

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE B:

What is your gender?

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Male	49	47	50	52	49	47	54	51	50	47	58	47	66	55	64	55	55	48
Female	49	52	48	48	49	51	45	47	48	52	40	52	34	42	36	42	44	51
Other	1	1	1	0	1	2	1	2	1	1	2	1	0	2	0	2	1	1
Prefer not to answer	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	1	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

TABLE C:

In which of the following age categories do you belong?

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
18 to 24	40	32	43	55	39	39	42	41	40	35	50	37	44	52	41	53	48	37
25 to 34	60	68	57	45	61	61	58	59	60	65	50	63	56	48	59	47	52	63
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

TABLE D:

In which province or territory do you live?

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Ontario	39	46	36	25	40	32	46	45	12	49	37	39	42	35	45	33	41	38
Quebec	22	10	26	7	23	29	12	5	78	11	26	20	28	25	19	29	25	21
British Columbia	14	20	12	9	14	11	18	17	3	20	14	14	14	14	19	12	14	14
Alberta	11	12	10	16	11	11	11	14	1	10	8	12	10	7	9	8	7	12
Manitoba	6	6	6	21	5	6	6	8	2	5	5	6	0	7	5	6	5	6
Saskatchewan	3	3	2	6	3	3	3	4	0	3	4	3	0	6	1	5	3	3
Nova Scotia	3	1	3	8	2	4	2	4	1	0	3	3	4	3	2	4	4	2
Newfoundland and Labrador	1	0	1	2	1	2	0	1	0	0	1	1	0	2	0	2	0	1
New Brunswick	1	0	2	2	1	2	1	2	1	0	1	1	1	1	1	2	2	1
Prince Edward Island	1	1	1	0	1	1	1	1	0	1	0	1	0	0	0	0	0	1
Nunavut	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE 1:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Yes	66	64	66	63	66	70	62	64	71	65	84	60	90	82	94	79	86	59
No	34	36	33	35	34	30	37	35	29	35	16	40	8	18	6	20	14	41
No answer	0	0	0	2	0	0	0	0	0	0	1	0	2	0	1	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Television	42	37	44	50	41	43	40	39	57	39	49	39	46	50	54	46	51	37
Facebook	30	25	31	41	29	34	23	28	38	17	37	27	47	33	48	32	35	28
YouTube	30	37	28	27	30	24	40	32	18	40	41	25	37	43	46	39	35	28
Internet website	29	39	26	21	30	29	31	32	23	34	29	30	35	27	35	26	33	28
Radio	22	18	23	17	22	25	17	22	23	18	30	18	37	28	35	28	24	21
Instagram	15	18	14	24	15	14	16	15	13	18	23	12	21	23	30	19	21	13
Twitter	10	11	10	14	10	10	10	13	5	11	15	8	22	12	23	10	12	9
Newspaper (daily)	9	10	8	9	9	8	11	9	7	8	13	7	17	11	12	13	12	7
Public transit (bus or subway)	8	10	8	7	8	7	9	9	8	9	10	8	7	11	13	9	9	8
Outdoor billboards	7	7	6	4	7	6	8	6	8	7	7	6	4	9	7	8	7	6
Newspaper (weekly or community)	5	6	5	0	5	5	5	6	2	3	7	4	13	5	8	7	8	3
Cinema	4	3	5	12	4	5	3	5	4	3	6	3	8	5	5	7	4	4
Snapchat	4	2	5	9	3	4	4	5	3	1	8	2	8	8	8	4	4	4
Pamphlet or brochure in the mail	3	1	3	2	3	4	2	3	4	0	3	3	4	3	3	4	2	2
Spotify	3	3	3	6	3	3	3	4	2	4	5	2	6	4	9	3	4	3
Magazines	2	3	2	11	2	3	2	3	1	0	4	1	6	4	9	2	4	2
LinkedIn	2	3	2	4	2	2	2	1	2	3	3	2	3	3	4	3	2	2
Other	3	5	2	7	2	1	5	3	1	5	2	3	3	1	3	1	1	3
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No answer	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>660</b>	<b>175</b>	<b>483</b>	<b>38</b>	<b>623</b>	<b>406</b>	<b>288</b>	<b>455</b>	<b>165</b>	<b>129</b>	<b>202</b>	<b>457</b>	<b>54</b>	<b>148</b>	<b>67</b>	<b>135</b>	<b>211</b>	<b>448</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>653</b>	<b>149</b>	<b>502</b>	<b>38</b>	<b>615</b>	<b>411</b>	<b>278</b>	<b>488</b>	<b>144</b>	<b>90</b>	<b>203</b>	<b>449</b>	<b>60</b>	<b>143</b>	<b>69</b>	<b>134</b>	<b>212</b>	<b>440</b>

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.

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE 3: TOTAL MENTIONS

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Vaccines/COVID-19 vaccine	16	13	17	4	17	16	17	16	12	21	15	16	15	15	18	14	18	15
Talking about COVID-19/News/updates about COVID-19	15	16	15	16	15	15	15	14	19	12	15	15	10	17	12	16	17	14
Staying safe/Preventing the spread of COVID-19/Social distancing/Wear a mask/Wash hands	6	7	5	5	6	4	8	5	3	8	6	5	6	6	7	6	7	5
About the government/Political party/Justin Trudeau	4	2	4	12	3	4	2	4	2	1	3	4	2	4	3	3	2	4
Freedom convoy/Truckers/Protest	4	5	4	7	4	4	5	3	3	6	4	4	5	4	4	4	5	4
Government benefits/CERB/CESB/CEWS	2	3	1	5	2	0	4	3	2	3	0	2	2	0	1	0	2	2
Canadian Armed Forces/Joining the Armed Forces	2	0	2	3	2	2	1	2	2	1	6	0	2	7	2	8	4	0
Talked about taxes	2	3	2	2	2	2	2	3	0	3	0	3	0	0	0	1	3	3
Health care/Health Canada	2	2	1	2	2	1	2	1	1	3	2	1	4	1	5	1	3	1
Gun violence/control	2	1	3	0	2	3	1	3	1	0	3	2	3	3	5	2	2	2
Elections/Talked about voting	1	0	1	0	1	1	1	1	1	1	1	1	0	1	0	1	0	1
Good/informative ad	1	1	1	0	1	1	1	1	0	0	1	1	2	1	2	1	1	1
About smoking/vaping/Cigarette packaging/Dangers of vaping	1	1	1	0	1	0	1	1	0	1	0	1	0	1	0	1	0	1
Canada Revenue Agency/CRA scam/fraud	1	3	0	2	1	0	2	1	0	2	1	1	0	2	1	2	1	1
Jobs/Job creation/Economic Action Plan	1	3	1	2	1	1	1	2	0	3	1	1	0	2	2	1	1	1
Immigration/Refugees	1	3	0	0	1	0	3	1	1	3	1	1	2	1	1	1	0	2
The environment/Climate change	1	3	1	3	1	1	1	1	0	3	0	1	2	0	1	0	1	1
Bad ad/Don't like it	1	0	2	0	1	2	0	1	2	1	2	1	3	2	3	2	2	1
Emergency Act	1	1	2	2	1	2	1	2	2	0	2	1	3	1	2	2	2	1
Banning license plate stickers/renewal	1	3	1	0	1	0	3	2	0	2	0	2	0	1	0	1	1	1
Economy	1	1	1	0	1	1	0	1	1	0	0	1	1	0	1	0	0	1
About the safety/effects of cannabis/edibles	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0
Promoting Canada/Canada heritage	0	1	0	2	0	0	0	1	0	0	0	0	1	0	0	1	1	0
Education/Teachers	0	0	0	5	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Aboriginals/Missing indigenous women/Residential schools	0	1	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	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	2	1	0	1	1	1	1	0	2	3	1	3	2	5	1	2	1
Nothing	26	23	28	33	26	31	21	27	31	19	26	26	26	26	25	26	23	28
Don't know	2	2	2	0	2	2	2	2	3	1	4	2	7	3	5	3	4	2
No answer	10	13	9	3	10	10	9	8	14	13	10	10	11	9	11	9	11	
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>660</b>	<b>175</b>	<b>483</b>	<b>38</b>	<b>623</b>	<b>406</b>	<b>288</b>	<b>455</b>	<b>165</b>	<b>129</b>	<b>202</b>	<b>457</b>	<b>54</b>	<b>148</b>	<b>67</b>	<b>135</b>	<b>211</b>	<b>448</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>653</b>	<b>149</b>	<b>502</b>	<b>38</b>	<b>615</b>	<b>411</b>	<b>278</b>	<b>488</b>	<b>144</b>	<b>90</b>	<b>203</b>	<b>449</b>	<b>60</b>	<b>143</b>	<b>69</b>	<b>134</b>	<b>212</b>	<b>440</b>

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# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE 4: TOTAL MENTIONS

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
They said so/They said Government of Canada	53	43	57	52	54	55	51	56	50	49	57	52	38	64	44	63	58	51
The logo	13	14	13	9	14	12	14	13	15	11	10	15	12	9	14	8	11	15
Showed the Canadian flag	3	5	2	2	3	3	2	2	3	5	2	3	5	1	1	3	3	2
Prime Minister/Justin Trudeau	3	4	2	0	3	2	3	2	2	6	4	2	4	4	9	2	4	3
Showed the website link/address	3	5	2	2	3	3	3	3	2	5	2	3	4	2	2	2	2	3
By the content/message of the ad	2	4	1	0	2	1	3	2	2	4	2	2	0	3	2	2	2	2
The music/Heard national anthem	2	1	2	0	2	2	1	2	3	1	0	3	1	0	1	0	2	2
It looked/seemed like a government ad (general)	2	2	2	3	2	2	2	2	2	2	2	2	0	3	0	3	1	2
Heard it on the news/radio/tv	2	5	1	0	2	1	3	1	1	4	1	3	0	1	0	1	1	3
Liberal Party ad	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0
Other	1	3	0	0	1	1	1	1	1	5	0	2	0	0	0	0	1	1
Don't know	13	12	13	27	12	14	14	14	13	10	15	12	26	11	19	14	12	13
No answer	7	8	6	5	7	7	6	6	9	6	6	7	11	5	9	5	7	7
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>660</b>	<b>175</b>	<b>483</b>	<b>38</b>	<b>623</b>	<b>406</b>	<b>288</b>	<b>455</b>	<b>165</b>	<b>129</b>	<b>202</b>	<b>457</b>	<b>54</b>	<b>148</b>	<b>67</b>	<b>135</b>	<b>211</b>	<b>448</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>653</b>	<b>149</b>	<b>502</b>	<b>38</b>	<b>615</b>	<b>411</b>	<b>278</b>	<b>488</b>	<b>144</b>	<b>90</b>	<b>203</b>	<b>449</b>	<b>60</b>	<b>143</b>	<b>69</b>	<b>134</b>	<b>212</b>	<b>440</b>

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TABLE T1a:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Yes	24	24	24	26	24	25	25	23	26	22	100	0	100	100	100	100	56	14
No	76	75	76	72	76	75	75	77	74	78	0	100	0	0	0	0	44	86
No answer	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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

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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Television	34	25	38	47	33	39	30	34	44	25	34	0	44	31	40	32	41	25
YouTube	31	37	29	45	30	25	38	33	24	45	31	0	26	33	34	30	34	27
Facebook	26	21	27	39	25	26	24	22	34	17	26	0	30	24	19	29	28	23
Radio	16	8	18	20	15	17	16	17	15	20	16	0	20	14	23	12	16	15
Internet website	15	20	13	21	14	16	13	14	14	17	15	0	16	15	17	14	13	17
Instagram	13	21	10	17	12	10	18	12	7	21	13	0	17	11	14	12	16	9
Twitter	9	4	10	16	8	9	8	11	4	11	9	0	17	6	19	4	8	9
Cinema	5	6	5	18	4	5	4	6	4	7	5	0	7	4	10	3	4	7
Newspaper (daily)	5	7	5	0	6	4	8	5	3	9	5	0	8	5	10	4	5	6
Snapchat	3	0	4	17	2	3	3	3	4	0	3	0	3	3	3	3	4	2
Spotify	3	4	3	0	3	4	2	3	2	4	3	0	9	1	3	3	5	0
Outdoor billboards	3	1	3	0	3	2	3	3	2	2	3	0	2	3	3	3	4	1
Public transit (bus or subway)	3	5	1	6	2	1	4	4	0	4	3	0	5	2	6	1	3	2
LinkedIn	2	6	1	6	2	2	1	2	0	7	2	0	1	2	6	1	2	2
Newspaper (weekly or community)	2	1	2	6	2	1	3	2	2	0	2	0	6	1	3	2	3	0
Pamphlet or brochure in the mail	2	0	2	0	2	2	1	2	3	0	2	0	6	0	5	0	2	2
Magazines	1	1	1	10	1	1	1	1	3	0	1	0	3	1	4	0	2	0
Other	3	4	3	0	4	3	5	2	6	2	3	0	3	4	4	3	1	6
Don't know	1	2	1	0	1	1	1	0	2	3	1	0	0	1	0	1	1	1
No answer	0	0	0	4	0	0	0	0	1	0	0	0	1	0	1	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>242</b>	<b>66</b>	<b>174</b>	<b>16</b>	<b>226</b>	<b>143</b>	<b>114</b>	<b>162</b>	<b>61</b>	<b>44</b>	<b>242</b>	<b>0</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>139</b>	<b>103</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>243</b>	<b>62</b>	<b>180</b>	<b>17</b>	<b>226</b>	<b>147</b>	<b>112</b>	<b>178</b>	<b>54</b>	<b>33</b>	<b>243</b>	<b>0</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>142</b>	<b>101</b>

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 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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Recruitment/Jobs available	29	22	32	9	30	28	28	31	25	33	29	0	27	30	30	28	34	22
War/Ukraine and Russia	7	8	6	5	7	7	7	5	11	6	7	0	4	8	2	9	4	11
About the Canadian Armed Forces	4	4	4	13	3	3	5	4	4	0	4	0	4	4	4	3	4	3
Benefits of joining the Armed Forces/Free education	4	1	5	6	4	6	2	5	2	2	4	0	6	4	4	4	6	2
Good/informative ad	3	9	1	0	4	2	5	4	0	6	3	0	4	3	3	4	3	4
Showed women/Women in the Armed Forces	3	3	3	0	3	3	4	3	0	10	3	0	0	4	0	4	3	2
Shows the work/jobs done by the Armed Forces	2	5	1	0	2	0	4	2	0	6	2	0	1	2	3	2	3	2
Support/appreciate our troops/soldiers	2	2	1	0	2	1	2	1	2	6	2	0	0	2	2	2	1	3
About COVID-19	1	2	1	0	1	1	1	1	0	4	1	0	0	1	0	1	1	2
The logo	1	0	1	0	1	1	0	0	2	0	1	0	0	1	0	1	0	1
Canada's 150th anniversary/celebrations	1	0	1	0	1	0	1	1	0	0	1	0	0	1	0	1	0	1
The visuals/pictures	0	0	1	0	0	1	0	1	0	0	0	0	0	0	0	1	1	0
Nothing	32	34	31	37	32	36	31	34	32	29	32	0	37	31	26	35	30	36
Don't know	3	3	2	0	3	2	3	2	5	1	3	0	5	2	6	1	3	2
No answer	11	9	12	30	10	13	8	10	17	4	11	0	14	10	21	7	12	10
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>242</b>	<b>66</b>	<b>174</b>	<b>16</b>	<b>226</b>	<b>143</b>	<b>114</b>	<b>162</b>	<b>61</b>	<b>44</b>	<b>242</b>	<b>0</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>139</b>	<b>103</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>243</b>	<b>62</b>	<b>180</b>	<b>17</b>	<b>226</b>	<b>147</b>	<b>112</b>	<b>178</b>	<b>54</b>	<b>33</b>	<b>243</b>	<b>0</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>142</b>	<b>101</b>

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.

# DEPARTMENT OF NATIONAL DEFENCE

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

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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Yes	25	18	28	46	23	25	23	30	23	10	25	0	100	0	50	15	33	14
No	75	82	72	54	77	75	77	70	77	90	75	0	0	100	50	85	67	86
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>242</b>	<b>66</b>	<b>174</b>	<b>16</b>	<b>226</b>	<b>143</b>	<b>114</b>	<b>162</b>	<b>61</b>	<b>44</b>	<b>242</b>	<b>0</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>139</b>	<b>103</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>243</b>	<b>62</b>	<b>180</b>	<b>17</b>	<b>226</b>	<b>147</b>	<b>112</b>	<b>178</b>	<b>54</b>	<b>33</b>	<b>243</b>	<b>0</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>142</b>	<b>101</b>

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 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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Visited the Department of National Defence/DND website	49	60	46	46	49	48	53	55	28	61	49	0	49	0	68	22	53	36
Visited the Department of National Defence/DND social media pages	30	34	29	36	30	27	36	28	41	22	30	0	30	0	24	39	30	30
Visited the Department of National Defence/DND in person	16	21	14	23	15	20	9	16	10	39	16	0	16	0	19	10	17	12
Telephoned the Department of National Defence/DND	10	21	8	0	12	10	11	7	7	61	10	0	10	0	10	10	14	0
Visited other website(s)	5	0	7	0	6	2	10	5	7	0	5	0	5	0	4	7	6	5
Discussed it/Spoke with friends	2	0	3	0	2	4	0	0	9	0	2	0	2	0	0	5	0	9
Visited Canadian Armed Forces jobs website	1	0	2	0	1	2	0	2	0	0	1	0	1	0	2	0	2	0
Other	5	0	7	20	3	5	6	6	7	0	5	0	5	0	0	13	5	6
Nothing	2	0	2	0	2	3	0	0	9	0	2	0	2	0	0	5	0	8
Don't know	1	0	2	0	2	0	3	2	0	0	1	0	1	0	0	3	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>60</b>	<b>12</b>	<b>48</b>	<b>7</b>	<b>53</b>	<b>36</b>	<b>26</b>	<b>49</b>	<b>14</b>	<b>4</b>	<b>60</b>	<b>0</b>	<b>60</b>	<b>0</b>	<b>35</b>	<b>25</b>	<b>45</b>	<b>15</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>66</b>	<b>13</b>	<b>53</b>	<b>8</b>	<b>58</b>	<b>38</b>	<b>30</b>	<b>57</b>	<b>14</b>	<b>3</b>	<b>66</b>	<b>0</b>	<b>66</b>	<b>0</b>	<b>40</b>	<b>26</b>	<b>51</b>	<b>15</b>

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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Yes	29	31	29	42	28	27	30	34	17	40	29	0	59	20	100	0	33	25
No	71	69	71	58	72	73	70	66	83	60	71	0	41	80	0	100	67	75
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>242</b>	<b>66</b>	<b>174</b>	<b>16</b>	<b>226</b>	<b>143</b>	<b>114</b>	<b>162</b>	<b>61</b>	<b>44</b>	<b>242</b>	<b>0</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>139</b>	<b>103</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>243</b>	<b>62</b>	<b>180</b>	<b>17</b>	<b>226</b>	<b>147</b>	<b>112</b>	<b>178</b>	<b>54</b>	<b>33</b>	<b>243</b>	<b>0</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>142</b>	<b>101</b>

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.

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE T1g:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Yes	17	12	19	33	16	17	18	19	17	11	49	7	65	44	70	41	41	10
No	82	85	80	67	82	82	81	80	82	88	49	92	35	53	30	57	57	90
No answer	1	2	1	0	1	1	1	1	1	1	2	1	0	3	0	3	2	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Shows the work/jobs done by the Armed Forces	15	7	17	9	16	14	16	15	15	7	15	13	10	18	13	17	14	15
Recruitment/Jobs available	14	22	12	0	15	11	19	13	7	46	15	12	2	21	14	15	11	17
Showed them in training/doing drills	5	7	4	8	4	4	5	4	7	11	6	3	0	9	3	7	6	3
Showed Canadian Armed Forces	3	5	3	5	3	3	4	3	3	0	3	4	4	2	2	4	6	0
Good/informative ad	3	1	4	5	3	4	2	4	0	2	2	5	7	0	6	0	4	2
General ad mentions (non-specific)	3	0	3	5	2	3	2	3	0	0	1	5	0	2	0	3	1	5
Showed women/Women in the Armed Forces	2	3	2	0	2	1	2	1	3	5	3	0	0	4	0	5	3	0
War/Ukraine and Russia	2	0	3	0	2	3	1	2	3	0	2	3	0	3	0	3	1	4
Benefits of joining the Armed Forces	2	5	1	0	2	2	2	2	0	4	1	3	2	1	2	1	2	2
Bad ad/Don't like it	2	0	2	0	2	3	0	1	3	0	1	4	2	0	2	0	1	3
People were happy/proud of their job	1	0	2	0	2	1	2	2	0	0	2	0	2	2	1	3	3	0
Nothing	36	39	36	56	34	41	31	37	40	21	33	44	40	30	35	32	38	34
Don't know	5	3	5	0	6	4	5	5	4	3	6	3	12	3	14	0	4	7
No answer	9	7	9	13	9	8	11	9	14	0	10	7	17	7	8	12	7	12
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>175</b>	<b>34</b>	<b>140</b>	<b>20</b>	<b>155</b>	<b>102</b>	<b>83</b>	<b>135</b>	<b>40</b>	<b>21</b>	<b>119</b>	<b>56</b>	<b>39</b>	<b>80</b>	<b>50</b>	<b>70</b>	<b>100</b>	<b>75</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>177</b>	<b>35</b>	<b>141</b>	<b>18</b>	<b>159</b>	<b>106</b>	<b>81</b>	<b>142</b>	<b>36</b>	<b>17</b>	<b>120</b>	<b>57</b>	<b>43</b>	<b>77</b>	<b>51</b>	<b>69</b>	<b>104</b>	<b>73</b>

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.

# DEPARTMENT OF NATIONAL DEFENCE

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

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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Very favourable	21	24	20	31	21	21	21	22	22	19	31	18	41	27	47	24	31	18
Somewhat favourable	31	35	29	33	30	29	32	30	30	33	29	31	28	29	31	28	30	31
Neutral	33	31	33	21	34	31	36	32	33	35	25	35	19	28	12	31	26	35
Somewhat unfavourable	10	6	11	9	10	13	7	10	8	11	10	10	4	11	8	10	6	11
Very unfavourable	6	3	6	5	5	6	5	6	6	2	5	6	7	4	1	7	6	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% FAVOURABLE	52	59	49	64	51	50	53	52	52	52	60	49	70	57	79	52	61	49
% UNFAVOURABLE	15	9	17	14	15	19	11	16	14	13	15	15	11	16	9	17	12	16

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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Very informed	7	6	7	8	7	7	5	8	7	3	12	5	23	9	17	11	12	5
4	17	17	17	21	16	15	17	17	10	16	22	15	27	21	33	18	22	15
3	26	28	26	27	26	28	25	26	31	25	30	25	29	30	38	27	30	25
2	22	19	23	20	22	21	24	22	21	24	20	23	14	22	9	25	22	22
1 - Not at all informed	29	30	28	24	29	29	28	27	31	32	15	33	6	18	4	20	14	33
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	23	23	24	29	23	23	23	25	17	19	35	20	51	29	50	29	34	20
% 1-2	50	49	51	45	51	50	52	49	52	56	35	55	20	40	13	45	36	55
MEAN	2.5	2.5	2.5	2.7	2.5	2.5	2.5	2.6	2.4	2.3	3.0	2.4	3.5	2.8	3.5	2.7	3.0	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'.



# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE T1Jb:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Very informed	7	6	7	15	6	7	6	8	6	2	12	5	25	8	16	11	12	5
4	15	16	15	19	15	15	15	16	11	15	21	14	27	19	28	18	23	13
3	25	26	25	18	25	25	25	25	26	24	27	24	26	27	35	24	26	25
2	21	19	22	25	21	21	21	20	24	23	18	22	12	21	16	19	19	22
1 - Not at all informed	29	33	28	18	30	29	31	28	30	34	19	33	9	22	4	25	18	33
No answer	2	1	3	5	2	2	2	2	3	1	2	2	2	2	1	3	1	3
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	22	22	23	34	21	22	21	24	17	18	33	19	52	27	44	29	35	18
% 1-2	51	52	50	43	51	50	51	48	53	57	37	55	20	43	20	45	38	55
MEAN	2.5	2.4	2.5	2.9	2.5	2.5	2.4	2.5	2.4	2.3	2.9	2.4	3.5	2.7	3.4	2.7	2.9	2.3

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 T1Jc:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Very informed	6	6	6	7	5	5	6	6	6	1	11	4	23	7	21	7	10	4
4	12	15	11	14	12	12	11	13	10	12	19	10	28	15	24	16	17	11
3	22	19	23	22	22	21	23	23	19	19	26	21	26	26	32	23	25	21
2	21	20	22	24	21	21	22	20	26	21	18	22	9	21	11	21	23	21
1 - Not at all informed	37	38	36	28	38	38	36	36	37	44	25	41	10	30	9	31	23	42
No answer	2	2	2	5	2	1	3	2	2	3	2	2	4	1	4	1	2	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	18	21	17	21	18	18	17	19	16	13	29	14	51	22	44	23	27	15
% 1-2	58	59	58	52	59	60	58	55	63	64	43	63	19	51	20	53	46	62
MEAN	2.3	2.3	2.3	2.5	2.3	2.2	2.3	2.3	2.2	2.0	2.7	2.1	3.5	2.5	3.4	2.5	2.7	2.1

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'.

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE T1Jd:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Very informed	5	6	5	13	4	4	6	6	5	3	9	4	20	5	17	5	7	4
4	10	10	10	10	10	9	9	11	6	8	15	8	20	13	19	14	14	8
3	18	17	19	15	18	18	18	20	16	17	21	17	22	21	31	17	22	17
2	18	18	18	19	18	17	20	18	16	21	19	18	17	20	18	20	18	18
1 - Not at all informed	46	47	45	37	47	49	44	42	55	51	32	50	15	38	12	41	36	49
No answer	3	2	4	7	3	3	3	3	2	1	3	3	7	2	4	3	2	3
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	15	16	14	24	14	13	15	17	11	10	24	12	40	18	35	19	22	12
% 1-2	64	65	64	55	65	65	64	60	71	72	52	68	32	58	30	61	55	67
MEAN	2.1	2.1	2.1	2.4	2.0	2.0	2.1	2.2	1.9	1.9	2.5	1.9	3.1	2.3	3.1	2.2	2.4	2.0

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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Very informed	5	4	6	8	5	7	4	5	7	2	12	3	25	8	20	9	11	3
4	11	12	11	15	11	11	11	12	9	10	17	9	16	18	23	15	16	9
3	23	23	23	20	23	22	23	23	23	22	26	22	28	25	28	25	28	21
2	22	20	22	21	22	19	25	21	22	24	18	23	15	20	18	19	20	23
1 - Not at all informed	37	39	36	30	38	40	34	36	36	40	24	41	14	28	10	30	23	42
No answer	2	1	3	6	2	1	3	2	2	2	2	2	3	2	1	2	2	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	16	17	16	23	16	17	15	18	16	12	30	12	41	26	43	24	27	13
% 1-2	59	59	59	51	59	60	59	57	59	65	43	64	28	47	28	49	43	64
MEAN	2.2	2.2	2.3	2.5	2.2	2.2	2.2	2.3	2.3	2.1	2.7	2.1	3.2	2.6	3.2	2.5	2.7	2.1

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'.

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE T1JA-E SUMMARY:

% rating a 4 or 5

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
To what extent are you aware of career or job options in the Canadian Armed Forces?	23	23	24	29	23	23	23	25	17	19	35	20	51	29	50	29	34	20
To what extent are you aware of educational and training options within the Canadian Armed Forces?	22	22	23	34	21	22	21	24	17	18	33	19	52	27	44	29	35	18
To what extent are you aware of career or job options specifically for women within the Canadian Armed Forces?	18	21	17	21	18	18	17	19	16	13	29	14	51	22	44	23	27	15
To what extent are you aware of opportunities specifically within the Reserve Force of the Canadian Armed Forces?	16	17	16	23	16	17	15	18	16	12	30	12	41	26	43	24	27	13
To what extent are you aware of career or job options specifically for Indigenous Peoples in the Canadian Armed Forces?	15	16	14	24	14	13	15	17	11	10	24	12	40	18	35	19	22	12
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Yes	22	23	21	27	21	22	21	21	25	21	58	10	71	53	83	47	52	12
No	78	76	79	73	79	78	78	79	75	78	42	90	28	47	17	53	48	88
No answer	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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.

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE T1L:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Yes	24	24	25	27	24	25	25	24	28	19	57	14	75	51	64	55	100	0
No	75	76	75	73	75	75	75	76	71	81	43	86	25	49	36	45	0	100
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
YouTube	48	61	42	56	47	40	57	47	29	68	54	40	51	55	55	53	48	0
Television	43	34	46	44	42	49	34	43	54	29	41	44	36	44	35	45	43	0
Facebook	22	19	23	32	21	22	21	20	27	6	28	14	31	26	34	25	22	0
Internet website	13	8	15	36	11	16	8	10	18	9	12	14	13	11	17	9	13	0
Instagram	7	13	6	7	7	4	11	5	9	11	9	6	12	7	18	4	7	0
Twitter	4	4	5	16	3	5	3	5	5	0	6	2	12	3	14	2	4	0
Snapchat	3	3	4	5	3	3	3	3	5	3	3	4	0	5	3	3	3	0
Cinema	3	0	4	6	3	5	0	3	3	0	2	4	7	0	6	0	3	0
Radio	3	0	5	0	4	5	2	3	8	0	5	1	7	5	8	4	3	0
Spotify	2	2	2	0	2	2	1	1	5	3	2	2	0	2	0	2	2	0
Magazines	2	3	2	16	1	3	1	1	4	0	2	2	4	2	6	1	2	0
Newspaper (daily)	1	1	1	0	1	1	1	0	2	0	0	2	0	0	0	0	1	0
Outdoor billboards	1	1	1	6	1	1	1	1	3	0	2	1	2	1	2	1	1	0
Newspaper (weekly or community)	1	2	1	0	1	1	1	1	2	0	0	3	0	0	0	0	1	0
Pamphlet or brochure in the mail	1	0	1	0	1	1	1	0	3	0	1	1	0	1	0	1	1	0
Public transit (bus or subway)	1	1	1	0	1	2	1	1	2	0	1	1	0	1	0	1	1	0
LinkedIn	0	0	1	0	0	1	0	0	2	0	0	1	0	0	0	0	0	0
Other	0	1	0	0	0	0	0	0	1	1	0	1	0	1	0	1	0	0
No answer	0	0	0	4	0	0	0	0	1	0	0	0	1	0	1	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>246</b>	<b>65</b>	<b>179</b>	<b>16</b>	<b>230</b>	<b>143</b>	<b>114</b>	<b>168</b>	<b>65</b>	<b>38</b>	<b>139</b>	<b>108</b>	<b>45</b>	<b>93</b>	<b>45</b>	<b>93</b>	<b>246</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>248</b>	<b>63</b>	<b>184</b>	<b>16</b>	<b>232</b>	<b>146</b>	<b>113</b>	<b>181</b>	<b>57</b>	<b>31</b>	<b>142</b>	<b>106</b>	<b>51</b>	<b>91</b>	<b>50</b>	<b>92</b>	<b>248</b>	<b>0</b>

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.

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE T1N: TOTAL MENTIONS

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Recruitment/Join the Armed Forces	32	33	31	32	32	30	35	33	29	32	33	31	34	32	34	32	32	31
Learn new skills/Training provided	9	10	9	10	9	8	10	10	7	10	11	8	9	12	11	12	12	8
Job opportunities/Different jobs available	8	9	8	2	8	8	8	7	9	11	7	8	4	8	4	8	8	8
Anyone can join the Armed Forces/Diversity	8	7	8	3	8	8	7	7	8	8	8	8	4	9	3	10	10	7
Good/rewarding career	6	4	7	6	6	8	4	7	5	6	5	7	0	6	0	7	6	6
Canadian Armed Forces/Awareness about the Armed Forces	6	10	5	4	6	4	8	6	4	10	6	6	8	5	4	6	5	6
Opportunities/Benefits/Positive working experience	6	5	7	7	6	7	6	7	4	6	9	6	5	10	4	11	8	6
Follow your passion/True calling	4	6	4	4	4	4	5	4	4	6	5	4	3	5	5	5	4	5
Women in the Armed Forces/Want women to join the Armed Forces	3	2	3	0	3	3	2	3	3	1	2	3	0	3	2	2	2	3
Protecting your country/Saving lives of Canadian citizens	2	3	2	2	2	2	3	3	1	4	1	3	2	1	0	2	2	2
General positive ad mentions	2	2	2	2	2	2	1	2	2	0	2	2	3	2	4	2	2	2
Negative mentions (army, war, job, etc)	1	0	1	0	1	1	0	1	1	0	1	1	0	1	2	1	0	1
Other	0	0	0	2	0	0	0	0	0	0	1	0	1	0	1	0	1	0
Don't know	24	23	25	34	23	25	22	24	31	19	19	26	33	15	24	17	22	25
No answer	1	1	1	1	1	1	1	1	1	1	3	0	4	3	8	1	2	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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 T1O:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Yes	56	59	55	62	56	53	59	54	59	52	65	53	75	62	78	60	62	54
No	14	11	16	16	14	17	11	16	13	11	13	15	12	13	11	14	11	15
Don't know	30	30	29	21	30	30	30	30	28	36	21	32	11	25	11	26	27	31
No answer	0	0	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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.

# DEPARTMENT OF NATIONAL DEFENCE

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

**TABLE T1PA:**

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

This ad catches my attention

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	20	29	17	14	20	17	24	18	20	25	26	18	33	24	35	23	24	19
4	27	27	27	22	27	26	27	26	25	30	30	25	32	30	43	25	30	25
3	32	33	32	29	32	33	31	33	27	34	28	34	27	28	19	31	30	33
2	11	7	13	11	11	13	9	12	16	5	7	13	4	8	3	8	10	12
1 - Strongly disagree	9	4	11	24	8	11	7	9	10	4	8	9	4	9	0	11	6	10
No answer	1	1	1	0	1	1	1	1	1	1	1	1	0	2	0	2	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	47	55	43	36	47	42	51	45	45	55	57	44	65	54	78	48	54	44
% 1-2	20	10	24	35	19	24	17	22	27	10	14	22	8	16	3	19	16	22
MEAN	3.4	3.7	3.3	2.9	3.4	3.2	3.5	3.3	3.3	3.7	3.6	3.3	3.9	3.5	4.1	3.4	3.6	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 T1PB:**

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

This ad is relevant to me

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	9	13	7	8	9	8	10	10	6	8	14	7	32	7	26	8	13	7
4	14	18	12	13	14	12	15	16	10	13	16	13	26	12	25	12	18	13
3	30	35	28	30	30	28	31	29	32	35	29	30	22	32	28	30	30	30
2	21	18	23	21	21	21	21	21	20	23	19	22	11	21	12	22	19	22
1 - Strongly disagree	26	16	29	28	25	30	22	24	30	20	21	27	9	25	8	26	19	28
No answer	1	0	1	0	1	1	1	1	2	1	2	1	0	2	0	3	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	22	31	19	21	22	20	25	25	16	21	29	20	59	20	52	20	31	19
% 1-2	47	34	51	49	47	51	43	45	50	43	39	49	19	46	20	48	38	49
MEAN	2.6	2.9	2.4	2.5	2.6	2.5	2.7	2.7	2.4	2.7	2.8	2.5	3.6	2.6	3.5	2.5	2.9	2.5

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'.

# DEPARTMENT OF NATIONAL DEFENCE

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

**TABLE T1PC:**

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

This ad is difficult to follow

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	5	5	5	8	5	5	5	5	8	2	7	4	17	4	13	5	9	4
4	10	14	9	10	10	9	10	10	9	11	15	9	20	13	23	12	12	10
3	19	22	18	24	19	18	21	19	19	22	15	21	17	14	12	16	14	21
2	27	22	28	29	27	27	26	28	23	24	28	26	21	30	31	26	24	27
1 - Strongly disagree	38	37	39	29	39	39	38	37	40	39	34	40	25	36	21	39	41	37
No answer	1	1	1	0	1	1	1	1	2	1	2	1	0	2	0	3	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	15	19	14	18	15	14	15	15	17	13	22	13	37	18	36	17	21	13
% 1-2	65	59	67	58	65	67	63	65	62	63	61	66	46	66	52	65	65	65
MEAN	2.2	2.3	2.1	2.4	2.1	2.1	2.2	2.2	2.2	2.1	2.3	2.1	2.8	2.2	2.8	2.2	2.2	2.1

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 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	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	36	39	35	29	36	36	35	34	34	41	32	37	33	32	31	33	41	34
4	24	23	24	31	23	24	24	26	19	23	28	23	31	27	39	24	23	24
3	26	24	27	27	26	28	25	27	28	23	24	27	26	23	17	26	24	27
2	7	5	8	7	7	6	8	7	9	5	8	7	4	9	4	9	5	8
1 - Strongly disagree	7	8	6	6	7	6	7	6	8	8	7	6	6	7	9	6	7	6
No answer	1	1	1	0	1	1	1	1	3	1	1	1	0	1	0	1	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	59	62	59	60	60	60	59	60	53	63	61	59	64	60	70	57	63	58
% 1-2	14	13	13	14	13	12	15	13	16	13	15	13	10	17	13	16	13	14
MEAN	3.8	3.8	3.7	3.7	3.8	3.8	3.7	3.8	3.6	3.8	3.7	3.8	3.8	3.7	3.8	3.7	3.8	3.7

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'.

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE T1PE:

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

This ad talks about an important topic

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	23	24	22	24	22	22	24	23	23	19	30	20	38	27	37	27	30	20
4	33	36	31	28	33	33	31	32	32	37	32	33	29	33	38	29	31	33
3	28	27	28	29	28	27	31	28	25	28	26	29	27	26	20	29	28	28
2	9	7	10	8	9	9	8	9	9	9	7	10	5	8	2	9	6	10
1 - Strongly disagree	7	5	7	10	7	8	5	7	8	5	4	8	1	4	2	4	4	8
No answer	1	1	1	0	1	1	1	1	2	2	2	1	0	2	0	3	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	55	60	53	53	56	55	55	56	56	56	62	53	67	60	75	56	61	54
% 1-2	16	12	17	18	16	18	13	16	18	14	11	17	7	12	5	13	11	17
MEAN	3.6	3.7	3.5	3.5	3.6	3.5	3.6	3.6	3.5	3.6	3.8	3.5	4.0	3.7	4.1	3.7	3.8	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'.

TABLE T1PF:

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

This ad provides new information

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	16	22	14	18	16	13	19	17	13	17	19	15	23	17	22	17	17	16
4	29	34	27	27	29	28	29	29	26	33	29	29	36	27	38	26	31	28
3	33	26	35	27	33	34	31	31	41	28	30	34	21	32	26	31	30	33
2	14	14	13	13	14	13	14	14	11	16	12	14	13	12	8	14	13	14
1 - Strongly disagree	8	3	10	16	8	10	7	8	8	5	8	8	8	9	6	9	8	8
No answer	1	1	1	0	1	1	1	1	1	1	2	1	0	2	0	2	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	45	56	41	44	45	42	48	46	39	50	48	44	58	44	60	43	48	44
% 1-2	22	17	23	29	21	23	21	22	20	21	21	22	21	21	14	24	22	22
MEAN	3.3	3.6	3.2	3.2	3.3	3.2	3.4	3.3	3.2	3.4	3.4	3.3	3.5	3.3	3.6	3.3	3.4	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'.



# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE T1PG:

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

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
5 - Strongly agree	17	20	16	27	17	16	19	17	18	15	26	15	36	23	31	24	26	15
4	26	20	28	26	26	31	20	27	29	21	25	26	26	25	24	25	23	27
3	32	33	32	26	32	30	36	33	27	32	29	33	20	32	29	29	30	33
2	15	18	13	8	15	14	15	13	16	21	12	15	13	12	12	12	13	15
1 - Strongly disagree	9	8	9	14	8	8	10	9	8	9	6	10	4	6	3	7	7	10
No answer	1	1	1	0	1	1	1	1	2	2	2	1	2	2	1	3	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>
% 4-5	43	40	45	52	43	47	38	44	47	36	51	41	62	48	54	50	50	41
% 1-2	23	26	22	22	24	22	25	22	24	30	18	25	17	18	16	19	20	25
MEAN	3.3	3.3	3.3	3.4	3.3	3.3	3.2	3.3	3.3	3.1	3.6	3.2	3.8	3.5	3.7	3.5	3.5	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'.

TABLE T1PA-G SUMMARY:

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

% rating a 4 or 5

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
This ad does not favour one political party over another	59	62	59	60	60	60	59	60	53	63	61	59	64	60	70	57	63	58
This ad talks about an important topic	55	60	53	53	56	55	55	56	56	56	62	53	67	60	75	56	61	54
This ad catches my attention	47	55	43	36	47	42	51	45	45	55	57	44	65	54	78	48	54	44
This ad provides new information	45	56	41	44	45	42	48	46	39	50	48	44	58	44	60	43	48	44
This ad clearly conveys that the Canadian Armed Forces have 100+ careers available	43	40	45	52	43	47	38	44	47	36	51	41	62	48	54	50	50	41
This ad is relevant to me	22	31	19	21	22	20	25	25	16	21	29	20	59	20	52	20	31	19
This ad is difficult to follow	15	19	14	18	15	14	15	15	17	13	22	13	37	18	36	17	21	13
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE D1:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Working full-time (30 or more hours per week)	46	44	47	31	47	49	41	46	49	39	44	47	60	39	54	40	44	47
Working part-time (less than 30 hours per week)	16	19	16	13	17	17	17	17	15	19	21	15	17	22	23	19	20	15
Self-employed	5	4	5	13	5	5	6	6	5	5	4	5	6	3	1	5	4	6
Unemployed, but looking for work	11	9	12	28	10	11	13	12	10	11	9	12	7	9	9	9	12	11
A student attending school full-time	15	21	13	7	15	11	20	14	14	23	19	14	10	22	13	21	17	14
Other employment status	5	3	6	7	5	7	4	5	6	4	3	6	0	5	0	5	4	6
No answer	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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

TABLE D2:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Grade 8 or less	1	0	1	1	1	1	1	0	2	1	1	1	1	1	1	1	1	1
Some high school	6	3	7	14	5	7	4	5	9	3	5	6	3	6	2	6	6	5
High school diploma or equivalent	29	17	34	45	28	33	27	31	30	19	33	28	29	34	29	34	34	27
Registered Apprenticeship or other trades certificate or diploma	5	4	5	8	4	6	3	4	7	2	3	5	5	3	2	4	2	5
College, CEGEP or other non-university certificate or diploma	20	11	23	15	20	23	15	20	26	12	16	21	19	15	16	16	17	21
University certificate or diploma below bachelor's level	6	6	6	1	6	6	5	6	5	5	8	5	10	7	2	10	6	6
Bachelor's degree	27	48	20	7	29	20	35	28	16	50	26	28	26	26	35	22	24	29
Postgraduate degree above bachelor's level	7	12	5	8	7	5	9	6	5	8	9	6	8	9	13	7	9	6
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE D3:

Where were you born?

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Born in Canada	72	0	100	92	71	93	48	77	91	22	72	73	80	70	70	73	73	72
Born outside Canada	27	100	0	8	28	6	52	23	9	78	27	27	20	30	30	27	26	27
No answer	1	0	0	0	0	0	1	1	0	0	0	1	0	0	0	0	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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

TABLE D3 - OUTSIDE OF CANADA, SPECIFIED:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
India	17	17	0	21	17	3	19	19	0	19	19	16	13	21	23	17	17	17
Philippines	12	12	0	0	12	0	13	14	4	13	14	11	0	17	4	18	10	12
Hong Kong	6	6	0	0	6	0	7	6	0	7	1	7	8	0	4	0	2	7
Pakistan	5	5	0	0	5	0	5	4	5	3	7	4	7	7	12	4	8	3
China	4	4	0	19	4	0	5	5	0	4	7	3	21	4	12	5	2	5
Colombia	4	4	0	0	4	0	5	2	0	8	1	5	8	0	4	0	6	4
Nigeria	3	3	0	0	3	0	3	4	0	1	3	3	0	3	0	4	3	3
Bangladesh	3	3	0	0	3	0	3	2	0	3	0	4	0	0	0	0	1	3
Taiwan	3	3	0	0	3	3	3	3	0	3	2	3	0	2	0	2	2	3
Vietnam	2	2	0	0	2	0	2	3	6	0	5	1	15	2	4	5	3	2
France	2	2	0	0	2	10	0	0	21	0	0	2	0	0	0	0	2	2
United Kingdom	2	2	0	0	2	11	0	2	7	0	1	2	0	2	0	2	1	2
Mexico	2	2	0	0	2	2	2	1	0	2	0	3	0	0	0	0	2	2
Sri Lanka	2	2	0	0	2	0	2	0	0	3	1	2	0	1	0	1	1	2
United States	1	1	0	0	1	6	0	1	0	0	0	1	0	0	0	0	1	1
Iran	1	1	0	0	1	0	1	0	0	1	0	1	0	0	0	0	0	1
Brazil	1	1	0	0	1	7	0	1	0	2	0	2	0	0	0	0	0	2
Morocco	1	1	0	0	1	0	1	0	13	2	2	1	0	2	0	3	0	1
Ukraine	1	1	0	0	1	2	0	1	0	0	1	0	0	2	0	2	0	1
United Arab Emirates	1	1	0	0	1	0	1	1	0	1	1	1	0	2	0	2	0	1
Jamaica	1	1	0	0	1	0	1	2	0	1	3	1	0	3	0	4	3	1
Egypt	1	1	0	0	1	0	1	1	0	1	0	1	0	0	0	0	0	1
Turkey	1	1	0	0	2	7	1	2	0	2	5	0	0	6	15	0	3	1
Ghana	1	1	0	0	1	0	1	2	0	0	0	1	0	0	0	0	0	1
Kenya	1	1	0	0	1	0	1	1	0	0	0	1	0	0	0	0	1	0
Algeria	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0
Haiti	0	0	0	0	0	0	0	0	5	0	2	0	0	2	0	3	2	0
Ireland	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Romania	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	1	0
Other	23	23	0	41	22	47	19	20	34	23	24	22	21	24	20	26	28	21
Prefer not to say	1	1	0	19	0	0	1	1	0	0	1	0	8	0	0	2	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>272</b>	<b>272</b>	<b>0</b>	<b>5</b>	<b>267</b>	<b>37</b>	<b>239</b>	<b>161</b>	<b>22</b>	<b>153</b>	<b>66</b>	<b>205</b>	<b>12</b>	<b>54</b>	<b>21</b>	<b>46</b>	<b>65</b>	<b>207</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>231</b>	<b>231</b>	<b>0</b>	<b>5</b>	<b>226</b>	<b>30</b>	<b>205</b>	<b>152</b>	<b>17</b>	<b>101</b>	<b>62</b>	<b>168</b>	<b>13</b>	<b>49</b>	<b>19</b>	<b>43</b>	<b>63</b>	<b>168</b>

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

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE D4:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
2020-2022	27	27	0	45	27	18	28	21	40	30	24	28	20	25	39	17	24	28
2010-2019	44	44	0	19	45	32	46	44	21	46	47	43	23	53	32	54	36	47
2000-2009	16	16	0	36	15	26	14	21	20	13	14	16	29	11	12	15	19	15
1990-1999	12	12	0	0	13	23	11	12	18	11	13	12	28	10	16	12	19	10
1984-1989	1	1	0	0	1	0	1	1	0	0	1	0	0	2	0	2	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>272</b>	<b>272</b>	<b>0</b>	<b>5</b>	<b>267</b>	<b>37</b>	<b>239</b>	<b>161</b>	<b>22</b>	<b>153</b>	<b>66</b>	<b>205</b>	<b>12</b>	<b>54</b>	<b>21</b>	<b>46</b>	<b>65</b>	<b>207</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>231</b>	<b>231</b>	<b>0</b>	<b>5</b>	<b>226</b>	<b>30</b>	<b>205</b>	<b>152</b>	<b>17</b>	<b>101</b>	<b>62</b>	<b>168</b>	<b>13</b>	<b>49</b>	<b>19</b>	<b>43</b>	<b>63</b>	<b>168</b>

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

TABLE D5:

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
Yes	6	2	8	100	0	6	7	7	4	1	7	6	12	5	9	5	6	6
No	94	98	92	0	100	94	93	92	96	99	93	94	88	95	91	95	94	94
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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

TABLE D6: TOTAL MENTIONS

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
White	58	14	75	55	58	100	9	58	83	14	59	58	60	59	55	61	58	58
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	10	27	4	2	11	0	22	10	2	26	9	11	5	10	11	8	9	11
Chinese	8	9	7	2	8	1	16	8	1	15	7	8	10	6	13	5	5	8
Black	7	12	5	7	7	1	15	8	8	3	8	7	11	7	8	8	10	6
Latin American	5	13	2	0	6	1	11	3	1	18	6	5	3	6	6	5	6	5
Filipino	5	12	2	2	5	1	10	5	0	10	5	4	3	6	3	6	4	5
Arab	3	6	2	0	3	0	6	2	5	6	5	2	2	6	2	6	4	2
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)	2	5	1	1	2	0	5	3	1	3	2	2	5	1	1	2	2	2
West Asian (e.g., Iranian, Afghan)	1	2	1	0	1	0	2	1	0	4	1	1	0	1	2	0	1	1
First Nations/Indigenous/Metis/Inuit	1	0	2	23	0	1	3	2	0	0	1	2	1	1	1	1	2	1
Japanese	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Korean	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Caribbean	0	1	0	0	0	0	1	1	0	0	1	0	0	1	0	1	0	0
Other	1	2	1	0	1	1	3	1	1	2	3	1	1	3	2	3	2	1
None of the above	3	2	3	20	2	0	6	3	1	3	1	3	2	1	0	2	1	3
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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

# DEPARTMENT OF NATIONAL DEFENCE

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

TABLE D7: TOTAL MENTIONS

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

	OVERALL	IMMIGRANT STATUS		INDIGENOUS		RACIAL/CULTURAL GROUPS		MOTHER TONGUE			UNAIDED DND AD RECALL		CALL TO ACTION		SOUGHT JOB INFO		AIDED AD RECALL	
		Immigrants	Non-immigrants	Yes	No	White	Other	English	French	Other	Yes	No	Yes	No	Yes	No	Yes	No
English	70	59	74	88	69	70	72	100	22	37	67	71	82	62	78	63	68	71
French	23	8	29	17	23	33	9	7	100	3	25	22	23	26	15	29	27	22
Other	20	56	6	2	21	5	37	10	2	100	18	20	7	22	24	15	16	21
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>272</b>	<b>729</b>	<b>60</b>	<b>944</b>	<b>583</b>	<b>462</b>	<b>706</b>	<b>231</b>	<b>196</b>	<b>242</b>	<b>763</b>	<b>60</b>	<b>181</b>	<b>71</b>	<b>171</b>	<b>246</b>	<b>758</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1006</b>	<b>231</b>	<b>770</b>	<b>61</b>	<b>943</b>	<b>608</b>	<b>442</b>	<b>764</b>	<b>202</b>	<b>135</b>	<b>243</b>	<b>762</b>	<b>66</b>	<b>177</b>	<b>72</b>	<b>171</b>	<b>248</b>	<b>756</b>

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