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Views of the Canadian Armed Forces 2018 Tracking Study Research Report

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EXECUTIVE SUMMARY

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to the Department of National Defence (DND) summarizing the results of the qualitative and quantitative research study regarding Canadians' views, expectations and knowledge of the Canadian Armed Forces (CAF).

In 2017, the Government of Canada released a new vision for Canada's armed forces. To help inform the development of policies, programs, services and initiatives in response to this new policy, DND required public opinion research to understand the views, perceptions and opinions of Canadians. DND regularly conducts tracking research to measure the shifts in public opinion regarding Canada's armed forces and military. More specifically, this study examines issues such as the image of the CAF, the role of the CAF at home and abroad, perceptions of equipment procurement and the funding of the CAF, as well as views about Canada's operations. The findings of the research will be used to monitor any changes in the public environment, inform decision making, communications strategies and messages, improve communications with Canadians and report on departmental performance. The total cost to conduct this research was \$144,650.55 including HST.

Earnscliffe conducted a two-part research program. The research program began with an initial qualitative phase involving focus groups with Canadians 18 and over across the country. Building on the learning from the initial qualitative phase, we conducted a quantitative phase involving a comprehensive survey of Canadians aged 18 and over across the country.

The initial qualitative phase included a series of eight focus groups conducted in Toronto, ON (February 26); Montreal, QC (February 27), Moncton, NB (February 27), and Winnipeg, MB (February 28). The focus groups in Montreal were conducted in French to ensure representation of both first official languages in the sample. In each city, the first focus group was conducted with Canadians aged 18 to 34, and the second with Canadians aged 35 to 65. Each lasted approximately two hours.

For the quantitative phase we conducted a telephone survey of 1,524 adults in collaboration with our quantitative sub-contractor, Leger. The survey was conducted via telephone from Léger's centralized call-centre using state of the art Computer Aided Telephone Interviewing (CATI) system. The survey was conducted from April 30 to May 21, 2018 and was an average of 20 minutes in length.

The data have been weighted to reflect the demographic composition of the Canadian population aged 18 and over. The margin of error for a sample of this size is +/- 2.53%.

The objective of both phases of research was to do a comparative analysis of data against previous waves to understand shifts in perceptions. A secondary objective of the research was to explore, qualitatively, the perception of the CAF and attitudes toward security and defence.

For the purposes of this report, it is important to note that qualitative research is a form of scientific, social, policy and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of

participants on a defined topic. Because of the small numbers involved, the participants are not representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

The key findings from the qualitative and quantitative research are presented below.

Qualitative Research

Awareness, Impressions and Perceptions of the CAF

- **Awareness of and familiarity with the CAF was generally very low; virtually non-existent among those in the younger age group.** Indeed, few had recently seen, read or heard anything about the CAF.
- **While awareness was low, most tend to hold positive views of the CAF and the people who serve in it.** Positive impressions are to a large extent shaped by the fact that participants had not heard anything negative, and a few said the CAF's perceived role as a peacekeeper influenced their positive reaction.
- **Most tended to describe the CAF as a peace keeping and supportive force.** We are viewed as collaborative and supportive but thoughtful and deliberative about our involvement, in contrast to the U.S., whose army participants were described (on an unprompted basis) as more aggressive.
- **The overwhelming majority of participants felt that the CAF's job is much harder today than it was a decade ago.** Participants suggested that terrorism and advances in technology have created a much different playing field today, and there was a sense of ambiguity in terms of understanding who is the good guy and who is the bad guy.

Domestic Focus

- **Combatting/protecting against terrorism was mentioned most often as the biggest threat to Canadian security.** Other mentions included border protection, particularly as it relates to the influx of people coming into Canada from the U.S.
- **Participants were hard-pressed to volunteer what roles they believed the CAF plays domestically.** Someone in each group mentioned they thought the CAF was involved in responding to natural disasters and a few mentioned their role in patrolling our borders – both worthwhile roles, according to participants.
- **Many were surprised to learn about the CAF's role in patrolling the Arctic and there was some uncertainty about the importance of this role, particularly among the younger participants.** They tended to think of the CAF's role in the Arctic as being about protecting the environment, while the older group was more aware of the territorial "dispute" with Russia, Denmark, and the U.S.
- Most of the exercises and operations being carried out in the Arctic that were presented to participants were deemed important, though some in the younger group felt patrolling the Arctic was the least important CAF domestic role.

International Focus

- **Most participants had a hard time conjuring up where they thought Canada was currently active internationally**, though some brought up involvement in Iraq, Afghanistan, peacekeeping missions in Africa and disaster relief in Haiti.
- **Supporting allies, particularly the UN, was seen as a worthwhile endeavour**, as long as the CAF works with countries and on missions that fit with Canada's principles.

Procurement and Equipment

- **There was a continued lack of awareness around procurement.** Given the lack of awareness, most tended to assume the best – our equipment must be top notch, or good enough, because we are a first world country.

Care of Military Personnel and Family Members

- **Participants' views of the support military personnel and their family receive varied by age group.** Those in the younger cohort tended to believe they were generally well cared for (decent pay, shelter, career training, benefits, etc.). The older cohort agreed but did not believe mental health supports for PTSD, for example, are always sufficient. For some, the perception was that care, particularly around mental health issues, appears to be lacking for Veterans.

Recruitment and Diversity in the CAF

- **The majority of participants assumed that the CAF was diverse culturally but had the sense that there may be a gender imbalance.**
- **Participants unanimously agreed that women should be welcome.** However, many argued that while it was probably changing for the better with time, there still seemed to be a persistent macho view in the CAF.
- **Some pointed out that cultural groups may be less inclined to join** because of negative past experiences with the military or other state authorities (domestically, or family history in another country) and/or because they perceive the CAF as not already including people like them.

Quantitative Research

Awareness, Impressions and Perceptions of the CAF

- **Roughly one-quarter (26%) report having heard, read or seen something about the CAF in the past year and can recall what it was they saw, read or heard.**
- When specifically prompted, **few (15%) have any recall of the release of a new Defence Policy** in 2017 called *Strong, Secured, Engaged*.

- Less than half of Canadians (42%) describe themselves as at least somewhat familiar with the CAF and few (10%) go so far as to say they are very familiar with the CAF. Nevertheless, Canadians hold a variety of favourable impressions regarding the CAF:
 - The vast majority (89%) have positive impressions of those who serve in the CAF;
 - Two-thirds (66%) feel the CAF is a source of pride for Canadians; and,
 - Most Canadians (83%) feel the CAF is essential, including 57% who feel it is very essential.
- Only about one-third (31%) feel the CAF is modern, but another 44% feel that although it may not be modern, it is not outdated. Perhaps relatedly, nearly half (48%) feel the CAF is underfunded and few (9%) hold the opposite view.

CAF Priorities and Roles

- **When it comes to Canadians' view of what should be the CAF's top priority, international work tops the list (48%),** followed by domestic (34%) and the North American continent (15%).
 - Nearly all agree it is critical for Canada to co-operate with the U.S. to protect North America (90%) and that NATO membership is important for Canadian security (88%).
- **Whether asked in an international or domestic context, the widest consensus over what roles the CAF should play are found around non-combat missions.**
 - Internationally, this means humanitarian or disaster relief (90%), peace support missions (85%) and non-combat roles in support of U.N. and NATO missions (88%) and these are the types of missions Canadians are most likely to feel the CAF is currently playing.
 - Domestically, this means responding to natural disasters (94%), protecting against terrorist threats (89%) and specifically those that include cyber security (89%), as well as search and rescue (90%).

Procurement and Equipment

- **While just under half of Canadians (45%) have heard about plans to purchase new defence equipment, slightly over half of those who have report only vague recall.**
 - Among those who had heard something about purchasing plans, the most common topic was the purchase of new aircraft (45%).
- **Almost two-thirds of Canadians (64%) feel the purchase of military equipment benefits local economies and defence companies in Canada.** However, when it comes to the CAF's ability to plan for and manage its equipment needs, opinion is more divided.
 - Fewer (47%) feel the CAF is good at planning its equipment needs.
 - Opinion is divided over whether the CAF has the equipment it needs to do its job (41% agree, 42% disagree) and whether the purchases of military equipment are well managed (an equal proportion, 38%, agree and disagree).

Care of Military Personnel and Family Members

- Just under half (44%) of Canadians report having heard something about the treatment of CAF personnel and their families than of the CAF and defence issues in general.

- Among those who have heard something, the top mention was mental health issues, including PTSD (48%).
- There is limited consensus when it comes to the job the CAF does in support of its members and their families.
 - Roughly half or just over half feel that the CAF does at least a somewhat good job of looking after military personnel (55%), dealing with injured military personnel (51%) or looking after the families of military personnel (50%).
- Opinion is more divided when it comes to perceptions of the job the CAF does in helping military personnel transition from active duty to civilian life (44% at least somewhat good v 34% somewhat or very poor) or dealing with sexual harassment in the workplace (33% at least somewhat good v 41% somewhat or very poor).

Recruitment and Diversity in the CAF

- The majority (72%) feel the CAF is as good a career option for women as it is for men, although fewer (53%) are convinced the CAF workplace environment is respectful of women.
- Half (50%) believe the CAF is as diverse as the Canadian population and only about one in three (31%) feel this is not the case.

Research Firm: Earnscliffe Strategy Group Inc. (Earnscliffe)

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I hereby certify as a Representative of Earnscliffe Strategy Group that the final 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.

Signed: 

Date: June 8, 2018

Stephanie Constable
Principal, Earnscliffe

INTRODUCTION

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to the Department of National Defence (DND) summarizing the results of the qualitative and quantitative research study regarding Canadians' views, expectations and knowledge of the Canadian Armed Forces (CAF).

Earlier this year, the Government of Canada released a new vision for Canada's armed forces. To help inform the development of policies, programs, services and initiatives in response to this new policy, DND required public opinion research to understand the views, perceptions and opinions of Canadians. DND regularly conducts tracking research to measure the shifts in public opinion regarding Canada's armed forces and military, and uses this tracking study to understand Canadians' views, knowledge, and expectations of the CAF in general. More specifically, the study examined issues such as the image of the CAF, the role of the CAF at home and abroad, perceptions of equipment procurement and the funding of the CAF; as well as, views about Canada's operations. The findings of this research will be used to:

- Monitor the public environment;
- Inform decision-making;
- Inform communications strategies and messages;
- Improve communications with Canadians; and,
- Report on departmental performance.

Objectives:

The research will be used by DND and the CAF to achieve the following objectives:

- Understand changes in Canadians' views of the CAF and related military issues;
- Provide a comparative analysis of data against previous waves to understand shifts in perceptions; and,
- Explore, qualitatively, the perception of the CAF and attitudes toward security and defence.

To meet these objectives, Earnscliffe conducted a two-part research program, which began with an initial qualitative phase involving focus groups with Canadians ages 18-65 across the country. Building on the results from the qualitative phase, we conducted a quantitative phase involving a comprehensive survey of Canadians 18 and older across the country.

The qualitative phase included a series of eight focus groups conducted in Toronto, ON (February 26); Montreal, QC (February 27), Moncton, NB (February 27), and Winnipeg, MB (February 28). The focus groups in Montreal were conducted in French to ensure representation of both first official languages in the sample. In each city, the first focus group was conducted with Canadians aged 18 to 34, and the second with Canadians aged 35 to 65. Each group was approximately two hours in length.

For the quantitative phase we conducted a telephone survey of 1,524 adults in collaboration with our quantitative sub-contractor Leger. The survey was conducted via telephone from Léger's centralized call-centre using state of the art Computer Aided Telephone Interviewing (CATI) system. The survey was conducted from April 30 to May 21, 2018 and was an average of 20 minutes in length.

The data have been weighted to reflect the demographic composition of the Canadian population aged 18 and over. The margin of error for a sample of this size is +/- 2.53%.

To ensure sufficient representation of Canadians at all age levels and across all provinces, quotas were set as outlined in the table below.

The original sampling frame was as follows:

REGION/PROVINCE		
Atlantic Canada	6.8%	105
Quebec	23.4%	352
Ontario	38.3%	574
Prairies	6.5%	97
Alberta	11.2%	168
British Columbia	13.5%	204
TOTAL	100%	1,500

AGE		
18-34	27.3%	410
35-54	34.1%	511
55+	38.6%	579
TOTAL	100%	1,500

GENDER		
Female	51.4%	771
Male	48.6%	729
TOTAL	100%	1,500

The detailed findings from this research are presented in subsequent sections of this report. Appended to this report are the focus group and survey instruments (English and French) and detailed tabular tables (presented under a separate cover).

DETAILED QUALITATIVE FINDINGS

This qualitative report is divided into 7 sections. The first section addresses overall awareness, impressions and perceptions of the CAF. The next two explore views of the CAF’s domestic and international roles. The fourth focuses on procurement and equipment, followed by views of the care military personnel and their family receive. The last two sections explore attitudes towards recruitment and diversity, as well as views on defense policy.

Awareness, Impressions and Perceptions of the CAF

Awareness of and familiarity with the CAF was generally very low, and virtually non-existent among those in the younger age group. Indeed, few had recently seen, read or heard anything about the CAF although typically one or two participants in each group vaguely recalled having seen a recruitment ad (although some recalled an ad from years ago). A few mentioned hearing news reports about procurement decisions surrounding the F18 fighter jet. In the Toronto group, one participant recalled seeing an airshow that included CAF planes.

Though awareness was low, most tend to hold positive views of the CAF and the people who serve in it. Those in both groups explained that their positive impressions are to a large extent shaped by the fact that they had not heard anything negative. Some, typically those in the older age group, also explained that the fact Canada’s military tends to play peacekeeping, humanitarian and support roles also influenced their positive impressions. They also held a positive view of the military’s contribution to help with flooding in Eastern Canada in spring 2017.

When asked about the primary role of the CAF, most tended to describe our military as a peacekeeping and supportive Force. We are viewed as collaborative and supportive but thoughtful and deliberative about our involvement. While not asked, participants often contrasted our military to that of the U.S., which tends to be viewed as a little more aggressive and forceful; generally, more combative. Overall, participants expressed that they preferred the military take a more thoughtful approach focused on humanitarian aid and peacekeeping. The roles participants identified are outlined in greater detail in the table below.

MENTIONED IN EACH GROUP	MENTIONED IN SOME GROUPS
✓ Peacekeeping	✓ Protect our resources
✓ Humanitarian aid	✓ Natural disaster relief
✓ Employment/job creation (esp. in areas w/o other economic hubs)	✓ Prevent domestic attacks (including terrorism)
✓ Training	✓ Allying ourselves with other countries
	✓ Sharing skills and intelligence with allies

The overwhelming majority of participants felt that the CAF’s job is much harder today than it was a decade ago. According to participants, there is more conflict in the world, and the nature of conflict and defence has changed. For example, participants suggested that terrorism and advances in technology have created a much different playing field today. They spoke of the rise of social media and its consequences, cyberattacks, the more prevalent use of drones, the sophistication of equipment and enemies, among other things. Participants also brought up a sense of ambiguity in terms of understanding who is the good guy and who is the bad guy. Finally, they referenced increasing difficulty protecting our own borders, and a growing number of people crossing into Canada illegally from the United States, as a developing challenge. Finally, some felt that as a country, we are more critical of the

military today than in the past. Over ten years ago, there was a stronger sense of pride and patriotism related to the military.

Domestic Focus

In terms of the biggest threats to the security of Canadians and Canada, combatting/protecting against terrorism was mentioned most often spontaneously. Participants felt the threat of terrorism more keenly than others because, in their view, terrorism has no boundaries. There have been attacks in other countries like Canada, and the sense was that it could easily happen here.

Other mentions included border protection, particularly as it relates to the influx of people coming into Canada from the U.S. Participants felt that not knowing who is coming in to the country presents a threat. Some also raised concerns about our alliance with the U.S. in the context of their current government.

Participants were hard-pressed to volunteer which roles they believed the CAF plays domestically. Inevitably, someone in each group mentioned they thought the CAF was involved in responding to natural disasters; and, a few mentioned their role in patrolling our borders. Both of these were deemed to be worthwhile roles, as was their involvement in providing protection against terrorist threats and search and rescue. When presented with a list of domestic roles the CAF plays, protecting against terrorism was once again identified as the most important, because of the perceived disastrous consequences of an attack. Few were able to evaluate the CAF's performance domestically – they felt they could not provide an accurate assessment because they do not see much military activity domestically. However, there was a sense that when it comes to the military's domestic operations, "no news is good news." Participants felt that as long as they hadn't heard anything, the CAF must be operating well in Canada.

Many were surprised to learn about Canada's role patrolling the Arctic. There was some uncertainty about the importance of this role, particularly among the younger participants. Participants also felt it may not be as important of a role compared to others, namely terrorism. Younger participants tended to think of the CAF's role in the Arctic as being about protecting the environment. Comments were mostly about fighting climate change although some pointed out that protecting our resources (including wildlife) and stopping others from claiming the North would be worthwhile missions. Those in the older age group seemed to be more aware of there being territorial "dispute" with Russia, Denmark and the U.S. in the Arctic.

When provided with information about the types of exercises and operations carried out in the Arctic – such as protecting against the loss of mineral rights/resources; climate change; control of the Northwest passage; and, the need to defend our territory – most were deemed as important. For example, older participants in particular highlighted the importance of protecting the Northwest passage to demonstrate that we are committed to the land, it is not open for other countries to take. This was particularly important in the context of protecting natural resources in the North for Canadian use. Assisting local authorities also seemed logical, as participants assumed they would have much fewer resources and need the help. Those observations aside, some, especially in the younger group still placed patrolling the Arctic as the least important role for the CAF domestically. Some also expressed surprise that there were enough people to warrant some activities, such as search and rescue, in the North, though they acknowledged it could provide good training ground.

International Roles

As with Canada’s domestic roles, most participants had a hard time naming where they thought Canada was currently active internationally. There was recall about our involvement in Afghanistan and Iraq a number of years ago, and, some had the sense that we were or had been involved in peacekeeping missions in Africa and disaster relief in Haiti. A few mentioned that internationally, Canada is perceived to offer backup support, rather than taking the lead on missions.

Participants felt it was appropriate for the CAF to send help anywhere experiencing or dealing with the aftermath of a natural disaster. A few also felt Canada should be involved in Syria but referenced various limitations on our ability to do so including relations with Russia. Nevertheless, helping civilians reach safety outside of Syria was an appropriate goal. Participants felt that they might be better able to recommend areas where the CAF should help if they knew more about the size of our military, its budget, and how much the government spends on missions.

Supporting allies, particularly the UN, was seen as a worthwhile endeavour. Those in the older age group were of the view, however, that we need to be deliberative about aligning ourselves with countries and on missions that fit with our principles. Aligning ourselves with others was viewed as an important thing to do to foster goodwill (especially should we need to call in a favour sometime) but also an important means of pooling resources. Many felt Canada needs allies, specifically the United States, to help defend against potential threats, because our military is much smaller. That said, some expressed reservations about following the United States into combat under the current administration, and highlighted instances in the past, including the war in Iraq, when Canada has opted not to join American forces abroad.

Participants were presented with three terms used to describe the activities of the CAF: Combat Role, Support Role and Peace Support Operations. Participants were then asked to write down what came to mind for each of the three terms. Participants’ view of support roles and peace support operations were similar, while their understanding of what a combat role entails was more distinct. Their feedback is presented in the table below.

COMBAT ROLE	SUPPORT ROLE	PEACE SUPPORT OPERATIONS
✓ High risk missions/war (e.g. Afghanistan)	✓ Less danger, no fighting	✓ Less danger, no fighting
✓ Fighting at home and abroad	✓ Humanitarian aid post-war or natural disaster (medical supplies, food, shelter)	✓ Humanitarian aid post-war or natural disaster (medical supplies, food, shelter)
✓ Protecting civilians	✓ Supporting allies/countries in need	✓ Conflict resolution
✓ Likely more training needed	✓ Training other forces	✓ Peacekeeping
	✓ Assisting with logistics	✓ Collaboration with the UN & NGOs (e.g. Red Cross, Doctors Without Borders)
	✓ Providing technology to allies to support combat roles	
	✓ Search and rescue	
	✓ Border patrol	

Not only did participants feel combat roles are distinct and separate from support roles or peace support operations, they were a little more hesitant to express support for the former. As explained earlier in this report, they preferred that the CAF take a more thoughtful, measured approach focused on peacekeeping. Many

participants explained that combat is not where they believe Canada's military expertise lies. Participants felt the CAF is generally too small to have a major impact in a combat role, and more broadly there was a sense that Canada is, as one participant put it, "just not a fighting country." Peace support operations, which many participants took to mean peacekeeping, were seen as a much more appropriate role for Canada's military. Furthermore, participants highlighted that they only see combat roles as a last resort. They would rather Canada take a leadership role in peacekeeping, and direct public funds towards those missions rather than war.

Procurement and Equipment

Participants' awareness of procurement and military equipment was limited. Few recalled specific information about procurement. Those who did report hearing about the purchase of new ships a few years ago, were aware of a story involving F18s but could not recall any further details, and (separately from the previous point) thought that the government might be trying to buy new planes. One participant outlined previous governments' roles in the development and purchase of new fighter jets. Generally, they felt that purchasing military equipment is an expensive and lengthy process.

Participants' views around whether the CAF has the equipment it needs were mixed. Most were simply unsure. One participant pointed out that, because they do not hear much about it, they assume the CAF has the training and equipment necessary to do its job. Some participants felt the CAF is well equipped for non-combat roles, but were skeptical that the military is fully prepared for an international combat role. Others believed that, particularly when compared to the US where funding for the military is perceived to be a higher priority, we are behind. Participants did not feel that the CAF needs to spend as much as the American military does, but that it should have the resources to equip its members for all the roles discussed, and in a timelier manner than is currently perceived to be the case.

Similarly, opinion was split as to whether or not Canada is a leader when it comes to artificial intelligence (AI). A few participants required a clarification of the definition of AI as it pertains to the military. Some felt Canada is a leader, others argued that countries such as Japan are much farther ahead. Most participants felt it was important to keep up in order to avoid being targeted based on a weakness in AI. That said, they had some reservations about how AI could be used in instances where it may put civilian life at risk. They were not all comfortable with, as they described it, machines making decisions that could prove fatal for innocent bystanders during a combat mission.

Care of Military Personnel and Family

Participants' opinion of the way the CAF treats military personnel and their families varied depending on the services in question and the age group. Many participants, particularly those in the older cohort, recalled seeing stories on the news about CAF members who suffer from PTSD and were concerned that the CAF does not offer enough support to current and former members suffering from the illness. However, participants, particularly the younger cohort, felt that those who served long ago, in the first and second world wars, for example, received adequate support upon their return home. They also indicated that the current pension former CAF members receive seems sufficient.

A few participants acknowledged the strain military life can place on families, particularly being relocated, or losing their home when their spouse is relocated.

Recruitment and Diversity in the CAF

Participants had mixed views as to whether the makeup of service members resembles the Canadian population. Some said they felt it probably did but admitted they did not have all the information required to know for sure. However, many said that everyone they know personally in the military is white and male, which they felt was reflective of the broader membership. That said, while the CAF might typically attract more white men, participants firmly believe it is open to anyone. The CAF does not turn people away based on their race. That does not mean there are not barriers that deter or prevent individuals from diverse backgrounds from joining, including:

- Language;
- Citizenship;
- Religion; and
- Lack of awareness about application process and what a career in the CAF might entail.

Diversity was seen as a good thing because individuals from diverse backgrounds may have special skills (e.g. languages) that could be useful in military operations.

When asked, participants were able to identify both benefits and drawbacks of a career in the CAF, though their responses tended to apply to all potential recruits, rather than just those from diverse backgrounds. The table below outlines the benefits and drawbacks they identified.

BENEFITS	DRAWBACKS
✓ Good salary	✗ Deployment/distance from family and friends
✓ Benefits/pension	✗ Danger/risk/war/combat
✓ Travel	✗ Mental/physical health risks/PTSD
✓ Job security/stability	
✓ Adventure	
✓ Active job	

Overall, participants agreed that there are probably more men than women in the CAF, but some had seen female CAF members in TV coverage of missions. Participants certainly felt women could and should join the CAF but acknowledged there are barriers. Participants perceived the environment in the military as male dominated and hierarchical, which could disadvantage women. They used words such as “bro culture” and “macho” to describe their impression of the workplace environment in the CAF. One participant even mentioned that they might not be comfortable with their daughter joining the CAF. There was also a sense that women who join likely have to work harder to prove themselves.

The roles women are more suited to in the CAF, according to some participants, included technology, working with planes, and medical treatment. That said, a few participants mentioned that Canada’s military was probably more welcoming to women than the armies of other countries, and roles should not be gendered – women can do anything they want, as long as they meet the physical requirements to join.

A few participants in each group had heard about sexual harassment in the military through the media. Among those who had heard of it, most felt it is a significant issue and that the military is not doing enough to address it. They recalled a few people being fired over sexual harassment issues but had not heard of anything recently that the CAF is doing to stop it. A few, who had not heard about the issue, felt that this likely indicated things were going smoothly while others disagreed, and felt there may be a need for greater transparency.

Communications

A small number of participants recalled seeing a CAF ad in recent months. One was a recruitment ad showing various roles and career options in the CAF. Another participant saw a CAF booth at a Comicon conference. Most had not seen CAF advertising during the Olympics.

When asked where the CAF could best reach them with an ad, participants mentioned most social media outlets (Facebook, Instagram, etc.). In fact, one participant reported having seen a CAF ad on Instagram. Traditional TV ads were judged as less effective, because most of the respondents only watch TV shows on Netflix or stream them without ads. A few creative suggestions included bus shelter or subway ads where riders are a more captive audience. Some suggested that since they get most of their news from various news outlets' apps on their phone, ads placed there might also reach them.

New Defence Policy

Virtually none had heard of the new Defence policy. The few respondents who had heard of it could not provide any further details.

DETAILED QUANTITATIVE FINDINGS

Part two of this study was quantitative and consisted of a telephone survey. This quantitative report is divided into five sections:

- Overall Impressions of the Canadian Armed Forces
- Funding and Equipment
- International Roles
- Domestic Roles
- Care of Military Personnel

Details about the survey design, methodology, sampling approach and weighting of the survey may be found in the Survey Methodology Report in Appendix A.

Overall Impressions of the Canadian Armed Forces

Familiarity with the CAF is largely unchanged from 2016. While only 10% report being very familiar with the CAF, 42% say they are somewhat familiar. In 2016, 9% were very familiar, and 44% somewhat familiar. Canadians are more likely to report being familiar with the CAF if they:

- Are male (57% very or somewhat familiar);
- Aged 55 or over (56% very or somewhat familiar), particularly compared to those 18-24 (36% very or somewhat familiar);
- Have a household income of over \$80,000/year (56% very or somewhat familiar); and
- Have a family member in the CAF (72%).

Canadians' limited familiarity is further reflected in the number of people who can recall having read, seen or heard something about the CAF. Almost three-quarters (73%) of Canadians do not recall having seen, read or heard something about the CAF. Just over one quarter (26%) recall having heard, seen or read something about the CAF and can also recall what it was they heard, saw or read. This unaided awareness of 26% is a decrease from 35% in 2016 and a new low point over the tracking period.

Canadians were more likely to have read, seen, or heard something about the CAF if they:

- Live in BC (35%);
- Live in a rural community (37%);
- Are male (36%);
- Are over the age of 55 (40%); and
- Have a family member in the CAF (42%).

Among actual topics recalled, deployment and exercises in general tops the list (12%), along with Veterans Affairs (12%). The Mali mission (8%), advertising/recruitment (7%) and allegations of sexual harassment or assault (7%) to round out the top five.

Exhibit A1 - Q9. Overall, how familiar would you say you are with the Canadian Armed Forces? Would you say...?

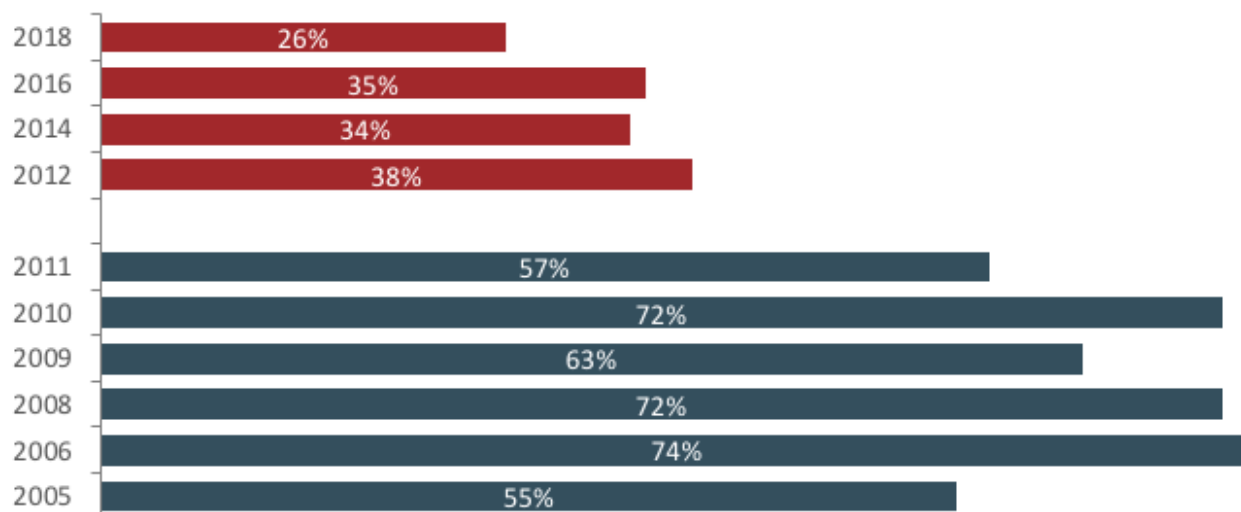
Familiarity with the CAF			
	2018	2016	2014
Very familiar	10%	9%	9%
Somewhat familiar	42%	44%	42%
Not very familiar	35%	35%	36%
Not at all familiar	13%	13%	12%
DK/NR	1%	-	-

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Exhibit A2¹ – Q5. Many of the topics we will be covering deal with the Canadian military and defence issues. Have you recently seen, read or heard anything about the Canadian Armed Forces?

Unaided Awareness of the CAF	
	2018
Yes	26%
No	73%
DK/NR	1%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Exhibit A3 – Unaided Awareness of the CAF, 2005-2018

Q5. Many of the topics we will be covering deal with the Canadian military and defence issues. Have you recently seen, read or heard anything about the Canadian Armed Forces?

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

¹ Beginning in 2012, respondents who initially indicated at this question that they recalled something about the CAF but could later not identify what they had seen, read or heard were excluded from the overall percentage in this graph. Had these respondents not been excluded, the overall percentage would be 41% rather than 38% in 2012, 38% rather than 34% in 2014, 39% rather than 35% in 2016, and 32% rather than 26% in 2018.

Exhibit A4 – Q6. [IF READ, SAW OR HEARD ANYTHING] What did you read, see or hear? What else? [OPEN END]

Topics Related to DND and the CAF	
	2018
Deployment / Exercises (in general)	12%
Veterans affairs (in general)	12%
Mali mission	8%
Advertising/Recruitment in general	7%
Allegations of sexual harassment/assault	7%
News mentions (in general)	6%
New planes/helicopter	6%
Peacekeeping mission	5%
Helping with flood relief efforts	4%
Budgetary constraints	3%
Word of mouth (in general)	3%
Increase in military spending	2%
New warship project	2%
Veterans pension plan	2%
Vice Admiral Normal charged with leaking information	2%
Degraded navy warships	1%
Veterans mental health	1%
TV mentions (in general)	1%
Job fair (in general)	1%
Syria mission	1%
Other	9%
DK/NR	19%

Base: TELEPHONE: Read, heard or saw something about the CAF(n=522). Fieldwork April 30-May 21, 2018.

TV news remains the most popular source of information about the CAF (39%), followed by the Internet (35%). However, since 2016 the percentage who report getting CAF related news from TV news has fallen by 2%, and the popularity of the internet as a source has risen by 4%. In fact, the reliance upon the Internet as an information source has risen over the course of the past 6 years by 10%, from 24% in 2012 to 34% today. Other notable changes include the rise in the percentage of Canadians who say they get information about the CAF through social media, rising from 2% in 2014, to 7% in 2016 and 12% in 2018.

Exhibit A5 – Q7. What is your main source of information about the Canadian Armed Forces? Any other sources?

Sources of Information about the CAF				
	2018	2016	2014	2012
TV news	39%	41%	41%	41%
The Internet	34%	31%	26%	24%
Daily newspapers	21%	19%	21%	26%
Television (excluding TV news)	19%	17%	22%	25%
Radio	17%	14%	14%	14%
Social Media	12%	7%	2%	-
Nothing/no sources of information	10%	4%	6%	3%
Families/friends/word of mouth	8%	9%	9%	7%
Community newspapers	7%	7%	9%	7%

Other	8%	5%	9%	8%
DK/NR	6%	-	4%	5%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Opinion of those who serve in the military remains very positive. The majority (57%) of Canadians have a strongly positive view of CAF members, along with another third (32%) who have a somewhat positive view. These numbers are very similar to the proportion of Canadian who felt strongly positive (59%) and somewhat positive (31%) about CAF members in 2016, and are in keeping with results from 2006 onward.

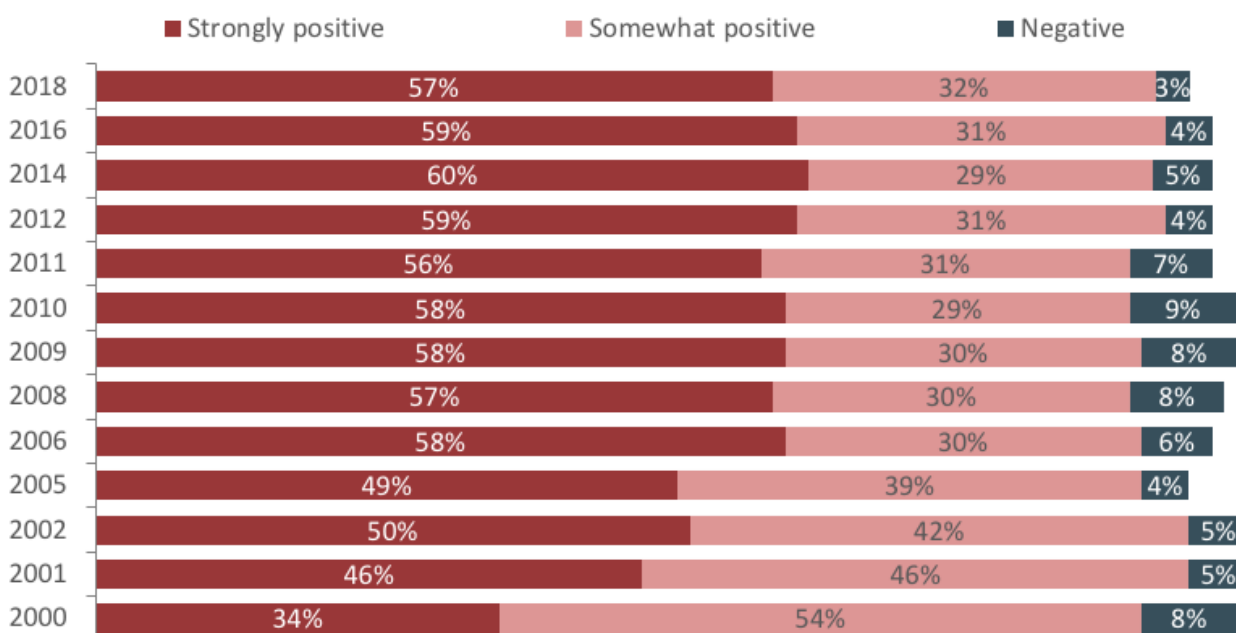
Canadians were more likely to hold a strongly positive view of CAF members if they:

- Reside in Manitoba/Saskatchewan (71%) or Ontario (65%), particularly compared to those in Quebec (34%);
- Have a family member in the CAF (64%); and
- Think the CAF is a source of pride for Canadians (68%).

Exhibit A6 – Q8. What is your overall impression of the people who serve in the Canadian Armed Forces? Would you say it is positive or negative? Would that be strongly or somewhat [positive/negative]? [ACCEPT NEITHER/NEUTRAL IF VOLUNTEERED]

Impression of CAF Members	
	2018
Strongly positive	57%
Somewhat positive	32%
Neither	5%
Somewhat negative	2%
Strongly negative	1%
DK/NR	3%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Exhibit A7 – Impression of CAF Members, 2000-2018

Q8. What is your overall impression of the people who serve in the Canadian Armed Forces? Would you say it is positive or negative? Would that be strongly or somewhat [positive/negative]?

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Similarly, **Canadians have a favourable view of those who may be thinking of joining the CAF.** When asked how they would react if a young person, such as a family member or friend, were to join the CAF, 30% say their reaction would be favourable, while a third say their reaction would be somewhat favourable. Favourability rose slightly from 2016, when overall 57% approved, compared to 63% in 2018. Unfavourable opinion is low (10%) while just over one quarter (26%) would feel neutral, the same result as 2016.

Of note, the younger cohort (18-24) were less likely than the general population to hold a strongly favourable view of a young friend or family member joining the CAF. Overall, 50% say they would have a very or somewhat favourable impression, compared to 63% overall. Results were similar for the 25-34 age group – 55% would have a favourable impression.

Exhibit A8 – Q10. If a young person you know, such as a family member or friend, told you that he or she was joining the Canadian Armed Forces, how would you view that decision? Would your reaction be very favourable, somewhat favourable, neutral, somewhat unfavourable or very unfavourable?

Impression of Prospective CAF Members		
	2018	2016
Very favourable	30%	27%
Somewhat favourable	33%	30%
Neutral	26%	26%
Somewhat unfavourable	6%	9%
Very unfavourable	4%	6%
DK/NR	1%	1%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Over one third (38%) strongly agree that the CAF is as good a career choice for women as it is for men, along with another third (34%) who somewhat agree. However, Canadians are more reluctant to strongly agree that the CAF workplace environment is respectful of women – 17% strongly agree, and 36% somewhat agree. There is also a difference of opinion between men and women. Women are slightly less likely to strongly agree that the CAF is as good a career choice for them as it is for men (35% compared to 41%). They are also less likely to feel the CAF workplace environment is respectful of women. Just 12% strongly agree, compared to 21% of men.

When it comes to the importance of diversity in the CAF, opinion is divided. The same proportion of Canadians agree as disagree with the statement that It doesn't really matter if the Canadian Armed Forces is as diverse as the Canadian population, though slightly more strongly disagree (24%) than agree (20%). Half agree that the membership of the CAF is as diverse as the Canadian population. Of note, those who identify their background as White are less likely to strongly agree that the CAF is as diverse as the Canadian population (14%). Though caution must be taken when interpreting the responses of Canadians from other backgrounds as the sample sizes are small, Asian (excluding Chinese) respondents are more likely to strongly agree that the CAF is as diverse as the Canadian population (28%).

One quarter of Canadians agree that they could see themselves joining the CAF, while over half strongly disagree. Canadians are more likely to see themselves joining if they:

- Are male (33% strongly agree);
- Are between the ages of 18 and 24 (33% strongly agree); and
- Have an annual household income of less than \$40,000 (35% strongly agree).

Exhibit A9 – Q11-15. To what extent do you agree or disagree with each of the following statements?

Impressions of VAC Performance					
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/NR
The Canadian Armed Forces is as good a career choice for women as it is for men	38%	34%	16%	7%	5%
It doesn't really matter if the Canadian Armed Forces is as diverse as the Canadian population	20%	27%	23%	24%	6%
I think that the Canadian Armed Forces workplace environment is respectful of women	17%	36%	21%	9%	17%
The membership of the Canadian Armed Forces seems just as diverse as the Canadian population	15%	35%	22%	9%	18%
I could see myself joining the Canadian Armed Forces	12%	13%	16%	55%	4%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Canadians continue to view the CAF as a source of pride. Two thirds report that the CAF is a source of pride for Canadians, similar to the 70% who said the same in 2016. While approximately one quarter are neutral to the question, very few (7%) feel the CAF is not a source of pride. The vast majority (83%) also feel the CAF is essential.

Similarly, there has been little change when it comes to Canadians' view of the military as outdated or modern. The plurality, 44%, view it as neither modern or outdated. As in 2016, more feel the CAF is modern (31%) than outdated (21%).

Exhibit A10 – Q16. To what extent do you think the Canadian Armed Forces is a source of pride for Canadians? Please use a 5-point scale, where “1” means not at all a source of pride, “3” is neutral, and “5” means very much a source of pride.

Pride in the CAF		
	2018	2016
Very much a source of pride (5)	35%	37%
Somewhat a source of pride (4)	31%	33%
Neutral (3)	26%	24%
Not really a source of pride (2)	5%	4%
Not at all a source of pride (1)	2%	2%
DK/NR	1%	1%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Exhibit A11 – Q17. When you think of Canada's military, would you say it is modern or outdated? Please use a 5-point scale, where “1” means very outdated, “3” means neither outdated nor modern, and “5” means very modern.

The CAF: Modern or Outdated?		
	2018	2016
Very modern (5)	9%	8%
Somewhat modern (4)	22%	21%
Neither (3)	44%	45%
Outdated (2)	14%	14%
Very outdated (1)	7%	7%
DK/NR	5%	5%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Exhibit A12 – Q18. When you think of Canada's military, would you say it is essential or no longer needed? Please use a 5-point scale, where “1” means no longer needed at all and “5” means very essential.²

The CAF: Essential or No Longer Needed?	
	2018
Very essential (5)	57%
Somewhat essential (4)	26%
Neither (3)	11%
Not very essential (2)	3%
No longer needed at all (1)	2%

² Due to an answer category change from 2014, no tracking data is presented for this question.

DK/NR	1%
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Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

As was the case in 2016, almost half of Canadians (48%) feel the CAF's focus should be international. Just over a third feel it should be domestic (34%) and 15% feel the CAF should focus on the North American Continent.

Though the priority areas have remained stable since 2016, and the priority assigned to domestic roles remains lower than in the 2011-2014 period, perceived threats to Canadian security have shifted slightly, with terrorism mentioned more frequently in the recent study. In 2016, 40% of Canadians mentioned terrorism as the biggest threat to Canadian security. In 2018, terrorism is still the biggest threat at 29%, but an entirely new concern – the United States and our proximity to it – has emerged. The perceived threat of ISIS/ISIL appears to have diminished, from 19% to 4%.

Canadians are more likely to be concerned about terrorism as a threat to Canadian security if they:

- Live in Quebec (37%); and
- Are between the ages of 45 and 54 (39%).

Canadians are more likely to be concerned about our country's proximity to the United States if they:

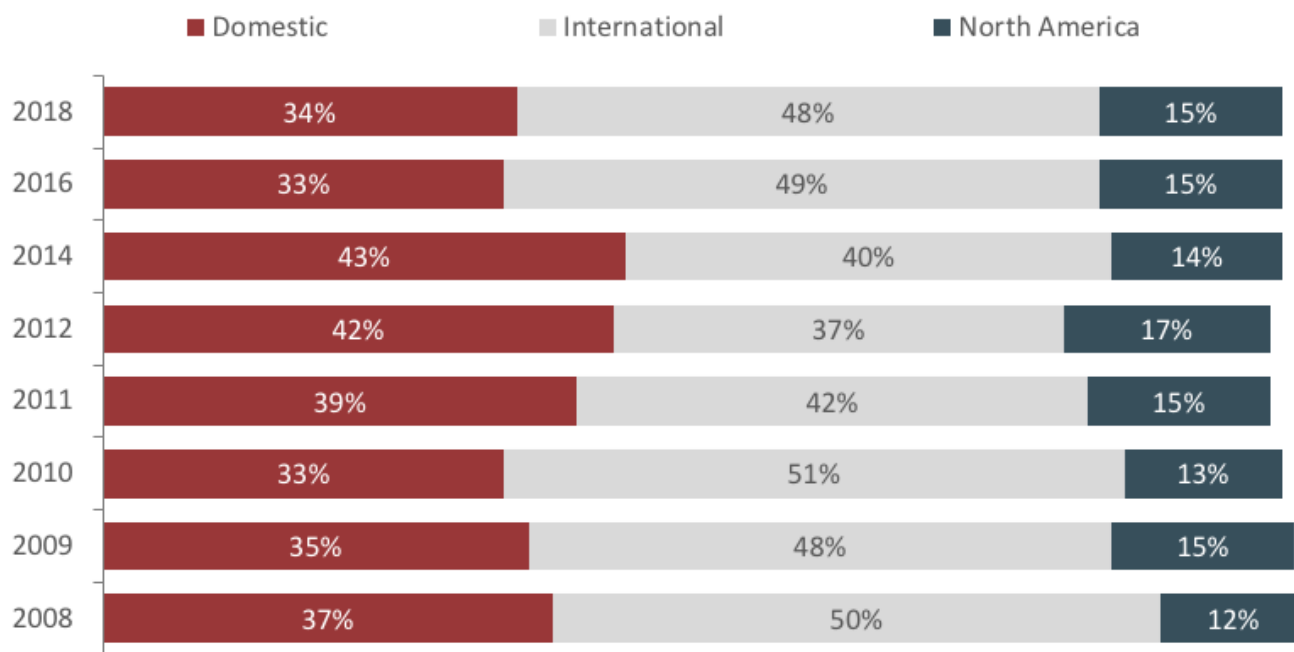
- Are female (20%); and
- Have a family member in the CAF (21%).

Exhibit A13 – Q19. There are a number of possible areas where the Government of Canada could focus the efforts of the Canadian Armed Forces. Which of the following areas do you think should be the TOP priority of the Canadian Armed Forces?

Top Priority Area of the CAF	
	2018
Domestic i.e. in Canada	34%
The North American Continent	15%
International	48%
DK/NR	4%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Exhibit A14 – Priority Areas for the CAF, 2008-2018



Q19. There are a number of possible areas where the Government of Canada could focus the efforts of the Canadian Armed Forces. Which of the following areas do you think should be the TOP priority of the Canadian Armed Forces?

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Exhibit A15 – Q20. What do you think is the biggest threat to the security of Canadians and Canada at this time?

Biggest Threat to Canadian Security		
	2018	2016*
Terrorism	29%	40%
United States/Canada's proximity to the U.S	16%	-
Cyber-security	6%	3%
Donald Trump	5%	-
Geopolitics (international threats, hostile foreign governments)	4%	-
Border security	4%	-
ISIS/ISIL	4%	19%
Russia	4%	-
Natural disasters	4%	-
Arctic sovereignty	3%	-
North Korea	3%	-
Refugees	3%	-
Global warfare (in general)	2%	-
Climate change (in general)	2%	-
Justin Trudeau / Liberal government	2%	-

The economy	2%	-
Immigration (in general)	2%	3%
Nuclearisation (in general)	1%	-
Middle East Conflict	1%	-
Drug trafficking	1%	-
Human trafficking	1%	-
Other	16%	12%
DK/NR	16%	10%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

*Answer categories varied from 2016 to 2018.

Only 15% claim to have heard of Canada's new Defence Policy, including 11% who have only vague recall. Among the few who have, topics related to funding were most frequently recalled (11%). However, 67% could not recall a specific topic.

Exhibit A16 – Q64. Were you aware that the Government of Canada released a new Defence Policy in 2017 called Strong, Secured, Engaged, which presents a new vision and approach to defence in Canada?

Recall of New Defence Policy	
	2018
Yes, definitely	4%
Yes, vaguely	11%
No	84%
DK/NR	1%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Exhibit A17 – Q65. And what, if anything, do you recall about this new Defence Policy?

Recall of Topics Related to the New Defence Policy	
	2018
More funding	11%
Upgrading equipment	8%
Respecting military commitments	7%
Sexual harassment cases	6%
Gender equality	5%
Veterans Issues	3%
Other	8%
DK/NR	67%

Base: TELEPHONE: Definitely aware of new defence policy (n=64). Fieldwork April 30-May 21, 2018.

Funding and Equipment

Slightly more Canadians (45%) believe the military is underfunded than in 2016 (42%) and 2014 (43%). This is an increase from 2011/2012, but significantly lower than the proportion of Canadians concerned about the military being under-funded over a decade ago. Canadians more likely to feel the military is underfunded include:

- Albertans (54%);

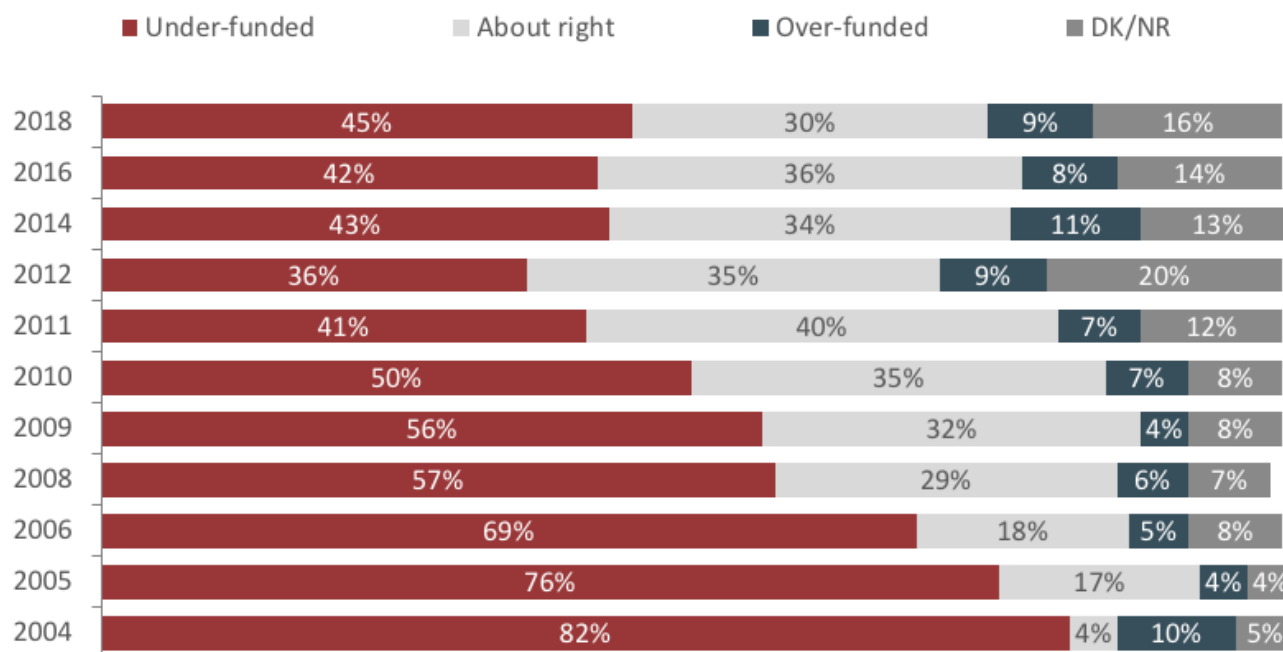
- Those aged 55 and older (52%);
- Those familiar with the CAF (55%); and
- Those with a family member in the CAF (57%).

Exhibit B1 – Q21. Do you feel that Canada's military is under-funded, over-funded, or receives about the right amount of funding? [If Under or Over funded, probe:] Would that be significantly or somewhat [Under-FUNDED/Over funded]?

The CAF: Under or Over Funded?	
	2018
Underfunded	45%
About right	30%
Overfunded	9%
DK/NR	16%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Exhibit B2 – Views Towards Funding of the CAF, 2004-2018



Q19. There are a number of possible areas where the Government of Canada could focus the efforts of the Canadian Armed Forces. Which of the following areas do you think should be the TOP priority of the Canadian Armed Forces?

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Almost two-thirds (64%) of Canadians agree that the purchase of military equipment benefits Canadian companies and economies, an almost identical proportion to 2016 (65%). The plurality agree that the CAF is good at planning for its future equipment needs (47%), and that the CAF has the equipment it needs to do its job (41%). However, the percentage of Canadians who agree with both statements has fallen since 2016. In the previous wave, 58% felt the CAF is good at planning its equipment needs, and 50% agreed the CAF has the equipment it needs. Slightly fewer are inclined to agree that the CAF manages the purchase of military equipment well (36% in 2018 compared

to 42% in 2016). Of note, those who have seen, read or heard something recently about the CAF are less likely to agree that purchases are handled well (29% compared to 40% of those who have not seen anything about the CAF). Those who feel current funding for the military is about right are much more likely to agree that purchases are well managed (49%), while those who feel it is underfunded (32%) are slightly less likely to agree. The majority (52%) of those who believe the military is overfunded disagree that the CAF manages purchases well.

Exhibit B3 – Q22-25. Please rate the extent to which you agree or disagree with each of the following statements. How about...

Impressions of CAF Equipment and Purchasing							
	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Agree 2016
The purchase of military equipment benefits local economies and defence companies across Canada	21%	43%	5%	14%	6%	11%	65%
The Canadian Armed Forces is good at planning its future equipment needs	13%	34%	10%	17%	9%	17%	58%
The Canadian Armed Forces has the equipment it needs to do its job	10%	31%	7%	25%	17%	10%	50%
Purchases of military equipment are well managed	8%	29%	8%	23%	15%	18%	42%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Almost identical proportions of the population in 2018 and 2016 recall hearing something about the purchase of new military equipment. Taken together, 45% recall something either clearly or vaguely, while the majority (54%) do not recall hearing anything. In contrast, over half (56%) recalled something in 2012, the strongest result over the tracking period. Canadians are more likely to recall having heard something about the purchase of military equipment if they:

- Are male (55%);
- Are aged 55 or older (59%); and
- Have a family member in the CAF (52%).

There has been a slight shift since 2016 in recall of specific topics. Among those who do recall hearing something, the plurality (45%) recall hearing something about the purchase of new aircraft/planes. In 2016, 33% recalled hearing something about the purchase of airplanes. Similar percentages of Canadians recall hearing something about purchasing new ships, and the purchase of the F35 fighter jet. Slightly more recall having heard something about purchasing new helicopters, submarines and used equipment.

Exhibit B4 – Q26. Have you recently seen, read or heard about plans to purchase new defence equipment, such as ships, aircraft or vehicles for the Canadian Armed Forces?

Recall of Plans to Purchase New Defence Equipment						
	2018	2016	2014	2012	2011	2009

Yes, clearly	21%	21%	19%	27%	35%	21%
Yes, vaguely	24%	22%	20%	21%	21%	19%
No	54%	56%	61%	53%	43%	59%
DK/NR	1%	1%	-	-	-	-

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Exhibit B5 – Q27. Have you recently seen, read or heard about plans to purchase new defence equipment, such as ships, aircraft or vehicles for the Canadian Armed Forces?

Recall of Topics Related to the Purchase of Defence Equipment		
	2018	2016
Purchasing new aircraft/planes	45%	33%
Purchasing new ships	34%	35%
Purchase of F35 fighter jet	23%	26%
Purchasing new helicopters	12%	9%
Purchasing submarines	8%	4%
Purchasing used equipment	7%	3%
Purchasing new military equipment	4%	6%
Outdated equipment (general)	3%	-
Expensive cost (general)	2%	5%
Government spending/budget (general)	2%	8%
Purchasing new trucks or vehicles	2%	4%
New airplanes are expensive	1%	2%
Other	7%	-
DK/NR	8%	-

Base: TELEPHONE: Heard, read or saw anything about new defence equipment (n=752). Fieldwork April 30-May 21, 2018.

International Roles

Canadians express a clear preference for CAF involvement in humanitarian efforts, non-combat roles, and peace support operations. For each, over 60% of Canadians strongly agree the CAF should be involved. The results are in line with the high levels of strong support recorded in 2016.

While the majority of Canadians believe the CAF should participate in missions targeting drug/weapons trafficking, training, and combat roles in support of NATO missions, support is softer. For example, whereas 62% strongly agree with participation in non-combat roles in U.N. operations, half as many (31%) have the same intensity of agreement with the CAF participating in air or naval combat missions and ground combat roles. Results on these questions were very similar to those measured in 2016.

Exhibit C1 – Q28-34. Please tell me how strongly you agree or disagree that the Canadian Armed Forces should participate in each of the following activities.

International Roles							
	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Strongly Agree 2016
Disaster relief or humanitarian aid in response to a request for help from another country	69%	21%	6%	2%	2%	1%	67%
Non-combat support roles in support of United Nations and NATO missions.	62%	26%	7%	2%	2%	1%	58%
Peace support operations	62%	23%	8%	3%	2%	1%	59%
Missions that target drug, weapons, or other illegal trafficking activities in international waters	40%	30%	15%	8%	5%	2%	36%
Training the militaries or police forces of other countries	32%	34%	17%	8%	7%	2%	31%
Ground combat roles in support of United Nations and NATO missions	31%	37%	15%	7%	8%	2%	28%
Air or naval combat roles in support of United Nations and NATO missions	31%	37%	16%	6%	8%	2%	30%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Canadians' knowledge of CAF international roles remains similar to 2016. Almost half believe the CAF is involved in peace support operations (49%) and disaster relief/humanitarian aid (47%). Slightly fewer (40% compared to 46%) believe the CAF is involved in training missions. As in 2016, fewer (20% each) believe the CAF is definitely involved in combat and anti-trafficking missions. Of note, almost one third (31%) feel the CAF is probably or definitely not involved in any combat missions currently.

Exhibit C2 – Q35-40. To the best of your knowledge, which of the following types of international missions do you think the Canadian Armed Forces is currently involved in?

Knowledge of Current International Roles						
	Definitely is	Probably is	Probably is not	Definitely is not	DK/NR	Definitely is 2016
Peace support operations	49%	40%	4%	1%	5%	46%

Disaster relief or humanitarian aid	47%	41%	5%	1%	6%	51%
Non-combat support missions	44%	45%	2%	1%	7%	46%
Training missions	40%	44%	5%	1%	10%	46%
Anti-trafficking missions in international waters	20%	43%	15%	3%	20%	20%
Combat missions	20%	38%	24%	7%	11%	25%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

The most frequently recalled country in which Canadians believe the CAF is currently serving is Afghanistan (47%), followed by Syria (23%) and Iraq (22%). Significantly fewer report knowing about the ongoing mission in Latvia (3%) and upcoming peacekeeping mission in Mali (5%).

Exhibit C3 – Q41. To the best of your knowledge, in what countries in the world is the Canadian Armed Forces currently serving on missions? Any others you know of?

Knowledge of Countries Where the CAF is Currently Serving	
Afghanistan	47%
Syria	23%
Iraq	22%
Africa (in general)	12%
Middle East (in general)	12%
Haiti	6%
Iran	6%
Mali	5%
Ukraine	5%
United States	4%
Israel	3%
Latvia	3%
Cyprus	2%
Korea (in general)	2%
Egypt	1%
Germany	1%
Somalia	1%
Sudan	1%
Russia	1%
Europe (in general)	1%
Congo	1%
Other	11%
DK/NR	48%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Canadians continue to strongly agree (67%) that it's critical that Canada and the US cooperate for the defence of North America as views on domestic and international security have remained steady since 2016. Similarly, when it comes to the importance of Canada's membership in NATO, 63% strongly agree it is important for Canadian security. Few strongly agree that the world is safer than it was a decade ago (14%), a similar percentage to 2016

(11%). However, it is worth noting that a higher percentage strongly disagreed that the world is safer today in the previous wave (38%) compared to the results from this year (30%).

Exhibit C4 – Q42-44. Please rate the extent to which you agree or disagree with each of the following statements. How about...

Views on Domestic and International Security								
	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Strongly Agree 2016	Strongly Agree 2014
I think it's critical that Canada and the United States cooperate actively for the defence of North America	67%	23%	2%	4%	3%	1%	69%	69%
I believe that Canada's membership in NATO, or the North Atlantic Treaty Organization, is important for Canadian security	63%	25%	3%	3%	3%	3%	62%	59%
I think the world is safer today than it was a decade ago	14%	19%	7%	29%	30%	2%	11%	17%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Domestic Roles

There is strong support among Canadians for all of the domestic roles the CAF plays. Very large majorities feel that responding to natural disasters (77%), protecting against terrorist threats (76%) and specifically those that relate to cyber security (73%) are very important roles. Over two-thirds also agree that search and rescue is a very important role (68%). Strong support is softer for assisting civilian police (51%), helping to prevent illegal immigration (50%) and illegal drug smuggling (49%), as well as for patrolling the Arctic (42%). However, large majorities still feel that these roles are at least somewhat important. Canadians' domestic priorities in 2018 are largely the same as in 2016.

Exhibit D1 – Q45-51. There are a number of roles that the Canadian Forces plays here in Canada. Please tell me how important each of the following roles should be, in your opinion, using a 5-point scale, where 1 means not important at all, 5 means very important. How about...?

Importance of Domestic Roles						
	Very important	Somewhat important	Neither	Not important	DK/NR	Very important 2016
Responding to natural disasters, including catastrophic weather events such as floods, wildfires, or ice storms	77%	17%	4%	2%	-	74%
Providing protection against terrorist threats	76%	13%	7%	3%	1%	75%
Providing protection against terrorist threats, including cyber security	73%	16%	8%	4%	1%	74%
Search and rescue	68%	22%	8%	2%	-	67%
Assisting civilian police and other partners when needed	51%	27%	15%	7%	-	49%
Helping prevent illegal immigration, including human smuggling	50%	23%	15%	10%	1%	51%
Helping prevent illegal drug smuggling	49%	21%	18%	11%	1%	47%
Patrolling the Arctic	42%	25%	20%	10%	3%	43%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Domestic attitudes towards the CAF are largely positive. A large majority of Canadians (70%) strongly agree that the CAF is a vital national institution, and half strongly agree that the CAF is respected by Canadians. There is also widespread approval of the CAF's domestic performance – 50% strongly agree the CAF is performing well, while another 39% somewhat agree. Canadians believe that it is important the CAF be able to operate seamlessly alongside the US or other allies – 60% strongly agree.

Exhibit D2 – Q52-56. Please rate the extent to which you agree or disagree with each of the following statements, How about...

Attitudinal Statements - Domestic Roles					
	Strongly agree	Somewhat agree	Neither	Disagree	DK/NR
Canada's military should play a leading role in responding to natural disasters that occur in Canada such as massive storms or floods	71%	24%	2%	3%	-

The Canadian Forces are a vital national institution	70%	24%	3%	3%	1%
It is important that the Canadian Forces be able to operate seamlessly alongside the forces of the U.S. or allies	60%	31%	4%	5%	1%
The Canadian Forces are respected by Canadians	50%	39%	4%	6%	1%
Overall, the Canadian Forces are doing a good job performing its duties here in Canada	50%	39%	5%	2%	3%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

Care of Military Personnel

Recall of stories about issues faced by military personnel and/or their families is virtually unchanged from 2016 – 44% say they have heard something, 5% say maybe and 50% have not. Younger Canadians were less likely to have heard about these issues – 21% of those 18-24, and 28% of those 25-34.

The topic Canadians report hearing about the most is mental health (48%). It was also the most frequently mentioned topic in 2016. Of note, Quebecers (66%) and those 35-44 (63%) are much more likely to mention mental health. When combined with mentions of suicide, over half mention a topic related to mental health. There were fewer mentions of lack of support for military personnel (16%) than in 2016 (25%). More report having heard of sexual misconduct allegations (11%) and harassment in the workplace (9%) than in 2016.

Exhibit E1 – Q57. Have you seen, read or heard anything about issues faced by Canadian military personnel and their families?³

Recall of Issues Faced by Canadian Military Personnel and Families		
	2018	2016
Yes	44%	45%
Maybe	5%	6%
No	50%	49%
DK/NR	2%	-

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

³ Due to question wording change from 2014 to 2016, only tracking data available in 2016 is presented.

Exhibit E2 – Q58. [IF READ, SAW OR HEARD ANYTHING] What did you read, see or hear?

Recall of Issues Faced by Canadian Military Personnel and Families		
	2018	2016
Mental health issues/PTSD experienced	48%	52%
Lack of support shown from gov	17%	14%
Lack of support for military personnel	16%	25%
Lack/need of health care support	15%	17%
Sexual misconduct complaints/investigations	11%	7%
Harassment in the workplace	9%	3%
Military families	7%	-
Underfunding (in general)	6%	-
Suicide	5%	8%
Receiving support from gov	5%	5%
Women in military (in general)	5%	-
Veterans pension	4%	-
Media mentions	3%	3%
Veterans reintegration issues	3%	-
Discrimination in military (in general)	3%	1%
Sexual misconduct response centre	2%	2%
Other	9%	10%
DK/NR	7%	7%

Base: TELEPHONE: Have or maybe have heard about issues facing CAF members & families (n=796). Fieldwork April 30-May 21, 2018.

When it comes to caring for military personnel, the plurality (40%) feel the CAF does a somewhat good job, with another 15% reporting they feel the CAF does a very good job. Results are similar for dealing with injured personnel specifically - 15% feel the CAF does a very good job, while over one third (36%) feel the CAF does a somewhat good job. The percentage of Canadians who feel the CAF is doing at least a somewhat good job are slightly lower the results from 2016. Combined, 55% feel the CAF does a good job of looking after its personnel compared to 63% in 2016. Of note, those who report being familiar with the CAF are more likely to believe the CAF does a poor job of looking after personnel (29% compared to 24% overall). Slightly fewer also report that the CAF does a good job of helping members transition into civilian life – 42% in 2018 compared to 46% in 2016.

Overall, half of Canadians feel the CAF does a good job of caring for families of military personnel. This is slightly lower than in 2016, when 57% felt the CAF was doing a good job. Those with a family member in the military are no less likely than those who do not to report that the CAF is doing a good job.

Of all the issues facing military personnel tested, the CAF receives the lowest marks for dealing with sexual harassment in the workplace – one third feel the CAF is doing a good job, identical to the result in 2016. Women

are more likely than men to rate the CAF's job on this file as poor (45% compared to 37%). Those who feel the CAF work environment is not respectful of women are also more likely to rate the CAF's performance as poor. In fact, 77% do so. Similarly, two-thirds of those who feel the CAF is a bad career choice for women rate the CAF's performance poorly. That said, the few who have heard about the new Defence Policy are more likely to report they feel the military is doing a very good (22%) or good job (30%) when it comes to dealing with sexual harassment.

Exhibit E3 – Q59-63. Generally speaking, does the Canadian Armed Forces do a good job or a poor job of....

Perception of CAF Member and Family Treatment							
	Very good	Somewhat good	Neither	Somewhat poor	Very poor	DK/NR	Very/Somewhat good 2016
Dealing with injured military personnel	15%	36%	8%	20%	10%	11%	55%
Looking after military personnel ⁴	15%	40%	9%	18%	6%	11%	63%
Looking after the families of military personnel	12%	38%	9%	19%	5%	16%	57%
Helping military personnel transition from active duty to civilian life	10%	32%	9%	25%	9%	15%	46%
Dealing with sexual harassment in the workplace	8%	25%	9%	28%	13%	16%	33%

Base: TELEPHONE: Total sample (n=1,524). Fieldwork April 30-May 21, 2018.

⁴ Due to question wording change from 2014 to 2016, only tracking data available in 2016 is presented.

CONCLUSIONS

The findings from both the qualitative and quantitative phases of the study complement each other and build a fairly comprehensive and consistent set of insights into Canadians' evolving knowledge and impressions of the CAF.

Both phases of research explored issues such as the image of the CAF, the role of the CAF at home and abroad, perceptions of equipment procurement and the funding of the CAF; as well as, views about Canada's operations, including against ISIL, in the Middle East.

Canadians take pride in the CAF, and have a favourable view of its members and those willing to join. That said, for the most part, Canadians do not appear to have a very deep level of knowledge about the CAF. While over half in the quantitative research say they are somewhat familiar with the CAF, just a third have heard of the CAF or any sort of defence issues recently, few could recall having heard about there being a new Defence Policy and none of those individuals could recall anything specific about it. The focus groups reinforced that, while Canadians view the CAF favourably, this is often simply because they the CAF invokes a sense of pride and they have not heard anything much that would deepen their knowledge or modify their perception.

The distinction between the importance of the various roles the CAF plays appears to derive less from whether they are international or domestic than the nature of the mission. For example, whether domestic or international, Canadians overwhelmingly agree the military should help with natural disaster relief. There is almost as strong support for peace operations abroad as there is for domestic responsibilities, including protecting against terrorism and search and rescue. While Canadians still believe it is important the CAF partake in combat missions, support is softer. The qualitative research provides insight into the varying levels of support. Participants believed that Canada's strengths lie in peacekeeping and humanitarian aid. As a smaller country that spends less on its military than some of our allies, participants felt it was much more appropriate for the CAF to take the lead on peace support operations, rather than combat missions.

Overall, the plurality of Canadians feel the CAF is underfunded, but is good at planning its future equipment needs and has the equipment needed to do its job. However, only one in five recalls clearly hearing anything about the purchase of new defence equipment. Furthermore, focus group respondents clearly lacked awareness around procurement. Given the lack of awareness, most tended to assume the best, which should be taken into consideration when analyzing the quantitative results.

Half of Canadians feel the CAF is as diverse as the Canadian population, but the qualitative portion indicates that perception of diversity in the CAF may be more nuanced. While some participants were quick to assume the CAF is as diverse as the population, others expressed that from their perspective, most of the members are male and largely white. Importantly, they did not feel the CAF discriminates against diverse recruits, but acknowledged there could be barriers to joining, from language to a simple lack of awareness or varying degrees of interest.

When it comes to gender diversity specifically, the majority feel the CAF is as good a career option for women as it is for men, and half feel the workplace environment is respectful of women. Recall of issues related to sexual harassment is low, but has increased from 2016. Furthermore, more disagree than agree that the CAF does a good job of dealing with sexual harassment in the workplace. The findings indicate that while the CAF is viewed as open

to everyone regardless of race or gender, Canadians may feel that more could be done to address potential barriers to diversity.

RECOMMENDATIONS

Based upon a thorough analysis of both the qualitative and quantitative data, we would make the following recommendations:

- **Maintain the high degree of respect Canadians have for the women and men who serve in the CAF.** The views on this metric are nearly universally positive and that is a nearly perfect situation, but this fact also therefore means there is no realistic ability to increase the proportion who hold favourable opinions.
- **Increase the level of familiarity and depth of knowledge Canadians have of the CAF.** Although Canadians do hold nearly universally positive impressions of the people in the CAF, responses in both the qualitative and quantitative phases demonstrate that many Canadians' knowledge of the CAF is fairly limited. Those who are more familiar tend to hold more favourable impressions on most measures included in the study. The correlation between awareness and favourable impressions does not necessarily prove causality – it is possible that people who feel more favourably about the CAF seek out information about it – but it suggests that increasing the effectiveness of communications coming from or about the CAF may be able to not only better inform Canadians, but may also result in improvements on certain key metrics relating to Canadians' perceptions of the CAF.
- **Improve impressions of the handling of sexual harassment issues.** By a significant margin, more Canadians feel the CAF is doing a poor job than a good job in this area. Among all facets investigated in this study, performance in this area was decidedly low. Encouragingly, although few Canadians can recall that a new Defence Policy was introduced in 2017, those who do recall it hold particularly more favourable impressions on the CAF's performance in this area. Since *Strong, Secure, Engaged* did include the commitment to "eliminate harmful behaviours and ensure a work environment free from harassment and discrimination," it is possible that those who recall the Defence Policy were particularly appreciative of that effort.
- **Ensure Canadians understand that the CAF is providing appropriate support for mental health issues.** When asked generally whether they have heard anything recently about CAF in general, roughly a third of Canadians claim they have. However, more Canadians claim to have heard something when specifically asked whether they have heard stories about the treatment of Canadian military personnel and their families. Among the roughly half of Canadians who have heard something about the treatment of Canadian military personnel and their families, by far, mental health was the most commonly recalled topic.
- **Educate Canadians on the value of diversifying the CAF.** Currently, Canadians tend to feel the CAF welcomes Canadians of any culture or gender but they have mixed perceptions of whether or not the CAF is as diverse as the Canadian population it serves and further, whether it is important that it be as diverse as the Canadian population. Taken together, it suggests that for some Canadians, improving diversity would be welcome and for others, their appreciation for diversifying the CAF will likely only come about if they better understand the benefit of diversifying the CAF.

The results of this study suggest that focusing efforts in these areas are likely to contribute to improvements in the views Canadians hold of the CAF.

APPENDIX A: SURVEY METHODOLOGY REPORT

Survey Methodology

Earnscliffe Strategy Group's overall approach for this study was to conduct a telephone survey of Canadians 18 and older, using Léger's centralized call-centre and state of the art Computer Aided Telephone Interviewing (CATI) system. A detailed discussion of the approach used to complete this research is presented below.

Questionnaire Design

The questionnaire for this study was designed by Earnscliffe in consultation with DND, drawing on previous studies, and provided for fielding to Léger. The survey was offered to respondents in both English and French and completed based on their preferences.

Sample Design and Selection

The sampling plan for the study was designed by Earnscliffe to ensure sufficient representation of Canadians aged 18 and older across the country.

An overlapping sampling approach was used for the telephone survey. In this approach, the cell phone sample is not screened for dual landline and cell users. A respondent is included in the sample as long as he/she uses a cell phone even though they may or may not have a landline. While the overlapping sampling method does not explicitly screen dual user households, it naturally reaches both cell phone only residents and those living in households with both cellphone and landline. Using this method, we estimated that the 1,500 interviews would be comprised of the natural distribution of landline only (LLO) households, cellphone only households (CPO) and households that have both a landline and a cellphone. The table below shows the Statistics Canada estimates for each of these segments, the expected number of interviews for each of these segments and the proportion of the survey sample that would constitute using the overlapping method.

Segment	Actual Proportion*	Expected n	Expected % of Sample
Landline only (LLO)	15.0%	225	15.0%
Cellphone only (CPO)	27.5%	413	27.5%
Households with both	57.5%	863	57.5%
TOTAL	100%	1,500	100%

*SOURCE: Statistics Canada, *2015 Survey of Household Spending*

In the end, we met the target sample sizes outlined for each segment and conducted 760 of the 1,500 interviews via landline (including 225 specifically screened as LLO) and 756 via cellphone (including 413 screened as CPO).

The sample was targeted to the region and age quotas, and the final data were weighted in tabulation to replicate actual population distribution by region and age according to the most current Census data available.

Data Collection

The survey was conducted in English and French from April 30, 2018 to May 21, 2018. The survey was undertaken by Léger's telephone data collection operation headquartered in Montréal, Québec.

Targets/Weighting

Quotas were used on the study to ensure that, prior to any additional weighting; we were working towards achieving minimum numbers of completed surveys by age group and region. This quota distribution was designed to allow for subsets of the data to be analyzed with confidence. Quotas were established on region and age as follows:

REGION/PROVINCE		
Atlantic Canada	6.8%	105
Quebec	23.4%	352
Ontario	38.3%	574
Prairies	6.5%	97
Alberta	11.2%	168
British Columbia	13.5%	204
TOTAL	100%	1,500

AGE		
18-34	27.3%	410
35-54	34.1%	511
55+	38.6%	579
TOTAL	100%	1,500

GENDER		
Female	51.4%	771
Male	48.6%	729
TOTAL	100%	1,500

The final data were weighted based on 2016 Census information. Weighting was applied based on region and age statistics to ensure that the final dataset was in proportion to the Canadian population 18 years of age and older.

Quality Controls

Leger's data collection quality control process is concretely based on the following elements:

- Assigning every project a project leader who is ultimately responsible for the quality of the final product, thereby strengthening the sense of internal responsibility;
- Ensuring that the client's objectives precisely correlate with the final questionnaire, strictly ensuring that all targeted dimensions are unequivocally included in the guide;
- Individually examining the formulation of every question beforehand to ensure simplicity of expression, clear syntax and a precise notion of the field covered;
- Looking for contamination effects beforehand, that is ensuring that the location of a question in the questionnaire does not have an undue effect on the following answers (this is generally done by providing information indirectly to the participants, thereby rendering the sampling unrepresentative);
- A strict comparison of the computerised version of the questionnaire with the reference questionnaire approved by the client ;
- Checking the programmed jumps in the computerised system before the pre-test;
- Holding a pre-test to ensure the questions are easily understood, to check the concepts, and to look for any possible ambiguities or logical jumps in the questions, etc. The pre-test is preferably held in the

presence of the client (audio monitoring) and interviewers are debriefed afterwards so all dimensions can be explored;

- Using the best interviewers, from our Elite network, for the pre-test, since their thousands of hours of field experience enable them to quickly discern any questions that are badly written, ambiguous, unclear or too general. No one is better suited to detect anomalies at this stage where they can still be easily corrected;
- In-depth training of interviewers so they understand the context of every study and the meaning of every question ;
- Insistence on open or semi-open questions, in order to specify the type of answer expected and to avoid vague and general answers as much as possible;
- Heavy monitoring by the supervisors to facilitate the detection of any problematic questions. This involves being attentive to the interviewers' thoughts and concerns and encouraging them to voice them, even after the pre-test;
- Constant audio monitoring of the survey, along with simultaneous monitoring of the information entered into the computer. This allows the supervisor to control the quality of the interview and the correct correlation between the information supplied and the codes entered;
- Using software that does not allow input errors or unexpected jumps, etc. The logical validation is therefore carried out beforehand and not after the fact ;
- Constant rigour throughout the process, but particularly at the beginning insofar as the comprehensibility of the questions is concerned. Even if the pre-test has already taken place, the complexity and length of the questionnaires means that some questions might have to be modified to ensure they are more easily understood (without modifying the sense). These modifications are always carried out in complete agreement with the client;
- Open questions are coded according to an initial sampling of answers in the file and by the creation of codes that are submitted to the client for approval.
- The interviewers' performance is monitored on a daily basis using the Command Center software which enables corrections to be carried out quickly.

Results

FINAL DISPOSITIONS

	Landline	Cell Phone
Total Numbers Attempted	37685	48160
Invalid	9843	24305
NIS, fax/modem, business/non-res.	249	140
Unresolved (U)		
Busy	290	714
No answer, answering machine	15196	13558
In-scope - Non-responding (IS)		
Household refusal	351	297
Respondent refusal	351	296
Language problem	450	266

Illness, incapable	4	2
Selected respondent not available	1891	2172
Qualified respondent break-off	55	0
In-scope - Responding units (R)		
Language disqualify	47	90
No one 18+		
Other disqualify		
Completed interviews	790	734
Response Rate = $R/(U+IS+R)$	2.83%	1.94%

NONRESPONSE

Any survey that is conducted is potentially subject to bias or error. The possibility of non-response bias exists within the current sample. In particular, this survey would not include members of the population who do not have access to a telephone or who are not capable of responding to a survey in either English or French. In addition, some groups within the population are systemically less likely to answer surveys.

As is typically the case for general population telephone surveys, older individuals are easier to reach, so the survey overrepresented those age 55+ and underrepresented those aged 18-34 (this was corrected with age weighting).

SAMPLE PROFILE: UNWEIGHTED VS. WEIGHTED DISTRIBUTIONS

Region	Unweighted Sample	Weighted Sample
Atlantic	9%	7%
Quebec	24%	24%
Ontario	37%	38%
Manitoba/Saskatchewan	7%	7%
Alberta	12%	11%
British Columbia/Territories	12%	14%

Gender	Unweighted Sample	Weighted Sample
Female	48%	51%
Male	52%	49%

Age	Unweighted Sample	Weighted Sample
18 - 24	7%	11%
25 - 34	11%	16%
35 - 44	14%	16%

45 - 54	16%	18%
55+	51%	39%

Education	Unweighted Sample	Weighted Sample
Some high school	6%	5%
High school diploma or equivalent	17%	17%
Registered apprenticeship or other trades certificate or diploma	6%	5%
College, CEGEP or other non-university certificate or diploma	25%	25%
University certificate or diploma below bachelor's level	6%	6%
Bachelor's degree	23%	25%
Post graduate degree above bachelor's level	14%	14%

Immediate Family Member Current or Former CAF Member	Unweighted Sample	Weighted Sample
Yes	24%	23%
No	76%	77%

Household Income	Unweighted Sample	Weighted Sample
Under \$20,000	6%	7%
\$20,000 to just under \$40,000	15%	14%
\$40,000 to just under \$60,000	13%	13%
\$60,000 to just under \$80,000	12%	12%
\$80,000 to just under \$100,000	12%	13%
\$100,000 to just under \$150,000	14%	15%
\$150,000 and above	14%	14%
Prefer not to answer	13%	13%

Aboriginal Heritage	Unweighted Sample	Weighted Sample
Aboriginal person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)	3%	3%

Race	Unweighted Sample	Weighted Sample
White	75%	75%
Black	2%	2%
Chinese	2%	3%
Asian (excl. Chinese)	6%	8%

Other	12%	13%
Prefer not to answer	4%	4%

MARGIN OF ERROR

The margin of error for a sample of 1,500 Canadians is +/-2.53%.

SURVEY DURATION

The median survey duration was 20 minutes.

APPENDIX B: QUALITATIVE DISCUSSION GUIDE

English

INTRODUCTION	⌚=10 MIN	T=10 MIN
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Moderator introduces herself/himself and her/his role: role of moderator is to ask questions, make sure everyone has a chance to express themselves, keep track of the time, be objective/no special interest

- The name of the firm the moderator works for, and the type of firm that employs them (i.e. an independent marketing research firm)
- Role of participants: speak openly and frankly when expressing opinions, remember that there are no wrong answers and no need to agree with each other
- Results are confidential and reported all together/individuals are not identified/participation is voluntary
- The length of the session (2 hours)
- The presence of any observers, their role and purpose, and the means of observation (one-way mirror, teleconference/webstreaming; colleagues viewing in the back room and listening in remotely)
- The presence and purpose of any recording being made of the session (audio and video taping of the discussion)
- Turn off cell phones for the duration of the discussion
- As mentioned when we invited you to participate in this discussion group, we're conducting research on behalf of the Department of National Defence (DND) and the Canadian Armed Forces (CAF). The purpose is to explore issues related to the Canadian Armed Forces and the roles it plays in service to Canadians.
- Probe for any questions.

Moderator will go around the table and ask participants to introduce themselves.

- **Introduction of participants:** To get started, please give your first name, what you do during the day, and one of your favourite interests or hobbies.

AWARENESS, IMPRESSIONS AND PERCEPTIONS OF CAF	⌚=15 MIN	T=25 MIN
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I'd like to start with some general questions about Canada's military, the Canadian Armed Forces.

- Have you recently seen, heard or read anything in the media or elsewhere about the Canadian Armed Forces? If so, what did you see, hear or read? Anything else?
- In general, how familiar would you say you are with the Canadian Armed Forces and its activities?

Probe:

- Areas of knowledge
- Types of things noticed/paid attention to

- What's your overall impression of the Canadian Armed Forces and the people who serve in it? Why do you say that?

Probe:

- Positive vs. negative vs. neutral
- In your opinion, what's the primary or main role of the Canadian Armed Forces? Anything else? Why do you say that? USE FLIP CHART
- All things considered, do you think the CAF's job is easier or harder than it was a decade or so ago? Why do you say that?

DOMESTIC FOCUS

⌚=20 MIN

T=45 MIN

Much of the media coverage about the Canadian Armed Forces focuses on its missions outside of Canada, in the international arena. Tonight, I'd like to start by talking about the roles it plays domestically, within Canada.

- What do you think is the biggest threat to the security of Canadians and Canada at this time? Why do you say that?
- What roles does the Canadian Armed Forces play in Canada? That is, what do they do here in Canada? Anything else? USE FLIP CHART

Probe:

- identification of domestic roles

Indeed, the Canadian Armed Forces plays a number of roles in Canada, including:

- Responding to natural disasters
- Providing protection against terrorist threats
- Search and rescue
- Patrolling our borders
- Patrolling the Arctic
- In your view, which of these roles is most important? Why do you say that?
- What's your impression of how the CAF has performed these roles in the past few years? Do you think they have done a good job or poor job? Why do you say that?

As mentioned already, the Canadian Armed Forces patrols the Arctic. I'd now like to talk briefly about Canada's Arctic northern regions.

- Before this evening, how many of you were aware that the CAF conducts exercises and operations in the Arctic, including regular patrols? [HAND COUNT]
- To the best of your knowledge, what does the CAF do in Canada's Arctic? What types of operations and activities does it undertake? IF NOT VOLUNTEERED, ASK: What about the following types of operations...?

Probe:

- search and rescue, support to law agencies/environmental agencies, assist local authorities
- How important is it for Canada's military to be active in the North to support safety and security in the North? Why is this important? That is, what makes it important?

Probe ONLY IF NEEDED:

- loss of mineral rights/resources

- climate change and importance of control of Northwest passage
- need to defend our territory

INTERNATIONAL FOCUS

⌚=20 MIN

T=65 MIN

In addition to the primary role of defending Canada, the Canadian Armed Forces has two other main roles... defending North America and contributing to international peace and security.

- Have you seen or heard anything in the last six months or so about any Canadian Armed Forces missions outside of Canada? If so, what have you seen or heard? Anything else?
- To the best of your knowledge, are there any places outside of Canada that the Canadian Armed Forces is currently active? If so, where? And what is your understanding of what Canadian military personnel are doing on those missions?
- And thinking about the last five years or so, what missions has the CAF undertaken outside of Canada that you are aware of? Any others? MODERATOR: IF NEEDED, TELL PARTICIPANTS THIS CAN INCLUDE ANY TYPE OF INTERNATIONAL MISSION, SUCH AS PEACE SUPPORT MISSIONS, DISASTER RELIEF, ETC. (I.E., NOT JUST COMBAT MISSIONS).

Probe:

- Type of missions/activities and locations
- At this time, where in the world do you think the Canadian Armed Forces should be most involved? Why?
- How important is it for the Canadian Armed Forces to work with our allies and share responsibilities in the international domain? What makes this important?

Probe:

- UN, NATO
- What are the most important reasons why Canada's military *should* work closely with our allies? Any other important reasons?

Probe:

- Top reasons, perceived benefits
- Sharing/pooling of resources
- Do you have any concerns about the CAF working with allies? If so, what? Are there any reasons for not working together? What would those be?

Changing topics a bit, I want to know what comes to mind when you hear the terms “combat role”, “support roles”, and “peace support operations” used to describe the activities of the CAF? On the sheet of paper I’m passing around now, please write down what comes to mind for each of the three terms. When everyone is finished, we’ll discuss what you wrote down.

REPEAT EACH TERM SEPARATELY FOR PARTICIPANTS TO WRITE DOWN WHAT IT MEANS TO THEM. ROTATE ORDER. THEN DISCUSS AS A GROUP.

- What did you write down for [INSERT TERMS; ROTATE ORDER]? Anything else? Why? [ROUNDTABLE REVIEW OF WHAT PEOPLE WROTE]

PROCUREMENT AND EQUIPMENT**⌚=10 MIN****T=75 MIN**

- Have you recently seen, read or heard about plans to purchase new defence equipment, such as ships, aircraft or vehicles for the Canadian Armed Forces? If so, what?
- Thinking about the CAF's domestic and international roles that we've just discussed, do you think the CAF has the equipment, training and resources it needs to perform these roles effectively?
 - If not, what do you think is missing?
 - What is your assessment based on? That is, what type of evidence do you use to help you form your opinions in this area?
- Would you say the CAF has the equipment and tools of a modern and innovative institution? Why or why not?
 - Do you think the CAF needs to keep up with modern technological developments such as Artificial Intelligence (AI)? Why do you say that?

CARE OF MILITARY PERSONNEL AND FAMILY**⌚=10 MIN****T=85 MIN**

Thinking specifically about the men and women who serve in the Canadian Armed Forces,

- Do you think the Canadian Armed Forces does a good job looking after the needs of military personnel and their families? Why do you say that? What do you think the CAF does well in this area? And where do they need to improve?

Probe:

- identification of perceived strengths and weaknesses
- evidence underpinning impression

RECRUITMENT AND DIVERSITY IN THE CAF**⌚=20 MIN****T=105 MIN**

- Do you think members in the CAF are diverse and representative of Canada's multiculturalism? Why or why not?
- What do you think may be some of the barriers that could prevent individuals of diverse backgrounds from joining the CAF?
 - What do you see as the main benefits and drawbacks?
- What are some public perceptions Canadians have of women joining the CAF?
 - Are there perceived social barriers for women seeking opportunities in the CAF?
 - What are some more commonly "acceptable" roles for women in the CAF?
- How severe are the issues of sexual harassment in the CAF seen as a barrier for women working in the CAF? What can the CAF do to address these issues?

DEFENSE POLICY**⌚=5 MIN****T=110 MIN**

- Is anyone aware that the Government of Canada released a new Defence Policy this year? If so, what have you heard about the new defence policy?

Generally speaking, a defence policy defines the roles and types of missions undertaken by the Canadian Armed Forces, and sets a direction for the future of the military.

CONCLUSION

⌚=10 MIN

T=120 MIN

- Has today's discussion changed your views in any way? If so, what views and how have they changed?
- Do you have any final comments about anything we have discussed tonight?

This concludes what we needed to cover tonight. We really appreciate you taking the time to come down here to share your views. Your input is very important.

Reminder to those in the first and second groups about reserving comments so as not to influence those waiting at reception for the next group.

French

INTRODUCTION	⌚=10 MIN	T=10 MIN
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Le modérateur se présente et explique son rôle : le rôle du modérateur est de poser des questions, de veiller à ce que tous aient la chance de s'exprimer, il s'assure de respecter le temps alloué, d'être objectif et de ne pas avoir de parti pris.

- Le nom de la firme où travaille le modérateur et le genre d'entreprise qui les embauche (c.-à-d. une firme de recherche indépendante en marketing)
- Rôle des participants : parler ouvertement et exprimer leurs opinions en toute franchise. Il n'y a pas de bonnes ni de mauvaises réponses et il n'est pas nécessaire que tous soient du même avis.
- Les résultats sont confidentiels et seront rapportés sous forme agrégée une fois compilés/Personne ne sera identifié/La participation est volontaire
- La durée de la séance (2 heures)
- La présence d'observateurs s'il y a lieu, leurs rôles et objectifs, et les moyens utilisés pour remplir leurs tâches (miroir d'observation; téléconférence ou retransmission en direct sur le Web; collègues qui observent dans une autre pièce et écoutent à distance)
- Mention et raison d'être de tout enregistrement fait durant la séance (enregistrement audiovisuel de la discussion)
- Il faut éteindre les téléphones cellulaires durant la discussion
- Comme nous vous l'avons mentionné en vous invitant à participer au groupe de discussion, nous effectuons une recherche pour le compte du ministère de la Défense et des Forces armées canadiennes (FAC). Elle vise à explorer les enjeux liés aux Forces armées canadiennes et aux rôles dont elles s'acquittent en étant au service des Canadiens.
- Vérifier s'il y a des questions

Le modérateur fera un tour de table pour demander aux participants de se présenter.

- **Présentations :** Pour commencer, veuillez nous dire votre nom, à quoi vous occupez vos journées et aussi un de vos intérêts ou de vos passe-temps favoris.

LES FAC : SENSIBILISATION, IMPRESSIONS ET PERCEPTIONS	⌚=15 MIN	T=25 MIN
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J'aimerais commencer par des questions générales sur les Forces armées canadiennes.

- Avez-vous récemment vu, entendu ou lu de quoi que ce soit dans les médias ou ailleurs au sujet des Forces armées canadiennes? Si oui, qu'avez-vous vu, entendu ou lu? Y a-t-il autre chose?
- En général, à quel point diriez-vous que vous connaissez les Forces armées canadiennes et leurs activités?

Veuillez sonder :

- Les domaines qui sont connus
- Le genre de choses qu'ils remarquent ou qui retiennent leur attention

- Quelle est votre impression générale des Forces armées canadiennes et des gens qui ont joint leurs rangs? Pour quelle raison dites-vous cela?

Veuillez sonder :

Impressions positives, négatives et neutres

- À votre avis, quel est le principal rôle des Forces armées canadiennes, ou le plus important? Y a-t-il autre chose? Pour quelle raison dites-vous cela? UTILISER LE TABLEAU-PAPIER
- Tout compte fait, croyez-vous que le travail des FAC est plus facile ou plus difficile maintenant qu'il y a une dizaine d'années? Pour quelle raison dites-vous cela?

ENJEUX DOMESTIQUES

⌚=20 MIN

T=45 MIN

Une large part de la couverture médiatique accordée aux Forces armées canadiennes met l'accent sur leurs missions à l'extérieur du Canada, sur la scène internationale. Ce soir, j'aimerais d'abord parler des rôles qu'elles jouent à l'échelle nationale, ici au Canada.

- Selon vous, quelle est la plus grande menace à la sécurité des Canadiens et du Canada à l'heure actuelle? Pour quelle raison dites-vous cela?
- Quels rôles les Forces armées canadiennes jouent-elles au Canada? Autrement dit, que font-elles ici, au Canada? Y a-t-il autre chose? UTILISER LE TABLEAU-PAPIER

Veuillez sonder :

- Détermination des rôles à l'échelle nationale

Les Forces armées canadiennes jouent effectivement plusieurs rôles au Canada, y compris :

- Intervenir en cas de catastrophes naturelles
- Assurer une protection contre les menaces terroristes
- Mener les opérations de recherche et de sauvetage
- Faire la patrouille de nos frontières
- Patrouiller dans l'Arctique
- Selon vous, lequel de ces rôles est le plus important? Pour quelle raison dites-vous cela?
- Que pensez-vous de la manière dont les FAC ont assumé ces rôles ces dernières années? Croyez-vous qu'elles ont fait un bon travail ou un mauvais travail? Pour quelle raison dites-vous cela?

Comme nous l'avons déjà mentionné, les Forces armées canadiennes patrouillent dans l'Arctique. J'aimerais maintenant parler brièvement des régions nordiques de l'Arctique canadien.

- Avant ce soir, combien d'entre vous étaient au courant que les FAC effectuent des exercices et des opérations sur une base régulière dans l'Arctique, y compris des patrouilles? [ÉTABLIR UN COMPTE À MAIN LEVÉE]
- À votre connaissance, que font les FAC dans l'Arctique? Quel genre d'opérations et d'activités y mènent-elles? SI PERSONNE NE SE PORTE VOLONTAIRE, DEMANDER : Qu'en est-il des types d'opérations suivantes...?

Veuillez sonder :

- Opérations de recherche et de sauvetage, soutien aux organismes d'application de la loi et aux agences environnementales, soutien aux autorités locales

- Selon vous, dans quelle mesure est-il important que les militaires canadiens soient actifs dans le Nord pour y assurer la sûreté et la sécurité? Pourquoi est-ce important? Autrement dit, qu'est-ce qui rend cela important?

SEULEMENT SI NÉCESSAIRE, veuillez sonder :

- Perte des droits miniers et des ressources minérales
- Changement climatique et importance de contrôler le passage du Nord-Ouest
- Nécessité de défendre notre territoire

ENJEUX INTERNATIONAUX

⌚=20 MIN

T=65 MIN

En plus d'exercer un rôle de premier plan en défendant le Canada, les Forces armées canadiennes ont deux autres rôles... défendre l'Amérique du Nord et contribuer à la paix et à la sécurité internationales.

- Avez-vous vu ou entendu de quoi que ce soit au cours des six derniers mois concernant des missions des Forces armées canadiennes à l'extérieur du Canada? Si oui, qu'avez-vous vu ou entendu? Y a-t-il autre chose?
- À votre connaissance, y a-t-il des endroits à l'extérieur du Canada où les Forces armées canadiennes sont actives en ce moment? Si oui, où? Et selon vous, que font les militaires canadiens qui participent à ces missions?
- Au cours des cinq dernières années, quelles sont les missions auxquelles les FAC ont participé à l'extérieur du Canada dont vous avez eu connaissance? Y en a-t-il d'autres? MODÉRATEUR : SI NÉCESSAIRE, EXPLIQUEZ AUX PARTICIPANTS QUE CELA PEUT INCLURE TOUT TYPE DE MISSION INTERNATIONALE, COMME DES MISSIONS DE SOUTIEN À LA PAIX, DE SECOURS EN CAS DE CATASTROPHE, ETC. (C.-À-D., PAS SEULEMENT DES MISSIONS DE COMBAT).

Veuillez sonder :

- Genre de missions/d'activités et d'endroits
- À l'heure actuelle, à quel endroit pensez-vous que les Forces armées canadiennes devraient le plus être déployées à l'échelle internationale? Pourquoi?
- Dans quelle mesure est-il important que les Forces armées canadiennes travaillent avec nos alliés et partagent des responsabilités dans le domaine international? Qu'est-ce qui rend cela important?

Veuillez sonder :

- NATIONS UNIES, OTAN
- Pour quelles raisons les militaires canadiens *devraient-ils* travailler étroitement avec nos alliés (veuillez indiquer les plus importantes)? Y a-t-il d'autres raisons importantes?

Veuillez sonder :

- Les raisons principales, les avantages perçus
- Le partage et la mise en commun des ressources
- Avez-vous des inquiétudes concernant le fait que les FAC travaillent avec des alliés? Si oui, quelles sont-elles? Y a-t-il des raisons pour ne pas travailler ensemble? Lesquelles?

Changeons un peu de sujet : j'aimerais savoir ce qui vous vient à l'esprit lorsque vous entendez certains termes utilisés pour décrire les activités des FAC, comme « rôle de combat », « rôles de soutien » et « opérations de soutien à la paix »? Sur la feuille de papier que je fais circuler maintenant, veuillez écrire ce qui vous vient à l'esprit pour chacun des trois termes. Quand tout le monde aura fini, nous discuterons de ce que vous avez écrit.

RÉPÉTEZ CHACUN DES TERMES SÉPARÉMENT AFIN DE PERMETTRE AUX PARTICIPANTS D'ÉCRIRE CE QU'ILS SIGNIFIENT POUR EUX. VARIEZ L'ORDRE DE PRÉSENTATION DES TERMES. DISCUTEZ-EN ENSUITE EN GROUPE.

- Qu'avez-vous écrit pour [INSÉRER UN DES TERMES; VARIEZ L'ORDRE DE PRÉSENTATION]? Y a-t-il autre chose? Pourquoi? [FAIRE UN RÉSUMÉ DE CE QUE CHAQUE PERSONNE A ÉCRIT]

APPROVISIONNEMENT ET ÉQUIPEMENT	Σ=10 MIN	T=75 MIN
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- Avez-vous récemment vu, lu ou entendu parler de quoi que ce soit concernant les projets d'achats de nouveaux équipements en matière de défense, comme des navires, des avions ou des véhicules destinés aux Forces armées canadiennes? Si oui, de quoi s'agissait-il?
- En gardant à l'esprit ce dont nous venons de discuter à propos des rôles joués par les FAC sur les plans national et international, croyez-vous que les FAC disposent de l'équipement, de la formation et des ressources dont elles ont besoin pour exercer leurs rôles de manière efficace?
 - Sinon, que pensez-vous qu'il manque?
 - Sur quoi repose votre évaluation? C'est-à-dire, sur quelle sorte d'indication vous basez-vous pour vous aider à former votre opinion dans ce domaine?
- Diriez-vous que les FAC disposent de l'équipement et des outils d'une institution moderne et innovatrice? Pourquoi ou pourquoi pas?
 - Pensez-vous que les FAC devraient rester à jour et suivre les tendances technologiques modernes comme en matière d'intelligence artificielle (IA)? Pour quelle raison dites-vous cela?

SOINS PORTÉS AUX MILITAIRES ET À LEURS FAMILLES	Σ=10 MIN	T=85 MIN
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Nous allons nous pencher plus particulièrement maintenant sur les hommes et sur les femmes qui servent dans les Forces armées canadiennes :

- Pensez-vous que les Forces armées canadiennes s'occupent bien des besoins des militaires et de leurs familles? Pour quelle raison dites-vous cela? Qu'est-ce que les FAC font de bien dans ce domaine, selon vous? Et où y aurait-il lieu d'apporter des améliorations?

Veuillez sonder :

- Déterminer les forces et les faiblesses perçues
- les fondements sur lesquels reposent ces impressions

RECRUTEMENT ET DIVERSITÉ AU SEIN DES FAC

⌚=20 MIN

T=105 MIN

- Pensez-vous que les membres des FAC sont diversifiés et représentatifs du multiculturalisme canadien? Pourquoi ou pourquoi pas?
- Selon vous, quels pourraient être quelques uns des obstacles qui empêcheraient certaines personnes provenant de divers horizons de joindre les rangs des FAC?
 - Quels sont, selon vous, les principaux avantages et inconvénients?
- Quelles sont quelques unes des perceptions que le public exprime à l'égard des femmes qui joignent les rangs des FAC?
 - Y a-t-il des barrières sociales perçues qui empêchent les femmes de chercher des débouchés au sein des FAC?
 - Quels sont les rôles les plus généralement « acceptables » pour les femmes au sein des FAC?
- Dans quelle mesure les problèmes de harcèlement sexuel au sein des FAC sont-ils perçus comme un obstacle pour les femmes qui y travaillent? Que peuvent faire les FAC pour régler ces problèmes?

POLITIQUE DE DÉFENSE

⌚=5 MIN

T=110 MIN

- Y a-t-il quelqu'un parmi vous qui est au courant de la nouvelle politique que le gouvernement canadien a annoncé cette année en matière de défense? Si oui, qu'avez-vous entendu à son sujet?

Règle générale, une politique de défense définit les rôles et les types de missions entreprises par les Forces armées canadiennes et établit une orientation pour l'avenir de l'armée.

CONCLUSION

⌚=10 MIN

T=120 MIN

- La discussion d'aujourd'hui a-t-elle changé votre point de vue d'une quelconque manière? Si oui, lequel et comment a-t-il changé?
- Avez-vous des commentaires dont vous aimeriez nous faire part concernant un des sujets que nous avons abordés ce soir?

Cela conclut ce que nous devons couvrir ce soir. Nous apprécions vraiment le temps que vous nous avez accordé en venant ici pour nous faire part de votre point de vue. Votre contribution est très importante.

Rappeler aux participants du premier et du deuxième groupe de s'abstenir de faire des commentaires afin de ne pas influencer ceux qui attendent à la réception.

APPENDIX C: SCREENER

English

FOCUS GROUP SUMMARY

TORONTO, ON

Monday, February 26, 2018	Honorarium: \$85
Group 1: 18-34 year olds	5:30 pm
Group 2: 35-65 year olds	7:30 pm

MONTREAL, QC

Tuesday, February 27, 2018	Honorarium: \$75
Group 1: 18-34 year olds	5:30 pm
Group 2: 35-65 year olds	7:30 pm

MONCTON, NB

Tuesday, February 27, 2018	Honorarium: \$75
Group 1: 18-34 year olds	5:30 pm
Group 2: 35-65 year olds	7:30 pm

WINNIPEG, MB

Wednesday, February 28, 2018	Honorarium: \$75
Group 1: 18-34 year olds	5:30 pm
Group 2: 35-65 year olds	7:30 pm

Respondent's name:	Interviewer:
Respondent's phone number: (home)	Date:
Respondent's phone number: (work)	Validated:
Respondent's fax number:	Quality
Respondent's email:	Central:
Sample source: panel random client referral	On list:
	On quotas:

Hello/Bonjour, this is _____ calling on behalf of Earncliffe, a national public opinion research firm. We are organizing a series of discussion groups on issues of importance on behalf of the Government of Canada. We are looking for people who would be willing to participate in a 2-hour discussion group. Up to 10 participants will be taking part and for their time, participants will receive an honorarium of [\$85 in Toronto / \$75 in Montreal, Moncton and Winnipeg]. May I continue?

Yes CONTINUE
No THANK AND TERMINATE

Participation is voluntary. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The format is a ‘round table’ discussion led by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified. I would like to ask you a few questions to see if you or someone in your household qualify to participate. This will take about three minutes. May I continue?

Yes CONTINUE
No THANK AND TERMINATE

Monitoring text:

READ TO ALL: “This call may be monitored or audio taped for quality control and evaluation purposes.

ADDITIONAL CLARIFICATION IF NEEDED:

- To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- To assess my (the interviewer) work for performance evaluation;
- To ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we’re asking the right questions to meet our clients’ research requirements – kind of like pre-testing)
- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they are unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.
- This research is registered with the Marketing Research and Intelligence Association (MRIA). The registration number is [INSERT]. The MRIA is a non-profit organization for marketing research professionals engaged in marketing, advertising, social, and political research. The Society’s mission is to be the leader in promoting excellence in the practice of marketing and social research and in the value of marketing information.

S1. Do you or does anyone in your immediate family or household work in any of the following areas?

	Yes	No
A marketing research firm	1	2
A magazine or newspaper, online or print	1	2
A radio or television station	1	2
A public relations company	1	2
An advertising agency or graphic design firm	1	2
An online media company or as a blog writer	1	2
The government, whether federal, provincial or municipal	1	2
The Canadian Armed Forces or Department of National Defence	1	2

IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE

S2. **DO NOT ASK – NOTE GENDER**

Male	1
Female	2

ENSURE GOOD MIX OF GENDER IN ALL GROUPS

S3. Which of the following age categories do you fall in to? Are you...

Under 18 years	1	THANK AND TERMINATE
18-24 years	2	CONTINUE FOR GROUP 1
25-29 years	3	CONTINUE FOR GROUP 1
30-34 years	4	CONTINUE FOR GROUP 1
35-44 years	5	CONTINUE FOR GROUP 2
45-54 years	6	CONTINUE FOR GROUP 2
55-65 years	7	CONTINUE FOR GROUP 2
66+ years	8	THANK AND TERMINATE

ENSURE GOOD MIX OF AGES IN ALL GROUPS

S4. Do you normally reside in the [INSERT CITY] area?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

S5. What is your current employment status?

Working full-time	1	
Working part-time	2	
Self-employed	3	
Retired	4	
Unemployed	5	
Student	6	
Other	7	
DK/NR	9	THANK AND TERMINATE

- S6. Which of the following categories best describes your total household income; that is, the total income of all persons in your household combined, before taxes? [READ LIST]

Under \$20,000	1	RECRUIT 2 FROM \$40K AND BELOW
\$20,000 to under \$40,000	2	
\$40,000 to under \$60,000	3	RECRUIT 4 FROM \$40K-\$80K
\$60,000 to under \$80,000	4	
\$80,000 to under \$100,000	5	RECRUIT 4 FROM \$80K+
\$100,000 to under \$150,000	6	
\$150,000 or more	7	
DK/NR	9	THANK AND TERMINATE

ENSURE GOOD MIX OF INCOME

- S7. What is the last level of education that you have completed?

Some high school only	1	
Completed high school	2	
Some college/university	3	
Completed college/university	4	
Post-graduate studies	5	
DK/NR	9	THANK AND TERMINATE

- S8. Have you participated in a discussion or focus group before? A discussion group brings together a few people in order to know their opinion about a given subject.

Yes	1	ASK S9, S10, S11
No	2	SKIP TO S12
DK / NR	9	THANK AND TERMINATE

- S9. When was the last time you attended a discussion or focus group?

If within the last 6 months	1	THANK AND TERMINATE
If not within the last 6 months	2	CONTINUE
DK / NR	9	THANK AND TERMINATE

S10. How many of these sessions have you attended in the last five years?

If 4 or less	1	CONTINUE
If 5 or more	2	THANK AND TERMINATE
DK / NR	9	THANK AND TERMINATE

S11. And what was/were the main topic(s) of discussion in those groups?

IF RELATED TO MILITARY ISSUES, FOREIGN AFFAIRS OR THE CANADIAN ARMED FORCES, THANK AND TERMINATE.

EXPRESSIVENESS / ABILITY TO COMMUNICATE (ASK ALL WHO QUALIFY)

S12. How comfortable are you expressing your opinions in front of people you've just met? Would you say that you are...

Very comfortable	1	
Fairly comfortable	2	
Not very comfortable	3	THANK AND TERMINATE
Not at all comfortable	4	THANK AND TERMINATE
[NO ANSWER]	9	THANK AND TERMINATE

INTERVIEWER: USE DISCRETION TO EVALUATE HOW ARTICULATELY RESPONDENT EXPRESSES HIMSELF/HERSELF. IF RESPONDENT IS INARTICULATE OR UNCOMMUNICATIVE, OR HAS MAJOR DIFFICULTY COMMUNICATING IN ENGLISH OR FRENCH, THANK AND TERMINATE.

PRIVACY QUESTIONS

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will be providing the hosting facility and session moderator with a list of respondents' names and profiles (screener responses) so that they can sign you into the group. This information will not be shared with the Government of Canada department organizing this research. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1	GO TO P2
No	2	READ RESPONDENT INFO BELOW

We need to provide the facility hosting the session and the moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. GO TO P1A

P1a) Now that I've explained this, do I have your permission to provide your name and profile to the facility?

Yes	1	GO TO P2
No	2	THANK & TERMINATE

P2) An audio and/or video tape of the group session will be produced for research purposes. The tapes will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be audio and/or video taped for research purposes only?

Yes	1	THANK & GO TO P3
No	2	READ RESPONDENT INFO BELOW

It is necessary for the research process for us to audio/video tape the session as the researcher needs this material to complete the report.

P2a) Now that I've explained this, do I have your permission for audio/video taping?

Yes	1	THANK & GO TO P3
No	2	THANK AND TERMINATE

P3) Each month we submit the names of individuals that have participated in our focus groups to the Marketing Research and Intelligence Association Qualitative Central system (www.mria-arim.ca). Qualitative Central serves as a centralized database to review participation in qualitative research and focus groups. You will not be contacted for any reason whatsoever as a result of being on this list.

Do we have your permission to submit your name and phone number to MRIA's Qualitative Central system?

Yes	1	THANK & GO TO P4
No	2	GO TO P3A

- P3a) To participate in this focus group we must have your permission to add your name to the Qualitative Central system as it is the only way for us to ensure the integrity of the research process and track participation in qualitative research. The system is maintained by the industry body, the Professional Marketing Research Society, and is solely used to track your participation in qualitative research (such as focus groups). You will not be contacted for any reason whatsoever as a result of being on this list.

Now that I've explained this do I have your permission to add your name to our qualitative central list?

Yes	1	THANK & GO TO P4
No	2	THANK & TERMINATE

- P4) As a participant in this focus group, you may be observed by Government of Canada staff, including members of the staff from the department that sponsored this research, and by staff members from Earncliffe. This is standard focus group procedure to get a first hand look at the research process and to hear first hand your impressions and views on the research topic.

Do you agree to be observed for research purposes only?

Yes	1	THANK & GO TO INVITATION
No	2	THANK & TERMINATE

AS REQUIRED, ADDITIONAL INFO FOR THE INTERVIEWER:

Please be assured that this information is kept confidential and is strictly accessed and used by professional market research firms to review participation and prevent “professional respondents” from attending sessions. Research firms participating in MRIA’s Qualitative Central require your consent to be eligible to participate in the focus group - the system helps ensure the integrity of the research process. It is also important to note that it is customary to invite clients to observe the focus groups. Observers benefit by getting a more concrete understanding of your views than they might get from reading a research report.

AS REQUIRED, NOTE ABOUT MRIA:

The Marketing Research and Intelligence Association is a non-profit organization for marketing research professionals engaged in marketing, advertising, social, and political research. The Society's mission is to be the leader in promoting excellence in the practice of marketing and social research and in the value of market information.

INVITATION:

Wonderful, you qualify to participate in one of our discussion sessions. As I mentioned earlier, the group discussion will take place the evening of [Day, Month, Date] @ [Time] for up to 2 hours.

Toronto, ON					
Monday, February 26, 2018					
Group 1	18-34	@ 5:30 pm	1	\$85.00	
Group 2	35-65	@ 7:30 pm	2	\$85.00	
Montreal, QC					
Tuesday, February 27, 2018					
Group 1	18-34	@ 5:30 pm	1	\$75.00	
Group 2	35-65	@ 7:30 pm	2	\$75.00	
Moncton, NB					
Tuesday, February 27, 2018					
Group 1	18-34	@ 5:30 pm	1	\$75.00	
Group 2	35-65	@ 7:30 pm	2	\$75.00	
Winnipeg, MB					
Wednesday, February 28, 2018					
Group 1	18-34	@ 5:30 pm	1	\$75.00	
Group 2	35-65	@ 7:30 pm	2	\$75.00	

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

Toronto, ON	Montreal, QC
Moncton, NB	Winnipeg, MB

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver's license). If you require glasses for reading make sure you bring them with you as well.

We are reserving this discussion time for you. So if for any reason you cannot attend, please call: [INSERT PHONE NUMBER] at our office. Please ask for [INSERT PROJECT MANAGER'S NAME]. Someone will call you the day before to remind you about the discussion.

So that we can call you to remind you about the focus group or contact you should there be any changes, can you please confirm your name and contact information for me? [READ INFO WE HAVE ON FRONT PAGE AND CHANGE AS NECESSARY.]

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the discussion group. If they still refuse THANK & TERMINATE.

French

SOMMAIRE**TORONTO (ON)**

Lundi 26 février 2018	Compensation financière : 85 \$
Groupe 1 : 18-34	17 h 30
Groupe 2 : 35-65	19 h 30

MONTRÉAL (QC)

Mardi 27 février 2018	Compensation financière : 75 \$
Groupe 1 : 18-34	17 h 30
Groupe 2 : 35-65	19 h 30

MONCTON (NB)

Mardi 27 février 2018	Compensation financière : 75 \$
Groupe 1 : 18-34	17 h 30
Groupe 2 : 35-65	19 h 30

WINNIPEG (MB)

Mercredi 28 février 2018	Compensation financière : 75 \$
Groupe 1 : 18-34	17 h 30
Groupe 2 : 35-65	19 h 30

Nom du répondant :	Intervieweur :
No de téléphone du répondant : (home)	Date :
No de téléphone du répondant : (work)	Validé :
No de télécopieur du répondant :	Fichiers centraux :
Courriel du répondant :	Listes :
Source de l'échantillon : panel aléatoire, référence du client	Quotas :

Bonjour/Hello, je m'appelle _____ et je vous téléphone de la part d'Earnscliffe, une firme professionnelle de recherche sur l'opinion publique. Nous organisons une série de groupes de discussion pour le compte du gouvernement du Canada au sujet d'enjeux d'importance pour les Canadiens. Nous recherchons des personnes prêtes à prendre part à une séance de discussion en groupe de 2 heures environ. Nous cherchons à recruter jusqu'à 10 participants, auxquels nous remettrons une somme de [85 \$ pour Toronto / 75 \$ Montréal, Moncton, et Winnipeg] pour les remercier de leur temps. Puis-je poursuivre?

Oui CONTINUEZ
Non REMERCIEZ ET TERMINEZ

La participation est volontaire. Nous désirons connaître votre opinion. Nous ne tenterons pas de vous vendre quoi que ce soit ou de vous faire changer d'avis. La discussion se déroulera sous forme de table ronde et sera animée par un professionnel de la recherche. Tous les commentaires émis demeureront anonymes et seront regroupés avec ceux des autres participants afin de nous assurer qu'ils ne sont pas associés à une personne en particulier. J'aimerais maintenant vous poser quelques questions afin de voir si un membre de votre ménage ou vous-même répondez aux critères de cette étude. Il vous faudra environ 3 minutes pour y répondre. Puis-je poursuivre?

Oui CONTINUEZ
Non REMERCIEZ ET TERMINEZ

Texte sur l'écoute de l'appel :

LISEZ À TOUS : « Cet appel peut être écouté ou enregistré à des fins d'évaluation ou de contrôle de la qualité. »

CLARIFICATIONS SUPPLÉMENTAIRES AU BESOIN :

- Pour s'assurer que je (l'intervieweur) lis les questions correctement et que je recueille vos réponses avec précision;
- Pour évaluer mon rendement (le rendement de l'intervieweur);
- Pour vérifier que le questionnaire est exact/correct (c.-à-d. évaluation de la programmation ITAO et de la méthodologie – s'assurer que nous posons les bonnes questions pour répondre aux exigences de nos clients en matière de recherche – comme un prétest);
- Si l'appel est enregistré, l'enregistrement sert uniquement à évaluer le travail de l'intervieweur et est écouté immédiatement après la fin de l'entrevue. S'ils étaient absents au moment de l'entrevue, le client et le gestionnaire de projet pourraient également écouter l'enregistrement. Tous les enregistrements sont détruits après l'évaluation;
- Cette étude est enregistrée auprès de l'Association de la recherche et de l'intelligence marketing (MRIA). Le numéro d'enregistrement est le 20160426-383G. L'Association de la recherche et de l'intelligence marketing est un organisme à but non lucratif qui regroupe des professionnels de la recherche marketing travaillant dans les domaines du marketing, de la publicité et des recherches sociales et politiques. La mission de l'Association est d'être le chef de file dans la promotion de l'excellence dans la pratique du marketing et des recherches sociales ainsi que de la valeur de l'information sur les marchés.

S1. Est-ce qu'un membre de votre ménage, une proche ou vous-même travaillez dans l'un des domaines suivants, ou pour l'une des organisations suivantes?

	Oui	Non
Pour une firme de recherche marketing	1	2
Pour un magazine ou un journal en ligne ou imprimé	1	2
Pour une chaîne de radio ou de télévision	1	2
Pour une agence de relations publiques	1	2
Pour une agence de publicité ou de graphisme	1	2
Pour un média en ligne ou comme auteur(e) d'un blogue	1	2
Pour le gouvernement fédéral, ou provincial ou une administration municipale	1	2
Dans le domaine du traitement de la toxicomanie	1	2
Pour un organisme de l'application de la loi	1	2
Les Forces armées canadiennes ou le ministère de la Défense nationale	1	2

SI OUI À L'UNE DE CES OPTIONS, REMERCIEZ ET TERMINEZ

S2. **NE DEMANDEZ PAS – NOTEZ LE SEXE**

Homme	1
Femme	2

ASSUREZ UNE BONNE DIVERSITÉ

S3. Auquel des groupes d'âge suivants appartenez-vous? Avez-vous...?

Moins de 18 ans	1	REMERCIEZ ET TERMINEZ
18-24	2	CONTINUEZ POUR GROUPE 1
25-29	3	CONTINUEZ POUR GROUPE 1
30-34	4	CONTINUEZ POUR GROUPE 1
35-44	5	CONTINUEZ POUR GROUPE 2
45-54	6	CONTINUEZ POUR GROUPE 2
55-65	7	CONTINUEZ POUR GROUPE 2
66 ans et plus	5	[REMERCIEZ ET TERMINEZ]

BONNE DIVERSITÉ D'ÂGES POUR LES GROUPES

S4. Est-ce que vous résidez normalement dans la région de [INSÉREZ LA VILLE]?

Oui	1	CONTINUEZ
Non	2	REMERCIEZ ET TERMINEZ

S5. Quelle est votre situation d'emploi à l'heure actuelle?

Travailleur(euse) à temps plein	1	
Travailleur(euse) à temps partiel	2	
Travailleur(euse) autonome	3	
Retraité(e)	4	
Sans emploi	5	
Étudiant(e)	6	
Autre	7	
NSP/RF	9	REMERCIEZ ET TERMINEZ

S6. Laquelle des catégories suivantes décrit le mieux le revenu total de votre ménage, c'est-à-dire le total des revenus avant impôt de toutes les personnes habitant sous votre toit? [LISEZ LA LISTE]

Moins de 20 000 \$	1	RECRUTEZ 2 DANS LA CATÉGORIE
De 20 000 \$ à moins de 40 000 \$	2	40 000 \$ ET MOINS
De 40 000 \$ à moins de 60 000 \$	3	RECRUTEZ 4 DANS LA CATÉGORIE
De 60 000 \$ à moins de 80 000 \$	4	40 000 \$ À 80 000 \$
De 80 000 \$ à moins de 100 000 \$	5	RECRUTEZ 4 DANS LA CATÉGORIE
De 100 000 \$ à moins de 150 000 \$	6	80 000 \$ ET PLUS
150 000 \$ ou plus	7	

NSP/RF

9

REMERCIEZ ET TERMINEZ

ASSUREZ UNE BONNE DIVERSITÉ DE REVENUS

S7. Pourriez-vous me dire quel est le plus haut niveau de scolarité que vous avez atteint?

Études secondaires non terminées	1	
Études secondaires terminées	2	
Études collégiales ou universitaires non terminées	3	
Études collégiales ou universitaires terminées	4	
Études de cycle supérieur	5	
NSP/RF	9	REMERCIEZ ET TERMINEZ

S8. Avez-vous déjà participé à une séance de discussion en groupe? Ces séances réunissent des gens afin de connaître leur opinion sur un sujet donné.

Oui	1	DEMANDEZ S9, S10, S11
Non	2	PASSEZ À S12
NSP	9	REMERCIEZ ET TERMINEZ

S9. Il y a combien de temps de cela?

Si dans les 6 derniers mois	1	REMERCIEZ ET TERMINEZ
Si hors des 6 derniers mois	2	CONTINUEZ
NSP	9	REMERCIEZ ET TERMINEZ

S10. À combien de séances de discussion en groupe avez-vous assisté au cours des 5 dernières années?

Si 4 ou moins	1	CONTINUEZ
Si 5 ou plus	2	REMERCIEZ ET TERMINEZ
NSP	9	REMERCIEZ ET TERMINEZ

S11. Et quels étaient les principaux sujets traités lors de ces séances?

SI LIÉS AUX ENJEUX MILITAIRES, AUX AFFAIRES ÉTRANGÈRES OU AUX FORCES ARMÉES CANADIENNES, REMERCIEZ ET TERMINEZ.

EXPRESSIVITÉ / APTITUDES À COMMUNIQUER (POSEZ À TOUTES LES PERSONNES ADMISSIBLES)

S12. Dans quelle mesure êtes-vous à l'aise d'exprimer vos opinions devant des personnes que vous venez tout juste de rencontrer? Diriez-vous que vous êtes...?

Très à l'aise	1	
Plutôt à l'aise	2	
Pas très à l'aise	3	[REMERCIEZ ET TERMINEZ]

Pas du tout à l'aise	4	[REMERCIEZ ET TERMINEZ]
NSP	9	[REMERCIEZ ET TERMINEZ]

NOTE À L'INTERVIEWEUR : FAITES PREUVE DE JUGEMENT POUR ÉVALUER À QUEL POINT LE RÉPONDANT S'EXPRIME BIEN. SI LE RÉPONDANT S'EXPRIME MAL OU EST RENFERMÉ, OU ENCORE S'IL A BEAUCOUP DE DIFFICULTÉ À COMMUNIQUER EN FRANÇAIS OU EN ANGLAIS, REMERCIEZ ET TERMINEZ.

ENJEUX RELATIFS À LA CONFIDENTIALITÉ :

J'aurais maintenant quelques questions à vous poser à propos de la confidentialité, de vos renseignements personnels et du déroulement de la recherche. Nous devons obtenir votre permission par rapport à certains sujets pour pouvoir effectuer notre recherche. Lorsque je vous poserai ces questions, n'hésitez pas à me demander de les clarifier si vous en ressentez le besoin.

- P1) Tout d'abord, nous fournirons une liste des noms et des profils (réponses au questionnaire de recrutement) des participants aux hôtes et au modérateur, afin qu'ils puissent vous inscrire. Ces renseignements ne seront pas divulgués au ministère du gouvernement du Canada qui organise cette recherche. Acceptez-vous que nous leur transmettions ces renseignements? Je peux vous assurer que ceux-ci demeureront strictement confidentiels.

Oui	1	PASSEZ À P2
Non	2	LISEZ L'INFORMATION SUIVANTE AU RÉPONDANT

Malheureusement, nous devons donner votre nom et votre profil aux hôtes et au modérateur du groupe de discussion, puisque seuls les gens qui sont invités à participer peuvent prendre part à la séance. Les hôtes et le modérateur ont besoin de ces renseignements à des fins de vérification uniquement. Soyez assuré que ces renseignements demeureront strictement confidentiels. PASSEZ À P1A

- P1a) Maintenant que je vous ai expliqué cela, acceptez-vous que nous transmettions votre nom et votre profil aux hôtes et au modérateur du groupe de discussion?

Oui	1	PASSEZ À P2
Non	2	REMERCIEZ ET TERMINEZ

- P2) Il y aura un enregistrement audio ou vidéo de la séance; celui-ci servira uniquement à des fins de recherche. L'enregistrement sera uniquement utilisé par un professionnel de la recherche pour préparer le rapport sur les résultats de la recherche. L'enregistrement sera détruit lorsque le rapport sera terminé.

Acceptez-vous qu'un enregistrement audio ou vidéo de la séance soit effectué uniquement à des fins de recherche?

Oui	1	REMERCIEZ ET PASSEZ À P3
Non	2	LISEZ L'INFORMATION SUIVANTE AU RÉPONDANT

Malheureusement, nous devons faire un enregistrement audio ou vidéo de la séance puisque le professionnel de la recherche en a besoin pour rédiger son rapport.

P2a) Maintenant que je vous ai expliqué cela, acceptez-vous que nous fassions un enregistrement audio ou vidéo de la séance?

Oui	1	REMERCIEZ ET PASSEZ À P3
Non	2	REMERCIEZ ET TERMINEZ

P3) Chaque mois, nous soumettons le nom des personnes qui ont participé à nos séances au Registre central de recherche qualitative de l'Association de la recherche et de l'intelligence marketing (www.mria-arim.ca). Le Registre central de recherche qualitative est une base de données centrale qui sert à vérifier la participation aux entrevues de recherches qualitatives et aux séances de discussion en groupe. Personne ne communiquera avec vous en raison de la présence de votre nom sur cette liste.

Nous permettez-vous de soumettre votre nom et votre numéro de téléphone au Registre central de recherche qualitative de l'ARIM?

Oui	1	REMERCIEZ ET PASSEZ À P4
Non	2	PASSEZ À P3A

P3a) Malheureusement, pour que vous puissiez participer à cette séance de discussion en groupe, nous devons avoir votre permission d'ajouter votre nom au Registre central de recherche qualitative, puisqu'il s'agit du seul moyen qui nous permet d'assurer l'intégrité du processus de recherche et de faire le suivi de la participation aux recherches qualitatives. Le système est tenu à jour par l'Association de la recherche et de l'intelligence marketing et il est uniquement utilisé pour faire le suivi de votre participation aux recherches qualitatives (comme les séances de discussion en groupe). Personne ne communiquera avec vous en raison de la présence de votre nom sur cette liste.

Maintenant que je vous ai expliqué cela, acceptez-vous que nous ajoutions votre nom au Registre central de recherche qualitative?

Oui	1	REMERCIEZ ET PASSEZ À P4
Non	2	REMERCIEZ ET TERMINEZ

P4) Il est possible que votre participation à la séance de discussion soit observée par des membres du personnel du gouvernement du Canada, y compris ceux des services ayant commandité cette étude, ainsi que par des employés d'Earnscliffe. Il s'agit là d'une pratique courante dans le cadre des séances de discussion en groupe, qui permet aux personnes intéressées d'avoir un aperçu plus concret du processus de recherche et une connaissance de première main de vos impressions et points de vue sur le sujet à l'étude.

Acceptez-vous que ces personnes vous observent aux seules fins de cette étude?

Oui	1	REMERCIEZ ET PASSEZ À L'INVITATION
Non	2	REMERCIEZ ET TERMINEZ

AU BESOIN, RENSEIGNEMENTS SUPPLÉMENTAIRES POUR L'INTERVIEWEUR :

Soyez assuré que cette information demeurera confidentielle et que seules les firmes de recherche marketing professionnelles pourront y accéder et l'utiliser pour vérifier la participation et empêcher les « répondants professionnels » de participer aux séances. Les firmes de recherche qui participent au Registre central de recherche qualitative de l'ARIM ont besoin de votre autorisation pour vous permettre de participer au groupe. Cette procédure contribue à assurer l'intégrité du processus de recherche. Veuillez également noter qu'il est de pratique courante d'inviter les clients à observer les séances de discussion en groupe. Ces derniers peuvent ainsi avoir une idée plus concrète de ce que pensent les participants, plutôt que de devoir s'en tenir aux conclusions d'un rapport de recherche.

AU BESOIN, NOTEZ À PROPOS DE L'ARIM :

L'Association de la recherche et de l'intelligence marketing est un organisme à but non lucratif qui regroupe des professionnels de la recherche marketing travaillant dans les domaines du marketing, de la publicité et des recherches sociales et politiques. La mission de l'Association est d'être le chef de file dans la promotion de l'excellence dans la pratique du marketing et des recherches sociales ainsi que de la valeur de l'information sur les marchés.

INVITATION :

Parfait, vous êtes admissible à participer à l'un de nos groupes de discussion. Comme je l'ai mentionné plus tôt, l'entrevue aura lieu en soirée le [jour, mois, date] à [heure], et durera environ 2 heures.

Toronto (ON)					
Lundi 26 février 2018					
Groupe 1	18-34	17 h 30	1	85 \$	
Groupe 2	35-65	19 h 30	2	85 \$	
Montréal (QC)					
Mardi 27 février 2018					
Groupe 1	18-34	17 h 30	1	75 \$	
Groupe 2	35-65	19 h 30	2	75 \$	
Moncton (NB)					
Mardi 27 février 2018					
Groupe 1	18-34	17 h 30	1	75 \$	
Groupe 2	35-65	19 h 30	2	75 \$	
Winnipeg (MB)					
Wednesday 28 février 2018					
Groupe 1	18-34	17 h 30	1	75 \$	
Groupe 2	35-65	19 h 30	2	75 \$	

Avez-vous un crayon à portée de la main pour prendre en note l'adresse de l'endroit où se tiendra la séance de discussion en groupe? Elle aura lieu à l'endroit suivant :

Toronto, ON	Montreal, QC
Moncton, NB	Winnipeg, MB

Nous vous demandons d'arriver quinze minutes avant l'heure prévue pour vous permettre de stationner votre voiture, de trouver l'endroit et de vous présenter aux hôtes. Il est possible que l'on vérifie votre identité avant la tenue de la séance. Par conséquent, assurez-vous d'avoir une pièce d'identité (par exemple, un permis de conduire). De plus, si vous avez besoin de lunettes pour lire, veuillez les apporter.

Ce temps de discussion vous est réservé. C'est pourquoi si, pour une raison ou un autre, vous ne pouvez vous présenter, nous vous demandons de nous téléphoner au [INSÉREZ NUMÉRO DE TÉLÉPHONE]. Demandez à parler à [INSÉREZ NOM]. Quelqu'un communiquera avec vous la veille de la séance de discussion en groupe pour confirmer votre présence.

Afin que nous puissions vous appeler pour confirmer votre présence ou pour vous informer si des changements surviennent, pourriez-vous me confirmer votre nom et vos coordonnées? [LISEZ LES COORDONNÉES QUE NOUS AVONS ET MODIFIEZ-LES AU BESOIN.]

Si le répondant refuse de donner son prénom, son nom de famille ou son numéro de téléphone, rappelez-lui que ces renseignements demeureront strictement confidentiels, conformément aux lois sur la protection de la vie privée, et qu'ils seront uniquement utilisés pour communiquer avec lui dans le but de confirmer sa présence et de l'informer de tout changement apporté à la séance de discussion en groupe. S'il refuse tout de même, REMERCIEZ ET TERMINEZ.

APPENDIX D: SURVEY INSTRUMENT

English

Survey Introduction

Hello/Bonjour. My name is _____ and I am calling from Earnscliffe Strategy Group a public opinion research company. We are conducting a survey for the Government of Canada on current issues of interest to Canadians. The survey takes about 17 minutes to complete and is voluntary and completely confidential.

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou anglais?

Your participation in this survey is voluntary. Please be assured that your responses are confidential and will not be reported individually nor attributed to you personally. The survey will take about 17 minutes to complete. May I continue?

[IF NEEDED: This survey is registered with the Marketing Research and Intelligence Association, the project number is XXXX. The registration system has been created by the survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry, or register a complaint. The registration system's toll-free phone number is 1-888-602-6742 ext. 8728 and the website is www.mria-arim.ca]

Yes

No

And, just to confirm, have I reached you on a landline phone or a cell phone?

Landline

Cell phone

Don't know/Refused

For your safety, are you currently driving?

Yes – SCHEDULE CALLBACK

No

Don't know/Refused

[INTERVIEWER NOTE: IF ASKED WHICH GOVERNMENT OF CANADA DEPARTMENT THE SURVEY IS FOR, PLEASE SAY THAT YOU CAN REVEAL THAT TO THEM AT A LATER POINT IN THE SURVEY]

Section 1: Screening

1. (DO NOT ASK – RECORD SEX)

Male	1
Female	2

2. In what year were you born?

[INSERT YEAR. IF YOUNGER THAN 18 YEARS OR PREFER NOT TO SAY, TERMINATE]

3. Which province or territory do you live in?

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Prefer not to say [DO NOT READ. THANK & TERMINATE*]	99

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

Advertising or Market Research [THANK & TERMINATE*]	1
The media (i.e. TV, radio, newspapers) [THANK & TERMINATE*]	2
Department of National Defence/Canadian Armed Forces [RECORD & CONTINUE]	3
None of the above	7
Prefer not to answer [DO NOT READ. THANK & TERMINATE*]	9

INTERVIEWER NOTE: "Family" in this instance refers to immediate family members only, such as father, mother, and children, if not living in same household (not uncles, aunts, etc.). Extended family members who actually live in the household should also be flagged.

*THOSE WHO ARE NOT ELIGIBLE: Thank you for your willingness to take part in this survey, but you do not meet the eligibility requirements of this study

ALL WHO ARE ELIGIBLE: Thank you, let's begin the survey.

Section 2: Overall Impressions of the Canadian Armed Forces

5. Many of the topics we will be covering deal with the Canadian military and defence issues. Have you recently seen, read or heard anything about the Canadian Armed Forces?
- | | |
|--|---|
| Yes | 1 |
| No [SKIP TO Q7] | 2 |
| [DO NOT READ] Don't know/Prefer not to answer [SKIP TO Q7] | 9 |
6. What did you read, see or hear? What else? [OPEN-END. RECORD FIRST MENTION. ACCEPT UP TO 3.]
- | | |
|---|----|
| [DO NOT READ] Don't know/Prefer not to answer | 99 |
|---|----|
7. What is your main source of information about the Canadian Armed Forces? Any other sources? [DO NOT READ LIST. RECORD FIRST MENTION. ACCEPT UP TO 3 RESPONSES]
- | | |
|--|----|
| Nothing/no sources of information | 1 |
| Daily newspapers | 2 |
| Community newspapers | 3 |
| Magazines | 4 |
| TV news | 5 |
| Television (excluding TV news) | 6 |
| Radio | 7 |
| The Internet | 8 |
| Families/friends/word of mouth | 9 |
| CAF member in family | 10 |
| Recruiting Centre/website/information | 11 |
| Social Media (blogs, Twitter, Facebook, Flickr, YouTube, etc.) | 12 |
| Other [SPECIFY] | 98 |
| Don't know/Prefer not to answer | 99 |
8. What is your overall impression of the people who serve in the Canadian Armed Forces? Would you say it is positive or negative? Would that be strongly or somewhat [positive/negative]? [ACCEPT NEITHER/NEUTRAL IF VOLUNTEERED]
- | | |
|---|---|
| Strongly positive | 5 |
| Somewhat positive | 4 |
| [DO NOT READ] Neither/Neutral | 3 |
| Somewhat negative | 2 |
| Strongly negative | 1 |
| [DO NOT READ] Don't know/Prefer not to answer | 9 |
9. Overall, how familiar would you say you are with the Canadian Armed Forces? Would you say...? [READ LIST]
- | | |
|---|---|
| Very familiar | 4 |
| Somewhat familiar | 3 |
| Not very familiar | 2 |
| Not at all familiar | 1 |
| [DO NOT READ] Don't know/Prefer not to answer | 9 |

10. If a young person you know, such as a family member or friend, told you that he or she was joining the Canadian Armed Forces, how would you view that decision? Would your reaction be very favourable, somewhat favourable, neutral, somewhat unfavourable or very unfavourable?

Very favourable	5
Somewhat favourable	4
Neutral	3
Somewhat unfavourable	2
Very unfavourable	1
[DO NOT READ] Don't know/Prefer not to answer	9

To what extent do you agree or disagree with each of the following statements? [RANDOMIZE. READ LIST.]

11. I could see myself joining the Canadian Armed Forces
12. The membership of the Canadian Armed Forces seems just as diverse as the Canadian population
13. The Canadian Armed Forces is as good a career choice for women as it is for men
14. I think that the Canadian Armed Forces workplace environment is respectful of women
15. It doesn't really matter if the Canadian Armed Forces is as diverse as the Canadian population

Strongly agree	4
Somewhat agree	3
Somewhat disagree	2
Strongly disagree	1
Don't know/Not sure	9

16. To what extent do you think the Canadian Armed Forces is a source of pride for Canadians? Please use a 5-point scale, where “1” means not at all a source of pride, “3” is neutral, and “5” means very much a source of pride.

Very much a source of pride	5
4	4
Neutral	3
2	2
Not at all a source of pride	1
[DO NOT READ] Don’t know/Prefer not to answer	9

17. When you think of Canada's military, would you say it is modern or outdated? Please use a 5-point scale, where “1” means very outdated, “3” means neither outdated nor modern, and “5” means very modern.

Very modern	5
4	4
Neither outdated nor modern	3
2	2
Very outdated	1
[DO NOT READ] Don’t know/Prefer not to answer	9

18. When you think of Canada's military, would you say it is essential or no longer needed? Please use a 5-point scale, where “1” no longer needed at all and “5” means very essential.

Very essential	5
4	4
3	3
2	2
No longer needed at all	1
[DO NOT READ] Don’t know/Prefer not to answer	9

19. There are a number of possible areas where the Government of Canada could focus the efforts of the Canadian Armed Forces. Which of the following areas do you think should be the TOP priority of the Canadian Armed Forces? [READ LIST. ROTATE READING ORDER FROM TOP TO BOTTOM OR BOTTOM TO TOP]

Domestic, i.e. in Canada	1
The North American Continent	2
International	3
[DO NOT READ] Don’t know/Prefer not to answer	9

20. What do you think is the biggest threat to the security of Canadians and Canada at this time? [DO NOT READ LIST. ACCEPT UP TO 3.]

Terrorism	1
ISIS/ISIL	2
Natural disasters	3
Arctic sovereignty	4

Refugees	5
Drug trafficking	6
Human trafficking	7
United States/Canada's proximity to the U.S*	8
Cyber-security	9
Other [SPECIFY]	98
[DO NOT READ] Don't know/Prefer not to answer	99

*INTERVIEWER NOTE: USE THIS CODE FOR ANY COMMENTS ABOUT HOW THE ACTIONS OF THE UNITED STATES COULD AFFECT CANADA BECAUSE WE SHARE A BORDER; OR, IF U.S. POLICIES MAKE THE U.S. A TARGET FOR VIOLENCE / TERRORISM, CANADA COULD BE AT RISK TOO.

Section 3: Funding and Equipment

21. Do you feel that Canada's military is under-funded, over-funded, or receives about the right amount of funding? [If Under or Over funded, probe:] Would that be significantly or somewhat [Under-FUNDED/Over funded]?

Significantly underfunded	5
Somewhat underfunded	4
Funding is about right	3
Somewhat overfunded	2
Significantly overfunded	1
[DO NOT READ] Don't know/Prefer not to answer	9

Please rate the extent to which you agree or disagree with each of the following statements. How about... [READ/RANDOMIZE LIST]. Would you say you agree or disagree? [ACCEPT 'NEITHER' IF VOLUNTEERED] Is that strongly or somewhat [AGREE/DISAGREE]?

22. The Canadian Armed Forces is good at planning its future equipment needs
23. Purchases of military equipment are well managed
24. The Canadian Armed Forces has the equipment it needs to do its job
25. The purchase of military equipment benefits local economies and defence companies across Canada

Strongly agree	5
Somewhat agree	4
[DO NOT READ] Neither	3
Somewhat disagree	2
Strongly disagree	1
[DO NOT READ] Don't know/Prefer not to answer	9

26. Have you recently seen, read or heard about plans to purchase new defence equipment, such as ships, aircraft or vehicles for the Canadian Armed Forces?

Yes, clearly	1
Yes, vaguely	2
No [SKIP TO Q28]	3
[DO NOT READ] Don't know/Prefer not to answer [SKIP TO Q28]	9

27. What did you read, see or hear? [DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES]

Purchase of F35 fighter jet	1
Purchasing new aircraft/planes	2
Purchasing new helicopters	3
Purchasing new ships	4
Purchasing new trucks or vehicles	5
Purchasing new military equipment	6
Purchasing submarines	7
New airplanes are expensive	8
New submarines are expensive	9
Expensive cost (general)	10
Government spending/budget (general)	11
Purchasing used equipment	12
Other (specify)	98
[DO NOT READ] Don't know/Prefer not to answer	99

Section 4: International Roles

Shifting focus now to Canadian Armed Forces activities abroad, there are a number of roles the Canadian Armed Forces *could* play internationally. Please tell me how strongly you agree or disagree that the Canadian Armed Forces should participate in each of the following activities. To do so, use a 5-point scale, where “1” means strongly disagree, “3” means neither disagree nor agree, and “5” means strongly agree. How about? [ROTATE BUT KEEP Q28 AND Q29 IN ORDER; ACCEPT ‘NEITHER’ IF VOLUNTEERED]

28. Ground combat roles in support of United Nations and NATO* missions
29. Air or naval combat roles in support of United Nations and NATO* missions
30. Non-combat support roles in support of United Nations and NATO* missions. This could include things like medical assistance, communications and logistical support, or transportation
31. Peace support operations
32. Disaster relief or humanitarian aid in response to a request for help from another country
33. Training the militaries or police forces of other countries
34. Missions that target drug, weapons, or other illegal trafficking activities in international waters

Strongly agree	5
Somewhat agree	4
[DO NOT READ] Neither	3
Somewhat disagree	2
Strongly disagree	1
[DO NOT READ] Don't know/Prefer not to answer	9

*INTERVIEWER NOTE: If asked, NATO is an alliance of countries from North America and Europe committed to fulfilling the goals of the North Atlantic Treaty, which was signed on 4 April 1949. If asked, the United Nations is an intergovernmental organization to promote international co-operation.

To the best of your knowledge, which of the following types of international missions do you think the Canadian Armed Forces is currently involved in? Would you say Canada's military definitely is, probably is, probably is not, or definitely is not involved in....[RANDOMIZE/READ LIST] If you don't know, please just say so.

35. Combat missions
36. Non-combat support missions, such as providing medical assistance, communications and logistical support, or transportation
37. Peace support operations
38. Disaster relief or humanitarian aid
39. Training missions
40. Anti-trafficking missions in international waters

Definitely is	1
Probably is	2
Probably is not	3
Definitely is not	4
[DO NOT READ] Don't know/Prefer not to answer	9

41. To the best of your knowledge, in what countries in the world is the Canadian Armed Forces currently serving on missions? Any others you know of? [OPEN-END. RECORD FIRST MENTION. ACCEPT ALL.]

[DO NOT READ] Don't know/Prefer not to answer

99

Please rate the extent to which you agree or disagree with each of the following statements. How about...
[READ/RANDOMIZE LIST. ACCEPT 'NEITHER' IF VOLUNTEERED] Is that strongly agree/disagree or somewhat agree/disagree?

42. I believe that Canada's membership in NATO, or the North Atlantic Treaty Organization*, is important for Canadian security
43. I think it's critical that Canada and the United States cooperate actively for the defence of North America
44. I think the world is safer today than it was a decade ago

Strongly agree	5
Somewhat agree	4
[DO NOT READ] Neither	3
Somewhat disagree	2
Strongly disagree	1
[DO NOT READ] Don't know/Prefer not to answer	9

*INTERVIEWER NOTE: If asked, NATO is an alliance of countries from North America and Europe committed to fulfilling the goals of the North Atlantic Treaty, which was signed on 4 April 1949.

Section 5: Domestic Roles

I'd now like to ask you some questions about the role of Canada's military domestically, here in Canada.

There are a number of roles that the Canadian Forces plays here in Canada. Please tell me how important each of the following roles should be, in your opinion, using a 5-point scale, where 1 means not important at all, 5 means very important. How about...? [READ/RANDOMIZE LIST]

45. Responding to natural disasters, including catastrophic weather events such as floods, wildfires, or ice storms
46. Search and rescue
47. Helping prevent illegal drug smuggling
48. Helping prevent illegal immigration, including human smuggling
49. [SPLIT SAMPLE] Providing protection against terrorist threats / Providing protection against terrorist threats, including cyber security
50. Assisting civilian police and other partners when needed
51. Patrolling the Arctic

Very important	5
4	4
3	3
2	2
Not important at all	1
[DO NOT READ] Don't know/Prefer not to answer	9

Please rate the extent to which you agree or disagree with each of the following statements, How about...
[READ/RANDOMIZE LIST. ACCEPT 'NEITHER' IF VOLUNTEERED] Is that strongly agree/disagree or somewhat agree/disagree?

- 52. The Canadian Forces are a vital national institution
- 53. The Canadian Forces are respected by Canadians
- 54. Overall, the Canadian Forces are doing a good job performing its duties here in Canada
- 55. Canada's military should play a leading role in responding to natural disasters that occur in Canada such as massive storms or floods
- 56. It is important that the Canadian Forces be able to operate seamlessly alongside the forces of the U.S. or allies

Strongly agree	5
Somewhat agree	4
[DO NOT READ] Neither	3
Somewhat disagree	2
Strongly disagree	1
[DO NOT READ] Don't know/Prefer not to answer	9

Section 6: Care of Military Personnel

- 57. Have you seen, read or heard anything about issues faced by Canadian military personnel and their families?

Yes	1
Maybe	2
No [SKIP TO Q58]	3
[DO NOT READ] Don't know/Prefer not to answer [SKIP TO Q58]	9

- 58. And what have you seen, read or heard? [DO NOT READ LIST. ACCEPT UP TO 3 RESPONSES]

Mental health issues/PTSD experienced	1
Suicide	2
Sexual misconduct complaints/investigations	3
Sexual misconduct response centre	4
Harassment in the workplace (general mention)	5
Lack of support for military personnel	6
Lack/need of health care support (incl. medical/physical rehab)	7
Lack of support shown from the government	8
Receiving more support from the government	9
Media mentions (incl. TV news, newspapers, etc.)	10
Other (specify)	98
[DO NOT READ] Don't know/Prefer not to answer	99

Generally speaking, does the Canadian Armed Forces do a good job or a poor job of....[READ/ROTATE Q60-Q62 ONLY; ALWAYS READ Q58 AND Q59 IN SAME ORDER]? And would that be very or somewhat [GOOD/POOR]?
[ACCEPT 'NEITHER' IF VOLUNTEERED]

- 59. Looking after military personnel
- 60. Looking after the families of military personnel
- 61. Dealing with sexual harassment in the workplace
- 62. Helping military personnel transition from active duty to civilian life
- 63. Dealing with injured military personnel

Very good	5
Somewhat good	4
[DO NOT READ] Neither	3
Somewhat poor	2
Very poor	1
[DO NOT READ] Don't know/Prefer not to answer	9

Section 7: Other Issues

Changing topics...

64. Were you aware that the Government of Canada released a new Defence Policy in 2017 called *Strong, Secured, Engaged*, which presents a new vision and approach to defence in Canada?

Yes, definitely	1
Yes, vaguely [SKIP TO Q65]	2
No [SKIP TO Q65]	3
[DO NOT READ] Don't know/Prefer not to answer [SKIP TO Q65]	9

65. And what, if anything, do you recall about this new Defence Policy? [DO NOT READ LIST. ACCEPT UP TO 3 RESPONSES]

Other (specify)	98
[DO NOT READ] Don't know/Prefer not to answer	99

Section 8: Demographics

The last few questions are for classification purposes only.

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

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
Currently a student	9
[DO NOT READ] Don't know/Prefer not to answer	99

67. Is there someone in your immediate family who is either a current or former member or employee of The Canadian Forces – that is the Canadian Army, the Royal Canadian Navy or the Royal Canadian Air Force?

Yes	1
No	2
[DO NOT READ] Don't know/Prefer not to say	9

68. Are you an Aboriginal person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?

Yes [SKIP TO Q69]	1
No	2

[DO NOT READ] Don't know/Prefer not to answer	9
69. [IF NOT ABORIGINAL] Are you...? [SELECT UP TO THREE]	
White	1
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	2
Chinese	3
Black	4
Filipino	5
Latin American	6
Arab	7
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian, etc.)	8
West Asian (e.g., Iranian, Afghan, etc.)	9
Korean	10
Japanese	11
Other [SPECIFY]	98
[DO NOT READ] Don't know/Prefer not to answer	99
70. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes? [READ LIST]	
Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$150,000	6
\$150,000 and above	7
[DO NOT READ] Don't know/Prefer not to answer	9
71. [ASK CELL SAMPLE] In addition to your cellular telephone, does your household currently have a traditional telephone or landline?	
Yes [CODE AS DUAL]	1
No [CODE AS CPO]	2

72. [ASK LANDLINE SAMPLE] In addition to your residential landline telephone, do you or someone else in your household also use one or more cell phone numbers?

Yes [CODE AS DUAL]	1
No [CODE AS LLO]	2

73. To better understand how results vary by communities of different sizes, may I have your 6-digit postal code?

[RECORD 6-DIGIT POSTAL CODE]

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

74. (DO NOT ASK – RECORD LANGUAGE OF INTERVIEW)

English	1
French	2

French

Survey Introduction

Hello/Bonjour, je m'appelle _____ et je vous téléphone au nom de Earnscliffe Strategy Group, une firme de recherche en opinion publique.

Nous menons un sondage au nom du gouvernement du Canada sur des questions d'actualité qui intéressent les Canadiens. Le sondage prend environ 17 minutes et est volontaire et complètement confidentiel.

Préférez-vous que je continue en anglais ou en français? Would you prefer that I continue in English or French?

Votre participation à ce sondage est volontaire. Soyez assuré que vos réponses sont confidentielles et qu'elles ne seront pas traitées individuellement; il ne sera pas possible de vous associer personnellement aux réponses que vous aurez données. Pour répondre entièrement au sondage, vous ne devrez consacrer qu'environ 17 minutes de votre temps. Puis-je continuer?

Et, simplement pour confirmer avec vous, est-ce que je vous ai joint sur un téléphone filaire ou un téléphone cellulaire?

Téléphone filaire

Téléphone cellulaire

Je ne sais pas. / Refus.

Pour votre sécurité, conduisez-vous en ce moment?

Oui – PLANIFIER UN RAPPEL

Non

Je ne sais pas. / Refus.

[REMARQUE POUR L'INTERVIEWEUR : SI ON VOUS DEMANDE POUR LE COMPTE DE QUEL MINISTÈRE DU GOUVERNEMENT DU CANADA LE SONDAGE EST MENÉ, VEUILLEZ RÉPONDRE QUE VOUS POURREZ LE DIRE PLUS TARD AU COURS DU SONDAGE.]

Section 1: Screening

1. (NE PAS DEMANDER – INSCRIRE LE SEXE)

Un homme	1
Une femme	2

En quelle année êtes-vous né?

[(INSÉRER L'ANNÉE.). IF YOUNGER THAN 18 YEARS OR PREFER NOT TO SAY, TERMINATE]

2. Dans quelle province ou dans quel territoire habitez-vous?

Terre-Neuve-et-Labrador	1
Nouvelle-Écosse	2
Île-du-Prince-Édouard	3
Nouveau-Brunswick	4
Québec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
Colombie-Britannique	10
Yukon	11
Nunavut	12
Territoires du Nord-Ouest	13
Je préfère ne pas répondre. (NE PAS LIRE. REMERCIER ET CONCLURE)	99

3. En tenant compte de tous les membres de votre ménage, lequel des énoncés qui suivent décrit le mieux votre situation en matière de service téléphonique? Dans votre ménage, êtes-vous abonné...

- ...SEULEMENT à une (ou à plusieurs) ligne téléphonique résidentielle ou terrestre....
- ...SEULEMENT à un (ou à plusieurs) téléphone portable...
- ...aux DEUX : ligne terrestre ET téléphone portable.
- Je préfère ne pas répondre.

4. Est-ce que vous ou une autre personne de votre famille ou foyer travaillez dans l'un des secteurs suivants? (LIRE LA LISTE.)

Publicité ou études de marché (REMERCIER ET CONCLURE)	1
Médias (c.-à-d. la télévision, la radio, les journaux) (REMERCIER ET CONCLURE)	2
Ministère de la Défense nationale et les Forces armées canadiennes (INSCRIRE ET POURSUIVRE)	3
Je préfère ne pas répondre. (NE PAS LIRE. REMERCIER ET CONCLURE)	9

REMARQUE POUR L'INTERVIEWEUR : Dans ce cas, le mot « famille » désigne uniquement les membres de la famille immédiate, tels que le père, la mère et les enfants, s'ils ne vivent pas dans le même ménage (cela n'inclut pas les oncles, les tantes, etc.). Les membres de la famille élargie qui vivent réellement dans le ménage doivent également être indiqués.

Merci d’avoir bien voulu participer à ce sondage, mais vous ne répondez pas aux critères d’admissibilité de cette étude.

Section 2: Les FAC: Sensibilisation, Impressions et Perceptions

5. Bon nombre des sujets que nous traiterons portent sur les questions militaires et de défense du Canada. Avez-vous récemment vu, lu ou entendu quelque chose au sujet des Forces armées canadiennes?

Oui	1
Non [SKIP TO Q8]	2
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre. [SKIP TO Q8]	9

6. Qu’avez-vous lu, vu ou entendu? Quoi d’autre? (RÉPONSE OUVERTE.) [RECORD FIRST MENTION. ACCEPT UP TO 3.]

(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	99
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7. Quelle est votre source d’information principale sur les Forces armées canadiennes? D’autres sources? (NE PAS LIRE LA LISTE.) RECORD FIRST MENTION. ACCEPT UP TO 3 RESPONSES]

Rien/aucune source d’information	1
Quotidiens	2
Journaux communautaires	3
Magazines	4
Bulletins de nouvelles télévisés	5
Télévision (à l’exclusion des bulletins de nouvelles télévisés)	6
Radio	7
Internet	8
Famille/amis/bouche-à-oreille	9
Membre des FAC dans la famille	10
Centre de recrutement/site Web/information	11
Médias sociaux (blogues, Twitter, Facebook, Flickr, YouTube, etc.)	12
Autre (PRÉCISEZ)	98
Je ne sais pas. / Je préfère ne pas répondre.	99

8. Quelle est votre impression générale des gens qui servent dans les Forces armées canadiennes? Diriez-vous qu’elle est positive ou négative? Est-elle fortement ou plutôt positive/négative? (ACCEPTER LA RÉPONSE NEUTRE SI ELLE EST DONNÉE)

Fortement positive	5
Plutôt positive	4
(NE PAS LIRE.) Aucune de ces réponses/Neutre	3
Plutôt négative	2
Fortement négative	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

9. Dans l'ensemble, dans quelle mesure connaissez-vous bien les Forces armées canadiennes? Diriez-vous que...? (LIRE LA LISTE)

Vous les connaissez très bien.	4
Vous les connaissez plutôt bien.	3
Vous ne les connaissez pas très bien.	2
Vous ne les connaissez pas du tout.	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

10. Si une jeune personne que vous connaissez, comme un membre de votre famille ou un ami, vous apprenait qu'elle se joignait aux Forces armées canadiennes, comment verriez-vous cette décision? Votre réaction serait-elle très favorable, plutôt favorable, neutre, plutôt défavorable ou très défavorable?

Très favorable	5
Plutôt favorable	4
Neutre	3
Plutôt défavorable	2
Très défavorable	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

12. Dans quelle mesure êtes-vous en accord ou en désaccord avec chacun des énoncés suivants? (LIRE LA LISTE.)

- a) Je me verrais joindre les Forces armées canadiennes.
- b) Les membres des Forces armées canadiennes semblent aussi diversifiés que la population canadienne.
- c) Les Forces armées canadiennes constituent un bon choix de carrière pour les femmes, comme c'est le cas pour les hommes.
- d) Je pense que l'environnement de travail des Forces armées canadiennes est respectueux des femmes.
- e) Il n'est pas important que les Forces armées canadiennes soient aussi diversifiées que la population canadienne.

Fortement en accord	4
Plutôt en accord	3
Plutôt en désaccord	2
Fortement en désaccord	1
Je ne sais pas. / Je ne suis pas sûr.	9

13. Dans quelle mesure pensez-vous que les Forces armées canadiennes sont une source de fierté pour les Canadiens? Veuillez utiliser une échelle de 5 points, où « 1 » signifie « pas du tout une source de fierté », « 3 » est une réponse neutre et « 5 » signifie « une grande source de fierté ».

Une grande source de fierté	5
4	4
Neutre	3
2	2
Pas du tout une source de fierté	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

14. Quand vous pensez à l'armée canadienne, croyez-vous qu'elle est moderne ou désuète? Veuillez utiliser une échelle de 5 points, où « 1 » signifie « très désuète », « 3 » signifie ni désuète ni moderne, et « 5 » signifie « très moderne ».

Très moderne	5
4	4
Ni désuète ni moderne	3
2	2
Très désuète	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

15. Quand vous pensez à l'armée canadienne, croyez-vous qu'elle est essentielle ou n'est plus nécessaire? Veuillez utiliser une échelle de 5 points, où « 1 » signifie « très essentielle » et « 5 » signifie « plus nécessaire du tout ».

Très essentielle	5
4	4
3	3
2	2
Plus nécessaire du tout	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

16. Le gouvernement du Canada pourrait concentrer les efforts des Forces armées canadiennes dans un certain nombre de secteurs. Parmi les secteurs suivants, lequel, selon vous, devrait être la priorité ABSOLUE des Forces armées canadiennes? (LIRE LA LISTE.). ROTATE READING ORDER FROM TOP TO BOTTOM OR BOTTOM TO TOP]

Domestique, c'est-à-dire au Canada	1
Continent nord-américain	2
International	3
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

17. Selon vous, quelle est la plus grande menace à la sécurité des Canadiens et du Canada en ce moment? (NE PAS LIRE LA LISTE. ACCEPTEZ JUSQU'À TROIS RÉPONSES.)

Terrorisme	1
EI/Daech	2
Catastrophes naturelles	3
Souveraineté dans l'Arctique	4
Réfugiés	5
Trafic de drogues	6
Traite de personnes	7
États-Unis/Proximité du Canada avec les États-Unis*	8
Cybersécurité	9
Autre (PRÉCISEZ)	98
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	99

* REMARQUE POUR L'INTERVIEWEUR : UTILISEZ CE CODE (08) POUR TOUT COMMENTAIRE SUR LA FAÇON DONT LES ACTIONS DES ÉTATS-UNIS PEUVENT AFFECTER LE CANADA PARCE QUE NOUS PARTAGEONS UNE

FRONTIÈRE; OU ALORS, SI LES POLITIQUES AMÉRICAINES FONT DES ÉTATS-UNIS UNE CIBLE POUR LA VIOLENCE OU LE TERRORISME, LE CANADA POURRAIT ÊTRE À RISQUE ÉGALEMENT.

Section 3: Approvisionnement et Équipement

18. Croyez-vous que l'armée canadienne est sous-financée, surfinancée ou reçoit à peu près le bon financement? (Si la réponse est sous-financée ou surfinancée, sonder :) Est-ce que cela serait significativement ou plutôt sous-financée/surfinancée?

Nettement sous-financée	5
Plutôt sous-financée	4
Le financement est à peu près le bon	3
Plutôt surfinancée	2
Nettement surfinancée	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

19. Veuillez indiquer dans quelle mesure vous êtes en accord ou en désaccord avec les énoncés suivants. Et à propos de... (LIRE LA LISTE.) Diriez-vous que vous êtes en accord ou en désaccord? (ACCEPTÉZ « NI EN ACCORD NI EN DÉSACCORD » SI LA RÉPONSE EST PROPOSÉE) Est-ce fortement ou plutôt EN ACCORD/EN DÉSACCORD)?

- a) Les Forces armées canadiennes planifient bien leurs futurs besoins en équipement.
- b) Les achats d'équipement militaire sont bien gérés.
- c) Les Forces armées canadiennes ont l'équipement dont elles ont besoin pour faire leur travail.
- d) L'achat d'équipement militaire profite aux économies locales et aux entreprises de défense du Canada.

Fortement en accord	5
Plutôt en accord	4
(NE PAS LIRE) Aucune de ces réponses	3
Plutôt en désaccord	2
Fortement en désaccord	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

20. Avez-vous récemment vu, lu ou entendu quelque chose au sujet de projets d'achat de nouveaux équipements de défense, tels que des navires, des avions ou des véhicules pour les Forces armées canadiennes?

Yes, clairement	1
Yes, vaguement	2
Non [SKIP TO Q22]	3
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre. [SKIP TO Q22]	9

21. Qu'avez-vous lu, vu ou entendu? (NE PAS LIRE LA LISTE. AUTORISER PLUSIEURS RÉPONSES)

Achat de chasseurs F35	1
Achat de nouveaux avions	2
Achat de nouveaux hélicoptères	3
Achat de nouveaux navires	4

Achat de nouveaux camions ou véhicules	5
Achat de nouveaux équipements militaires	6
Achat de sous-marins	7
Les nouveaux avions sont chers	8
Les nouveaux sous-marins sont chers	9
Coût élevé (général)	10
Dépenses du gouvernement/budget (général)	11
Achat d'équipement usagé	12
Autre (précisez)	98
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	99

Section 4: Enjeux Internationaux

22. Parlons maintenant des activités des Forces armées canadiennes à l'étranger. Les Forces armées canadiennes pourraient jouer un certain nombre de rôles à l'échelle internationale. Veuillez me dire dans quelle mesure vous êtes en accord ou en désaccord avec la participation des Forces armées canadiennes à chacune des activités suivantes. Pour ce faire, utilisez une échelle de cinq points, où « 1 » signifie « fortement en désaccord », « 3 » signifie « ni en désaccord ni en accord » et « 5 » signifie « fortement en accord ». Et à propos? (ACCEPTEZ « NI EN DÉSACCORD NI EN ACCORD » SI LA RÉPONSE EST PROPOSÉE) [ROTATE BUT KEEP A AND B IN ORDER]

- a) Rôles de combat au sol pour soutenir les missions des Nations Unies et de l'OTAN*
- b) Rôles de combat aérien ou naval pour soutenir les missions des Nations Unies et de l'OTAN*
- c) Rôles de soutien non liés au combat pour soutenir les missions des Nations Unies et de l'OTAN*. Ceci pourrait inclure l'assistance médicale, les communications et le soutien logistique, ou le transport.
- d) Opérations de soutien de la paix
- e) Secours aux sinistrés ou aide humanitaire en réponse à une demande d'aide d'un autre pays
- f) Formation des forces armées ou des forces de police d'autres pays
- g) Missions ciblant la drogue, les armes ou d'autres activités de trafic illicite dans les eaux internationales

Fortement en accord	5
Plutôt en accord	4
(NE PAS LIRE) Aucune de ces réponses	3
Plutôt en désaccord	2
Fortement en désaccord	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

* REMARQUE POUR L'INTERVIEWEUR : Si on vous le demande, l'OTAN est une alliance de pays d'Amérique du Nord et d'Europe visant la réalisation des objectifs du Traité de l'Atlantique Nord, qui a été signé le 4 avril 1949. Si on vous le demande, l'Organisation des Nations Unies est une organisation intergouvernementale visant à promouvoir la coopération internationale.

23. À votre connaissance, auxquels des types suivants de missions internationales les Forces armées canadiennes participent-elles actuellement? Diriez-vous que l'armée canadienne est certainement, probablement, n'est probablement pas ou n'est certainement pas impliquée dans... (LIRE LA LISTE) Si vous ne le savez pas, veuillez le dire.

- a) Missions de combat

- b) Missions de soutien non liées au combat, telles que l'aide médicale, les communications et le soutien logistique, ou le transport
- c) Opérations de soutien de la paix
- d) Secours aux sinistrés ou aide humanitaire
- e) Missions d'entraînement
- f) Missions anti-trafic dans les eaux internationales

Assurément	1
Probablement	2
N'est probablement pas impliquée	3
Assurément pas	4
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

24. À votre connaissance, dans quels pays du monde les Forces armées canadiennes sont-elles actuellement en mission? En connaissez-vous d'autres? (RÉPONSE OUVERTE.)

(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas 99

25. Veuillez indiquer dans quelle mesure vous êtes en accord ou en désaccord avec les énoncés suivants. Et à propos de... (LIRE LA LISTE. ACCEPTEZ « AUCUNE DE CES RÉPONSES » SI LA RÉPONSE EST PROPOSÉE) Êtes-vous fortement en accord/désaccord ou plutôt en accord/désaccord?

- a) Je crois que l'adhésion du Canada à l'OTAN, ou à l'Organisation du Traité de l'Atlantique Nord*, est importante pour la sécurité du Canada.
- b) Je pense qu'il est essentiel que le Canada et les États-Unis coopèrent activement pour la défense de l'Amérique du Nord.
- c) Je pense que le monde est plus sûr aujourd'hui qu'il y a dix ans.

Fortement en accord	5
Plutôt en accord	4
(NE PAS LIRE) Aucune de ces réponses	3
Plutôt en désaccord	2
Fortement en désaccord	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

* REMARQUE POUR L'INTERVIEWEUR : Si on vous le demande, l'OTAN est une alliance de pays d'Amérique du Nord et d'Europe visant la réalisation des objectifs du Traité de l'Atlantique Nord, qui a été signé le 4 avril 1949.

Section 5: Enjeux Domestiques

26. Je voudrais maintenant vous poser quelques questions sur le rôle de l'armée canadienne ici au Canada.

Les Forces canadiennes jouent un certain nombre de rôles ici au Canada. Veuillez me dire dans quelle mesure chacun des rôles suivants devrait être important, selon vous; utilisez une échelle de 5 points, où « 1 » signifie « pas du tout important » et où « 5 » signifie « très important ». À propos de...? (LIRE LA LISTE.)

- a) Répondre aux catastrophes naturelles, y compris les événements météorologiques catastrophiques tels que les inondations, les feux de forêt ou les tempêtes de verglas.
- b) Recherche et sauvetage
- c) Aider à prévenir la contrebande de drogues illicites.
- d) Aider à prévenir l'immigration clandestine, y compris le trafic de migrants.
- e) [SPLIT SAMPLE] Fournir une protection contre les menaces terroristes. / Fournir une protection contre les menaces terroristes, y compris la cybersécurité.
- f) Aider la police civile et d'autres partenaires en cas de besoin.
- g) Patrouiller dans l'Arctique.

Très important	5
4	4
3	3
2	2
Pas du tout important	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

27. Veuillez indiquer dans quelle mesure vous êtes en accord ou en désaccord avec les énoncés suivants. À propos de... (LIRE LA LISTE. ACCEPTEZ « AUCUNE DE CES RÉPONSES » SI LA RÉPONSE EST PROPOSÉE) Êtes-vous fortement en accord/désaccord ou plutôt en accord/désaccord?

- a) Les Forces canadiennes constituent une institution nationale vitale.
- b) Les Forces canadiennes sont respectées par les Canadiens.
- c) Dans l'ensemble, les Forces canadiennes font du bon travail dans l'exercice de leurs fonctions ici au Canada.
- d) L'armée canadienne devrait jouer un rôle de premier plan dans la réponse aux catastrophes naturelles qui surviennent au Canada, comme les grosses tempêtes ou les inondations.
- e) Il est important que les Forces canadiennes puissent opérer de façon harmonieuse aux côtés des forces des États-Unis ou de leurs alliés.

Fortement en accord	5
Plutôt en accord	4
(NE PAS LIRE) Aucune de ces réponses	3
Plutôt en désaccord	2
Fortement en désaccord	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

Section 6: Soins portés aux militaires et à leurs familles

28. Avez-vous vu, lu ou entendu quelque chose au sujet des problèmes auxquels sont confrontés les militaires canadiens et leurs familles?

Oui	1
Peut-être	2
Non [SKIP TO Q30]	3

(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre. [SKIP TO Q30] 9

29. Et qu'avez-vous vu, lu ou entendu? (NE PAS LIRE LA LISTE. ACCEPTEZ JUSQU'À TROIS RÉPONSES.)

Problèmes de santé mentale/ Trouble de stress post-traumatique	1
Suicide	2
Plaintes/enquêtes sur des inconduites sexuelles	3
Centre d'intervention en cas d'inconduite sexuelle	4
Harcèlement sur le lieu de travail (mention générale)	5
Manque de soutien pour le personnel militaire	6
Manque/besoin de soutien en matière de soins de santé (y compris la réadaptation médicale et physique)	7
Manque de soutien de la part du gouvernement	8
Recevoir plus de soutien de la part du gouvernement	9
Mention dans les médias (y compris les bulletins de nouvelles télévisés, les journaux, etc.)	10
Autre (précisez)	98
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	99

30. De façon générale, les Forces armées canadiennes effectuent-elles un bon travail ou un piètre travail pour... (LIRE)? Et serait-ce très ou plutôt (BON/MAUVAIS)? (ACCEPTER « AUCUNE DE CES RÉPONSES » SI LA RÉPONSE EST PROPOSÉE)

- a) Prendre soin du personnel militaire.
- b) Prendre soin des familles des militaires.
- c) Faire face au harcèlement sexuel sur le lieu de travail.
- d) Aider le personnel militaire à passer du service actif à la vie civile.
- e) S'occuper du personnel militaire blessé.

Très bon	5
Plutôt bon	4
(NE PAS LIRE) Aucune de ces réponses	3
Plutôt mauvais	2
Très mauvais	1
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

Section 7: Autre

Changing topics...

31. Changement de sujet... Saviez-vous que le gouvernement du Canada a publié une nouvelle politique de défense en 2017 intitulée « Protection, Sécurité, Engagement », qui présente une nouvelle vision et une nouvelle approche de la défense au Canada?

Yes, certainement	1
Yes, vaguement [SKIP TO Q33]	2
Non [SKIP TO Q33]	3
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre. [SKIP TO Q33]	9

32. Et que reprenez-vous de cette nouvelle politique de défense? (NE PAS LIRE LA LISTE. ACCEPTEZ JUSQU'À TROIS RÉPONSES.)

Autre (précisez)	98
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	99

Section 8: Demographie

Les dernières questions servent uniquement à des fins de classification.

33. Quel est le niveau d'études le plus élevé que vous avez terminé? (LIRE LA LISTE.)

Secondaire 2 ou moins	1
Quelques années du secondaire	2
Diplôme d'études secondaires ou équivalent	3
Formation en apprentissage enregistré ou autres certificats ou diplômes professionnels	4
Collège, cégep ou autre certificat ou diplôme non universitaire	5
Certificat ou diplôme universitaire inférieur au baccalauréat	6
Baccalauréat	7
Diplôme d'études supérieures au-delà du baccalauréat	8
Étudiant actuellement	9
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	99

34. Y a-t-il quelqu'un dans votre famille immédiate qui est un membre actuel, un ancien membre ou un employé des Forces armées canadiennes – notamment dans l'Armée canadienne, la Marine royale canadienne ou l'Aviation royale canadienne?

Oui	1
Non	2
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

35. Êtes-vous un Autochtone, c'est-à-dire un membre des collectivités des Premières Nations (Indien d'Amérique du Nord), des Métis ou des Inuits?

Oui [SKIP TO Q37]	1
Non	2
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

36. (SI LE RÉPONDANT N'EST PAS AUTOCHTONE) Êtes-vous d'origine...? (SÉLECTIONNEZ JUSQU'À TROIS RÉPONSES.)

Caucasienne	1
Asiatique du Sud (p. ex. : Indes orientales, Pakistan, Sri Lanka, etc.)	2
Chinoise	3
Noire	4
Philippine	5
Latino-américaine	6

Arabe	7
Asiatique du Sud-Est (p. ex. : Vietnamien, Cambodgien, Malaisien, Laotien, etc.)	8
Asiatique de l'Ouest (p. ex. : Iranien, Afghan, etc.)	9
Coréenne	10
Japonaise	11
Autre (PRÉCISEZ)	98
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	99

37. Laquelle des catégories qui suivent représente le mieux le revenu total de votre ménage? Veuillez tenir compte du revenu total combiné avant impôts. (LIRE LA LISTE.)

Moins de \$20,000	1
\$20,000 à moins de \$40,000	2
\$40,000 à moins de \$60,000	3
\$60,000 à moins de \$80,000	4
\$80,000 à moins de \$100,000	5
\$100,000 à moins de \$150,000	6
\$150,000 et plus	7
(NE PAS LIRE) Je ne sais pas. / Je préfère ne pas répondre.	9

38. Afin de nous aider à mieux comprendre la variation des résultats en fonction de la taille de la population des collectivités, veuillez indiquer les six caractères de votre code postal.

(INSCRIRE LE CODE POSTAL À 6 CHIFFRES)

Le sondage est maintenant terminé. Merci beaucoup pour vos commentaires très réfléchis. C'est vraiment très apprécié.

39. (NE PAS LIRE – LANGUAGE)

Anglais	1
Français	2