

DEPARTMENT OF NATIONAL DEFENCE

2021/22 Online ACET Study - Post-Campaign Wave 2 - Tables Set 1

TABLE B:

What is your gender?

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Male	49	49	49	49	49	50	49	100	0	50	49	55	47	46	50	50
Female	49	50	49	47	49	50	49	0	100	48	50	43	51	54	49	49
Other	1	1	1	3	2	0	2	0	0	1	1	2	1	1	1	1
Prefer not to answer	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

TABLE C:

In which of the following age categories do you belong?

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
18 to 24	40	38	39	35	41	40	41	41	39	100	0	60	38	21	41	40
25 to 34	60	62	61	65	59	60	59	59	61	0	100	40	62	79	59	60
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

TABLE D:

In which province or territory do you live?

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Ontario	39	0	0	0	100	0	0	39	39	40	38	33	38	45	39	39
Quebec	22	0	0	0	0	100	0	22	22	22	22	25	26	14	22	22
British Columbia	14	100	0	0	0	0	0	14	14	13	14	13	10	19	14	12
Alberta	11	0	100	0	0	0	0	11	11	11	11	11	12	10	12	13
Manitoba	6	0	0	66	0	0	0	5	6	4	7	5	5	7	4	6
Saskatchewan	3	0	0	34	0	0	0	4	2	3	3	6	2	2	3	3
Nova Scotia	3	0	0	0	0	0	47	2	4	3	2	3	4	2	2	2
Newfoundland and Labrador	1	0	0	0	0	0	16	1	1	1	1	2	1	0	2	2
New Brunswick	1	0	0	0	0	0	24	2	1	2	1	2	1	1	1	2
Prince Edward Island	1	0	0	0	0	0	12	1	1	0	1	1	1	1	1	0
Yukon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Northwest Territories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nunavut	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

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TABLE 1:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Yes	66	62	59	56	69	71	56	69	62	68	64	67	63	67	68	62
No	34	38	41	44	31	29	42	31	38	31	36	32	37	33	32	38
No answer	0	0	0	0	0	0	2	0	0	1	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

TABLE 2: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Television	42	43	36	32	39	52	40	45	39	38	44	43	39	43	43	43
Facebook	30	29	22	40	23	43	33	26	34	28	31	30	36	25	32	36
YouTube	30	40	24	35	35	21	16	34	25	37	25	30	26	34	33	33
Internet website	29	31	40	33	31	22	24	26	32	26	32	26	28	34	31	34
Radio	22	19	22	10	25	22	21	22	21	18	24	21	21	23	25	21
Instagram	15	16	12	23	16	13	10	11	20	19	12	18	13	15	16	15
Twitter	10	16	6	10	13	4	9	12	8	11	9	10	8	12	11	8
Newspaper (daily)	9	4	15	7	10	8	2	9	8	6	10	9	6	11	8	7
Public transit (bus or subway)	8	8	15	11	9	5	4	8	8	12	6	8	7	10	9	10
Outdoor billboards	7	6	10	6	6	7	2	5	8	8	6	6	8	6	7	9
Newspaper (weekly or community)	5	7	4	6	6	2	5	5	4	4	5	5	6	3	5	3
Cinema	4	2	5	2	5	4	2	5	4	5	4	5	6	3	5	7
Snapchat	4	5	5	5	3	3	2	4	4	6	2	7	2	2	6	6
Pamphlet or brochure in the mail	3	2	1	6	2	5	2	3	2	2	3	2	4	2	4	6
Spotify	3	3	0	2	4	3	0	3	2	3	3	3	4	2	6	4
Magazines	2	3	3	5	3	1	0	3	1	3	2	2	2	3	4	5
LinkedIn	2	3	1	5	2	2	0	1	3	1	3	0	3	3	4	3
Other	3	3	6	2	2	2	4	2	3	3	2	3	0	4	2	1
Don't know	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0
No answer	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	660	86	65	49	271	155	33	343	306	274	386	240	190	229	680	615
UNWEIGHTED SAMPLE SIZE (#)	653	68	55	46	280	160	43	318	324	284	369	244	195	213	674	612

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

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TABLE 3: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Vaccines/COVID-19 vaccine	16	21	10	11	19	15	6	14	19	16	16	14	16	18	9	24
Talking about COVID-19/News/updates about COVID-19	15	13	19	9	14	19	10	15	14	11	18	13	17	16	37	20
Staying safe/Preventing the spread of COVID-19/Social distancing/Wear a mask/Wash hands	6	2	7	0	8	5	10	6	6	4	7	5	6	6	15	5
About the government/Political party/Justin Trudeau	4	7	4	4	3	2	2	4	3	4	3	5	2	3	2	4
Freedom convoy/Truckers/Protest	4	5	4	4	4	4	8	3	6	3	5	5	2	5	0	0
Government benefits/CERB/CESB/CEWS	2	5	0	2	2	0	4	2	2	1	2	1	2	3	3	1
Canadian Armed Forces/Joining the Armed Forces	2	0	0	6	1	3	2	2	2	3	1	2	2	1	2	2
Talked about taxes	2	0	6	4	2	1	7	1	3	1	3	1	2	3	2	0
Health care/Health Canada	2	0	0	4	1	3	2	2	1	1	2	2	1	2	0	0
Gun violence/control	2	1	8	0	2	1	2	3	1	2	2	2	3	1	0	0
Elections/Talked about voting	1	0	0	3	1	1	0	1	0	1	1	1	0	1	0	3
Good/informative ad	1	0	0	3	1	1	0	1	1	1	1	0	2	1	1	1
About smoking/vaping/Cigarette packaging/Dangers of vaping	1	1	0	0	1	0	0	1	1	1	1	1	0	0	2	0
Canada Revenue Agency/CRA scam/fraud	1	3	0	4	0	0	2	0	2	1	1	1	1	1	2	0
Jobs/Job creation/Economic Action Plan	1	4	0	0	2	0	0	1	1	0	2	1	0	3	1	1
Immigration/Refugees	1	1	1	0	1	1	3	2	1	1	2	0	2	2	0	1
The environment/Climate change	1	1	8	0	0	0	0	2	0	1	1	0	0	3	0	1
Bad ad/Don't like it	1	0	3	0	2	2	0	1	1	1	2	0	1	2	1	0
Emergency Act	1	2	1	2	1	2	2	2	1	1	2	2	2	0	0	0
Banning license plate stickers/renewal	1	0	0	0	3	0	0	2	1	1	2	2	2	1	0	0
Economy	1	0	0	0	1	1	2	0	1	0	1	0	0	2	0	0
About the safety/effects of cannabis/edibles	0	0	0	0	0	1	0	0	1	0	0	0	0	1	2	0
About drugs/Fentanyl problem	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Promoting Canada/Canada heritage	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0	0
Education/Teachers	0	0	3	0	0	0	0	1	0	1	0	0	1	0	0	0
Logo (general)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't drive while high	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Aboriginals/Missing indigenous women/Residential schools	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0
Drinking and driving	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Parks Canada/Free Park Pass	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0
About government budget/spending	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Energy/Oil and gas/Pipeline issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Donald Trump/Justin Trudeau meeting with Donald Trump	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	2	0	0	2	1	2	1	1	1	1	1	0	2	10	11
Nothing	26	27	28	28	24	28	31	24	28	32	22	31	26	22	8	29
Don't know	2	0	4	2	1	5	5	3	2	2	2	3	2	2	3	1
No answer	10	7	5	17	11	10	4	12	8	13	8	10	11	8	4	0
WEIGHTED SAMPLE SIZE (#)	660	86	65	49	271	155	33	343	306	274	386	240	190	229	680	615
UNWEIGHTED SAMPLE SIZE (#)	653	68	55	46	280	160	43	318	324	284	369	244	195	213	674	612

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

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TABLE 4: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
They said so/They said Government of Canada	53	58	57	46	56	48	53	55	52	55	52	50	58	53	55	40
The logo	13	14	9	23	13	14	12	15	12	13	14	11	15	15	21	21
Showed the Canadian flag	3	5	0	0	2	4	2	2	4	2	3	2	4	3	3	2
Prime Minister/Justin Trudeau	3	5	3	2	3	2	4	1	4	3	3	3	2	3	2	2
Showed the website link/address	3	5	3	5	2	2	0	3	3	2	3	1	2	5	2	1
By the content/message of the ad	2	0	4	0	3	1	6	1	3	2	2	1	3	2	9	12
The music/Heard national anthem	2	0	0	4	2	3	4	3	1	3	2	2	2	2	5	3
It looked/seemed like a government ad (general)	2	2	3	3	2	1	0	2	2	3	1	3	1	2	1	1
Heard it on the news/radio/tv	2	1	4	0	2	2	0	3	1	2	2	3	0	3	0	0
Liberal Party ad	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	1
Other	1	4	0	0	1	2	2	2	1	1	2	0	1	2	7	6
Don't know	13	9	19	12	11	15	14	13	13	15	12	19	8	11	3	17
No answer	7	4	3	10	5	10	10	6	7	5	8	7	9	5	3	0
WEIGHTED SAMPLE SIZE (#)	660	86	65	49	271	155	33	343	306	274	386	240	190	229	680	615
UNWEIGHTED SAMPLE SIZE (#)	653	68	55	46	280	160	43	318	324	284	369	244	195	213	674	612

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

TABLE T1a:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Yes	24	24	18	27	23	29	25	28	20	30	20	26	22	24	23	21
No	76	76	82	73	77	71	75	72	80	70	80	74	78	76	76	79
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

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TABLE T1b: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Television	34	46	26	27	28	45	19	34	36	26	43	30	34	40	35	31
YouTube	31	39	29	29	32	28	24	28	34	34	28	33	33	27	34	31
Facebook	26	22	26	25	18	34	45	27	24	22	30	24	30	24	27	23
Radio	16	27	14	8	16	13	10	17	15	14	17	11	21	17	10	10
Internet website	15	5	22	14	18	14	9	16	13	11	18	17	9	17	15	25
Instagram	13	10	17	13	16	10	7	9	18	14	12	13	12	13	11	14
Twitter	9	15	14	25	6	1	7	12	4	7	10	8	5	12	7	4
Cinema	5	6	0	4	8	4	0	7	2	5	5	4	3	7	5	11
Newspaper (daily)	5	6	8	0	8	5	0	6	4	2	8	4	2	10	5	6
Snapchat	3	0	8	4	3	4	0	2	5	5	2	5	4	0	7	7
Spotify	3	5	0	0	5	2	0	4	2	4	2	3	5	1	5	4
Outdoor billboards	3	6	0	8	1	3	0	3	2	3	2	3	2	3	3	6
Public transit (bus or subway)	3	3	0	0	6	0	0	3	2	3	2	3	0	4	2	4
LinkedIn	2	0	0	0	6	0	0	1	4	0	4	0	0	6	3	2
Newspaper (weekly or community)	2	0	0	0	4	2	0	3	1	2	2	3	2	1	2	1
Pamphlet or brochure in the mail	2	5	0	0	0	2	9	3	1	1	2	0	4	2	1	2
Magazines	1	3	0	7	1	0	0	2	1	1	2	0	1	3	4	7
Other	3	0	0	4	3	7	4	4	4	4	3	6	1	2	3	2
Don't know	1	0	0	0	1	2	0	1	1	2	0	0	2	2	0	0
No answer	0	0	0	0	0	1	0	0	1	1	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	242	33	20	23	88	63	14	139	97	120	121	92	66	84	236	210
UNWEIGHTED SAMPLE SIZE (#)	243	29	21	21	90	64	18	133	105	123	120	94	71	78	235	214

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

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TABLE T1c: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Recruitment/Jobs available	29	41	18	22	25	26	59	29	28	22	35	22	33	34	37	25
War/Ukraine and Russia	7	8	9	10	4	11	0	9	5	8	6	10	7	3	0	0
About the Canadian Armed Forces	4	0	0	0	7	5	0	4	4	4	3	2	5	5	10	5
Benefits of joining the Armed Forces/Free education	4	0	9	4	5	3	5	5	3	4	5	3	4	5	0	0
Good/Informative ad	3	0	0	14	5	1	0	2	6	3	4	0	4	7	4	6
Showed women/Women in the Armed Forces	3	3	5	9	2	0	9	0	8	4	2	2	5	3	5	1
Shows the work/jobs done by the Armed Forces	2	0	9	0	3	1	0	3	1	2	2	2	1	3	8	9
Support/appreciate our troops/soldiers	2	0	0	0	3	2	0	2	1	1	2	0	2	3	3	0
About COVID-19	1	0	0	4	0	2	0	0	3	0	2	0	0	3	2	1
The logo	1	0	0	0	0	2	0	1	0	1	0	1	0	0	0	2
Canada's 150th anniversary/celebrations	1	0	8	0	0	0	0	0	2	1	0	2	0	0	0	0
The visuals/pictures	0	0	0	0	1	0	0	0	1	0	1	1	0	0	2	1
Message from the Government of Canada	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	13
Nothing	32	37	38	34	35	27	17	31	33	38	27	37	36	25	9	38
Don't know	3	0	0	0	2	7	0	3	1	3	2	4	2	1	6	2
No answer	11	14	4	7	10	13	15	12	10	10	12	14	6	12	4	0
WEIGHTED SAMPLE SIZE (#)	242	33	20	23	88	63	14	139	97	120	121	92	66	84	236	210
UNWEIGHTED SAMPLE SIZE (#)	243	29	21	21	90	64	18	133	105	123	120	94	71	78	235	214

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

TABLE T1d:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Yes	25	25	32	0	29	27	22	28	21	22	28	21	31	25	29	43
No	75	75	68	100	71	73	78	72	79	78	72	79	69	75	71	57
WEIGHTED SAMPLE SIZE (#)	242	33	20	23	88	63	14	139	97	120	121	92	66	84	236	210
UNWEIGHTED SAMPLE SIZE (#)	243	29	21	21	90	64	18	133	105	123	120	94	71	78	235	214

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

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TABLE T1e: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Visited the Department of National Defence/DND website	49	78	58	0	51	35	15	55	37	48	49	42	39	65	55	58
Visited the Department of National Defence/DND social media pages	30	22	12	0	27	44	39	26	38	30	31	18	39	33	31	26
Visited the Department of National Defence/DND in person	16	11	44	0	17	5	15	17	12	5	24	14	17	16	15	8
Telephoned the Department of National Defence/DND	10	0	30	0	10	11	0	12	8	4	16	5	17	9	9	24
Visited other website(s)	5	11	0	0	3	9	0	4	8	9	3	13	0	4	4	5
Discussed it/Spoke with friends	2	0	0	0	0	8	0	3	0	5	0	7	0	0	2	1
Visited Canadian Armed Forces jobs website	1	0	0	0	3	0	0	0	4	3	0	4	0	0	4	3
Other	5	0	0	0	3	5	46	8	0	5	5	12	4	0	9	5
Don't know	1	0	0	0	3	0	0	2	0	0	2	4	0	0	0	0
Nothing	2	0	0	0	0	7	0	0	6	0	3	0	6	0	2	2
WEIGHTED SAMPLE SIZE (#)	60	8	6	0	25	17	3	39	21	26	34	19	20	21	69	91
UNWEIGHTED SAMPLE SIZE (#)	66	8	6	0	28	20	4	44	22	30	36	23	22	21	68	95

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

TABLE T1f:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Yes	29	40	32	18	36	21	14	32	26	24	35	24	22	41	31	46
No	71	60	68	82	64	79	86	68	74	76	65	76	78	59	69	54
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	242	33	20	23	88	63	14	139	97	120	121	92	66	84	236	210
UNWEIGHTED SAMPLE SIZE (#)	243	29	21	21	90	64	18	133	105	123	120	94	71	78	235	214

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

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TABLE T1g:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Yes	17	21	14	21	15	18	22	22	13	21	15	18	19	16	17	16
No	82	78	84	79	84	81	78	76	87	78	84	81	80	84	82	84
No answer	1	1	2	0	1	1	0	1	1	2	1	1	2	0	1	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

TABLE T1h: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Shows the work/jobs done by the Armed Forces	15	15	17	15	17	13	6	14	17	15	15	15	20	9	19	15
Recruitment/Jobs available	14	27	6	13	14	10	6	14	14	6	21	7	8	27	13	8
Showed them in training/doing drills	5	0	0	17	4	5	6	5	4	2	8	3	3	9	0	0
Showed Canadian Armed Forces	3	0	0	0	7	3	0	3	4	1	5	3	1	6	9	7
Good/informative ad	3	6	0	0	4	0	8	4	1	2	4	1	5	3	6	6
General ad mentions (non-specific)	3	9	0	5	1	0	0	2	3	1	4	1	3	3	0	0
Showed women/Women in the Armed Forces	2	0	0	6	1	3	0	2	2	3	1	4	0	2	3	0
War/Ukraine and Russia	2	0	0	0	5	3	0	4	0	2	2	0	5	2	0	0
Benefits of joining the Armed Forces	2	3	0	0	3	2	0	2	1	1	3	1	1	3	0	0
Bad ad/Don't like it	2	0	0	0	3	3	0	2	1	0	3	0	5	0	0	0
People were happy/proud of their job	1	6	0	0	0	0	6	2	0	2	1	3	1	0	4	4
Soldiers helping people	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	8
Government ad/Sponsored by the government	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	13
Nothing	36	28	71	39	28	35	51	32	43	47	27	47	32	29	9	38
Don't know	5	6	0	0	6	9	0	6	2	8	2	8	4	3	14	4
No answer	9	3	6	4	10	13	17	8	11	11	8	10	12	6	2	0
WEIGHTED SAMPLE SIZE (#)	175	30	15	18	60	38	13	110	64	82	93	64	56	55	170	162
UNWEIGHTED SAMPLE SIZE (#)	177	26	15	14	65	40	16	107	69	82	95	62	65	50	168	163

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

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TABLE T1i:

If someone you know, such as a family member or friend, told you that they were joining the Canadian Armed Forces, how would you view that decision? Would your reaction be...

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Very favourable	21	19	26	23	20	21	25	26	17	21	21	20	23	21	21	25
Somewhat favourable	31	35	26	29	30	31	29	32	30	31	30	26	33	33	31	31
Neutral	33	26	36	28	37	34	23	31	35	30	35	37	30	32	33	31
Somewhat unfavourable	10	13	10	13	7	9	16	6	13	12	8	10	10	9	10	8
Very unfavourable	6	7	2	6	6	5	8	5	5	7	5	7	4	4	4	4
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% FAVOURABLE	52	54	51	53	50	52	54	58	47	52	52	46	55	55	52	57
% UNFAVOURABLE	15	20	12	19	13	14	23	11	18	18	13	17	15	13	15	12

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

TABLE T1Ja:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Very informed	7	5	10	4	6	7	9	9	5	6	7	5	8	7	6	9
4	17	16	22	22	18	11	14	18	15	13	19	12	16	21	15	17
3	26	22	27	23	25	31	31	27	25	23	29	23	31	26	29	30
2	22	27	9	28	25	20	16	21	23	26	19	23	19	23	24	21
1 - Not at all informed	29	31	32	22	26	31	30	24	32	32	27	37	25	23	26	23
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	23	20	32	26	24	18	23	27	20	19	26	18	24	28	21	25
% 1-2	50	58	41	50	51	51	46	46	55	58	46	60	45	46	50	44
MEAN	2.5	2.4	2.7	2.6	2.5	2.4	2.6	2.7	2.4	2.4	2.6	2.3	2.6	2.7	2.5	2.7

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

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TABLE T1Jb:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Very informed	7	6	7	11	7	5	10	9	6	8	7	6	9	7	6	8
4	15	13	17	18	16	14	14	19	12	13	17	11	17	19	15	14
3	25	26	33	18	23	25	30	27	23	22	27	22	27	26	25	31
2	21	23	9	23	25	21	15	19	23	23	20	20	21	22	22	21
1 - Not at all informed	29	30	31	28	28	31	31	25	33	32	28	37	25	25	30	26
No answer	2	2	3	2	3	0	2	2	2	2	2	4	1	1	2	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	22	19	24	29	23	19	24	28	18	21	23	16	25	26	21	22
% 1-2	51	53	40	50	52	52	46	44	57	55	47	57	46	48	52	47
MEAN	2.5	2.4	2.6	2.6	2.5	2.4	2.6	2.7	2.3	2.4	2.5	2.3	2.6	2.6	2.4	2.6

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

TABLE T1Jc:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Very informed	6	4	7	5	6	5	5	7	4	6	5	4	8	5	5	7
4	12	6	21	18	11	12	13	12	13	9	14	6	15	16	13	12
3	22	21	18	20	24	19	25	25	19	20	23	21	22	23	22	28
2	21	23	15	19	21	26	15	20	23	22	21	21	22	21	22	21
1 - Not at all informed	37	45	38	35	34	37	41	34	39	40	35	45	32	33	36	31
No answer	2	1	3	2	3	2	0	2	2	2	2	3	2	2	2	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	18	10	27	23	18	17	19	19	17	16	19	10	23	22	18	19
% 1-2	58	68	52	54	55	63	56	54	62	62	56	66	54	54	58	53
MEAN	2.3	2.0	2.4	2.4	2.3	2.2	2.3	2.4	2.2	2.2	2.3	2.0	2.4	2.4	2.3	2.4

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

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TABLE T1Jd:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Very informed	5	4	7	8	5	4	5	7	3	5	5	3	6	5	4	6
4	10	7	10	13	12	7	6	11	8	7	11	5	10	14	10	11
3	18	17	17	21	19	16	23	19	18	19	18	16	22	17	18	22
2	18	19	19	17	18	18	17	20	17	19	18	17	17	20	18	20
1 - Not at all informed	46	52	41	38	43	52	49	40	51	48	44	54	42	41	47	41
No answer	3	2	6	3	3	2	0	3	3	3	3	5	2	2	2	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	15	11	17	21	17	11	11	18	11	12	16	8	16	19	14	16
% 1-2	64	70	61	55	61	71	66	60	67	67	62	71	60	61	65	62
MEAN	2.1	1.9	2.2	2.3	2.1	1.9	2.0	2.2	1.9	2.0	2.1	1.8	2.2	2.2	2.0	2.2

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

TABLE T1Je:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Very informed	5	5	2	8	6	6	4	7	3	6	5	4	6	5	6	7
4	11	7	16	12	12	10	9	12	10	8	13	6	12	15	12	12
3	23	17	24	16	25	22	33	25	21	20	24	22	25	21	21	29
2	22	30	15	25	22	22	8	24	20	24	21	22	20	23	20	20
1 - Not at all informed	37	40	40	35	34	38	46	29	44	40	35	43	34	34	38	33
No answer	2	1	3	3	2	2	0	2	2	3	2	4	2	1	2	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	16	11	18	20	17	16	13	20	13	14	18	10	19	21	18	19
% 1-2	59	70	55	60	56	60	54	53	63	63	56	65	54	57	58	53
MEAN	2.2	2.0	2.2	2.3	2.3	2.2	2.2	2.4	2.1	2.1	2.3	2.0	2.4	2.3	2.3	2.4

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

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TABLE T1JA-E SUMMARY:

% rating a 4 or 5

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
To what extent are you aware of career or job options in the Canadian Armed Forces?	23	20	32	26	24	18	23	27	20	19	26	18	24	28	21	25
To what extent are you aware of educational and training options within the Canadian Armed Forces?	22	19	24	29	23	19	24	28	18	21	23	16	25	26	21	22
To what extent are you aware of career or job options specifically for women within the Canadian Armed Forces?	18	10	27	23	18	17	19	19	17	16	19	10	23	22	18	19
To what extent are you aware of opportunities specifically within the Reserve Force of the Canadian Armed Forces?	16	11	18	20	17	16	13	20	13	14	18	10	19	21	18	19
To what extent are you aware of career or job options specifically for Indigenous Peoples in the Canadian Armed Forces?	15	11	17	21	17	11	11	18	11	12	16	8	16	19	14	16
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

TABLE T1k:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Yes	22	21	18	20	21	27	14	23	21	25	19	22	20	22	22	21
No	78	78	82	80	79	73	86	77	79	75	81	78	80	78	77	79
No answer	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

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TABLE T1L:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Yes	24	24	15	23	26	28	25	27	22	30	21	28	21	24	26	24
No	75	76	85	76	74	72	75	73	78	70	79	71	79	76	74	76
No answer	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

TABLE T1M: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
YouTube	48	40	64	54	55	35	41	49	44	52	43	47	48	48	41	44
Television	43	51	37	49	35	47	54	41	46	34	50	41	36	49	45	41
Facebook	22	22	21	13	16	30	39	24	20	20	23	20	26	20	22	25
Internet website	13	11	16	17	10	18	3	10	17	11	15	11	20	9	18	18
Instagram	7	2	6	4	8	12	0	6	10	7	8	8	1	11	12	10
Twitter	4	3	5	8	5	3	3	5	4	5	4	2	5	6	7	5
Snapchat	3	3	5	8	2	5	0	2	5	6	1	6	3	1	8	6
Cinema	3	8	0	0	2	4	0	4	1	5	1	3	3	2	4	9
Radio	3	0	0	0	3	9	0	4	4	4	3	2	8	2	6	3
Spotify	2	0	0	5	0	5	0	2	2	3	1	3	0	1	4	4
Magazines	2	0	0	8	2	2	0	2	2	1	3	1	1	4	3	5
Newspaper (daily)	1	0	5	0	0	2	0	0	2	1	0	1	0	1	3	3
Outdoor billboards	1	0	0	0	1	4	0	1	2	1	2	1	2	1	2	1
Newspaper (weekly or community)	1	0	5	0	2	2	0	1	2	2	1	1	1	2	2	1
Pamphlet or brochure in the mail	1	0	0	0	0	4	0	1	1	1	1	1	2	0	2	1
Public transit (bus or subway)	1	0	0	0	1	2	0	0	2	1	1	2	0	0	2	1
LinkedIn	0	0	0	0	0	2	0	0	1	1	0	1	0	0	2	2
Other	0	0	0	0	0	1	4	0	1	0	0	1	1	0	1	1
No answer	0	0	0	0	0	1	0	0	1	1	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	246	33	17	20	100	61	15	136	107	119	127	102	63	82	259	244
UNWEIGHTED SAMPLE SIZE (#)	248	29	16	18	103	63	19	129	116	122	126	101	68	79	263	241

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

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TABLE T1N: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Recruitment/Join the Armed Forces	32	32	33	30	34	30	23	32	31	32	31	30	30	35	38	31
Learn new skills/Training provided	9	14	8	7	9	7	14	10	8	8	10	9	9	10	8	9
Job opportunities/Different jobs available	8	11	4	13	6	10	4	9	7	8	8	6	8	10	14	11
Anyone can join the Armed Forces/Diversity	8	7	5	12	7	9	12	5	11	7	9	6	9	8	7	5
Good/rewarding career	6	7	8	8	6	5	5	7	6	4	8	5	7	7	7	6
Canadian Armed Forces/Awareness about the Armed Forces	6	7	5	3	8	5	0	5	7	6	6	4	6	7	5	4
Opportunities/Benefits/Positive working experience	6	4	11	5	6	5	15	6	6	5	8	6	7	6	0	0
Follow your passion/True calling	4	5	4	5	3	5	7	5	4	4	5	3	3	6	0	0
Women in the Armed Forces/Want women to join the Armed Forces	3	3	2	3	3	2	5	2	4	2	3	2	3	3	5	3
Protecting your country/Saving lives of Canadian citizens	2	1	0	4	4	1	1	3	1	3	2	2	2	3	0	0
General positive ad mentions	2	2	2	4	1	2	1	2	1	2	2	2	2	2	0	0
Negative mentions (army, war, job, etc)	1	0	0	0	0	1	6	1	0	1	0	2	0	0	0	0
Other	0	0	0	1	0	0	0	0	0	0	0	0	0	0	13	14
Nothing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Don't know	24	24	25	16	23	27	27	24	25	28	22	30	23	19	5	24
No answer	1	0	0	2	1	1	2	1	1	1	1	1	1	1	5	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

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TABLE T10:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Yes	56	55	58	48	56	60	51	59	54	58	55	54	58	56	49	55
No	14	7	19	18	16	12	16	13	15	11	16	12	14	17	16	16
Don't know	30	38	23	34	28	28	32	28	31	31	29	34	28	27	35	29
No answer	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory.

TABLE T1PA:

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

This ad catches my attention

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Strongly agree	20	21	26	22	19	19	17	23	17	21	20	18	19	22	16	22
4	27	28	27	22	27	28	24	27	27	26	27	22	28	31	28	27
3	32	35	23	30	36	27	33	31	33	31	33	31	33	33	30	32
2	11	11	14	9	10	14	8	10	12	12	11	12	13	9	15	11
1 - Strongly disagree	9	6	10	13	7	11	18	8	10	10	8	15	6	5	10	8
No answer	1	0	1	3	1	1	0	1	1	1	1	2	1	0	2	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	47	49	53	44	46	47	41	50	44	47	47	40	47	53	44	49
% 1-2	20	16	23	23	17	24	26	18	22	22	19	27	19	14	25	18
MEAN	3.4	3.5	3.5	3.3	3.4	3.3	3.1	3.5	3.3	3.4	3.4	3.2	3.4	3.6	3.2	3.5

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

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TABLE T1PB:

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

This ad is relevant to me

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Strongly agree	9	5	10	12	10	6	3	11	6	8	9	8	9	8	7	11
4	14	13	18	13	16	9	14	14	14	12	15	10	15	17	12	16
3	30	37	23	27	30	30	32	30	31	30	30	30	29	31	30	28
2	21	20	24	23	21	21	14	22	20	23	20	20	20	23	21	20
1 - Strongly disagree	26	25	25	23	22	31	36	22	28	25	26	30	26	20	29	25
No answer	1	0	1	2	0	2	0	1	1	1	1	2	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	22	18	28	25	26	16	17	25	20	21	23	18	24	25	19	27
% 1-2	47	45	48	46	43	52	51	44	49	48	46	50	47	43	50	45
MEAN	2.6	2.5	2.6	2.7	2.7	2.4	2.3	2.7	2.5	2.6	2.6	2.5	2.6	2.7	2.5	2.7

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

TABLE T1PC:

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

This ad is difficult to follow

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Strongly agree	5	2	4	5	5	7	2	6	4	5	5	7	3	5	6	6
4	10	7	12	5	13	9	7	10	11	10	10	9	10	11	7	10
3	19	22	21	14	18	20	21	17	21	21	18	18	21	18	22	21
2	27	30	23	33	28	23	22	27	27	26	27	27	26	27	27	27
1 - Strongly disagree	38	40	39	42	35	39	48	39	37	37	39	37	39	39	36	36
No answer	1	0	1	2	1	1	0	1	1	1	1	2	1	0	2	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	15	9	16	10	18	16	9	16	14	15	15	15	14	16	13	16
% 1-2	65	69	62	74	63	63	70	66	64	63	66	64	65	66	64	63
MEAN	2.2	2.0	2.2	2.0	2.3	2.2	1.9	2.2	2.2	2.2	2.1	2.2	2.1	2.2	2.2	2.2

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

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TABLE T1PD:

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

This ad does not favour one political party over another

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Strongly agree	36	38	39	28	35	37	34	39	33	33	37	31	38	39	36	36
4	24	26	24	29	25	19	25	22	25	19	27	21	22	29	23	27
3	26	27	18	24	27	28	27	25	27	29	24	28	28	23	27	26
2	7	7	6	9	7	8	7	7	7	9	6	8	7	5	6	6
1 - Strongly disagree	7	1	13	9	6	7	5	7	6	9	5	11	4	4	6	5
No answer	1	0	1	1	1	3	1	1	1	1	1	2	1	0	2	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	59	65	62	57	60	56	59	61	58	52	64	51	60	67	59	63
% 1-2	14	8	18	18	13	14	12	14	14	18	10	19	12	10	12	11
MEAN	3.8	3.9	3.7	3.6	3.8	3.7	3.8	3.8	3.7	3.6	3.9	3.5	3.8	3.9	3.8	3.8

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

TABLE T1PE:

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

This ad talks about an important topic

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Strongly agree	23	18	28	22	23	22	17	25	21	25	21	24	23	21	17	22
4	33	43	27	33	30	32	39	33	33	35	32	29	37	33	29	31
3	28	26	23	21	32	26	31	27	29	26	29	27	27	30	36	35
2	9	8	11	14	8	10	6	7	10	7	10	9	8	9	11	8
1 - Strongly disagree	7	5	11	6	6	7	7	6	6	7	7	9	4	6	6	5
No answer	1	0	0	2	1	2	0	1	1	1	1	2	1	0	2	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	55	61	55	56	54	55	56	58	54	60	52	53	60	54	46	52
% 1-2	16	13	22	20	13	17	13	14	17	14	17	18	13	15	17	13
MEAN	3.6	3.6	3.5	3.5	3.6	3.5	3.5	3.6	3.5	3.7	3.5	3.5	3.7	3.5	3.4	3.6

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

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TABLE T1PF:

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

This ad provides new information

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Strongly agree	16	13	21	18	17	13	17	19	13	16	16	16	15	17	11	16
4	29	31	31	34	29	24	26	30	27	28	29	25	31	32	25	29
3	33	35	29	29	31	39	25	27	39	31	33	32	36	31	36	33
2	14	16	10	12	13	15	13	15	13	15	13	15	12	14	17	13
1 - Strongly disagree	8	5	8	6	8	9	19	8	8	9	7	12	6	6	10	8
No answer	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	45	44	53	52	46	37	43	50	40	44	46	41	45	48	36	45
% 1-2	22	21	18	18	22	23	32	22	21	24	20	26	18	20	27	22
MEAN	3.3	3.3	3.5	3.5	3.3	3.2	3.1	3.4	3.2	3.3	3.3	3.2	3.4	3.4	3.1	3.3

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

TABLE T1PG:

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

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
5 - Strongly agree	17	18	20	21	15	19	15	20	15	17	18	17	18	18	12	16
4	26	21	24	27	27	27	31	26	26	25	26	23	32	24	23	25
3	32	38	37	21	34	28	29	32	32	34	30	36	30	30	35	34
2	15	12	10	14	16	16	15	12	17	14	15	12	13	18	15	17
1 - Strongly disagree	9	10	8	14	8	9	10	8	9	9	9	10	6	9	13	8
No answer	1	1	1	3	1	2	0	1	1	1	1	2	1	1	2	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000
% 4-5	43	39	44	48	42	46	46	46	41	42	44	39	50	42	35	40
% 1-2	23	22	18	28	24	25	25	21	26	23	24	23	20	27	28	25
MEAN	3.3	3.3	3.4	3.3	3.3	3.3	3.3	3.4	3.2	3.3	3.3	3.2	3.4	3.2	3.1	3.2

Note: In March 2021 and February 2022 waves this question was optional and respondents who failed to provide a response were coded as 'No answer'. In the August 2021 wave this question was mandatory. Mean calculations exclude 'No answer'.

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TABLE T1PA-G SUMMARY:

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

% rating a 4 or 5

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
This ad does not favour one political party over another	59	65	62	57	60	56	59	61	58	52	64	51	60	67	59	63
This ad talks about an important topic	55	61	55	56	54	55	56	58	54	60	52	53	60	54	46	52
This ad catches my attention	47	49	53	44	46	47	41	50	44	47	47	40	47	53	44	49
This ad provides new information	45	44	53	52	46	37	43	50	40	44	46	41	45	48	36	45
This ad clearly conveys that the Canadian Armed Forces have 100+ careers available	43	39	44	48	42	46	46	46	41	42	44	39	50	42	35	40
This ad is relevant to me	22	18	28	25	26	16	17	25	20	21	23	18	24	25	19	27
This ad is difficult to follow	15	9	16	10	18	16	9	16	14	15	15	15	14	16	13	16
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

TABLE D1:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Working full-time (30 or more hours per week)	46	47	42	41	47	50	46	50	43	24	61	27	51	62	45	51
Working part-time (less than 30 hours per week)	16	21	15	20	15	15	17	14	19	20	14	18	18	14	12	11
Self-employed	5	7	7	6	5	4	4	6	4	5	5	6	6	4	6	5
Unemployed, but looking for work	11	10	14	13	11	8	17	12	11	14	10	22	7	5	11	13
A student attending school full-time	15	13	17	13	16	16	6	15	15	30	5	19	13	13	20	14
Other employment status	5	1	6	6	5	7	10	3	7	5	5	9	6	1	5	6
No answer	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

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

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TABLE D2:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Grade 8 or less	1	0	0	2	0	2	0	1	0	1	0	2	0	0	1	1
Some high school	6	2	5	10	4	9	8	6	6	9	4	16	0	0	8	5
High school diploma or equivalent	29	31	29	30	26	30	38	33	25	43	20	82	0	0	28	29
Registered Apprenticeship or other trades certificate or diploma	5	6	5	3	3	8	4	6	4	3	5	0	15	0	5	4
College, CEGEP or other non-university certificate or diploma	20	10	20	16	20	25	29	18	21	20	20	0	65	0	18	18
University certificate or diploma below bachelor's level	6	5	9	5	7	4	3	5	6	5	6	0	19	0	6	5
Bachelor's degree	27	43	26	31	30	16	16	23	32	16	35	0	0	80	27	27
Postgraduate degree above bachelor's level	7	3	6	3	10	7	3	8	5	2	10	0	0	20	8	10
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

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

TABLE D3:

Where were you born?

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Born in Canada	72	61	69	68	68	87	88	74	71	77	69	84	81	53	79	76
Born outside Canada	27	38	30	29	32	13	12	26	29	22	31	15	19	47	20	24
No answer	1	1	1	3	0	0	0	1	0	1	0	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

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

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TABLE D3 - OUTSIDE OF CANADA, SPECIFIED:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
India	17	9	24	20	22	0	14	19	16	22	15	14	19	17	16	18
Philippines	12	17	7	37	4	10	46	9	15	11	12	17	16	9	7	10
Hong Kong	6	14	8	0	5	0	0	10	2	5	6	3	2	8	7	7
Pakistan	5	0	11	0	6	8	0	2	7	3	5	2	6	5	3	1
China	4	0	4	6	5	8	0	4	4	7	3	4	1	5	7	9
Colombia	4	11	0	0	4	5	0	5	4	1	6	4	0	6	0	0
Nigeria	3	2	0	7	2	3	11	2	3	0	4	0	1	4	7	4
Bangladesh	3	0	17	0	1	0	0	4	2	3	3	3	3	3	2	2
Taiwan	3	2	0	4	3	0	14	1	3	0	4	0	0	4	0	1
Vietnam	2	5	0	0	1	8	0	4	1	5	0	4	5	0	2	2
France	2	0	0	0	0	18	0	2	2	3	1	5	2	1	2	2
United Kingdom	2	2	3	0	3	0	0	3	1	1	2	2	4	1	0	2
Mexico	2	5	0	0	2	0	0	2	2	5	0	3	4	1	0	0
Sri Lanka	2	6	0	0	0	4	0	3	0	1	2	0	2	2	0	0
Iran	1	0	0	0	0	6	0	0	1	0	1	0	0	1	3	3
Brazil	1	5	0	0	1	0	0	0	2	1	1	2	0	1	3	1
Morocco	1	0	0	0	2	0	0	2	0	1	1	2	3	0	1	2
Ukraine	1	0	0	0	1	0	0	1	1	1	0	0	0	1	2	1
United Arab Emirates	1	0	0	0	2	0	0	1	1	1	0	2	1	0	2	1
Jamaica	1	1	3	0	1	0	0	0	2	1	1	0	5	0	0	1
Egypt	1	0	0	0	2	2	0	1	1	2	0	2	1	1	2	0
United States	1	3	0	0	0	0	8	0	2	2	0	0	3	0	5	5
Turkey	1	0	0	0	3	0	0	2	1	0	2	0	0	3	0	0
Ghana	1	0	0	4	1	0	0	1	1	1	1	0	0	2	0	0
Kenya	1	0	0	4	1	0	0	1	1	0	1	0	1	1	0	0
Japan	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
Algeria	0	0	0	0	0	2	0	0	0	1	0	1	0	0	1	0
South Korea	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Germany	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Haiti	0	0	0	0	0	4	0	1	0	0	1	0	2	0	0	0
Ireland	0	0	0	0	1	0	0	1	0	1	0	2	0	0	0	0
Italy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Romania	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0
Other	23	19	23	19	26	23	7	20	25	19	24	27	19	23	24	27
Prefer not to say	1	0	0	0	2	0	0	1	0	1	1	0	0	1	2	0
WEIGHTED SAMPLE SIZE (#)	272	53	33	26	125	28	7	127	142	87	185	54	57	161	205	238
UNWEIGHTED SAMPLE SIZE (#)	231	36	25	21	109	31	9	105	123	89	142	53	55	123	169	200

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

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TABLE D4:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
2020-2022	27	23	15	26	30	30	50	26	28	29	26	23	22	30	11	10
2010-2019	44	30	70	56	41	42	50	46	43	50	41	51	51	40	53	57
2000-2009	16	24	4	11	17	17	0	18	13	21	13	22	13	15	24	20
1990-1999	12	22	11	4	11	11	0	9	15	0	18	5	12	15	10	11
1984-1989	1	0	0	4	1	0	0	1	1	0	1	0	2	1	1	0
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	272	53	33	26	125	28	7	127	142	87	185	54	57	161	205	238
UNWEIGHTED SAMPLE SIZE (#)	231	36	25	21	109	31	9	105	123	89	142	53	55	123	169	200

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

TABLE D5:

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
Yes	6	4	9	19	4	2	13	6	6	8	4	10	5	3	7	7
No	94	96	91	81	96	98	87	93	94	91	96	90	95	97	93	93
No answer	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

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

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TABLE D6: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
White	58	46	58	56	48	78	81	55	60	56	59	66	67	42	61	58
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	10	11	17	5	14	4	2	12	9	11	10	7	7	17	9	9
Chinese	8	13	5	5	11	2	2	10	6	7	8	6	3	14	9	12
Black	7	5	2	10	9	7	2	6	8	7	7	6	8	7	10	7
Latin American	5	11	1	2	7	2	0	4	7	5	5	5	3	7	3	3
Filipino	5	8	6	12	3	2	5	4	5	4	5	4	4	5	3	4
Arab	3	1	3	1	3	5	1	4	2	4	2	3	3	3	2	3
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)	2	7	3	0	1	2	1	3	1	3	2	2	2	2	3	3
West Asian (e.g., Iranian, Afghan)	1	1	0	0	1	1	2	1	1	1	1	1	1	1	1	1
First Nations/Indigenous/Metis/Inuit	1	1	2	6	1	0	2	2	1	2	1	3	2	0	0	0
Japanese	0	0	0	0	1	0	0	0	1	0	0	0	0	1	1	1
Korean	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Caribbean	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0
Other	1	2	0	0	2	0	3	1	1	1	2	1	1	2	6	4
None of the above	3	2	6	8	2	0	4	4	2	4	2	4	3	2	0	0
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

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

TABLE D7: TOTAL MENTIONS

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

	OVERALL	REGION						GENDER		AGE GROUP		LEVEL OF EDUCATION			STUDY WAVE	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-24	25-34	HS or less	Trade / College	University	March 2021	August 2021
English	70	84	88	94	81	17	90	72	67	71	69	71	69	70	71	69
French	23	5	3	7	7	83	10	23	23	23	23	26	29	14	24	24
Other	20	29	17	20	24	10	7	19	21	17	21	13	12	33	17	18
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1006	140	111	87	390	218	58	497	493	401	605	358	303	344	1005	1000
UNWEIGHTED SAMPLE SIZE (#)	1006	119	100	81	400	230	75	464	526	423	583	366	319	319	1005	1000

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