

DEPARTMENT OF NATIONAL DEFENCE

2019 Online ACET Study - Post-Wave Tables Set 3

TABLE B:

Are you...

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Male	50	61	46	59	46	69	57	66	57
Female	50	39	53	41	53	31	42	34	42
Gender diverse	1	0	1	0	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

TABLE C:

In which of the following age categories do you belong?

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
18 to 24	40	44	39	44	39	47	43	43	45
25 to 34	60	56	61	56	61	53	57	57	55
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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TABLE D:

In which province or territory do you live?

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Ontario	38	36	39	36	40	43	33	41	34
Quebec	22	22	22	26	20	21	22	18	25
British Columbia	15	16	14	15	15	11	19	17	16
Alberta	12	10	12	12	12	13	9	9	12
Manitoba	3	4	3	5	3	1	5	2	5
Nova Scotia	3	2	3	2	3	2	3	2	3
Saskatchewan	3	4	3	3	4	5	4	7	2
New Brunswick	2	2	2	1	2	1	2	2	2
Newfoundland and Labrador	1	1	1	1	1	1	1	1	1
Northwest Territories	0	1	0	0	1	3	0	1	1
Prince Edward Island	0	1	0	0	0	0	1	0	1
Yukon	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

TABLE Q1:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Yes	56	84	46	80	45	93	79	87	81
No	44	16	54	20	55	7	21	13	19
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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 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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Television	49	54	46	60	41	56	53	50	57
Facebook	42	50	36	48	37	58	47	60	44
Internet website	30	39	24	38	24	43	37	51	30
Radio	26	29	25	29	25	33	26	32	26
YouTube	25	32	21	32	21	35	31	46	23
Newspaper (daily)	16	19	14	19	14	28	14	20	18
Public transit (bus or subway)	14	14	15	18	12	19	11	17	12
Cinema	12	19	7	19	7	30	13	30	11
Instagram	11	15	9	15	9	27	9	21	11
Outdoor billboards	10	13	8	13	8	17	11	17	10
Twitter	10	14	7	15	6	18	12	22	8
Newspaper (weekly or community)	7	11	5	11	5	16	9	13	10
Magazines	7	11	4	12	2	18	7	20	5
Pamphlet or brochure in the mail	6	7	5	6	6	10	6	10	5
Snapchat	3	4	3	4	2	7	2	8	2
LinkedIn	2	5	0	4	1	8	3	9	2
Other	1	0	2	1	2	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	567	229	338	240	324	81	147	94	134
UNWEIGHTED SAMPLE SIZE (#)	564	233	331	243	318	84	148	95	137

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 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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Legalizing/Decriminalizing marijuana	15	14	16	18	13	11	16	12	15
About the government/Political party/Justin Trudeau	9	11	8	10	9	10	12	8	14
Elections/Talked about voting	5	6	5	5	5	9	4	7	5
Talked about taxes	3	2	4	2	4	4	1	3	2
Don't drive while high	3	2	3	3	2	3	1	2	2
Jobs/Job creation/Economic Action Plan	3	3	2	3	2	1	5	2	5
Energy/Oil and gas/Pipeline issue	2	1	3	2	2	1	1	1	1
Canadian Armed Forces/Joining the Armed Forces	2	5	0	4	1	3	6	1	8
Immigration/Refugees	2	1	3	2	2	0	2	1	1
Good/Informative ad	2	3	1	2	1	9	1	6	1
About infrastructure/roads	1	2	0	2	1	1	3	3	2
Education/Teachers	1	0	2	1	1	0	1	0	1
Bad ad/Don't like it	1	1	1	1	1	1	1	1	1
About drugs/Fentanyl problem	1	1	1	0	1	1	1	0	2
Health care/Health Canada	1	1	1	1	1	1	1	1	1
Canada Revenue Agency/CRA scam/fraud	1	0	1	0	1	0	1	1	0
Logo (general)	1	1	1	0	2	0	2	0	2
Families/Child care benefit	1	1	0	1	1	0	2	2	1
Promoting Canada/Canada heritage	1	2	0	1	1	1	2	1	3
Drinking and driving	1	0	1	0	1	0	0	0	0
About smoking/Cigarette packaging	1	0	1	1	1	0	1	0	1
Nutrition/Canada's Food Guide	1	0	1	0	1	0	1	0	1
The environment/Climate change	0	1	0	1	0	1	1	0	1
About government budget/spending	0	0	1	0	0	0	0	0	0
Anti-bullying	0	1	0	1	0	0	1	2	0
Promoting travel/tourism	0	0	0	0	0	0	1	0	1
Other	14	14	14	15	14	14	14	21	10
Nothing	11	10	12	10	12	13	8	10	10
Don't know	6	7	6	6	7	5	7	7	7
No answer	14	12	15	12	14	11	12	14	10
WEIGHTED SAMPLE SIZE (#)	567	229	338	240	324	81	147	94	134
UNWEIGHTED SAMPLE SIZE (#)	564	233	331	243	318	84	148	95	137

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
They said so/They said Government of Canada	53	49	55	52	53	29	61	38	58
The logo	22	23	22	23	23	26	21	23	23
By the content/message of the ad	7	6	8	6	8	7	5	5	6
It looked/seemed like a government ad (general)	3	4	2	4	2	6	3	4	4
Showed the Canadian flag	3	3	2	4	1	2	3	4	2
The music/Heard national anthem	2	1	3	3	2	1	2	1	2
Prime Minister/Justin Trudeau	2	1	3	2	2	2	0	2	0
Showed the website link/address	0	1	0	1	0	3	0	2	0
Liberal Party ad	0	0	0	0	0	1	0	1	0
Other	9	11	8	10	9	13	11	11	12
Don't know	6	7	5	6	6	15	2	13	2
No answer	1	1	1	1	1	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	567	229	338	240	324	81	147	94	134
UNWEIGHTED SAMPLE SIZE (#)	564	233	331	243	318	84	148	95	137

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 T1a:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Yes	27	100	0	58	14	100	100	100	100
No	73	0	100	41	86	0	0	0	0
No answer	0	0	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Television	40	40	0	44	33	42	39	35	43
Facebook	35	35	0	39	30	45	31	44	30
Internet website	23	23	0	27	17	30	20	35	16
YouTube	19	19	0	23	11	20	18	25	15
Cinema	11	11	0	13	9	17	9	16	8
Radio	11	11	0	13	7	14	9	15	8
Newspaper (daily)	9	9	0	9	9	13	7	10	8
Instagram	8	8	0	11	4	16	5	14	4
Public transit (bus or subway)	8	8	0	8	7	9	7	8	8
Twitter	7	7	0	9	4	13	5	7	7
Magazines	7	7	0	11	0	19	2	14	3
Outdoor billboards	6	6	0	5	7	8	5	6	6
Newspaper (weekly or community)	5	5	0	5	6	11	2	7	4
Pamphlet or brochure in the mail	5	5	0	6	1	9	3	5	5
LinkedIn	2	2	0	4	0	6	1	5	0
Snapchat	2	2	0	3	0	3	2	4	1
Other	2	2	0	1	3	1	2	2	2
WEIGHTED SAMPLE SIZE (#)	273	273	0	175	97	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	277	277	0	179	97	91	185	109	167

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Recruitment/Jobs available	36	36	0	38	32	32	38	31	39
About the Canadian Armed Forces	18	18	0	19	14	13	20	17	18
Good/Informative ad	6	6	0	8	3	9	4	8	4
Shows the work/jobs done by the Armed Forces	4	4	0	4	5	3	5	3	5
The visuals/pictures	4	4	0	4	4	2	5	4	4
The logo	1	1	0	0	2	0	1	0	1
Other	15	15	0	15	16	21	12	20	12
Nothing	7	7	0	5	10	3	8	6	7
Don't know	9	9	0	7	13	14	7	10	9
No answer	2	2	0	2	1	4	0	2	1
WEIGHTED SAMPLE SIZE (#)	273	273	0	175	97	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	277	277	0	179	97	91	185	109	167

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Yes	32	32	0	40	17	100	0	61	13
No	68	68	0	60	83	0	100	39	87
No answer	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	273	273	0	175	97	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	277	277	0	179	97	91	185	109	167

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Visited the Department of National Defence/DND website	62	62	0	67	42	62	0	62	64
Visited the Department of National Defence/DND social media pages	25	25	0	26	19	25	0	24	26
Telephoned the Department of National Defence/DND	22	22	0	22	23	22	0	24	16
Visited the Department of National Defence/DND in person	17	17	0	14	29	17	0	19	10
Visited other website(s)	8	8	0	8	7	8	0	8	5
Discussed it/Spoke with friends	2	2	0	1	7	2	0	2	4
Other	7	7	0	8	6	7	0	8	6
No answer	1	1	0	0	4	1	0	1	0
WEIGHTED SAMPLE SIZE (#)	87	87	0	70	17	87	0	65	21
UNWEIGHTED SAMPLE SIZE (#)	91	91	0	72	19	91	0	70	21

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 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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Yes	39	39	0	51	19	75	23	100	0
No	60	60	0	49	81	25	77	0	100
No answer	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	273	273	0	175	97	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	277	277	0	179	97	91	185	109	167

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

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Yes	21	57	8	50	9	77	49	80	43
No	78	42	91	50	90	23	51	20	56
No answer	1	1	1	0	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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 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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Showed Canadian Armed Forces	22	18	31	20	26	16	20	19	17
Shows the work/jobs done by the Armed Forces	18	18	16	17	21	9	26	13	25
Good/Informative ad	9	11	5	10	7	16	7	13	8
Recruitment/Jobs available	8	6	12	7	9	3	8	9	2
Soldiers helping people	4	4	4	5	1	5	3	3	4
Showed women/Women in the Armed Forces	2	2	1	1	3	1	2	1	3
People were happy/proud of their job	1	2	0	2	0	1	2	3	0
Other	16	16	17	16	16	18	15	13	19
Nothing	11	11	9	10	11	13	10	13	10
Don't know	8	10	5	10	5	16	5	12	7
No answer	3	4	0	3	2	5	3	2	6
WEIGHTED SAMPLE SIZE (#)	217	157	59	149	68	67	90	86	71
UNWEIGHTED SAMPLE SIZE (#)	218	160	57	150	67	68	92	87	73

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 T11:

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Very favourable	23	37	19	36	18	52	30	44	32
Somewhat favourable	32	33	31	36	30	35	33	40	29
Neutral	32	22	36	20	37	10	28	13	28
Somewhat unfavourable	10	6	11	7	11	3	7	2	8
Very unfavourable	3	2	3	1	4	0	3	1	3
No answer	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% FAVOURABLE	55	70	50	72	48	87	63	84	62
% UNFAVOURABLE	13	8	14	8	15	3	10	3	11

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 T1Ja:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Very informed	9	17	7	16	6	34	9	25	12
4	17	23	14	25	13	26	21	28	19
3	31	31	32	33	31	26	34	29	33
2	21	18	22	16	22	7	24	11	23
1 - Not at all informed	21	10	25	10	26	6	12	7	12
No answer	0	1	0	0	0	1	0	0	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	26	39	21	41	20	60	30	54	31
% 1-2	42	28	47	26	49	12	36	17	36
MEAN	2.7	3.2	2.5	3.2	2.5	3.8	2.9	3.5	2.9

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 T1Jb:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Very informed	8	12	7	14	6	26	6	21	7
4	16	24	13	24	13	33	20	26	23
3	27	30	26	29	27	24	33	29	31
2	23	20	24	21	24	9	26	16	24
1 - Not at all informed	23	10	28	11	29	2	14	4	15
No answer	2	3	2	1	2	5	1	5	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	25	37	20	38	19	60	26	47	30
% 1-2	46	31	52	32	52	11	40	19	38
MEAN	2.6	3.1	2.5	3.1	2.4	3.8	2.8	3.5	2.8

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 T1Jc:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Very informed	7	12	5	13	4	28	5	23	6
4	13	20	10	18	11	22	19	25	17
3	25	27	25	27	25	27	28	26	28
2	24	24	24	22	25	14	29	14	31
1 - Not at all informed	29	14	34	18	34	5	18	8	18
No answer	2	2	1	1	1	5	1	4	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	20	32	15	31	15	50	24	48	23
% 1-2	53	38	59	40	59	19	47	22	48
MEAN	2.4	2.9	2.3	2.9	2.3	3.6	2.6	3.4	2.6

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 T1Jd:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Very informed	7	12	6	13	5	24	6	19	7
4	14	21	11	20	11	34	15	30	15
3	24	26	23	25	23	21	28	26	26
2	22	21	23	21	23	9	27	13	27
1 - Not at all informed	31	18	36	20	36	7	23	8	25
No answer	2	2	1	1	1	5	1	4	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	21	33	17	33	16	58	21	49	22
% 1-2	54	39	59	41	59	16	50	21	51
MEAN	2.4	2.9	2.3	2.9	2.2	3.6	2.5	3.4	2.5

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Yes	23	53	11	52	10	78	42	78	38
No	77	46	89	48	90	22	58	22	62
No answer	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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 T1L:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Yes	29	64	17	100	0	81	57	83	52
No	70	36	83	0	100	19	43	17	48
No answer	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Television	50	50	51	50	0	49	50	37	62
YouTube	44	44	43	44	0	43	45	51	38
Facebook	27	30	22	27	0	33	28	35	25
Cinema	11	14	6	11	0	25	6	21	6
Internet website	10	14	4	10	0	20	11	20	8
Instagram	8	9	7	8	0	18	4	16	2
Radio	8	10	4	8	0	16	6	14	7
Twitter	6	6	5	6	0	8	4	9	2
Magazines	4	7	0	4	0	13	3	11	4
Outdoor billboards	3	4	1	3	0	11	0	8	1
Newspaper (daily)	3	5	0	3	0	7	3	7	2
Public transit (bus or subway)	3	4	1	3	0	6	3	8	0
Newspaper (weekly or community)	2	3	1	2	0	3	3	5	0
Snapchat	2	1	2	2	0	2	1	3	0
LinkedIn	2	3	0	2	0	4	2	3	2
Pamphlet or brochure in the mail	2	3	0	2	0	6	0	4	1
WEIGHTED SAMPLE SIZE (#)	300	175	123	300	0	70	105	89	86
UNWEIGHTED SAMPLE SIZE (#)	302	179	122	302	0	72	107	90	89

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 T1N: TOTAL MENTIONS

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Recruitment/Join the Armed Forces	33	33	33	34	33	24	38	28	37
Job opportunities/Different jobs available	27	24	27	27	26	17	28	19	28
Good/Rewarding career	11	13	11	9	12	10	14	8	17
Learn new skills/Training provided	7	6	7	8	6	10	5	9	4
Canadian Armed Forces/Awareness about the Armed Forces	4	3	4	3	4	6	2	2	4
Anyone can join the Armed Forces	3	2	4	2	4	1	3	0	4
Women in the Armed Forces/Want women to join the Armed Forces	1	0	1	1	1	1	0	0	0
Other	12	16	11	15	11	27	11	26	10
Nothing	1	1	1	2	1	1	2	4	0
Don't know	7	5	7	5	7	13	1	9	3
No answer	3	2	4	3	3	1	3	2	2
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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 T10:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Yes	55	68	51	70	49	83	62	86	58
No	14	12	15	8	16	6	14	3	17
Don't know	31	20	34	23	34	10	24	11	25
No answer	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	21	28	18	32	16	41	22	35	23
4	33	38	32	36	32	40	36	43	34
3	28	20	31	21	31	9	26	13	25
2	11	8	12	7	12	10	8	6	10
1 - Strongly disagree	5	5	6	4	6	0	7	1	7
No answer	2	1	2	1	2	0	2	1	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	54	65	50	68	48	81	58	78	57
% 1-2	16	13	17	10	19	10	15	7	17
MEAN	3.5	3.8	3.5	3.9	3.4	4.1	3.6	4.1	3.6

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 T1PB:

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

This ad is relevant to me

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	10	16	8	18	7	42	4	32	6
4	16	21	15	21	15	21	22	28	17
3	30	29	30	30	30	28	29	27	30
2	23	22	24	17	26	4	31	9	31
1 - Strongly disagree	19	10	22	12	22	3	13	1	15
No answer	2	2	2	2	2	2	2	3	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	27	38	23	39	21	64	26	60	23
% 1-2	42	32	45	29	47	7	44	9	46
MEAN	2.8	3.1	2.6	3.2	2.6	4.0	2.7	3.8	2.7

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 T1PC:

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

This ad is difficult to follow

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	5	7	4	8	4	17	3	12	4
4	9	10	9	9	9	15	7	14	7
3	17	17	16	16	17	17	18	18	17
2	29	30	29	27	30	21	34	22	35
1 - Strongly disagree	38	34	40	39	38	28	37	33	35
No answer	2	1	2	1	2	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	14	17	13	17	13	32	10	26	12
% 1-2	67	64	69	66	69	50	71	55	70
MEAN	2.1	2.3	2.1	2.2	2.1	2.7	2.0	2.5	2.1

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 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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	36	40	34	43	33	39	41	35	43
4	25	25	25	26	25	32	22	30	22
3	27	23	28	20	30	17	26	18	26
2	5	6	5	4	5	6	6	8	4
1 - Strongly disagree	5	5	6	5	6	6	4	7	4
No answer	2	2	2	2	2	1	2	2	2
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	61	65	59	69	58	71	62	65	65
% 1-2	10	10	10	10	11	12	10	15	8
MEAN	3.8	3.9	3.8	4.0	3.8	3.9	3.9	3.8	4.0

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 TYPE:

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

This ad talks about an important topic

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	20	27	17	30	16	38	21	31	24
4	33	35	33	36	33	33	35	43	29
3	34	28	36	25	38	19	33	17	36
2	7	6	8	4	8	7	5	4	6
1 - Strongly disagree	4	3	5	3	4	0	4	1	4
No answer	2	2	2	2	2	3	2	4	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	53	61	50	65	48	72	57	74	53
% 1-2	11	8	12	8	12	7	9	5	10
MEAN	3.6	3.8	3.5	3.9	3.5	4.1	3.7	4.0	3.6

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 T1PF:

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

This ad provides new information

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	18	21	17	24	15	39	13	34	13
4	33	35	33	37	32	29	37	35	34
3	34	31	35	31	36	22	35	21	38
2	9	10	9	7	10	10	9	8	11
1 - Strongly disagree	4	2	5	2	5	0	4	1	3
No answer	2	2	2	0	2	0	2	1	1
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	51	56	49	61	47	68	50	69	47
% 1-2	13	12	14	8	15	10	13	9	14
MEAN	3.5	3.6	3.5	3.7	3.4	4.0	3.5	3.9	3.4

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 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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	24	30	22	37	19	39	26	34	27
4	34	30	35	30	35	32	30	31	30
3	28	28	28	23	30	20	32	24	32
2	9	6	9	6	10	3	7	5	7
1 - Strongly disagree	4	3	4	1	5	2	3	3	3
No answer	2	3	2	2	1	3	2	3	2
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167
% 4-5	58	60	57	67	54	71	55	66	57
% 1-2	12	9	14	8	14	6	10	8	10
MEAN	3.7	3.8	3.6	4.0	3.5	4.1	3.7	3.9	3.7

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 D1:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Working full-time (30 or more hours per week)	52	58	49	56	50	65	55	67	52
Working part-time (less than 30 hours per week)	13	12	13	12	13	12	13	13	12
Self-employed	4	3	4	2	5	2	3	1	4
Unemployed, but looking for work	10	8	10	9	10	5	9	7	9
A student attending school full-time	15	15	15	16	15	15	15	10	19
Other employment status	6	4	7	5	7	2	4	1	5
No answer	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Grade 8 or less	1	1	1	1	1	1	1	1	1
Some high school	5	5	5	7	5	6	5	8	4
High school diploma or equivalent	25	21	27	27	25	15	24	17	25
Registered Apprenticeship or other trades certificate or diploma	4	6	4	6	4	5	6	5	7
College, CEGEP or other non-university certificate or diploma	21	21	20	20	21	25	19	20	22
University certificate or diploma below Bachelor's level	8	12	7	9	8	12	11	14	10
Bachelor's degree	25	24	26	19	28	20	25	22	24
Postgraduate degree above Bachelor's level	10	10	9	10	9	14	8	14	7
No answer	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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 D3:

Where were you born?

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Born in Canada	83	83	82	85	82	82	84	79	87
Born outside Canada	17	16	17	15	18	18	16	21	13
No answer	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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 D3 - OUTSIDE OF CANADA, SPECIFIED:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
India	16	14	16	15	16	26	7	14	13
Philippines	10	13	9	17	7	0	20	19	7
China	9	8	9	2	12	5	10	3	13
Hong Kong	5	2	5	5	5	6	0	4	0
France	5	2	6	6	5	0	3	4	0
United States	4	4	3	1	4	0	6	0	8
United Kingdom	3	3	4	2	4	8	0	0	5
Morocco	3	3	3	3	3	0	5	7	0
Haiti	2	0	3	0	3	0	0	0	0
Pakistan	2	0	3	2	2	0	0	0	0
Jamaica	1	2	1	2	1	0	3	0	4
Vietnam	1	2	1	3	1	0	3	0	4
Algeria	1	2	1	2	1	0	4	0	5
Bangladesh	1	0	2	0	2	0	0	0	0
Brazil	1	0	2	2	1	0	0	0	0
Germany	1	0	1	0	1	0	0	0	0
Iran	1	1	1	1	1	3	0	2	0
Ukraine	1	2	1	0	1	0	3	4	0
Taiwan	1	0	1	0	1	0	0	0	0
Italy	1	0	1	0	1	0	0	0	0
Romania	1	0	1	0	1	0	0	0	0
Nigeria	0	0	1	2	0	0	0	0	0
Other	29	42	25	34	28	52	37	43	41
WEIGHTED SAMPLE SIZE (#)	174	44	128	46	128	15	29	23	22
UNWEIGHTED SAMPLE SIZE (#)	157	39	117	42	115	15	24	20	19

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 D4:

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
2010-2019	55	58	54	68	50	44	66	70	46
2000-2009	28	24	30	23	30	45	12	23	24
1990-1999	14	18	13	6	17	11	22	7	29
1983-1989	3	0	3	3	3	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	174	44	128	46	128	15	29	23	22
UNWEIGHTED SAMPLE SIZE (#)	157	39	117	42	115	15	24	20	19

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	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
Yes	6	8	5	7	5	17	4	17	2
No	94	92	94	92	95	83	96	83	98
No answer	1	0	1	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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 D6: TOTAL MENTIONS

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
White	67	69	67	71	66	62	73	60	76
Chinese	11	6	12	7	12	6	7	8	5
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	6	6	6	5	6	11	4	8	5
Black	5	6	4	6	4	11	4	12	3
Filipino	3	2	3	4	2	0	3	3	1
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)	3	4	2	3	2	4	5	5	4
Latin American	2	4	2	3	2	2	5	1	6
Arab	2	2	2	1	2	1	2	3	1
Korean	1	2	1	2	1	6	1	4	1
Japanese	1	0	1	0	1	0	1	0	1
West Asian (e.g., Iranian, Afghan)	0	0	1	0	0	0	0	0	0
Other	4	5	4	3	5	8	4	6	4
No answer	1	0	1	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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 D7: TOTAL MENTIONS

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

	OVERALL	UNAIDED DND AD RECALL		AIDED AD RECALL		CALL TO ACTION		SOUGHT JOB INFO	
		Yes	No	Yes	No	Yes	No	Yes	No
English	74	77	74	71	76	85	73	81	74
French	27	25	28	31	25	23	27	22	28
Other	15	15	16	13	16	12	16	17	13
No answer	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1018	273	741	300	716	87	185	107	165
UNWEIGHTED SAMPLE SIZE (#)	1018	277	737	302	713	91	185	109	167

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