Parents to Recommend a Career in the Canadian Armed Forces

Parents who said they were either somewhat or very likely to recommend a career in the Canadian Military to either a son or daughter were asked to indicate why. Since few parents in each of the ethnic groups examined in this wave would recommend a career in the CAF, the results below cannot be extrapolated to the broader Black-, Filipino- and Latin American-Canadian populations and should be considered directional in nature.

Among Filipino-Canadian parents who said they would recommend such a career path to their son, half say that it is a great way to learn discipline (56%) and one in five indicated that the military provided good opportunities for travel, social or educational experiences (11%). Another 7% noted that a career in the Canadian military provides job stability for sons. Very few Filipino-Canadian parents would recommend a career in the CAF to their daughter (less than 5% of parents).

Black-Canadian parents hold a wider array of reasons why a career in the Canadian military would be a good choice for their son or daughter. For sons, top reasons include learning discipline (28%), having a respectable or prestigious career (21%), or gaining access to good opportunities, including travel, social and educational experience (21%). Good pay/benefits (16%), the opportunity to serve their country (14%), good job (11%) and good training (8%) are others reasons why Black-Canadian parents would recommend a career in the Canadian military to their son. Top reasons for recommending a military career to daughters include good pay and benefits (26%), an opportunity to sever the country (22%), and the inherent respect that comes with a military career (22%). A good job (19%), job stability (17%), and learning discipline (14%) are other reasons why Black-Canadian parents would recommend a career in the Canadian military to a daughter.

Top reasons for Latin American-Canadian parents recommending a military career to a son include opportunity for travel (22%), a good challenge (21%), the fact that the job is interesting (20%), and the opportunity for promotion (11%). For daughters, status and opportunity for promotions (38%) and travel (34%) are mentioned most often, followed distantly by good pay/benefits (20%), the opportunity to protect and serve (14%), and the inherently interesting nature of the career (15%).

C. Reasons for Parents not to Recommend a Career in the Military

Parents who said they were not very or not at all likely to recommend a career in the Canadian military to their son or daughter were asked to explain why. Since the base of parents in each of the ethnic groups examined in this wave is low, the results below cannot be extrapolated to the broader Black-, Filipino- and Latin American-Canadian populations and should be considered directional in nature.

Filipino-Canadian parents do not recommend a career in the CAF to their sons or daughters because it is dangerous (29% sons, 20% daughters) and requires relocation (17% sons, 11% daughters). Filipino-Canadian parents were more likely to indicate that a career in the CAF is too risky for daughters (31%) compared to sons (15%), while pacifism is mentioned more frequently as a reason for sons (14%) to avoid a career in the CAF compared to daughters (3%).

For Black-Canadian parents, the a key reasons to avoid a career in the CAF for both sons and daughters are danger (23% sons, 14% daughters), lack of interest (13% sons, 14% daughters) and pacifism (14% sons, 10% daughters).

Latin American-Canadian parents also feel that the CAF is too risky for both sons (16%) and daughters (18%). More Latin American-Canadian parents to mention a lack of experience as a reason for daughters (9%) rather than sons (2%) to avoid joining the CAF.

D. Reasons to Join the Canadian Armed Forces

Parents were provided with a list of possible reasons why people might consider joining the CAF and asked to indicate how important a consideration each of these is to be a reason to recommend the CAF to their son or daughter.

D.1 Filipino-Canadians

Results reveal that majorities of Filipino-Canadians indicate that the reasons provided were either “very” or “somewhat” consideration for recommending a career in the CAF to their offspring. Parents of both sons and daughters say that joining the CAF is a good way to help others (76% for sons and 69% for daughters). For sons, other reasons listed as “very” or “somewhat” important in recommending a career in the Canadian Military include it being a good way to serve the country (71%), that it offers a wide variety of jobs (71%), and that it offers experience that is valuable outside of the military (71%). For daughters, top considerations for recommending a career in the CAF include experience that is valuable outside of the military (64%), an opportunity to serve the country (63%), and job stability (68%).



Reasons to join the Canadian Forces: Filipino-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?

Filipino-Canadians

% Very Important/Somewhat Important

■ Son ■ Daughter



Q22. Base: Filipino-Canadians 35 years plus with a son (n=47); Filipino-Canadians 35 years plus with a daughter (n=39)

D.2 Black-Canadians

Majorities of Black-Canadian parents also rate as important all of the reasons for recommending a career in the CAF, although helping others receives high marks for both sons and daughters (88% and 83%, respectively). For sons, other important reasons for recommending a career in the Forces include serving the country (84%), a wide variety of jobs (76%), and gaining experience that is valuable outside the military (77%), while good pay is seen as less important (only 62% of parents cite this as an important reason for recommending a military career to their son). Meanwhile, the most important reasons for recommending a career in the CAF to daughters include experience that is valuable outside of the military (84%), access to a wide variety of jobs (81%), serving the country (77%), and job stability (77%).



Reasons to join the Canadian Forces: Black-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?

Black-Canadians

% Very Important/Somewhat Important

■ Son ■ Daughter



Q22. Base: Black-Canadians 35 years plus with a son (n=74); Black-Canadians 35 years plus with a daughter (n=71)

D.3 Latin American-Canadians

Latin American-Canadian parents are generally less likely than their counterparts to place a high degree of importance on many of the reasons provided, though at least one in two parents nonetheless say that each is important. For sons, helping others is seen as the most important reason for recommending a career in the CAF (83%), followed by serving the country (72%), job stability (66%), and free job training (59%). Good pay is deemed important by 49% of parents.

For daughters, helping others is once again seen as the most important reason for recommending a career in the Forces (74%), followed by access to a wide variety of jobs (63%), serving the country (62%), free job training (62%), and job stability (60%). Fewer than one in two parents say that career advancement is an important reason for recommending a career in the military (48%).



Reasons to join the Canadian Forces: Latin American-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?

Latin American-Canadians

% Very Important/Somewhat Important

■ Son ■ Daughter



Q22. Base: Latin American-Canadians 35 years plus with a son (n=50); Latin American-Canadians 35 years plus with a daughter (n=48)

E. Reasons to Avoid the Canadian Armed Forces

Parents were also presented with a list of reasons people might not want to join the CAF and asked to indicate how important they consider each to be as reasons for not recommending the CAF to their son or daughter.

Results reveal that although reasons for avoiding the CAF vary among the three ethnic groups, the dangerous nature of the occupation, as well as being sent far away from home, are top reasons why parents would not recommend a career in the CAF to their son or daughter.

E.1 Filipino-Canadians

Apart from being sent far from home (85%) and a dangerous occupation (82%), Filipino-Canadians also say that poor pay (70%), giving up your freedom (67%) limited professional opportunities (61%) and following orders you disagree with (53%) are other important reasons why they would not recommend the CAF to their son. For daughters, important reasons for avoiding the Forces include following orders you disagree with (66%), giving up your freedom (57%), and not being allowed to fully use their talents (56%).



Reasons to avoid the Canadian Forces: Filipino-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 you would not recommend the Canadian Forces to your son/daughter?



Q23. Base: Filipino-Canadians 35 years plus with a son (n=47); Filipino-Canadians 35 years plus with a daughter (n=39)

E.2 Black-Canadians

Among Black-Canadian parents, dangerous occupation (83%), giving up freedom (78%), being sent far away from home (77%), following orders you disagree with (71%), and not being allowed to fully use their talent (68%) are top reasons why they would not recommend a career in the Forces to a son. Top reasons for daughters to avoid the CAF include it being a dangerous occupation (79%), being sent far from home (76%) following orders you disagree with (73%), not being allowed to fully use their talent (71%), and giving up freedom (70%). Parents of sons (53%) are more likely to say they would not recommend a career in the CAF due to a perceived lack of prestige compared to parents of daughters (38%).



Reasons to avoid the Canadian Forces: Black-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 you would not recommend the Canadian Forces to your son/daughter?

Black-Canadians

% Very Important/Somewhat Important

■ Son ■ Daughter



Q23. Base: Black-Canadians 35 years plus with a son (n=74); Black-Canadians 35 years plus with a daughter (n=71)

E.3 Latin American-Canadians

Parents recommend avoiding a career in the CAF because it is a dangerous occupation (80% sons, 84% daughters) and would involve being sent far from home (78% sons, 84% daughters). While majorities say that following orders you disagree with (65%), giving up your freedom (62%), and not allowing you to fully use your talents (59%) are important reasons not to recommend a career in the Forces to a son, minorities say the other reasons provided are important enough to avoid the CAF.

For daughters, important reasons for avoiding the CAF include having to follow orders even if you disagree with them (81%), giving up your freedom (77%), and not being allowed to fully use their talents (73%).

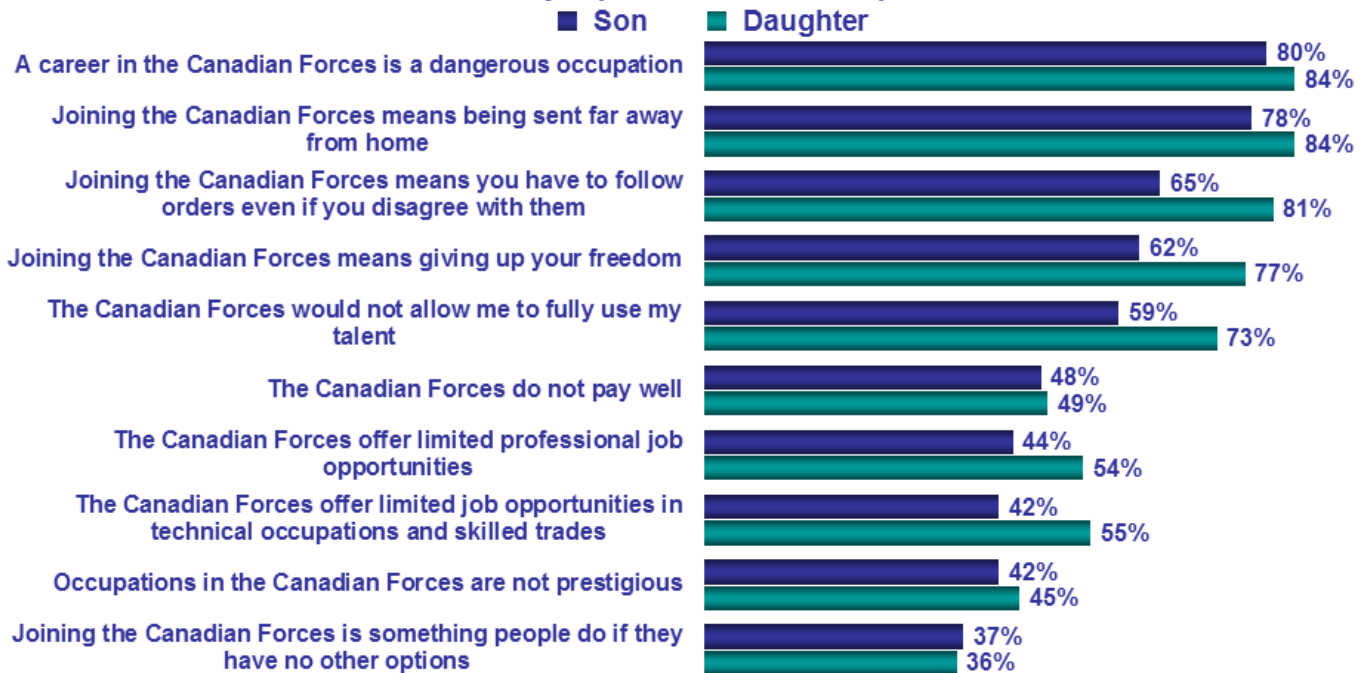


Reasons to avoid the Canadian Forces: Latin American-Canadian parents (35+)

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 you would not recommend the Canadian Forces to your son/daughter?

Latin American-Canadians

% Very Important/Somewhat Important



Q23. Base: Latin American-Canadians 35 years plus with a son (n=50); Latin American-Canadians 35 years plus with a daughter (n=48)



Appendix A: Screener

Recruitment Screener

Visible Minorities Recruitment and the CAF:

The Black-, Filipino-, Latin American-Canadian Populations

January 2014

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 discussions 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
3/18	Ottawa	Filipino	Youth (18-24 yrs)	5:30pm
		Black	Parents/ Influencers	7:30pm
3/20	Vancouver	Filipino	Youth (18-24 yrs)	5:30pm
		Latin American	Parents/ Influencers	7:30pm
3/24	Winnipeg	Latin American	Youth (18-24 yrs)	5:30pm
		Filipino	Parents/ Influencers	7:30pm
3/25	Toronto	Latin American	Youth (18-24 yrs)	5:30pm
		Filipino	Parents/ Influencers	7:30pm
3/27	Halifax	Black	Youth (18-24 yrs)	5:30pm
		Black	Parents/ Influencers	7:30pm
4/8	Montreal	Black	Youth (18-24 yrs)	5:30pm
		Latin American	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

2. 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

3. How many focus groups have you attended in the past five years? **TERMINATE IF MORE THAN 5**
4. Have you attended a discussion group or a market research focus group in the past six months? **IF "YES" - THANK AND TERMINATE**
5. 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

6. How old are you?
- IF 18-24 YEARS, HOLD FOR POSSIBLE RECRUIT TO YOUTH GROUP

ETHNICITY SCREENER

7. 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]

IF EUROPE, US, CANADA OR CARRIBIAN PROBE: Canada is a multicultural country with many different visible minority groups. Which ethnic community do you identify with? [OPEN]

- BLACK
- Caribbean origins
- Central and West African Origins
- South and East African Origins
- Canada or US – Identify as Black
- European – Identify as Black
- Caribbean – Identify as Black

FILIPINO ORIGINS

- The Philippines

LATIN AMERICAN ORIGINS

- Aboriginal from Central/South America (except Maya)
- Argentinian
- Belizean
- Bolivian
- Brazilian
- Chilean
- Colombian



- Costa Rican
- Ecuadorian
- Guatemalan
- Guyanese
- Hispanic
- Honduran
- Maya
- Mexican
- Nicaraguan
- Panamanian
- Paraguayan
- Peruvian
- Salvadorean
- Uruguayan
- Venezuelan
- United States – identify as Latin American
- Canada – Identify as Latin American
- Europe- Identify as Latin American
- Caribbean – Identify as Latin American

IMMIGRATION STATUS

8. Did you immigrate to Canada from another country?

- Yes
- No/ don't know

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

10. 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]

11. 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]**

12. 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

13. 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]

14. 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

15. 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

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

- Yes
- No/ don't know

17. 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

18. 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

19. 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 ARTICULATEDLY 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 ...

Date	City	Cultural Community	Audience	Time
3/18	Ottawa	Filipino	Youth (18-24 yrs)	5:30pm
		Black	Parents/ Influencers	7:30pm
3/20	Vancouver	Filipino	Youth (18-24 yrs)	5:30pm
		Latin American	Parents/ Influencers	7:30pm
3/24	Winnipeg	Latin American	Youth (18-24 yrs)	5:30pm
		Filipino	Parents/ Influencers	7:30pm
3/25	Toronto	Latin American	Youth (18-24 yrs)	5:30pm
		Filipino	Parents/ Influencers	7:30pm
3/27	Halifax	Black	Youth (18-24 yrs)	5:30pm
		Black	Parents/ Influencers	7:30pm
4/8	Montreal	Black	Youth (18-24 yrs)	5:30pm
		Latin American	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 will 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



Questionnaire de recrutement

Les Forces canadiennes et le recrutement des minorités visibles : les Canadiens de race noire et d'origine philippine et latino-américaine

Janvier 2014

Bonjour/Bonsoir, ici _____ de la Société Ipsos-Reid, une firme nationale d'études de marché. Nous sommes une maison professionnelle de sondages d'opinion publique qui recueille l'opinion des gens. De temps à autre, nous regroupons un certain nombre de personnes pour discuter de différents sujets et connaître leurs points de vue.

Nous préparons actuellement des rencontres de ce type pour le compte du gouvernement du Canada, et nous aimerions vous inviter à y participer. Les discussions porteront sur des enjeux liés à la façon dont les jeunes prennent des décisions concernant leurs carrières et leurs études. Soyez assuré que votre participation est volontaire et que, si vous prenez part à la rencontre, votre identité sera tenue confidentielle.

Souhaiteriez-vous participer à cette rencontre qui aura lieu à _____, le _____ ?

Date	Ville	Communauté culturelle	Groupe	Heure
8 avril	Montréal Ipsos Descarie, 1440 rue Sainte- Catherine Ouest, Bureau 555	Noir	Jeunes (18 à 24 ans)	17 h 30
		Latino-Américain	Parents/Personnes d'influence	19 h 30

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

J'aimerais maintenant vous poser quelques questions pour vérifier si vous êtes admissible.

(INTERVIEWER, INSCRIRE LE SEXE, NE PAS DEMANDER) (TENTER D'OBTENIR UNE PROPORTION DE 50/50)

Homme (Continuer pour un recrutement possible)

Femme (Continuer pour un recrutement possible)

20. Est-ce que vous-même ou un autre membre de votre foyer travaillez dans l'un des domaines suivants?

(LIRE LA LISTE) SI « OUI » À L'UN OU L'AUTRE - REMERCIER ET CONCLURE

- Une agence de publicité
- Une firme d'études de marché
- Les médias, comme la télévision, la radio ou un journal
- Le gouvernement du Canada
- Les Forces canadiennes ou le ministère de la Défense nationale

21. Avez-vous déjà participé à une rencontre de ce type ou à un groupe de discussion dans le cadre d'une étude de marché? **PAS PLUS DE TROIS PERSONNES RECRUTÉES DANS CHAQUE GROUPE PEUVENT RÉPONDRE OUI**

SI Q2= OUI, DEMANDER LA Q3-5, AUTREMENT PASSER À LA Q6

22. À combien de groupes de discussion avez-vous pris part au cours des cinq dernières années? **CONCLURE SI PLUS DE 5**

23. Avez-vous participé à une rencontre de ce type ou à un groupe de discussion dans le cadre d'une étude de marché au cours des six derniers mois? **SI « OUI » - REMERCIER ET CONCLURE**

24. Avez-vous participé à une rencontre ou à un groupe de discussion concernant des enjeux militaires, les affaires étrangères ou les Forces canadiennes au cours des deux dernières années? **SI « OUI » - REMERCIER ET CONCLURE**

RECRUTEMENT EN FONCTION DE L'ÂGE

25. Quel âge avez-vous?

- SI 18 À 24 ANS, RETENIR POUR UN RECRUTEMENT POSSIBLE DANS UN GROUPE DE JEUNES

RECRUTEMENT EN FONCTION DE L'ORIGINE ETHNIQUE

26. Les Canadiens viennent de partout dans le monde et de tous les horizons. De quelle région du monde sont originaires vos ancêtres? [QUESTION OUVERTE, CHOISIR TOUT CE QUI S'APPLIQUE]

SI EUROPE, ÉTATS-UNIS, CANADA OU CARAÏBES SONDER : Le Canada est un pays multiculturel composé de nombreux groupes de minorités visibles. À quelle communauté ethnique vous identifiez-vous? [QUESTION OUVERTE]

NOIR

- Origines des Caraïbes

- Origines de l’Afrique centrale ou de l’Ouest
- Origines de l’Afrique du Sud ou de l’Est
- Canada ou États-Unis – s’identifie comme noir
- Europe – s’identifie comme noir
- Caraïbes – s’identifie comme noir

ORIGINES PHILIPPINES

- Les Philippines

ORIGINES LATINO-AMÉRICAINES

- Autochtone de l’Amérique centrale/du Sud (excepté Maya)
- Argentin
- Bélizien
- Bolivien
- Brésilien
- Chilien
- Colombien
- Costaricain
- Équatorien
- Guatémaltèque
- Guyanien
- Hispanique
- Hondurien
- Maya
- Mexicain
- Nicaraguayen
- Panaméen
- Paraguayen
- Péruvien
- Salvadorien
- Uruguayen
- Vénézuélien
- États-Unis – s’identifie comme Latino-américain
- Canada – s’identifie comme Latino-américain
- Europe – s’identifie comme Latino-américain
- Caraïbes – s’identifie comme Latino-américain

STATUT D’IMMIGRANT

27. Avez-vous immigré au Canada en provenance d’un autre pays?

- Oui
- Non/Ne sait pas

28. En provenance de quelle partie du monde avez-vous immigré, c'est-à-dire quel était votre pays de résidence avant d'immigrer au Canada? [INSCRIRE]

29. À quand remonte votre immigration au Canada?

Inscrire le nombre d'années : _____

[POUR LES GROUPES DE JEUNES, PAS PLUS DE 3 PAR GROUPE QUI ONT IMMIGRÉ AU COURS DES 10 DERNIÈRES ANNÉES]

30. Prévoyez-vous retourner dans votre pays d'origine ou déménager dans un autre pays au cours de la prochaine année environ?

- Oui **[REMERCIER ET CONCLURE]**
- Non **[CONTINUER]**

31. Êtes-vous au Canada temporairement, par exemple avec un visa d'étudiant ou dans le cadre d'un autre type de séjour temporaire?

- Oui **[REMERCIER ET CONCLURE]**
- Non **[CONTINUER]**

RECRUTEMENT DE PARENTS

32. Êtes-vous la mère ou le père d'un enfant de 18 à 24 ans?

- Oui **[CONTINUER POUR RECRUTEMENT POSSIBLE DANS UN GROUPE DE PARENTS]**
- Non/Ne sait pas **[CONTINUER POUR RECRUTEMENT POSSIBLE DANS UN GROUPE DE PERSONNES D'INFLUENCE]**

RECRUTEMENT DE PERSONNES D'INFLUENCE DE LA COMMUNAUTÉ [MAXIMUM DE TROIS PAR GROUPE]

[NOTE : LES PERSONNES D'INFLUENCE PEUVENT AUSSI ÊTRE DES PARENTS D'ENFANTS DE 18 À 24 ANS, MAIS NE DOIVENT PAS ÊTRE ÂGÉES DE MOINS DE 35 ANS]

33. Avez-vous fait l'une ou l'autre des choses suivantes au cours de la dernière année?

- Participer à une assemblée publique
- Parler lors d'une assemblée publique
- Écrire une lettre au rédacteur en chef d'un journal
- Rédiger une lettre à l'intention d'un élu
- Faire du bénévolat dans un organisme communautaire ou à but non lucratif

34. Faites-vous régulièrement l'une ou l'autre des choses suivantes?

- Lire un journal, un magazine ou une autre publication portant sur des enjeux importants pour votre communauté ethnique
- Participer à des événements culturels spécifiques à votre communauté ethnique

35. Dans le cadre de votre emploi rémunéré ou d'un travail bénévole, avez-vous affaire à des jeunes de votre communauté ethnique?

- Oui
- Non/Ne sait pas

36. J'aimerais savoir lequel des énoncés suivants décrit le mieux à quel titre vous avez affaire à des jeunes?

LIRE LA LISTE

- Enseignement/Éducation (école, conseiller, sports, musique, etc.)
- Maintien de l'ordre/travail social
- Entraîneur/arbitre/sports
- Organisations/groupes communautaires/religieux
- Soignant/conseiller de camp
- Aucune de ces réponses

SI LE RÉPONDANT FAIT QUATRE DES SEPT ACTIVITÉS DE LA Q14 ET Q15, OU SI LE RÉPONDANT DIT OUI À Q16 CONTINUER POUR UN RECRUTEMENT POSSIBLE COMME PERSONNE D'INFLUENCE

NIVEAU DE SCOLARITÉ

37. Quel est le niveau de scolarité le plus élevé que vous avez terminé? Est-ce...?

- Moins que des études secondaires
- Études secondaires en partie
- Diplôme d'études secondaires
- Études postsecondaires en partie (université/collège communautaire/cégep)
- Diplôme d'études postsecondaires (université, collège communautaire ou cégep)

HABILETÉ À S'EXPRIMER/COMMUNIQUER EFFICACEMENT

38. Si vous aviez soudainement un million de dollars, que feriez-vous? [LE BUT DE LA QUESTION EST DE MESURER LA CAPACITÉ DU RÉPONDANT À S'EXPRIMER.]

[INTERVIEWER : UTILISER CETTE QUESTION POUR MESURER LA CAPACITÉ DU RÉPONDANT À S'EXPRIMER. SI LE RÉPONDANT A DU MAL À S'EXPRIMER OU À COMMUNIQUER, OU MONTRE DES DIFFICULTÉS IMPORTANTES À S'EXPRIMER EN ANGLAIS OU EN FRANÇAIS (POUR MONTRÉAL), REMERCIER ET CONCLURE]

Fantastique, vous êtes admissible à participer à l'un de nos groupes de discussion. La rencontre se tiendra le...

Date	Ville	Communauté culturelle	Groupe	Heure
8 avril	Montréal Ipsos Descarie, 1440 rue Sainte-Catherine Ouest, Bureau 555	Noir	Jeunes (18 à 24 ans)	17 h 30
		Latino-Américain	Parents/Personnes d'influence	19 h 30

La rencontre durera environ **deux heures**. Les personnes admissibles qui se présenteront recevront 100 \$ en guise de remerciement.

Assurez-vous d'apporter avec vous une carte d'identité délivrée par le gouvernement pour confirmer votre participation au groupe de discussion.

Nous réservons ce moment pour discuter avec vous. Si, pour une raison ou pour une autre, vous ne pouvez pas être présent, veuillez appeler au : XXX-XXXX.

La rencontre sera filmée et enregistrée. Ces enregistrements nous aideront quand viendra le temps de rédiger notre rapport. De plus, la pièce où se déroule la rencontre comporte un miroir d'observation derrière lequel peuvent se trouver des employés de l'entreprise qui a commandé cette étude, ainsi que des membres du personnel de la Société Ipsos-Reid. Ils observeront la rencontre simplement pour avoir un premier aperçu du déroulement de l'étude. Il s'agit d'une procédure normale dans ce type de rencontre.

Appendix B: Moderator's Guide

Visible Minorities Recruitment and the CAF:

The Black- Filipino- and Latin American-Canadian Populations

Draft Moderators Guide

January 2014

Introduction (10 Minutes)

- The length of session (1.5 hours)
- Taping of the discussion
- Colleagues viewing in a separate room. This is standard focus group procedure to get a first hand look at the research process.
- Results are confidential and reported in aggregate/individuals are not identified/participation is voluntary/
- Discuss and complete Consent Form
- 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/CAF, 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/CAF, POLICING, SECURITY JOBS MAY BE MENTIONED HERE. DO NOT PROBE ON IT MORE THAN FOR OTHER OCCUPATIONS MENTIONED]

Views on the CAF (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 CAF
 - Soldier
 - Peacekeeping
- In general do you have positive or negative views of the CAF? Explain.
- Do you think others in your ethnic community have positive or negative views of the CAF? Explain.

Views on a Career in the CAF (30 Minutes)

- *Please note: We'll be spending the next while talking about the possibility of a career in the CAF. This is not an effort to recruit you personally and there are no recruitment personnel from the CAF 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 CAF? Why/ why not?

- [PARENTS:] Would you advise your son/daughter to pursue a career in the CAF? Why/ why not?
- [INFLUENCERS:] Would you advise a young person to pursue a career in the CAF?
- What are the benefits and drawbacks of a CAF 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 CAF different from other careers?
 - PROBE: Danger/ risk to life; the culture of the CAF (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 CAF offer? What kinds of jobs? Is it just combat, or is it more than that?
 - **Stability:** Do you think a career in the CAF 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 CAF 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 CAF, 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 CAF. What do you think may be preventing visible minorities from joining the CAF?
- The CAF want to encourage more visible minorities, including members of your community, to join the Forces in order to ensure that the CAF 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 CAF 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 LIABRARIES).]
 - Is it important for the CAF to provide communications about the Forces in languages other than English or French?
 - If you worked as a recruiter for the CAF and it was your job to interest more members of your community to join the CAF, 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

Department of National Defence

Visible Minorities and Canadian Forces Recruitment:
The Black-, Filipino- and Latin American-Canadian Populations
Phase 3 Quantitative Research – Core Questionnaire

December 2013

[Cortex 5 Standard Screener: DO NOT MODIFY]

YEAR/MONTH. What is your date of birth (year and month)?

(Select one answer)

- Use YEAR/MONTH response list.

[Cortex 5 Standard Screener: DO NOT MODIFY]

QUOTAGERANGE. (HIDDEN) Age breaks

(Select one answer)

- (_1_15) Under 15 **[TERMINATE]**
 (_16_34) 16-34
 (_35_54) 35-54
 (_55+) 55+

[Cortex 5 Standard Screener: DO NOT MODIFY]

RESP_GENDER. What is your gender?

(Select one answer)

- (_1) Male
 (_2) Female

[Cortex 5 Standard Screener: DO NOT MODIFY]

EN01CTY. In which country do you live?

(Select one answer)

- (_1) USA
 (_2) Canada
 (_3) Australia
 (_4) United Kingdom
 (_5) Other

[Cortex 5 Standard Screener: DO NOT MODIFY]

CAPOST1. What is your postal code? (example: A8A8A8)



(Enter text)

[Cortex 5 Standard Screener: DO NOT MODIFY]

PROVCAT. (HIDDEN) Province

(Select one answer)

- (_AB) Alberta
- (_BC) British Columbia
- (_MB) Manitoba
- (_NB) New Brunswick
- (_NL) Newfoundland
- (_NS) Nova Scotia
- (_NT) Northwest Territories
- (_NU) Nunavut
- (_ON) Ontario
- (_PE) Prince Edward Island
- (_QC) Quebec
- (_SK) Saskatchewan
- (_YT) Yukon

[Cortex 5 Standard Screener: DO NOT MODIFY]

CITYSIZE. (HIDDEN) City size

(Select one answer)

- Use CITYSIZE response list.

[Cortex 5 Standard Screener: DO NOT MODIFY]

NMARKETCAT. (HIDDEN) Market

(Select one answer)

- Use NMARKETCAT response list.

[Cortex 5 Standard Screener: DO NOT MODIFY]

USHOU1. Which of the following best describes your living situation?

(Select one answer)

- (_1) Own a house
- (_2) Own a condo/co-op
- (_3) Rent
- (_4) Live with parents/relatives
- (_5) Other
- (_6) Prefer not to answer

[Cortex 5 Standard Screener: DO NOT MODIFY]



USHHI2. Please indicate your annual household income before taxes.

(Select one answer)

- Use USHHI2 response list.

[Cortex 5 Standard Screener: DO NOT MODIFY]

HHCMP10. How many people are living or staying at your current address? (Include yourself and any other adults or children who are currently living or staying at this address for at least two months)

(Select one answer)

- (_1) 1
- (_2) 2
- (_3) 3
- (_4) 4
- (_5) 5
- (_6) 6
- (_7) 7
- (_8) 8
- (_9) 9
- (_10) 10
- (_11) 11
- (_12) 12+

[Cortex 5 Standard Screener: DO NOT MODIFY]

HHCMP20. Please answer the following for each of the people who live with you: Enter 0 if the child in your household is under 1 year old.

(Select one answer)

- Use HHCMP20 response list.

PN: IF HHCMP20 = KID 16-17 GO TO P1

PN: IF HHCMP20 does NOT yield KID 16-17 GO TO INTLO1

P1 Parental Consent

[This question can be customized](#)

Single Punch

NON-PREQUAL

We are conducting market research about milk and would like to ask your child to take part. This research involves your child filling out an online questionnaire.

If there is a child between 16 and 17 in your household, and if you agree that (s)he participates in this study, please ask the child to come to the computer and complete this survey. (Select one)

YES, the child between 16 and 17 is now going to complete this survey

No

PN: IF P1 = 'YES' apply STOP_REALLOCATION

PN: IF P1 = 'YES' CONTINUE TO KIDAGE AND SHOW TEXT "Please ask the child..." BELOW.

PN: IF P1 = 'NO' SKIP TO INTLO1

Please ask the child between 11 and 17 to come to the computer and complete this survey.

PN: IF CHILD ASK KIDAGE & KIDGEN

KIDAGE

Numeric Field

NON-PREQUAL

What is your age?

PN: IF KIDAGE <11 or >17 TERM

This is the age of the new person in the survey. STOP_REALLOCATION will not allow these respondents to be reallocated to another survey.

KIDGEN

Single Punch

NON-PREQUAL

What is your gender?

Male

Female

This is the gender of the new person in the survey. STOP_REALLOCATION will not allow these respondents to be reallocated to another survey.

INTLO1. Where do you access the Internet most often?

(Select one answer)

- (_1) Your home
- (_2) Your home-based business
- (_3) Your workplace outside the home
- (_4) School/University/College
- (_5) A library, community center, or other public facility
- (_6) Internet café/bar
- (_7) Copy shop (such as Kinko's, etc.)
- (_8) A friend's house
- (_9) A relative's or parent's house
- (_10) Hotel
- (_11) Your phone or other mobile device
- (_12) Other

[Cortex 5 Standard Screener: DO NOT MODIFY]

TCHO2. Which of the following do you have in your household?

(Select as many answers as apply)

- (_1) Desktop computer
- (_2) Non-digital camera (requires film)
- (_3) Digital camera
- (_4) Laptop
- (_5) Tablet (iPad, Kindle Fire, Galaxy Tab, Xoom, etc.)
- (_6) Printer and/or scanner
- (_7) Basic mobile phone (not smart phone)
- (_8) e-Reader (Kindle, Nook, etc.)
- (_9) DVD Player and/or Blu-Ray Player
- (_10) Netbook
- (_11) Smartphone (iPhone, Android, Blackberry, etc.)



- (_12) MP3 player (iPod, Zune, etc.)
- (_13) Landline telephone
- (_14) Gaming console (PlayStation 3, Xbox 360, Wii, etc.)
- (_15) Portable gaming device (PSP, PS Vita, DS, 3DS etc.)
- (_16) GPS device (TomTom, Navigon, Garmin, etc.)
- (_17) DVR/TIVO
- (_18) HD (high definition) TV
- (_19) Video Camera
- (_20) None of the above [Exclusive]

USMAR2. What is your marital status?

(Select one answer)

- (_1) Single, never married
- (_2) Living with partner
- (_3) Married
- (_4) Widowed
- (_5) Divorced or separated

[Cortex 5 Standard Screener: DO NOT MODIFY]

QMOB02. Which of the following activities, if any, have you ever done on your cell phone?

(Select as many answers as apply)

- (_1) Watch a TV show or a full-length movie
- (_2) Watch a short video (professionally produced, YouTube, etc.)
- (_3) Send/receive text messages (SMS)
- (_4) Send/receive email
- (_5) Use applications (Facebook, Foursquare, etc.)
- (_6) Listen to music
- (_7) Take a picture
- (_8) Play games
- (_9) Browse web sites
- (_10) Use a mobile search engine
- (_11) Use a built-in video camera
- (_12) Use voicemail
- (_13) Get directions
- (_14) Use GPS (Global Positioning System)
- (_15) Take surveys
- (_16) I only use my cell phone for emergencies (family, fire, police, etc.)
- (_17) I have a cell phone, but I have not used it for any of the above [Exclusive]
- (_18) I don't have a cell phone [Exclusive]

[Cortex 5 Standard Screener: DO NOT MODIFY]

CAEDU1. What is the highest degree or level of school you have completed? (If currently enrolled, select the previous grade or highest degree received.)

(Select one answer)

- (_1) Primary school or less
- (_2) Some high school
- (_3) Graduated high school
- (_4) Some college / CEGEP / Trade School
- (_5) Graduated from college / CEGEP / Trade School
- (_6) Some university, but did not finish
- (_7) University undergraduate degree, such as a Bachelor's Degree
- (_8) University graduate degree, such as a Master's or PhD

[Cortex 5 Standard Screener: DO NOT MODIFY]

US32EMP. Which of the following best describes your employment status?

(Select one answer)

- (_1) Employed - full-time
- (_2) Employed - part-time
- (_3) Self-Employed - full-time
- (_4) Self-Employed - part-time
- (_5) Retired
- (_6) Student - full-time
- (_7) Student - part-time
- (_8) Military
- (_9) Full-time parent, homemaker
- (_10) Not currently employed
- (_11) Prefer not to answer

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]

[IF PROV CAT = _BC ASK BC_SUB, OTHERWISE SKIP]

BC_Sub: In which of the following cities do you reside?

1. Victoria
2. Langley
3. Vancouver



4. Surrey
5. Coquitlam
6. Richmond
7. Other

[IF PROV CAT = _AB, AS AB_SUB, OTHERWISE SKIP]

AB_Sub: In which of the following cities do you reside?

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

[IF PROV CAT = _ON ASK ON_SUB, OTHERWISE SKIP]

ON_Sub: In which of the following cities do you reside?

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

[IF PROV CAT = _QC ASK QC_SUB, OTHERWISE SKIP]

QC_Sub: In 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

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 1-4,6,11,12,13 CONTINUE, ELSE TERMINATE]

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

[IF Q1=1 SHOW EUROPEAN ORIGINS LIST]

European origins

- British Isles origins
- French origins
- Western European origins (except French origins)
- Northern European origins (except British Isles origins)
- Eastern European origins
- Southern European origins

[IF Q1=2 SHOW NORTH AMERICAN ORIGINS LIST]

North American Origins

- First Nations (North American Indian)
- Inuit
- Métis
- Acadian
- American
- Canadian
- New Brunswicker
- Newfoundlander
- Nova Scotian
- Ontarian
- Québécois
- Mexican
- Hispanic

[IF INUIT, FIRST NATIONS, METIS SELECTED TERMINATE]

[IF Q1=3 SHOW CARIBBEAN AND CENTRAL AMERICA ORIGINS LIST]

Caribbean origins

- Antiguan
- Bahamian
- Barbadian
- Bermudan
- Carib
- Cuban
- Dominican
- Grenadian



- Haitian
- Jamaican
- Kittitian/Nevisian
- Martinican
- Montserratan
- Puerto Rican
- St. Lucian
- Trinidadian/Tobagonian
- Vincentian/Grenadinian
- West Indian; n.o.s.
- Caribbean origins; n.i.e.

Central American origins

- Aboriginal from Central/South America (except Maya)
- Belizean
- Costa Rican
- Guatemalan
- Hispanic
- Honduran
- Maya
- Mexican
- Nicaraguan
- Panamanian
- Salvadorean
- Other Central American origins

[IF Q1=4 SHOW SOUTH AMERICAN ORIGINS LIST]

South American origins

- Aboriginal from Central/South America (except Maya)
- Argentinian
- Bolivian
- Brazilian
- Chilean
- Colombian
- Ecuadorian
- Guyanese
- Hispanic
- Honduran
- Maya
- Paraguayan
- Peruvian
- Uruguayan
- Venezuelan
- Other South American origins

[IF Q1=12 SHOW CENTRAL AND WEST AFRICAN ORIGINS AND SOUTHERN AND EAST AFRICAN LISTS]

Central and West African origins

- Akan



Angolan
Ashanti
Beninese
Burkinabe
Cameroonian
Chadian
Congolese
Gabonese
Gambian
Ghanaian
Guinean
Ibo
Ivorian
Liberian
Malian
Nigerian
Peulh
Senegalese
Sierra Leonean
Togolese
Yoruba
Central and West African origins

Southern and East African origins

Afrikaner
Amhara
Bantu; n.o.s.
Burundian
Eritrean
Ethiopian
Harari
Kenyan
Malagasy
Mauritian
Oromo
Rwandan
Seychellois
Somali
South African
Tanzanian
Tigrian
Ugandan
Zambian
Zimbabwean
Zulu
Southern and East African origins

Other African origins

Black
Other African origins



[IF Q1=6 SHOW EAST AND SOUTHEAST ASIAN ORIGINS LIST]

East and Southeast Asian origins

- Burmese
- Cambodian (Khmer)
- Chinese
- Filipino
- Hmong
- Indonesian
- Japanese
- Korean
- Laotian
- Malaysian
- Mongolian
- Singaporean
- Taiwanese
- Thai
- Tibetan
- Vietnamese

[IF "EAST/SOUTHEAST ASIAN ORIGINS"=FILIPINO, CONTINUE, ELSE TERMINATE]

[IF Q1=13 SHOW "OCEANIA ORIGINS" LIST]

Oceania origins

- Australian
- New Zealander
- Pacific Islands origins
- Fijian
- Hawaiian
- Maori
- Polynesian
- Samoan
- Pacific Islands origins

[IF OCEANIA ORIGINS=AUSTRALIAN, NEW ZEALANDER CONTINUE, ELSE TERMINATE]

[IF Q2=FILIPINO SKIP TO Q3 OTHERWISE ASK Q2B]

2b. Which of the following ethnic communities do you identify with?

(Please check all that apply)

- White
- South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- Chinese
- Black
- Filipino
- Latin American
- Arab



Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian, etc.)

West Asian (e.g., Iranian, Afghan, etc.)

Korean

Japanese

[IF Q2B=BLACK, FILIPINO OR LATIN AMERICAN CONTINUE ELSE TERMINATE]

[HIDDEN PUNCH: VARIABLE NAME VISMINGROUP]

BLACK IF Q2B=BLACK

FILIPINO IF Q2=FILIPINO

LATIN AMERICAN IF Q2B=LATIN AMERICAN]

MQB

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?

[RANGE:0-99]

[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 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

[ASK PRETEST1 AND PRETEST2 ONLY DURING PRETEST]

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

[SHOW PRETEST3 AND PRETEST 4 DURING PRETEST ONLY, OTHERWISE SKIP TO Q21]

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

AUDIENCE (A=ALL, Y=16-34, C=35+, P=Parents)	
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 Frasier 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]

[SHOW PRETEST5 AND PRETEST6 ONLY DURING THE PRETEST OTHERWISE SKIP TO DEMOGRAPHICS]

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+]**

[ASK Q35 OF YOUTH ONLY]

34. 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

[SHOW PRETEST7 AND PRETEST8 ONLY DURING PRETEST ELSE SKIP TO END]

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]



Department of National Defence

Visible Minorities and Canadian Forces Recruitment: The Black, Filipino and Latin American Population

Phase 3 Quantitative Research

Final Questionnaire

INTRO: Vos réponses au présent sondage seront tenues strictement confidentielles et tous les renseignements recueillis seront traités conformément à la Loi sur la protection des renseignements personnels et aux autres lois sur le respect de la vie privée en vigueur. Ce sondage est inscrit auprès du système national d'enregistrement des sondages.

Voulez-vous continuer?

Oui

Non

[If NO terminate]

[CONTINUE IF YES]

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

[If Prov=10 ask BC_sub, otherwise skip]

BC_Sub: Dans laquelle de ces villes résidez-vous?

8. Victoria
9. Langley
10. Vancouver
11. Surrey
12. Coquitlam
13. Richmond
14. Autre

[if Prov=9, as AB_sub, otherwise skip]

AB_Sub: Dans laquelle de ces villes résidez-vous?

7. Calgary
8. Edmonton
9. Lloydminster
10. Fort McMurray
11. Okotoks
12. Autre

[If Prov=6 ask ON_sub, otherwise skip]

ON_Sub: Dans laquelle de ces villes résidez-vous?

7. Toronto/ Région du Grand Toronto
8. Ottawa
9. Kingston
10. Thunder Bay
11. London
12. Autre

[If Prov=5 ask QC_sub, otherwise skip]

QC_Sub: Dans laquelle de ces villes résidez-vous?

1. Montréal
2. Québec
3. Laval
4. Gatineau
5. Val-d'Or
6. Baie-Comeau
7. Autre

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

35. Nous sommes tous Canadiens, mais nos ancêtres viennent des quatre coins du monde. Quelle est votre origine ethnique? Veuillez choisir tout ce qui s'applique.

1	Europe
2	Amérique du Nord
3	Amérique centrale et les Antilles
4	Amérique du Sud
5	Chine
6	Asie du Sud-Est et Asie de l'Est, excluant la Chine
7	Asie du Sud (Inde, Pakistan, Bangladesh, Sri Lanka)
8	Asie de l'Ouest (y compris l'Afghanistan, Iran, Turquie et autres)
9	Asie centrale (y compris l'Ouzbékistan, Kazakhstan, Turkménistan et autres)
10	Moyen-Orient
11	Afrique du Nord
12	Afrique du sud du Sahara
13	Australie/ Nouvelle-Zélande/ Océanie

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

36. Les langues de quels pays ou de quelles régions parlez-vous et comprenez-vous?

[IF Q1=6 SHOW EAST AND SOUTHEAST ASIAN ORIGINS LIST]

ASIE DE L'EST / ASIE DU SUD-EST

- Corée
- Japon
- Vietnam
- Thaïlande
- Laos
- Cambodge
- Birmanie / Myanmar
- Indonésie
- Malaysie
 - Chinese
 - Filipino



Hmong
Mongolian
Singaporean
Taiwanese
Tibetan
Vietnamese

[IF "EAST/SOUTHEAST ASIAN ORIGINS"=FILIPINO, CONTINUE, ELSE TERMINATE]

[IF Q1=11 SHOW "MIDDLE EAST/NORTH AFRICAN ORIGINS" LIST]

Moyen-Orient/ Afrique du Nord

Liban
Syrie
Maroc
Algérie
Tunisie
Libye
Mauritanie
Égypte
Iraq
Yémen
Oman
AE
Koweït
Arabie Saoudite
Soudan du Nord

[IF "MIDDLE EAST/NORTH AFRICAN"=MOROCCO, NORTHERN SUDAN, MAURITANIA, CONTINUE, ELSE TERMINATE]

[IF Q1=13 SHOW "OCEANIA ORIGINS" LIST]

Oceania origins

Australian
New Zealander
Pacific Islands origins
Fijian
Hawaiian
Maori
Polynesian; n.o.s.
Samoan
Pacific Islands origins; n.i.e.

[IF OCEANIA ORIGINS=AUSTRALIAN, NEW ZEALANDER CONTINUE, ELSE TERMINATE]

2b. Which of the following ethnic communities do you identify with?

(Please check all that apply)

White



South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)

Chinese

Black

Filipino

Latin American

Arab

Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian, etc.)

West Asian (e.g., Iranian, Afghan, etc.)

Korean

Japanese

[IF Q2B=BLACK, FILIPINO OR LATIN AMERICAN CONTINUE ELSE TERMINATE]

[HIDDEN PUNCH: VARIABLE NAME VISMINGROUP]

BLACK IF Q2B=BLACK

FILIPINO IF Q2=FILIPINO OR Q2B=FILIPINO

LATIN AMERICAN IF Q2B=LATIN AMERICAN]

37. Lesquelles de ces langues parlez-vous et comprenez-vous? Veuillez choisir tout ce qui s'applique.

Anglais

Français

Mandarin

Cantonais

Tagalog / Pilipino

Arabe

Espagnol

Panjabi

Russe

Urdu

Coréen

Persan

Turc

Autre (précisez)

[IF age is less than 30 skip to Q4]

3A. Êtes-vous le parent d'un enfant qui a entre 16 et 34 ans

Oui

Non

Refus

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

3B. Combien d'enfants entre 16 et 34 ans avez-vous?

[Numerical entry]

[IF 0 SKIP TO Q4]

3C. En utilisant les cases suivantes, veuillez indiquer l'âge et le sexe de vos enfants qui ont entre 16 et 34 ans.

[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]

38. Quel est le domaine parmi les suivants dans lequel [JEUNE : vous aimeriez le plus poursuivre une carrière?]
[PARENTS/COMMUNAUTÉ : vous auriez le plus tendance à recommander à un jeune/votre fils/votre fille de poursuivre une carrière?] [RANDOMIZE]

Technologie de l'information
Commerce/affaires
Fonction publique/gouvernement
Banques/finance
Génie
Architecture
Sport/divertissement
Éducation
Soins de santé
Droit
Métiers spécialisés
Police
Armée
Commerce de détail ou industrie des services
Autre
Je ne sais pas/Incertain

39. Parmi les raisons suivantes, indique trois raisons qui décrivent le mieux pourquoi tu choisiras une carrière en/dans le/dans la/dans les/dans l' [INSERT Q4 RESPONSE/ IF OTHER/DK : dans un domaine en particulier]? [YOUTH]

Parmi les raisons suivantes, veuillez en nommer trois qui décrivent le mieux pourquoi vous recommanderiez à votre fille ou votre fille de faire carrière en/dans le/dans la/dans les/dans l' [INSERT Q4 RESPONSE/ IF OTHER/DK : dans un domaine en particulier]? [PARENT]

Parmi les raisons suivantes, veuillez en nommer trois qui décrivent le mieux pourquoi vous recommanderiez à un jeune de faire carrière en/dans le/dans la/dans les/dans l' [INSERT Q4 RESPONSE/ IF OTHER/DK : dans un domaine en particulier]? [COMMUNITY]

RANDOMIZE
Sécurité d'emploi
Bon salaire
C'est intéressant
Aventure, par exemple, offre l'occasion de voyager
Ne nécessiterait pas un déménagement au loin
Offre un milieu de travail positif

Offre de bons avantages sociaux, comme une assurance-maladie et un régime de retraite
Offre la souplesse de changer d'orientation
Offre une formation universitaire gratuite tout en versant un salaire à temps plein
Offre la formation en milieu de travail tout en versant un salaire à temps plein
C'est respecté
C'est prestigieux
C'est stimulant intellectuellement
C'est stimulant physiquement
C'est concurrentiel (ce n'est pas pour tout le monde)
Offre liberté et souplesse
Offre la possibilité de promotion et d'avancement
Aucune de ces réponses
Je ne sais pas/Incertain

40. Lequel de ces genres de domaines t'intéresserait le moins dans lequel faire carrière? [YOUTH]

Lequel de ces genres de domaines auriez-vous le moins tendance à recommander à votre fille ou votre fils dans lequel faire carrière? [PARENT]

Lequel de ces genres de domaines auriez-vous le moins tendance à recommander à votre fille dans lequel faire carrière?
[PARENT] PARENTS OF ONLY FEMALES (Q3b):

Lequel de ces genres de domaines auriez-vous le moins tendance à recommander à votre fils dans lequel faire carrière?
[PARENT] PARENTS OF ONLY MALES (Q3b):

Lequel de ces genres de domaines auriez-vous le moins tendance à recommander à un jeune dans lequel faire carrière?
[COMMUNITY]

RANDOMIZE

Technologie de l'information

Commerce/affaires

Fonction publique/gouvernement

Banques/finance

Génie

Architecture

Sport/divertissement

Éducation

Soins de santé

Droit

Métiers spécialisés

Police

Armée

Commerce de détail ou industrie des services

Autre

Je ne sais pas/Incertain

41. Parmi les raisons suivantes, indique trois raisons qui décrivent le mieux pourquoi tu ne choisirais pas une carrière en /dans le/dans la/dans les/dans l'[INSERT Q5 RESPONSE/ IF OTHER/DK : dans un domaine en particulier]? [JEUNE]?

Veillez indiquer trois raisons parmi les suivantes qui décrivent le mieux pourquoi vous ne recommanderiez pas à votre fille ou votre fils de faire carrière en/dans le/dans la/dans les/dans l'[INSERT Q5 RESPONSE/ IF OTHER/DK : dans un domaine en particulier]? [PARENT]?

Veillez indiquer trois raisons parmi les suivantes qui décrivent le mieux pourquoi vous ne recommanderiez pas à un jeune de faire carrière en/dans le/dans la/dans les/dans l'[INSERT Q5 RESPONSE/ IF OTHER/DK : dans un domaine en particulier]? [COMMUNITY]?

RANDOMIZE

Instabilité d'emploi (risque de chômage)

Salaire moyen ou peu élevé

Ce n'est pas intéressant

Ne comporte pas d'aventure, offre peu l'occasion de voyager

Nécessiterait un déménagement au loin

N'offre pas un milieu de travail positif

N'offre pas de bons avantages sociaux, comme une assurance-maladie et un régime de retraite

N'offre pas la souplesse de changer d'orientation

N'offre pas de formation universitaire gratuite tout en versant un salaire à temps plein

N'offre pas de formation en milieu de travail tout en versant un salaire à temps plein Ce n'est pas respecté

Ce n'est pas prestigieux

Ce n'est pas stimulant intellectuellement

C'est risqué au plan physique

Ce n'est pas concurrentiel (tout le monde peut le faire)

Offre peu de liberté et de souplesse

Offre peu de possibilité de promotion et d'avancement

Aucune de ces réponses

Je ne sais pas/Incertain

42. [JEUNE SEULEMENT] Quelle importance accordez-vous à chacune des personnes suivantes pour ce qui est de vous conseiller dans votre choix de carrière?

GRID DOWN

Parents

Frères et/ou soeurs

Famille élargie (oncles, tantes, cousins)

Grands-parents

Amis de votre âge

Amis plus âgés ou membres de votre communauté

Enseignants

Conseillers en orientation

GRID ACROSS

- Une grande importance
- Une certaine importance
- Pas tellement d'importance
- Aucune importance
- Je ne sais pas/Ne s'applique pas

PRETEST 1: Jusqu'à présent, est-ce qu'un aspect du sondage vous paraît prêter à confusion ou est problématique pour vous?

- Oui
- Non
- Incertain

PRETEST 2: [IF PRETEST 1=YES] Veuillez décrire ce qui vous paraît prêter à confusion ou est problématique. [OPEN END]

43. Avez-vous vu, lu ou entendu quoi que ce soit sur les Forces canadiennes ou l'armée canadienne au cours de la dernière année?

- Oui
- Non
- Je ne sais pas/Incertain

[IF Q8=YES, CONTINUE; ELSE SKIP TO Q11]

44. Qu'avez-vous vu, lu ou entendu? [OPEN ENDED]

45. Où avez-vous vu, lu ou entendu quelque chose sur les Forces canadiennes? [OPEN ENDED]

46. Dans quelle mesure connaissez-vous les Forces canadiennes, c'est-à-dire l'armée canadienne?

- Très bien
- Plutôt bien
- Pas très bien
- Pas du tout
- Je ne sais pas/Incertain

47. Dans l'ensemble, dans quelle mesure est-il probable que vous [JEUNE : envisagiez une carrière dans les Forces canadiennes?] [PARENTS : recommandiez à votre fils/fille une carrière dans les Forces canadiennes?] [COMMUNAUTÉ : recommandiez à un jeune une carrière dans les Forces canadiennes?]

- Très probable
- Plutôt probable
- Pas très probable
- Pas du tout probable
- Je ne sais pas/Incertain

48. Pourquoi dites-vous qu'il est/n'est [INSERT Q12RESPONSE] que vous [JEUNE : ...envisagiez une carrière dans les Forces canadiennes?] [PARENTS : ...recommandiez à votre fils/fille une carrière dans les Forces canadiennes?] [COMMUNAUTÉ : ...recommandiez à un jeune une carrière dans les Forces canadiennes?] [OPEN ENDED]

49. Dans quelle mesure diriez-vous que chacun des énoncés suivants décrit une carrière dans les Forces canadiennes?

GRID DOWN - RANDOMIZE

Sécurité d'emploi
Bon salaire
C'est intéressant
Aventure, par exemple, offre l'occasion de voyager
Ne nécessiterait pas un déménagement au loin
Offre un milieu de travail positif
Offre de bons avantages sociaux, comme une assurance-maladie et un régime de retraite
Offre la souplesse de changer d'orientation
Offre une formation universitaire gratuite tout en versant un salaire à temps plein
Offre la formation en milieu de travail tout en versant un salaire à temps plein
C'est respecté
C'est prestigieux
C'est stimulant intellectuellement
C'est stimulant physiquement
C'est concurrentiel (ce n'est pas pour tout le monde)
Offre liberté et souplesse
Offre la possibilité de promotion et d'avancement

GRID ACROSS

Décrit tout à fait
Décrit un peu
Ne décrit pas très bien
Ne décrit pas du tout
Je ne sais pas/Incertain

50. Selon vous, le fait de se joindre aux Forces canadiennes est-il ou non un bon moyen d'acquérir de l'expérience dans les domaines suivants?

GRID DOWN - RANDOMIZE

Technologie de l'information
Commerce/affaires
Fonction publique/gouvernement
Banques/finance
Génie
Architecture
Sport/divertissement
Éducation
Soins de santé
Droit
Métiers spécialisés
Police
Armée
Commerce de détail ou industrie des services

GRID ACROSS

- Un très bon moyen
- Un assez bon moyen
- Pas un très bon moyen
- Pas du tout un bon moyen
- Je ne sais pas/Incertain

[IF DK/ OTHER OR "MILITARY" AT Q3, SKIP TO Q17]

51. Tu as mentionné précédemment que tu serais intéressé à poursuivre une carrière en/dans le/dans la/dans les/dans l' [INSERT Q3 RESPONSE]. Si tu découvrais qu'il est possible de poursuivre une carrière en/dans le/dans la/dans les/dans l' [Q3 RESPONSE] en étant membre des Forces canadiennes, dans quelle mesure aurais-tu tendance à considérer les Forces canadiennes? [YOUTH]

Vous avez mentionné précédemment que vous recommanderiez à votre fille de poursuivre une carrière en/dans le/dans la/dans les/dans l' [INSERT Q3 RESPONSE]. Si vous découvriez qu'elle pourrait poursuivre une carrière en/dans le/dans la/dans les/dans l' [Q3 RESPONSE] en étant membre des Forces canadiennes, dans quelle mesure recommanderiez-vous les Forces canadiennes à votre fille? [PARENTS OF ONLY FEMALES (q3B)]

Vous avez mentionné précédemment que vous recommanderiez à votre fils de poursuivre une carrière en/dans le/dans la/dans les/dans l' [INSERT Q3 RESPONSE]. Si vous découvriez qu'il pourrait poursuivre une carrière en/dans le/dans la/dans les/dans l' [Q3 RESPONSE] en étant membre des Forces canadiennes, dans quelle mesure recommanderiez-vous les Forces canadiennes à votre fils? [PARENTS OF ONLY MALES (q3B)]

Vous avez mentionné précédemment que vous recommanderiez à votre fille et votre fils de poursuivre une carrière en/dans le/dans la/dans les/dans l' [INSERT Q3 RESPONSE]. Si vous découvriez qu'ils pourraient poursuivre une carrière en/dans le/dans la/dans les/dans l' [Q3 RESPONSE] en étant membre des Forces canadiennes, dans quelle mesure recommanderiez-vous les Forces canadiennes à votre filles et votre fils? [ASK QUESTION TWICE OF PARENTS OF BOTH MALES AND FEMALES]

Vous avez mentionné précédemment que vous recommanderiez à un jeune de poursuivre une carrière en/dans le/dans la/dans les/dans l' [INSERT Q3 RESPONSE]. Si vous découvriez qu'il pourrait poursuivre une carrière en/dans le/dans la/dans les/dans l' [Q3 RESPONSE] en étant membre des Forces canadiennes, dans quelle mesure recommanderiez-vous les Forces canadiennes à un jeune? [COMMUNITY]

- Très probable
- Plutôt probable
- Pas très probable
- Pas du tout probable
- Je ne sais pas/Incertain

52. Connaissez-vous quelqu'un qui est actuellement membre des Forces canadiennes ou qui a déjà servi dans les Forces canadiennes? Veuillez choisir tout ce qui s'applique.

- Je ne connais personne dans les Forces canadiennes
- Parents
- Frères ou soeurs
- Famille élargie – oncles, tantes, cousins
- Grands-parents
- Amis proches
- Connaissances

Amis ou membres de la famille
Je ne sais pas/Incertain

53. [2010 TRACKER] Quelle impression générale avez-vous des gens qui servent dans les Forces canadiennes?

Fortement positive
Plutôt positive
Ni l'un ni l'autre
Plutôt négative
Fortement négative
Je ne sais pas/Incertain

54. [2010 TRACKER] Lorsque vous songez à l'armée du Canada, y songez-vous comme à une organisation qui est...
[RANDOMIZE THREE GRIDS]

GRID ACROSS
Très moderne
Plutôt moderne
Ni désuète ni moderne
Assez désuète
Très désuète
Je ne sais pas

GRID ACROSS
Très indispensable
Plutôt indispensable
Ni nécessaire ni indispensable
Pas très nécessaire
Plus du tout nécessaire
Je ne sais pas

GRID ACROSS
Une grande source de fierté
Une certaine source de fierté
Ni une source de fierté ni une source d'embarras
Une certaine source d'embarras
Une grande source d'embarras
Je ne sais pas

PRETEST 3: Jusqu'à présent, est-ce qu'un aspect du présent sondage vous paraît prêter à confusion ou est problématique pour vous?

Oui
Non
Incertain

PRETEST 4: [IF PRETEST 3=YES] Veuillez décrire ce qui vous paraît prêter à confusion ou est problématique. [OPEN END]

55. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants?

GRID DOWN RANDOMIZE

AUDIENCE (A=ALL, Y=16-34, C=35+, P=Parents) YELLOW HIGHLIGHT INDICATES NEW	
A	Les Forces canadiennes sont pertinentes pour moi
Y	Je me verrais dans les rangs des Forces canadiennes
Y	Si je me joignais aux Forces canadiennes, je suis persuadé que j'aurais du succès
Y	Je serais fier de me joindre aux Forces canadiennes
C	Je serais fier si mon fils ou ma fille se joignait aux Forces canadiennes
A	Un emploi dans les Forces canadiennes n'est pas différent d'un autre emploi
Y	Mes parents m'encourageraient à me joindre aux Forces canadiennes si je le souhaitais
Y	Mes amis m'encourageraient à me joindre aux Forces canadiennes si je le souhaitais
A	J'inciterais les personnes que je connais à envisager de se joindre aux Forces canadiennes
A	Se joindre aux Forces canadiennes, cela signifie qu'on n'est plus autorisé à penser par soi-même
Y	J'envisagerais une carrière dans les Forces canadiennes uniquement si j'avais éliminé tous les autres choix de carrière
A	Les gens se joignent aux Forces canadiennes lorsque peu d'autres possibilités s'offrent à eux
A	Je crois que les Forces canadiennes jouent un rôle positif dans la société
A	Je crois que les Forces canadiennes devraient être plus engagées dans ma communauté
A	La composition ethnique des Forces canadiennes devrait refléter la population du pays
A	Dans certaines communautés culturelles, les Forces canadiennes ne sont pas perçues comme un choix de carrière positif
A	Dans ma communauté culturelle, les Forces canadiennes ne sont pas perçues comme un choix de carrière positif
A	Chez moi, les Forces canadiennes ne sont pas perçues comme un choix de carrière positif
A	Il y a une grande variété de choix de carrières professionnelles dans les Forces canadiennes
A	Il y a une grande variété de carrières dans des métiers techniques ou spécialisés dans les Forces canadiennes
A	Dans les Forces canadiennes, les possibilités d'avancement sont limitées
A	Faire carrière dans les Forces canadiennes, c'est dangereux
A	Les gens qui joignent les Forces canadiennes doivent déménager au loin
A	Les gens qui joignent les Forces canadiennes sont isolés
A	Les gens qui joignent les Forces canadiennes sont séparés de leur famille
A	Dans les Forces canadiennes, la plupart des gens font du travail physique
A	Les Forces canadiennes ouvrent la porte à des carrières réussies à l'extérieur des Forces canadiennes
A	Beaucoup de personnes qui ont passé du temps dans les Forces canadiennes connaissent du succès ailleurs, après avoir quitté les Forces canadiennes
A	Se joindre aux Forces canadiennes, c'est réservé aux gens qui veulent être soldats
A	Se joindre aux Forces canadiennes, cela suppose de prendre un engagement à long terme
A	Je me sens plus étroitement lié à ma communauté culturelle qu'au Canada
A	Je me sens plus étroitement lié à ma ville qu'au Canada

GRID ACROSS

Fortement d'accord

Plutôt d'accord

Plutôt en désaccord

Fortement en désaccord
Je ne sais pas/Incertain

56. Il y a un certain nombre de raisons pour lesquelles les gens peuvent envisager de se joindre aux Forces canadiennes. Dans quelle mesure estimez-vous que chacun des énoncés suivants est une raison importante [JEUNE : pour vous de vous joindre aux Forces canadiennes?] [PARENTS : de recommander les Forces canadiennes à votre fils/fille?] [COMMUNAUTÉ : de recommander les Forces canadiennes à un jeune?]

GRID DOWN -RANDOMIZE

Les Forces canadiennes offrent des études universitaires gratuites
Les Forces canadiennes offrent une formation en milieu de travail gratuite
Les Forces canadiennes offrent une expérience qui est utile en dehors de l'armée
Les Forces canadiennes offrent des possibilités d'avancement
Les Forces canadiennes offrent une grande variété d'emplois
Les Forces canadiennes offrent la stabilité d'emploi
Les Forces canadiennes offrent de bons avantages sociaux
Les Forces canadiennes offrent un bon régime de retraite
Les Forces canadiennes offrent un bon salaire
Se joindre aux Forces canadiennes, c'est un bon moyen de servir le pays
Se joindre aux Forces canadiennes, c'est un bon moyen d'aider les autres

GRID ACROSS

Très importante
Plutôt importante
Pas très importante
Pas du tout importante
Je ne sais pas/Incertain

57. Il y a un certain nombre de raisons pour lesquelles les gens ne veulent peut-être pas se joindre aux Forces canadiennes. Dans quelle mesure estimez-vous que chacun des énoncés suivants est une raison importante [JEUNE : pour vous de ne pas vous joindre aux Forces canadiennes?] [PARENTS/COMMUNAUTÉ : pour que vous ne recommandiez pas les Forces canadiennes à votre fils/fille?] [PARENTS/COMMUNAUTÉ : pour que vous ne recommandiez pas les Forces canadiennes à un jeune?]

GRID DOWN -RANDOMIZE

Un emploi dans les Forces canadiennes, c'est dangereux
Se joindre aux Forces canadiennes, cela signifie de renoncer à sa liberté
Se joindre aux Forces canadiennes, cela signifie qu'il faut obéir à des ordres même si on n'est pas d'accord
Se joindre aux Forces canadiennes, cela signifie de s'en aller loin de chez soi
Se joindre aux Forces canadiennes, c'est quelque chose que les gens font s'ils n'ont pas d'autres possibilités
Les Forces canadiennes offrent des possibilités de travail limitées
Les Forces canadiennes offrent des possibilités d'emploi limitées dans les métiers techniques et spécialisés
Les emplois dans les Forces canadiennes ne sont pas prestigieux
Les Forces canadiennes ne paient pas bien

Les Forces canadiennes ne me permettraient pas d'exploiter pleinement mon talent

GRID ACROSS

Très importante

Plutôt importante

Pas très importante

Pas du tout importante

Je ne sais pas/Incertain

Dans un autre ordre d'idées, nous aimerions connaître votre opinion sur plusieurs universités du Canada et des États-Unis.

58. Dans quelle mesure estimez-vous que chacun des établissements d'enseignement suivants est prestigieux?

GRID DOWN

Université de Toronto

Université McGill

Université Simon Fraser

Université Queens

Université de Colombie-Britannique

Université Western Ontario

Le Collège militaire royal du Canada

La United States Military Academy à West Point

La United States Naval Academy à Annapolis

GRID ACROSS

Très prestigieux

Passablement prestigieux

Pas très prestigieux

Pas du tout prestigieux

Je ne sais pas/Je ne le connais pas assez pour le dire

Vous avez indiqué précédemment que vous étiez d'origine chinoise. Par les questions suivantes, nous aimerions connaître votre perspective à titre de Canadien de descendance chinoise.

59. Pensez-vous que les membres de votre communauté ethnique ont plus ou moins tendance à se joindre aux Forces canadiennes?

Beaucoup plus tendance

Un peu plus tendance

Un peu moins tendance

Beaucoup moins tendance

Je ne sais pas/Incertain

[IF q25=DK, SKIP TO Q27]

60. Pourquoi pensez-vous que les membres de votre communauté ethnique ont [INSERT Q25 RESPONSE] à se joindre aux Forces canadiennes? [OPEN]

61. À votre avis, quelles mesures les Forces canadiennes devraient-elles prendre pour recruter davantage de membres de votre communauté ethnique? [OPEN]

62. Dans quelle mesure pensez-vous que les mesures suivantes seraient efficaces pour atteindre les membres de votre communauté ethnique au moyen de messages au sujet des Forces canadiennes?

GRID DOWN

Faire appel aux membres de votre communauté ethnique qui sont actuellement membres des Forces canadiennes pour qu'ils participent aux activités de recrutement

Faire appel aux membres de votre communauté ethniques qui ont déjà été membres des Forces canadiennes et qui font aujourd'hui une belle carrière à l'extérieur des Forces

Faire appel aux membres de votre communauté ethnique qui occupent un poste haut gradé au sein des Forces canadiennes

Communiquer avec les membres de votre communauté ethnique par le biais des journaux ou autres publications d'intérêt général

Communiquer avec les membres de votre communauté ethnique par l'entremise de programmation d'émissions télévisées d'intérêt général

Communiquer avec les membres de votre communauté ethnique par le biais d'émissions de radio

Communiquer avec les membres de votre communauté ethniques par le biais de sites Web d'intérêt général

Participer à des activités culturelles qui sont importantes pour votre communauté ethnique

Communiquer dans des langues autres que le français ou l'anglais (c.-à-d. arabe, persi, urdu, hindi, thaïlandais, vietnamien, coréen, etc.)

GRID ACROSS

Très efficace

Plutôt efficace

Pas très efficace

Pas du tout efficace

Ne sais pas / pas certain

63. La foi religieuse (s'il y a lieu), les origines ethniques et l'identité canadienne sont des aspects de l'identité culturelle de chacun. En utilisant les cases ci-dessous, veuillez indiquer dans quelle mesure chacun des aspects de votre identité culturelle est important, au moyen d'une échelle de 0 à 10, où 0 signifie 'pas du tout important' et 10, 'très important'.

GRID DOWN – RANDOMIZE

Foi religieuse

Communauté ethnique

Identité canadienne

[0-10]

PRETEST 5: Jusqu'à présent, est-ce qu'un aspect du présent sondage vous paraît prêter à confusion ou est problématique pour vous?

Oui

Non

Incertain

PRETEST 6: [IF PRETEST 5=YES] Veuillez décrire ce qui vous paraît prêter à confusion ou est problématique. [OPEN END]

[DONNÉES DÉMOGRAPHIQUES]

Les dernières questions serviront uniquement à des fins statistiques. Toutes vos réponses seront tenues strictement confidentielles.

64. Quel est le plus haut niveau de scolarité que vous avez terminé?

École publique/primaire

Études secondaires en partie

Diplôme d'études secondaires

Études professionnelles/techniques/collégiales/de cégep

Études universitaires en partie

Diplôme d'études universitaires (baccalauréat)

Études universitaires supérieures;

NSP/SO

65. Quel est le niveau de scolarité le plus élevé que vous comptez terminer?

Études secondaires en partie

Diplôme d'études secondaires

Études professionnelles/techniques/collégiales/de cégep

Études universitaires en partie

Diplôme d'études universitaires (baccalauréat)

Études universitaires supérieures

NSP/SO

NSP/NRP

66. Êtes-vous né au Canada?

Oui

Non

67. Depuis combien d'années habitez-vous au Canada? **(DROP BOX WITH 0-99+)**

Laquelle des catégories suivantes décrit le mieux la situation économique dans laquelle vous grandissez?

Bien supérieure à la moyenne

Supérieure à la moyenne

Dans la moyenne

Inférieure à la moyenne

Bien inférieure à la moyenne

Je ne sais pas/Incertain

[ASK Q35 OF YOUTH ONLY]

68. **PRETEST 7:** Jusqu'à présent, est-ce qu'un aspect du présent sondage vous paraît prêter à confusion ou est problématique pour vous?

Oui

Non

Incertain

PRETEST 8: [IF PRETEST 7=YES] Veuillez décrire ce qui vous paraît prêter à confusion ou est problématique. [OPEN END]

Appendix D: Online Omnibus Questionnaire (General Public)

Department of National Defence

Visible Minorities and Canadian Forces Recruitment:

The Black-, Filipino- and Latin American-Canadian Populations

Phase 3 Quantitative Research – Online Omnibus Questionnaire (General Public)

December 2013

[ASK Q1-2 IF 35 YEARS OR OLDER]

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

Yes

No

Don't know/ Refuse

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

Male

Female

Both

Don't know

71. 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

72. 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

73. 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

74. 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