

# DEPARTMENT OF NATIONAL DEFENCE

## 2019 Online ACET Study - Post-Wave Tables Set 2

TABLE B:

Are you...

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Male	50	50	50	50	50	50	47	49	50	48	53	50	50	47
Female	50	49	50	49	49	49	53	47	50	51	47	49	50	53
Gender diverse	1	1	0	0	2	1	0	4	0	1	0	1	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>

TABLE C:

In which of the following age categories do you belong?

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
18 to 24	40	38	41	42	42	41	36	57	40	40	44	41	36	40
25 to 34	60	62	59	58	58	59	64	43	60	60	56	59	64	60
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>

TABLE D:

In which province or territory do you live?

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Ontario	38	0	100	0	0	38	41	40	38	35	46	46	20	42
Quebec	22	0	0	100	0	23	16	11	22	27	12	6	71	7
British Columbia	15	44	0	0	0	14	19	14	15	12	22	17	1	25
Alberta	12	35	0	0	0	12	13	12	12	12	11	15	4	17
Manitoba	3	10	0	0	0	3	3	8	3	4	2	4	0	3
Nova Scotia	3	0	0	0	44	3	3	1	3	3	1	3	1	1
Saskatchewan	3	10	0	0	0	3	3	6	3	3	2	4	1	2
New Brunswick	2	0	0	0	28	2	1	1	2	2	1	2	2	0
Newfoundland and Labrador	1	0	0	0	21	1	1	3	1	1	1	1	0	2
Northwest Territories	0	1	0	0	0	1	0	3	0	0	0	1	0	1
Prince Edward Island	0	0	0	0	7	0	0	0	0	1	0	1	0	0
Yukon	0	0	0	0	0	0	0	1	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>

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## 2019 Online ACET Study - Post-Wave Tables Set 2

TABLE Q1:

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Yes	56	57	53	61	42	56	52	68	55	56	58	56	60	57
No	44	43	47	39	58	44	48	32	45	44	42	44	40	43
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>

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

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Television	49	45	48	57	49	53	33	40	50	51	45	46	57	45
Facebook	42	41	46	38	36	41	44	59	40	44	40	44	40	34
Internet website	30	27	35	25	35	29	37	38	30	29	31	30	27	37
Radio	26	25	26	26	37	27	24	33	26	28	21	26	25	27
YouTube	25	30	23	20	38	23	39	41	24	21	33	27	20	37
Newspaper (daily)	16	10	15	26	11	16	14	16	16	16	16	13	21	17
Public transit (bus or subway)	14	15	17	10	13	13	20	13	15	12	18	16	11	25
Cinema	12	15	10	13	6	10	22	20	12	11	14	13	10	16
Instagram	11	15	10	9	13	11	14	26	10	9	17	13	11	17
Outdoor billboards	10	10	11	10	6	10	12	8	10	10	10	10	10	12
Twitter	10	9	15	4	6	10	10	22	9	9	12	12	9	10
Newspaper (weekly or community)	7	6	9	6	12	7	7	8	7	7	7	8	5	13
Magazines	7	6	6	8	9	6	7	21	6	7	6	7	7	6
Pamphlet or brochure in the mail	6	5	6	6	12	6	7	18	5	6	7	6	6	5
Snapchat	3	3	2	6	3	3	5	8	3	3	4	3	6	5
LinkedIn	2	2	2	2	6	2	4	5	2	2	4	2	2	1
Other	1	2	1	1	0	2	0	7	1	2	1	2	1	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>567</b>	<b>197</b>	<b>208</b>	<b>136</b>	<b>25</b>	<b>474</b>	<b>91</b>	<b>38</b>	<b>523</b>	<b>382</b>	<b>210</b>	<b>424</b>	<b>165</b>	<b>90</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>564</b>	<b>171</b>	<b>214</b>	<b>147</b>	<b>32</b>	<b>478</b>	<b>84</b>	<b>41</b>	<b>519</b>	<b>394</b>	<b>195</b>	<b>426</b>	<b>158</b>	<b>64</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 2

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Legalizing/Decriminalizing marijuana	15	9	17	23	8	15	15	10	16	15	17	13	20	16
About the government/Political party/Justin Trudeau	9	10	12	4	3	10	4	12	9	10	7	10	8	6
Elections/Talked about voting	5	9	4	3	0	5	4	0	6	4	7	5	2	9
Talked about taxes	3	3	5	1	0	3	1	0	3	4	2	4	4	2
Don't drive while high	3	6	1	0	6	2	4	0	3	2	4	3	0	1
Jobs/Job creation/Economic Action Plan	3	4	2	2	0	2	4	0	3	2	3	3	2	3
Energy/Oil and gas/Pipeline issue	2	3	1	0	9	2	3	3	2	2	2	2	0	2
Canadian Armed Forces/Joining the Armed Forces	2	0	2	5	0	2	3	0	2	2	1	1	4	2
Immigration/Refugees	2	0	3	1	11	1	4	1	2	1	3	2	2	4
Good/Informative ad	2	1	2	3	0	2	0	7	1	2	1	2	2	0
About infrastructure/roads	1	1	1	2	0	1	1	0	1	1	0	1	3	0
Education/Teachers	1	0	3	0	0	1	2	0	1	1	2	2	1	1
Bad ad/Don't like it	1	2	0	1	3	1	0	0	1	2	0	1	1	0
About drugs/Fentanyl problem	1	1	1	1	0	1	2	0	1	1	1	1	1	3
Health care/Health Canada	1	0	2	1	0	1	2	0	1	1	1	1	1	1
Canada Revenue Agency/CRA scam/fraud	1	1	1	1	0	1	3	0	1	1	1	1	2	2
Logo (general)	1	0	0	3	0	1	1	0	1	1	1	1	1	0
Families/Child care benefit	1	0	2	1	0	1	2	0	1	1	1	1	2	2
Promoting Canada/Canada heritage	1	1	1	0	3	1	0	0	1	1	0	1	1	0
Drinking and driving	1	0	0	2	4	1	0	2	1	1	0	1	0	1
About smoking/Cigarette packaging	1	1	1	1	0	1	0	0	1	1	0	1	1	0
Nutrition/Canada's Food Guide	1	2	0	0	0	1	1	0	1	1	1	1	0	1
The environment/Climate change	0	0	0	1	0	1	0	0	1	1	0	0	1	0
About government budget/spending	0	1	0	0	0	0	0	0	0	1	0	1	0	0
Anti-bullying	0	1	0	0	0	0	0	0	0	0	1	0	0	2
Promoting travel/tourism	0	0	0	0	3	0	0	0	0	0	0	0	0	0
Other	14	16	14	13	14	12	24	15	14	13	17	15	13	23
Nothing	11	12	9	12	19	12	6	18	11	13	7	11	15	6
Don't know	6	6	7	6	0	7	4	12	6	7	6	6	7	1
No answer	14	15	11	15	18	13	13	21	13	13	15	13	13	13
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>567</b>	<b>197</b>	<b>208</b>	<b>136</b>	<b>25</b>	<b>474</b>	<b>91</b>	<b>38</b>	<b>523</b>	<b>382</b>	<b>210</b>	<b>424</b>	<b>165</b>	<b>90</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>564</b>	<b>171</b>	<b>214</b>	<b>147</b>	<b>32</b>	<b>478</b>	<b>84</b>	<b>41</b>	<b>519</b>	<b>394</b>	<b>195</b>	<b>426</b>	<b>158</b>	<b>64</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 2

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
They said so/They said Government of Canada	53	58	51	45	67	54	46	31	54	52	55	55	48	60
The logo	22	20	27	22	6	23	23	29	22	23	24	23	20	22
By the content/message of the ad	7	9	7	5	3	7	8	9	7	8	5	7	10	10
It looked/seemed like a government ad (general)	3	4	3	2	3	3	2	0	3	3	2	3	1	0
Showed the Canadian flag	3	2	2	4	3	2	3	4	2	3	3	2	3	3
The music/Heard national anthem	2	3	2	1	4	2	2	2	2	2	1	2	2	2
Prime Minister/Justin Trudeau	2	3	0	3	3	2	2	5	2	2	2	1	3	2
Showed the website link/address	0	0	1	0	0	0	0	0	0	0	1	1	1	0
Liberal Party ad	0	0	0	0	0	0	0	2	0	0	0	0	0	0
Other	9	9	8	13	9	8	14	8	10	9	9	9	11	11
Don't know	6	5	6	6	6	6	5	18	5	6	5	6	6	2
No answer	1	0	1	3	4	1	2	2	1	0	2	1	3	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>567</b>	<b>197</b>	<b>208</b>	<b>136</b>	<b>25</b>	<b>474</b>	<b>91</b>	<b>38</b>	<b>523</b>	<b>382</b>	<b>210</b>	<b>424</b>	<b>165</b>	<b>90</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>564</b>	<b>171</b>	<b>214</b>	<b>147</b>	<b>32</b>	<b>478</b>	<b>84</b>	<b>41</b>	<b>519</b>	<b>394</b>	<b>195</b>	<b>426</b>	<b>158</b>	<b>64</b>

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

TABLE T1a:

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Yes	27	28	25	27	28	27	25	39	26	28	28	28	25	26
No	73	71	74	73	72	73	74	61	73	72	72	72	75	73
No answer	0	0	1	0	0	0	1	0	0	0	1	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</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 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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Television	40	30	43	56	31	43	26	30	41	43	33	34	54	34
Facebook	35	34	38	30	43	33	45	60	33	37	32	40	33	39
Internet website	23	20	26	24	17	24	20	27	23	24	20	22	20	23
YouTube	19	20	20	15	16	17	31	38	17	16	27	19	12	31
Cinema	11	9	19	3	9	12	9	26	10	9	14	13	5	16
Radio	11	9	13	9	23	11	11	11	11	12	9	10	10	12
Newspaper (daily)	9	10	8	10	9	9	12	7	9	9	8	8	11	12
Instagram	8	9	9	4	9	7	13	33	6	6	11	9	8	16
Public transit (bus or subway)	8	3	11	8	17	8	9	4	8	7	8	9	1	9
Twitter	7	10	6	6	4	6	13	15	6	4	11	7	3	21
Magazines	7	6	7	8	9	7	6	13	6	7	6	8	6	7
Outdoor billboards	6	5	7	3	13	5	12	4	6	4	9	7	3	10
Newspaper (weekly or community)	5	9	4	2	4	6	2	6	5	3	8	7	2	10
Pamphlet or brochure in the mail	5	5	6	3	4	5	4	8	4	3	7	6	5	7
LinkedIn	2	0	4	3	4	3	0	13	1	2	3	1	5	0
Snapchat	2	2	2	2	4	2	2	10	2	1	4	1	5	0
Other	2	2	1	0	8	2	3	6	1	0	4	2	0	8
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>273</b>	<b>97</b>	<b>99</b>	<b>60</b>	<b>17</b>	<b>228</b>	<b>44</b>	<b>22</b>	<b>250</b>	<b>189</b>	<b>101</b>	<b>210</b>	<b>69</b>	<b>40</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>277</b>	<b>83</b>	<b>105</b>	<b>67</b>	<b>22</b>	<b>237</b>	<b>39</b>	<b>23</b>	<b>253</b>	<b>201</b>	<b>93</b>	<b>218</b>	<b>68</b>	<b>28</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 2

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Recruitment/Jobs available	36	31	35	43	44	36	35	11	38	33	38	33	45	36
About the Canadian Armed Forces	18	24	14	10	29	15	30	13	18	16	24	16	12	39
Good/Informative ad	6	7	6	4	4	7	2	12	5	7	3	8	3	0
Shows the work/jobs done by the Armed Forces	4	2	5	6	4	5	1	4	4	5	2	3	6	4
The visuals/pictures	4	3	5	3	4	5	0	4	4	6	1	5	3	0
The logo	1	0	0	4	0	1	0	0	1	1	0	1	0	0
Other	15	18	16	10	8	14	19	19	15	14	17	17	13	20
Nothing	7	6	7	7	4	7	4	14	6	7	7	7	5	3
Don't know	9	8	11	11	0	10	6	21	8	10	8	9	14	0
No answer	2	2	1	2	6	1	3	2	1	2	1	2	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>273</b>	<b>97</b>	<b>99</b>	<b>60</b>	<b>17</b>	<b>228</b>	<b>44</b>	<b>22</b>	<b>250</b>	<b>189</b>	<b>101</b>	<b>210</b>	<b>69</b>	<b>40</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>277</b>	<b>83</b>	<b>105</b>	<b>67</b>	<b>22</b>	<b>237</b>	<b>39</b>	<b>23</b>	<b>253</b>	<b>201</b>	<b>93</b>	<b>218</b>	<b>68</b>	<b>28</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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Yes	32	29	38	31	17	31	34	69	29	29	40	35	29	27
No	68	71	62	69	77	69	66	31	71	71	60	65	71	73
No answer	0	0	0	0	6	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>273</b>	<b>97</b>	<b>99</b>	<b>60</b>	<b>17</b>	<b>228</b>	<b>44</b>	<b>22</b>	<b>250</b>	<b>189</b>	<b>101</b>	<b>210</b>	<b>69</b>	<b>40</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>277</b>	<b>83</b>	<b>105</b>	<b>67</b>	<b>22</b>	<b>237</b>	<b>39</b>	<b>23</b>	<b>253</b>	<b>201</b>	<b>93</b>	<b>218</b>	<b>68</b>	<b>28</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 2

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Visited the Department of National Defence/DND website	62	76	53	58	74	62	64	57	63	60	63	63	59	81
Visited the Department of National Defence/DND social media pages	25	17	31	16	74	22	38	33	23	19	31	27	18	27
Telephoned the Department of National Defence/DND	22	4	32	25	53	26	5	52	16	22	23	22	36	0
Visited the Department of National Defence/DND in person	17	19	14	19	27	21	0	25	15	24	8	19	18	0
Visited other website(s)	8	7	7	6	27	8	6	12	7	10	4	9	3	8
Discussed it/Spoke with friends	2	4	2	0	0	1	7	0	3	1	3	3	0	0
Other	7	4	8	12	0	5	17	6	8	7	12	7	11	12
No answer	1	0	0	3	0	1	0	0	1	1	0	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>87</b>	<b>28</b>	<b>38</b>	<b>18</b>	<b>3</b>	<b>72</b>	<b>15</b>	<b>15</b>	<b>72</b>	<b>54</b>	<b>40</b>	<b>74</b>	<b>20</b>	<b>11</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>91</b>	<b>22</b>	<b>41</b>	<b>24</b>	<b>4</b>	<b>76</b>	<b>15</b>	<b>16</b>	<b>75</b>	<b>60</b>	<b>39</b>	<b>78</b>	<b>21</b>	<b>7</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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Yes	39	40	44	32	30	37	51	82	36	34	53	42	34	45
No	60	60	56	68	64	63	49	18	64	66	47	58	66	55
No answer	0	0	0	0	6	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>273</b>	<b>97</b>	<b>99</b>	<b>60</b>	<b>17</b>	<b>228</b>	<b>44</b>	<b>22</b>	<b>250</b>	<b>189</b>	<b>101</b>	<b>210</b>	<b>69</b>	<b>40</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>277</b>	<b>83</b>	<b>105</b>	<b>67</b>	<b>22</b>	<b>237</b>	<b>39</b>	<b>23</b>	<b>253</b>	<b>201</b>	<b>93</b>	<b>218</b>	<b>68</b>	<b>28</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 2

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Yes	21	22	23	18	17	23	16	42	20	22	22	24	20	17
No	78	77	77	80	80	77	84	57	79	77	78	76	79	83
No answer	1	1	0	1	3	1	0	1	0	1	0	0	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Showed Canadian Armed Forces	22	20	26	15	22	19	36	10	23	21	25	24	17	26
Shows the work/jobs done by the Armed Forces	18	21	16	14	34	16	33	3	20	16	21	18	14	29
Good/Informative ad	9	9	12	4	0	8	14	16	8	8	11	10	11	7
Recruitment/Jobs available	8	5	10	9	8	9	0	0	8	10	4	6	12	9
Soldiers helping people	4	7	3	0	0	4	0	0	4	3	5	5	0	0
Showed women/Women in the Armed Forces	2	1	3	0	0	2	0	0	2	2	0	2	0	0
People were happy/proud of their job	1	1	1	0	7	1	0	3	1	2	0	1	0	0
Other	16	12	15	25	22	17	9	20	16	19	12	14	21	7
Nothing	11	12	8	16	0	11	5	22	9	9	11	9	15	9
Don't know	8	10	6	11	7	9	0	24	6	9	9	8	7	10
No answer	3	3	1	7	0	3	4	2	3	2	3	2	3	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>217</b>	<b>77</b>	<b>89</b>	<b>41</b>	<b>10</b>	<b>190</b>	<b>28</b>	<b>23</b>	<b>194</b>	<b>151</b>	<b>78</b>	<b>179</b>	<b>54</b>	<b>27</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>218</b>	<b>67</b>	<b>92</b>	<b>47</b>	<b>12</b>	<b>195</b>	<b>23</b>	<b>24</b>	<b>194</b>	<b>159</b>	<b>71</b>	<b>181</b>	<b>50</b>	<b>18</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 2

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Very favourable	23	26	21	19	33	21	34	39	23	22	27	24	22	28
Somewhat favourable	32	37	28	31	30	33	26	28	32	34	27	33	32	20
Neutral	32	28	36	35	20	32	31	23	33	30	35	30	33	40
Somewhat unfavourable	10	8	11	11	11	10	8	9	10	10	9	10	10	10
Very unfavourable	3	1	4	3	5	3	1	1	3	3	2	3	2	2
No answer	0	0	0	1	2	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% FAVOURABLE	55	63	50	50	63	54	61	66	55	56	54	57	54	48
% UNFAVOURABLE	13	9	15	14	16	14	9	11	13	14	11	13	13	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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Very informed	9	10	9	10	6	8	14	16	9	9	10	10	10	12
4	17	15	17	17	25	18	12	17	17	16	17	16	19	13
3	31	31	34	28	35	33	26	27	32	33	28	33	30	26
2	21	23	18	22	19	21	22	11	21	21	21	21	19	21
1 - Not at all informed	21	22	22	23	14	21	26	29	21	21	23	20	22	27
No answer	0	0	0	1	2	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	26	25	26	26	31	26	27	32	26	25	28	26	29	25
% 1-2	42	44	40	45	33	41	48	40	42	41	44	41	41	48
MEAN	2.7	2.7	2.7	2.7	2.9	2.7	2.7	2.8	2.7	2.7	2.7	2.7	2.8	2.6

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 2

TABLE T1Jb:

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Very informed	8	8	9	7	9	8	9	19	8	8	10	9	7	13
4	16	15	17	16	17	17	16	18	16	16	16	17	17	9
3	27	26	29	25	33	29	20	24	28	29	23	29	27	20
2	23	27	20	22	18	22	25	20	23	23	24	23	23	30
1 - Not at all informed	23	23	24	24	19	23	27	17	24	23	25	22	22	27
No answer	2	1	1	5	4	1	3	2	2	2	2	1	3	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	25	23	27	23	26	25	25	36	24	24	26	26	24	22
% 1-2	46	50	44	47	37	45	52	37	47	45	49	45	45	57
MEAN	2.6	2.6	2.7	2.6	2.8	2.6	2.5	3.0	2.6	2.6	2.6	2.7	2.6	2.5

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Very informed	7	6	7	7	6	7	7	15	6	6	8	7	6	9
4	13	13	14	11	14	13	12	17	13	13	13	14	14	10
3	25	23	27	26	30	26	25	26	26	27	24	25	30	18
2	24	26	22	25	27	25	21	18	25	25	21	25	22	24
1 - Not at all informed	29	31	29	27	19	28	33	22	29	27	32	28	26	39
No answer	2	1	1	4	4	1	2	2	1	1	1	1	2	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	20	19	22	18	20	20	19	32	19	19	21	21	20	19
% 1-2	53	58	51	52	46	53	54	41	54	53	54	53	48	62
MEAN	2.4	2.4	2.5	2.4	2.6	2.4	2.4	2.8	2.4	2.5	2.4	2.5	2.5	2.3

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 2

TABLE T1Jd:

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Very informed	7	7	9	6	5	7	10	16	7	6	9	7	6	13
4	14	13	14	13	15	14	14	21	13	14	14	14	15	7
3	24	23	24	23	32	25	20	28	24	25	21	25	26	18
2	22	22	21	25	23	22	22	5	23	22	23	22	25	24
1 - Not at all informed	31	34	32	30	21	31	31	29	32	31	32	31	26	36
No answer	2	1	1	4	4	1	2	2	1	1	1	1	2	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	21	20	23	19	20	21	24	36	20	21	22	22	22	20
% 1-2	54	56	53	54	44	54	54	34	55	53	55	53	50	61
MEAN	2.4	2.4	2.5	2.4	2.6	2.4	2.5	2.9	2.4	2.4	2.4	2.4	2.5	2.3

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Yes	23	23	23	21	19	22	25	47	21	21	26	24	21	23
No	77	77	77	78	79	78	75	53	79	79	74	76	78	77
No answer	0	0	0	0	2	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</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 2

TABLE T1L:

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Yes	29	29	28	34	24	30	27	39	29	31	28	28	34	25
No	70	71	72	65	75	70	73	61	71	69	72	72	66	75
No answer	0	0	0	1	2	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Television	50	49	48	61	21	53	33	41	51	54	40	47	56	37
YouTube	44	42	52	30	70	39	67	54	43	39	56	48	37	62
Facebook	27	27	25	26	45	26	29	49	25	29	22	29	26	18
Cinema	11	11	12	8	16	11	8	36	9	8	14	13	9	10
Internet website	10	6	10	13	20	10	8	19	9	10	9	9	10	8
Instagram	8	13	6	7	5	7	16	16	8	7	11	11	7	19
Radio	8	8	10	6	5	7	10	29	6	7	9	9	5	5
Twitter	6	6	5	6	5	6	4	11	5	6	5	7	7	7
Magazines	4	4	4	4	5	5	2	23	3	4	4	5	1	0
Outdoor billboards	3	1	4	3	5	3	0	12	2	3	4	4	2	0
Newspaper (daily)	3	2	2	2	11	3	0	12	2	3	2	3	2	0
Public transit (bus or subway)	3	2	4	1	5	3	0	16	2	3	2	3	2	0
Newspaper (weekly or community)	2	1	1	1	16	2	3	5	2	1	2	2	3	0
Snapchat	2	1	0	5	0	2	0	5	1	2	0	1	4	0
LinkedIn	2	2	1	2	0	2	0	8	1	2	1	2	1	0
Pamphlet or brochure in the mail	2	1	1	2	5	2	0	8	1	2	1	2	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>300</b>	<b>101</b>	<b>108</b>	<b>77</b>	<b>14</b>	<b>253</b>	<b>46</b>	<b>22</b>	<b>277</b>	<b>213</b>	<b>102</b>	<b>214</b>	<b>92</b>	<b>40</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>302</b>	<b>89</b>	<b>112</b>	<b>84</b>	<b>17</b>	<b>260</b>	<b>42</b>	<b>23</b>	<b>278</b>	<b>221</b>	<b>98</b>	<b>221</b>	<b>88</b>	<b>28</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 2

TABLE T1N: TOTAL MENTIONS

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Recruitment/Join the Armed Forces	33	38	33	26	34	33	31	35	33	32	38	34	26	40
Job opportunities/Different jobs available	27	26	27	25	31	28	22	21	27	29	19	27	29	19
Good/Rewarding career	11	13	11	9	8	11	12	7	12	12	10	12	10	8
Learn new skills/Training provided	7	11	5	3	6	6	10	3	7	6	8	8	3	9
Canadian Armed Forces/Awareness about the Armed Forces	4	3	4	3	5	4	2	2	4	3	5	4	3	7
Anyone can join the Armed Forces	3	4	4	1	2	3	4	5	3	3	4	4	4	3
Women in the Armed Forces/Want women to join the Armed Forces	1	1	1	0	0	1	2	0	1	1	1	1	0	1
Other	12	9	11	20	12	13	12	15	12	13	11	12	17	9
Nothing	1	1	1	2	0	1	2	2	1	1	1	1	1	2
Don't know	7	5	8	9	4	6	7	12	6	6	8	6	7	6
No answer	3	2	3	5	4	2	6	4	3	2	5	2	4	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>

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

TABLE T1O:

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Yes	55	56	54	55	60	55	58	73	54	56	54	55	59	49
No	14	11	17	15	7	14	12	14	14	14	13	14	11	13
Don't know	31	33	29	29	31	31	30	12	32	30	32	31	30	38
No answer	0	0	0	0	2	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</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 2

TABLE T1PA:

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

This ad catches my attention

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Strongly agree	21	22	21	17	25	19	27	32	20	19	24	22	17	25
4	33	40	34	23	33	33	37	33	33	32	35	34	29	37
3	28	25	31	30	25	29	23	20	28	30	25	28	28	26
2	11	11	9	14	11	11	8	8	11	10	11	11	12	10
1 - Strongly disagree	5	3	6	9	2	6	2	6	5	6	4	5	8	1
No answer	2	0	0	7	3	1	3	0	2	2	2	0	5	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	54	61	55	40	59	52	64	65	54	51	58	56	46	62
% 1-2	16	14	14	23	14	17	10	14	16	17	15	16	20	12
MEAN	3.5	3.7	3.6	3.3	3.7	3.5	3.8	3.8	3.5	3.5	3.6	3.6	3.4	3.7

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

TABLE T1PB:

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

This ad is relevant to me

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Strongly agree	10	11	10	9	11	10	13	29	9	9	12	12	8	13
4	16	19	16	13	16	16	21	18	16	15	19	17	13	23
3	30	31	31	25	30	30	30	25	30	30	28	30	31	28
2	23	24	22	23	26	25	16	16	24	24	21	23	24	21
1 - Strongly disagree	19	15	21	23	12	19	17	12	19	20	17	18	20	15
No answer	2	0	0	7	5	1	3	0	2	2	2	0	5	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	27	30	26	22	27	25	34	47	26	24	32	29	21	36
% 1-2	42	39	42	46	38	44	33	28	43	44	38	41	44	36
MEAN	2.8	2.9	2.7	2.6	2.9	2.7	3.0	3.4	2.7	2.7	2.9	2.8	2.6	3.0

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 2

TABLE T1PC:

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

This ad is difficult to follow

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Strongly agree	5	4	5	7	0	5	5	14	4	5	3	5	5	2
4	9	7	10	10	14	8	14	18	9	8	12	10	8	12
3	17	21	16	14	9	17	15	16	17	15	21	18	14	20
2	29	32	29	24	31	30	27	17	30	32	25	29	31	25
1 - Strongly disagree	38	35	39	40	45	39	38	35	39	39	39	38	39	41
No answer	2	0	0	6	2	1	1	0	1	1	1	0	4	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	14	12	15	17	14	13	19	33	13	13	15	15	12	14
% 1-2	67	67	69	64	76	68	65	52	69	70	63	67	70	66
MEAN	2.1	2.1	2.1	2.1	1.9	2.1	2.2	2.6	2.1	2.1	2.2	2.2	2.0	2.1

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

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Strongly agree	36	39	37	30	36	36	33	40	36	37	33	36	35	36
4	25	24	27	23	28	25	25	23	25	26	24	27	23	17
3	27	30	27	22	26	27	27	16	28	25	31	27	24	37
2	5	3	4	10	5	5	5	9	5	5	4	5	7	4
1 - Strongly disagree	5	5	5	7	4	5	8	9	5	5	7	5	7	4
No answer	2	0	0	7	2	1	2	2	2	1	2	0	6	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	61	62	63	53	64	62	58	64	61	63	56	63	57	54
% 1-2	10	8	9	17	8	10	12	19	10	10	11	9	13	8
MEAN	3.8	3.9	3.9	3.6	3.9	3.8	3.7	3.8	3.8	3.9	3.7	3.9	3.8	3.8

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 2

TABLE T1PE:

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

This ad talks about an important topic

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Strongly agree	20	18	21	19	21	19	22	30	19	19	20	21	18	17
4	33	38	32	27	34	33	35	25	34	34	33	33	30	33
3	34	33	35	35	32	35	32	29	34	34	35	34	37	37
2	7	7	6	8	7	7	7	7	7	7	7	7	6	10
1 - Strongly disagree	4	3	4	4	5	5	1	5	4	5	3	4	4	3
No answer	2	0	1	6	2	2	2	4	1	1	2	0	5	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	53	56	54	47	55	52	58	55	53	53	53	55	49	50
% 1-2	11	10	11	12	12	11	9	12	11	12	10	11	10	13
MEAN	3.6	3.6	3.6	3.5	3.6	3.6	3.7	3.7	3.6	3.6	3.6	3.6	3.6	3.5

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

TABLE T1PF:

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

This ad provides new information

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Strongly agree	18	20	18	15	14	16	26	29	17	15	24	18	16	24
4	33	37	33	27	39	33	35	34	33	35	29	35	32	29
3	34	31	35	37	37	35	27	17	35	34	34	32	34	36
2	9	9	10	10	7	10	7	14	9	10	8	9	10	8
1 - Strongly disagree	4	3	5	6	1	4	3	6	4	4	4	4	4	2
No answer	2	1	0	5	2	1	1	0	1	1	1	0	4	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	51	57	50	43	53	49	62	63	50	50	53	54	48	53
% 1-2	13	12	14	16	8	14	10	20	13	14	12	14	14	10
MEAN	3.5	3.6	3.5	3.4	3.6	3.5	3.7	3.7	3.5	3.5	3.6	3.5	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 2

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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
5 - Strongly agree	24	21	26	25	26	24	23	35	23	24	23	25	25	22
4	34	36	33	31	31	34	31	19	35	37	28	34	37	26
3	28	31	27	26	25	28	31	21	29	26	33	28	24	37
2	9	9	9	8	9	8	10	12	8	8	9	9	6	11
1 - Strongly disagree	4	4	3	3	7	4	3	8	4	4	4	4	3	4
No answer	2	0	1	6	2	2	1	4	1	1	2	0	5	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>
% 4-5	58	57	59	56	57	59	54	55	58	61	52	59	62	48
% 1-2	12	13	12	12	16	12	13	20	12	12	13	13	9	15
MEAN	3.7	3.6	3.7	3.7	3.6	3.7	3.6	3.6	3.7	3.7	3.6	3.7	3.8	3.5

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

TABLE D1:

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Working full-time (30 or more hours per week)	52	57	51	45	50	52	50	39	53	55	45	52	51	49
Working part-time (less than 30 hours per week)	13	12	14	13	8	12	14	15	12	13	13	12	14	11
Self-employed	4	2	5	5	3	4	3	8	4	4	4	4	5	3
Unemployed, but looking for work	10	11	8	10	10	10	10	19	9	10	10	10	9	10
A student attending school full-time	15	13	16	16	22	15	18	11	16	11	23	16	11	23
Other employment status	6	5	6	10	5	7	5	7	6	7	5	6	9	5
No answer	0	0	0	1	2	0	1	0	0	0	0	0	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</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 2

TABLE D2:

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Grade 8 or less	1	0	0	4	1	1	1	2	1	1	1	0	3	0
Some high school	5	5	4	9	5	6	2	17	5	6	4	4	8	6
High school diploma or equivalent	25	28	25	21	28	27	18	28	25	29	20	27	21	22
Registered Apprenticeship or other trades certificate or diploma	4	4	2	8	5	5	2	8	4	5	3	4	6	3
College, CEGEP or other non-university certificate or diploma	21	16	21	27	19	21	17	18	21	23	16	19	26	7
University certificate or diploma below Bachelor's level	8	12	7	7	6	8	11	10	8	7	11	8	9	12
Bachelor's degree	25	26	30	15	25	24	31	11	26	21	32	27	16	38
Postgraduate degree above Bachelor's level	10	9	11	8	10	8	18	6	10	8	13	10	10	11
No answer	0	0	0	1	2	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>

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

TABLE D3:

Where were you born?

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Born in Canada	83	81	82	86	84	100	0	92	82	95	60	85	88	51
Born outside Canada	17	19	18	13	15	0	100	8	18	5	40	15	11	49
No answer	0	0	0	1	2	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</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 2

TABLE D3 - OUTSIDE OF CANADA, SPECIFIED:

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
India	16	14	23	2	9	0	16	79	14	0	19	16	0	18
Philippines	10	20	5	0	8	0	10	0	9	2	12	12	0	13
China	9	10	8	0	34	0	9	0	9	2	10	5	0	15
Hong Kong	5	2	10	0	0	0	5	0	5	0	6	5	6	8
France	5	0	7	12	0	0	5	0	5	10	4	5	28	1
United States	4	6	1	4	0	0	4	21	3	12	2	5	0	1
United Kingdom	3	8	0	0	9	0	3	0	3	17	0	5	0	0
Morocco	3	0	0	11	17	0	3	0	3	0	3	2	10	2
Haiti	2	0	0	14	0	0	2	0	2	0	3	0	10	1
Pakistan	2	0	4	4	0	0	2	0	2	0	3	3	0	1
Jamaica	1	1	2	0	0	0	1	0	2	0	2	2	0	0
Vietnam	1	2	1	0	0	0	1	0	1	0	2	2	0	0
Algeria	1	0	0	8	0	0	1	0	1	0	1	1	7	0
Bangladesh	1	2	1	0	0	0	1	0	1	0	1	1	0	3
Brazil	1	2	1	0	0	0	1	0	1	3	1	2	0	0
Germany	1	2	1	0	0	0	1	0	1	3	1	2	0	0
Iran	1	0	2	2	0	0	1	0	1	4	1	2	2	2
Ukraine	1	0	2	0	0	0	1	0	1	5	0	1	0	1
Taiwan	1	2	0	0	0	0	1	0	1	0	1	1	0	2
Italy	1	0	1	2	0	0	1	0	1	4	0	1	4	0
Romania	1	2	0	0	0	0	1	0	1	3	0	1	0	0
Nigeria	0	0	1	0	0	0	0	0	0	0	1	1	0	0
Other	29	26	28	41	23	0	29	0	31	33	28	26	34	31
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>174</b>	<b>65</b>	<b>71</b>	<b>28</b>	<b>9</b>	<b>0</b>	<b>174</b>	<b>5</b>	<b>168</b>	<b>33</b>	<b>144</b>	<b>110</b>	<b>31</b>	<b>76</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>157</b>	<b>50</b>	<b>65</b>	<b>32</b>	<b>10</b>	<b>0</b>	<b>157</b>	<b>5</b>	<b>151</b>	<b>32</b>	<b>128</b>	<b>107</b>	<b>29</b>	<b>51</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 2

TABLE D4:

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
2010-2019	55	50	47	77	76	0	55	79	54	53	55	55	75	42
2000-2009	28	33	30	14	16	0	28	0	29	27	28	24	16	40
1990-1999	14	15	16	9	8	0	14	21	14	18	14	17	3	16
1983-1989	3	2	6	0	0	0	3	0	3	3	3	3	6	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>174</b>	<b>65</b>	<b>71</b>	<b>28</b>	<b>9</b>	<b>0</b>	<b>174</b>	<b>5</b>	<b>168</b>	<b>33</b>	<b>144</b>	<b>110</b>	<b>31</b>	<b>76</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>157</b>	<b>50</b>	<b>65</b>	<b>32</b>	<b>10</b>	<b>0</b>	<b>157</b>	<b>5</b>	<b>151</b>	<b>32</b>	<b>128</b>	<b>107</b>	<b>29</b>	<b>51</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	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
Yes	6	7	6	3	5	6	3	100	0	5	8	7	4	2
No	94	92	94	96	94	93	96	0	100	94	92	93	95	97
No answer	1	1	0	1	2	0	1	0	0	0	0	1	1	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</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 2

TABLE D6: TOTAL MENTIONS

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
White	67	63	61	82	84	78	19	65	68	100	11	68	84	17
Chinese	11	16	11	3	6	9	17	1	11	1	29	10	2	40
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	6	6	9	2	1	2	22	8	6	0	16	6	1	13
Black	5	1	7	7	5	3	11	12	4	1	13	4	8	2
Filipino	3	5	3	0	1	1	9	0	3	0	8	3	0	6
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)	3	6	1	0	1	2	5	0	3	0	7	3	1	8
Latin American	2	2	4	1	0	1	6	1	2	0	6	2	1	7
Arab	2	1	1	5	4	1	7	0	2	0	6	1	4	3
Korean	1	2	2	0	0	1	4	0	2	0	4	2	0	4
Japanese	1	1	1	0	0	1	0	0	1	0	2	1	0	1
West Asian (e.g., Iranian, Afghan)	0	0	1	0	0	0	1	0	0	0	1	0	1	1
Other	4	5	5	2	1	5	3	32	3	3	12	5	3	7
No answer	1	1	0	1	2	0	0	1	0	0	0	0	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</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 2

TABLE D7: TOTAL MENTIONS

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

	OVERALL	REGION				BORN IN CANADA		INDIGENOUS?		RACIAL/CULTURAL GROUPS		MOTHER TONGUE		
		West/ North	ON	QC	ATL	Yes	No	Yes	No	White	Other	English	French	All others
English	74	90	90	20	90	77	63	88	74	75	75	100	34	50
French	27	5	14	87	12	29	18	20	27	34	14	12	100	2
Other	15	22	17	5	6	10	44	6	16	4	37	10	1	100
No answer	0	0	0	0	2	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>344</b>	<b>390</b>	<b>224</b>	<b>60</b>	<b>840</b>	<b>174</b>	<b>56</b>	<b>954</b>	<b>687</b>	<b>363</b>	<b>758</b>	<b>275</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1018</b>	<b>301</b>	<b>401</b>	<b>240</b>	<b>76</b>	<b>857</b>	<b>157</b>	<b>60</b>	<b>951</b>	<b>717</b>	<b>335</b>	<b>775</b>	<b>260</b>	<b>107</b>

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