

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE B:

Are you...

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Male	50	100	0	50	50	53	60	43	18	55	47	47
Female	50	0	100	49	50	47	39	57	81	44	53	52
Gender diverse	1	0	0	1	0	0	1	1	2	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

TABLE C:

In which of the following age categories do you belong?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
18 to 24	40	41	40	100	0	30	48	87	32	57	42	24
25 to 34	60	59	60	0	100	70	52	13	68	43	58	76
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

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TABLE D:

In which province or territory do you live?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Ontario	38	38	39	39	38	39	33	40	36	35	35	45
Quebec	22	22	22	23	21	20	23	22	34	23	28	15
British Columbia	15	16	14	14	16	16	18	11	11	16	15	14
Alberta	12	11	13	11	13	12	15	10	6	11	10	14
Manitoba	3	4	3	4	3	3	2	4	3	4	4	2
Nova Scotia	3	3	2	2	3	3	2	2	4	3	2	3
Saskatchewan	3	3	3	3	3	3	3	3	3	3	3	4
New Brunswick	2	2	2	2	2	2	1	2	0	2	2	2
Newfoundland and Labrador	1	1	1	2	1	1	2	3	1	1	1	1
Northwest Territories	0	1	0	0	1	0	0	1	2	0	1	0
Prince Edward Island	0	0	1	0	0	0	0	1	0	0	0	0
Yukon	0	0	0	0	0	0	0	0	1	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

TABLE Q1:

Over the past three weeks, have you seen, heard or read any advertising from the Government of Canada?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Yes	56	62	48	64	50	55	52	65	50	57	59	50
No	44	38	52	36	50	45	48	35	50	43	41	50
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

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## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE 2: TOTAL MENTIONS

[AMONG THOSE WHO HAVE SEEN, READ OR HEARD ADVERTISING IN PAST THREE WEEKS, CODE 1 IN Q1] Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Television	49	54	44	42	56	52	52	43	36	51	50	47
Facebook	42	39	45	46	38	44	35	38	45	41	44	41
Internet website	30	33	26	34	26	30	30	29	30	33	30	27
Radio	26	25	28	25	27	30	21	17	26	22	27	30
YouTube	25	29	21	31	21	23	28	33	26	24	26	26
Newspaper (daily)	16	18	13	15	17	15	18	18	17	14	19	14
Public transit (bus or subway)	14	15	13	18	11	14	15	21	5	15	15	13
Cinema	12	15	9	14	11	14	8	11	5	9	15	13
Instagram	11	12	11	15	8	11	7	18	7	10	15	9
Outdoor billboards	10	10	10	9	11	11	4	9	11	9	10	11
Twitter	10	12	8	9	10	10	4	12	9	9	12	8
Newspaper (weekly or community)	7	8	5	10	5	6	4	10	15	8	9	5
Magazines	7	7	6	8	5	7	2	9	3	5	6	8
Pamphlet or brochure in the mail	6	5	7	5	7	6	8	3	12	5	6	8
Snapchat	3	3	2	5	2	3	0	5	0	4	3	2
LinkedIn	2	2	2	2	2	3	0	2	0	1	2	4
Other	1	1	2	1	1	1	2	1	2	2	1	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>567</b>	<b>318</b>	<b>243</b>	<b>266</b>	<b>301</b>	<b>381</b>	<b>51</b>	<b>101</b>	<b>32</b>	<b>187</b>	<b>200</b>	<b>178</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>564</b>	<b>301</b>	<b>257</b>	<b>277</b>	<b>287</b>	<b>373</b>	<b>51</b>	<b>105</b>	<b>33</b>	<b>192</b>	<b>200</b>	<b>170</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

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## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE 3: TOTAL MENTIONS

[AMONG THOSE WHO HAVE SEEN, READ OR HEARD ADVERTISING IN PAST THREE WEEKS, CODE 1 IN Q1] What do you remember about this ad?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Legalizing/Decriminalizing marijuana	15	16	14	17	14	16	6	18	12	14	17	16
About the government/Political party/Justin Trudeau	9	9	10	8	11	11	10	5	8	7	12	9
Elections/Talked about voting	5	5	5	6	4	6	6	3	5	3	5	7
Talked about taxes	3	3	3	2	4	4	2	1	2	4	2	3
Don't drive while high	3	3	2	4	1	2	2	5	6	4	3	1
Jobs/Job creation/Economic Action Plan	3	3	2	1	4	2	5	3	3	3	2	3
Energy/Oil and gas/Pipeline issue	2	3	1	2	2	2	5	1	3	2	1	3
Canadian Armed Forces/Joining the Armed Forces	2	3	1	1	3	2	0	2	0	2	2	1
Immigration/Refugees	2	2	2	3	1	2	2	1	0	0	3	3
Good/Informative ad	2	2	1	2	2	2	0	3	0	1	1	3
About infrastructure/roads	1	2	0	1	1	1	2	1	0	1	2	0
Education/Teachers	1	1	1	1	1	1	0	3	0	1	1	0
Bad ad/Don't like it	1	1	1	0	2	2	0	0	0	1	1	1
About drugs/Fentanyl problem	1	1	0	1	1	1	0	2	0	1	1	1
Health care/Health Canada	1	1	1	1	1	1	2	1	3	1	1	1
Canada Revenue Agency/CRA scam/fraud	1	1	1	0	1	1	0	0	0	1	0	1
Logo (general)	1	0	2	2	0	0	0	4	2	0	2	0
Families/Child care benefit	1	1	1	0	1	1	0	0	5	0	1	1
Promoting Canada/Canada heritage	1	1	0	0	1	1	2	0	0	0	1	2
Drinking and driving	1	0	1	2	0	1	3	0	0	1	0	1
About smoking/Cigarette packaging	1	1	0	0	1	1	2	0	0	2	1	0
Nutrition/Canada's Food Guide	1	0	1	1	0	0	2	1	6	1	1	0
The environment/Climate change	0	1	0	0	1	0	4	0	0	1	0	0
About government budget/spending	0	1	0	0	0	0	0	0	4	1	0	1
Anti-bullying	0	0	0	0	0	0	0	0	0	1	0	0
Promoting travel/tourism	0	0	0	0	0	0	0	1	0	0	0	0
Other	14	15	13	13	16	15	12	16	10	16	16	12
Nothing	11	10	13	14	9	12	16	8	9	11	13	10
Don't know	6	6	7	5	8	7	9	3	8	7	6	6
No answer	14	13	15	14	13	11	13	22	18	16	10	14
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>567</b>	<b>318</b>	<b>243</b>	<b>266</b>	<b>301</b>	<b>381</b>	<b>51</b>	<b>101</b>	<b>32</b>	<b>187</b>	<b>200</b>	<b>178</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>564</b>	<b>301</b>	<b>257</b>	<b>277</b>	<b>287</b>	<b>373</b>	<b>51</b>	<b>105</b>	<b>33</b>	<b>192</b>	<b>200</b>	<b>170</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

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TABLE 4: TOTAL MENTIONS

[AMONG THOSE WHO HAVE SEEN, READ OR HEARD ADVERTISING IN PAST THREE WEEKS, CODE 1 IN Q1] How did you know that it was an ad from the Government of Canada?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
They said so/They said Government of Canada	53	51	56	57	49	48	66	60	65	59	50	49
The logo	22	21	24	18	26	24	13	24	20	20	21	26
By the content/message of the ad	7	7	7	5	8	8	8	3	3	9	6	6
It looked/seemed like a government ad (general)	3	4	1	4	2	3	4	3	0	4	2	2
Showed the Canadian flag	3	2	3	2	3	3	3	3	0	1	4	3
The music/Heard national anthem	2	2	2	2	2	2	0	3	3	1	3	2
Prime Minister/Justin Trudeau	2	2	2	2	1	2	2	2	0	2	2	2
Showed the website link/address	0	0	0	0	0	0	0	1	0	0	1	0
Liberal Party ad	0	0	0	0	0	0	0	0	0	0	0	0
Other	9	11	6	10	8	11	7	5	14	10	8	10
Don't know	6	7	5	5	7	7	6	4	3	4	8	6
No answer	1	2	1	2	1	1	2	2	0	1	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>567</b>	<b>318</b>	<b>243</b>	<b>266</b>	<b>301</b>	<b>381</b>	<b>51</b>	<b>101</b>	<b>32</b>	<b>187</b>	<b>200</b>	<b>178</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>564</b>	<b>301</b>	<b>257</b>	<b>277</b>	<b>287</b>	<b>373</b>	<b>51</b>	<b>105</b>	<b>33</b>	<b>192</b>	<b>200</b>	<b>170</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1a:

Over the past three weeks, have you seen, heard or read any Government of Canada advertising about the Canadian Armed Forces?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unemployed	Student	Other	HS or less	Trade / College	University
Yes	27	33	21	29	25	29	22	27	15	23	31	26
No	73	67	78	70	74	71	78	73	85	77	68	74
No answer	0	0	1	0	0	0	0	1	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1b: TOTAL MENTIONS

[AMONG THOSE WHO HAVE SEEN, READ OR HEARD ADVERTISING ABOUT CANADIAN ARMED FORCES IN PAST THREE WEEKS, CODE 1 IN T1a] Where did you see recent advertising about the Canadian Armed Forces?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unemployed	Student	Other	HS or less	Trade / College	University
Television	40	46	31	37	43	41	40	35	49	45	37	40
Facebook	35	36	34	33	37	35	46	27	64	35	38	33
Internet website	23	26	20	19	27	22	38	18	34	36	17	20
YouTube	19	20	16	20	18	18	12	20	42	27	12	20
Cinema	11	12	11	14	9	13	0	11	0	10	11	12
Radio	11	12	10	8	14	11	12	10	17	14	9	10
Newspaper (daily)	9	11	7	7	11	10	16	2	0	7	8	12
Instagram	8	8	9	11	6	8	4	8	15	6	12	6
Public transit (bus or subway)	8	7	10	8	8	8	0	9	9	6	9	8
Twitter	7	11	2	8	6	8	0	9	0	7	10	4
Magazines	7	7	7	7	7	7	0	10	0	3	7	11
Outdoor billboards	6	3	10	5	6	6	4	9	0	3	6	8
Newspaper (weekly or community)	5	6	4	6	5	5	0	6	15	3	6	6
Pamphlet or brochure in the mail	5	6	2	5	4	5	0	8	0	1	7	4
LinkedIn	2	2	3	3	2	3	0	0	0	2	2	3
Snapchat	2	2	3	4	1	2	0	5	0	3	3	1
Other	2	1	3	4	0	1	0	8	0	5	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>273</b>	<b>167</b>	<b>105</b>	<b>120</b>	<b>153</b>	<b>199</b>	<b>22</b>	<b>42</b>	<b>10</b>	<b>75</b>	<b>105</b>	<b>92</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>277</b>	<b>164</b>	<b>112</b>	<b>127</b>	<b>150</b>	<b>200</b>	<b>23</b>	<b>43</b>	<b>10</b>	<b>80</b>	<b>105</b>	<b>91</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

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TABLE T1c: TOTAL MENTIONS

[AMONG THOSE WHO HAVE SEEN, READ OR HEARD ADVERTISING ABOUT CANADIAN ARMED FORCES IN PAST THREE WEEKS, CODE 1 IN T1a] What do you remember about this ad?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Recruitment/Jobs available	36	35	37	33	38	34	34	47	43	42	36	31
About the Canadian Armed Forces	18	18	17	17	18	20	10	14	9	9	13	29
Good/Informative ad	6	6	6	8	5	6	8	4	9	4	7	6
Shows the work/jobs done by the Armed Forces	4	3	6	7	2	4	5	1	13	4	6	3
The visuals/pictures	4	4	3	4	3	4	0	6	0	6	3	3
The logo	1	0	2	2	0	0	0	6	0	0	2	0
Other	15	17	12	10	19	17	9	15	0	17	10	19
Nothing	7	7	7	7	6	7	8	4	9	9	4	8
Don't know	9	8	11	10	9	9	22	2	18	6	16	4
No answer	2	2	1	3	1	1	4	3	0	4	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>273</b>	<b>167</b>	<b>105</b>	<b>120</b>	<b>153</b>	<b>199</b>	<b>22</b>	<b>42</b>	<b>10</b>	<b>75</b>	<b>105</b>	<b>92</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>277</b>	<b>164</b>	<b>112</b>	<b>127</b>	<b>150</b>	<b>200</b>	<b>23</b>	<b>43</b>	<b>10</b>	<b>80</b>	<b>105</b>	<b>91</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1d:

[AMONG THOSE WHO HAVE SEEN, READ OR HEARD ADVERTISING ABOUT CANADIAN ARMED FORCES IN PAST THREE WEEKS, CODE 1 IN T1a] Did you do anything as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Yes	32	36	26	34	30	34	20	32	15	26	35	33
No	68	63	74	66	69	66	80	68	85	74	65	67
No answer	0	1	0	0	1	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>273</b>	<b>167</b>	<b>105</b>	<b>120</b>	<b>153</b>	<b>199</b>	<b>22</b>	<b>42</b>	<b>10</b>	<b>75</b>	<b>105</b>	<b>92</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>277</b>	<b>164</b>	<b>112</b>	<b>127</b>	<b>150</b>	<b>200</b>	<b>23</b>	<b>43</b>	<b>10</b>	<b>80</b>	<b>105</b>	<b>91</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

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TABLE T1E: TOTAL MENTIONS

[AMONG THOSE WHO DID SOMETHING AS A RESULT OF SEEING, HEARING OR READING ADVERTISING ABOUT CANADIAN ARMED FORCES, CODE 1 IN T1d] What did you do as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Visited the Department of National Defence/DND website	62	64	58	54	69	62	36	69	100	67	46	79
Visited the Department of National Defence/DND social media pages	25	25	25	19	29	21	0	43	100	31	16	31
Telephoned the Department of National Defence/DND	22	21	24	22	22	21	21	28	0	5	25	30
Visited the Department of National Defence/DND in person	17	19	12	21	14	19	0	13	0	9	26	11
Visited other website(s)	8	8	7	6	9	7	0	14	0	3	8	11
Discussed it/Spoke with friends	2	3	0	0	4	3	0	0	0	4	3	0
Other	7	8	6	11	4	6	43	4	0	8	7	7
No answer	1	1	0	0	1	1	0	0	0	0	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>87</b>	<b>60</b>	<b>27</b>	<b>41</b>	<b>46</b>	<b>68</b>	<b>4</b>	<b>13</b>	<b>1</b>	<b>20</b>	<b>37</b>	<b>30</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>91</b>	<b>63</b>	<b>28</b>	<b>42</b>	<b>49</b>	<b>72</b>	<b>5</b>	<b>13</b>	<b>1</b>	<b>21</b>	<b>38</b>	<b>32</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1f:

[AMONG THOSE WHO HAVE SEEN, READ OR HEARD ADVERTISING ABOUT CANADIAN ARMED FORCES IN PAST THREE WEEKS, CODE 1 IN T1a] After having recently seen, heard or read advertising about the Canadian Armed Forces, did you specifically take steps to learn more about jobs offered by the Canadian Armed Forces?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Yes	39	43	34	39	40	44	36	26	15	36	39	43
No	60	57	66	61	60	56	64	74	85	64	61	57
No answer	0	1	0	0	1	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>273</b>	<b>167</b>	<b>105</b>	<b>120</b>	<b>153</b>	<b>199</b>	<b>22</b>	<b>42</b>	<b>10</b>	<b>75</b>	<b>105</b>	<b>92</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>277</b>	<b>164</b>	<b>112</b>	<b>127</b>	<b>150</b>	<b>200</b>	<b>23</b>	<b>43</b>	<b>10</b>	<b>80</b>	<b>105</b>	<b>91</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.



# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1g:

And over the past three weeks, have you seen, heard or read any advertising specifically showing members of the Canadian Armed Forces doing their job?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unemployed	Student	Other	HS or less	Trade / College	University
Yes	21	26	16	23	20	23	18	21	8	19	24	22
No	78	73	83	76	79	77	81	79	89	81	76	78
No answer	1	1	1	1	1	0	1	0	3	0	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1h: TOTAL MENTIONS

[AMONG THOSE WHO HAVE SEEN, READ OR HEARD ADVERTISING ABOUT CANADIAN ARMED FORCES MEMBERS DOING THEIR JOB IN PAST THREE WEEKS, CODE 1 IN T1g] What do you remember about this ad?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unemployed	Student	Other	HS or less	Trade / College	University
Showed Canadian Armed Forces	22	18	27	20	23	19	45	23	15	14	21	28
Shows the work/jobs done by the Armed Forces	18	18	19	14	22	20	0	18	20	12	17	24
Good/Informative ad	9	10	7	5	12	9	15	7	0	12	6	9
Recruitment/Jobs available	8	10	4	4	10	8	5	6	0	12	7	4
Soldiers helping people	4	5	1	0	7	4	6	0	22	2	3	6
Showed women/Women in the Armed Forces	2	1	2	3	1	2	0	3	0	2	1	2
People were happy/proud of their job	1	1	2	2	1	2	0	0	0	1	2	0
Other	16	18	13	19	14	17	19	11	0	17	17	14
Nothing	11	9	13	18	5	9	5	14	43	21	8	5
Don't know	8	8	9	11	6	9	0	11	0	3	14	6
No answer	3	2	3	5	1	2	5	7	0	5	2	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>217</b>	<b>135</b>	<b>83</b>	<b>96</b>	<b>121</b>	<b>162</b>	<b>18</b>	<b>32</b>	<b>5</b>	<b>62</b>	<b>79</b>	<b>76</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>218</b>	<b>131</b>	<b>87</b>	<b>100</b>	<b>118</b>	<b>161</b>	<b>18</b>	<b>34</b>	<b>5</b>	<b>63</b>	<b>78</b>	<b>77</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1I:

If someone 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...

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Very favourable	23	29	18	24	23	26	22	17	18	23	26	22
Somewhat favourable	32	33	30	30	33	33	31	32	21	28	30	37
Neutral	32	28	36	32	32	29	35	37	48	34	32	30
Somewhat unfavourable	10	7	13	12	8	10	10	11	10	11	10	9
Very unfavourable	3	3	3	2	4	3	2	3	4	4	2	3
No answer	0	1	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% FAVOURABLE	55	62	48	54	56	59	53	49	38	51	56	59
% UNFAVOURABLE	13	9	16	14	12	12	12	14	14	15	12	12

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1Ja:

To what extent are you aware of career or job options in the Canadian Armed Forces?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Very informed	9	12	6	10	9	10	11	4	10	7	12	9
4	17	19	15	13	19	18	9	16	13	12	19	19
3	31	35	28	30	32	33	30	26	28	35	29	30
2	21	16	25	22	20	19	18	29	22	21	20	21
1 - Not at all informed	21	17	26	24	20	19	32	25	27	24	19	21
No answer	0	1	0	0	1	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	26	31	21	24	27	28	20	20	24	19	31	27
% 1-2	42	33	51	46	40	38	50	53	49	46	39	42
MEAN	2.7	2.9	2.5	2.6	2.8	2.8	2.5	2.5	2.6	2.6	2.8	2.7

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1Jb:

To what extent are you aware of educational and training options within the Canadian Armed Forces?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Very informed	8	11	5	8	9	9	6	5	9	7	10	8
4	16	19	14	13	19	19	12	13	6	11	19	19
3	27	28	26	27	28	29	26	23	20	28	26	27
2	23	21	25	24	22	21	22	27	32	24	21	24
1 - Not at all informed	23	17	29	26	22	20	31	29	32	27	22	22
No answer	2	3	1	3	1	1	3	3	1	2	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	25	31	19	21	27	28	18	17	14	18	29	27
% 1-2	46	38	55	50	44	42	53	56	64	51	43	46
MEAN	2.6	2.9	2.4	2.5	2.7	2.8	2.4	2.3	2.3	2.5	2.7	2.7

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1Jc:

To what extent are you aware of career or job options specifically for women within the Canadian Armed Forces?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Very informed	7	10	3	7	7	7	7	5	7	6	7	7
4	13	15	12	12	14	15	5	10	11	10	15	14
3	25	27	24	22	28	27	29	19	17	25	26	26
2	24	23	25	25	23	23	21	30	26	22	26	24
1 - Not at all informed	29	23	35	31	27	26	35	33	38	36	23	28
No answer	2	3	1	2	1	1	3	2	0	2	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	20	25	15	19	20	22	13	16	19	16	23	21
% 1-2	53	46	60	57	51	50	56	63	64	57	50	53
MEAN	2.4	2.7	2.2	2.4	2.5	2.5	2.3	2.2	2.2	2.3	2.6	2.5

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1Jd:

To what extent are you aware of opportunities specifically within the Reserve Force of the Canadian Armed Forces?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Very informed	7	9	5	7	7	8	5	5	6	6	9	6
4	14	16	12	12	15	15	9	13	14	9	17	15
3	24	28	19	21	25	26	29	15	11	24	22	25
2	22	21	23	22	23	22	15	26	30	20	24	22
1 - Not at all informed	31	23	40	36	28	28	40	38	40	38	26	30
No answer	2	3	1	2	1	1	3	2	0	2	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	21	25	17	18	23	23	14	18	19	15	26	21
% 1-2	54	44	63	58	51	49	55	65	69	58	50	53
MEAN	2.4	2.7	2.2	2.3	2.5	2.5	2.2	2.2	2.2	2.2	2.6	2.4

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1k:

Over the past three weeks, have you seen or read content related to recruitment into the Canadian Armed Forces on social media websites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Yes	23	28	17	27	19	24	22	24	10	22	26	21
No	77	72	83	73	80	76	78	76	90	78	74	79
No answer	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1L:

[SHOW AD] Over the past three weeks, have you seen, read or heard this ad?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Yes	29	35	24	32	28	30	28	31	22	33	31	25
No	70	65	76	68	72	70	72	69	78	67	69	75
No answer	0	1	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1M: TOTAL MENTIONS

[AMONG THOSE WHO HAVE SEEN, READ OR HEARD THE AD IN PAST THREE WEEKS, CODE 1 IN T1L] Where have you seen, read or heard this ad?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Television	50	50	51	41	58	52	36	47	64	48	50	54
YouTube	44	47	38	53	36	39	59	60	29	49	34	48
Facebook	27	31	21	28	25	28	34	19	26	27	27	26
Cinema	11	10	10	14	8	11	13	10	0	9	9	15
Internet website	10	14	5	9	11	9	15	8	12	15	7	7
Instagram	8	11	4	8	8	9	15	4	0	7	6	12
Radio	8	9	6	6	9	9	6	4	6	10	4	9
Twitter	6	9	1	5	6	6	9	2	0	5	5	7
Magazines	4	7	1	4	4	4	7	4	0	2	6	5
Outdoor billboards	3	3	2	3	3	3	3	2	0	2	3	4
Newspaper (daily)	3	4	1	4	2	4	3	0	0	3	4	2
Public transit (bus or subway)	3	3	3	3	3	4	0	0	0	1	4	3
Newspaper (weekly or community)	2	3	1	1	3	3	0	0	0	1	3	2
Snapchat	2	2	1	2	1	2	6	0	0	3	2	1
LinkedIn	2	3	0	2	2	2	0	2	0	1	2	2
Pamphlet or brochure in the mail	2	3	0	1	2	2	0	0	0	1	2	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>300</b>	<b>176</b>	<b>123</b>	<b>132</b>	<b>167</b>	<b>210</b>	<b>28</b>	<b>48</b>	<b>14</b>	<b>109</b>	<b>104</b>	<b>87</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>302</b>	<b>167</b>	<b>134</b>	<b>141</b>	<b>161</b>	<b>208</b>	<b>28</b>	<b>51</b>	<b>15</b>	<b>110</b>	<b>105</b>	<b>87</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1N: TOTAL MENTIONS

What do you think is the main point this ad is trying to get across?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Recruitment/Join the Armed Forces	33	35	31	35	32	33	39	30	33	34	36	30
Job opportunities/Different jobs available	27	23	29	23	29	28	21	28	23	24	25	30
Good/Rewarding career	11	11	12	10	12	12	6	13	5	9	9	16
Learn new skills/Training provided	7	7	7	7	6	7	4	12	0	9	4	8
Canadian Armed Forces/Awareness about the Armed Forces	4	5	2	5	3	4	2	6	3	2	5	4
Anyone can join the Armed Forces	3	3	3	3	3	3	4	3	5	5	3	2
Women in the Armed Forces/Want women to join the Armed Forces	1	0	1	0	1	1	0	0	3	1	0	1
Other	12	13	12	12	13	13	14	8	14	15	11	11
Nothing	1	1	1	2	0	1	1	0	0	2	1	1
Don't know	7	6	7	6	7	5	15	5	12	6	7	7
No answer	3	4	3	4	3	2	4	4	6	3	4	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T10:

Do you think this advertisement provides an authentic representation of the Canadian Armed Forces?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Yes	55	63	48	52	58	57	59	45	55	52	61	54
No	14	13	15	17	12	14	8	16	14	15	14	13
Don't know	31	24	38	31	30	28	33	39	31	33	25	33
No answer	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1PA:

Please indicate your level of agreement with the following statements about this ad?

This ad catches my attention

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Strongly agree	21	23	18	22	19	21	21	21	17	18	22	22
4	33	34	33	33	33	36	24	33	24	31	32	36
3	28	25	32	25	30	26	38	29	35	29	27	29
2	11	10	12	11	10	11	9	11	11	12	12	9
1 - Strongly disagree	5	6	5	5	5	5	6	3	9	8	5	3
No answer	2	3	1	2	2	1	2	2	4	2	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	54	57	51	56	52	57	45	54	41	49	54	58
% 1-2	16	16	16	17	16	16	15	15	20	19	17	12
MEAN	3.5	3.6	3.5	3.6	3.5	3.6	3.5	3.6	3.3	3.4	3.5	3.7

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1PB:

Please indicate your level of agreement with the following statements about this ad?

This ad is relevant to me

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Strongly agree	10	13	7	11	10	11	10	8	10	7	12	11
4	16	19	14	16	17	19	11	11	5	14	16	19
3	30	31	28	29	30	29	40	27	31	31	27	31
2	23	19	27	24	23	23	14	29	22	23	25	21
1 - Strongly disagree	19	15	22	18	19	17	23	22	27	22	17	17
No answer	2	3	1	3	1	1	2	2	4	3	2	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	27	32	21	27	27	30	22	19	15	21	28	30
% 1-2	42	34	49	42	42	40	36	51	49	45	43	38
MEAN	2.8	3.0	2.6	2.8	2.8	2.8	2.7	2.5	2.5	2.6	2.8	2.8

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.



# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1PC:

Please indicate your level of agreement with the following statements about this ad?

This ad is difficult to follow

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Strongly agree	5	6	4	5	5	6	4	3	6	4	5	6
4	9	11	8	8	10	10	6	9	8	8	10	10
3	17	17	16	18	16	16	24	18	12	18	17	15
2	29	25	33	25	32	32	18	24	27	25	31	31
1 - Strongly disagree	38	38	38	42	36	36	47	45	41	43	35	38
No answer	2	2	1	2	1	1	1	2	5	2	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	14	17	11	13	15	15	10	11	14	12	15	16
% 1-2	67	64	71	66	68	68	65	69	68	68	66	69
MEAN	2.1	2.2	2.0	2.1	2.1	2.2	2.0	2.0	2.1	2.0	2.2	2.2

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1PD:

Please indicate your level of agreement with the following statements about this ad?

This ad does not favour one political party over another

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Strongly agree	36	36	35	37	35	36	37	33	40	35	36	36
4	25	24	26	22	27	26	16	32	17	22	26	27
3	27	26	28	26	28	26	33	24	32	29	23	29
2	5	4	6	6	5	6	1	4	3	4	8	3
1 - Strongly disagree	5	7	4	7	4	5	12	6	3	7	5	4
No answer	2	3	1	2	2	1	1	1	5	3	1	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	61	61	61	59	62	62	53	65	57	57	62	63
% 1-2	10	11	10	13	9	11	13	10	6	11	13	7
MEAN	3.8	3.8	3.8	3.8	3.9	3.8	3.7	3.8	3.9	3.8	3.8	3.9

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

**TABLE TYPE:**

Please indicate your level of agreement with the following statements about this ad?

This ad talks about an important topic

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Strongly agree	20	21	19	22	18	20	21	19	15	19	21	19
4	33	33	33	28	37	35	29	27	41	30	31	38
3	34	32	37	35	34	33	41	38	29	34	35	34
2	7	6	7	7	7	7	3	8	7	7	8	6
1 - Strongly disagree	4	5	3	5	3	4	4	6	3	8	3	2
No answer	2	2	1	3	1	1	2	2	4	2	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	53	54	52	50	55	55	50	47	56	49	52	58
% 1-2	11	12	10	12	11	11	7	13	10	14	11	8
MEAN	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.5	3.6	3.5	3.6	3.7

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1PF:

Please indicate your level of agreement with the following statements about this ad?

This ad provides new information

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Strongly agree	18	19	16	19	17	18	25	15	14	14	19	20
4	33	31	36	30	36	37	26	26	28	27	29	43
3	34	34	34	33	35	31	42	37	44	40	34	28
2	9	9	9	11	8	9	2	17	7	10	11	7
1 - Strongly disagree	4	5	4	6	3	4	3	4	6	7	4	2
No answer	2	2	1	2	1	1	2	1	1	2	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	51	50	52	48	53	55	51	41	42	41	49	63
% 1-2	13	14	13	17	11	13	5	21	13	17	15	9
MEAN	3.5	3.5	3.5	3.5	3.6	3.6	3.7	3.3	3.4	3.3	3.5	3.7

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE T1PG:

Please indicate your level of agreement with the following statements about this ad?

This ad clearly conveys that the Canadian Armed Forces have 100+ careers available

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
5 - Strongly agree	24	27	21	26	23	23	32	26	23	25	26	21
4	34	32	35	26	39	37	25	26	28	29	33	39
3	28	26	31	29	27	27	28	32	27	28	29	28
2	9	8	9	11	7	8	6	13	13	11	8	8
1 - Strongly disagree	4	4	3	5	3	4	7	3	3	6	3	3
No answer	2	2	2	3	1	1	1	1	5	2	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>
% 4-5	58	60	56	52	61	60	58	52	51	54	59	61
% 1-2	12	12	12	16	10	11	13	16	16	17	10	11
MEAN	3.7	3.7	3.6	3.6	3.7	3.7	3.7	3.6	3.6	3.6	3.7	3.7

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE D1:

Which of the following categories best describes your current employment status? Are you...

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Working full-time (30 or more hours per week)	52	57	47	29	67	76	0	0	0	32	52	70
Working part-time (less than 30 hours per week)	13	11	14	18	9	18	0	0	0	13	16	9
Self-employed	4	4	3	3	5	6	0	0	0	4	5	3
Unemployed, but looking for work	10	12	8	11	9	0	100	0	0	18	6	5
A student attending school full-time	15	13	17	33	3	0	0	100	0	21	16	10
Other employment status	6	2	10	5	7	0	0	0	100	11	4	4
No answer	0	1	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE D2:

What is the highest level of formal education that you have completed?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Grade 8 or less	1	2	0	2	1	1	3	0	3	4	0	0
Some high school	5	6	4	8	4	3	20	3	14	17	0	0
High school diploma or equivalent	25	27	24	35	19	19	37	41	41	79	0	0
Registered Apprenticeship or other trades certificate or diploma	4	4	4	4	4	5	6	1	8	0	13	0
College, CEGEP or other non-university certificate or diploma	21	18	23	21	20	23	10	21	12	0	62	0
University certificate or diploma below Bachelor's level	8	9	8	8	8	8	6	12	1	0	25	0
Bachelor's degree	25	24	27	18	30	29	12	20	13	0	0	72
Postgraduate degree above Bachelor's level	10	9	10	2	14	12	6	2	7	0	0	28
No answer	0	1	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE D3:

Where were you born?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Born in Canada	83	83	81	85	81	83	82	79	87	89	85	76
Born outside Canada	17	16	18	15	18	17	18	21	13	11	15	24
No answer	0	1	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE D3 - OUTSIDE OF CANADA, SPECIFIED:

[AMONG THOSE BORN OUTSIDE OF CANADA, CODE 2 IN D3] Where were you born?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
India	16	22	10	14	16	15	21	16	19	9	6	24
Philippines	10	4	15	6	12	8	31	5	19	8	9	11
China	9	5	13	4	12	11	0	10	0	2	11	11
Hong Kong	5	8	3	2	7	8	0	0	0	3	0	9
France	5	3	6	2	6	5	0	2	19	0	5	7
United States	4	3	4	4	3	4	0	4	0	5	2	4
United Kingdom	3	4	3	3	3	3	0	4	11	5	7	0
Morocco	3	4	2	3	3	2	6	5	0	0	5	2
Haiti	2	4	1	3	2	2	4	4	0	5	4	0
Pakistan	2	2	2	2	2	2	5	3	0	2	2	2
Jamaica	1	2	1	3	1	1	5	2	0	5	2	0
Vietnam	1	1	2	4	0	0	0	8	0	2	1	1
Algeria	1	3	0	2	1	1	0	0	12	6	0	0
Bangladesh	1	0	2	3	0	0	0	6	0	2	2	0
Brazil	1	1	1	0	2	2	0	0	0	0	0	2
Germany	1	1	1	0	2	2	0	0	0	0	0	2
Iran	1	2	0	3	0	0	7	2	0	0	1	1
Ukraine	1	0	2	1	1	1	5	0	0	0	3	0
Taiwan	1	2	0	0	1	0	0	4	0	4	0	0
Italy	1	1	1	2	0	1	0	2	0	1	0	1
Romania	1	1	0	0	1	1	0	0	0	0	2	0
Nigeria	0	0	1	1	0	0	0	3	0	0	2	0
Other	29	27	32	37	25	34	16	22	21	40	36	21
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>174</b>	<b>82</b>	<b>92</b>	<b>62</b>	<b>112</b>	<b>115</b>	<b>18</b>	<b>32</b>	<b>9</b>	<b>36</b>	<b>52</b>	<b>86</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>157</b>	<b>74</b>	<b>83</b>	<b>65</b>	<b>92</b>	<b>97</b>	<b>17</b>	<b>35</b>	<b>7</b>	<b>35</b>	<b>48</b>	<b>74</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE D4:

[AMONG THOSE BORN OUTSIDE OF CANADA, CODE 2 IN D3] In what year did you first move to Canada?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
2010-2019	55	60	50	61	51	47	75	66	67	42	55	60
2000-2009	28	23	32	31	27	33	20	19	21	45	32	19
1990-1999	14	13	15	8	18	16	5	15	12	13	11	16
1983-1989	3	3	3	0	5	5	0	0	0	0	2	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>174</b>	<b>82</b>	<b>92</b>	<b>62</b>	<b>112</b>	<b>115</b>	<b>18</b>	<b>32</b>	<b>9</b>	<b>36</b>	<b>52</b>	<b>86</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>157</b>	<b>74</b>	<b>83</b>	<b>65</b>	<b>92</b>	<b>97</b>	<b>17</b>	<b>35</b>	<b>7</b>	<b>35</b>	<b>48</b>	<b>74</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE D5:

Are you part of an Indigenous group, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non-Status Indians.

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
Yes	6	5	5	8	4	5	11	4	6	8	6	3
No	94	93	94	92	95	95	88	95	91	91	94	97
No answer	1	1	0	1	1	0	1	0	3	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.



# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE D6: TOTAL MENTIONS

You may belong to one or more racial or cultural groups on the following list. Are you...?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
White	67	65	69	66	68	71	69	50	77	77	71	56
Chinese	11	10	11	9	11	11	3	15	4	5	7	19
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	6	8	4	7	5	5	6	10	3	5	3	9
Black	5	5	5	6	4	4	7	8	3	5	6	4
Filipino	3	2	3	3	3	2	5	4	4	3	2	3
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)	3	3	2	3	2	2	1	6	0	1	3	3
Latin American	2	3	2	3	2	2	0	2	3	2	3	1
Arab	2	2	2	2	2	2	4	3	3	2	2	2
Korean	1	1	2	1	2	1	1	2	1	1	1	2
Japanese	1	0	1	1	0	0	1	2	1	1	1	1
West Asian (e.g., Iranian, Afghan)	0	0	0	1	0	0	1	1	1	0	0	1
Other	4	4	4	6	3	3	9	3	7	5	6	2
No answer	1	1	1	0	1	0	1	0	0	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 1

TABLE D7: TOTAL MENTIONS

What is the language you first learned at home as a child and still understand?

	OVERALL	GENDER		AGE GROUP		EMPLOYMENT STATUS				LEVEL OF EDUCATION		
		Male	Female	18-24	25-34	Working	Unem- ployed	Student	Other	HS or less	Trade / College	University
English	74	75	74	76	73	75	75	77	70	74	70	79
French	27	27	27	24	29	28	25	20	40	27	34	20
Other	15	14	16	15	15	14	15	23	12	14	10	22
No answer	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>508</b>	<b>504</b>	<b>412</b>	<b>606</b>	<b>695</b>	<b>99</b>	<b>155</b>	<b>64</b>	<b>325</b>	<b>337</b>	<b>353</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>489</b>	<b>523</b>	<b>441</b>	<b>577</b>	<b>680</b>	<b>99</b>	<b>168</b>	<b>66</b>	<b>336</b>	<b>339</b>	<b>340</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.