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September 2020

This public opinion research report presents the results of the focus groups, telephone and online survey conducted by Earnscliffe Strategy Group on behalf of Department of National Defence. The research was conducted in February, July and August 2020.

Cette publication est aussi disponible en français sous le titre : Points de vue sur les Forces armées canadiennes – Étude de suivi 2020

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EXECUTIVE SUMMARY

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to the Department of National Defence (DND) summarizing the results of the Department's 2020 tracking study.

The CAF is dedicated to protecting Canada and Canadians' interests and values at home and abroad, especially in a rapidly changing and increasingly volatile global security environment such as the one we find ourselves in today. To help inform the development of policies, programs, services and initiatives in response to this new policy, DND required public opinion research to understand the views, perceptions and opinions of Canadians. DND regularly conducts tracking research to measure the shifts in public opinion regarding Canada's armed forces and military.

This research examines issues such as the image of the CAF, the role of the CAF at home and abroad, perceptions of equipment procurement and the funding of the CAF; as well as, views about Canada's operations, including the NATO Mission Iraq in the Middle East. The findings of the research will be used by DND and the CAF to monitor the public environment, inform decision-making, inform communications strategies and messages, improve communications with Canadians and report on departmental performance.

The total contract value of this research was \$123,655.53, plus HST.

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

The initial qualitative phase included a series of eight focus groups conducted in: Quebec City (February 22); Toronto (February 24); Moncton (February 25); and, Calgary (February 27). In each city, the discussions were conducted with Canadian adults (18+); segregated by age with the first group among those 18-34 and the second group among those 35-65. The sessions were approximately 2 hours in length. The groups in Quebec City were conducted in French, and the rest were conducted in English. It is relevant to note that the qualitative research was conducted prior to the onset of the COVID-19 pandemic in Canada, and consequently did not address the CAF's involvement in the crisis.

For the quantitative phase we conducted a dual-mode survey of 1,503 Canadians 18+, with 571 of the sample conducted via telephone and 932 conducted online in collaboration with our quantitative sub-contractor, Léger. The phone portion was conducted via telephone from Léger's centralized call-centre using their state of the art Computer Aided Telephone Interviewing (CATI) system, and the web survey was conducted using Léger's, proprietary online panel. The survey was conducted from July 20 to August 20, 2020 and was an average of 14 minutes in length by phone and 10 minutes on the web.

The data have been weighted to reflect the demographic composition of the Canadian population aged 18 and over.

The key findings from the research are presented below.

Qualitative Key Findings

- Awareness of and familiarity with the CAF continues to be very low, particularly among those 18-34. Few had recently seen, read or heard anything about the CAF, aside from one or two participants in each group who vaguely recalled having seen recruitment ads online.
- Despite the limited familiarity with the CAF, most tended to hold very positive views of the CAF and the people who serve in it. Respondents tended to describe members of the CAF as brave, courageous, selfless, humble, loyal, prideful, dedicated, focussed, and highly trained.
- The majority of participants felt that the CAF's job today is much more difficult than in the past, largely due to global political uncertainty and advances in technology that have facilitated the use of drones and cyber-attacks.
- Most viewed the CAF as a primarily peacekeeping and supportive force and would prefer it plays a defensive, rather than offensive, role.
- Domestically, respondents view the CAF's role as responding to natural disasters; protecting our borders/sovereignty; and, search and rescue.
 - Participants agreed that all the domestic roles they were presented with are important. However, most seemed to believe the CAF's efforts should be dynamic and fluid across these various roles; prioritizing those that demand more immediate focus and attention depending on the situational context or level of threat.
 - While specific awareness of the CAF's role in patrolling the Arctic continued to be low, we detected slightly less resistance to the CAF playing this role than we may have detected in the past, especially among the younger participants.
 - Monitoring space seemed to be particularly novel for participants to consider when thinking about the roles the CAF plays. Participants were comforted to learn that we would be using advanced technology to protect our interests in this way.
- Supporting allies, particularly the UN, was seen as a worthwhile endeavour, particularly in a supportive or peacekeeping role. Respondents viewed aligning ourselves with other countries as an important thing to do to foster goodwill but also an important means of pooling resources.
 - One caveat respondents highlighted was our relationship with the United States, and a certain level of apprehension about American politics and our potential to be collateral damage.
- Participants had difficulty naming where Canada might be currently involved internationally. Those who could name a location most often mentioned the Middle East and peacekeeping in Ukraine.
- There was a continued lack of awareness around procurement and equipment. Few had heard much recently in the news about the CAF's procurement. When asked whether the CAF has the equipment and tools of a modern and innovative institution, most had the impression that it does not.

- New this wave, we also asked participants whether they had seen CAF facilities and the impact of these facilities on their impressions of the state of the CAF's equipment. While a number of participants in each group had not noticed CAF facilities in their communities, others felt that they had noticed some in the past. Many had the sense that a number of bases were now closed which implied a certain level of outdatedness. Those who were aware of facilities in existence did not describe them as all that modern.
- When asked whether they would ever consider joining the Forces (those aged 18-34) or recommend the Forces (those aged 35-65), views were mixed.
 - Some of those in the younger cohort indicated that they had considered joining when they were younger, while others said that they never had because they felt it was too scary. For some, the option of serving in the Reserves was somewhat appealing given you could serve on a part-time basis and had the choice to stay in one city if you were not interested in volunteering for deployment.
 - Those in the older cohort seemed to be slightly more likely to recommend than the younger was likely to join. The benefits they perceived one would gain from the experience included camaraderie; skill set; strong work ethic; job security; paid education; and, opportunity to find oneself while doing something important and for which one could be proud.
- Participants were not able to say definitively whether they felt members of the CAF were diverse and representative of Canada's population. Most indicated that they just had no idea.
- When asked whether they thought there were any barriers that could prevent individuals from diverse backgrounds from joining the CAF, many felt that while it was probably changing for the better with time, there still seemed to be a sense that the CAF was likely a predominantly macho environment.
 - Some also pointed out that some cultural groups and/or the LGBTQ community may be less inclined to join because of negative past experiences in society, with other authorities and/or because they perceive the CAF as not already including people like them.

Quantitative Key Findings

- The percentage who say they are very or somewhat familiar with the CAF has fallen, from 52% in 2018 to just under half (46%) this wave.
- About a quarter (28%) have read, seen or heard something about the CAF recently. This figure remains stable from 2018, and lower than preceding years.
 - The CAF's assistance responding to the COVID-19 pandemic in long-term care facilities is by far the most common topic respondents recall hearing of (26%). Fewer recall advertising in general (10%), the Cyclone helicopter crash in April 2020 (8%) and peacekeeping missions (7%).

- While the vast majority (82%) have a positive view of those who serve in the CAF, the percentage who have a strongly positive impression (42%) has declined from 2018 (57%).
 - Impressions of prospective members of the CAF remain similar from 2018 to 2020. Almost two-thirds (62%) would view a young person's decision to join the CAF favourably.
- Pride in the CAF has slipped slightly over the past four years, from 70% agreeing it is a source of pride in 2016 to 66% in 2018 and 62% in 2020. The percentage who provide the highest rating (5 on a scale from 1 to 5), indicating that the CAF is very much a source of pride, has fallen from 37% in 2016 to 28% this wave.
- As has been the trend in past waves, the plurality feel the CAF is neither modern nor outdated (43%), while equal proportions believe it is either modern (24%) or outdated (24%).
- Half agree that the CAF is very essential, down slightly from 57% in 2018. Very few (2%) believe it is no longer needed at all.
- Overall, respondents view greater diversity in the CAF positively, but are not convinced it is currently as diverse as it could be. Almost three-quarters (70%) agree that greater gender and cultural diversity in the CAF could improve operational and/or military performance.
 - More disagree (53%) than agree (39%) with the statement that it is not important that the CAF's membership be as diverse as the Canadian population.
 - Respondents are more divided over whether the CAF is actually culturally diverse. Under half (42%) agree that the membership of the CAF is as diverse as the Canadian population, while 35% disagree and 23% do not know or do not offer a response.
 - The majority (54%) of respondents are concerned about systemic racism in the CAF.
- Well over half (61%) agree that hateful or racist attitudes and behaviours are not tolerated in the CAF.
 - Half (50%) agree that the CAF responds appropriately when it learns of members displaying hateful attitudes or behaviours, but almost a third (29%) do not know or do not offer a response.
- While 70% agree that the CAF is as good a career choice for women as it is for men, respondents are less certain that the workplace environment is respectful of women (51% agree, 32% disagree and 18% do not offer a response).
- Few (9%) strongly agree that they could see themselves joining the CAF, while half (49%) strongly disagree that they could see themselves joining.
- Compared to improving health services (77% high priority) and creating jobs (70%), funding the CAF is less important (48%). Domestic operations (46%) are deemed more important than international operations (36%).

- Respondents are divided over whether the CAF has the equipment it needs to do its job - 39% agree, 34% disagree. They are more inclined to agree it has the facilities it needs (63%).
- Much like previous waves, respondents strongly agree that the CAF should be involved in disaster relief and humanitarian aid (51% strongly agree), though strong support has slipped from 69% in 2018.
 - Respondents also believe the CAF should be involved in peace support operations (45% strongly agree) and non-combat roles in support of UN or NATO missions (43% strongly agree), though of note, support was higher in both 2018 and 2016.
 - As in 2018 and 2016, combat roles (22% strongly agree) and training the militaries of other countries (19%) are the activities respondents are least certain the CAF should be involved in.
- The vast majority of respondents believe the CAF certainly or probably is involved with disaster relief/humanitarian aid (88%), peace support operations (88%), non-combat support missions (88%) and training missions (84%).
 - Fewer believe the CAF is currently involved in anti-trafficking missions (66%), gathering intelligence via satellite (63%) and combat missions (57%). Of note, one-in-five or fewer are certain the CAF is involved in any of these three activities.
 - Knowledge of where the CAF is currently serving is limited – half (50%) cannot name a country.
- NATO membership is still viewed as important (83% agree it is important to Canadian security) but the percentage who strongly agree has fallen from 63% in 2018 to 49%.
- Respondents feel the CAF's most important domestic roles are responding to natural disasters (70% very important) protecting against terrorism (69%) and search and rescue (64%). These three were also rated most important in 2018 and 2016.
 - Less important roles include patrolling the Arctic (40%) and delivering the Cadet program (28%).
- Slightly less than half (44%) strongly agree that the CAF is doing a good job performing its roles here in Canada, while another 39% somewhat agree. The proportion who strongly agree has fallen from 50% in 2018.
- The vast majority (82%) agree the CAF can be counted on to help the country respond to the COVID-19 pandemic, including 50% who strongly agree.
 - Overall, most also agree that the CAF is doing a good job of protecting its members during the pandemic (76%).
 - Three-quarters agree that the CAF is valuable in helping Canada respond to the COVID-19 pandemic (73%).

Research Firm:

Earncliffe Strategy Group Inc. (Earncliffe)
Contract Number: W8484-191032/001/CY
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I hereby certify as a Representative of Earncliffe Strategy Group that the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

Date: September 22, 2020



Doug Anderson
Principal, Earncliffe

INTRODUCTION

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to the Department of National Defence (DND) summarizing the results of the Department's 2020 tracking study.

The CAF is dedicated to protecting Canada and Canadians' interests and values at home and abroad, especially in a rapidly changing and increasingly volatile global security environment such as the one we find ourselves in today. To help inform the development of policies, programs, services and initiatives in response to this new policy, DND required public opinion research to understand the views, perceptions and opinions of Canadians. DND regularly conducts tracking research to measure the shifts in public opinion regarding Canada's armed forces and military.

This research examines issues such as the image of the CAF, the role of the CAF at home and abroad, perceptions of equipment procurement and the funding of the CAF; as well as, views about Canada's operations, including NATO Mission Iraq in the Middle East. The findings of the research will be used by DND and CAF to monitor the public environment, inform decision-making, inform communications strategies and messages, improve communications with Canadians and report on departmental performance.

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

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

The initial qualitative phase included a series of eight focus groups conducted in: Quebec City (February 22); Toronto (February 24); Moncton (February 25); and, Calgary (February 27). In each city, the discussions were conducted with Canadian adults (18+); segregated by age with the first group among those 18-34 and the second group among those 35-65. The sessions were approximately 2 hours in length. The groups in Quebec City were conducted in French, and the rest were conducted in English.

For the quantitative phase we conducted a dual-mode survey of 1,503 Canadians 18+, with 571 of the sample conducted via telephone and 932 conducted online in collaboration with our quantitative sub-contractor, Léger. The phone portion was conducted via telephone from Léger's centralized call-centre using state of the art Computer Aided Telephone Interviewing (CATI) system and the web survey was conducted using Léger's, proprietary online panel. The survey was conducted from July 20 to August 20, 2020 and was an average of 14 minutes in length by phone and 10 minutes on the web.

The data have been weighted to reflect the demographic composition of the Canadian population aged 18 and over.

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

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

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

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

The detailed findings from this research are presented in subsequent sections of this report. Appended to this report are the focus group and survey methodology reports, discussion guide, screener survey instrument, and data tables (presented under a separate cover).

DETAILED QUALITATIVE FINDINGS

The qualitative report is divided into 6 sections: Overall Awareness and Impressions of the CAF, Domestic Roles, International Roles, Procurement and Equipment, Care of Military Personnel and Family and Recruitment and Diversity in the CAF.

The focus groups were conducted separately with two audiences: Canadians 18-34 and 35-65. Unless otherwise specified, the findings presented in this report were observed across both groups.

It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.

It is also important to note that the focus groups were conducted in February 2020, prior to the onset of the COVID-19 pandemic in Canada. Consequently, while the quantitative portion contains findings about Canadians' views of the CAF's involvement with the response to COVID-19, the qualitative section does not.

Overall Awareness and Impressions of the CAF

The focus groups began with an initial warm-up exercise in which participants were asked some general questions to gauge their awareness and impressions of the CAF.

Awareness of and familiarity with the CAF continues to be very low among both age groups but especially those 18-34. Indeed, few had recently seen, read or heard anything about the CAF although typically one or two participants in each group vaguely recalled having seen recruitment ads online. Incidentally, when asked, most of those who recalled seeing an ad said they came away with a generally positive impression of the ads. They explained that the ads instilled a sense of pride (patriotism) and some mentioned having recalled that they conveyed a versatility in the different types of jobs one could do in the CAF. One participant even mentioned that the ad they saw had piqued a family member's interest in joining.

Despite the limited familiarity with the CAF, most tended to hold very positive views of the CAF and the people who serve in it. Those who serve tended to be described as brave, courageous, selfless, humble, loyal, prideful, dedicated, focussed, and highly trained. Most participants tended to think those who serve in the CAF were especially deserving of these descriptors given the current tension and political context in the world right now. In reference to the perceived uncertainty, one respondent aged 18-34 in Quebec said, "They are very courageous. One never knows what to expect."

Indeed, the majority of participants felt that the CAF's job is much harder today than it was a decade ago. Participants pointed to more uncertainty and volatility in the global political context today. One participant in Calgary noted, "Personally, I think it's harder. Today's threat is different. Harder to understand the next threat. Need to protect everything." As with past studies, they also pointed to a sense that advances in technology (i.e., cyber-attacks, use of drones, etc.) have created a much different playing field today. Compounding this, and perhaps a view that was more prevalent this wave than last, was the sense that affected soldiers were not provided with adequate support to treat the psychological and mental health challenges that some face after deployment

today as compared to ten years ago. As one respondent in Calgary explained, “I think it’s harder on a more personal level. Wages aren’t competitive. Some do not have proper training. And, some come out of this with psychological scars.”

Most tended to view the CAF as primarily a peacekeeping and supportive Force; although, most were hard pressed to describe what that [peacekeeping] means or involves specifically, beyond humanitarian aid. Most offered that they would prefer the CAF play a defensive, rather than an offensive, role.

Domestic Roles

Participants were asked what roles they believe the CAF plays in Canada, and then presented with the following list of domestic roles and asked to evaluate the importance of and their impression of the CAF’s performance fulfilling each:

- *Responding to natural disasters*
- *Providing protection against terrorist threats*
- *Search and rescue*
- *Patrolling our borders*
- *Patrolling the Arctic (this includes defending Canadian sovereignty, natural resources, etc.)*
- *Monitoring space (this includes things like monitoring satellite communications, monitoring Canada’s maritime approaches, space-based earth observations, space surveillance of debris and other threats, search and rescue, selection of targets for combat operations, etc.*
- *Delivering the Cadet and Canadian Rangers program*

Domestically, participants felt the CAF’s role most often includes responding to natural disasters; protecting our borders/sovereignty; and, search and rescue. Indeed, when presented with a list of seven roles the CAF plays domestically, while intuitive, most were not top of mind (i.e., protection against terrorist threats; patrolling the Arctic; monitoring space; and, delivering the Cadet and Canadian Rangers programs).

In terms of the importance of the CAF’s role in these domestic pursuits, all were deemed important. However, most seemed to believe the CAF’s efforts should be dynamic and fluid across these various roles; prioritizing those that demand more immediate focus and attention depending on the situational context or level of threat.

While specific awareness of the CAF’s role in patrolling the Arctic continued to be low, we detected slightly less resistance to the CAF playing this role than we may have detected in the past, especially among the younger participants. When provided with information about the types of exercises and operations carried out in the Arctic – such as protecting against the loss of mineral rights/resources; climate change; control of the Northwest passage; and, the need to defend our territory – most were deemed as important by both cohorts of participants. Those in the older age group, seemed to be more aware of there being territorial “dispute” with Russia, Denmark and the U.S. in the Arctic. One participant 35-65 in Quebec said, “It’s a very remote and isolated area. It’s difficult to control.” In short, most felt that defending this area is important.

Monitoring space seemed to be particularly novel for participants to consider when thinking about the roles the CAF plays. Most participants were comforted to learn that we would be using advanced technology to protect our interests in this way. The various roles that were provided to participants – such as monitoring satellite communications, space-based earth observations, search and rescue, surveillance of debris – were met with broad

acceptance. Worth noting, while not the majority view, there were a handful of participants who were slightly anxious about their perception of the ‘Big Brother’ dimension of this role.

International Roles

This section included questions to assess participants’ knowledge of the CAF’s international involvement, explore what they perceive to be the greatest threats to the country, and attitudes towards working with allies. In this section, participants were also asked to write down what the terms “combat role”, “peace support operations”, and “support role” mean to them.

As noted earlier, participants view the CAF’s role, particularly in the international context, as supportive, rather than offensive. Those who could recall any of the CAF’s international activities mentioned peacekeeping and humanitarian aid, primarily. As one participant in the 18-34 year-old group stated, “They are a positive force on the international front. They are called on for support, peacekeeping and humanitarian aid.”

Participants were hard pressed to volunteer where they thought Canada was currently active internationally. Some had the sense we had deployed soldiers to help with the wildfires in Australia and that we were still active in the Middle East. For example, some mentioned that we were still involved in training soldiers in Afghanistan, and in peacekeeping in Syria. Others thought we may have provided peacekeeping support in Ukraine and Slovakia; Iran also sometimes came up as an assumed location of CAF activity.

Supporting allies, particularly the UN, was seen as a worthwhile endeavour. As mentioned earlier, most tended to view the CAF as primarily a peacekeeping and supportive Force and supporting our allies is in keeping with that view. Aligning ourselves with others was viewed as an important thing to do to foster goodwill (especially should we need to call in a favour sometime) but also an important means of pooling resources. That being said, there seemed to be a little more uncertainty around our alliance with the United States (US). While most continued to believe it was important to align ourselves with the US, there seemed to be a certain level of apprehension about their politics and our potential to be collateral damage. In fact, when asked to identify the biggest threat to the security and sovereignty of Canadians and Canada at this time, our relationship with the US was raised in every discussion group. As one participant noted, “We’re vulnerable to people attacking the US.” Other mentions included terrorism and a sense that the threat of ISIS was still real; nuclear warfare in relation to North Korea; and, in Calgary, the Canadian political context.

When asked to define the terms “combat role”, “support role” and “peace support operations”, some common themes emerged among participants’ answers.

Key words mentioned most often to describe “combat role” included defence and war. For example, other terms participants volunteered included: weapons, combat, attack and conflict. Some also associated this term with negative consequences, including death, danger and, among those 35-65, post-traumatic stress disorder.

Exhibit A1 – Combat Role Word Cloud, Participants 18-34



Exhibit A2 – Combat Role Word Cloud, Participants 35-65



Respondents across both age groups view the term “support role” as involving help or training, particularly when it comes to natural disasters and humanitarian aid. Both age groups also had the sense that this role is something that would be performed to support an ally or partner, to support a mutually beneficial relationship.

Exhibit A3 – Support Role Word Cloud, Participants 18-34



Exhibit A4 – Support Role Word Cloud, Participants 35-65



When it comes to the term “peace support operations”, both age groups readily mentioned peacekeepers or blue helmets. They also had the impression that this role involved providing aid and support, rather than getting involved in conflict. The types of aid mentioned included search and rescue, humanitarian aid, training and mediation. The younger group mentioned a role for doctors and medical support. The older age group mentioned mental health support specifically.

Exhibit A5 – Peace Support Operations Word Cloud, Participants 18-34



Exhibit A6 – Peace Support Operations Word Cloud, Participants 35-65



Procurement and Equipment

As in previous waves, participants were asked if they recalled hearing anything about the CAF’s procurement. For the first time, they were also asked if they were aware of CAF facilities in their community.

There was a continued lack of awareness around procurement and equipment. Fewer seemed to have heard much recently in the news about the CAF’s procurement. When asked whether the CAF has the equipment and tools of a modern and innovative institution, most had the impression that we do not. As one participant aged 18-34 in Quebec City noted, “I have the impression our equipment is average. I don’t think it’s cutting edge.” Generally,

most tended to describe our equipment as adequate but certainly not all that modern. Some mentioned having heard that we recently purchased older equipment from other Forces.

New this wave, we also asked participants whether they had the opportunity to witness CAF facilities and the impact of these facilities on their impressions of the state of the CAF's equipment. While a number of participants in each group had not witnessed CAF facilities, others debated the current existence of facilities they had been aware of in the past. Many had the sense that a number of bases were now closed which implied a certain level of outdatedness. Those who were aware of facilities in existence did not describe them as all that modern; again, the sense was that they were adequate, if not a little dilapidated; certainly, by no means, modern.

Care of Military Personnel and Family

This section asked participants to assess the CAF's treatment of its members and their families

On the question of whether the CAF supports military personnel and their families, as with past waves, views differed by age group. Those in the younger cohort tended to believe those serving in the CAF were generally well cared for. They spoke of benefits of a career with the CAF including decent pay, food, shelter, paid education, career training, benefits and pension (among other things). And while those in the older cohort agreed with these benefits, they raised more readily their belief that the CAF does not adequately support soldiers suffering from psychological and mental health issues (i.e., PTSD); especially those no longer serving.

Recruitment and Diversity in the CAF

The final section of the discussion explored participants' willingness to join the CAF or recommend it to someone else and impressions of diversity in the CAF.

When asked whether they would ever consider joining the Forces (those 18-34) or recommend the Forces (35-65), views were mixed.

Some of those in the younger cohort indicated that they had considered joining when they were younger, while others said that they never had because they felt it was too scary. For some, the option of serving in the Reserves was somewhat appealing given you could serve on a part-time basis and had the choice to stay in one city if you were not interested in volunteering for deployment. However, some were aware of the need to spend a few months away training, and described, even that brief relocation, as an important deterrent. A couple of participants who had initiated the process of joining the Reserves mentioned feeling the enrolment process was unusually long (up to one year) and served as a deterrent for them as they found other opportunities in that time. A few participants felt the CAF should focus on promoting the opportunities available in the Reserve Force to make it more appealing, stating "I think they need to communicate more about the variety of jobs. We always think just about war, which is scary. They should focus on the training and diverse opportunities."

Those in the older cohort seemed to be slightly more likely to recommend than the younger was to join. The benefits they perceived one would gain from the experience were: camaraderie; skill set; strong work ethic; job security; paid education; and, opportunity to find oneself while doing something important and for which one could be proud.

Participants were not able to say definitively whether they felt members of the CAF were diverse and representative of Canada's population. Most indicated that they simply had no idea. Some reasoned that they

had not heard anything in the media about there being specific challenges, which they interpreted as general acceptance of such communities in the CAF. Others pointed to the fact that the Minister of National Defence was of ethnic descent as evidence of the CAF's diversity. Some participants sensed that representation of women in the CAF had improved, stating "In terms of diversity, I think we're getting there. I see a lot of women in uniform."

When asked whether they thought there were any barriers that could prevent individuals from diverse backgrounds from joining the CAF, many offered that while it was probably changing for the better with time, there still seemed to be a sense that the CAF was likely a predominantly macho environment. As one participant aged 35-65 elaborated, "I'm not really sure whether our Forces are representative. I think there are obstacles. First, it's the mentality. It's a male dominated milieu. It's hard to change the mentality. I think they're working on it but it's not where it needs to be." Many categorized it much like they do other male-dominated fields such as law enforcement, firefighting, etc. Having said that, participants were unanimous in their view that anyone and everyone should be welcome if they have the skills to do the job. As one participant described their understanding of the situation, "I'm not sure about LGBTQ. I can't imagine they'd push back. If you've qualified for the military, you're qualified." In short, participants did not believe the CAF actively refuses or discourages anyone from joining. With respect to women, participants offered that their inclusion in the CAF should be welcome especially because women bring different perspectives that can be particularly helpful in difficult and contentious situations.

Some also pointed out that some cultural groups and/or the LGBTQ community may be less inclined to join because of negative past experiences in society, with other authorities and/or because they perceive the CAF as not already including people like them. One participant said, "For me, culture is hard to change. I don't imagine it's great for the LGBTQ community."

DETAILED QUANTITATIVE FINDINGS

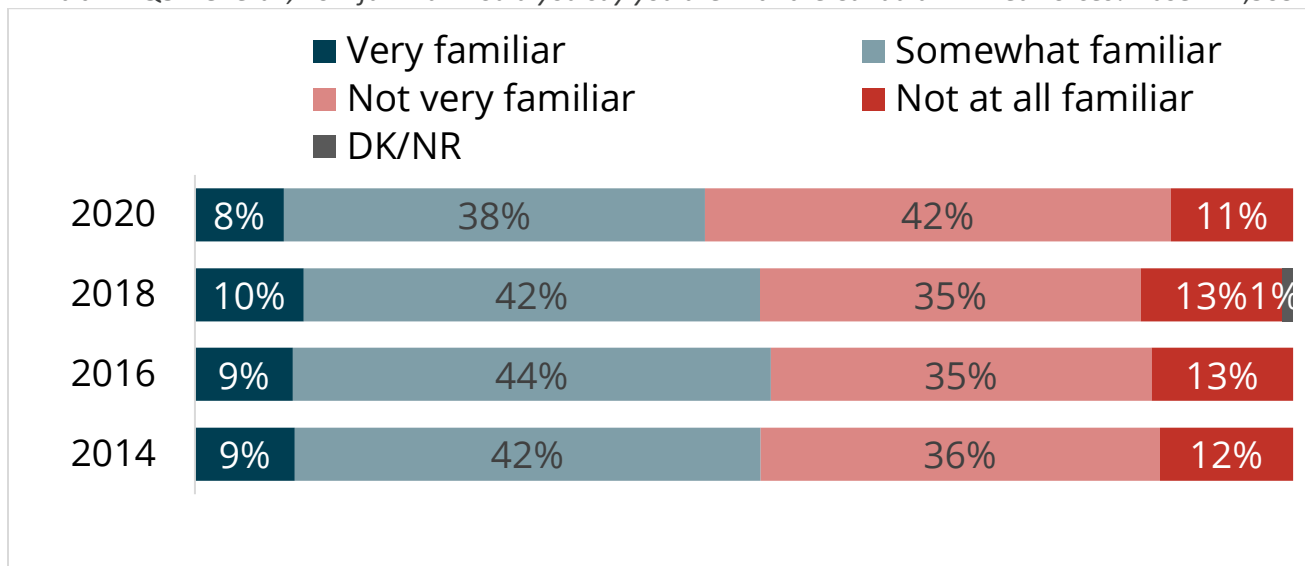
The quantitative report is divided into 5 sections: Overall Impressions of the CAF, Funding and Equipment, International Roles, Domestic Roles and Community Impact. Tracking data is included where applicable.

Overall Impressions of the CAF

The percentage who say they are very or somewhat familiar with the CAF has fallen, from 52% in 2018 to just under half (46%) this wave. Few (8%) say they are very familiar with the CAF. The demographic groups who are more familiar with the CAF include:

- Residents of Atlantic Canada (64%), particularly when compared to residents of Quebec (34%);
- Men (54%) compared to women (39%);
- Respondents ages 45-54 (50%) and 55+ (50%) compared to those 18-24 (39%) and 25-34 (38%);
- Indigenous respondents (61%).

Exhibit B1: Q8 – Overall, how familiar would you say you are with the Canadian Armed Forces? Base n=1,503



About a quarter (28%) have read, seen or heard something about the CAF recently. This figure remains stable from 2018, and lower than preceding years. Those most likely to recall hearing, reading or seeing something about the CAF include:

- Men (32%) compared to women (24%);
- Respondents 55+ (33%), particularly compared to those 18-24 (24%), 25-34 (23%) and 35-44 (23%);
- Those who have attended university (33%) compared to those with a high school education or less (18%) or who have attended college/trade school (26%).

The CAF’s assistance responding to the COVID-19 pandemic in long-term care facilities is by far the most common topic respondents recall hearing of (26%). Fewer recall advertising in general (10%), the Cyclone helicopter crash in April 2020 (8%) and peacekeeping missions (7%). There are significant differences in the topics respondents recall, based on the following demographics:

- Significantly more respondents in Ontario (28%) and Quebec (43%) recall the CAF’s involvement in long-term care homes affected by COVID-19, compared to Atlantic Canada (6%);
- Suburban respondents are also more likely to recall the CAF’s assistance in responding to COVID-19 (32%), compared to those in urban areas (21%);
- The younger cohorts are more likely to have seen something about advertising and recruitment (22% among those 18-24 and 23% among those 25-34) compared to those 35-44 (10%), 45-54 (7%) and 55+ (3%);

Exhibit B2: Q5 – *Many of the topics we will be covering are related to the Canadian military and defence issues. Have you recently seen, read or heard anything about the Canadian Armed Forces?* Base n=1,503

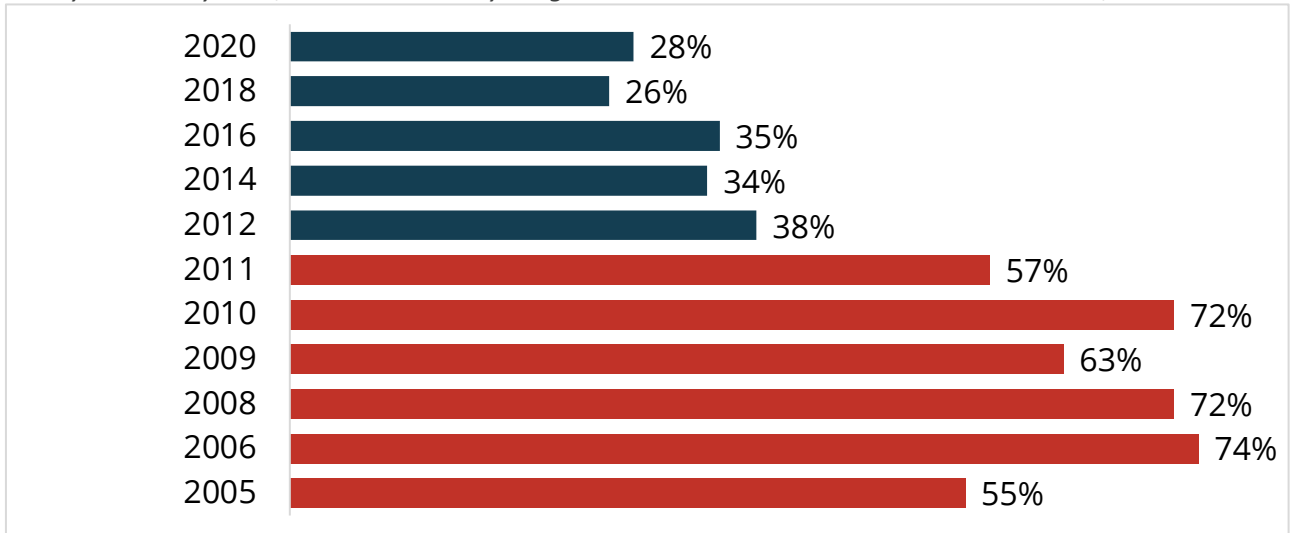


Exhibit B3: Q6 - *What did you read, see or hear? What else?* Base n=485

	2020	2018
COVID-19 aid/Assistance in long-term care facilities	26%	-
Advertising / Recruitment (in general)	10%	7%
Helicopter crash in Greece	8%	-
Peacekeeping mission	7%	5%
Chief of the Defense retiring	6%	-
Budgetary constraints	6%	3%
Deployment / Exercises (in general)	6%	12%
New warship project	4%	2%
New aircraft project	3%	-
The return of HMCS Fredericton	3%	-
News mentions (in general)	3%	6%
Culture change underway/Equality in title names	3%	-
Allegations of sexual harassment/assault	3%	7%
Racism/Discrimination	3%	-
Civil disobedience/Corruption/Abuse of power	2%	-
Vice-Admiral Mark Norman charged with leaking information	2%	2%
Veterans affairs (in general)	2%	-
General Positive	2%	-
Degraded navy warships	2%	1%
New military equipment announcement	1%	-
Word of mouth (in general)	1%	3%
Possible replacement of Chief of Staff	1%	-
Afghanistan mission	1%	-
Mali mission	1%	8%
Snowbird Crash	1%	-
TV mentions (in general)	-	1%
Other	8%	9%
DK/NR	14%	19%

While the vast majority (82%) have a positive view of those who serve in the CAF, the percentage who have a strongly positive impression (42%) has declined from 2018 (57%). Very few (3%) have a negative view of CAF members. The intensity of positive views varies across demographic groups:

- Atlantic Canadians (53%) and those in Manitoba or Saskatchewan (52%) are more likely to have a strongly positive view of members of the CAF than those in Quebec (32%);
- Respondents 35-44 (44%), 45-54 (47%) and 55+ (51%) view members of the CAF more positively than those 18-24 (25%) and 25-34 (30%);
- Those who have heard anything recently about the CAF are more likely to hold strongly positive views of those who serve (52%, vs 38% among those who have not heard anything).

Impressions of prospective members of the CAF remain similar from 2018 to 2020. Almost two-thirds (62%) would view a young person’s decision to join the CAF favourably. Less than one-in-five (13%) would view such a decision negatively. Differences among demographic groups include:

- Respondents from Atlantic Canada (71%) are significantly more likely to view a young person’s decision to join the CAF positively than those in Alberta (59%) and BC (58%);
- Men are more likely to view it positively (67%) than women (57%);
- Respondents 55+ are the most enthusiastic about young people joining (70%), followed by those 45-54 (63%) and 35-44 (61%). Younger respondents were less likely to view a young person’s decision to join favourably (48% among those 18-24 and 49% among those 25-34);
- Those who have heard or seen something about the CAF recently are more likely to view a young person’s decision to join favourably (70% vs 58% among those who have not heard anything).

Exhibit B4: Q7 - *What is your overall impression of the people who serve in the Canadian Armed Forces? Would you say it is positive or negative? Would that be strongly or somewhat [positive/negative]?* Base: n=1,503

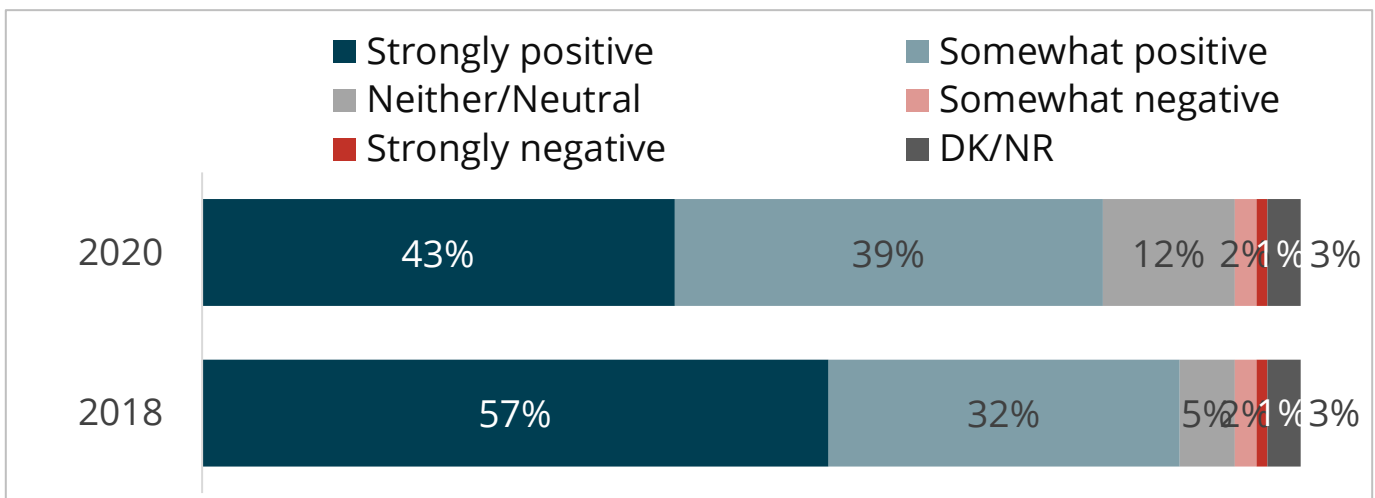
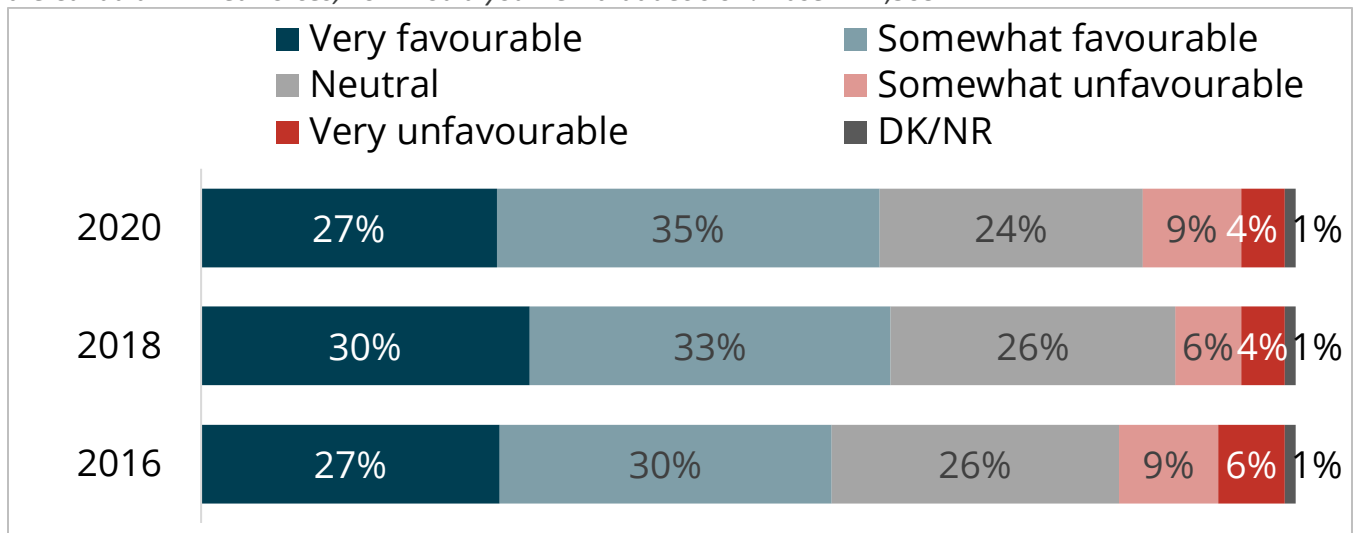


Exhibit B5: Q9 - *If a young person you know, such as a family member or friend, told you that he or she was joining the Canadian Armed Forces, how would you view that decision?* Base: n=1,503



Pride in the CAF has slipped slightly over the past four years, from 70% agreeing it is a source of pride in 2016 to 66% in 2018 and 62% in 2020. The percentage who provide the highest rating (5 on a scale from 1 to 5), indicating that the CAF is very much a source of pride, has fallen from 37% in 2016 to 28% this wave. However, it is important to note that the percentage who feel the CAF is not a source of pride has not changed significantly from 2016. Instead, opinion has shifted to become more neutral (29% in 2020 vs 24% in 2016). Notable demographic differences include:

- Respondents from Ontario are most likely to agree that the CAF is very much a source of pride (33%), particularly compared to Quebecers (23%) and those in Alberta (25%);
- Respondents 35 and older are more likely than those under 35 to agree the CAF is very much a source of pride. About a third of those 35-44 (31%) and 55+ (34%) provide a 5 out of 5 rating, along with 28% of those 45-54. In comparison, just 18% of those 18-24 and 15% of those 25-34 feel the same way;
- Respondents who have heard something about the CAF are more likely to take pride in the CAF, 69% providing a 4-5 rating, compared to 58% among those who have not heard anything.

As has been the trend in past waves, the plurality feel the CAF is neither modern nor outdated (43%), while equal proportions believe it is either modern (24%) or outdated (24%). Respondents from Alberta are more likely than respondents from all other provinces to believe the CAF is outdated (35%).

Half agree that the CAF is very essential, down slightly from 57% in 2018. Very few (2%) believe it is no longer needed at all. The differences among demographic groups are:

- Almost all respondents from Atlantic Canada (85%) agree the CAF is essential, significantly higher than the percentage who say the same in Ontario (77%), Alberta (70%) and BC (69%);
- Respondents 55+ (85%), 45-54 (77%) and 35-44 (74%) are more likely than those 18-24 (60%) and 25-34 (64%) to agree that the CAF is essential; and
- Those who have heard something about the CAF are more likely than those who have not to agree it is very essential (56% vs 47%).

Exhibit B6: Q20 - To what extent do you think the Canadian Armed Forces is a source of pride for Canadians? Please use a 5-point scale, where "1" means not at all a source of pride, "3" is neutral, and "5" means very much a source of pride. Base: n=1,503

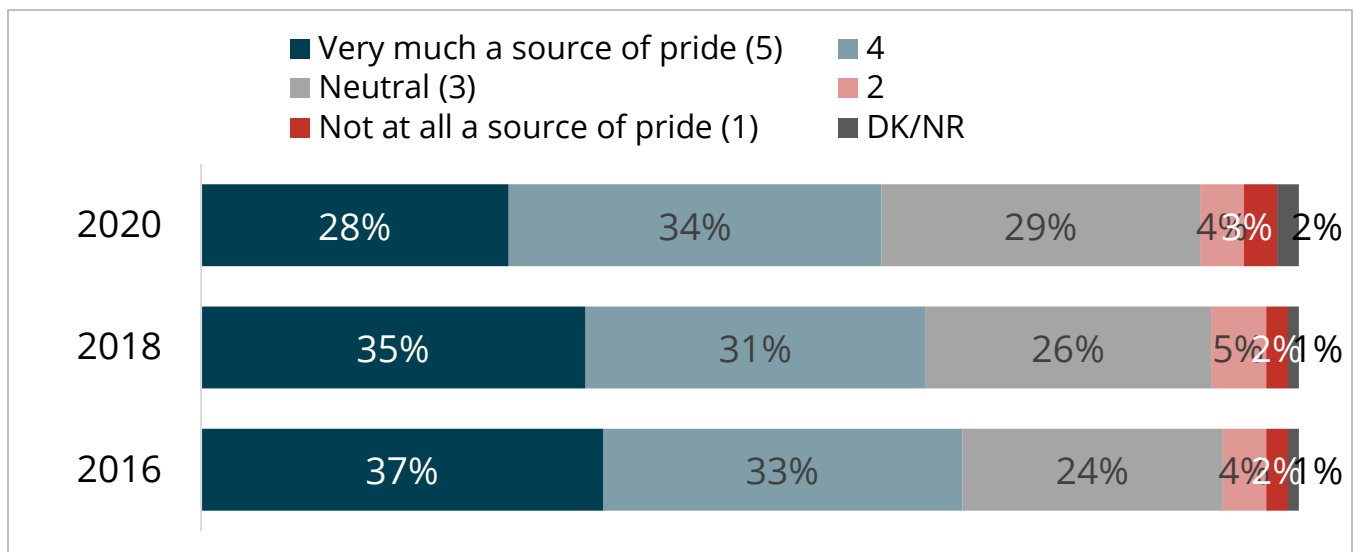


Exhibit B7: Q21 - Do you think Canada's military is modern or outdated? Please use a 5-point scale, where "1" means very outdated, "3" means neither outdated nor modern, and "5" means very modern. Base: n=1,503

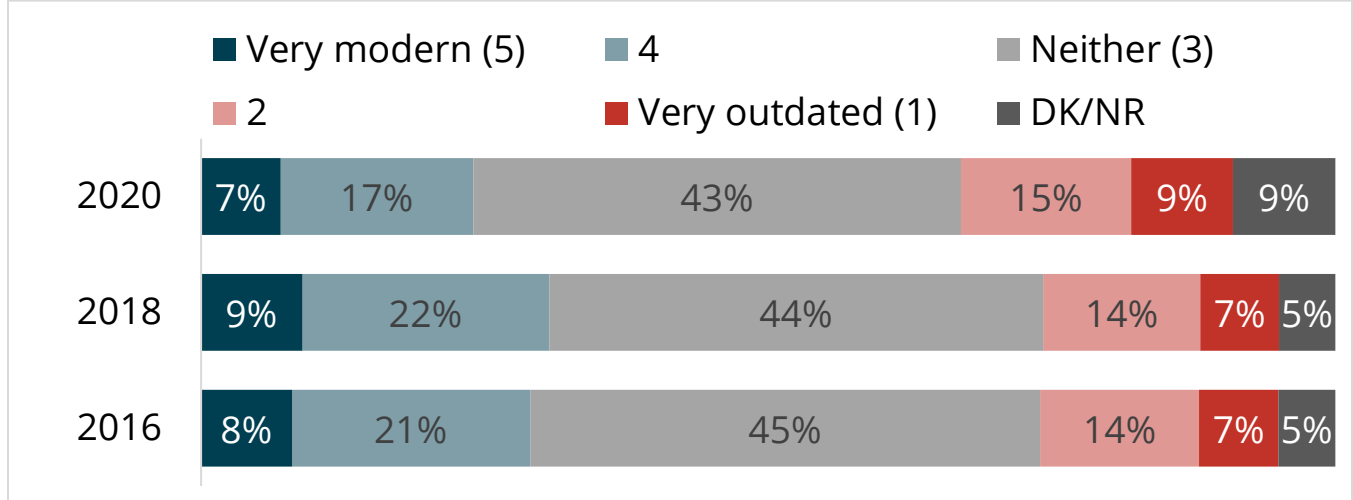
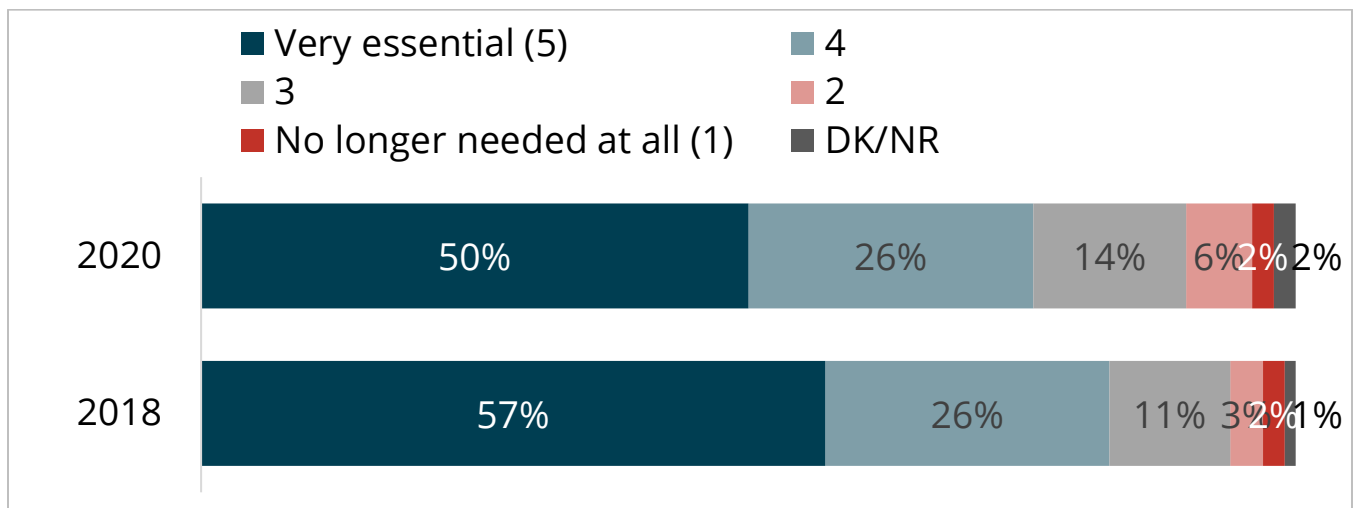


Exhibit B8: Q22 - Do you think Canada's military is essential or no longer needed? Please use a 5-point scale, where "1" means no longer needed at all and "5" means very essential. Base: n=1,503



Overall, respondents view greater diversity in the CAF positively, but are not convinced it is currently as diverse as it could be. Almost three-quarters (70%) agree that greater gender and cultural diversity in the CAF could improve operational and/or military performance. Women are significantly more likely than men to agree with this statement (73% vs 67%). Asian (78%) respondents are more likely to agree than white respondents (69%). More disagree (53%) than agree (39%) with the statement that it is not important that the CAF's membership be as diverse as the Canadian population. Respondents from urban areas (57%), along with women (59%), respondents ages 18-24 (59%) are among the segments of the population most likely to disagree with the statement.

While respondents seem to agree that greater cultural and gender diversity in the CAF is desirable, they are more divided over whether the CAF is actually diverse. Under half (42%) agree that the membership of the CAF is as diverse as the Canadian population, while 35% disagree and 23% do not know or do not offer a response. The majority (54%) are concerned about systemic racism in the CAF. Those who are particularly concerned include:

- Respondents from urban areas (60%) compared to those in rural (46%) and suburban (53%) areas;
- Women (58%) compared to men (50%);
- Respondents 18-24 (63%) compared to those 35-44 (46%) and 45-54 (51%);
- Black (69%) and Asian (63%) respondents compared to white respondents (53%); and,
- Those who have read, heard or seen something about the CAF are more likely to be concerned about systemic racism in the CAF (62%) compared to those who have not (51%).

Well over half (61%) agree that hateful or racist attitudes and behaviours are not tolerated in the CAF. However, it is worth noting that women are significantly less likely to agree (54%) than men (69%). Half agree that the CAF responds appropriately when it learns of members displaying hateful attitudes or behaviours, but almost a third (29%) do not know or do not offer a response. Men are more likely to agree (59%) than women (41%).

While 70% agree that the CAF is as good a career choice for women as it is for men, respondents are less certain that the workplace environment is respectful of women (51% agree, 32% disagree and 18% do not offer a response). Two-thirds of women (66%) agree that the CAF is as good a career choice as it is for men, but much like the general population are less convinced that the work environment is respectful of women (43% agree).

A quarter (24%) say they could see themselves joining the CAF, which is in line with the results from 2018 (25%). Just 9% strongly agree they could see themselves joining. Those most likely to indicate a strong interest in joining are:

- Residents of Saskatchewan and Manitoba (18%);
- Men (12%);
- Respondents 25-34 (11%) and 55+ (11%);
- Those with a household income under \$40,000 (12%);
- Those with a family member in the CAF (17%); and,
- Those who are familiar with the CAF (15%).

Exhibit B9: Q10-19 - *To what extent do you agree or disagree with each of the following statements?* Base n=1,503

% AGREE	2020	2018
Greater gender and cultural diversity in the CAF will improve operational or military performance and/or effectiveness	70%	72%
The CAF is as good a career choice for women as it is for men	70%	-
Racist or hateful attitudes or behaviours are not tolerated in the CAF	61%	-
Systemic racism in the CAF is something I am concerned about	54%	-
I think that the CAF workplace environment is respectful of women	50%	53%
The CAF respond appropriately when they learn a member displays hateful attitudes or behaviours	49%	-
The CAF's workplace is respectful of its members' sexual orientation	44%	-
The membership of the CAF seems just as diverse as the Canadian population	42%	50%
It doesn't really matter if the CAF is as diverse as the Canadian population	39%	47%
I could see myself joining the CAF	24%	25%

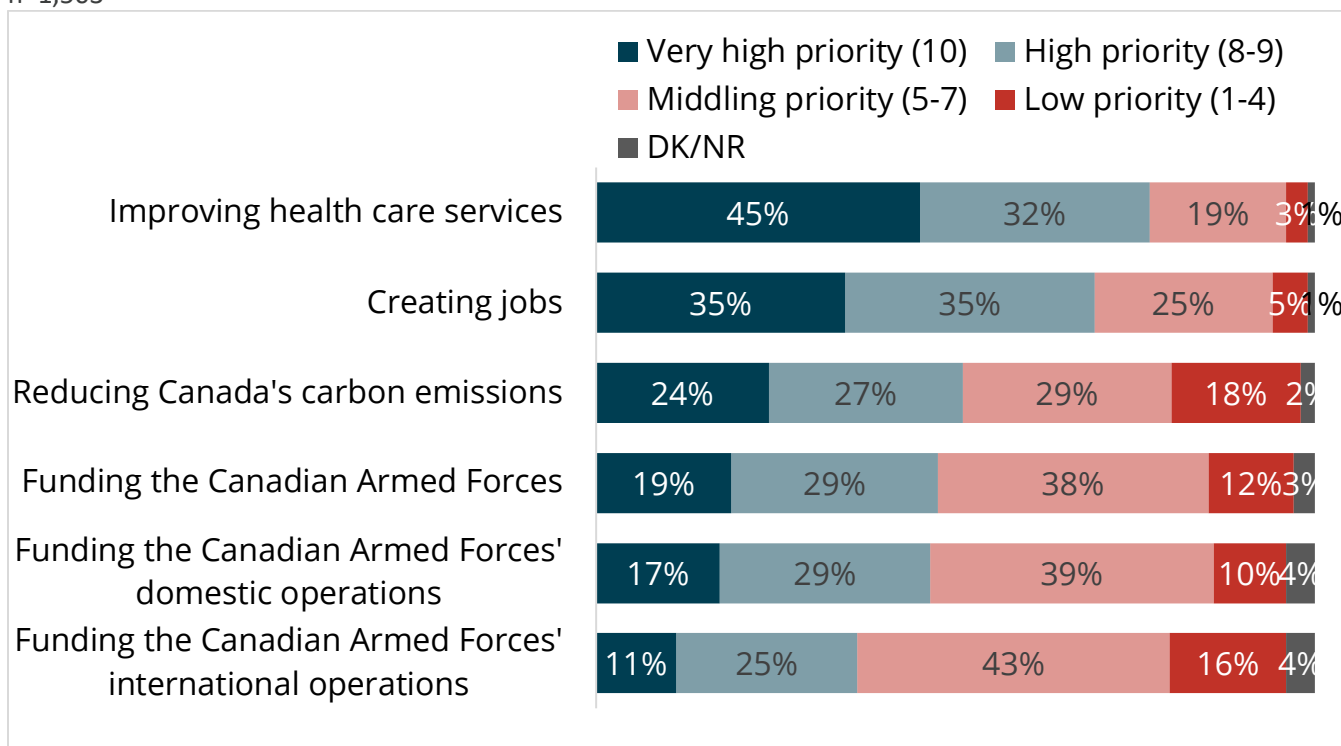
Funding and Equipment

Few feel funding the military should be a low priority, but it does not carry the same urgency as improving health care services and creating jobs. Three-quarters (77%) rate improving health services as a high priority (8-10 on a 10 point scale), and over a third (70%) rate creating jobs as a high priority. In contrast, funding the CAF is viewed as less important (48% high priority). Funding domestic operations (46%) is deemed more important than international operations (36%).

When it comes to the importance of funding the CAF, there are a few demographic differences:

- Older respondents are more likely to view funding the CAF as a high priority (45% among those 35-44, 49% among those 45-54 and 60% among those 55+) compared to younger respondents (28% among those 18 to 24 and 33% among those 25 to 34);
- Those with a family member in the CAF are more likely to highly prioritize funding it, compared to those without family in the CAF (57% vs 45%); and
- Indigenous respondents place a higher priority on funding the CAF (67% high priority) compared to white, Chinese and Asian respondents.

Exhibit C1: Q24-29 - Please rate each of the following on a scale of 1 to 10, where 1 means it should be a very low Government of Canada priority, and 10 means it should be a very high Government of Canada priority. Base n=1,503



More agree (42%) than disagree (18%) that the CAF is good at planning its future equipment needs, but there’s also a sizeable degree of uncertainty – 30% do not know or do not offer a response. The percentage who agree is comparable to the result from 2018 (47%) but has fallen significantly from 2016 (58%).

Roughly equal proportions agree (38%) and disagree (34%) that the CAF has the equipment it needs to do its job. Again, the proportion who agree remains stable from 2018 (41%) but has fallen from 2016 (50%). One-in-five are unsure or do not offer and answer.

Some respondents are more likely than others to **disagree** that the CAF has the equipment it needs. They include:

- Those in rural (40%) vs suburban (33%) or urban (33%) communities;
- Men (38%) compared to women (31%);
- Respondents 55+ (47%) and 45-54 (42%) compared to those 35-44 (27%), 25-34 (19%), and 18-24 (11%);
- Those who have a family member in the CAF (46% disagree compared to 31% among those who do not have a family member who serves);
- Those who have seen, read or heard about the CAF (43%) compared to those who have not (30%); and
- Almost half of those who are familiar with the CAF (45%) compared to those who are not familiar (25%).

Exhibit C2: Q30-31 - *Please rate the extent to which you agree or disagree with each of the following statements.*
Base n=1,503

	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Agree 2018	Agree 2016
The Canadian Armed Forces is good at planning its future equipment needs	10%	32%	11%	13%	5%	30%	47%	58%
The Canadian Armed Forces has the equipment it needs to do its job	9%	30%	7%	23%	11%	20%	41%	50%

International Roles

Proximity to the United States is viewed as the biggest threat to Canadian security (14%). It was the second greatest threat respondents cited in 2018 (16%), behind terrorism (29%). This wave, 10% name terrorism as the biggest threat. Equal proportions view cyber-security (10%) and China (10%) as the greatest threats. Almost as many (9%) cite COVID-19. Quebecers are slightly warier of terrorism (13%) and COVID-19 (13%), whereas residents of BC are the most concerned about proximity to the US (17%).

Exhibit D1: Q23 - *What do you think is the biggest threat to the security and/or sovereignty of Canadians and Canada at this time?* Base n=1,503

% AGREE	2020	2018	2016
United States/Canada’s proximity to the US	14%	16%	-
Cyber-security	10%	6%	3%
China	10%	-	-
Terrorism	10%	29%	40%
COVID-19	9%	-	-
American government/Trump	7%	5%	-
Arctic sovereignty	6%	3%	-
Russia	5%	4%	-
War/Attack/Conflicts	5%	-	-
Canadian government/Justin Trudeau	5%	2%	-
Canadian themselves/Extremists	3%	-	-
Immigration policies/Cultural tension	3%	2%	-
Political Uncertainty	2%	-	-
Climate change	2%	-	-
Economic crisis	2%	-	-
Lack of funding for the Canadian Armed Forces	2%	-	-
Natural disasters	2%	4%	-
Foreign trade/Foreign ownership of Canadian businesses	2%	-	-
Racism/Inequality	1%	-	-
Civil unrest/Civil rights movement	1%	-	-
Media/False information	1%	-	-
The Middle East	1%	1%	
ISIS/ISIL	1%	4%	19%
Natural resources	1%	-	-
North Korea	1%	3%	1%
Human trafficking	1%	1%	-
Drug trafficking	1%	1%	-
Refugees	1%	-	-
Other	6%	16%	12%
Nothing	1%	-	-
DK/NR	24%	16%	10%

Much like previous waves, respondents eagerly agree that the CAF should be involved in disaster relief and humanitarian aid (51% strongly agree), though strong support has slipped from 69% in 2018. Respondents also believe the CAF should be involved in peace support operations (45% strongly agree) and non-combat roles in support of UN or NATO missions (43% strongly agree), though of note, support was higher in both 2018 and 2016. In 2018, 62% strongly supported peace operations and non-combat roles in support of UN missions. In 2016, 59% strongly agreed with the CAF’s participation in peace support operations and 58% strongly agreed with non-combat roles in support of UN missions. While strong support for each of the roles mentioned above has fallen, it appears to have shifted to soft support, rather than neutrality or opposition.

Almost a third (30%) strongly agree with the CAF participating in missions that target drugs, weapons, or other illegal trafficking activities in international waters, down from 40% in 2018. Slightly more than a third (35%) somewhat agree, comparable to the 30% that said the same in 2018.

Over a quarter (28%) strongly agree with the CAF using satellites in space to monitor territory, gather intelligence and/or identify targets, while 34% somewhat agree.

As was the case in 2018 and 2016, combat roles (22% strongly agree) and training the militaries of other countries (19%) are the activities respondents are least certain the CAF should be involved in. In 2018, 31% strongly agreed the CAF should be involved in combat roles and 32% agreed with training other militaries. In 2016, 28% strongly agreed with combat missions and 31% strongly agreed with training other militaries. Strong support for both of these activities has fallen, but unlike the activities outlined above, support appears to have shifted to neutrality or opposition.

Overall, there is little variation in support for each activity among demographic groups. One exception is respondents over 55, who are more likely than the younger cohort to support any of the CAF’s international activities. For example, 64% agree with the CAF being involved in combat missions, compared to 53% among those 25-34 and 55% among those 35-44. Almost three-quarters of those 55+ (72%) agree with the CAF’s participation in missions targeting illegal activity in international waters, significantly higher than every other age group – 56% among those 18-24, 57% among those 25-34, 64% among those 35-44 and 65% among those 45-54.

Exhibit D2: Q32-38 - *Shifting focus now to Canadian Armed Forces activities abroad, there are a number of roles the Canadian Armed Forces could play internationally. Please tell me how strongly you agree or disagree that the Canadian Armed Forces should participate in each of the following activities. To do so, use a 5-point scale, where “1” means strongly disagree, “3” means neither disagree nor agree, and “5” means strongly agree. How about...*

Base n=1,503

	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Strongly Agree 2018	Somewhat Agree 2018	Strongly Agree 2016
Disaster relief or humanitarian aid in response to a request for help from another country	51%	33%	9%	3%	1%	3%	69%	21%	67%
Peace support operations	45%	35%	12%	3%	2%	3%	62%	23%	59%
Non-combat support roles in support of UN and NATO missions	43%	37%	10%	4%	2%	4%	62%	26%	58%
Missions that target drug, weapons, or other illegal trafficking activities in international waters	30%	35%	18%	8%	3%	5%	40%	30%	36%
Using satellites in space to monitor territory, gather intelligence and/or identify targets	28%	34%	20%	8%	4%	6%	-	-	-
Combat roles in support of UN and NATO missions	22%	37%	20%	8%	6%	7%	31%	37%	28%
Training the militaries or police forces of other countries	19%	36%	21%	13%	7%	5%	32%	34%	31%

The vast majority of respondents believe the CAF certainly or probably is involved with disaster relief/humanitarian aid (44% definitely, 44% probably), peace support operations (42% definitely, 46% probably), non-combat support missions (42% definitely, 46% probably) and training missions (40% definitely, 44% probably). These results are similar to 2018. Just under half were certain that the CAF is involved in peace support operations (49%) and disaster relief (47%). Slightly fewer believed the CAF was definitely involved in non-combat support missions (44%) and training missions (40%).

- Residents of Quebec and Atlantic Canada are more certain of the CAF’s involvement in the international activities noted above. For example, 51% of Atlantic Canadians and 53% of Quebecers are certain that the CAF is involved in disaster relief, compared to 43% among Ontarians, 38% among those in Manitoba/Saskatchewan, 33% among those in Alberta and 38% among those in BC.

Fewer believe the CAF is currently involved in anti-trafficking missions (20% are certain) gathering intelligence via satellite (18%) and combat missions (17%). These results are in line with the 2018 findings.

- Respondents ages 18-24 are among the least certain of the CAF’s current international roles. For example, just 26% are certain the CAF is involved in training missions, compared to 36% among those 25-34, 39% among those 35-44, and 44% among those 45-54 and 55+.

Exhibit D3: Q39-45 - *To the best of your knowledge, which of the following types of international missions do you think the Canadian Armed Forces is currently involved in? Would you say Canada’s military definitely is, probably is, probably is not, or definitely is not involved in...* Base n=1,503

	Definitely is	Probably is	Probably is not	Definitely is not	DK/NR	Definitely Is 2018	Definitely Is 2016
Disaster relief or humanitarian aid	44%	44%	4%	1%	7%	47%	46%
Non-combat support missions, e.g. providing medical assistance, communications / logistical support, or transportation	42%	46%	3%	1%	8%	49%	46%
Peace support operations	42%	46%	4%	1%	7%	44%	46%
Training missions	40%	44%	5%	1%	10%	40%	46%
Anti-trafficking missions in international waters	20%	46%	15%	2%	17%	20%	20%
Using satellites in space to monitor territory, gather intelligence and/or identify targets	18%	45%	16%	2%	18%	-	-
Combat missions	17%	40%	23%	7%	12%	20%	25%

As was the case in 2018, half (50%) cannot name a country where the CAF is serving. Among those who can, Afghanistan is most often recognized (21%) though the percentage who do is significantly smaller than 2018 (47%). Another stark difference is that only 6% recall that the CAF is serving in Syria, compared to 23% in 2018. Similarly, just 10% are aware of operations in Iraq, compared to 22% in 2018.

Exhibit D4: Q46 - *To the best of your knowledge, in what countries in the world is the Canadian Armed Forces currently serving on missions?* Base n=1,503

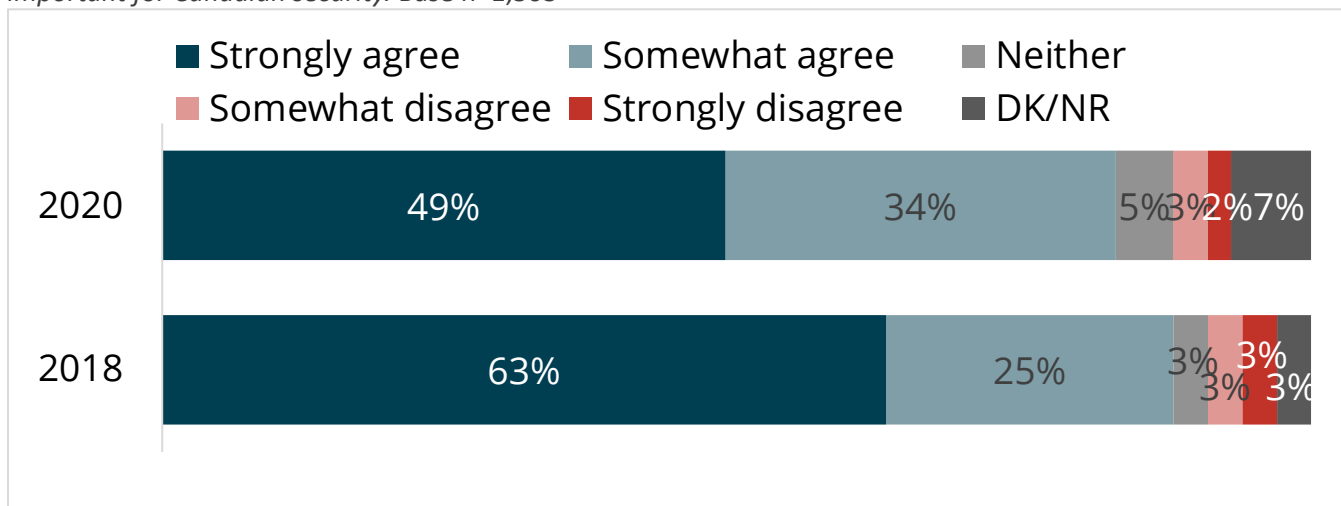
	2020	2018
Afghanistan	21%	47%
Middle East	11%	12%
Iraq	10%	22%
Africa	9%	12%
Europe	7%	1%
Syria	6%	23%
Lebanon	5%	-
Canada	3%	-
Iran	3%	6%
Ukraine	3%	5%
Mali	3%	5%
United States	2%	4%
Asia	2%	-
Haiti	2%	6%
Estonia/Latvia/Lithuania	2%	3%
Germany	2%	1%
South America	2%	-
Sudan/South Sudan	2%	1%
Yemen	1%	-
North America	1%	-
Cyprus	1%	2%
Russia	1%	1%
Congo	1%	1%
North Korea/South Korea	1%	2%
Somalia	1%	1%
Israel	1%	3%
Egypt	1%	1%
Pakistan	1%	-
Other	4%	11%
DK/NR	50%	48%

NATO membership is still viewed as important (83% agree it is important to Canadian security) but the percentage who strongly agree has fallen from 63% in 2018 to 49%. When taken together with the results on specific international roles tested, this result regarding NATO suggests there may be an overall reduction in the level of attachment to international roles played by the CAF.

Some demographic groups are more likely to strongly agree that Canada’s membership in NATO is important than others:

- Atlantic Canadians (62%) are more likely to strongly agree than Quebecers (42%), those in Manitoba/Saskatchewan (44%), Alberta (49%), and BC (38%);
- More men (52%) strongly agree than women (46%); and
- Respondents 55+ are more likely to strongly agree (62%) than any other age group.

Exhibit D5: Q47 - I believe that Canada’s membership in NATO, or the North Atlantic Treaty Organization, is important for Canadian security. Base n=1,503



Domestic Roles

Respondents feel the CAF’s most important domestic roles are responding to natural disasters (70% very important) protecting against terrorism (69%) and search and rescue (64%). These three were also rated most important in 2018 and 2016. About half view providing protection against cyber-security threats (52%) and helping to prevent illegal activity such as drug/human smuggling or illegal immigration (50%) as very important.

- Quebecers are the most likely to view responding to natural disasters as very important (80%), compared to all other regions. Women place a higher priority on this role (73%) than men (66%). Respondents 55+ are also very supportive of this role – 78% say it is very important, compared to 56% of those 18-24 and 60% of those 25-34.
- Protecting against terrorism is particularly important to women (73%) compared to men (64%). Respondents 45-54 (75%) and 55+ (77%) are more likely than all other age groups to rate preventing against terrorism as very important.
- Search and rescue is particularly important to Quebecers (72%) compared to residents of other regions. Once again, respondents 55 and older are most likely to view this as very important (74%) compared to all other age groups.
- Women (55% very important) prioritize preventing illegal activity more than men (44%).

Patrolling the Arctic (40% very important) and delivering the cadet program (28%) are the roles respondents are least likely to prioritize, though still over 50% believe each are important (4-5 on a 5-point scale). Respondents 55+ are much more likely than all the younger age groups to rate patrolling the Arctic as a top priority (60% very important). Those 45-54 (34%) and 55+ (35%) are more likely to view the Cadets as a very high priority, compared to younger cohorts.

Exhibit E1: Q48-54 - *There are a number of roles that the Canadian Armed Forces plays here in Canada. Please tell me how important each of the following roles should be, in your opinion, using a 5-point scale, where 1 means not important at all, 5 means very important. How about...? Base n=1,503*

	Very Important (5)	Important (4)	Neither (3)	Not very important (2)	Not important at all (1)	DK/NR	Very Important 2018	Very Important 2016
Responding to natural disasters, including catastrophic weather events	70%	21%	6%	1%	1%	2%	77%	74%
Providing protection against terrorist threats	69%	19%	8%	2%	-	2%	76%	75%
Search and rescue	64%	23%	9%	1%	1%	2%	68%	67%
Providing protection against cyber-security threats	52%	27%	12%	3%	2%	3%	-	-
Helping prevent illegal activity such as drug/human smuggling or illegal immigration	50%	27%	14%	4%	2%	3%	-	-
Patrolling the Arctic	40%	26%	20%	6%	3%	5%	42%	43%
Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age	28%	30%	25%	8%	4%	5%	-	-

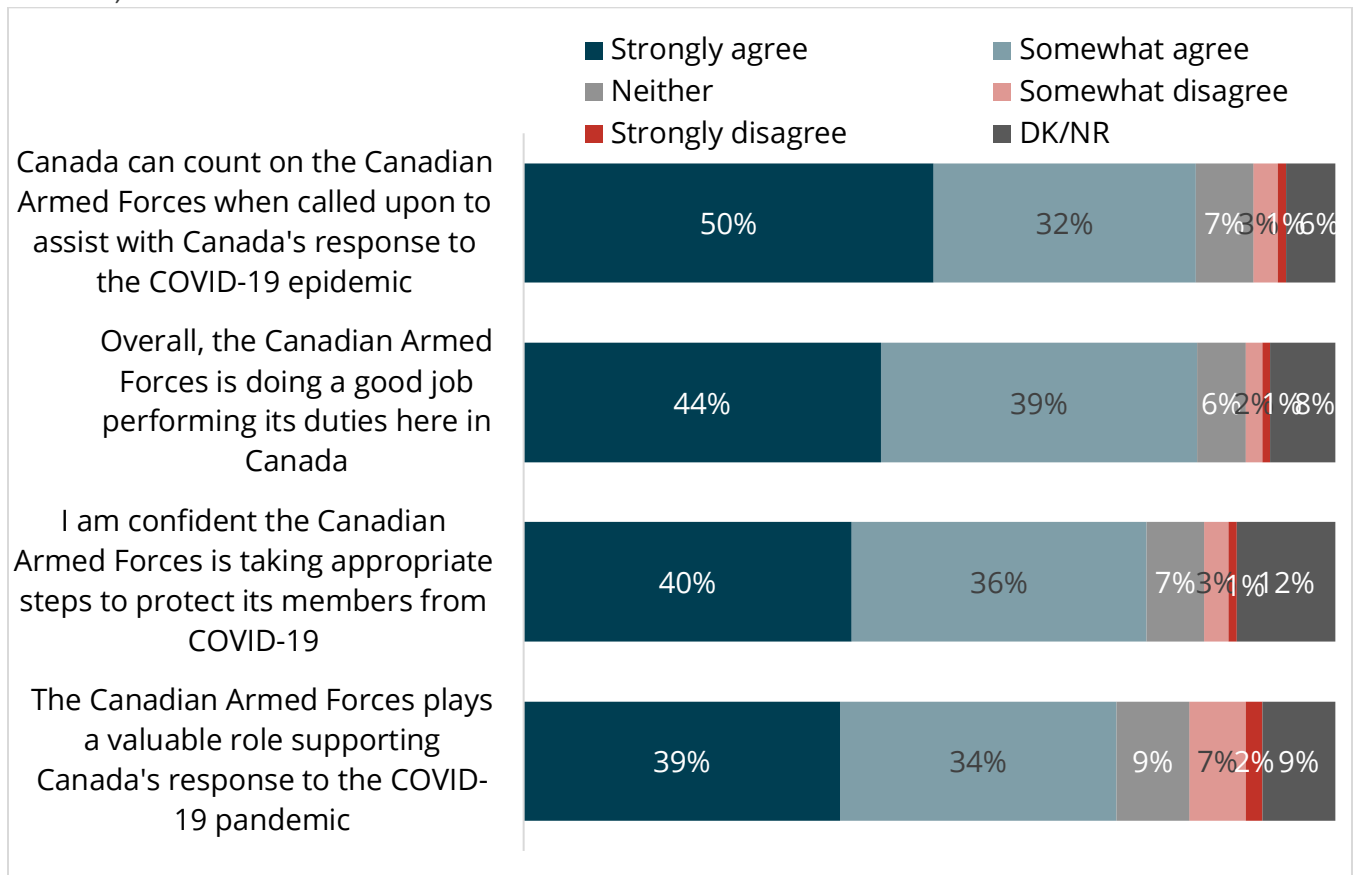
Overall, respondents appear to approve of the CAF’s role assisting with the country’s response to the COVID-19 pandemic. The vast majority (82%) agree the CAF can be counted on to assist with the response, including half who strongly agree. Agreement is almost universal among respondents from Atlantic Canada (86%), Quebec (90%) and Ontario (86%), and among those 55+ (89%).

Three-quarters (73%) agree that the CAF is playing a valuable role in Canada’s response to the COVID-19 pandemic. Again, agreement is highest among Atlantic Canadians (79%), Quebecers (79%) and Ontarians (78%), as well as those 55+ (83%). Those who say that they have heard about the CAF’s COVID-19 assistance and involvement in long-term care homes are particularly likely to strongly agree that the role it plays is valuable (62%).

Respondents seem to trust that the CAF is keeping its members safe as it responds to COVID-19 – three-quarters (76%) agree. Quebecers are particularly confident (88% agree).

Finally, respondents tend to agree (84%) that the CAF is doing a good job performing its duties here in Canada. Slightly fewer strongly agree (44%) compared to 2018 (50%). Quebecers (91%) are most likely to agree compared to respondents from other regions. Those 55+ are also more likely to agree (89%) compared to younger cohorts.

Exhibit E2: Q55-58 - Please rate the extent to which you agree or disagree with each of the following statements?
Base n=1,503

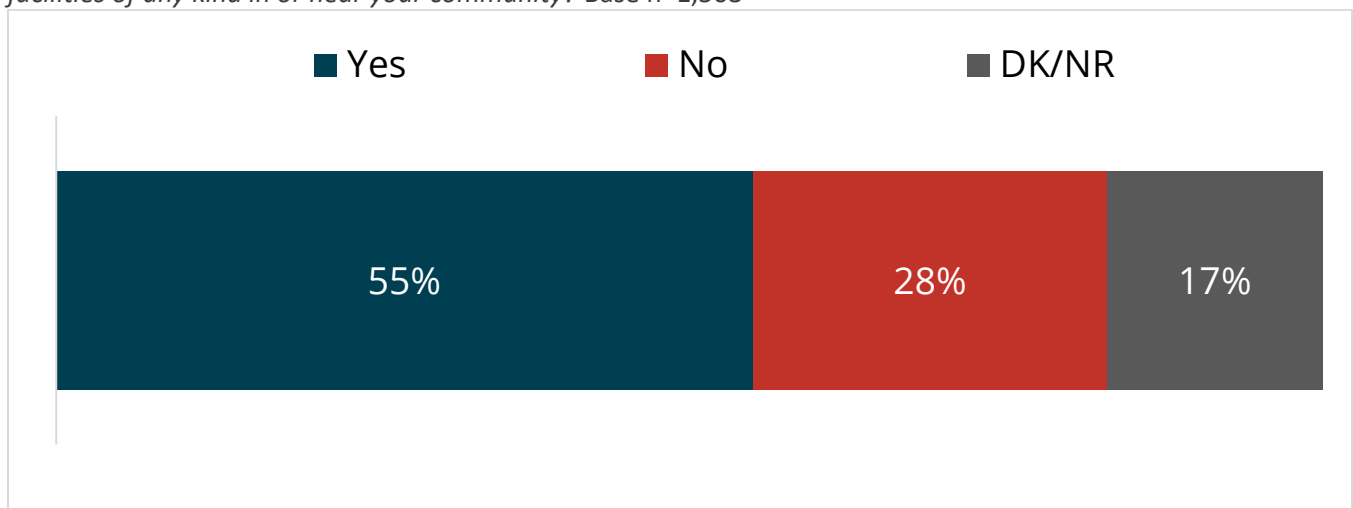


Community Impact

Slightly more than half (55%) believe the CAF has buildings, training areas or facilities in their community. A quarter (28%) believe they do not, and 17% do not offer an answer.

- Those in Atlantic Canada (73%) and Quebec (62%) are significantly more likely to report that the CAF has facilities in their community, compared to those in Ontario (48%), Manitoba/Saskatchewan (51%), Alberta (52%) and BC (52%).
- Those in urban areas are more likely to know of facilities in their community (61%), compared to those in the suburbs (54%) and rural areas (44%).

Exhibit F1: Q59 - *To the best of your knowledge, does the Canadian Armed Forces have buildings, training areas or facilities of any kind in or near your community?* Base n=1,503



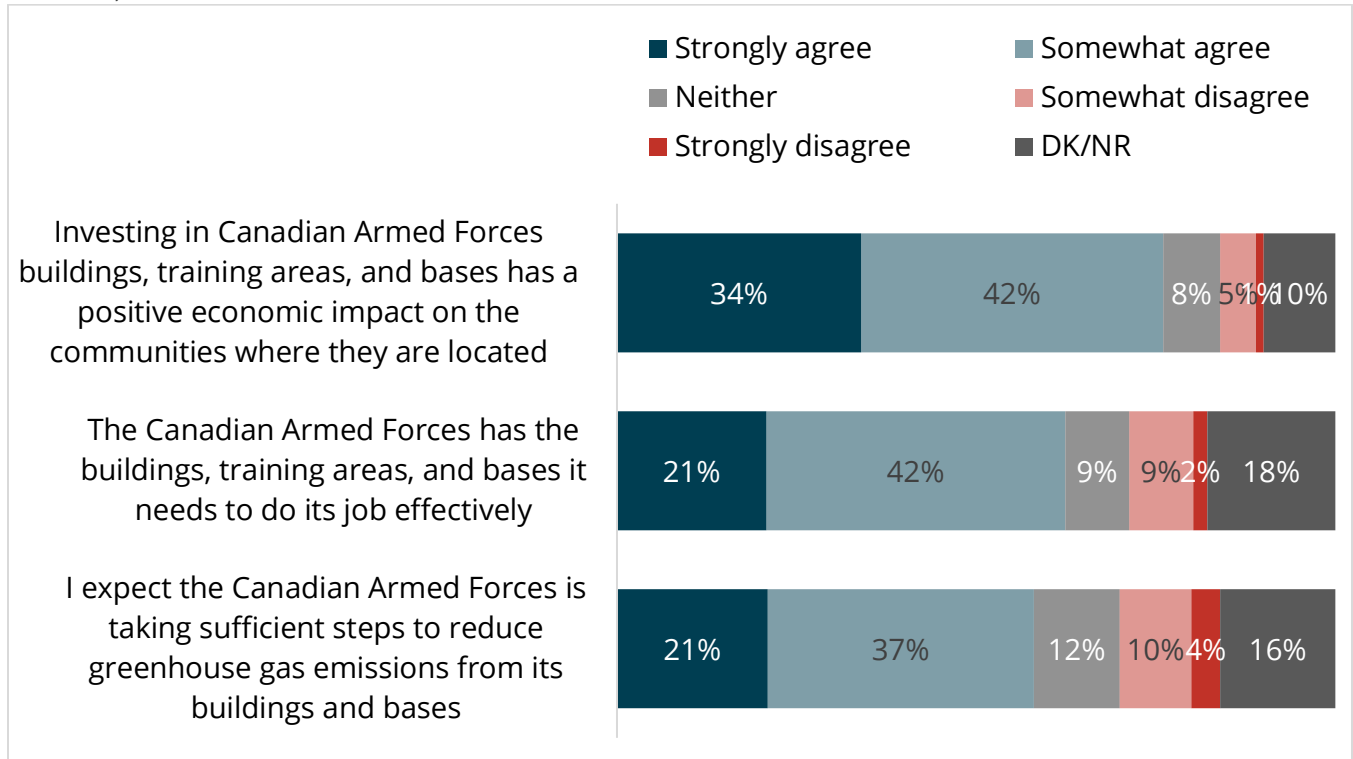
Three-quarters (76%) agree that investing in CAF buildings, bases and training areas can have a positive impact on the communities in which they are located. A third (34%) strongly agree.

- Respondents from Atlantic Canada are more likely to agree (81%) than those in Manitoba/Saskatchewan (68%) and Alberta (70%).
- Respondents 55+ are also more likely to agree (86%) than any other age cohort.

Almost two-thirds (63%) agree the CAF has the equipment it needs, while almost one-in-five are uncertain (18%) and 11% disagree. Of note, those who are familiar with the CAF are more likely to disagree (16%) than those who are not familiar (7%).

Over half (58%) agree that the CAF is taking sufficient steps to reduce greenhouse gas emissions from its buildings and bases. Respondents from Quebec (75%) are much more certain than those from other regions.

Exhibit F2: Q60-62 - Please rate the extent to which you agree or disagree with each of the following statement?
 Base n=1,503



CONCLUSIONS

As the CAF seeks to respond both to ongoing issues and the new challenges that have arisen in 2020, there are a number of key takeaways from a thorough analysis of the data in this report:

- Canadians' opinion of the CAF on a number of key metrics have shifted since 2018. First of all, the level of familiarity with the CAF has declined slightly and as has also been the case in past waves, familiarity tends to correlate with a variety of other key metrics. Therefore, although the decline in other metrics may not be completely attributable to a decline in familiarity, it certainly would seem to be a reasonable explanator. To wit, while very few have a negative view of the CAF and those who serve, there has been a decline in the percentage who hold very positive views of members of the CAF, who take great pride in the CAF and who view it as very essential.
 - These findings do not prove that increasing familiarity with the CAF automatically will result in a more positive results on the key metrics above, but they do suggest that increasing the reach and effectiveness of communication to Canadians could strengthen Canadians' attachment to the Forces.
- When it comes to the CAF's international roles, Canadians are less strongly convinced than in previous waves that the CAF should be involved in any one of them, though overall support for disaster relief, peace support operations and non-combat missions remains almost universal. Fewer prioritize funding international vs domestic operations. Finally, strong support for Canada's role in NATO has also fallen, further demonstrating an overall decline in the perceived importance of the CAF's international roles.
- While there has been a slight decline in the level on importance placed on some domestic roles, it is less pronounced than the shift in strong support for international roles. Almost all agree that the CAF should play a role in responding to natural disasters at home, protecting the country against terrorist threats, and be involved in search and rescue.
 - The two-thirds of Canadians who agree it is important the CAF patrol the Arctic, along with the deeper exploration of views on this topic in the qualitative sessions suggest that the CAF's role, as long as it is explained, is accepted and appreciated.
 - The results from the quantitative phase suggest that Canadians have been paying more attention to the CAF's role combatting the COVID-19 epidemic than any other of its activities. Overall, Canadians are supportive of the CAF's role and believe it has been important.
- Over the past four years, there has been a remarkable decline in the level of consensus in naming terrorism as the biggest threat to the security and/or sovereignty of Canadians and Canada, with a wide variety of other threats now being named as often and for the first time in three waves of study. One threat is named more often than terrorism: the United States or Canada's proximity to it. When combined with those who indicate the American government or the President, specifically, it is clear that a significant portion of Canadians are now anxious about the level of risk to which Canadians are exposed either directly from, or due to Canada's relationship with, the United States.
- Canadians' views on gender and cultural diversity in the CAF are mixed. For example, participants believe that the CAF is as good a career choice for women as it is for men, but there is less consensus that the workplace environment is respectful of women, with a notable contrast in opinion by gender. As participants noted in the qualitative sessions, few think the CAF discourages anyone from applying, but they assume there may be barriers to some groups of people joining.

- Significantly more agree than disagree that the CAF does not tolerate racist or hateful attitudes, but there's greater uncertainty about the CAF's response when it learns of a member behaving in such a way. While opinion on this topic may be more undecided at the moment, given that half of Canadians, when asked, agree that they are concerned about systemic racism in the CAF, the CAF's public response to such incidents could drive opinion one way or another.

APPENDIX A: FOCUS GROUP METHODOLOGY REPORT

Methodology

The qualitative phase included a series of eight (8) qualitative discussions in four cities across Canada: Quebec City (February 22); Toronto (February 24); Moncton (February 25); and, Calgary (February 27). In each city, the discussions were conducted with Canadian adults (18+); segregated by age with the first group among those 18-34 and the second group among those 35-65.

The groups in Quebec City were conducted in French; in all other locations, they were conducted in English. The sessions were approximately two hours in length.

Schedule and composition of the focus groups

City	Group	Audience	Number of Participants	Date/Time
Quebec City, QC	Group 1	18-34	8	Saturday, February 22, 10:00am
	Group 2	35-65	10	Saturday, February 22, 12:00pm
Toronto, ON	Group 1	18-34	8	Monday, February 24, 5:30pm
	Group 2	35-65	9	Monday, February 24, 7:30pm
Moncton, NB	Group 1	18-34	10	Tuesday, February 25, 5:30pm
	Group 2	35-65	10	Tuesday, February 25, 7:30pm
Calgary, AB	Group 1	18-34	9	Thursday, February 27, 5:30pm
	Group 2	35-65	10	Thursday, February 27, 7:30pm

Recruitment

Participants were recruited using a screening questionnaire (included in Appendix C). For each group we recruited 12 participants, for 10 to show.

The target audiences were members of the general population, 18 years and older. The screener contained a series of standard screening questions to ensure participants qualified based on their age, Indigenous status (we aimed for a minimum of two Indigenous participants in each group), ethnic background (we aimed for a minimum of three non-Caucasian respondents per group) and city where they reside. Additionally, we screened participants to ensure we aimed for a good mix of gender, household income, employment, education, etc.

Quality Response and their selected suppliers reached out to members of their respective databases first via email and followed up with telephone calls to pre-qualify participants for speed and economies. All participants were contacted pre-group to confirm attendance.

For groups in the Toronto area, Quality Response relied on their own proprietary database of Canadians. Quality Response’s database includes approximately 35,000 Canadians with profiling on a range of attributes including standard personal demographics, household composition, medical background, technology usage, financial services, health and wellness, business profiles, and other relevant criteria. In Quebec, Quality Response worked with MBA Recherche, a Quebec-based research company with specific expertise in Francophone markets. In Moncton, Quality Response worked with Metroline. In Calgary, Quality Response collaborated with Qualitative Co-ordination, a Calgary-based recruiter.

Moderation

Given the accelerated timelines, two moderators were used to conduct the focus groups. Each moderator takes notes and summarizes their groups and, after each night of groups, the moderators each provide the other with a debrief on the groups including the functionality of the discussion guide; any issues relating to recruitment, turnout, technology or the facility; and, key findings including noting instances that were unique and that were similar to previous sessions. Together, they discuss the findings on an ongoing basis in order to allow for probing of areas that require further investigation in subsequent groups and before the final results are reported.

A note about interpreting qualitative research results

It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

APPENDIX B: DISCUSSION GUIDE

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

- The name of the firm the moderator works for, and the type of firm that employs them (i.e. an independent marketing research firm)
- Role of participants: speak openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other.
- Results are confidential and reported all together/individuals are not identified.
- Your participation is voluntary; you can leave the discussion at any point. We have not shared with our client any information that would identify you personally or your company.
- The presence and purpose (reporting) of any recording being made of the session.
- The presence of any observers, their role and purpose, and the means of observation (one-way mirror, teleconference/webstreaming; colleagues viewing in the back room and listening in remotely).
- The length of the session (2 hours).
- Turn off cell phones for the duration of the discussion.

- As mentioned when we invited you to participate in this discussion group, we’re conducting research on behalf of the Department of National Defence (DND) and the Canadian Armed Forces (CAF). The purpose is to explore issues related to the Canadian Armed Forces and the roles it plays in service to Canadians.

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

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

Awareness, Impressions and Perceptions of the CAF **15 min 25 min**

I'd like to start with some general questions about Canada’s military and the Canadian Armed Forces.

- Have you recently seen, heard or read anything in the media or elsewhere about the Canadian Armed Forces? If so, what did you see, hear or read? Anything else?
- In general, how familiar would you say you are with the Canadian Armed Forces and its activities? *Probe:*
 - Areas of knowledge
 - Types of things noticed/paid attention to
 - Awareness of any military buildings or training areas in their communities
- What's your overall impression of the Canadian Armed Forces and the people who serve in it? Why do you say that?
 - Are your impressions of them generally positive, negative or neutral? Why?
- *[USE FLIP CHART]* In your opinion, what’s the primary or main role of the Canadian Armed Forces? Anything else? Why do you say that?
- All things considered, do you think the CAF’s job is easier or harder than it was a decade or so ago? Why do you say that?

Domestic Focus

20 min

45 min

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

- *[USE FLIP CHART]* What roles does the Canadian Armed Forces play in Canada? That is, what do they do here in Canada? Anything else? *USE FLIP CHART*
- Indeed, the Canadian Armed Forces plays a number of roles in Canada, including:
 - Responding to natural disasters
 - Providing protection against terrorist threats
 - Search and rescue
 - Patrolling our borders
 - Patrolling the Arctic (this includes defending Canadian sovereignty, natural resources, etc.)
 - Monitoring space (this includes things like monitoring satellite communications, monitoring Canada's maritime approaches, space-based earth observations, space surveillance of debris and other threats, search and rescue, selection of targets for combat operations, etc.)
 - Delivering the Cadet and Canadian Rangers program
- In your view, which of these roles is most important? Why do you say that?
- What's your impression of how well or poorly the CAF has performed these roles in the past few years? Why do you say that?
 - *[IF POORLY]* What role would you like to see them play? Why?

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

- Before this evening, how many of you were aware that the CAF conducts exercises and operations in the Arctic, including regular patrols? *[HAND COUNT]*
- To the best of your knowledge, what does the CAF do in Canada's Arctic? What types of operations and activities does it undertake? *IF NOT VOLUNTEERED, ASK: What about the following types of operations...? Probe:*
 - Search and rescue
 - Support to law agencies/environmental agencies
 - Assist local authorities
- How important is it for Canada's military to be active in the North to support safety and security in the North? Why is this important? That is, what makes it important? *Probe ONLY IF NEEDED:*
 - loss of mineral rights/resources
 - climate change and importance of control of Northwest passage
 - need to defend our territory

International Focus

20 min

65 min

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

- Have you seen or heard anything in the last six months about any Canadian Armed Forces missions outside of Canada? If so, what have you seen or heard? Anything else?
- To the best of your knowledge, are there any places outside of Canada that the Canadian Armed Forces are currently active? If, so where?
 - And what is your understanding of what Canadian military personnel are doing on those missions?

- And thinking about the last five years or so, what missions has the CAF undertaken outside of Canada that you are aware of? Any others? *MODERATOR: IF NEEDED, TELL PARTICIPANTS THIS CAN INCLUDE ANY TYPE OF INTERNATIONAL MISSION, SUCH AS PEACE SUPPORT MISSIONS, DISASTER RELIEF, ETC. (I.E., NOT JUST COMBAT MISSIONS).*
 - Type of missions/activities and locations
- What do you think is the biggest threat to the security and sovereignty of Canadians and Canada at this time? Why do you say that?
 - What is your perception of the seriousness of these threats – are they more or less pressing concerns than in the past? What makes you feel that way?
 - What role do you think the CAF are playing to address or mitigate these threats?
 - How well do you feel the CAF is addressing these threats? Why do you say that?
- At this time, where in the world do you think the Canadian Armed Forces should be most involved? Why?
- How important is it for the Canadian Armed Forces to work with our allies and share responsibilities in the international domain? What makes this important?
 - UN, NATO
- What are the most important reasons why Canada's military *should* work closely with our allies?
 - Top reasons? Perceived benefits?
 - Sharing/pooling of resources?
 - Any other important reasons?
- Do you have any concerns about the CAF working with allies? If so, what? Are there any reasons for not working together? What would those be?

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

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

- What did you write down for [INSERT TERMS]? Anything else? Why?
- How likely do you think it is that Canada would enter into armed conflict in the next six months? Why do you say that?
 - Would you be comfortable with that? Why or why not?

Procurement and Equipment

10 min

75 min

- Have you recently seen, read or heard about plans to purchase new defence equipment, such as ships, aircraft or vehicles for the Canadian Armed Forces?
 - If so, where did you hear about this? [*MODERATOR TO LISTEN FOR INFLUENCE OF PHYSICAL BUILDINGS/FACILITIES IN THEIR COMMUNITIES*]
 - How does the presence of these facilities impact your view of CAF facilities and equipment? Why?
 - Do you think the CAF has the buildings, training areas, and bases it needs to do its job effectively? Why or why not?
 - Do you think investing in CAF buildings, training areas, and bases has an economic impact on the communities where they are located across Canada? In what ways?

- Do you have the sense that the CAF is taking steps to reduce greenhouse gas emissions from its buildings and bases? Why do you say that?
- What have you seen, read or heard?
- [IF IN THE MEDIA/NEWS] Does the media generally paint a good or poor picture of the state of the CAF's equipment?
- Thinking about the CAF's domestic and international roles that we've just discussed, do you think the CAF has the equipment, training and resources it needs to perform these roles effectively?
 - If not, what do you think is missing?
 - What is your assessment based on? That is, what type of evidence do you use to help you form your opinions in this area?
- Would you say the CAF has the equipment and tools of a modern and innovative institution? Why or why not?
 - Do you think the CAF needs to keep up with modern technological developments such as Artificial Intelligence (AI)? Why do you say that?

Care of Military Personnel and Family

10 min

85 min

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

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

Recruitment & Diversity in the CAF

20 min

105 min

- [HANDS UP] Does anyone know someone who serves in the Canadian Armed Forces, Reserves, Cadets or Rangers?
 - Are you familiar with the differences between these groups? If so, what are they?

So that we are all on the same page, members of the Regular Force serve full time protecting Canada and contribute to international peace and security.

Members of the Reserves serve part-time, with opportunities to volunteer for deployments. They support the Regular Forces in Canada and abroad.

Members of the Cadets are between 12 and 18 years old. They are not members of the Canadian Armed Forces, nor are they expected to join the military. The program is community-based and exposes today's youth to the traditions of the military as well as sea, army and/or air activities in addition to many other career choices available to them.

Canadian Rangers are adult members of the Canadian Armed Forces who live in different remote, isolated and coastal communities across Canada. They are part-time reservists who are responsible for protecting Canada's sovereignty as well as defending her coastal interests.

- [FOR THOSE 18-25] Would you ever consider joining the CAF Regular Force or the Reserves?

- [FOR THOSE 34-64] Would you recommend service in the CAF Regular Force or the Reserves to a friend or family member?
- [IF NO TO EITHER] What would need to change for you to feel better about [joining or recommending] the CAF Regular Force or the Reserves?

- Do you think members in the CAF are diverse and representative of Canada’s population? Why or why not?
 - Probe: in terms of Canada’s multi-cultural communities; LGBTQ communities; women, etc.
- What do you think may be some of the barriers that could prevent individuals of diverse backgrounds from joining the CAF?
 - Probe: in terms of Canada’s multi-cultural communities; LGBTQ communities; women, etc.
- Do you believe the CAF is respectful of the diversity of those serving in the Forces? Why do you feel that way? What is informing that impression?
- What are some public perceptions Canadians have of women joining the CAF?
- What are some more commonly “acceptable” roles for women in the CAF?
- How severe are the issues of sexual harassment in the CAF seen as a barrier for women working in the CAF?
 - What can or should the CAF do to address these issues?

Conclusion

10 min

120 min

MODERATOR TO CHECK IN THE BACK ROOM AND PROBE ON ANY ADDITIONAL AREAS OF INTEREST.

- This concludes what we needed to cover tonight. Does anybody have any final comments on the issues we discussed?
- We really appreciate you taking the time to come down here to share your views. Your input is very important.
- Reminder to those in the first/second group about reserving comments so as not to influence those waiting at reception for the next group.

APPENDIX C: SCREENER

FOCUS GROUP SUMMARY

- Recruit 12 for 10 to show
- Groups are 2 hours in length
- Minimum 2 Indigenous participants and 3 visible minority participants per group
- Ensure good mix of demos (gender, income, age, education, etc.)

QUEBEC CITY, QC

Saturday February 22, 2020	Honorarium: \$100
Group 1: 18-34 year olds	10:00 am
Group 2: 35-65 year olds	12:00 pm

TORONTO, ON

Monday February 24, 2020	Honorarium: \$100
Group 1: 18-34 year olds	5:30 pm
Group 2: 35-65 year olds	7:30 pm

MONCTON, NB

Tuesday February 25, 2020	Honorarium: \$100
Group 1: 18-34 year olds	5:30 pm
Group 2: 35-65 year olds	7:30 pm

CALGARY, AB

Thursday February 27, 2020	Honorarium: \$100
Group 1: 18-34 year olds	5:30 pm
Group 2: 35-65 year olds	7:30 pm

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

Hello/Bonjour, this is _____ calling on behalf of Earncliffe, a national public opinion research firm. We are organizing a series of discussion groups on issues of importance on behalf of the Government of Canada. We are looking for people who would be willing to participate in a 2-hour discussion group. Up to 10 participants will be taking part and for their time, participants will receive an honorarium of \$100. May I continue?

Yes CONTINUE

No THANK AND TERMINATE

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

Yes CONTINUE

No THANK AND TERMINATE

Monitoring text:

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

ADDITIONAL CLARIFICATION IF NEEDED:

- To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- To assess my (the interviewer) work for performance evaluation;
- To ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we’re asking the right questions to meet our clients’ research requirements – kind of like pre-testing)
- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they are unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

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

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

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

S2. **DO NOT ASK – NOTE GENDER**

Male	1
Female	2

ENSURE GOOD MIX OF GENDER IN ALL GROUPS

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

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

ENSURE GOOD MIX OF AGES IN ALL GROUPS

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

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

S5. Are you an Indigenous person, that is, First Nations (Status or non-Status) (North American Indian), Métis, or Inuk (Inuit)?

Yes	1	SKIP S6
No	2	PROCEED TO S6

ENSURE MINIMUM TWO INDIGENOUS PARTICIPANTS PER GROUP

S6. [IF NO TO S5] To make sure that we speak to a diversity of people, could you please tell me what is your ethnic background? **DO NOT READ**

Caucasian	1
Chinese	2
South Asian (i.e., East Indian, Pakistani, etc.)	3
Black	4
Filipino	5
Latin American	6
Southeast Asian (i.e. Vietnamese, etc.)	7
Arab	8
West Asian (i.e. Iranian, Afghan, etc.)	9
Korean	10
Japanese	11
Other (please specify)	12
DK/NR	14

ENSURE AT LEAST 3 VISIBLE MINORITY PARTICIPANTS [NOT CAUCASIAN] IN EVERY GROUP

S7. What is your current employment status? **ENSURE GOOD MIX**

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

S8. Which of the following categories best describes your total household income; that is, the total income of all persons in your household combined, before taxes? [READ LIST] **ENSURE GOOD MIX**

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

S9. What is the last level of education that you have completed? **ENSURE GOOD MIX**

Some high school only	1
Completed high school	2

Some college/university	3	
Completed college/university	4	
Post-graduate studies	5	
DK/NR	9	THANK AND TERMINATE

S10. Have you participated in a discussion or focus group before? A discussion group brings together a few people in order to know their opinion about a given subject.

Yes	1	MAX 2 PER GROUP, ASK S11, S12, S13
No	2	SKIP TO S14
DK / NR	9	THANK AND TERMINATE

S11. When was the last time you attended a discussion or focus group?

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

S12. How many of these sessions have you attended in the last five years?

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

S13. And what was/were the main topic(s) of discussion in those groups?

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

EXPRESSIVENESS / ABILITY TO COMMUNICATE (ASK ALL WHO QUALIFY)

S14. How comfortable are you expressing your opinions in front of people you've just met? Would you say that you are...

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

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

PRIVACY QUESTIONS

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

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

Yes	1	GO TO P2
No	2	READ RESPONDENT INFO BELOW

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

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

Yes	1	GO TO P2
No	2	THANK & TERMINATE

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

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

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

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

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

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

P3) Employees from the Department of National Defence and/or the Government of Canada may be onsite to observe the groups in-person from behind a one-way mirror.

Do you agree to be observed by Government of Canada employees?

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

P3a) It is standard qualitative procedure to invite clients, in this case, Government of Canada employees, to observe the groups in person. They will be seated in a separate room and observe from behind a one-way mirror. They will be there simply to hear your opinions firsthand although they may take their own notes and confer with the moderator on occasion to discuss whether there are any additional questions to ask the group.

Do you agree to be observed by Government of Canada employees?

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

INVITATION:

Wonderful, you qualify to participate in one of our discussion sessions. As I mentioned earlier, the group discussion will take place the evening of [INSERT DATE AND TIME] for up to [INSERT DURATION].

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

QUEBEC CITY Saturday February 22, 2020

SOM QUEBEC CITY
3340, RUE DE LA PÉRADE, 3RD FLOOR
QUEBEC CITY, QC G1X 2L7

Honorarium: \$100
Gen Pop 18-34 10:00 am
Gen Pop 35-65 12:00 pm

TORONTO Monday February 24, 2020

CRC CONSUMER VISION,
2 BLOOR ST. W., 3rd FLOOR
TORONTO, ON M4W 3E2

Honorarium: \$100
Gen Pop 18-34 5:30 pm
Gen Pop 35-65 7:30 pm

MONCTON Tuesday February 25, 2020

MQO MONCTON
68 HIGHFIELD STREET SUITE 101
MONCTON, NB E1C 5N3

Honorarium: \$100
Gen Pop 18-34 5:30 pm
Gen Pop 35-65 7:30 pm

CALGARY Thursday February 27, 2020

STONE-OLAFSON
805 10TH AVENUE SW, SUITE 500 (THE COOPERBLOK)
CALGARY, AB T2R 0B4

Honorarium: \$100
Gen Pop 18-34 5:30 pm
Gen Pop 35-65 7:30 pm

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

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at [INSERT PHONE NUMBER] at our office. Please ask for [NAME]. Someone will call you in the days leading up to the discussion to remind you.

So that we can call you to remind you about the discussion group or contact you should there be any changes, can you please confirm your name and contact information for me?

First name

Last Name

email

Daytime phone number

Evening phone number

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

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

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

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

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

APPENDIX D: SURVEY METHODOLOGY REPORT

Survey Methodology

Earnscliffe Strategy Group’s overall approach for this study was to conduct a dual mode survey of 1,503 Canadians aged 18 and older, using Léger’s online survey panel and centralized call-centre and state of the art Computer Aided Telephone Interviewing (CATI) system. A detailed discussion of the approach used to complete this research is presented below.

Questionnaire Design

The questionnaire for this study was designed by Earnscliffe in consultation with DND, drawing on previous waves of the tracking study and emerging issues DND wished to investigate and findings from the first phase of the research, and provided for fielding to Léger. The survey was offered to respondents in both English and French and completed based on their preferences.

Sample Design and Selection

The sampling plan for the study was designed by Earnscliffe to ensure the appropriate quotas were achieved and to ensure sufficient representation of Canadians 18 and older across the country. The sample was drawn by Léger based on Earnscliffe’s instructions.

An overlapping sampling approach was used for the telephone survey. In this approach, the cell phone sample is not screened for dual landline and cell users. A respondent is included in the sample as long as he/she uses a cell phone even though they may or may not have a landline. While the overlapping sampling method does not explicitly screen dual user households, it naturally reaches both cell phone only residents and those living in households with both cellphone and landline. Using the overlapping method, we anticipated the 750 interviews would be comprised of the natural distribution of landline only (LLO) households, cellphone only households (CPO) and households that have both a landline and a cellphone, but did not set hard targets.

Once we began data collection, it became clear that there was a large discrepancy between the length of time participants took to complete the interview by phone vs online. To manage costs and keep them in line with the proposal, we ended up conducting fewer interviews by phone and more online, for a final split of 571 by phone and 932 online.

For the telephone data collection component, the natural distributions among the Canadian population and the actual distribution among the 571 completes in our sample is as follows:

Segment	Actual Proportion*	Expected n	Actual % of Sample	Actual n
Landline only (LLO)	8.0%	60	7.4%	42
Cellphone only (CPO)	45.0%	375	46.2%	264
Households with both	46.0%	345	46.4%	265
TOTAL	100%	750	100%	571

Data Collection

The survey was conducted in English and French from July 20 to August 20, 2020. The survey was undertaken by Léger’s online opt-in panel and centralized call-centre and state of the art Computer Aided Telephone Interviewing (CATI) system, headquartered in Montréal, Québec. In total, 932 interviews were conducted online and 571 were conducted by phone. As noted earlier, we had originally planned for an even split of 750 interviews online and by phone. However, when the phone interviews ended up taking significantly longer to complete than anticipated, we shifted some phone completes to online in order to keep costs under control.

Targets/Weighting

The sample was targeted to region, age and gender quotas. The data was weighted by age, region and gender. Quotas were set for gender and age within region and the data was weighted to reflect the actual proportions found in the population. The sampling frame for the total sample (including both telephone and online completions) we proposed is as follows and is based upon the 2016 Census results released by Statistics Canada:

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

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

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

Reporting

Bolded results in the tables presented in this report (under a separate cover) indicate that the difference between the demographic groups analysed are significantly higher than results found in other columns in the table. In the text of the report, unless otherwise noted, demographic differences highlighted are statistically significant at the 95% confidence level. The statistical test used to determine the significance of the results was the Z-test.

Quality Controls

Léger conducted a soft-launch pre-test of the survey both online and by phone, and Earncliffe reviewed the data to ensure that all skip patterns were working and that all respondents were completing the survey in an appropriate amount of time.

Léger's data collection quality control process as it relates to telephone interviewing is concretely based on the following elements:

- Assigning every project a project leader who is ultimately responsible for the quality of the final product, thereby strengthening the sense of internal responsibility;
- Ensuring that the client's objectives precisely correlate with the final questionnaire, strictly ensuring that all targeted dimensions are unequivocally included in the guide;
- Individually examining the formulation of every question beforehand to ensure simplicity of expression, clear syntax and a precise notion of the field covered;
- Looking for contamination effects beforehand, that is ensuring that the location of a question in the questionnaire does not have an undue effect on the following answers (this is generally done by providing information indirectly to the participants, thereby rendering the sampling unrepresentative);
- A strict comparison of the computerised version of the questionnaire with the reference questionnaire approved by the client ;
- Checking the programmed jumps in the computerised system before the pre-test;
- Holding a pre-test to ensure the questions are easily understood, to check the concepts, and to look for any possible ambiguities or logical jumps in the questions, etc. The pre-test is preferably held in the presence of the client (audio monitoring) and interviewers are debriefed afterwards so all dimensions can be explored;
- Using the best interviewers, from our Elite network, for the pre-test, since their thousands of hours of field experience enable them to quickly discern any questions that are badly written, ambiguous, unclear or too general. No one is better suited to detect anomalies at this stage where they can still be easily corrected;
- In-depth training of interviewers so they understand the context of every study and the meaning of every question ;
- Insistence on open or semi-open questions, in order to specify the type of answer expected and to avoid vague and general answers as much as possible;
- Heavy monitoring by the supervisors to facilitate the detection of any problematic questions. This involves being attentive to the interviewers' thoughts and concerns and encouraging them to voice them, even after the pre-test;
- Constant audio monitoring of the survey, along with simultaneous monitoring of the information entered into the computer. This allows the supervisor to control the quality of the interview and the correct correlation between the information supplied and the codes entered;
- Using software that does not allow input errors or unexpected jumps, etc. The logical validation is therefore carried out beforehand and not after the fact ;
- Constant rigour throughout the process, but particularly at the beginning insofar as the comprehensibility of the questions is concerned. Even if the pre-test has already taken place, the complexity and length of the questionnaires means that some questions might have to be modified to ensure they are more easily understood (without modifying the sense). These modifications are always carried out in complete agreement with the client;
- Open questions are coded according to an initial sampling of answers in the file and by the creation of codes that are submitted to the client for approval.
- The interviewers' performance is monitored on a daily basis using the Command Center software which enables corrections to be carried out quickly.

Results

FINAL DISPOSITIONS - ONLINE

A total of 1,612 individuals entered the online survey, of which 932 qualified as eligible and completed the survey. The response rate for this survey was 13%.

Total Entered Survey	1612
Completed	932
Not Qualified/Screen out	147
Over quota	423
Suspend/Drop-off	110
Unresolved (U)	9620
Email invitation bounce-backs	154
Email invitations unanswered	9466
In-scope - Non-responding (IS)	110
Non-response from eligible respondents	N/A
Respondent refusals	N/A
Language problem	N/A
Selected respondent not available	N/A
Qualified respondent break-off	110
In-scope - Responding units (R)	1502
Completed surveys disqualified – quota filled	423
Completed surveys disqualified – other reasons	147
Completed surveys	932
Response Rate = R/(U+IS+R)	13.37%

FINAL DISPOSITIONS – TELEPHONE

	Landline	Cell Phone
Total Numbers Attempted	6934	30,003
Invalid	2	29
NIS, fax/modem, business/non-res.	1733	3612
Unresolved (U)	3237	20388
Busy	255	2811
No answer, answering machine	2982	17577
In-scope - Non-responding (IS)	1772	5462
Household refusal	n/a	n/a
Respondent refusal	1647	5030
Language problem	83	306
Illness, incapable	0	0
Selected respondent not available	16	52
Qualified respondent break-off	26	74
In-scope - Responding units (R)	190	512
Language disqualify		
No one 18+	27	104
Other disqualify		
Completed interviews	163	408
Response Rate = R/(U+IS+R)	3.65%	1.94%

NONRESPONSE

Respondents for the online survey were selected from among those who have volunteered to participate in online surveys by joining an online opt-in panel. The notion of non-response is more complex than for random probability studies that begin with a sample universe that can, at least theoretically, include the entire population being studied. In such cases, non-response can occur at a number of points before being invited to participate in this particular survey, let alone in deciding to answer any particular question within the survey.

That being said, in order to provide some indication of whether the final sample is unduly influenced by a detectable nonresponse bias, we provide the tables below comparing the unweighted and weighted distributions of each sample’s demographic characteristics.

All weighting was determined based upon the most recent Census data available from Statistics Canada. The variables used for the weighting of each sample were age and gender within each region.

SAMPLE PROFILE: UNWEIGHTED VS. WEIGHTED DISTRIBUTIONS

Region	Unweighted Sample	Weighted Sample
Atlantic	103	109
Quebec	354	398
Ontario	578	522
Manitoba/Saskatchewan	98	98
Alberta	167	171
British Columbia/Territories	203	206

Gender	Unweighted Sample	Weighted Sample
Female	751	791
Male	752	712

Age	Unweighted Sample	Weighted Sample
18-34	411	394
35-54	513	556
55+	579	553

Education	Unweighted Sample	Weighted Sample
Grade 8 or less	7	8
Some high school	49	51
High school diploma or equivalent	255	257
Registered apprenticeship or other trades certificate or diploma	67	68
College, CEGEP or other non-university certificate or diploma	337	343
University certificate or diploma below bachelor's level	98	99
Bachelor's degree	415	412
Post graduate degree above bachelor's level	239	232
Currently a student	28	25
Prefer not to say	8	9

Household Income	Unweighted Sample	Weighted Sample
Under \$20,000	94	103
\$20,000 to just under \$40,000	196	196
\$40,000 to just under \$60,000	222	223
\$60,000 to just under \$80,000	214	209
\$80,000 to just under \$100,000	188	185
\$100,000 to just under \$150,000	243	240
\$150,000 and above	190	191
Prefer not to answer	156	156

Indigenous Heritage	Unweighted Sample	Weighted Sample
Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)	52	52

Ethnicity	Unweighted Sample	Weighted Sample
White	1154	1159
South Asian	74	72
Chinese	63	60
Black	41	40
Filipino	26	27
Latin American	26	25
Arab	17	17
Southeast Asian	16	16
West Asian	5	4
Korean	2	2
Japanese	6	7
Other	14	13
DK/NR	31	32

MARGIN OF ERROR

Respondents for the online survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The data have been weighted to reflect the demographic composition of the Canadian population aged 18+. Because the online sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated for the entire sample. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

The margin of error for the telephone portion only is +/- 4%.

SURVEY DURATION

The median survey duration was 10 minutes online and 14 minutes by phone.

APPENDIX E: SURVEY INSTRUMENT

DND CAF Annual Tracking Survey 2020

Telephone Survey Introduction

Hello/Bonjour. My name is _____ and I am calling from Earnscliffe Strategy Group a public opinion research company. We are conducting a survey for the Government of Canada on current issues of interest to Canadians. The survey takes about 15 minutes to complete and is voluntary and completely confidential.

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

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

Yes

No

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

Landline

Cell phone

Don't know/Refused

For your safety, are you currently driving?

Yes – SCHEDULE CALLBACK

No

Don't know/Refused

ONLINE LANDING PAGE:

Welcome and thank you for your participation in this study. Earnscliffe Strategy Group, in collaboration with Léger, has been hired to administer an online survey on behalf of the Government of Canada on current issues of interest to Canadians.

The survey takes about 15 minutes to complete and is voluntary and completely confidential.

Your responses to this survey will be kept entirely anonymous and any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. Do you wish to continue?

Yes

No

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

Section 1: Screening

1.	(DO NOT ASK – RECORD SEX)	
	Male	1
	Female	2
2.	In what year were you born?	
	[INSERT YEAR. IF YOUNGER THAN 18 YEARS OR PREFER NOT TO SAY, TERMINATE]	
3.	Which province or territory do you live in?	
	Newfoundland and Labrador	1
	Nova Scotia	2
	Prince Edward Island	3
	New Brunswick	4
	Quebec	5
	Ontario	6
	Manitoba	7
	Saskatchewan	8
	Alberta	9
	British Columbia	10
	Yukon	11
	Nunavut	12
	Northwest Territories	13
	Prefer not to say [DO NOT READ. THANK & TERMINATE*]	99
4.	Do you, or does anyone in your family or household, work in any of the following areas? [READ LIST]	
	Advertising or Market Research [THANK & TERMINATE*]	1
	The media (i.e. TV, radio, newspapers) [THANK & TERMINATE*]	2
	Department of National Defence/Canadian Armed Forces [RECORD & CONTINUE]	3
	None of the above	7
	Prefer not to answer [DO NOT READ. THANK & TERMINATE*]	9

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

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

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

Section 2: Overall Impressions of the Canadian Armed Forces

5.	Many of the topics we will be covering are related to the Canadian military and defence issues. Have you recently seen, read or heard anything about the Canadian Armed Forces?	
	Yes	1
	No [SKIP TO Q7]	2

[DO NOT READ] Don't know/Prefer not to answer [SKIP TO Q7]	9
6. What did you read, see or hear? What else? [OPEN-END. RECORD FIRST MENTION. ACCEPT UP TO 3.]	
[DO NOT READ] Don't know/Prefer not to answer	99
7. What is your overall impression of the people who serve in the Canadian Armed Forces? Would you say it is positive or negative? Would that be strongly or somewhat [positive/negative]? [TELEPHONE: ACCEPT NEITHER/NEUTRAL IF VOLUNTEERED] [ONLINE: SHOW ALL ANSWER CATEGORIES].	
Strongly positive	5
Somewhat positive	4
[TELEPHONE: DO NOT READ] Neither/Neutral	3
Somewhat negative	2
Strongly negative	1
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9
8. Overall, how familiar would you say you are with the Canadian Armed Forces? [TELEPHONE ONLY] Would you say...? [READ/SHOW LIST]	
Very familiar	4
Somewhat familiar	3
Not very familiar	2
Not at all familiar	1
[DO NOT READ] Don't know/Prefer not to answer	9
9. If a young person you know, such as a family member or friend, told you that he or she was joining the Canadian Armed Forces, how would you view that decision? Would your reaction be very favourable, somewhat favourable, neutral, somewhat unfavourable or very unfavourable?	
Very favourable	5
Somewhat favourable	4
Neutral	3
Somewhat unfavourable	2
Very unfavourable	1
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9
To what extent do you agree or disagree with each of the following statements? [RANDOMIZE. READ/SHOW LIST.]	
10. I could see myself joining the Canadian Armed Forces	
11. The membership of the Canadian Armed Forces seems just as diverse as the Canadian population	
12. The Canadian Armed Forces is as good a career choice for women as it is for men	
13. I think that the Canadian Armed Forces workplace environment is respectful of women	
14. It doesn't really matter if the Canadian Armed Forces is as diverse as the Canadian population	
15. The Canadian Armed Forces respond appropriately when they learn a member displays hateful attitudes or behaviours	
16. Systemic racism in the Canadian Armed Forces is something I am concerned about	
17. Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces	

18. The Canadian Armed Forces workplace is respectful of its members’ sexual orientation
 19. Greater gender and cultural diversity in the Canadian Armed Forces will improve operational or military performance and/or effectiveness

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

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

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

21. Do you think Canada's military is modern or outdated? Please use a 5-point scale, where “1” means very outdated, “3” means neither outdated nor modern, and “5” means very modern.

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

22. Do you think Canada's military is essential or no longer needed? Please use a 5-point scale, where “1” no longer needed at all and “5” means very essential.

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

23. What do you think is the biggest threat to the security and/or sovereignty of Canadians and Canada at this time? [DO NOT READ LIST. ACCEPT UP TO 3.] [ONLINE: PROGRAM AS OPEN-END W TEXT BOX].

Terrorism	1
ISIS/ISIL	2
Natural disasters	3
Arctic sovereignty	4
Refugees	5

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

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

Section 3: Funding and Equipment

Please rate each of the following on a scale of 1 to 10, where 1 means it should be a very low Government of Canada priority, and 10 means it should be a very high Government of Canada priority. [RANDOMIZE]

- 24. Creating jobs
- 25. Improving health care services
- 26. Funding the Canadian Armed Forces
- 27. Funding the Canadian Armed Forces’ domestic operations
- 28. Funding the Canadian Armed Forces’ international operations
- 29. Reducing Canada’s carbon emissions

Very high priority	10
	9
	8
	7
	6
	5
	4
	3
	2
Very low priority	1
[TELEPHONE: DO NOT READ] Don’t know/Prefer not to answer	9

Please rate the extent to which you agree or disagree with each of the following statements. How about... [RANDOMIZE LIST].

[TELEPHONE] Would you say you agree or disagree? [ACCEPT ‘NEITHER’ IF VOLUNTEERED] Is that strongly or somewhat [AGREE/DISAGREE]?

[ONLINE: SHOW ALL ANSWER CATEGORIES].

- 30. The Canadian Armed Forces is good at planning its future equipment needs
- 31. The Canadian Armed Forces has the equipment it needs to do its job

Strongly agree	5
Somewhat agree	4
[TELEPHONE: DO NOT READ] Neither	3

Somewhat disagree	2
Strongly disagree	1
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9

Section 4: International Roles

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

32. Combat roles in support of United Nations and NATO* missions
33. Non-combat support roles in support of United Nations and NATO* missions. This could include things like medical assistance, communications and logistical support, or transportation
34. Peace support operations
35. Disaster relief or humanitarian aid in response to a request for help from another country
36. Training the militaries or police forces of other countries
37. Missions that target drug, weapons, or other illegal trafficking activities in international waters
38. Using satellites in space to monitor territory, gather intelligence and/or identify targets

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

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

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

39. Combat missions
40. Non-combat support missions, such as providing medical assistance, communications and logistical support, or transportation
41. Peace support operations
42. Disaster relief or humanitarian aid
43. Training missions
44. Anti-trafficking missions in international waters
45. Using satellites in space to monitor territory, gather intelligence and/or identify targets

Definitely is	1
Probably is	2
Probably is not	3
Definitely is not	4

[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer 9

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

[DO NOT READ] Don't know/Prefer not to answer 99

Please rate the extent to which you agree or disagree with each of the following: [RANDOMIZE LIST] [TELEPHONE: READ, ACCEPT 'NEITHER' IF VOLUNTEERED] Is that strongly agree/disagree or somewhat agree/disagree? [ONLINE: SHOW ALL ANSWER CATEGORIES]

47. I believe that Canada's membership in NATO, or the North Atlantic Treaty Organization*, is important for Canadian security

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

Section 5: Domestic Roles

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

[ONLINE] The next questions are about the role of Canada's military domestically, here in Canada.

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

- 48. Responding to natural disasters, including catastrophic weather events such as floods, wildfires, or ice storms
- 49. Search and rescue
- 50. Helping prevent illegal activity such as drug smuggling, human smuggling or illegal immigration
- 51. Providing protection against terrorist threats
- 52. Providing protection against cyber-security threats
- 53. Patrolling the Arctic
- 54. Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age

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

Please rate the extent to which you agree or disagree with each of the following statement? [TELEPHONE: ACCEPT 'NEITHER' IF VOLUNTEERED] Is that strongly agree/disagree or somewhat agree/disagree? [ONLINE: SHOW ALL ANSWER CATEGORIES].

- 55. Overall, the Canadian Armed Forces is doing a good job performing its duties here in Canada
- 56. The Canadian Armed Forces plays a valuable role supporting Canada’s response to the COVID-19 pandemic
- 57. I am confident the Canadian Armed Forces is taking appropriate steps to protect its members from COVID-19
- 58. Canada can count on the Canadian Armed Forces when called upon to assist with Canada’s response to the COVID-19 epidemic

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

Section 6: Community Impact

- 59. To the best of your knowledge, does the Canadian Armed Forces have buildings, training areas or facilities of any kind in or near your community?

Yes	1
No	2
[TELEPHONE: DO NOT READ] Don’t know/Prefer not to answer	9

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

- 60. The Canadian Armed Forces has the buildings, training areas, and bases it needs to do its job effectively
- 61. Investing in Canadian Armed Forces buildings, training areas, and bases has a positive economic impact on the communities where they are located across Canada
- 62. I expect the Canadian Armed Forces is taking sufficient steps to reduce greenhouse gas emissions from its buildings and bases

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

Section 8: Demographics

The last few questions are for classification purposes only.

- 63. What is the highest level of formal education that you have completed? [READ/SHOW LIST]

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

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

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

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

Yes [SKIP TO Q69]	1
No	2
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9

66. [IF NOT ABORIGINAL] Are you...? [SELECT UP TO THREE]

White	1
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	2
Chinese	3
Black	4
Filipino	5
Latin American	6
Arab	7
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian, etc.)	8
West Asian (e.g., Iranian, Afghan, etc.)	9
Korean	10
Japanese	11
Other [SPECIFY]	98
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	99

67. Which of the following categories best describes your total **household** income? That is, the total income of all persons in your household combined, before taxes? [READ LIST]

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5

\$100,000 to just under \$150,000	6
\$150,000 and above	7
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9

68. [ASK CELL SAMPLE] In addition to your cellular telephone, does your household currently have a traditional telephone or landline?

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

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

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

70. Would you describe the community you live in as...

- Urban
- Suburban
- Rural
- Remote
- Don't know/Prefer not to say

71. What are the first three characters of your postal code?

- [RECORD]
- Don't know/Prefer not to say

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

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

English	1
French	2

[PRE-TEST ONLY ADD QUESTIONS A THRU J]

- A. Did you find any aspect of this survey difficult to understand? Y/N
- B. [IF A=YES] Please describe what you found difficult to understand.
- C. Did you find the way of the any of the questions in this survey were asked made it difficult for you to provide your answer? Y/N
- D. [IF C=YES] Please describe the problem with how the question was asked.
- E. Did you experience any difficulties with the language? Y/N
- F. [IF E=YES] Please describe what difficulties you had with the language.
- G. Did you find any terms confusing? Y/N

- H. [IF G=YES] Please describe what terms you found confusing.
- I. Did you encounter any other issues during the course of this survey that you would like us to be aware of? Y/N
- J. [IF I=YES] What are they?

This concludes the survey. Thank you for your participation!