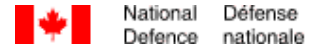




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Department of National Defence

## **Visible Minorities Recruitment and the Canadian Armed Forces:**

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



## **Executive Summary**

November 2014

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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

## 1. Executive Summary

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### A. Background and Objectives

With the launch of the Canadian Armed Forces (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
<b>Black-Canadians</b>	945,665
<b>Filipino-Canadians</b>	619,310
<b>Latin American-Canadians</b>	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 Canadian Armed Forces 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.