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RCAF 2024 Centennial – Baseline Study Final Report

Prepared for the Department of National Defence Canada

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POR-ROP@forces.gc.ca

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March 2022

This public opinion research report presents the results of the online survey conducted by Earncliffe Strategy Group on behalf of the Department of National Defence and the Royal Canadian Air Force. The research was conducted from January to February 2022.

Cette publication est aussi disponible en français sous le titre : Centenaire de l'ARC 2024 : étude de base

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Department of National Defence
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Executive Summary

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to the Department of National Defence (DND) regarding quantitative research undertaken to support planning for the Royal Canadian Air Force's (RCAF) Centennial campaign.

April 1, 2024 marks 100 years of service for the RCAF as an independent entity. This presents a once in a lifetime opportunity to launch a robust Centennial campaign to commemorate this milestone, connect with Canadians and take a forward-look at how the RCAF will continue to serve Canadians for the next 100 years.

An RCAF 2024 campaign will showcase the RCAF as a relevant, responsive and effective air and space power and showcase the past, present and future of our nation's Air Force through contributions to national security, international peace and stability.

This research was required to provide a baseline to help identify Canadian public opinion of the RCAF, specifically to better inform communications planning and evaluate future iterations of campaign success. No formal public opinion research (POR) specific to the RCAF currently exists and results from the Views of the CAF Tracking Study suggest that awareness of the RCAF is low. The aim of this research project was to help the RCAF to better understand public perceptions and attitudes towards the Air Force and inform planning for the 2024 Centennial campaign. The research will also be used to evaluate existing communication activities for the RCAF, inform decision-making, inform communication strategies and messaging, improve communications with Canadians and key audiences, and report on departmental performance.

To meet the research objectives, Earnscliffe conducted an online survey of 3,075 Canadians ages 17 and older using Leger's proprietary opt-in panel. The survey was offered to respondents in English and in French. It was in field from February 2-17, 2022 and the average length of interview was 10 minutes.

The key findings of this research are presented below.

Key Findings

- Almost three-quarters (73%) say they have seen the RCAF logo before, though only 22% correctly identify the organization it represents.
- The vast majority have at least some level of familiarity with each CAF environment. More say they are very or somewhat familiar with CAF itself (40%) and the Canadian Army (39%) than the RCAF (30%) and the Royal Canadian Navy (RCN) (25%).
- On balance, impressions of the RCAF are positive. Over half (55%) have a positive impression while just 6% have a negative opinion.

- Words most often used to describe the RCAF are “Canada/Canadians” (15%), “Airplanes/Aircraft/Aviation” (13%), and “Military/Armed Forces”.
- Two-thirds (67%) have a positive impression of those who serve in the RCAF. Those who do not have a positive impression tend to be more neutral (25%) than negative (4%).
- Over half (60%) agree that the RCAF is essential (4-5 on a 5-point scale) and agree that it is a source of pride for Canadians (57%). Again, those without a positive impression for the most part feel neutral, rather than negative.
- Over half (59%) also feel that the RCAF represents Canadian values. Very few disagree with this idea, while about a third are either neutral or do not offer an opinion.
 - Respondents are a little more uncertain as to whether it shares their values, though the plurality still agree (43%). About half either are neutral (25%) or do not have an opinion (22%).
- Some of the RCAF’s roles are better known among Canadians than others. Over half are aware of the RCAF’s air demonstrations (64%), transportation of troops (62%), supporting NATO operations (59%) and search and rescue (59%).
 - Slightly less than half are aware of the RCAF’s work in aerospace warning and control (47%), transportation of government officials (45%) and maritime aviation (40%).
 - The least well-known role is the use of satellites in space to monitor territory, gather intelligence and identify targets (26%).
- Asked to judge the importance of each role, over two-thirds (69%) agree that search and rescue is a very important role (give it a 5 on a 5-point scale). About half feel aerospace warning and control (56%) and transportation of troops and equipment (50%) are very important.
 - Supporting allies including NATO in overseas operations (44%), maritime aviation (43%) and using satellites in space to monitor territory and gather intelligence (42%) all rank similarly in terms of importance.
 - Transportation of government officials and dignitaries (21%), followed by air demonstrations (17%), are deemed the least important roles.
- All 17- to 34-year-olds who completed the survey were asked about their likelihood of joining each CAF environment. While very few say it is very likely they will join any

environment, over a third expressed some likelihood of joining, including (38%) who would consider joining the RCAF.

- Few say they are very (4%) or somewhat (15%) knowledgeable of opportunities within the RCAF.
- One-in-five (20%) say they are very or somewhat interested in joining the RCAF.
- If they were asked by a family member or friend how appealing a career in the RCAF might be, over half (54%) estimate it would be very or somewhat appealing.
- Over half (59%) would view the decision of a family member or friend to join the RCAF favourably.
- About a two-thirds (65%) agree that there are a wide variety of jobs available in the RCAF. Asked whether they think most jobs in the RCAF are for pilots, responses are more divided. While the plurality (43%) disagree, 24% agree, and a third (33%) either do not offer an opinion or are unsure.
- The vast majority (91%) have some level of familiarity with the Snowbirds, including about a quarter (23%) who say they are very familiar.
 - About half of all respondents have seen the Snowbirds perform in person, while another 20% have seen them perform via video.
 - Impressions of the Snowbirds among those with at least some familiarity are quite positive. Three-quarters (74%) have a strongly positive or somewhat positive opinion.
 - About three-quarters (76%) agree that the Snowbirds are a recognizable symbol of the RCAF. Over two-thirds (71%) agree the Snowbirds are a source of national pride. About half (48%) agree that the Snowbirds are important to them as a Canadian.
- Very few (10%) have heard of the RCAF Centennial anniversary, but almost two-thirds (63%) agree it is important that it be recognized.
- Over half (61%) have a favourable view of the Centennial logo, very few have a negative opinion and two-thirds (67%) agree it is appropriate.
- Reaction to the motto was on balance positive. More than half (56%) have a favourable impression of it. However, slightly more have a neutral view of the motto (32%) than feel the same way about the logo.

- Half (53%) would be interested in learning more about the RCAF. Few follow the RCAF on social media, but a quarter (24%) would be open to learning more about the RCAF through its social media channels.
 - Respondents would also like to learn more about the RCAF on television (32%), through news stories (29%) and on YouTube (21%) and the CAF website (21%).

Research Firm:

Earnscliffe Strategy Group (Earnscliffe)
Contract Number: HT372-213864/001/CY
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I hereby certify as a representative of Earnscliffe Strategy Group that the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

Date: March 4, 2022



Doug Anderson
Principal, Earnscliffe

Introduction

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to DND regarding quantitative research undertaken to support planning for the RCAF's Centennial campaign.

April 1, 2024 marks 100 years of service for the Royal Canadian Air Force (RCAF) as an independent entity. This presents a once in a lifetime opportunity to launch a robust Centennial campaign to commemorate this milestone, connect with Canadians and take a forward-look at how the RCAF will continue to serve Canadians for the next 100 years.

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The specific objectives of the research were as follows:

- Develop a baseline for Canadians' views, knowledge and expectations of the RCAF;
- Understand perceptions of and attitudes towards the RCAF;
- Understand perceptions of joining the RCAF;
- Determine awareness of the Snowbirds as an RCAF institution; and
- Assess awareness of visual identifiers for the RCAF.

To meet the research objectives, Earnscliffe conducted an online survey of 3,075 Canadians ages 17 and older using Leger's proprietary opt-in panel. Overall, the sample includes a minimum of 500 respondents in each of the following regions: Atlantic Canada, Quebec, Ontario, Prairies (Manitoba and Saskatchewan), Alberta and British Columbia. It also includes an oversample of 75 Indigenous peoples in Canada to achieve a minimum sample size of 225 among this group. The survey was offered to respondents in English and in French. It was in field from February 2-17, 2022 and the average length of interview was 10 minutes.

The data have been weighted to reflect the demographic composition of the Canadian population ages 17 and older for age and gender within region, based on Census data. In

In addition to the region quotas outlined above, we set the following targets for age and gender for the general population sample:

Table 1: Quotas for base general population sample

AGE		
17-34	28.7%	861
35-54	33.6%	1,008
55+	37.7%	1,131
TOTAL	100%	3,000
GENDER		
Female	51.4%	1,542
Male	48.6%	1,458
TOTAL	100%	3,000

Detailed Findings

The following report is divided into six sections. The first explores awareness and impressions of the RCAF broadly. The second investigates awareness and impressions of the RCAF’s roles, while the third explores attitudes towards a career in the RCAF. The fourth section assess awareness and attitudes towards the Snowbirds, and the fifth section gauges perceived importance of the RCAF Centennial anniversary celebrations. The report concludes with a brief analysis of preferred channels of communication and information topics to learn more about the RCAF.

RCAF Awareness and Impressions

At the outset of the survey, respondents were presented with the RCAF logo, without any explanation identifying the organization it represents. Presented with the RCAF logo, almost three-quarters (73%) say they have seen it before. Recall is higher among those in the Prairies (83%) and Atlantic Canada (78%) than in other provinces/regions. Claimed recall is also higher among:

- Men (79%) than women (67%)
- Those who are not BIPOC (75%) compared to those who do identify as BIPOC (67%)
 - Note that while recall is lower among the BIPOC group, Indigenous respondents taken separately (81%) have some of the highest recall of the logo across all demographic groups.
- Those with a household income of \$80K or more (79%) vs those with lower incomes
- Respondents in suburban (75%) and rural (75%) areas vs those in urban areas (70%)

Table 2. Q7: To the best of your recollection, have you seen this logo before? n=3075

Recall of RCAF logo	%
Yes	73%
No	19%
Don’t know/Prefer not to answer	8%

Among those who say that they have seen the logo before, 22% correctly identify the RCAF as the organization it represents, while another 9% associate it with the CAF. About a third (30%) of those who have seen the logo before cannot identify the organization it represents. Some also identify the organization incorrectly, naming the Winnipeg Jets (8%), Air Canada (8%) and a specific federal political party (6%), among other organizations. Those most likely to correctly identify the RCAF with the logo include:

- Residents of Atlantic Canada (29%) compared to Quebeckers (10%) and those on the Prairies (22%)
- Men (32%) vs women (10%)

- Respondents 35-54 and 65+ (24%) compared to those 25-34 (16%)
- Respondents with a university degree (27%) vs those with a high school level education or less (15%) or with a trades education/college diploma (20%)
- Respondents with an income of \$80K or more (26%) compared to those with an income less than \$80K (18%)
- Rural respondents (27%) vs those in urban areas (20%)

Table 3: [IF RECALL LOGO] Can you name the organization this logo represents? n=2306

Organization	%
Royal Canadian Air Force	22%
Canadian Armed Forces / Department of National Defence	9%
Winnipeg Jets	8%
Air Canada	8%
A specific federal political party	6%
Team Canada / Hockey Canada / Various hockey teams or organizations (e.g. NHL)	2%
Canadian Automobile Association / Provincial CAA organizations	2%
Petro-Canada	1%
Maple Leaf Foods	1%
Government of Canada / Various governmental organizations	1%
Esso	1%
Toronto Maple Leafs	1%
Curling Canada / Unspecified curling organizations	1%
Other political parties (other than federal)	1%
Other (Specify)	6%
ANY	70%
Nothing	0%
Don't know/ prefer not to answer	30%

The top-of-mind associations with the logo among all respondents primarily include references to Canada (20%) and being Canadian (9%), followed by the RCAF (8%). Another 5% name the CAF or another CAF environment. Quebeckers are the least likely to associate the logo with the RCAF (4%) compared to other regions. Men (13%) are more likely to name the RCAF than women (3%). Older respondents 55-64 (13%) and 65+ (12%) are more likely than younger respondents to make the correct association.

Table 4: What first comes to mind when you see this logo? n=3075

Top-of-mind associations with logo	%
Canada	20%
Canadian	9%
Royal Canadian Air Force	8%

NHL / Hockey / Hockey Team	6%
Canadian Armed Forces / Royal Canadian Navy / National defence	5%
Specific federal or provincial political parties	3%
Maple leaf / Canadian flag	3%
Politics / Political party / Specific political parties	3%
Winnipeg Jets	3%
Air Canada	2%
Aircraft (e.g. jets, airplanes)	2%
Sports / Sports team (e.g. Olympics)	2%
Military aircraft (e.g. fighter jets, military planes)	2%
Canadian product / Made in Canada	1%
Curling	1%
Canadian organization / Non-profit organization	1%
Values / Heritage / Pride / Patriotism	1%
Air flight / Aviation / Pilots	1%
Airline (unspecified)	1%
Trips / Travel	1%
Canadian marketing (e.g brand, logo, symbol)	1%
Canadian food and beverages	1%
Canadian company / Business (e.g. Real Canadian Superstore, Canadian Tire)	3%
Oil and gas / Oil company / Gas station (e.g. Petro-Canada, Esso)	2%
Other (Specify)	4%
ANY	86%
Nothing	1%
Don't know/ prefer not to answer	13%

Asked to provide three words that they would use to describe the RCAF, the vast majority of words offered are complimentary. The most common words used to describe the RCAF are Canadian/Canada (15%), Airplanes/Aviation/Aircraft (13%) and Military/Armed Forces/Forces (12%). Slightly fewer use words like Quality/Skilled/Trained/Capable (8%), Brave/Courageous (8%), Pride/Proud (8%) and Underfunded/Under-equipped/Weak/Ineffective (8%).

Table 5: What three words would you use to describe the Royal Canadian Air Force (RCAF)?
n=3075

Words to describe the RCAF	%
Canadian / Canada	15%
Airplanes / Aircraft / Aviation	13%
Military / Armed Forces / Forces	12%
Quality / Skilled / Trained / Capable	8%
Brave / Courageous / Courage	8%
Underfunded / Under-equipped / Weak / Ineffective	8%
Pride / Proud	8%
Tough / Strong / Strength	6%
Outdated / Old / Obsolete	5%
Army	5%
Protectors / Protective / Protection	5%
Reliable / Trustworthy / Integrity	5%
Reputable / Distinguished / Prestigious / Elite	4%
Loyal / Allegiance	4%
Traditional / Historic / Heritage	4%
National defence / Defence	4%
Dedicated / Devoted / Committed / Duty	4%
Good / Great / Excellent	4%
Fight / Force / Violence / Danger	3%
Bold / Daring / Fast / Exciting	3%
Queen / Royal	3%
Organized / Disciplined / Strict	3%
Air / Airspace / Sky	3%
Important / Necessary / Essential	3%
Small	3%
Pilots / Aviator	3%
Heroes / Heroic / Freedom	3%
Patriotic / Maple leaf / Canadian flag	3%
Honour / Honourable	3%
Respect / Respected / Admired	3%
Professional / Career	3%
Air show / Snowbirds	3%
National / Federal / Government	3%
Air Force / Air Force base	2%
War / Combat / Armoury	2%
Hard-working / Determined / Confident	2%
Flying / Flight	2%
Fighter jets / Jets	2%
Bad / Poor / Poorly managed / Poor conduct	2%
Expensive / Costly / Unnecessary	2%
Peace / Peaceful / Peacekeepers / NATO	2%
Personnel (e.g. soldiers, troops, rescuers, cadets)	2%
Service / Serve	2%

Security	2%
Helpful / Supportive / Caring	2%
Safe / Safety	2%
Cool / Awesome	1%
Powerful	1%
Other (Specify)	13%
ANY	74%
Nothing	0%
Don't know/ prefer not to answer	26%

Slightly under a third (30%) are familiar (very/somewhat) with the RCAF, while the majority are not very or not at all familiar (60%). More are familiar with the CAF generally (40%) and the Canadian Army (39%) than say they are familiar with the RCAF. However, the RCAF is slightly more familiar to Canadians than the Royal Canadian Navy (25%).

Familiarity with the RCAF is significantly higher among those in Atlantic Canada (44%) than in any other region, and is lowest in Quebec (12%). Men are more familiar than women (37% vs 23%), as are those 65+ (36%) compared to all other age groups. Indigenous respondents are more familiar (42%) than members of other BIPOC groups. Familiarity also appears to be correlated to education and income levels. Those with an income of \$80K or more (32%) are more familiar than those with an income of \$40K or less (26%), and those with university education (33%) or college/trades education (31%) are more familiar than those with high school level education (24%).

Table 6. Q11-Q14- Overall, how familiar would you say you are with the following? n=3075

CAF/CAF Environment	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know/Prefer not to answer
Canadian Armed Forces (CAF)	7%	33%	41%	19%	1%
Canadian Army	6%	32%	42%	19%	1%
Royal Canadian Air Force (RCAF)	4%	26%	41%	28%	1%
Royal Canadian Navy (RCN)	4%	21%	45%	29%	1%

Though few respondents say they are very familiar with the RCAF, overall opinion is, on-balance, favourable and very few Canadians hold a negative opinion of the RCAF. About half (55%) say they have a positive view of the RCAF, including 22% who have a strongly positive opinion. Just shy of a third (32%) have a neutral view, while very few (6%) have a negative impression of the RCAF. Respondents hold similarly positive views of the CAF and other environments – 59% have a positive impression of the CAF, 58% have a positive impression of the Canadian Army and 53% have a positive impression of the RCN.

Those most inclined to view the RCAF positively include:

- Atlantic Canadians (66%) compared to most other regions
- Men (59%) vs women (52%)
- Respondents 65+ (67%) compared to younger age groups
- Those who live in rural (60%) vs urban (53%) areas
- Those who know someone who is/has served in the CAF (58%) vs those who do not (48%)
- Notably, the vast majority (80%) of those who are very or somewhat familiar with the RCAF have a positive impression of the RCAF. Among those who are not very or not at all familiar with the RCAF, opinion is much more likely to be neutral rather than strongly positive.

Table 7: Q15-18. What is your overall impression of the following? n=3075

Row %	Strongly positive	Somewhat positive	Neither/ Neutral	Somewhat negative	Strongly negative	DK/ NR
Canadian Armed Forces (CAF)	23%	36%	30%	5%	2%	5%
Canadian Army	22%	36%	30%	5%	2%	5%
Royal Canadian Air Force (RCAF)	22%	33%	32%	4%	2%	7%
Royal Canadian Navy (RCN)	20%	33%	35%	4%	2%	7%

Overall impression of those who serve in the RCAF is positive – 31% strongly positive and 36% somewhat positive and again, very few (4%) hold any negative opinion. A quarter (25%) have a neutral impression and just 4% have a negative impression. Overall positive impressions of those who serve in the RCAF (67%) are slightly lower than impressions of CAF members in general (76%), measured in the most recent edition of the Views of the CAF tracking study. However, the discrepancy is driven almost entirely by neutral opinions – a quarter (25%) have a neutral view of RCAF members, compared to 16% for members of the CAF in general.

- Two-thirds or more of respondents from all regions, save Quebec, have a positive impression of RCAF members.
- Roughly three-quarters of those 55-64 (73%) and 65+ (77%) have a positive view of those who serve. About two-thirds of those 35-44 (64%) and 45-54 (68%) hold positive views. The younger cohorts (17-24 and 25-34) are the least likely to hold positive views, but they skew more neutral than negative.
- Those in rural locations (72%) are more likely to hold a positive view than those in urban areas (65%)

Table 8. Q19: What is your overall impression of the people who serve in the Royal Canadian Air Force (RCAF)? n=3075

Impression of RCAF members	RCAF Survey 2022	Views of the CAF 2021
Strongly negative	1%	1%

Somewhat negative	3%	5%
Neither/Neutral	25%	16%
Somewhat positive	36%	41%
Strongly positive	31%	35%
Don't know/Prefer not to answer	4%	2%

Over half (60%) believe the RCAF is essential (4-5 on a 5-point scale). One-in-five (19%) feel neutral, while just 9% believe the RCAF is no longer needed (1-2 on a 5-point scale). Slightly more, according to the results of the 2021 Views of the CAF survey, feel the CAF is essential (72%).

Those most likely to believe the RCAF is essential include:

- Atlantic Canadians (76%) and Albertans (70%), particularly compared to Quebeckers (42%), Ontarians (62%) and those in the Prairies (64%).
- Men (65%) more than women (56%)
- The older the respondent, the more likely they are to agree that the RCAF is essential (for example, 72% of those 65+ compared to 49% of those 17-24).

Table 9. Q20: Do you think the Royal Canadian Air Force is essential or no longer needed? Please use a 5-point scale, where “1” means no longer needed at all and “5” means very essential. n = 3075

Need for RCAF	RCAF Survey 2022	DND Views of the CAF 2021
1 - No longer needed at all	3%	2%
2	7%	6%
3	19%	16%
4	24%	26%
5 - Very essential	36%	46%
Don't know/Prefer not to answer	12%	4%

Over half (57% 4-5 on a 5-point scale) agree that the RCAF is a source of pride for Canadians. About a quarter (28%) have a neutral view and just 9% do not believe the RCAF is a source of pride. In comparison, just shy of half (47%) feel that the CAF is a source of pride, according to the 2021 Views of the CAF survey results.

Those most likely to feel the RCAF is a source of pride include:

- Atlantic Canadians (69%)
- Older respondents (67% of those 65+, 63% of those 55-64, 61% of those 45-54) compared to younger respondents (44% of those 17-24 and 25-34).
- Those who say they are familiar with the RCAF. Over three-quarters (78%) agree the RCAF is a source of pride, compared to half (48%) of those unfamiliar. The latter group are much more likely to hold a neutral view of the RCAF (33% vs 16%).

Table 10. Q21: To what extent do you think the Royal Canadian Air Force is a source of pride for Canadians? Please use a 5-point scale, where “1” means not at all a source of pride, “3” is neutral, and “5” means very much a source of pride. n=3075

Source of pride ranking	RCAF Survey 2022	DND Views of the CAF 2021
1 - Not at all a source of pride	4%	4%
2	5%	7%
3 - Neutral	28%	38%
4	27%	29%
5 - Very much a source of pride	30%	18%
Don't know/Prefer not to answer	6%	4%

The majority (59%) agree that the RCAF represents Canadian values. Few (8%) disagree. Those most likely to agree are:

- Atlantic Canadians (73% agree)
- Older respondents – 72% of those 65+, 63% of those 55-64 and 62% of those 45-54 compared to 48% of those 17-24 and 49% of those 25-34.
- The vast majority of those who are familiar with the RCAF vs those who are not (81% vs 50%).

The plurality (42%) agree that the RCAF shares the same values as them. A quarter (25%) feel neutral, while 11% disagree. Almost quarter (22%) do not offer a response.

- Atlantic Canadians (56%) and Albertans (51%) are the most likely to feel they share the same values as the RCAF, compared to other regions.
- Men (48%) are more likely to agree than women (38%)
- Over half of respondents 65+ (53%) agree, while fewer younger respondents feel the same way.
- Those more familiar with the RCAF are significantly more likely to agree it shares their values – 71% vs 31% among those not familiar. Few of those who are not familiar with the RCAF disagree (only 13%) but they are certainly more likely to feel neutral (29% vs 15%).

Table 11. Q22-23 - To what extent do you agree or disagree with the following statements? n = 3075

Statement	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR
The RCAF represents Canadian values	24%	35%	19%	5%	3%	14%

The RCAF shares the same values as me	16%	27%	25%	6%	4%	22%
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RCAF Roles

Presented with a list of RCAF roles, over half of respondents say they were previously aware of the RCAF’s air demonstrations (64%), transportation of troops and equipment (62%), supporting allies in overseas operations (59%) and search and rescue (59%). Slightly less than half say they were previously aware of the RCAF aerospace warning and control role (47%) and transportation of government officials and foreign dignitaries (45%), while slightly fewer were aware of the RCAF’s maritime aviation role (40%). The role respondents are least aware of is using satellites in space to monitor territory, gather intelligence, and identify targets (26%). Very few (5%) have not heard of any RCAF roles.

Atlantic Canadians are more likely to be aware of the RCAF’s roles than Canadians in most other regions, Quebec in particular. Men are also more likely than women to say they are familiar than women with all the roles. The older the respondent, the more likely it is that they are aware of any of these roles. Those with a university or college/trades education are more likely to have heard of any of these roles than those with high school or less.

Table 12. Q24. The following is a list of some of the roles the Royal Canadian Air Force plays domestically and internationally. Which, if any, did you know were roles of the Royal Canadian Air Force before taking this survey? n=3075

RCAF Role	%
Air demonstrations (for example aeronautics and flypasts for airshows and events of national significance)	64%
Transportation of troops and equipment during training, domestic operations and deployments in other countries	62%
Supporting allies, including the North Atlantic Treaty Organization (NATO), in overseas operations, including provision of combat aircraft	59%
Search and rescue	59%
Aerospace Warning and Aerospace Control (defending Canada and allies against attacking enemy aircraft or missiles)	47%
Transportation of government officials and foreign dignitaries	45%
Maritime aviation, including gathering intelligence, anti-submarine and anti-surface warfare, and surveillance over water	40%
Using satellites in space to monitor territory, gather intelligence, and/or identify targets	26%
None of the above	5%
Don’t know/Prefer not to say	10%

Asked to judge the importance of each role, over two-thirds (69%) agree that search and rescue is a very important role (give it a 5 on a 5-point scale). About half feel aerospace warning and

control (56%) and transportation of troops and equipment (50%) are very important. Supporting allies including NATO in overseas operations (44%), maritime aviation (43%) and using satellites in space to monitor territory and gather intelligence (42%) all rank similarly in terms of importance. Transportation of government officials and dignitaries (21%), followed by air demonstrations (17%), are deemed the least important roles.

For most roles, with the exception of search and rescue, Quebecers are less likely than residents of other regions to agree that the RCAF’s roles are important. Generally, older respondents are also more likely to view any of these roles as important. For example, about three-quarters of those over 45 feel using satellites in space is an important role, compared to about two-thirds among those 35-44 and 25-34 and 59% of those 17-24.

Table 13. Q25-32 - In your view, how important are each of these roles? n = 3075

Row %	5 - Very important	4	3	2	1 - Not important at all	DK/NR
Search and rescue	69%	18%	8%	1%	0%	3%
Aerospace Warning and Aerospace Control	56%	22%	13%	3%	2%	5%
Transportation of troops and equipment during training, domestic operations and deployments in other	50%	25%	16%	3%	2%	4%
Supporting allies, including NATO, in overseas operations, including provision of combat aircraft	44%	27%	16%	4%	3%	6%
Maritime aviation, including gathering intelligence, anti-submarine and anti-surface warfare, and surveillance over water	43%	29%	16%	4%	2%	6%
Using satellites in space to monitor territory, gather intelligence, and/or identify targets	42%	28%	17%	4%	3%	6%
Transportation of government officials and foreign dignitaries	21%	23%	28%	12%	12%	5%
Air demonstrations (for example aeronautics and flypasts for airshows and events of national significance)	17%	21%	29%	13%	15%	4%

Attitudes towards recruitment and joining the RCAF

Few (5%) respondents 17-34 say they are very likely to join the RCAF, while 12% say they are somewhat likely. One-in-five (21%) say they are not very likely to join and over half (58%) are not at all likely. Likelihood of joining other environments is similar.

Likelihood of joining the RCAF is highest among the following groups:

- Ontarians (22% very/somewhat likely), Atlantic Canadians (19%), Prairie residents (19%), British Columbians (18%), and Albertans (17%) compared to Quebecers (7%)
- Men (24%) are more likely to join than women (11%)
- Those 25-34 (20%) vs those 17-24 (13%)
- Asian respondents (28%) vs White (13%) and Indigenous (18%) respondents. BIPOC respondents overall (23%) are more likely to join than non-BIPOC (13%).

Table 14. Q33-35- For each of the three environments of the Canadian Armed Forces (CAF), how likely would you be to join? n = 802

Row %	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't know/Prefer not to answer
Royal Canadian Air Force (RCAF)	5%	12%	21%	58%	4%
Canadian Army	4%	12%	22%	57%	4%
Royal Canadian Navy (RCN)	4%	9%	22%	61%	4%

About one-in-five (18%) of respondents 17-34 say they are knowledgeable (very/somewhat) about opportunities within the RCAF. Over three-quarters (78%) are not very or not at all knowledgeable. Atlantic Canadians (28%) and Ontarians (24%) are more knowledgeable than those in Quebec (11%). Men also claim to be more knowledgeable than women (28% vs 11%).

Table 15. Q36: How knowledgeable do you feel you are about opportunities within the Royal Canadian Air Force specifically? n = 802

Knowledge of RCAF opportunities	%
Not at all knowledgeable	46%
Not very knowledgeable	31%
Somewhat knowledgeable	15%
Very knowledgeable	4%
Don't know/Prefer not to answer	3%

One-in-five (20%) say they are interested in joining the RCAF. About a quarter (23%) are not very interested, and half (54%) are not at all interested.

The segment of interested respondents varies demographically from those who are not very or not at all interested in a number of ways:

- The group of interested respondents skews more male (72% vs 41% among those not interested)
- They are also more likely to live in Ontario (49% vs 36%)
- One-in-five are South-Asian (20%) compared to just 7% among those not interested
- They are more likely to know someone who is or has served in the Canadian Army (69%) compared to those not interested (49%)

Table 16. Q37: How interested would you be in joining the Royal Canadian Air Force? n = 802

Interest in joining the RCAF	%
Not at all interested	54%
Not very interested	23%
Somewhat interested	14%
Very interested	6%
Don't know/Prefer not to answer	3%

Asked to rate the appeal of working in each CAF environment, over half (54%) say that working in the RCAF seems very or somewhat appealing (23% very, 31% somewhat). Slightly less than half (47%) agree that a career in the RCN would be appealing and 43% say the same of working in the Canadian Army.

Those who find a career in the RCAF most appealing are:

- Atlantic Canadians (62%) compared to all other regions
- Men (58%) compared to women (51%)
- Older respondents vs younger respondents. For example, almost three-quarters of those 65+ view working in the RCAF as appealing, compared to a third of those 17-24 (34%) and 37% of those 25-34.
- Those who know someone who has served (59%) vs those who do not (40%)

Table 17. Q38-40- How would you rate the appeal of working in each of the environments below? n = 3075

CAF environment	Very appealing	Somewhat appealing	Neither appealing nor unappealing	Somewhat unappealing	Very unappealing	DK/NR
Royal Canadian Airforce (RCAF)	23%	31%	22%	8%	8%	8%

Royal Canadian Navy (RCN)	18%	31%	26%	10%	9%	8%
Canadian Army	14%	29%	28%	12%	10%	7%

The majority would react favourably to a family member or friend’s decision to join the RCAF. A quarter (26%) would view their decision very favourably and a third (33%) would view their decision somewhat favourably. A quarter (25%) would feel neutral, while just 11% would have an unfavourable reaction.

Quebeckers are the least likely to view a family member or friend joining favourably compared to other regions, though half (52%) still would. Men (63%) are more likely than women (56%) to view the decision favourably. Once again, older respondents seem more enthusiastic about the idea, with almost three quarters of those 65+ (73%) and about two-thirds of those 55-64 (68%) and 45-54 (64%) viewing the decision favourably, compared to 48% among those 17-24 and 45% among those 25-34. Perhaps unsurprisingly, those who know someone who has served in the CAF (63%) view the decision more favourably than those who do not (49%).

Table 18. Q41: If a person you know, such as a family member or friend, told you that they were joining the Royal Canadian Air Force, would your reaction to that decision be...

n = 3075

Reaction to a friend/family member joining the RCAF	%
Very unfavourable	4%
Somewhat unfavourable	7%
Neutral	25%
Somewhat favourable	33%
Very favourable	26%
Don’t know/Prefer not to answer	4%

Respondents received one of two statements about the types of roles available within the RCAF and were asked whether they agreed or disagreed with them. The statements were “There is a wide variety of jobs within the RCAF” and “Most of the jobs available in the RCAF are for pilots”.

Two-thirds (65%) agree that there is a wide variety of jobs in the RCAF, including 29% who strongly agree and 36% who somewhat agree. Very few disagree (4%), while almost a third either do not offer an answer or neither agree nor disagree, indicating that some likely just do not know enough about the RCAF to make a judgment one way or another. Those more likely to agree that there is a wide variety of roles within the RCAF include:

- Atlantic Canadians (76%), those in the Prairies (72%) and Ontarians (68%), particularly compared to Quebeckers (58%)
- Men (70%) vs women (61%)

- Respondents over 55 compared to those under 55. Of note, one quarter (24%) of those 17-24 say they don't know, and 20% say they neither agree nor disagree. Similarly, 15% of those 25-34 do not know, and 25% say they neither agree nor disagree. The results suggest that among the pool of potential recruits, many lack knowledge of the types of roles available in the RCAF.
- Predictably, those who know someone who has served (70%) are more likely to agree than those who do not (54%). A quarter (26%) of those who do not know someone who has served do not provide an answer, compared to 13% of those who do.
- Those interested in joining the RCAF (72%) are much more likely than those who are not interested (42%) to agree that there are a wide variety of roles available.

When it comes to whether most of the roles available in the RCAF are for pilots, responses are a bit more divided among the half of respondents who saw this statement. A quarter agree (24%) that this is likely the case, while the plurality (43%) disagree. About one-in-five (18%) say they neither agree nor disagree and 15% do not offer a response. Those most likely to agree that most of the jobs available are for pilots include:

- Those 17-24 (31%) compared to those 35-54 (20%) and 65+ (16%)
- Asian respondents (44%) compared to White (21%) and Chinese (25%) respondents
- Urban and suburban (25%) respondents compared to those in rural areas (18%)

Table 19. Q42: To what extent do you agree or disagree with the following statement?

Agreement level	There is a wide variety of jobs available within Royal Canadian Air Force. (n=1537)	Most of the jobs available in the Royal Canadian Air Force are for pilots. (n=1538)
Strongly agree	29%	6%
Somewhat agree	36%	18%
Neither	14%	18%
Somewhat disagree	3%	29%
Strongly disagree	1%	15%
Don't know/Prefer not to answer	17%	15%

The Snowbirds

Respondents were shown a photo and description of the Snowbirds and asked if they are familiar with the squadron. Over two-thirds (71%) of respondents are familiar with the Snowbirds. One-in-five (20%) are not very familiar and 8% are not at all familiar. A quarter

(23%) say they are very familiar and 47% are somewhat familiar. Atlantic Canadians (83%) and those on the Prairies (81%) have the greatest familiarity with the Snowbirds, regionally. Over half of all age groups, with the exception of those 17-24 (47%) are very or somewhat familiar with the Snowbirds. Most of those 55-64 (81%) and 65+ (82%) are familiar. White (74%) and Indigenous (79%) respondents are notably more familiar with the Snowbirds than Black, Chinese and Asian respondents. Those with a college/trades education (74%) or university education (73%) are more familiar than those with high school level education (65%). Rural respondents (78%) are almost more familiar than those in urban (68%) or suburban (72%) areas.

Table 1. Q43: As you may know already, the Snowbirds (pictured below) are the Royal Canadian Air Force’s aerobatics demonstration squadron. The Snowbirds participate in airshows and perform aerobatics across Canada, often to mark notable national events. How familiar would you say you are with the Snowbirds? n=3075

	%
Not at all familiar	8%
Not very familiar	20%
Somewhat familiar	47%
Very familiar	23%
Don’t know/Prefer not to answer	1%

Among those with any degree of familiarity with the Snowbirds, 81% have seen them perform. Over half (58%) have seen them in person, while a quarter (23%) have only seen a performance on video.

Table 21. Q44: Have you ever seen a performance of the Snowbirds? base n = 2839

How respondents have seen the Snowbirds	% of those familiar	% of total sample
Yes, only in-person	26%	24%
Yes, only on video	23%	21%
Yes, both in-person and on video	32%	29%
No	18%	25%
Don’t know/Prefer not to answer	1%	1%

Three-quarters (74%) of those with any degree of familiarity with the Snowbirds have a positive impression of the squadron. One-in-five have a neutral opinion. Very few (5%) have a negative opinion. Favourable opinion is higher outside of Quebec, though two-thirds (64%) still have a positive view in that province. Older respondents have a more positive view than younger respondents. More than three-quarters of those 45-54 (77%), 55-64 (81%) and 65+ (80%) have a positive view, compared to 64% among those 17-24, 65% among those 25-34 and 70% among those 35-44.

Table 22. Q45: What is your overall impression of the Snowbirds? n = 2839

Overall impression of Snowbirds	%
Strongly negative	2%
Somewhat negative	3%
Neither/Neutral	20%
Somewhat positive	34%
Strongly positive	40%
Don't know/Prefer not to answer	1%

Respondents tend to agree (76%) that the Snowbirds are a recognizable symbol of the RCAF. Very few (7%) disagree with this statement.

- Atlantic Canadians are among the most likely to agree (87%)
- The older a respondent, the more likely they are to agree (e.g., 84% of those 65+ and 86% of those 55-64 vs 60% of those 17-24 and 65% of those 25-34) though majorities still agree across all age categories.
- Rural respondents (81%) are also more likely to agree than urban (76%) or suburban (75%) respondents.

Almost as many (71%) agree that the Snowbirds are a source of national pride and very few (8%) disagree.

- Again, Atlantic Canadians (82%) are most likely to agree compared to other regions
- Older respondents are more likely to agree than younger respondents (e.g., 84% of those 65+ compared to 55% of those 17-24)
- Non-BIPOC respondents (73%) are more likely to agree than BIPOC respondents (68%)

Just shy of half (48%) agree that having an aerobatics squadron like the Snowbirds is important to them as a Canadian. A quarter (24%) neither agree nor disagree, and another quarter (25%) disagree.

- Over half of respondents in each region outside Quebec agree. Just a third (32%) in Quebec do.
- Half or more of those 45+ agree, compared to third of those 17-24 (33%) and 36% of those 25-34
- Those who know someone who has served are more likely to agree (51%) than those who do not (39%)

Table 23. Q46-48. - To what extent do you agree or disagree with the following statements? n = 3075

Attitudinal Statement	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR

The Snowbirds are a recognizable symbol of the Royal Canadian Air Force	42%	34%	12%	4%	2%	5%
The Snowbirds are a source of national pride	40%	31%	16%	5%	4%	5%
Having an official aerobatics demonstration squadron like the Snowbirds is important to me as a Canadian	24%	24%	24%	12%	13%	3%

RCAF Centennial anniversary

Asked how many years Canada has officially had a national air force, the average answer is 76 years. Over half (56%) say they do not know. Just 10% recall hearing anything about the RCAF’s Centennial anniversary. Only 2% say they clearly recall hearing of it. Interestingly, slightly more of those 17-24 (13%), 24-34 (18%) and 35-44 (14%) claim they have heard of the anniversary compared to those over 45 (8% among those 45-54, 7% among those 55-64 and 3% of those 65+).

Table 24. Q50: The Royal Canadian Air Force was officially established on April 1, 1924 and will be celebrating its 100th anniversary (or “Centennial”) in 2024. Prior to this survey, had you heard, read or seen anything about the 100th anniversary of the RCAF? n=3075

Recall of Centennial anniversary	%
Yes, clearly recall	2%
Yes, vaguely recall	8%
No	86%
Don’t know/Prefer not to say	4%

When told that the RCAF’s Centennial anniversary will be in 2024, almost two-thirds (63%) feel it is important for Canadians to celebrate it, while 16% feel neutral and 17% do not feel it is important. Those most likely to feel celebrating the Centennial anniversary is important include:

- Atlantic Canadians (72%), as well as Canadians in Ontario (67%), the Prairies (64%), Albertans (67%) and British Columbians (65%) compared to Quebeckers (52%)
- Those 65+ (77%), 55-64 (70%) and 45-54 (67%) compared to those 17-24 (50%), 25-34 (51%) and 35-44 (57%).

Table 25. Q51: In your view, how important is it for Canadians to celebrate the Royal Canadian Air Force’s Centennial anniversary? Please use a scale from 1 to 7, where 1 means “not important at all” and 7 means “extremely important”. n=3075

Importance of celebrating RCAF Centennial anniversary	%
Not important (1-3)	17%
Neutral (4)	16%
Important (5-7)	63%
Don’t know/Prefer not to say	4%

Over half (61%) have a favourable view of the RCAF’s Centennial anniversary logo. A quarter (25%) have a neutral opinion and 11% have an unfavourable impression. Opinion is more favourable among:

- Atlantic Canadians (65%), Ontarians (64%), Albertans (62%) and British Columbians (61%)
- Respondents 55-64 (65%) and 65+ (68%)
- Non-BIPOC (63%) vs BIPOC respondents (55%)

Table 26. Q52: The Royal Canadian Air Force has come up with the logo below to mark its 100th anniversary. How favourable or unfavourable an opinion do you have of this logo? n=3075

Opinion of the RCAF Centennial anniversary logo	%
Unfavourable (1-3)	11%
Neutral (4)	25%
Favourable (5-7)	61%
Don’t know/Prefer not to say	3%

Two-thirds (67%) agree that the logo is appropriate, while 23% have a neutral view and very few (6%) feel it is inappropriate. Quebeckers are slightly less likely than those from other regions of the country to agree it is appropriate, though over half still do (59%).

Table 27. Q53: How appropriate or inappropriate is this logo for the Royal Canadian Air Force to use to celebrate its 100th anniversary? n=3075

Appropriateness of RCAF Centennial anniversary logo	%
Inappropriate (1-3)	6%
Neutral (4)	23%
Appropriate (5-7)	67%
Don’t know/Prefer not to say	3%

Respondents were also shown the motto for the RCAF’s Centennial anniversary, “Your Air Force”. Slightly more than half (56%) have a favourable opinion of the motto. A third (32%) have a neutral opinion and 10% have an unfavourable opinion. There is little regional variation, with the exception of favourability being slightly higher in Atlantic Canada (61%). Older respondents

are more likely to have a favourable impression compared to those under 35. Among the latter group, just under half have a favourable view (47%).

Table 28. Q54: The motto for the Royal Canadian Air Force’s 100th anniversary is “Your Air Force”. How favourable or unfavourable opinion do you have of this motto? n=3075

Opinion of RCAF Centennial anniversary logo	%
Unfavourable (1-3)	10%
Neutral (4)	32%
Favourable (5-7)	56%
Don’t know/Prefer not to say	3%

Communications

About half of respondents (53%) are interested in learning more about the RCAF. Over half of respondents in every region, with the exception of Quebec (38%) are interested in learning more. Men are a bit more interested than women (57% vs 49%). Less than half of those 17-24 (42%) and 25-34 (40%) are interested in learning more, while more than half of those over 35 are interested. Asian respondents are more interested in learning more (61%) than White (52%) and Chinese (48%) respondents.

Table 29. Q55: Would you be interested in learning more about the Royal Canadian Air Force? n = 3075

Interest in learning more about the RCAF	%
Not interested at all	15%
Not very interested	27%
Somewhat interested	39%
Very interested	13%
Don’t know/Prefer not to say	5%

Most (86%) do not follow the RCAF on social media. However, a quarter (24%) would be open to learning more about the RCAF on social media. Among those 17-24, 25-34, and 35-44, 30% would like to hear more from the RCAF on social media. For these groups, social media is the preferred communication channel.

A third (32%) would like to learn more about the RCAF on television and 29% would like to learn more via news stories. One-in-five would like to learn more on video sites and the CAF website (21%).

Table 30. Q56. Do you follow the Royal Canadian Air Force on any of the following social media channels? n = 3075

Social media platform	%
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Facebook	6%
YouTube	5%
Instagram	4%
Twitter	2%
Other (please specify)	1%
Don't know/Prefer not to say	3%
Do not follow the RCAF on any social media channels	85%

Table 31. Q57. How would you prefer to learn more or receive information about the Royal Canadian Air Force? n = 3075

Information Source	%
Television	32%
News stories	29%
Social media posts (Facebook, Twitter, Instagram, etc.)	24%
Videos on sites such as YouTube	21%
Canadian Armed Forces website	21%
Radio	12%
Email	10%
Podcasts	6%
Other	3%
Don't know/Prefer not to say	26%

Conclusions

This survey, the first formal public opinion research study specific to the RCAF, establishes baseline measures that can be used to track future shifts in public opinion. First, most have at least some familiarity with the RCAF, but specific recall of its logo is not as widespread and when seen, it is often mistaken for representing something other than the RCAF. Impressions of the RCAF and those who serve in it are largely positive – very few hold negative views. Notably, familiarity with and positive impressions of the RCAF are highest in Atlantic Canada, and among men as well as older respondents. Over half of all respondents agree that the RCAF is essential and a source of pride for Canadians. The majority also agree that the RCAF represents Canadian values, though they are slightly less certain that their own values are aligned with those of the RCAF.

While some of the RCAF's roles, such as air demonstrations, transporting troops, search and rescue and supporting NATO missions are relatively well-known, respondents are less familiar with its work in maritime aviation and, in particular, the use of satellites in space to monitor territory, gather intelligence and identify targets. Canadians see most of these roles as

important, with a few exceptions. For example, almost all agree that search and rescue is an important role, and the vast majority see the importance of aerospace warning and control, transportation of troops and equipment, and supporting allies, including those in NATO, in overseas operations. In contrast, less than half agree that transportation of government officials and dignitaries and air demonstrations are important.

Among 17-to-34-year-olds, the RCAF's target demographic for recruitment, about one-in-five express interest in joining the RCAF. This group skews male, are more likely to have a South Asian background, be from Ontario or know someone who has served in the Canadian Army than those who are not interested in joining. Notably, those under 35 seem a little less knowledgeable of the types of roles available within the RCAF than older Canadians. Just under half of those 34 or younger would view the decision of a family member or friend to join the RCAF favourably. One-in-five would view the decision unfavourably, but on balance, attitudes skew more positive than negative. Among all respondents, reaction to a friend or family member joining is also net-positive, with over half agreeing they would view such a move favourably.

As the RCAF's Centennial anniversary draws nearer, this study sought to test awareness of the RCAF's Snowbirds and of the plans for the anniversary. Prompted recall of the Snowbirds is relatively strong, with almost all saying they have some degree of familiarity with the Squadron. Most have a positive impression of the Snowbirds and agree that they are a recognizable symbol of the RCAF and a source of national pride.

Few have heard about the RCAF's approaching Centennial anniversary, though once informed of it, close to two-thirds agree it is important that Canadians celebrate this milestone. Majorities have a favourable opinion of the logo and tagline.

As the RCAF concludes its first century as Canada's official national air force, public impressions are largely positive, though a bit softer among younger Canadians, Quebeckers and women. Canadians are not very knowledgeable about all of the RCAF's roles, but generally support them. There are likely opportunities for the RCAF to boost its profile among Canadians as it prepares to celebrate its Centennial anniversary. The correlation between familiarity with the RCAF and the belief that it is a source of pride, represents Canadian values and is aligned with respondents' values suggests that raising familiarity may also increase favourability. Finally, raising awareness among younger Canadians, currently among the least familiar with the RCAF, can help ensure they better understand what the RCAF does and what it has to offer to potential recruits.

Appendix A – Survey Methodology Report

Survey methodology

Earnscliffe Strategy Group’s overall approach for this study was to conduct an online survey of 3,075 Canadians aged 17 and older, using Léger’s online survey panel.

Questionnaire design

The survey questionnaire was drafted by Earnscliffe, in consultation with the RCAF. We drew on the DND Views of the CAF tracking study for questions that offered valuable comparisons, as well as previous research conducted for the CAF about recruitment and the RCAF’s unique goals relating to its brand, reputation and attitudes about its Centennial anniversary. The survey was offered to respondents in both English and French and completed based on their preferences.

Sample design and selection

The sample was drawn from Leger’s proprietary, opt-in online panel. The Leger Opinion panel is the largest Canadian owned proprietary panel in Canada with over 400,000 members. Because the recruitment method can greatly influence the quality of a panel, Leger Opinion’s panel is primarily based on random selection using traditional and mobile telephone methodologies. Since a sample drawn from an Internet panel is non-probabilistic in nature, the margin of error cannot be calculated for this survey.

In order to ensure regional sample sizes robust enough for sub-region analysis, we designed a sample structure that ensured a minimum of 500 completes in each of the following regions: Atlantic Canada, Quebec, Ontario, Prairies (MB/SK), Alberta and BC. We also included an oversample of approximately 75 Indigenous peoples, to achieve a minimum sample size of 225 among this group.

We set the following targets for age and gender for the general population sample:

Table 32: Targets for GenPop sample

AGE		
17-34	28.7%	861
35-54	33.6%	1,008
55+	37.7%	1,131
TOTAL	100%	3,000
GENDER		
Female	51.4%	1,542
Male	48.6%	1,458
TOTAL	100%	3,000

Data collection

The survey was conducted in English and French from February 2 to 17, 2022. The survey was undertaken by Léger’s online opt-in panel. A pre-test was conducted on February 2, 2022. A total of 3,075 Canadians 17+ were surveyed.

Targets/weighting

The sample was targeted to region, age and gender quotas. The data was weighted by age, region and gender. Quotas were set for gender and age within region and the data was weighted to reflect the actual proportions found in the population.

Reporting

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

Quality controls

Prior to launching the survey, Earncliffe tested the links to ensure programming matched the questionnaire. Leger conducted a soft launch of the survey. Upon completion of the soft launch, Earncliffe reviewed the results to ensure all skip patterns were working and the questionnaire was easily understood by all respondents.

Results

Final dispositions

The response rate for this survey was 17.06%.

Table 33: Disposition report

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	22,861
Email invitations bounce back	12
Email invitations unanswered	22,849
In-scope non-responding units (IS)	298
Non-response from eligible respondents	0

Respondent refusals	0
Language problem	0
Selected respondent not available (illness, leave of absence, vacation, other)	0
Early break-offs	298
Responding units (R)	4764
Completed surveys disqualified - quota filled	1235
Completed surveys disqualified for other reasons	453
Completed interviews	3076
Potential sample (U+IS+R)	27,923
Response rate = R / (U + IS + R)	17.06%

Non-response

Respondents for the online survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The data have been weighted to reflect the demographic composition of the Canadian population aged 17+. Because the online sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated for the entire sample. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

SAMPLE PROFILE: UNWEIGHTED VS. WEIGHTED DISTRIBUTIONS

Table 34: Unweighted and Weighted Sample by Region

Region	Unweighted Sample	Weighted Sample
Atlantic	511	210
Quebec	513	721
Ontario	517	1181
Manitoba/Saskatchewan	508	201
Alberta	513	345
British Columbia/Territories	513	417

Table 35: Unweighted and Weighted Sample by Gender

Gender	Unweighted Sample	Weighted Sample
Female	1599	1580
Male	1446	1461
Other	30	33

Table 36: Unweighted and Weighted Sample by Age

Age	Unweighted Sample	Weighted Sample
17-34	802	872
35-54	1075	1033
55+	1198	1171

Table 37: Unweighted and Weighted Sample by Education

Education	Unweighted Sample	Weighted Sample
Grade 8 or less	13	11
Some high school	103	116
High school diploma or equivalent	633	611
Registered apprenticeship or other trades certificate or diploma	192	191
College, CEGEP or other non-university certificate or diploma	752	724
University certificate or diploma below bachelor's level	198	191
Bachelor's degree	738	772
Post graduate degree above bachelor's level	354	368
Currently a student	58	58
Prefer not to say	34	34

Table 38: Unweighted and Weighted Sample by Household Income

Household Income	Unweighted Sample	Weighted Sample
Under \$20,000	207	197
\$20,000 to just under \$40,000	468	429
\$40,000 to just under \$60,000	455	449
\$60,000 to just under \$80,000	410	402
\$80,000 to just under \$100,000	404	425
\$100,000 to just under \$150,000	485	527
\$150,000 and above	313	330
Prefer not to answer	333	316

Table 39: Unweighted and Weighted Sample by Indigenous Heritage

Indigenous Heritage	Unweighted Sample	Weighted Sample
Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)	232	151

Table 40: Unweighted and Weighted Sample by Ethnicity

Ethnicity	Unweighted Sample	Weighted Sample
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White	2483	2448
South Asian	116	160
Chinese	155	175
Black	48	50
Filipino	38	36
Latin American	36	45
Arab	22	26
Southeast Asian	24	25
West Asian	10	9
Korean	12	13
Japanese	17	21
Other	192	151
DK/NR	65	59

Margin of Error

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

Appendix B – Survey Questionnaire

Introduction

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

[Click here](#) if you wish to verify the authenticity of this survey [LINK TO CRIC REGISTRATION].

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

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

- Yes
- No

Section 1: Screening

1. What is your gender?

- Male 1
- Female 2
- Other, please specify (e.g. transgender, non-binary): [OPEN END] 3

2. In what year were you born?

[INSERT YEAR. IF YOUNGER THAN 17 YEARS TERMINATE]

3. Which province or territory do you live in?

- Newfoundland and Labrador 1
- Nova Scotia 2
- Prince Edward Island 3
- New Brunswick 4
- Quebec 5
- Ontario 6
- Manitoba 7
- Saskatchewan 8
- Alberta 9
- British Columbia 10
- Yukon 11
- Nunavut 12
- Northwest Territories 13
- Prefer not to say [THANK & TERMINATE] 99

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

Advertising or Market Research [THANK & TERMINATE]	1
The media (i.e., TV, radio, newspapers) [THANK & TERMINATE]	2
Department of National Defence/Canadian Armed Forces [THANK & TERMINATE]	3
None of the above	7
Prefer not to answer [THANK & TERMINATE]	9
5. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?	
Yes	1
No	2
Don't know/Prefer not to answer	9
6. Are you...? [SELECT UP TO THREE]	
White	1
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	2
Chinese	3
Black	4
Filipino	5
Latin American	6
Arab	7
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian, etc.)	8
West Asian (e.g., Iranian, Afghan, etc.)	9
Korean	10
Japanese	11
Other [SPECIFY]	98
Don't know/Prefer not to answer	99

Thank you, let's begin the survey.

Section 2: RCAF Logo

7. To the best of your recollection, have you seen this logo before?

Yes	1
No	2
Don't know/Prefer not to answer	9



8. [IF YES] Can you name the organization this logo represents? [OPEN END, INCLUDE “Don’t know/Prefer not to say” OPTION]
9. [SHOW LOGO, ASK ALL] What first comes to mind when you see this logo? [OPEN END, INCLUDE “Don’t know/Prefer not to say” OPTION]

Section 3: RCAF Awareness and Impressions

10. What three words would you use to describe the Royal Canadian Air Force (RCAF)? [OPEN END, INCLUDE “Don’t know/Prefer not to say” OPTION]

Overall, how familiar would you say you are with the following? [RANDOMIZE]

11. The Canadian Armed Forces (CAF)
12. The Royal Canadian Air Force (RCAF)
13. The Canadian Army
14. The Royal Canadian Navy (RCN)

Very familiar	4
Somewhat familiar	3
Not very familiar	2
Not at all familiar	1
Don’t know/Prefer not to answer	9

What is your overall impression of the following? [RANDOMIZE]

15. The Canadian Armed Forces (CAF)
16. The Royal Canadian Air Force (RCAF)
17. The Canadian Army
18. The Royal Canadian Navy (RCN)

Strongly positive	5
Somewhat positive	4
Neither/Neutral	3
Somewhat negative	2
Strongly negative	1
Don’t know/Prefer not to answer	9

19. What is your overall impression of the people who serve in the RCAF?

Strongly positive	5
Somewhat positive	4
Neither/Neutral	3
Somewhat negative	2
Strongly negative	1
Don’t know/Prefer not to answer	9

20. Do you think the Royal Canadian Air Force is essential or no longer needed? Please use a 5-point scale, where “1” no longer needed at all and “5” means very essential.

Very essential	5
4	4
3	3
2	2
No longer needed at all	1
Don't know/Prefer not to answer	9

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

Very much a source of pride	5
4	4
Neutral	3
2	2
Not at all a source of pride	1
Don't know/Prefer not to answer	9

To what extent do you agree or disagree with the following statements? [ROTATE]

22. The Royal Canadian Air Force shares the same values as me

23. The Royal Canadian Air Force represents Canadian values

Strongly agree	5
Somewhat agree	4
Neither	3
Somewhat disagree	2
Strongly disagree	1
Don't know/Prefer not to say	9

Section 4: RCAF Roles

24. The following is a list of some of the roles the Royal Canadian Air Force plays domestically and internationally. Which, if any, did you know were roles of the Royal Canadian Air Force before taking this survey? [RANDOMIZE, SELECT ALL THAT APPLY]

Search and rescue	1
Using satellites in space to monitor territory, gather intelligence, and/or identify targets	2
Air demonstrations (for example aeronautics and flypasts for airshows and events of national significance)	3
Maritime aviation, including gathering intelligence, anti-submarine and anti-surface warfare, and surveillance over water	4
Transportation of troops and equipment during training, domestic operations and deployments in other countries	5
Transportation of government officials and foreign dignitaries	6

Aerospace Warning and Aerospace Control (defending Canada and allies against attacking enemy aircraft or missiles)	7
Supporting allies, including NATO, in overseas operations, including provision of combat aircraft	8
None of the above	88
Don't know/Prefer not to say	99

In your view, how important are each of these roles? Please use a 5-point scale, where 1 means not important at all, and 5 means very important. [RANDOMIZE]

25. Search and rescue	
26. Using satellites in space to monitor territory, gather intelligence, and/or identify targets	
27. Air demonstrations (for example aeronautics and flypasts for airshows and events of national significance)	
28. Maritime aviation, including gathering intelligence, anti-submarine and anti-surface warfare, and surveillance over water	
29. Transportation of troops and equipment during training, domestic operations and deployments in other countries	
30. Transportation of government officials and foreign dignitaries	
31. Aerospace Warning and Aerospace Control (defending Canada and allies against attacking enemy aircraft or missiles)	
32. Supporting allies, including NATO, in overseas operations, including provision of combat aircraft	
5 - Very important	5
4	4
3	3
2	2
1 - Not important at all	1
Don't know/Prefer not to say	9

Section 5: Attitudes Towards Joining the RCAF and Recruitment

[IF 17-34] For each of the three environments of the CAF, how likely would you be to join... [RANDOMIZE]

33. The Canadian Army	
34. The Royal Canadian Air Force (RCAF)	
35. The Royal Canadian Navy (RCN)	
Very likely	4
Somewhat likely	3
Not very likely	2
Not at all likely	1
Don't know/Prefer not to answer	9

36. [IF 17-34] How knowledgeable do you feel you are about opportunities within the Royal Canadian Air Force specifically?

Very knowledgeable	4
Somewhat knowledgeable	3
Not very knowledgeable	2
Not at all knowledgeable	1
Don't know/Prefer not to answer	9

37. [IF 17-34] How interested would you be in joining the Royal Canadian Air Force?

Very interested	4
Somewhat interested	3
Not very interested	2
Not at all interested	1
Don't know/Prefer not to answer	9

[ASK ALL] If a person you know, such as a family member or friend, told you that they were joining the Canadian Armed Forces and asked you how appealing you thought a career might be in each of the three environments of the CAF, how would you rate the appeal of working in each of the environments below? [RANDOMIZE]

- 38. The Canadian Army
- 39. The Royal Canadian Airforce (RCAF)
- 40. The Royal Canadian Navy (RCN)

Very appealing	5
Somewhat appealing	4
Neither appealing nor unappealing	3
Somewhat unappealing	2
Very unappealing	1
Don't know/Prefer not to answer	9

41. [ASK ALL] If a person you know, such as a family member or friend, told you that they were joining the Royal Canadian Air Force, would your reaction to that decision be...

Very favourable	5
Somewhat favourable	4
Neutral	3
Somewhat unfavourable	2
Very unfavourable	1
Don't know/Prefer not to answer	9

42. To what extent do you agree or disagree with the following statement? [SPLIT SAMPLE]
 [STATEMENT 1] There is a wide variety of jobs available within Royal Canadian Air Force /
 [STATEMENT 2] Most of the jobs available in the Royal Canadian Air Force are for pilots.

Strongly agree	5
Somewhat agree	4

Neither	3
Somewhat disagree	2
Strongly disagree	1
Don't know/Prefer not to say	9

Section 6: Snowbirds

43. [SHOW PHOTO] As you may know already, the Snowbirds (pictured below) are the Royal Canadian Air Force's aerobatics demonstration squadron. The Snowbirds participate in airshows and perform aerobatics across Canada, often to mark notable national events. How familiar would you say you are with the Snowbirds?



Very familiar	4
Somewhat familiar	3
Not very familiar	2
Not at all familiar	1
Don't know/Prefer not to answer	9

44. [UNLESS NOT AT ALL FAMILIAR] Have you ever seen a performance of the Snowbirds?

Yes, only in-person	4
Yes, only on video	3
Yes, both in-person and on video	2
No	1
Don't know/Prefer not to answer	9

45. [UNLESS NOT AT ALL FAMILIAR] What is your overall impression of the Snowbirds?

Strongly positive	5
Somewhat positive	4

Neither/Neutral	3
Somewhat negative	2
Strongly negative	1
Don't know/Prefer not to answer	9

To what extent do you agree or disagree with the following statements? [RANDOMIZE]

- 46. The Snowbirds are a recognizable symbol of the Royal Canadian Air Force.
- 47. The Snowbirds are a source of national pride.
- 48. Having an official aerobatics demonstration squadron like the Snowbirds is important to me as a Canadian.

Strongly agree	5
Somewhat agree	4
Neither	3
Somewhat disagree	2
Strongly disagree	1
Don't know/Prefer not to say	9

Section 7: Centennial Anniversary

- 49. To the best of your knowledge, for how many years has Canada officially had a national air force? [OPEN END ANSWER, NUMERIC. INCLUDE "Don't know" OPTION]

- 50. The Royal Canadian Air Force was officially established on April 1, 1924 and will be celebrating its 100th anniversary (or "Centennial") in 2024. Prior to this survey, had you heard, read or seen anything about the 100th anniversary of the RCAF?

Yes, clearly recall	1
Yes, vaguely recall	2
No	3
Don't know/Prefer not to say	9

- 51. In your view, how important is it for Canadians to celebrate the Royal Canadian Air Force's Centennial anniversary? Please use a scale from 1 to 7, where 1 means "not important at all" and 7 means "extremely important".

Extremely important	7
	6
	5
	4
	3
	2
Not important at all	1
Don't know/Prefer not to say	9



52. [SHOW LOGO] The Royal Canadian Air Force has come up with the logo below to mark its 100th anniversary. How favourable or unfavourable opinion do you have of this logo? Please use a scale from 1 to 7, where 1 means you have a completely unfavourable opinion, 7 means you have a completely favourable opinion and 4 means you have a neutral opinion.

- Completely unfavourable 1
- 2
- 3
- Neutral 4
- 5
- 6
- Completely favourable 7
- Don't know/Prefer not to say 9

53. [SHOW LOGO] How appropriate or inappropriate is this logo for the Royal Canadian Air Force to use to celebrate its 100th anniversary? Please use a scale from 1 to 7, where 1 means think it is completely inappropriate, 7 means you think it is completely appropriate and 4 means you have a neutral opinion.

- Completely inappropriate 1
- 2
- 3
- Neutral 4
- 5
- 6
- Completely appropriate 7
- Don't know/Prefer not to say 9

54. The motto for the Royal Canadian Air Force's 100th anniversary is "Your Air Force". How favourable or unfavourable opinion do you have of this motto? Please use a scale from 1 to 7, where 1 means you have a completely unfavourable opinion, 7 means you have a completely favourable opinion and 4 means you have a neutral opinion.

- Completely unfavourable 1
- 2
- 3

Neutral	4
	5
	6
Completely favourable	7
Don't know/Prefer not to say	9

Section 8: Communications

55. Would you be interested in learning more about the Royal Canadian Air Force?

Very interested	4
Somewhat interested	3
Not very interested	1
Not interested at all	1
Don't know/Prefer not to say	9

56. Do you follow the Royal Canadian Air Force on any of the following social media channels?

Facebook	1
Twitter	2
Instagram	3
YouTube	4
Other (please specify)	5
Do not follow the RCAF on any social media channels	8
Don't know/Prefer not to say	9

57. How would you prefer to learn more or receive information about the Royal Canadian Air Force? [RANDOMIZE]

Canadian Armed Forces website
Email
News stories
Podcasts
Radio
Social media posts (Facebook, Twitter, Instagram, etc.)
Television
Videos on sites such as YouTube
Other (please specify):
Don't know/Prefer not to say

Section 9: Demographics

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

Grade 8 or less	1
Some high school	2

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

59. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes.

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$150,000	6
\$150,000 and above	7
Don't know/Prefer not to answer	9

60. Would you describe the community you live in as...?

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

For each of the following, please indicate whether you know someone who is currently serving and/or know or knew someone who is or was a veteran, both, or have never known someone who served. [RANDOMIZE]

- 61. The Canadian Army
- 62. The Royal Canadian Airforce (RCAF)
- 63. The Royal Canadian Navy (RCN)
- 64. [ALWAYS LAST] In the Canadian Armed Forces, but unsure in which environment

Know only a current member	4
Know or have known a veteran	3
Know a current member <u>and</u> know or have known a veteran	1
Never known someone who served	1
Don't know/Prefer not to say	9

65. Is there any other feedback you would like to provide about the Royal Canadian Air Force? [OPEN END]

I have nothing addition to say	8
Don't know/Prefer not to say	9

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

[PRE-TEST ONLY ADD QUESTIONS A THRU J]

- A. Did you find any aspect of this survey difficult to understand? Y/N
- B. [IF A=YES] Please describe what you found difficult to understand.
- C. Did you find the way of the any of the questions in this survey were asked made it difficult for you to provide your answer? Y/N
- D. [IF C=YES] Please describe the problem with how the question was asked.
- E. Did you experience any difficulties with the language? Y/N
- F. [IF E=YES] Please describe what difficulties you had with the language.
- G. Did you find any terms confusing? Y/N
- H. [IF G=YES] Please describe what terms you found confusing.
- I. Did you encounter any other issues during the course of this survey that you would like us to be aware of? Y/N
- J. [IF I=YES] What are they?

This concludes the survey. Thank you for your participation!