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Views of the Canadian Armed Forces – 2021-2022 Tracking Study Final Report

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Views of the Canadian Armed Forces – 2021 Tracking Study

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March 2022

This public opinion research report presents the results of the focus groups, telephone and online survey conducted by Earnscliffe Strategy Group on behalf of Department of National Defence. The research was conducted in August 2021 and January 2022.

Cette publication est aussi disponible en français sous le titre : Points de vue sur les Forces armées canadiennes – Étude de suivi 2021-2022

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Department of National Defence
1745 Alta Vista Drive,
Ottawa Ontario K1A 0K6

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Points de vue sur les Forces armées canadiennes – Étude de suivi 2021

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Executive Summary

Earncliffe Strategy Group is pleased to present the following report to the Department of National Defence Canada (DND) summarizing the results of the 2021 tracking study.

CAF is dedicated to protecting Canada and Canadians' interests and values at home and abroad, especially in a rapidly changing and increasingly volatile global security environment such as the one we find ourselves in today. To help inform the development of policies, programs, services and initiatives, DND requires public opinion research to understand the views, perceptions and opinions of Canadians. DND regularly conducts tracking research to measure the shifts in public opinion regarding Canada's armed forces and military and the Views of the Canadian Armed Forces Tracking Study is an important source of information to support decision-making and enable informed communications strategies.

The research examines issues such as the image of the CAF, the role of the CAF at home and abroad, and allegations of sexual misconduct within the CAF. The findings of the research will be used by DND and the CAF to monitor the public environment, inform decision-making, inform communications strategies and messages, improve communications with Canadians and report on departmental performance.

The total contract value for this project was \$131,712.52 including HST.

To meet the objectives, Earncliffe conducted a two-part research program. The first part consisted of a dual-mode survey of 1,501 Canadians aged 18 and older, with 525 conducted by phone and 976 conducted online in collaboration with our quantitative sub-contractor, Léger. The phone portion was conducted via telephone from Léger's remote call-centre using their state-of-the-art Computer Aided Telephone Interviewing (CATI) system, and the web survey was conducted using Léger's proprietary online panel. The survey was conducted from July 27 to August 10, 2021, and was an average of 20 minutes in length by phone and 11 minutes on the web.

The qualitative phase involved a series of ten online focus groups. Two groups were conducted with individuals living within 100km of each of the following cities: Toronto, Montreal, Winnipeg, Vancouver and Moncton. Groups were segregated by age and gender. Ten participants were recruited for each group. Five groups were conducted with Canadians ages 18-34, two groups with individuals identifying as men and three groups with individuals identifying as women. The other five groups were conducted with Canadians ages 35-65, three groups with individuals identifying as men and two groups with individuals identifying as women. The groups with individuals from Montreal were conducted in French. The group of 35–65-year-old women in Moncton was also conducted in French to ensure official language minority community representation. The groups were approximately 90 minutes in length and participants received an honourarium of \$100.

The key findings from the research are presented below.

Quantitative Key Findings

- Familiarity with the CAF has declined slightly, from 46% saying they are very or somewhat familiar with it in 2020 to 41% this year.
- Two-thirds (65%) have a positive impression of the CAF. Few (11%) have a negative impression.

- Although overall impressions of the CAF are mostly positive or neutral, tracking data demonstrates that the degree of positivity towards the CAF is lower.
 - For example, while 76% view those who serve in the CAF positively, 35% say their impression of those who serve is strongly positive, compared to 43% in 2020 and 57% in 2018.
 - Similarly, 21% say they would view the decision of someone they know to join the CAF very favourably, compared to 27% in 2020.
 - The percentage who say the CAF is a source of pride has also fallen. Asked to rate their sense of pride in the CAF on a scale of 1 to 5, 18% provide a rating of 5, and 29% provide a rating of 4. In 2020, 28% provided a rating of 5 and 34% provided a rating of 4.
- The percentage who agree that the CAF is as good a career choice for women as it is for men or that the workplace environment is respectful of women have both decreased since 2020.
 - About half (56%) agree that the CAF is as good a career choice for women as it is for men, compared to 70% in 2020.
 - Slightly more than a third (36%) feel the CAF workplace environment is respectful of women, while half (48%) disagree. In 2020, 50% agreed that the workplace environment was respectful of women.
- Although 60% agree that a career in the CAF is as good a choice for visible minorities as it is for anyone else, over half (56%) are concerned about systemic racism in the CAF.
 - Furthermore, fewer respondents this wave agree that racist or hateful behaviours are not tolerated in the CAF. Just shy of half (46%) agree that they are not tolerated, compared to 61% in 2020.
 - Just 32% say the CAF is doing a good job addressing hateful, racist or sexist conduct while 46% disagree.
- Few (8%) feel that the CAF is over-funded. Over two-thirds say it is either underfunded (40%) or receives the right amount of funding (29%).
 - About a third (31%) feel the CAF has the equipment it needs to do its job. The same percentage (33%) feel the CAF does not have the equipment it needs.
 - Just 28% agree that the CAF is good at planning its future equipment needs, while 24% agree that purchases of military equipment by the CAF are well-managed. Of note, roughly half neither agree or disagree or do not provide a response when asked about these two topics.
- When it comes to attitudes about the CAF's international roles, little has changed from 2020. The vast majority (80%) agree that the CAF should participate in disaster relief or humanitarian aid. Respondents also widely support the CAF participating in peace support operations (76%), non-combat roles to support UN or NATO missions (75%) and surveillance and defence in the North (73%).
 - While few oppose the CAF's involvement in any of the international roles included in this study, roles such as combat in support of UN and NATO missions (56%) and training the militaries or police forces of other countries (54%) do not enjoy the same broad-based support. This finding is in keeping with results from previous waves.
- Attitudes about the importance of the CAF's domestic roles have not changed much since 2020.
 - Responding to natural disasters remains the top ranked in terms of importance (68% very important) followed by protecting against terrorism (66%) and search and rescue (63%).

- About half feel protecting against cyber-security threats (52%) and preventing illegal activity such as smuggling (48%) are very important roles.
- Slightly fewer agree that patrolling the Arctic (44%) and supporting communities through the COVID-19 pandemic (42%) are very important, though over two-thirds agree they are at least somewhat important.
- Over three-quarters (79%) agree that the CAF does a good job of performing its roles in Canada. However, the percentage who strongly agree has fallen since 2018, from 50% in 2018 to 44% in 2020 and to 34% this wave.
- Three-quarters (77%) also agree that the CAF can be counted on for assistance with the COVID-19 pandemic.
 - Almost half (46%) clearly recall hearing about the CAF playing a role in dealing with the COVID-19 pandemic.
- While less than one-in-five (15%) say they have paid a lot of attention to the allegations of sexual misconduct in the CAF, 81% say they have paid at least a little attention to the issue.
 - One-in-five (21%) say they are confident that the CAF will deal with these allegations appropriately (8-10 on a 10-point scale), while 37% are somewhat confident (5-7) and 38% are not confident (1-4).
 - After being read/shown an explanation of Justice Morris Fish’s independent review and the Minister of National Defence’s response, a quarter (25%) say that they are confident the CAF’s culture will change based on these actions. Just shy of half are somewhat confident (46%) while a quarter (25%) are not confident.

Qualitative Key Findings

- Most groups had some participants who felt they knew little about the CAF, sometimes describing the CAF as not being terribly visible.
 - When asked what comes to mind when they think of the CAF, participants often brought up the CAF’s role protecting the country and responding to domestic emergencies (including forest fires, flooding and COVID). Some also associated the CAF with peacekeeping. Others noted that the CAF is disciplined, professional and honourable.
- Participants were asked to name the best and worst things about the CAF. The best things included the sense that the CAF can be counted on to help Canadians. A few of the younger participants also noted the educational and training opportunities that the CAF can provide to recruits. The worst things included concerns around the mental health of CAF members, including PTSD, and a few mentions of the allegations of sexual misconduct within the CAF’s ranks.
- Most participants trusted the CAF, though their trust seemed to derive more from general impressions, personal relationships with members and expectations of the role a country’s military should play, rather than extensive knowledge of what the CAF does.
- Initially, most participants were uncertain when asked to name the CAF’s main role. However, with prompting and discussion, participants were able to name a few. They tended to be more domestic than international. For example, many felt the CAF’s main role was to protect Canadians and respond

to domestic emergencies, including natural disasters. The international roles that participants mentioned included peacekeeping and non-combat missions.

- Relatedly, participants viewed the CAF as more of a supportive, often peacekeeping, force rather than a military that frequently engages in combat. Some participants also felt that the CAF is not a large or powerful enough force to take on a predominantly combat role.
- Upon being shown a list of the CAF's domestic roles, participants deemed them appropriate and important. Responding to natural disasters seemed particularly important and participants felt it would likely become an even more vital role for the CAF to play as climate change causes more unusual major weather events, like the flooding and forest fires this past year.
- A few had heard recently about the CAF's role in Afghanistan. Those who were aware of it had heard about it on the news. Some thought it was important for the CAF to be involved. One or two were critical, but their criticisms often related more to the US's withdrawal, which they perceived happened too quickly for those who needed to be evacuated.
- Recall of the CAF's involvement in fighting the COVID-19 pandemic was higher. It often came up unprompted. Among those aware, most mentioned the CAF being deployed to help in long term care. One participant noted that the CAF had gone to communities in the North to help administer vaccines and provide supplies. Another mentioned assistance with vaccine protection or distribution.
- A few also recalled, positively, the CAF's involvement in BC with the most recent flooding.
- Asked about the biggest threats to Canadian sovereignty, participants offered a variety of suggestions. Many noted that Canada's resources, including oil and access to fresh water, could make the country a target for future conflict. Others mentioned terrorism, foreign espionage, and cyber-attacks. A few countries – China, Russia, and North Korea – were singled out as posing greater threats to Canada than others.
- Most agreed that it is important that Canada work with its allies. They sensed that since Canada is a smaller country, we rely on our allies for protection and resources.
- Participants' impression of the care and support the CAF provides to personnel and families was mixed. Many were also uncertain about the types of support the CAF offers.
 - Some felt that personnel and their families were well taken care of, noting housing on base, opportunities for training and support for post-secondary education. Others had heard that the military provides comprehensive health and dental benefits, as well as pensions.
- Among those who questioned whether the CAF does enough to support its members, most were concerned about mental health services. They had heard stories, from friends and/or in the media, about PTSD among members of the CAF and veterans. Participants did not know much about what mental health supports are currently provided but had the sense that they are not sufficient and that there may be barriers to access, particularly once someone retires from the CAF.

- Some, but not all, had heard about the recent allegations of sexual misconduct within the CAF. Fewer women ages 18-34 had heard than women 35-65 or men, though recall among any group was not universal.
- Many respondents – both men and women – noted that issues of discrimination and harassment are pervasive throughout society, so they were not surprised to hear that the CAF was dealing with issues of this nature.
- The impact of these allegations on impressions of the CAF was mixed. Some, and men in particular, were more likely to say that while the incidents they had heard about were horrible, the perpetrators' behaviour was not reflective of the entire CAF.
 - Others felt that while the allegations did not change their confidence in the CAF's ability to fulfill its roles, they did call into question whether everyone in the CAF is treated fairly.
 - A few participants (mostly women) argued that what they perceived to be the CAF's efforts to "cover up" the allegations cast a negative light of the entire military.
- Most seemed skeptical that the CAF would address the allegations and misconduct. Of note, women 18-34 were less convinced that the CAF's culture will change in the future than other groups, but there was some degree of skepticism in most groups.
 - Some of their pessimism seemed to come from their own experience hearing of and dealing with issues of sexism, harassment and assault in society broadly. They noted that society itself has "a long way to go" and that culture takes a long time to change, and change may take even longer within the CAF.
- Some groups, particularly men, held out more hope in the CAF's response. Those who were confident that the CAF would address the allegations argued that pressure from the media may force the military to change and that failure to do so could hamper future recruitment efforts.
- Participants hoped that moving forward, the CAF would promote more women to leadership roles and make it easier to report misconduct. Many highlighted the need for education and prevention efforts, including mandatory training for everyone in the CAF.
 - A couple called for "real" consequences for those found guilty of misconduct, which they felt could only be achieved by taking the decision of what to do about such cases out of the military's hands.
 - A few also noted the importance of transparency as the CAF moves forward with any sort of plan to address the issue of misconduct.
- Asked whether they would consider joining the CAF, young men were more likely than young women to say they would, but overall, less than half of any group typically indicated they would.
 - Men and women alike were deterred by the idea of having to leave their families and/or move around frequently, requiring them to uproot their families. Some were concerned concerns about danger, and strenuous training. A few did not see how their current career path could be accommodated in the CAF.
 - A few participants were also put off of joining the CAF based on what they had heard about allegations of sexual misconduct.

- Knowing that they would not necessarily have to move around or serve directly on the front lines in a combat role did make some more likely to say they would consider a career in the CAF.
- Most participants either would encourage, or at the very least would not try to prevent, someone they know from joining the CAF. However, a few said that if the friend was a woman, or was a person of colour or member of the LGBTQ community, they might want to make sure they were aware of past issues of discrimination and misconduct before making a final decision.

Research Firm:

Earnscliffe Strategy Group Inc. (Earnscliffe)
Contract Number: W8484-201020/001/CY
Contract award date: December 11, 2021

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 31, 2022



Doug Anderson
Principal, Earnscliffe

Introduction

Earncliffe Strategy Group is pleased to present the following report to the Department of National Defence Canada (DND) summarizing the results of the 2021 tracking study.

The CAF is dedicated to protecting Canada and Canadians' interests and values at home and abroad, especially in a rapidly changing and increasingly volatile global security environment such as the one we find ourselves in today. To help inform the development of policies, programs, services and initiatives, DND requires public opinion research to understand the views, perceptions and opinions of Canadians. DND regularly conducts tracking research to measure the shifts in public opinion regarding Canada's armed forces and military and the Views of the Canadian Armed Forces Tracking Study is an important source of information to support decision-making and enable informed communications strategies.

The research examines issues such as the image of the CAF, the role of the CAF at home and abroad, and allegations of sexual misconduct within the CAF. The findings of the research will be used by DND and the CAF to monitor the public environment, inform decision-making, inform communications strategies and messages, improve communications with Canadians and report on departmental performance.

To meet the objectives, Earncliffe conducted a two-part research program. The first part consisted of a dual-mode survey of 1,501 Canadians aged 18 and older, with 525 conducted by phone and 976 conducted online in collaboration with our quantitative sub-contractor, Léger. The phone portion was conducted via telephone from Léger's remote call-centre using their state-of-the-art Computer Aided Telephone Interviewing (CATI) system, and the web survey was conducted using Léger's, proprietary online panel. The survey was conducted from July 27 to August 10, 2021 and was an average of 20 minutes in length by phone and 11 minutes on the web.

The data have been weighted to reflect the demographic composition of the Canadian population aged 18 and older. To ensure sufficient representation of Canadians at all age levels and across all provinces, quotas were set using the proportions outlined in the tables below.

Table 1: Regional quotas

Region/Province	Percentage of sample
Atlantic Canada	6.8%
Quebec	23.4%
Ontario	38.3%
Prairies	6.5%
Alberta	11.2%
British Columbia	13.5%
Total	100%

Table 2: Age quotas

Age	Percentage of sample
18-34	27.3%
35-54	34.1%
55+	38.6%
Prairies	6.5%

Total	100%
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Table 3: Gender quotas

Gender	Percentage of sample
Female	51.4%
Male	48.6%
Total	100%

In order to facilitate a comparison of the results between the phone and online modes, the data was also weighted separately so that each sample reflected the demographic population of the Canadian population ages 18+.

The qualitative phase involved a series of ten online focus groups. Two groups were conducted with individuals living within 100km of each of the following cities: Toronto, Montreal, Winnipeg, Vancouver and Moncton. Groups were segregated by age and gender. Five groups were conducted with Canadians ages 18-34, two groups with individuals identifying as men and three groups with individuals identifying as women. The other five groups were conducted with Canadians ages 35-65, three groups with individuals identifying as men and two groups with individuals identifying as women. The groups with individuals from Montreal were conducted in French. The group of 35-65 year-old women in Moncton was conducted in French to ensure official language minority community representation. The groups were approximately 90 minutes in length and participants received an honourarium of \$100. Ten participants were recruited for each group.

The table below shows the date, time and composition of each group, along with the number of participants per group.

Date	Audience	Region/Language/Gender	Time	No. of Participants
Tuesday, January 11, 2022	Canadians 18-34	Toronto (EN) Female	5:00 pm EST	8
Wednesday, January 12, 2022	Canadians 18-34	Montreal (FR) Female	5:00 pm EST	10
Wednesday, January 12, 2022	Canadians 35-65	Montreal (FR) Male	7:00 pm EST	9
Wednesday, January 12, 2022	Canadians 35-65	Toronto (EN) Male	6:00 pm EST	10
Thursday, January 13, 2022	Canadians 35-65	Winnipeg (EN) Female	6:00 pm EST / 5:00 pm CST	10
Thursday, January 13, 2022	Canadians 18-34	Vancouver (EN) Female	8:00 pm EST / 5:00 pm PST	10
Thursday, January 13, 2022	Canadians 18-34	Winnipeg (EN) Male	6:00 pm EST / 5:00 pm CST	10
Thursday, January 13, 2022	Canadians 35-65	Vancouver (EN) Male	8:00 pm EST / 5:00 pm PST	9
Monday, January 17, 2022	Canadians 35-65	Moncton (FR) Female	4:00 pm EST / 5:00 pm AST	7

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Monday, January 17, 2022	Canadians 18-34	Moncton (EN) Male	4:00 pm EST / 5:00 pm AST	6
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The detailed findings from this research are presented in subsequent sections of this report. Appended to this report are the focus group and survey methodology reports, discussion guide, screener survey instrument, and data tables (presented under a separate cover).

Detailed Quantitative Findings

The quantitative report is divided into five sections. The first deals with awareness and impressions of the CAF. The second briefly explores Canadians' attitudes towards military procurement and equipment. The third outlines how Canadians view the CAF's international roles and the fourth details how they view the importance of the CAF's domestic roles. The final section provides a summary of our investigation into the survey responses by methodology (telephone vs online).

Unless otherwise noted, results are uniform across demographic categories analyzed. In addition, some questions were only posed to respondents who took the survey online. Unless otherwise noted, the responses in the tables below present the results for phone and online respondents combined.

Awareness and Impressions of the CAF

Awareness of & Familiarity with the CAF

The percentage of respondents who have heard, read or seen something about the CAF has risen to a ten year high of 42%. The last time recall was higher than this was in 2011, the year the CAF ended its combat role in Afghanistan. Slightly more than half (54%) say they have not heard anything about the CAF recently. Notable demographic differences include:

- Quebeckers are more likely (60%) than Ontarians (52%), Manitobans (47%) and British Columbians (48%) to say they have not heard anything about the CAF recently.
- Men (46%) are more likely to have heard something than women (38%).
- Older respondents are more likely than younger respondents to have heard something. For example, 57% of those 65+ have heard something, significantly higher than any other age category.
- Those with a college or trades education (41%) and a university education (50%) are more likely than those with a high school level education (29%) to have heard something.
- Those with a household income of more than \$80K (49%) are more likely to have heard something than those with an income between \$40K-\$80K (42%) and those with an income less than \$40K (29%).

Table 4. Q58: Have you recently seen, read or heard anything about the Canadian Armed Forces?
base n = 1501.

Answer Category	%
Yes	42%
No	54%
Don't know/Prefer not to answer	4%

Table 5. Tracking Data. Q58: Have you recently seen, read or heard anything about the Canadian Armed Forces?
base n = 1501.¹

¹ Note that from 2021 to 2020, reporting for this question presented the percentage who recalled hearing something about the CAF and could provide a response indicating what they had heard, excluding those who said that they did not remember or preferred not to answer. Since the follow-up question, Q59 in Table 6 below, was only posed to online respondents, we were unable to calculate the results as outlined above in this year's tracking study. Consequently, we have presented the percentage who claim to have read, heard or seen anything about the CAF, regardless of whether or not they provided a specific answer as to what they had heard, for each year.

Year	% Have heard, read or seen something about the CAF
2021	42%
2020	32%
2018	32%
2016	39%
2014	38%
2012	41%
2011	57%
2010	72%
2009	63%
2008	72%
2006	74%
2005	55%

Among the online respondents who said they recalled hearing, reading or seeing something about the CAF, almost half (48%) mention allegations of sexual misconduct. As was the case in 2020, roughly a quarter (27%) noted the CAF’s role in dealing with the COVID-19 pandemic. Leadership issues (13%), helping with forest fires (11%) and general mentions of advertising and recruitment (5%) round out the top five most often recalled topics.

There are some notable regional differences when it comes to the topics respondents most often recall:

- Quebeckers (62%) are more likely have heard something about the allegations of sexual misconduct than residents of Alberta (39%) and BC (40%).
- Ontarians (35%) are more likely to mention COVID-19 assistance than those in Quebec (22%), Alberta (14%) and BC (20%).
- Respondents from BC (28%) are much more likely to recall hearing about the CAF’s role in responding to forest fires than respondents from Quebec (4%), Ontario (6%) and Alberta (9%).

Other notable differences based on demographic comparisons include the following:

- Women (33%) are more likely than men (21%) to recall the CAF’s role in dealing with the COVID-19 pandemic.
- Recall of the allegations of sexual misconduct are highest among those 65+ (62%), significantly higher than among those 25-34 (32%) and 55-64 (44%).
- Respondents with a college/trade education (48%) and university degree (53%) are more likely than those with a high school level education (28%) to recall something about the allegations of sexual misconduct.
- Similarly, those with a household income between \$40K-\$80K (48%) and greater than \$80K (55%) are more likely than those with an income less than \$40K (25%) to recall the allegations of sexual misconduct.

Table 6: Q59: [ONLINE ONLY] About what topic or topics regarding the Canadian Armed Forces have you recently seen, read or heard? Base n=374

Answer Category	2021	2020	2018
Allegations of sexual misconduct	48%	-	-
COVID-19 aid/Assistance in long-term care facilities	27%	26%	-
Leadership issues (lack of competence, accountability, quitting, removal, etc.)	13%	-	-
Helping with forest fires/wildfires	11%	-	-
Advertising / Recruitment (in general)	5%	10%	7%
Removal from COVID-19 taskforce	3%	-	-
Gender equity/sexism issues	2%	-	-
New military equipment announcement	2%	1%	-
Lack equipment	2%	-	-
Old boys club mentality / Golf course	1%	-	-
Resettlement of Afghan interpreters	1%	-	-
Deployment / Exercises (in general)	1%	6%	12%
Budgetary constraints	1%	6%	3%
New aircraft project	1%	3%	-
News mentions (in general)	1%	3%	6%
LGBTQ issues (i.e., 'gay purge' lawsuit, etc.)	1%	-	-
Racism/Discrimination	<1%	3%	-
Afghanistan mission	<1%	1%	-
Civil disobedience/Corruption/Abuse of power	<1%	2%	-
Possible replacement of Chief of Staff	<1%	1%	-
Culture change underway/Equality in title names	<1%	3%	-
Veterans' affairs	<1%	2%	-
Helicopter crash in Greece	<1%	8%	-
TV mentions (in general)	<1%	-	1%
Other	6%	8%	9%
DK/NR/Nothing	6%	14%	19%

Familiarity with the CAF has declined slightly, from 46% saying they are very or somewhat familiar with it in 2020 to 41% this year. More than half (57%) say they are not very or not at all familiar with the CAF. Familiarity varies by region, gender, and age, among other demographic factors:

- Quebeckers are the least familiar (71% not very/not at all familiar) with the CAF compared to all other regions.
- Men (50%) tend to be more familiar with the CAF than women (33%).
- Older respondents are more familiar with the CAF than younger respondents – 40% or more of those older than 34 claim to be familiar, compared to roughly a third of those 18-24 (30%) and 25-34 (32%).
- Those with a high school level education are less likely to be familiar with the CAF (36%) than those with a university level education (43%).
- Those with a household income of less than \$40K are less (35%) likely to be familiar with the CAF than those with an income of \$80K or more (45%).

Respondents to the online version of the survey were asked to rate their level of familiarity with different parts of the CAF. Familiarity is highest for the Regular Force (45%), followed by the Reserves (35%). Slightly less than a third (30%) say they are familiar with the Health Services. Just 15% are familiar with the Rangers and 13% are familiar with CANSOFCOM.

- Familiarity with the Reserves is notably lower in Quebec (24%) and BC (29%) compared to Atlantic Canada (48%), Ontario (41%), and Manitoba (48%).
- Men are more familiar with each element of the CAF than women, with the exception of Health Services.
- Those 18-24 are considerably more familiar (46%) than those 45+ with the Health Services.

Table 7. Q8: Overall, how familiar would you say you are with the Canadian Armed Forces? Would you say...? base n = 1501

Answer Category	2021	2020	2018	2016	2014
Not at all familiar	14%	11%	13%	13%	12%
Not very familiar	43%	42%	35%	35%	36%
Somewhat familiar	33%	38%	42%	44%	42%
Very familiar	8%	8%	10%	9%	9%
Don't know/Prefer not to answer	2%	-	1%	-	-

Table 8. Q9-13: [ONLINE ONLY] And using the same scale, how familiar would you say you are with each of the following parts of the Canadian Armed Forces? base n = 1002

CAF Environment	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know/Prefer not to answer
The Regular Force (Army, Navy, Air Force)	8%	37%	36%	16%	3%
The Reserves (Army, Navy, Air Force)	5%	30%	40%	21%	3%
Health Services	4%	26%	39%	28%	3%
The Rangers	3%	12%	34%	46%	4%
The Canadian Special Operations Forces Command (also known as "CANSOFCOM")	3%	10%	32%	52%	4%

Impressions of the CAF

Asked what they would consider to be the biggest issues or challenges facing the CAF, 65% can name an issue or challenge. The most common response from respondents is sexual misconduct (18%), followed by funding issues (15%). Gender equity/sexism issues, lack of and aging equipment, and recruitment round out the top five challenges (10% each). Note that this hierarchy of top five issues holds among those who say they have read, heard or seen anything about the CAF recently.

There are some distinct demographic differences when it comes to what respondents perceive to be the CAF's greatest challenge:

- Those 65+ (25%) are the most likely age group to say sexual misconduct is the biggest challenge facing the CAF, followed by those 45-54 (22%) and those 35-44 (19%).
- Funding issues are more prominent in Ontario (16%), Manitoba (18%), Alberta (21%) and BC (17%) than in Quebec (9%).
- Men (20%) are more likely to mention funding issues than women (11%). They are also more likely to mention lack of/aging equipment, recruitment and leadership issues compared to women.
- Women, on the other hand, are more likely than men to mention gender equity/sexism issues (13% vs 8%).
- Those with a university (71%) or college level education (67%) are more likely than those with high school education (52%) to be able to specify any type of challenge facing the CAF, rather than replying that they do not know or prefer not to respond.
- Similarly, those with a household income of \$80K (72%) or more or between \$40K-\$80K (68%) are more likely to be able to identify a specific challenge facing the CAF than those with an income less than \$40K (51%)

Table 9. Q6: What would you say are the biggest issues or challenges facing the Canadian Armed Forces these days?

Base n=1,501

Issue/Challenge	%
Sexual misconduct	18%
Funding issues / Budget	15%
Gender equity / sexism issues	10%
Lack of/aging/outdated equipment	10%
Recruitment (need more people) / Retention	10%
Leadership issues / Ethical leadership (lack of competence, accountability, quitting, removal, etc.)	6%
Poor image / Media image / Public image	4%
Healthcare / Mental health support (Care of military personnel)	3%
Relevance / purpose / direction / goal	3%
Government / Politics (unspecified)	3%
Veteran assistance/support (Care of military personnel)	2%
COVID-19 / COVID-19 protocols	2%
Racism	2%
Lack of respect (various)	2%
Need better wages/benefits (Care of military personnel)	2%
Lack of transparency	1%
Discrimination	1%
Hostile foreign countries (China, Russia, etc.)	1%
Old boys club mentality / Golf course	1%
Lack of support (unspecified)	1%
Homophobia	1%
More/Better training	1%
Lack of peacekeeping	1%
Crime / Corruption	1%
Security / Border security (including Artic)	1%
Too much spending / Waste of money	1%

War / Biological/chemical warfare	1%
Lack of resources / human resources	1%
Need better technology	1%
Woke culture	1%
Issues with morale	1%
Safety (unspecified)	1%
Resettlement of Afghan interpreters	<1%
Terrorism	<1%
Missions in other countries	2%
Other	10%
ANY	65%
Don't know / Refused	34%

Approximately two-thirds (65%) have a strongly or somewhat positive impression of the CAF. Just 11% have a negative impression. Men are more likely than women to have a positive impression of the CAF (71% vs 59%). Respondents aged 45 and older are also more likely than those under 34 to have a positive impression of the CAF. In fact, over two-thirds of those 45-54 (67%), 55-64 (71%) and 65+ (70%) have a positive impression, compared to 57% of those 18-24 and 56% among those 25-34. Of note, there is no statistically significant difference between those who have been paying a lot or some attention (67%) and have not been following (63%) the allegations of sexual misconduct in the CAF when it comes to positive impressions of the CAF.

Table 10. Q5: Many of the topics we will be covering are related to the Canadian military and defence issues. What is your overall impression of the Canadian Armed Forces? Would you say it is positive or negative?
base n = 1501

Answer Category	%
Strongly negative	3%
Somewhat negative	8%
Neither/Neutral	22%
Somewhat positive	44%
Strongly positive	21%
Don't know/Prefer not to answer	3%

Three-quarters (76%) of respondents have a positive impression of those who serve in the CAF. However, the proportion who say they have a strongly positive impression (35%) has fallen from 43% in 2020 and 57% in 2018. Negative impressions have risen slightly, from 3% in 2020 and 2018 to 6% currently. The proportion with a neutral view has also grown slightly, from 5% in 2018, to 12% in 2020 to 16% this year.

As is the case with overall impressions of the CAF, impressions of those who serve vary slightly by gender and age, but on balance are largely positive:

- Men are more likely than women to have a positive impression (80% vs 72%)
- The older the respondent, the more likely they are to have a positive impression of those who serve in the CAF. The vast majority of those 65+ (82%), 55-64 (80%) and 45-54 (78%) have a positive impression of CAF members, compared to 67% of those aged 24 to 35.

Table 11. Q7: And what is your overall impression of the people who serve in the Canadian Armed Forces? Would you say it is positive or negative?

base n = 1501

Answer Category	2021	2020	2018
Strongly negative	1%	1%	1%
Somewhat negative	5%	2%	2%
Neither/Neutral	16%	12%	5%
Somewhat positive	41%	43%	39%
Strongly positive	35%	43%	57%
Don't know/Prefer not to answer	2%	3%	3%

About half (55%) say that if a young person they know told them that they were joining the CAF, their reaction to that decision would be favourable. This percentage is lower compared to 2020 (62%) and 2018 (63%).

- Men are more likely to view the decision favourably than women (60% vs 51%)
- Among all age categories, respondents 35-44 (48%) are the least likely to view the decision favourably.
- Those with a college/trades level education (65%) are more likely than those with a university (50%) or high school level (55%) education to view the decision favourably.
- Chinese respondents (40%) are less likely to view the decision favourably than White (55%) and Indigenous (67%) respondents.

Table 12. Q14: If a young person 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?

base n = 1501

Answer Category	2021	2020	2018	2016
Very unfavourable	4%	4%	4%	6%
Somewhat unfavourable	11%	9%	6%	9%
Neutral	28%	24%	26%	26%
Somewhat favourable	34%	35%	33%	30%
Very favourable	21%	27%	30%	27%
Don't know/Prefer not to answer	2%	1%	1%	1%

Less than one-in-five (17%) feel the CAF does a poor job caring for its personnel. Almost half (47%) feel it does a good job, while a quarter (23%) feel it does neither a good nor poor job.

- Respondents from Atlantic Canada (66%) are more likely than respondents from anywhere else in the country to feel the CAF does a good job of caring for military personnel.
- Men (51%) are more likely than women (43%) to agree the CAF does a good job.
- Respondents 18-34 (54%) are more likely than those 55-64 (41%) and 65+ (44%) to feel the CAF does a good job.
- Those with a high school level education (56%) are more likely to agree the CAF does a good job caring for its personnel compared to those with a college/trades degree (48%) and those with a university degree (48%).

Table 13. Q15: Generally speaking, when it comes to looking after military personnel, would you say the Canadian Armed Forces does a very good job, a good job, neither a good nor a poor job, a poor job or a very poor job?
base n = 1501

Answer Category	%
Very poor	5%
Poor	12%
Neither	23%
Good	37%
Very good	10%
Don't know/Prefer not to answer	12%

The percentage of respondents who agree that the CAF is as good a career choice for women as it is for men or that the workplace environment is respectful of women have both decreased since 2020. While over half (56%) agree that the CAF is as good a career choice for women as it is for men, in 2020, 70% agreed with this statement. About a third (36%) agree that the CAF workplace environment is respectful of women, down from 50% in 2020. For both statements, there are significant differences between men and women:

- 61% of men agree that the CAF is as good a career choice for men as it is for women, compared to 51% of women.
- 43% of men agree that the CAF's workplace environment is respectful of women, compared to 29% of women.

Those who have been paying attention to allegations of sexual misconduct in the CAF are less likely to agree that the CAF is as good a career choice for women as it is for men than those who have not been following the stories (50% vs 62% respectively). Similarly, those who have been following the allegations are less likely than those who have not to agree that the CAF workplace environment is respectful of women (28% vs 40%).

The research also explored respondents' attitudes about racial issues within the CAF. Over half (60%) agree that the CAF is as good a career choice for visible minorities as it is for anyone else.

- Asian respondents (66%) are most likely to agree, while white (53%) and Chinese respondents (50%) are less likely.

Nevertheless, the majority (56%) are concerned about systemic racism in the CAF. Notably, black respondents (74%) are significantly more likely than White respondents (54%) to agree with this statement. Respondents 18-24 (64%) are the most likely of all age categories to agree. Those who have seen, read or heard anything about the CAF (62%) are more concerned about systemic racism within its ranks than those who have not (52%).

Slightly less than half (46%) agree that racist and hateful attitudes are not tolerated within the CAF, down from 61% in 2020.

- Half (54%) of men agree, while 39% of women agree.
- Respondents 18-24 are the most likely among all age groups to agree (58%).
- Those with a high school level of education (55%) are more likely to agree than those with a college/trade (43%) or university level education (44%).

Finally, just a third (32%) agree that the CAF does a good job of addressing racist, sexist or hateful conduct.

- Men are more likely to agree than women (38% vs 26%).
- Those 18-34 are the most likely of all age categories to agree (41%).
- Black (55%) and Asian (53%) respondents are more likely to agree than white (28%), Chinese (33%) and Indigenous (32%) respondents.
- Those who have been paying attention to the allegations of sexual misconduct within the CAF are less likely to agree (25%) than those who have not been paying attention (38%).
- Those who have read or heard anything about the CAF are also less likely than those who haven't to agree (28% vs 34%).

Asked whether the CAF is a good career choice for members of the LGBTQ community, 42% agree.

- Men are more likely to agree than women (46% vs 40%).
- Respondents 18-24 (49%) and 25-34 (48%), as well as those 45-54 (46%) are more likely than those 65+ (37%) to agree.

About a quarter (23%) could see themselves joining the CAF. This result is stable from 2020 (24%) and 2018 (25%).

- Men are more likely to see themselves joining than women (30% vs 16%).
- Those 18-24 (31%) are more likely than those 35 and older to see themselves joining.
- Black (41%) and Asian (34%) respondents are more likely to see themselves joining than white respondents (20%).

Table 14. Q16-25- To what extent do you agree or disagree with each of the following statements
base n = 1501

Attitudinal Statement	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/Not sure
The Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else	25%	35%	17%	8%	15%
The Canadian Armed Forces is as good a career choice for women as it is for men	23%	33%	22%	12%	10%
Systemic racism in the Canadian Armed Forces is something I am concerned about	23%	33%	16%	11%	17%
Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces	17%	29%	25%	10%	19%
The Canadian Armed Forces is as good a career choice for people in the LGBTQ community as it is for anyone else	17%	25%	22%	16%	20%
The Canadian Armed Forces does a good job of taking care of its ill and injured members	13%	32%	22%	12%	21%

The membership of the Canadian Armed Forces seems just as diverse as the Canadian population	11%	31%	24%	12%	22%
I think that the Canadian Armed Forces workplace environment is respectful of women	10%	26%	26%	22%	16%
The Canadian Armed Forces does a good job of addressing misconduct such as racist, sexist or hateful conduct	10%	22%	23%	24%	22%
I could see myself joining the Canadian Armed Forces	8%	15%	15%	53%	9%

Table 15. TRACKING % AGREE: Q16-25- To what extent do you agree or disagree with each of the following statements

base n = 1501

Attitudinal Statement	2021	2020	2018
The Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else	60%	-	-
The Canadian Armed Forces is as good a career choice for women as it is for men	56%	70%	-
Systemic racism in the Canadian Armed Forces is something I am concerned about	56%	54%	-
Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces	46%	61%	-
The Canadian Armed Forces does a good job of taking care of its ill and injured members	45%	-	-
The Canadian Armed Forces is as good a career choice for people in the LGBTQ community as it is for anyone else	42%	-	-
The membership of the Canadian Armed Forces seems just as diverse as the Canadian population	42%	42%	50%
I think that the Canadian Armed Forces workplace environment is respectful of women	36%	50%	53%
The Canadian Armed Forces does a good job of addressing misconduct such as racist, sexist or hateful conduct	32%	-	-
I could see myself joining the Canadian Armed Forces	23%	24%	25%

While very few have an outright negative impression of the CAF, for several of the tracking measures related to respondents' impressions of the CAF, the percentage who provide a positive answer has declined over the past few years. About half (47%) agree that the CAF is a source of pride for Canadians, down from 62% in 2020. Some groups are significantly more likely to agree that the CAF is a source of pride than others:

- Respondents from Atlantic Canada (63%) are more likely to agree than Canadians from any other region
- Half (51%) of men agree the CAF is a source of pride, compared to 44% of women.
- Respondents 55 and older (54%) are more likely to say that the CAF is a source of pride than those 25-34 (39%) and 35-44 (42%).

More feel that the CAF is outdated (31%) than agree that it is modern (16%). The percentage who feel it is outdated has risen from 2020 (24%) and 2018 (21%).

- Men are more likely to feel the CAF is outdated than women (35% vs 28%).
- Respondents 45-54 (37%) and 55-64 (37%) are more likely than those 18-24 (19%) and 25-34 (25%) to agree.
- Those with a college/trade (32%) or university level (36%) education are more likely than those with a high school education (20%) to feel the CAF is outdated.

Almost three-quarters (72%) agree that Canada’s military is essential, including 46% who say it is very essential. While the vast majority still appreciate the importance of the CAF, the percentage who say it is essential has fallen from 83% in 2018.

- Men (76%) are more likely to view the CAF as essential than women (68%)
- Respondents 35 and older are more likely than those under 35 to view the CAF as essential. Over two-thirds of those 35-44 (71%) along with three-quarters of those 45-54 (74%), 55-64 (78%) and 81% of those 65+ agree the CAF is essential. Fewer, but still the majority of those 18-24 (58%) and 25-34 (60%) feel the same way.

Asked whether they trust that the CAF is prepared to keep Canadians safe, 43% provide a rating between 8 and 10 on a 1- to 10-point scale. Almost half (47%) provide a rating between 4 and 7, while few (6%) provide a rating of 1-3.

Table 16. Q26: To what extent do you think the Canadian Armed Forces is a source of pride for Canadians?
base n = 1501

Answer Category	2021	2020	2018	2016
1-Not at all a source of pride	4%	3%	2%	2%
2	7%	4%	5%	4%
3-Neutral	38%	29%	26%	24%
4	29%	34%	31%	33%
5-Very much a source of pride	18%	28%	35%	37%
Don't know/Prefer not to answer	4%	2%	1%	1%

Table 17. Q27: Do you think Canada's military is modern or outdated?
base n = 1001

Answer Category	2021	2020	2018	2016
1-Very outdated	9%	9%	7%	7%
2	22%	15%	14%	14%
3-Neither outdated nor modern	42%	43%	44%	45%
4	13%	17%	22%	21%
5-Very modern	4%	7%	9%	8%

Don't know/Prefer not to answer	11%	9%	5%	5%
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Table 18. Q28: Do you think Canada's military is essential or no longer needed? Please use a 5-point scale, where “1” means no longer needed at all and “5” means very essential.
base n = 1501

Answer Category	2021	2020	2018
1-No longer needed at all	2%	2%	2%
2	6%	6%	3%
3	16%	14%	11%
4	26%	26%	26%
5-Very essential	46%	50%	57%
Don't know/Prefer not to answer	4%	2%	1%

Table 19. Q30: On a scale of 1 to 10, where 1 means you have no trust at all, and 10 means you have complete trust, how much trust do you have that the Canadian Armed Forces is prepared to keep Canadians safe?
base n = 1501

Answer Category	%
No trust (1-3)	6%
Some trust (4-7)	47%
Trust (8-10)	43%
Don't know/Prefer not to answer	4%

Allegations of Sexual Misconduct

At the end of the survey, respondents were provided with the following message and offered the choice to complete a series of questions dealing with allegations of sexual misconduct in the CAF:

As you may have heard, allegations of sexual misconduct have recently been brought forth in the Canadian Armed Forces. These next questions will focus on the topic of allegations and are, of course, completely voluntary. If you do not feel comfortable answering these questions, please feel free to skip over them.

If this topic causes you emotional distress or you feel it can help you in any way, Crisis Services Canada is available to assist all Canadians at 1-833-456-4566.

More than half (59%) say that they have been paying a lot or some attention to news about the alleged sexual misconduct in the CAF. Less than one-in-five (16%) say they are not paying any attention to it.

- Older respondents are more likely to have been paying attention. Over three-quarters (81%) of those 65+ have been paying attention to news about the allegations, as have two-thirds of those 55-64 (68%) and 45-54 (64%). In contrast, 29% of those 18-24 and 38% of those 25-34 have been paying attention.
- Respondents with a university level education (63%) are paying closer attention than those with high school level education (51%)
- Similarly, 63% of those with a household income of \$80K or more have been paying attention, compared to 50% of those with a household income of less than \$40K.

Table 20. Q60M: How much attention have you paid to news over the past few months about alleged sexual misconduct in the Canadian Armed Forces?

base n = 1160

Answer Category	%
No attention at all	16%
A little attention	23%
Some attention	43%
A lot of attention	15%
Don't know/Prefer not to answer	2%

Asked how confident they are that the CAF will deal with the allegations appropriately on a scale of 1 to 10, 21% provide a rating of 8-10. Over a third (37%) are somewhat confident (provide a rating of 5-7) while 38% are not very confident (rating of 1-4).

- Men have more confidence than women (25% provide a rating of 8-10 compared to 17% of women).
- Those with a high school level education (27%) are more likely than those with a university degree (20%) to be confident.

Those who have been following the allegations are less confident that the CAF will handle the allegations appropriately than those who have not been paying attention (proportions saying they are not confident are 44% vs 30%). Among those who voluntarily name sexual misconduct as the top issue facing the CAF a majority say they are not confident (57%) that the CAF will handle the allegations appropriately.

Respondents were presented with the following description of action the CAF has taken in the wake of the allegations of sexual misconduct and asked how confident they are that the CAF culture will change positively:

On June 1st, an independent review of the military justice system was tabled by Supreme Court Justice Morris Fish which contained 107 recommendations.

The majority of the recommendations deal with the military justice system, including the independence of military justice actors and how issues of sexual misconduct are addressed, as well as military policing and police oversight. The remainder of the recommendations concern military grievances and the external review of grievances.

In response, the Minister of National Defence has:

- *committed, in principle, to implementing all 107 recommendations, including 36 being immediately implemented, and committed to having a plan in place by the fall to implement the remaining recommendations;*
- *announced that former Chief Justice of the Supreme Court Madame Louise Arbour will lead an Independent External Comprehensive Review into harassment and sexual misconduct in the Canadian Armed Forces; and*
- *announced the formation of a new Professional Conduct and Culture internal group to coordinate all aspects of addressing systemic misconduct and support culture change within the Canadian Armed Forces and National Defence.*

Questions relating to this statement demonstrate opinion is quite divided. A quarter of respondents (25%) say they are confident that CAF culture will change (provide an 8-10 rating). An equal proportion (25%) are not confident (provide a rating of 1-4). About half (46%) are somewhat confident. Among those who voluntarily name sexual misconduct as the top issue facing the CAF, there is a higher inclination to say they are not confident (35% not very confident v 25% overall).

Table 21. Q61M: How confident are you that the Canadian Armed Forces will deal with these allegations appropriately? Please rate your answer on a scale from 1 to 10, where 1 means you are not at all confident and 10 means you are extremely confident.

base n=1160

Answer Category	%
Not very confident (1-4)	38%
Somewhat confident (5-7)	37%
Confident (8-10)	21%
Don't know/Prefer not to answer	4%

Table 2. Q63M: How confident do you feel that the Canadian Armed Forces culture will change positively based on these actions.

base n = 1160

Answer Category	%
Not very confident (1-4)	25%
Somewhat confident (5-7)	46%
Confident (8-10)	25%
Don't know/Prefer not to answer	4%

In order to gain more insight into whether or how the allegations of misconduct have impacted impressions of the CAF, we conducted a series of descriptive and multivariate analyses. On balance, the data suggests that the extent to which respondents are paying attention to the issue, as well as their impressions of how the CAF treats women members and deals with issues of sexism, harassment and racism within its ranks does have an impact on overall impressions.

First, as noted earlier, those who have been paying attention to allegations of sexual misconduct in the CAF are less likely to agree that the CAF is as good a career choice for women as it is for men than those who have not been following the stories (50% vs 62% respectively). Similarly, those who have been following the allegations are less likely than those who have not to agree that the CAF workplace environment is respectful of women (28% vs 40%). Those (18%) who voluntarily name sexual misconduct as the most pressing issue facing the CAF are also significantly less likely to believe that the CAF is a good career choice for women (35%) or that the CAF work environment is respectful of women (12%).

To more clearly understand if these attitudes impact impressions of the CAF overall and if so, how their impact compares to the impact of other attitudes about the CAF, we conducted a correlation and multiple regression analysis, using the question “Many of the topics we will be covering are related to the Canadian military and defence issues. What is your overall impression of the Canadian Armed Forces? Would you say it is positive or negative?” as the dependent variable (for the regression) and the following attitudinal statements as the dependents:

- I could see myself joining the Canadian Armed Forces
- The membership of the Canadian Armed Forces seems just as diverse as the Canadian population
- The Canadian Armed Forces is as good a career choice for women as it is for men
- I think that the Canadian Armed Forces workplace environment is respectful of women
- Systemic racism in the Canadian Armed Forces is something I am concerned about
- Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces
- The Canadian armed Forces does a good job of addressing misconduct such as racist, sexist or hateful conduct
- The Canadian Armed Forces is as good a career choice for people in the LGBTQ community as it is for anyone else
- The Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else
- The Canadian Armed Forces does a good job of taking care of its ill and injured members

Many statements were moderately correlated with impressions of the CAF. The attitudes with the strongest correlations were:

- The Canadian Armed Forces does a good job of addressing misconduct such as racist, sexist or hateful conduct
- Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces
- The Canadian Armed Forces is as good a career choice for women as it is for men
- I think that the Canadian Armed Forces workplace environment is respectful of women
- The Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else
- The Canadian Armed Forces is as good a career choice for people in the LGBTQ community as it is for anyone else

While most of the attitudinal statements were at least moderately correlated with impressions of the CAF, only some appear to be significant drivers of impressions of the CAF. The regression analysis we conducted found that disagreement with the following attitudinal statements drives negative impressions of the CAF:

- The Canadian Armed Forces is as good a career choice for women as it is for men
- Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces
- The Canadian Armed Forces does a good job of addressing misconduct such as racist, sexist or hateful conduct
- The Canadian Armed Forces does a good job of taking care of its ill and injured members
- The Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else

The data shows that those (18%) who view the issue of sexual misconduct as the most pressing issue facing the CAF and those who say they have been paying attention to this issue are less likely to believe the CAF is a good career option for women. The knowledge that attitudes about whether or not the CAF is a good career option for women seems to at least some degree drive opinion of the CAF overall, suggesting that the issue of misconduct is impacting overall impressions.

However, it is worth noting that doubts as to whether racist or hateful attitudes are tolerated within the CAF, whether the CAF does a good job of addressing racist and hateful conduct, in addition to sexism, and whether the CAF does a good job caring for its injured and ill members also seem to similarly impact impressions.

Overall, while it is clear that only certain segments of the population are weighing these particular issues when thinking about the CAF, for those who do think these are pressing issues or are following the issues, they appear to be a key driver of overall impressions of the CAF. Focusing in on those who do feel strongly about the issues and ensuring they are receiving the information they need on the issues may be valuable for reversing some of the recent erosion in opinions.

Table 25: Correlation analysis

Attitudinal Statement	Correlation with impression of the CAF (Pearson's R)
The Canadian armed Forces does a good job of addressing misconduct such as racist, sexist or hateful conduct	.452
Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces	.446
The Canadian Armed Forces is as good a career choice for women as it is for men	.439
I think that the Canadian Armed Forces workplace environment is respectful of women	.413
The Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else	.409
The Canadian Armed Forces is as good a career choice for people in the LGBTQ community as it is for anyone else	.381
The membership of the Canadian Armed Forces seems just as diverse as the Canadian population	.379
The Canadian Armed Forces does a good job of taking care of its ill and injured members	.369
I could see myself joining the Canadian Armed Forces	.271
Systemic racism in the Canadian Armed Forces is something I am concerned about	-.116

Table 26: Standardized coefficients for regression analysis

Attitudinal Statement	Standardized beta coefficient (only stat. sig. shown)
Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces	.186
The Canadian Armed Forces is as good a career choice for women as it is for men	.176
The Canadian Armed Forces does a good job of taking care of its ill and injured members	.111
The Canadian armed Forces does a good job of addressing misconduct such as racist, sexist or hateful conduct	.108
The Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else	.084

Procurement and Equipment

Far more feel the CAF is underfunded (40%) than believe it is over-funded (8%). Over a quarter (29%) say it receives about the right amount of funding.

- Older respondents are more likely than younger respondents to believe the CAF is underfunded. Over half of those 55-64 (55%) and 65+ (51%) feel the CAF is underfunded, compared to 16% of those 18-24 and 17% of those 25-34.
- Men (47%) are more likely than women (33%) to believe the CAF is underfunded.

Table 27. Q32-35: Do you feel that Canada's military is underfunded, over-funded or receives about the right amount of funding?

base n = 1501

Answer Category	2021
Underfunded	40%
Receives about the right amount of funding	29%
Over-funded	8%
Don't know/Prefer not to answer	24%

Online respondents were presented with a series of statements about the CAF's procurement and equipment and asked to what extent they agreed or disagreed with each. It is worth noting for each, a significant proportion of respondents either could not or chose not to provide an answer, suggesting an overall lack of familiarity with the topic.

Among those who could offer an answer as to whether the CAF has the equipment it needs to do its job, roughly equal proportions agree (31%) and disagree (32%). The percentage who agree is down from 39% in 2020 and 41% in 2018.

- Respondents from Quebec (41%) are more likely to agree than respondents from Ontario and BC (27% each).
- Respondents aged 18 to 24 are more likely than all other age groups to agree that the CAF has the equipment it needs to do its job. Over half (53%) feel this way.

The proportion who feel the CAF is good at planning its future needs has fallen significantly from 2020 (42%) and 2018 (47%). Just over a quarter (28%) agree that the CAF is good at planning its future equipment needs. Slightly fewer (22%) disagree. Similarly, 29% agree that when the CAF purchases military equipment, it tends to benefit the local economy, while 24% disagree.

One-in-four (24%) agree that the CAF's purchases of military equipment tend to be well-managed. Slightly more (29%) disagree.

- Respondents aged 18-24 are more likely to agree (37%) than those 45-54 (24%), 55-64 (21%) and 65+ (17%).
- Those with a household incomes of less than \$40K are more likely to agree (32%) than those with higher household incomes (23%).

Table 28. Q32-35- Please rate the extent to which you agree or disagree with each of the following statements.
base n = 1001

Attitudinal Statement	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/PNTS	2020 Agree	2018 Agree
The Canadian Armed Forces has the equipment it needs to do its job	6%	26%	13%	23%	9%	23%	39%	41%
The Canadian Armed Forces is good at planning its future equipment needs	5%	23%	16%	16%	6%	34%	42%	47%
When the Canadian Armed Forces purchases military equipment it tends to benefit local economies	5%	24%	16%	16%	8%	32%	-	-
Purchases of military equipment by the Canadian Armed Forces tend to be well-managed	4%	20%	14%	17%	12%	33%	-	-

Table 3. Q3X- Please rate the extent to which you agree or disagree with each of the following statements. How about
Total sample; Weight: Weight; base n = 1001; total n = 1501; 500 missing; effective sample size = 917 (92%)

International Roles

Much like previous waves of the Views of the CAF study, the international roles that respondents most strongly agree the CAF should participate in are disaster relief and humanitarian aid, peace support operations and non-combat roles in support of UN and NATO missions. The vast majority (80%) agree that the CAF should participate in disaster relief. This figure includes 52% who strongly agree that the CAF should play this role, a similar proportion to 2020 (51%), but down from 69% in 2018.

- Quebeckers (86%) are more likely to agree than those in Atlantic Canada (72%), those in Manitoba and Saskatchewan (66%) and Alberta (75%).
- Those 65 and older (87%) are the most likely among all age groups to agree that the CAF should participate in disaster relief.

Three-quarters agree that the CAF should participate in peace support operations (76%), including 45% who strongly agree, an identical result to 2020 (45% strongly agree) but down from 62% in 2018.

- Quebeckers (83%) are more likely to support the CAF's role in peace support operations than those in Atlantic Canada (71%), Ontario (75%), Alberta (68%) and BC (75%).
- The vast majority of respondents 65+ (85%) support this role, significantly more than any age group.

Three-in-four (75%) also agree that the CAF should participate in non-combat roles in support of the UN and NATO. The percentage who strongly agree (44%) is virtually unchanged from 2020 (43%) but down from 62% in 2018.

- Quebeckers (79%) are more likely to agree with this role than Albertans (68%).
- Again, those 65+ (86%) are significantly more likely to agree with this role for the CAF.
- Those with a household income of \$40K-\$80K (75%) and \$80K or more (79%) are more likely than those with a household income of less than \$40K (66%) to agree.

This year's study included surveillance and defence in the North for the first time as an international role the CAF takes part in. For the most part, respondents view this role almost equally as important as peace support operations and non-combat roles to support the UN/NATO. Just shy of three-quarters (73%) agree surveillance and defence in the North is something that CAF should be doing.

- Quebeckers (76%) and Ontarians (74%) are more likely to agree than Albertans (63%).
- Men (78%) are more likely to agree than women (68%).
- Generally, the older the respondent, the more likely they are to agree with this international role for the CAF. For example, 86% of those 65+, and three-quarters of those 55-64 (76%) and 45-54 (74%) agree, compared to 58% of those 18-24 and 63% of those 25-34.
- Those with a university level education (77%) are more likely than those with a college level (71%) or high school level (67%) education to agree.
- Those with a household income of \$80K or more (78%) are more likely to agree than those with an income of \$40K-\$80K (70%) and less than \$40K (67%).

Roughly two-thirds (65%) agree that the CAF should participate in missions that target drug, weapons, and other illegal trafficking activities in international waters, including a third (32%) who strongly agree.

- Three-quarters (75%) of those 65+ agree, significantly higher than all other age groups, with the exception of those 55-64 (70%).

Slightly less than two-thirds (62%) agree that the CAF should use satellites to monitor territory, gather intelligence and identify targets. A third (32%) strongly agree, consistent with 2020 (30%).

- Ontarians (63%) are more likely to agree than Albertans (54%).
- Men (67%) are more likely to agree than women (56%).
- Those 55-64 (65%) and 65+ (71%) are more likely than those 18-24 (54%), 25-34 (54%), and 45-54 (54%) to agree.
- Those with a college or university level education (both 63%) are more likely to agree than those with a high school level education (55%).
- Those with a household income of \$80K (65%) or more are more likely to agree than those with incomes lower than \$40K (58%) or between \$40K and \$80K (59%).

The two activities respondents are least likely to agree that the CAF should participate in are combat roles in support of UN/NATO missions and training the militaries and police forces of other countries, though over half are still in agreement. Fifty seven percent agree that the CAF should participate in combat roles

and 54% agree that the CAF should help train the militaries and police forces of other countries. The percentage who strongly agree with either role has risen slightly from 2020. A quarter (25%) strongly agree with the CAF’s participation in combat roles, up from 22% in 2020, and 23% strongly agree with the CAF training other police forces and militaries, up from 19%.

When it comes to combat roles, significant differences among demographic groups include:

- Men are more likely to agree with this role for the CAF than women (61% vs 53%).
- Those 65+ (62%) are more likely to agree than those 25-34 (52%) and 35-44 (53%).
- Those with an income of \$80K or more (63%) are more likely than those with an income of less than \$40K (51%) and \$40K-\$80K (54%).

As for training the militaries and police forces of other countries:

- Quebeckers (62%) are more likely to agree with this role than those in Ontario (52%) and BC (48%).
- Men (58%) are more likely to agree than women (51%).
- Those 65+ (71%) are more likely than any other age category to agree with this role.

Table 29. Q36-43- Please tell me how strongly you agree or disagree that the Canadian Armed Forces should participate in each of the following activities
base n = 1501

International Role	5-Strongly agree	4-Somewhat agree	3-Neither	2-Somewhat disagree	1-Strongly disagree	Don't know/Prefer not to answer
Disaster relief or humanitarian aid in response to a request for help from another country	52%	28%	10%	3%	2%	5%
Peace support operations	45%	31%	12%	3%	3%	7%
Non-combat support roles in support of United Nations and NATO	44%	31%	12%	3%	3%	7%
Surveillance and defence in the North	44%	29%	13%	4%	2%	9%
Missions that target drug, weapons, or other illegal trafficking activities in international waters	32%	33%	16%	6%	4%	8%

Using satellites in space to monitor territory, gather intelligence and/or identify targets	32%	30%	19%	6%	4%	10%
Combat roles in support of United Nations and NATO	25%	31%	20%	8%	6%	9%
Training the militaries or police forces of other countries	23%	31%	22%	8%	7%	8%

Table 30. TRACKING % STRONGLY AGREE: Q36-43- Please tell me how strongly you agree or disagree that the Canadian Armed Forces should participate in each of the following activities
base n = 1501

International Role	2021	2020	2018	2016
Disaster relief or humanitarian aid in response to a request for help from another country	52%	51%	69%	67%
Peace support operations	45%	45%	62%	59%
Non-combat support roles in support of United Nations and NATO	44%	43%	62%	58%
Surveillance and defence in the North	44%	-	-	-
Missions that target drug, weapons, or other illegal trafficking activities in international waters	32%	30%	40%	36%
Using satellites in space to monitor territory, gather intelligence and/or identify targets	32%	28%	-	-
Combat roles in support of United Nations and NATO	25%	22%	31%	28%
Training the militaries or police forces of other countries	23%	19%	32%	31%

More than three-quarters (77%) agree that Canada’s membership in NATO is important for Canadian security. This is down slightly from 2020 (83%) and 2018 (88%).

- Quebeckers are more likely to agree (82%) than Ontarians (75%) and Albertans (72%).
- Men (80%) are more likely to agree than women (74%).
- Respondents 65 and older (90%) are significantly more likely to agree than all other age categories.
- Those with a household income of \$80K or more (83%) are more likely than those with an income of less than \$40K (67%) and between \$40K-\$80K (76%) to agree.

Table 31. Q44: I believe that Canada’s membership in NATO, or the North Atlantic Treaty Organization, is important for Canadian security
base n=1,001

Answer Category	2021	2020	2018
Strongly disagree	2%	2%	3%
Somewhat disagree	3%	3%	3%
Neither	8%	5%	3%
Somewhat agree	34%	34%	25%
Strongly agree	43%	49%	63%
Don't know/Prefer not to answer	10%	7%	3%

Domestic Roles

Respondents were asked to rate the importance of a set of the CAF's domestic roles on a scale from 1 to 5, where 1 means not important at all and 5 means very important. As in previous years, responding to natural disasters, protecting against terrorist threats and search and rescue rank as the top three most important, according to respondents. Over two-thirds (68%) feel responding to natural disasters is a very important role, while 19% provide a rating of 4, indicating they feel it is somewhat important. The percentage who feel responding to natural disasters is very important remains fairly stable from 2020 (70%) but is down from 2018 (77%).

- Quebeckers (75%) are more likely than Ontarians (68%), those in the Prairies (61%) and Albertans (62%) to agree this role is very important.
- Women (72%) are more likely to find this role very important than men (65%).
- The older the respondent, the more likely they are to feel this role is very important. For example, 79% of those 65+ and 73% of those 55-64 find it very important, compared to 61% of those 18-24, 58% of those 25-34 and 65% of those 35-44.

Two-thirds (66%) feel protecting against terrorist threats is very important, while one-in-five (19%) feel it is somewhat important. The percentage who feel it is very important has fallen slightly from 2020 (69%), and is down significantly from 2018 (76%).

- Women (69%) are more likely to agree this is very important than men (62%).
- Those 55-64 (74%) are more likely than those 18-24 (63%), 25-34 (55%), and 35-44 (59%).
- Those with a high school education (73%) and college level education (68%) are more likely to say this role is very important than those with a university education (61%).

Slightly less than two-thirds (63%) agree search and rescue is very important, a similar proportion to 2020 (64%).

- Quebeckers (69%), those on the Prairies (MB/SK) (67%) and in Ontario (64%) are more likely to view search and rescue as very important than Albertans (53%).
- Women (66%) are more likely to agree than men (59%).
- Those 65+ (74%) are more likely than respondents under 55 to feel this role is very important.
- Those with a household income of less than \$40K (70%) are more likely than those with a household income of greater than \$80K (58%) to feel the role is very important.

Just over half (52%) feel providing protection against cyber security threats is very important and a quarter (24%) feel it is somewhat important.

- Those 55-64 (61%) and 65+ (59%) are more likely to feel protecting against cyber security threats is very important compared to those 18-24 (45%), 25-34 (44%). 35-44 (45%) and 45-54 (50%).

Slightly less than half (48%) view preventing illegal activity such as drug or human smuggling as very important, along with a quarter (25%) who feel it is somewhat important. The proportion who feel it is very important is similar to 2020 (50%).

- Women are more likely to agree than men (53% vs 42%).
- Those 55-64 (55%) and 65+ (56%) are more likely to view this as a very important role than those 25-34 (40%), 35-44 (44%) and 45-54 (43%).
- Those with an income less than \$40K (57%) are more likely to view this as a very important role than those with an income of \$40K-\$80K (47%) and greater than \$80K (42%).

Under half (44%) say patrolling the Arctic is very important, though still over two-thirds (69%) view it as important. The percentage who view patrolling the Arctic as very important has risen slightly from 2020 (40%).

- Men (50%) are more likely to feel this way than women (39%).
- Those 65+ (65%) are the most likely of all age cohorts to say that patrolling the Arctic is a very important role.

When it comes to providing communities with support in dealing with the COVID-19 pandemic, 42% feel it is a very important role for the CAF, while 27% feel it is somewhat important.

- Quebeckers (50%) are more likely to view this role as very important than those in Ontario (43%), in the Prairies (34%), Alberta (33%) and BC (36%).
- Almost half (47%) of women agree, compared to 36% of men.
- The least likely to view this as very important are those 25-34 (35%), 35-44 (35%) and 45-54 (36%).
- Those with a high school level education (46%) are more likely than those with a university degree (39%) to feel this is very important.
- Those with an income of less than \$40K (46%) and between \$40K and \$80K (45%) are more likely to view this role as very important than those with an income greater than \$80K (36%).

Finally, under a third (31%) feel the Cadet and Junior Rangers programs are very important roles for the CAF to carry out. This is up slightly from 2020 (28%).

- The older the respondent, the more likely they are to say that administering these programs is very important.
- Those with an income of less than \$40K (36%) and between \$40k-\$80K (33%) are more likely to view this as very important than those with an income of \$80K or more.
- Those with a high school level of education (41%) and college level education (36%) are more likely to view this as very important than those with a university level education (24%).

Table 32. Please tell me how important each of the following roles should be, in your opinion, using a 5-point scale, where 1 means not important at all, 5 means very important.

base n = 1501

Domestic Role	5-Very important	4	3	2	1-Not important at all	Don't know/Prefer not to answer
Responding to natural disasters, including catastrophic weather	68%	19%	8%	1%	1%	3%

events such as floods, wildfires, or ice storms						
Providing protection against terrorist threats	66%	19%	8%	3%	1%	4%
Search and rescue	63%	23%	9%	2%	1%	3%
Providing protection against cyber security threats	52%	24%	15%	3%	1%	5%
Helping prevent illegal activity such as drug smuggling, human smuggling or illegal immigration	48%	25%	16%	4%	3%	4%
Patrolling the Arctic	44%	24%	18%	4%	3%	7%
Providing communities with support in dealing with the COVID-19 pandemic	42%	27%	19%	4%	4%	4%
Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age	31%	29%	25%	6%	3%	7%

Table 33. TRACKING % VERY IMPORTANT: Please tell me how important each of the following roles should be, in your opinion, using a 5-point scale, where 1 means not important at all, 5 means very important.
base n = 1501

Domestic Role	2021	2020	2018	2016
Responding to natural disasters, including catastrophic weather events such as floods, wildfires, or ice storms	68%	70%	77%	74%
Providing protection against terrorist threats	66%	69%	76%	75%
Search and rescue	63%	64%	68%	67%
Providing protection against cyber security threats	52%	52%	-	-
Helping prevent illegal activity such as drug smuggling, human smuggling or illegal immigration	48%	50%	-	-
Patrolling the Arctic	44%	40%	42%	43%
Providing communities with support in dealing with the COVID-19 pandemic	42%	-	-	-
Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age	31%	28%	-	-

About three-quarters (77%) believe Canada can count on the CAF to assist with the response to the COVID-19 pandemic (39% strongly agree and 37% somewhat agree). The percentage who strongly agree is down from 50% in 2020.

- Quebeckers (84%) and Atlantic Canadians (84%) are more likely to agree than those in Alberta (77%) and BC (71%).
- Almost all (89%) of respondents 65+ agree, as do 85% of those 55-64 and 77% of those 45-54.
- Those with a college level education (71%) are more likely to agree than those with a university education (63%).

Over three-quarters (79%) feel that overall, the CAF is doing a good job performing its duties in Canada. A third (34%) strongly agree while 44% somewhat agree. The percentage who strongly agree is down from 44% in 2020 and 50% in 2018.

- Those in Quebec (83%) are more likely to agree than those in Ontario (78%) and the Prairies (71%).
- Almost all of those 65+ (90%) agree.
- Those with a household income of \$80K or more (82%) are more likely to agree than those with a household income between \$40K-\$80K (76%).

Two-thirds (65%) are confident that the CAF is taking appropriate steps to protect its members from COVID-19. Just over a quarter (28%) strongly agree while 37% somewhat agree. The percentage who strongly agree is down from 40% in 2020.

- Older respondents are more likely to be confident than younger respondents that the CAF is protecting its members from COVID-19. For example, 75% of those 65+ agree, compared to 57% of those 18-24.
- Across all regions, Albertans (46%) are least likely to agree.
- Those with a college education (71%) are more likely to agree than those with a university level education (63%).

Over half (61%) agree that the CAF plays a valuable role in supporting COVID-19 pandemic response. A quarter strongly agree (26%), down from 39% in 2020. Over a third (36%) somewhat agree.

- Older respondents are more likely than younger respondents to agree. For example, among those 65+, 77% agree, compared to 43% among those 18-24 and 50% among those 25-34.

Table 34. Q53-56- Please rate the extent to which you agree or disagree with each of the following statements
base n = from 1001 to 1501

Attitudinal Statement	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	Don't know/Prefer not to answer
Canada can count on the Canadian Armed Forces when called upon to assist with Canada's response to the COVID-19 epidemic (n=1501)	39%	37%	9%	4%	2%	9%
Overall, the Canadian Armed Forces is doing a good job performing its duties here in Canada (n=1501)	34%	44%	9%	2%	1%	9%

I am confident the Canadian Armed Forces is taking appropriate steps to protect its members from COVID-19 (n=1001)	28%	37%	12%	2%	1%	19%
The Canadian Armed Forces plays a valuable role supporting Canada’s response to the COVID-19 pandemic (n=1001)	26%	36%	15%	6%	2%	16%

Table 35. TRACKING % STRONGLY AGREE: Q53-56- Please rate the extent to which you agree or disagree with each of the following statements
base n = from 1001 to 1501

Attitudinal Statement	2021	2020	2018
Canada can count on the Canadian Armed Forces when called upon to assist with Canada’s response to the COVID-19 epidemic (n=1501)	39%	50%	-
Overall, the Canadian Armed Forces is doing a good job performing its duties here in Canada (n=1501)	34%	44%	50%
I am confident the Canadian Armed Forces is taking appropriate steps to protect its members from COVID-19 (n=1001)	28%	40%	-
The Canadian Armed Forces plays a valuable role supporting Canada’s response to the COVID-19 pandemic (n=1001)	26%	39%	-

Telephone vs Online

In order to compare the results from the telephone and online samples, the data was re-weighted so that each sample was reflective of the Canadian population 18+ based on age, gender and region. Note that in order for this to be accomplished, the weights for a total of n=7 respondents exceeded 3.0, the upper limit we typically use to cap weights.

The results suggest that there are statistically significant differences between the response of those who answered by telephone and those who answered the survey online. In this section, we outline some of those differences and posit a few theories that may help explain the differences. The bulk of the analysis focuses on DND’s standard tracking awareness and impression questions.

Telephone respondents report being more familiar with the CAF than online respondents (47% vs 39% very or somewhat familiar). Phone respondents are more likely (51%) than online respondents (37%) to say they have heard, read or seen anything about the CAF.

Impressions of the CAF are more positive among phone respondents (28% very positive) than among online respondents (17%). Online respondents were more likely to offer a neutral rating (28%) than phone respondents (11%), likely because the interviewers were instructed not to read out the neither/neutral category for this question, in keeping with previous tracking studies. The same trend holds for impressions of those who serve in the CAF. Half (49%) of those surveyed by phone hold a very positive view, compared to 26% of those surveyed online. Again, online respondents are more likely than phone respondents to provide neutral views (22% vs 6%).

The trend of phone respondents responding more positively to questions related to their impressions of the CAF persists even when there is no difference between the answer categories phone respondents were read and online respondents saw. For example, phone respondents are more likely to view a young person’s decision to join very favourably (27%) than those who answered online (18%) and are more likely to say the CAF is very much a source of pride (28% vs 11%). Phone respondents are also more likely to say the CAF is very essential (61%) compared to online respondents (37%).

Turning to the attitudinal statements about the CAF that were included in this study, there are statistically significant differences between those who answered by phone vs online. For almost each attitudinal statement, those who answered online are more likely to say don’t know/prefer not to answer. This trend is logical, as phone respondents did not hear that option. Phone respondents, on the other hand, are more likely to strongly agree with all of the attitudinal statements, including the following:

- Membership of the CAF seems just as diverse as the Canadian population (14% vs 9%)
- CAF is as good a career choice for women as it is for men (32% vs 17%)
- CAF workplace is respectful of women (16% vs 6%)
- Systemic racism in the CAF is something I’m concerned about (31% vs 19%)
- Racist/hateful attitudes are not tolerated in the CAF (25% vs 12%)

Finally, when it comes to the international and domestic roles the CAF plays, phone respondents differ significantly in their view compared to online respondents. For each international role tested, phone respondents are more likely to say that role is something they strongly agree that the CAF should participate in. For almost each domestic role (with the exception of helping prevent illegal activity such as drug smuggling, human smuggling, and illegal immigration) the phone respondents are more likely to say the role is very important (5 on a 5-point scale) than online respondents.

There are a few possible explanations for the trends noted above. First, the data analyzed earlier in the report demonstrates that the older a respondent, the more likely they are to hold favourable views of the CAF. To determine whether the phone sample, even when weighted, contained on average an older set of respondents, we compared the two samples by the age categories in the table below. Note that the telephone sample, even when weighted, contained a greater proportion of respondents 75+ than the online sample.

Table 36: Age categories by modality

Age Category	Web	Phone
Between 18 and 24	10.5%	10.1%
Between 25 and 34	16.3%	16.5%
Between 35 and 44	15.8%	15.5%
Between 45 and 54	17.8%	18.0%

Between 55 and 64	17.8%	18.0%
Between 65 and 74	16.4%	12.3%
75 or older	5.3%	9.6%

Knowing that the phone sample, even when weighted, skewed older, we compared answers to several key tracking questions between sample by age group. The results show that overall, phone respondents are more likely to hold positive views of the CAF, regardless of age. This finding suggests that the slight sample skew does not explain the difference in responses between online and phone samples.

Other possible explanations for the differences between phone and online respondents' views of the CAF include the potential for live-interviewer or desirability bias. In other words, respondents may feel hesitant to provide a negative response when being interviewed by an actual person, compared to a more anonymous experience online.

It is also worth noting that the response rate for the phone sample is significantly lower than it is for the online sample. Low response rates can mean that the mode of data collection is not producing as attitudinally representative surveys of the general public as it has in the past, which could explain the difference between the views of those who answered by phone vs online.

Detailed Qualitative Findings

The qualitative portion of this report is divided into six sections. The first outlines participants' awareness and impressions of the CAF. The second focuses on the CAF's domestic roles, while the third details reaction to the CAF's international involvement. The fourth section deals with perceptions about how members of the CAF and their families are treated. The fifth section is about participants' reaction to recent allegations or sexual misconduct within the CAF and the sixth explores attitudes towards joining the CAF.

Impressions and Perceptions of the CAF

In most groups, there were several participants who felt they knew little about the CAF. They explained that they do not hear or see much of what the CAF does and sometimes described it as not being terribly visible.

When asked what comes to mind when they think of the CAF, participants often brought up the CAF's role protecting the country and responding to domestic emergencies (including forest fires, flooding and COVID). As one Winnipeg woman aged 35-65 noted, "...when there's a national disaster, they're there, we can call on them, sort of like the Red Cross." Some also associated the CAF with peacekeeping. Many knew of the CAF's previous peacekeeping missions. Others noted that the CAF is disciplined, professional and honourable. A few participants noted recent sexual misconduct allegations within the CAF.

After discussing their initial impressions, participants were asked to name some of the best and worst things about the CAF. The best things about the CAF that were most often mentioned included the sense that the CAF is reliable, respected, and trustworthy. Several participants had the impression that the CAF can be counted on to help Canadians, particularly during natural disasters or emergencies as noted above. A few of the younger participants also noted the educational and training opportunities that the CAF can provide to recruits.

The worst things about the CAF, according to participants, included the allegations of sexual misconduct within the CAF. For some participants who mentioned the misconduct, what they had heard negatively impacted their view of the CAF. As one woman explained:

I would say one negative thing is unfortunately, some of the senior officials that have been in...the press in terms of abuse within the military, sexual misconduct, I would say that, unfortunately, has cast a shadow. I mean, obviously, it's a few that make it look like many. But I would say that is something that sometimes overshadows in terms of, you know, who is managing the armed forces? And how, you know, is it equitable for females? Are females being treated properly? Or people of different races, backgrounds, sexual preferences, all of that? - Woman 35-65, Winnipeg

Others said that among the worst things about the CAF was the prevalence of mental health issues, including PTSD, among current and former members of the CAF. As well, a few mentioned the challenges that they perceive members of the CAF face being away from family and moving frequently, often to smaller, more isolated communities across Canada.

Impressions of those who serve in the CAF were generally positive, with a few exceptions. For the most part, participants agreed that members of the CAF are brave and dedicated individuals. Many described them as selfless individuals who make sacrifices for the sake of our country:

“I would say that they're selfless. And, you know, they're foregoing their family because, like someone just mentioned, they have to move a lot. My cousin's husband does serve and they've been all over...And so I think, you know, it takes a special kind of person to be able and willing to do that.” Woman 35-65, Winnipeg

“I think [my impression is] generally positive. Because if you want to do something like that, like military life, like you're making a huge sacrifice, like, you're not gonna have a regular life at all, you always be like, somewhere else, you know what I mean? It's hard, hard to even have a family. So you have to give, you know, respect to that.” -Man 35-65, Toronto

Participants were grateful for the service of members of the CAF. They also assumed that members of the CAF are well-trained and disciplined. However, a few were a bit more skeptical of the intentions of those who join the CAF. They sensed that some might join in order to be in a position of power, or because they had been inspired by military-style video games they played when they were younger.

Most participants trusted the CAF, though their trust seemed to derive more from general impressions, personal relationships with members and expectations of the role a country's military should play, rather than explicit or extensive knowledge of what the CAF does. As some participants noted, they were prepared to trust the CAF without knowing much about what it does, until the CAF “gives them a reason not to”.

Recent CAF missions responding to natural disasters and the pandemic did influence some participants' level of trust. Several said that the CAF's involvement demonstrated that Canadians could count on them for help. As one male participant aged 18-34 in Winnipeg explained, “A lot of those communities need help, or like with flooding and sandbagging, the Forces are always there to contribute and try and ease the people into safety.” Another woman in Toronto, also aged 18-34, echoed the same sentiment, stating “I trust that if there was a big environmental disaster that the Canadian Armed Forces would be there for the citizens of our country.” In contrast, a few were frustrated that the CAF had not gotten involved earlier in these situations, particularly the COVID-19 pandemic. However, other participants were quick to point out that CAF cannot act without government direction. Fundamentally, even those who felt frustrated were demonstrating that they value the domestic roles CAF plays.

Initially, most participants were uncertain when asked to name the CAF's main role. However, with prompting and discussion, participants were able to name a few. They tended to be more domestic than international. For example, many felt the CAF's main role was to protect Canadians and respond to domestic emergencies, including natural disasters.

The international roles that participants mentioned included peacekeeping and non-combat missions. Many sensed that Canada is regarded as a peace keeping nation, as one Toronto woman aged 18-34, said, “The way that the media and everyone portrays us comparatively to other militaries, it's quite different. We are kind of regarded as the peacemakers coming in to lend a helping hand.” While many mentioned peacekeeping as a role of the CAF, a few felt the country's reputation as a peacekeeper has faded over the years, which they found disappointing:

“When we served a peacekeeping role. We were sort of the mediators of the world, not the ones that were part of the enemies. I liked seeing them in peacekeeping. I liked the fact that we were well balanced and trying to see and partner and negotiate with countries that weren't seeing eye to eye. And I have to admit that when the US pulled us into Iraq and Afghanistan, and we started playing more in the combat side of things. I really felt we lost a sense of what our men and women in the military had performed and could perform.” Woman 35-65, Winnipeg

Many had difficulty with the idea of the CAF playing a primarily combat role. They felt that the CAF is not a large or powerful enough force to take on a predominantly combat role, as one Toronto woman aged 18-34 explained:

“If you really look at the bigger picture, if you look at Canada's population, you look at the US population, you look at China and Russia's population. And then once you do that, and then you compare our military, we have nobody. Canada cannot be combative.” -Woman 18-34, Toronto

Due to the country's relatively small size, there was some concern about the CAF engaging in combat. Some acknowledged that the CAF does play a combat role at times, but that it tends to be more supportive than proactive, as one man aged 35-65 in Toronto said, “I definitely see a combat role, but it's more like providing assistance to other nations, like the US. I don't necessarily see them [the CAF] as leading the way in these things.” Participants did not feel Canada or the CAF should be the aggressors in conflict. However, some noted they would be comfortable with the CAF playing a combat role, depending on the situation, and whether other avenues of conflict resolution had already been explored.

Many participants, when asked, felt that it is more difficult for the CAF fulfill its roles today than ten years ago. They said that the world is growing increasingly complex. A few noted that the nature of conflict is changing. For example, one participant noted that there are probably digital elements to warfare to which the CAF must adapt. Another had heard that the CAF's funding has been reduced, even while expectations for its performance remain high. A few also felt that the CAF is likely subject to more scrutiny through social media today than it was in the past.

Domestic Roles

Participants were shown the following list of the CAF's domestic roles:

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

Participants were pleasantly surprised at the extent of CAF's domestic involvement. The roles they were shown were deemed important and appropriate. Responding to natural disasters stood out as an important priority, and one that could become an even more vital role in the future as climate change causes more unusual major weather events. A few recalled the CAF's response to recent flooding,

landslides and forest fires and noted that they anticipate that the CAF will be called upon more often in future similar situations. Those aware of the CAF's recent emergency response roles were left with a positive impression of its contributions.

While all the roles were deemed important, some were more surprising than others. For example, some were unaware that the CAF patrols borders and the Arctic. Upon reflection, participants felt both roles were important. A few noted that Arctic sovereignty in particular could become a contentious issue between Canada and other countries in the future and were reassured that the CAF plays a role in its protection.

The CAF's involvement monitoring space was also a surprise to many. They assumed this was the Canadian Space Agency, or even NASA's job. Though they were unsure of what exactly the CAF does in relation to monitoring space, upon reflection, participants agreed it was an important role for the CAF to play.

Most assumed that the CAF was performing well in each of the roles, though again this was more of an assumption than informed opinion. A few felt the CAF's ability to perform each role could be hampered somewhat by difficulty recruiting and underfunding, but that the CAF likely does the best it can with the resources it has.

For the most part, participants assumed that since they do not hear much about the CAF, it likely is doing a good job. They would be curious to learn more about what exactly the CAF does on a regular basis. Some even felt that more exposure to the CAF's activities could help bolster its image with the Canadian public:

I don't really know [how the CAF is performing]. But I would say if, if the general public including myself thought they were doing really, really poorly in any of those areas, it would probably be in the media in a really in your face way. But that being said, I guess if we are doing a good job in any of those realms, I would also like to see that in the media. So their self-representation maybe needs a little bit of an upgrade. – Woman 18-34, Vancouver

A few had heard recently about the CAF's role in Afghanistan. Those who were aware of it had heard about it on the news. Some thought it was important for the CAF to be involved. One or two were critical, but their criticisms often related more to the US's withdrawal, which they perceived happened too quickly for those who needed to be evacuated. A few did mention feeling regret or negatively about not being able to help as many people get out of Afghanistan as they would have liked.

Recall of the CAF's involvement in fighting the COVID-19 pandemic was higher. It often came up unprompted. Among those aware, most mentioned the CAF being deployed to help in long term care facilities. One participant noted that the CAF had gone to communities in the North to help administer vaccines and provide supplies. Another mentioned assistance with vaccine protection or distribution.

International Focus

Asked about the biggest threats to Canadian sovereignty, participants offered a variety of suggestions. Many noted that Canada's resources, including oil and access to fresh water, could make the country a

target for future conflict, particularly as the world experiences more serious consequences of climate change. As one participant explained:

Canada's resources, I believe, are going to become a major point of contention, because of our access to the Great Lakes and that clean water source. Also, the melting permafrost in the North is going to expose new resources that the world may want to explore. That's already started. And I think that all of these, these problems are going to continue to get worse as the world heats up.
- Woman 18-34, Toronto

Others mentioned terrorism, foreign espionage, and cyber-attacks as the greatest threats to Canadian sovereignty. China, Russia, and North Korea were singled out as posing greater threats to Canada than others, and a few even noted they feared what the consequences of political unrest in the United States could have for Canada. Finally, some felt that internal division within Canada, particularly along political lines, has grown over the past few years and threatens the stability of the country.

Most agreed that it is important that Canada work with its allies. They sensed that since Canada is a smaller country, we rely on our allies for protection and resources. As one man 35-65 in Toronto explained the relationship between Canada and its allies, “Canada doesn't exactly have the ability to defend themselves properly. If something does happen, we do need help of friends to help defend us. So, it's also important that we help them when they need it.” Our relationship with the United States, for example, helps to ensure our safety and potential enemies would “think twice” before attacking Canada.

A few were concerned that working with our allies, often specifically the United States, might mean that the CAF must engage in more dangerous situations or get “dragged into” action. A few feared that our allies, again specifically the United States, could turn on Canada.

Care of Military Personnel and Family

Participants' impression of the care and support the CAF provides to personnel and families was mixed. Many were also uncertain about the types of support the CAF offers. All agreed that it is important the CAF take good care of its personnel and families, given their commitment to Canada and sacrifices they make.

Some felt that personnel and their families were well taken care of, noting housing on base, opportunities for training and support for post-secondary education. Others had heard that the military provides comprehensive health and dental benefits, as well as pensions. A few offered that they would offer a less favourable response if the question was about how well veterans are taken care of.

Among those who questioned whether the CAF does enough to support its members, most were concerned about mental health services. They had heard stories, from friends, family and/or in the media, about PTSD among members of the CAF and veterans. Participants did not know much about what mental health supports are currently provided but had the sense that they are not sufficient and that there may be barriers to access, particularly once someone retires from the CAF:

I feel while you're in the military, you're good. As soon as you're out, it might be a little more difficult with finding work. And being someone that's traveled a bunch from base to base it, it

can be hard in your family, it can be hard in your marriage. But like getting jobs after the military, people that deal with PTSD, it not only affects the person that was in the military, but it affects their family quite a bit as well. I just feel like we don't have enough resources for, when troops do get out of the military. – Man 18-34, Winnipeg

Misconduct Allegations

Some, but not all, had heard about the recent allegations of sexual misconduct within the CAF. Fewer women ages 18-34 had heard than women 35-65 or men, though recall among any group was not universal. Those with knowledge of the allegations had heard of women alleging that they had been harassed or assaulted, and that their complaints were not addressed and/or they were mistreated after speaking up. One participant noted that complaints are reviewed by the military justice system and argued that they should be reviewed by a civilian court.

Many respondents – both men and women – noted that issues of discrimination and harassment are pervasive throughout society, so they were not surprised to hear that the CAF was dealing with issues of this nature. Some noted that internal politics and rank, as well as what they perceived to be a male-dominated environment within the CAF, likely exacerbates the problem:

"I'm not really shocked, to be honest with you. It's a fairly, it's one of the oldest institutions, I guess, military and soldiering is an old institution. Doesn't surprise me that a traditionally masculine environment would be doing such horrendous things to women. I'm just surprised that, you know, it took this long for it to come to the surface." Man 18-34, Moncton

The impact of these allegations on impressions of the CAF was mixed, but never positive. Some, and men and older women in particular, felt that while the incidents they had heard about were horrible, the perpetrators' behaviour was not reflective of the entire CAF:

"It's like, I had heard about it. And I didn't know too many details. But I mean, for me, I never painted everyone in the military with that brush. I just understood that it was, you know, with any things such as the military, there's an abuse of power that was potentially happening. And it wasn't everybody. So, you know, you get bad apples everywhere." Woman 35-65, Winnipeg

Others felt that while the allegations did not change their confidence in the CAF's ability to fulfill its roles, they did call into question the decisions by and about senior leadership. Asked about the impact of the allegations on his impression of the CAF, one man aged 35-65 in Toronto said, "I mean, as far as the job that they do? Not really, but as far as you know, their choices and personnel and people that they're putting in charge? Definitely." In a similar vein, after hearing about the allegations of misconduct, some wondered whether all members of the CAF are treated equally and fairly.

A few participants' (mostly women) impression of the CAF overall had been more strongly and negatively impacted by the allegations of sexual misconduct. These participants argued that what they perceived to be the CAF's efforts to "cover up" the allegations cast a negative light of the entire military.

Most of these particular participants seemed skeptical that the CAF would address the allegations and misconduct. There was a degree of skepticism in most groups, but women 18-34 were less convinced that the CAF's culture will change in the future than others. Some of their pessimism seemed to come

from their own experience hearing of and dealing with issues of sexism, harassment and assault in society broadly. They noted that society itself has “a long way to go” and that culture takes a long time to change, and change may take even longer within the CAF. Asked whether they were confident that the CAF would address the allegations, participants said:

“I feel like all of us ladies have said we're not very confident in it, because we've probably either dealt or have seen her friends deal with either a sexual harassment claim that has just been completely dismissed, even in our regular workplace, like day to day. And then on top of that, adding politics and ranking I just, yeah, I don't really see how it would even go anywhere.”
Woman 18-34, Toronto

“I think it is a culture of predominantly toxic masculinity. And I think that could take decades to try to overhaul.” Woman 18-34, Vancouver

As the participants above alluded to, many felt that the CAF’s hierarchy, structure and what they perceive to be a toxic masculine culture do not encourage people to speak out when they experience, see or hear of misconduct or harassment. Others felt that the CAF’s response to date did not inspire confidence. As one woman 18-34 in Vancouver said, “I think they're going to keep doing what they've been doing this whole time and sweeping it under the rug and paying people off. And I think people are just going to keep their mouth shut. I don't think it's going to change. I don't see a change.” They sensed the response had been too slow and that the CAF had not been transparent.

As noted above, some groups, particularly men, held out more hope in the CAF’s response. Those who were confident that the CAF would address the allegations argued that pressure from the media may force the military to change and that failure to do so could hamper future recruitment efforts.

Participants hoped that moving forward, the CAF would promote more women to leadership roles and make it easier to report misconduct. Many highlighted the need for education and prevention efforts, including mandatory training for everyone in the CAF. A couple called for “real” consequences for those found guilty of misconduct, which they felt could only be achieved by taking the decision of what to do about such cases out of the military’s hands. A few also noted the importance of transparency as the CAF moves forward with any sort of plan to address the issue of misconduct:

“I think genuine transparency and not just kind of doing a press release and just slapping a band aid on something like I think like, everybody's been saying, it'll take a very, very long time. But they need to be transparent about like those little changes they're making.” Woman 18-34, Vancouver

Recruitment

As part of the discussion relating to the allegations of sexual misconduct, participants were asked if they would consider joining the CAF and/or how they would react to someone they knew expressing an interest in joining. Note that only those 18-34 were asked about their interest in joining, while all age groups were asked about their reaction to a friend or family member joining.

Young men were more likely than young women to say they would consider joining the CAF, but overall, less than half of any group typically indicated they would. The most often mentioned deterrents to

joining the CAF varied a bit by gender, but there were some similarities. For example, men and women alike were deterred by the idea of having to leave their families and/or move around frequently, requiring them to uproot their families. Others were concerned about the potential for danger and were put off by the idea of strenuous training. Others still felt that they were already established in their current career or career trajectory and did not see how their current career path could be accommodated in the CAF. A few women noted that they would not like having to conform to the structure of the CAF and what they perceived to be strict rules around clothing and appearance.

Most women mentioned the barriers noted above when asked why they would not join the CAF. Some, however, were also put off a career in the CAF off by what they had heard about misconduct within the CAF and the perceived white, male-dominated culture. One participant had considered joining in the past, but upon hearing more about the culture, decided it was not the right choice for her. She explained, “At one point I wanted to be a military medic. I'm very passionate about that. I thought that would be cool. But learning about the culture there, especially towards women right now, I would not want to join.” Another, who was a person of colour, explained that she did not believe the CAF environment would be inclusive, because as a child and teen, she never saw anyone in the CAF who looked like her:

I just remember like, when I was younger, being in the cadets program and stuff. And I remember my mom saying at one point, like, maybe you should join, and even the fact that like you could get free education, based on our circumstances, it would have been like, really helpful. But I never wanted to do it. Because, even like, I remember the building being like right next to like our school and stuff. I never wanted to do it because nobody that looked like me was really doing it. So, I never felt like it was for me or that it would include me. -Woman 18-34, Toronto

Among those less deterred by the allegations of sexual misconduct, some would be a bit more open to joining the CAF if they knew they would not have to move around a lot or serve directly on the front lines in a combat role. A few who either worked in the technology sector or had an interest in it specified that knowing they could pursue that line of work would make the CAF a more attractive career option.

Most participants either would encourage, or at the very least would not try to prevent, someone they know from joining the CAF. However, a few said that if the friend was a woman, or was a person of colour or member of the LGBTQ community, they might want to make sure they were aware of past issues of discrimination and misconduct before making a final decision.

Conclusions

Canadians' impressions of the CAF are for the most part either positive or neutral. Very few of those surveyed have a negative impression. Canadians are broadly supportive of most of the CAF's international and domestic roles. However, tracking data demonstrates some erosion in overall impressions of the CAF, as well as impressions of people who serve, and the level of pride Canadians have in the CAF.

We heard in the qualitative phase that on balance, participants respected and were thankful for the service of the members of the CAF. They felt that Canadians can count on the CAF in moments of need and recognized the CAF's recent contributions to pandemic and natural disaster response. At the same time, many were disappointed in the CAF's response to allegations of sexual misconduct within its ranks. Others felt that the CAF does not do enough to support the mental health of its members and veterans. Overall, participants generally were supportive and appreciative of the CAF's efforts, but they also identified areas in which they felt the CAF could do better.

The results of this year's tracking study point to a decline in the belief that the CAF is a good career choice for women and that the workplace environment is respectful of women. While over half (56%) still agree that the CAF is as good a career choice for women as it is for men, in 2020, 70% agreed with this statement. About a third still agree that the CAF workplace environment is respectful of women, down from half in 2020. Women are less likely than men to agree with these statements. Those who have been paying attention to allegations of sexual misconduct within the CAF are also less likely to agree than those who have not been following these stories. Overall, the findings suggest that attention paid to this issue definitely relates to, and almost certainly has impacted, how Canadians feel about the experience of women in the CAF. Several women (and some men) who participated in the qualitative phase described CAF's culture as male-dominated, with a few describing it as toxic. There was a sense that the culture does little to encourage those who have experienced harassment to come forward. For some, the recent allegations of misconduct raised questions of leadership and equity within the CAF, while others were reluctant to project the behaviour of some members on to the institution as a whole.

In both the quantitative and qualitative phases, levels of confidence expressed in the CAF's response to the allegations of misconduct and belief that the culture will change were mixed. One-in-five (21%) say they are confident that the CAF will deal with these allegations appropriately (8-10 on a 10 point scale), while 37% are somewhat confident (5-7) and 38% are not confident (1-4). After being read/shown an explanation of Justice Morris Fish's independent review and the Minister of National Defence's response, a quarter (25%) say that they are confident the CAF's culture will change based on these actions. The qualitative findings reinforced that some are hopeful – perhaps cautiously optimistic – that the CAF culture will change, while others are pessimistic and feel it is too deeply engrained to be altered. Regardless of the expectations, participants suggested that transparency, promoting more women to leadership roles, making it easier for victims to report misconduct, as well as education and prevention efforts, would give them more faith in the CAF's ability to change.

The findings also suggest dissatisfaction with the CAF's response to racism and hate within its ranks. Slightly less than half (46%) agree that racist and hateful attitudes are not tolerated within the CAF, down from 61% in 2020. Just a third (32%) agree that the CAF does a good job of addressing racist, sexist or hateful conduct. At the same time, the majority (56%) are concerned about systemic racism in the

CAF. As noted above, the qualitative research suggests that some have doubts about whether or not everyone in the CAF is treated equally and with respect.

While recent events may have positively impacted impressions of the CAF (COVID and disaster response) and others may have negatively impacted impressions (sexual misconduct allegations), how Canadians' rank the importance of the CAF's international and domestic roles has not changed. The qualitative research shed light on how Canadians view some of the long-standing highest-ranked roles of the CAF. For example, responding to natural disasters, ranked year-after-year as the most important domestic priority, was certainly a role participants recalled the CAF playing and agreed could become even more vital in the future. Survey respondents' support for the CAF participating in disaster relief/humanitarian aid, peace support operations and non-combat support roles aligns with qualitative participants' views of the CAF as a supportive mediator or peacekeeping force, and relative discomfort with the idea of the CAF getting involved in combat role.

In summary, Canadians, for the most part, continue to place a high degree of trust the CAF and the people who serve in it, and impressions overall are far more positive than negative. Canadians continue to view the CAF as a supportive, peace-keeping force first and foremost, and appreciate the assistance the CAF has provided responding to natural disasters and the COVID-19 pandemic. At the same time, impressions of the CAF overall have eroded, and a growing proportion question whether the CAF treats all its members equally and would prefer to see evidence that this aspect is improving.

Appendix A: Survey Methodology Report

Survey Methodology

Earncliffe Strategy Group's overall approach for this study was to conduct a dual mode survey of 1,501 Canadians aged 18 and older, using Léger's online survey panel and centralized call-centre and state of the art Computer Aided Telephone Interviewing (CATI) system. A detailed discussion of the approach used to complete this research is presented below.

Questionnaire Design

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

After conducting the pre-test, we determined that the questionnaire exceeded the target length of interview of 15 minutes by phone. Consequently, the phone version of the questionnaire was shortened. The questions that were removed from the telephone questionnaire remained in the online version.

Sample Design and Selection

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

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

Table 37: Target proportions for LLO, CPO and Dual

Segment	Actual Proportion*
Landline only (LLO)	8.0%
Cellphone only (CPO)	45.0%
Households with both	46.0%
TOTAL	100%

*Based on the Statistics Canada Survey of Household Spending

In order to manage the length of the telephone questionnaire, as referenced above, and ensure that the data collection remained within the contract budget, we reduced the overall number of telephone completes from 750 to 524, in addition to shortening the telephone questionnaire.

Data Collection

The survey was conducted in English and French from July 27 to August 10, 2021. The survey was undertaken by Léger’s online opt-in panel and centralized call-centre and state of the art Computer Aided Telephone Interviewing (CATI) system, headquartered in Montréal, Québec. In total, 976 interviews were conducted online and 525 were conducted by phone.

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. In order to compare the telephone and online sample results, a separate weighting scheme was also developed, in which each sample was weighted to be reflective of the Canadian general population 18+.

The sampling frame for the total sample (including both telephone and online completions) we proposed is as follows and is based upon the 2016 Census results released by Statistics Canada:

Table 38: Regional quotas

Region/Province	Percentage of sample
Atlantic Canada	6.8%
Quebec	23.4%
Ontario	38.3%
Prairies	6.5%
Alberta	11.2%
British Columbia	13.5%
Total	100%

Table 39: Age quotas

Age	Percentage of sample
18-34	27.3%
35-54	34.1%
55+	38.6%
Total	100%

Table 40: Gender quotas

Gender	Percentage of sample
Female	51.4%
Male	48.6%
Total	100%

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

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

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

- Assigning every project a project leader who is ultimately responsible for the quality of the final product, thereby strengthening the sense of internal responsibility;
- Ensuring that the client's objectives precisely correlate with the final questionnaire, strictly ensuring that all targeted dimensions are unequivocally included in the guide;
- Individually examining the formulation of every question beforehand to ensure simplicity of expression, clear syntax and a precise notion of the field covered;
- Looking for contamination effects beforehand, that is ensuring that the location of a question in the questionnaire does not have an undue effect on the following answers (this is generally done by providing information indirectly to the participants, thereby rendering the sampling unrepresentative);
- A strict comparison of the computerised version of the questionnaire with the reference questionnaire approved by the client ;
- Checking the programmed jumps in the computerised system before the pre-test;
- Holding a pre-test to ensure the questions are easily understood, to check the concepts, and to look for any possible ambiguities or logical jumps in the questions, etc. The pre-test is preferably held in the presence of the client (audio monitoring) and interviewers are debriefed afterwards so all dimensions can be explored;
- Using the best interviewers, from our Elite network, for the pre-test, since their thousands of hours of field experience enable them to quickly discern any questions that are badly written, ambiguous, unclear or too general. No one is better suited to detect anomalies at this stage where they can still be easily corrected;
- In-depth training of interviewers so they understand the context of every study and the meaning of every question ;
- Insistence on open or semi-open questions, in order to specify the type of answer expected and to avoid vague and general answers as much as possible;
- Heavy monitoring by the supervisors to facilitate the detection of any problematic questions. This involves being attentive to the interviewers' thoughts and concerns and encouraging them to voice them, even after the pre-test;
- Constant audio monitoring of the survey, along with simultaneous monitoring of the information entered into the computer. This allows the supervisor to control the quality of the interview and the correct correlation between the information supplied and the codes entered;
- Using software that does not allow input errors or unexpected jumps, etc. The logical validation is therefore carried out beforehand and not after the fact ;
- Constant rigour throughout the process, but particularly at the beginning insofar as the comprehensibility of the questions is concerned. Even if the pre-test has already taken place, the

complexity and length of the questionnaires means that some questions might have to be modified to ensure they are more easily understood (without modifying the sense). These modifications are always carried out in complete agreement with the client;

- Open questions are coded according to an initial sampling of answers in the file and by the creation of codes that are submitted to the client for approval.
- The interviewers' performance is monitored on a daily basis using the Command Center software which enables corrections to be carried out quickly.

Results

FINAL DISPOSITIONS - ONLINE

A total of 1,283 individuals entered the online survey, of which 975 qualified as eligible and completed the survey. The response rate for this survey was 11.89%.

Table 41: Online survey disposition report

Total Entered Survey	1283
Completed	975
Not Qualified/Screen out	90
Over quota	143
Suspend/Drop-off	75
Unresolved (U)	8869
Email invitation bounce-backs	60
Email invitations unanswered	8809
In-scope - Non-responding (IS)	75
Non-response from eligible respondents	N/A
Respondent refusals	N/A
Language problem	N/A
Selected respondent not available	N/A
Qualified respondent break-off	75
In-scope - Responding units (R)	1208
Completed surveys disqualified – quota filled	143
Completed surveys disqualified – other reasons	90
Completed surveys	975
Response Rate = R/(U+IS+R)	11.89%

FINAL DISPOSITIONS – TELEPHONE

Table 42: Telephone survey disposition report

Phone Type	Landline	Cell Phone
Total Numbers Attempted	11071	42637
Invalid	5080	42468
NIS, fax/modem, business/non-res.	99	169
Unresolved (U)	4038	20225
Busy	261	2241
No answer, answering machine	3777	17984
In-scope - Non-responding (IS)	1596	3911
Household refusal	n/a	n/a
Respondent refusal	1499	3452
Language problem	71	211
Illness, incapable	0	0
Selected respondent not available	12	165
Qualified respondent break-off	14	83
In-scope - Responding units (R)	261	564
Language disqualify	77	223
No one 18+		
Other disqualify		
Completed interviews	184	341
Response Rate = $R/(U+IS+R)$	4.37%	2.25%

Non-Response

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

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

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

SAMPLE PROFILE: UNWEIGHTED VS. WEIGHTED DISTRIBUTIONS

Table 43: Unweighted and Weighted Sample by Region

Region	Unweighted Sample	Weighted Sample
Atlantic	100	102
Quebec	353	359
Ontario	575	569
Manitoba/Saskatchewan	99	96
Alberta	169	165
British Columbia/Territories	199	203

Table 44: Unweighted and Weighted Sample by Gender

Gender	Unweighted Sample	Weighted Sample
Female	751	772
Male	746	725
Other	4	4

Table 45: Unweighted and Weighted Sample by Age

Age	Unweighted Sample	Weighted Sample
18-34	387	402
35-54	493	505
55+	621	594

Table 46: Unweighted and Weighted Sample by Education

Education	Unweighted Sample	Weighted Sample
Grade 8 or less	17	17
Some high school	47	55
High school diploma or equivalent	259	264
Registered apprenticeship or other trades certificate or diploma	66	61
College, CEGEP or other non-university certificate or diploma	337	326
University certificate or diploma below bachelor's level	93	93
Bachelor's degree	412	417
Post graduate degree above bachelor's level	239	235
Currently a student	25	26
Prefer not to say	6	7

Table 47: Unweighted and Weighted Sample by Household Income

Household Income	Unweighted Sample	Weighted Sample
Under \$20,000	86	98
\$20,000 to just under \$40,000	184	186
\$40,000 to just under \$60,000	212	206
\$60,000 to just under \$80,000	218	212
\$80,000 to just under \$100,000	197	197
\$100,000 to just under \$150,000	265	261
\$150,000 and above	189	189
Prefer not to answer	150	152

Table 48: 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)	42	42

Table 49: Unweighted and Weighted Sample by Ethnicity

Ethnicity	Unweighted Sample	Weighted Sample
White	1156	1137
South Asian	56	65
Chinese	64	67
Black	41	39
Filipino	21	21
Latin American	20	20
Arab	12	13
Southeast Asian	17	18
West Asian	13	13
Korean	4	6
Japanese	10	10
Other	25	27
DK/NR	35	39

Margin of Error

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

The margin of error for the telephone portion only is +/- 4.28%.

SURVEY DURATION

The median survey duration was 11 minutes online and 20 minutes by phone.

Appendix B: Survey Questionnaire

DND CAF Annual Tracking Survey 2021

Telephone Survey Introduction

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

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

Your participation in this survey is voluntary. Please be assured that your responses are confidential and will not be reported individually nor attributed to you personally. Any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. May I continue?

Yes

No

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

Landline

Cell phone

Don't know/Refused

For your safety, are you currently driving?

Yes – SCHEDULE CALLBACK

No

Don't know/Refused

ONLINE LANDING PAGE:

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

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

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

Yes

No

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

Section 1: Screening

1. What is your gender?

Male	1
Female	2
Other (please specify)	3
Prefer not to say	99

2. In what year were you born?

[INSERT YEAR. IF YOUNGER THAN 18 YEARS OR PREFER NOT TO SAY, TERMINATE]

3. Which province or territory do you live in?

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

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

Advertising or Market Research [THANK & TERMINATE*]	1
The media (i.e. TV, radio, newspapers) [THANK & TERMINATE*]	2
Department of National Defence/Canadian Armed Forces [RECORD & CONTINUE]	3
None of the above	7
Prefer not to answer [DO NOT READ. THANK & TERMINATE*]	9

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

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

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

Section 2: Overall Impressions of the Canadian Armed Forces

5. Many of the topics we will be covering are related to the Canadian military and defence issues. What is your overall impression of the Canadian Armed Forces? Would you say it is positive or negative? Would that be strongly or somewhat [positive/negative]? [TELEPHONE: ACCEPT NEITHER/NEUTRAL IF VOLUNTEERED] [ONLINE: SHOW ALL ANSWER CATEGORIES].

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

6. What would you say are the biggest issues or challenges facing the Canadian Armed Forces these days? [OPEN-END. RECORD FIRST MENTION. ACCEPT UP TO 3.]

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

7. And what is your overall impression of the people who serve in the Canadian Armed Forces? Would you say it is positive or negative? Would that be strongly or somewhat [positive/negative]? [TELEPHONE: ACCEPT NEITHER/NEUTRAL IF VOLUNTEERED] [ONLINE: SHOW ALL ANSWER CATEGORIES].

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

8. Overall, how familiar would you say you are with the Canadian Armed Forces? [TELEPHONE ONLY]
Would you say...? [READ/SHOW LIST]

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

[ONLINE ONLY] And using the same scale, how familiar would you say you are with each of the following parts of the Canadian Armed Forces? [TELEPHONE ONLY] Would you say...? [RANDOMIZE. READ/SHOW LIST.]

9. The Regular Force (Army, Navy, Air Force)
10. The Reserves (Army, Navy, Air Force)
11. The Rangers
12. Health Services
13. The Canadian Special Operations Forces Command (also known as "CANSOFCOM")

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

14. If a young person 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 very favourable, somewhat favourable, neutral, somewhat unfavourable or very unfavourable?

Very favourable	5
Somewhat favourable	4
Neutral	3
Somewhat unfavourable	2
Very unfavourable	1
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9

15. Generally speaking when it comes to looking after military personnel, would you say the Canadian Armed Forces does a very good job, a good job, neither a good nor a poor job, a poor job or a very poor job?

Very good	5
Good	4
Neither	3
Poor	2
Very poor	1
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9

To what extent do you agree or disagree with each of the following statements? [RANDOMIZE. READ/SHOW LIST.]

16. I could see myself joining the Canadian Armed Forces
17. The membership of the Canadian Armed Forces seems just as diverse as the Canadian population
18. The Canadian Armed Forces is as good a career choice for women as it is for men
19. I think that the Canadian Armed Forces workplace environment is respectful of women
20. Systemic racism in the Canadian Armed Forces is something I am concerned about
21. Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces
22. The Canadian armed Forces does a good job of addressing misconduct such as racist, sexist or hateful conduct
23. The Canadian Armed Forces is as good a career choice for people in the LGBTQ community as it is for anyone else
24. The Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else
25. The Canadian Armed Forces does a good job of taking care of its ill and injured members

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

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

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

27. [ONLINE ONLY] Do you think Canada's military is modern or outdated? Please use a 5-point scale, where "1" means very outdated, "3" means neither outdated nor modern, and "5" means very modern.

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

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

Very essential	5
----------------	---

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

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

Terrorism	1
ISIS/ISIL	2
Natural disasters	3
Arctic sovereignty	4
Refugees	5
Drug trafficking	6
Human trafficking	7
United States/Canada's proximity to the U.S*	8
Cyber-security	9
The pandemic	10
Other [SPECIFY]	98
Don't know/Prefer not to answer	99

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

30. On a scale of 1 to 10, where 1 means you have no trust at all, and 10 means you have complete trust, how much trust do you have that the Canadian Armed Forces is prepared to keep Canadians safe?

Complete trust	10
	9
	8
	7
	6
	5
	4
	3
	2
No trust at all	1
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	99

Section 3: Funding and Equipment

31. Do you feel that Canada's military is underfunded, over-funded or received about the right amount of funding?

Underfunded	3
-------------	---

Receives about the right amount of funding	2
Over-funded	1
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9

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

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

[ONLINE: SHOW ALL ANSWER CATEGORIES].

32. The Canadian Armed Forces is good at planning its future equipment needs
33. The Canadian Armed Forces has the equipment it needs to do its job
34. Purchases of military equipment by the Canadian Armed Forces tend to be well-managed
35. When the Canadian Armed Forces purchases military equipment it tends to benefit local economies

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

Section 4: International Roles

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

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

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

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

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

44. I believe that Canada's membership to international organizations, such as NATO and NORAD, is important for Canadian security

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

*INTERVIEWER NOTE: If asked, NORAD is a Canada and United States bi-national organization that conducts aerospace warning, aerospace control and maritime warning in the defence of North America.

Section 5: Domestic Roles

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

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

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

45. Responding to natural disasters, including catastrophic weather events such as floods, wildfires, or ice storms
46. Search and rescue
47. Helping prevent illegal activity such as drug smuggling, human smuggling or illegal immigration
48. Providing protection against terrorist threats
49. Providing protection against cyber security threats
50. Patrolling the Arctic
51. Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age
52. Providing communities with support in dealing with the COVID-19 pandemic

Very important	5
4	4
3	3

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

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

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

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

- 57. [ONLINE ONLY] Would you say you clearly recall, vaguely recall or do not recall hearing anything about the Canadian Armed Forces playing a role in dealing with the COVID-19 pandemic since its outbreak?

Do not recall	1
Vaguely recall	2
Clearly recall	3
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9

- 58. Have you recently seen, read or heard anything about the Canadian Armed Forces?

Yes	1
No [SKIP TO Q60]	2
[DO NOT READ] Don't know/Prefer not to answer [SKIP TO Q60]	9

- 59. [ONLINE ONLY] About what topic or topics regarding the Canadian Armed Forces have you recently seen, read or heard?

Section 6: Misconduct Allegations

As you may have heard, allegations of sexual misconduct have recently been brought forth in the Canadian Armed Forces. These next questions will focus on the topic of allegations and are, of course, completely voluntary. If you do not feel comfortable answering these questions, please feel free to skip over them.

If this topic causes you emotional distress or you feel it can help you in any way, [Crisis Services Canada](#) is available to assist all Canadians at 1-833-456-4566.

[Proceed to the questions on misconduct allegations]

[Skip the questions on misconduct allegations – SKIP TO Q64]

60. How much attention have you paid to news over the past few months about alleged sexual misconduct in the Canadian Armed Forces? [TELEPHONE: READ ANSWER CATEGORIES]

A lot of attention	4
Some attention	3
A little attention	2
No attention at all	1
[DO NOT READ] Don't know/Prefer not to answer	9

61. How confident are you that the Canadian Armed Forces will deal with these allegations appropriately? Please rate your answer on a scale from 1 to 10, where 1 means you are not at all confident and 10 means you are extremely confident.

Extremely confident	10
	9
	8
	7
	6
	5
	4
	3
	2
Not at all confident	1
[DO NOT READ] Don't know/Prefer not to answer	99

62. On June 1st, an [independent review](#) of the military justice system was tabled by Supreme Court Justice Morris Fish which contained 107 recommendations.

The majority of the recommendations deal with the military justice system, including the independence of military justice actors and how issues of sexual misconduct are addressed, as well as military policing and police oversight. The remainder of the recommendations concern military grievances and the external review of grievances.

In response, the Minister of National Defence has:

- committed, in principle, to implementing all 107 recommendations, including 36 being immediately implemented, and committed to having a plan in place by the fall to implement the remaining recommendations;
- announced that former Chief Justice of the Supreme Court Madame Louise Arbour will lead an Independent External Comprehensive Review into harassment and sexual misconduct in the Canadian Armed Forces; and

- announced the formation of a new Professional Conduct and Culture internal group to coordinate all aspects of addressing systemic misconduct and support culture change within the Canadian Armed Forces and National Defence.

63. How confident do you feel that the Canadian Armed Forces culture will change positively based on these actions. Please rate your answer on a scale of 1 to 10, where a response of 1 means you are not at all confident that positive change will happen and a response of 10 means you are extremely confident that positive change will happen.

Extremely confident that positive change will happen	10
	9
	8
	7
	6
	5
	4
	3
	2
Not at all confident that positive change will happen	1
[DO NOT READ] Don't know/Prefer not to answer	99

Section 6: Demographics

The last few questions are for classification purposes only.

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

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

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

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

66. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?	
Yes [SKIP TO Q69]	1
No	2
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9
67. [IF NOT INDIGENOUS] Are you...? [SELECT UP TO THREE]	
White	1
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	2
Chinese	3
Black	4
Filipino	5
Latin American	6
Arab	7
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian, etc.)	8
West Asian (e.g., Iranian, Afghan, etc.)	9
Korean	10
Japanese	11
Other [SPECIFY]	98
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	99
68. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes? [READ LIST]	
Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$150,000	6
\$150,000 and above	7
[TELEPHONE: DO NOT READ] Don't know/Prefer not to answer	9
69. [ASK CELL SAMPLE] In addition to your cellular telephone, does your household currently have a traditional telephone or landline?	
Yes [CODE AS DUAL]	1
No [CODE AS CPO]	2
70. [ASK LANDLINE SAMPLE] In addition to your residential landline telephone, do you or someone else in your household also use one or more cell phone numbers?	
Yes [CODE AS DUAL]	1
No [CODE AS LLO]	2
71. Would you describe the community you live in as...	

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

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

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

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

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

English	1
French	2

[PRE-TEST ONLY ADD QUESTIONS A THRU J]

- Did you find any aspect of this survey difficult to understand? Y/N
- [IF A=YES] Please describe what you found difficult to understand.
- 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
- [IF C=YES] Please describe the problem with how the question was asked.
- Did you experience any difficulties with the language? Y/N
- [IF E=YES] Please describe what difficulties you had with the language.
- Did you find any terms confusing? Y/N
- [IF G=YES] Please describe what terms you found confusing.
- Did you encounter any other issues during the course of this survey that you would like us to be aware of? Y/N
- [IF I=YES] What are they?

This concludes the survey. Thank you for your participation!

Appendix C – Focus Group Methodology Report

Methodology

The qualitative phase included a series of ten online focus groups with residents who live within 100km of the following cities: Toronto, Montreal, Winnipeg, Vancouver and Moncton. Groups were segregated by age and gender. Five groups were conducted with Canadians ages 18-34, two groups with individuals identifying as men and three groups with individuals identifying as women. The other five groups were conducted with Canadians ages 35-65, three groups with individuals identifying as men and two groups with individuals identifying as women. The groups with individuals from Montreal were conducted in French. The group of 35-65 year-old women in Moncton was conducted in French to ensure official language minority community representation. The groups were approximately 90 minutes in length and participants received an honourarium of \$100. Ten participants were recruited for each group.

The table below shows the date, time and composition of each group, along with the number of participants per group.

Table 48: Focus group composition

Date	Audience	Region/Language/Gender	Time	No. of Participants
Tuesday, January 11, 2022	Canadians 18-34	Toronto (EN) Female	5:00 pm EST	8
Wednesday, January 12, 2022	Canadians 18-34	Montreal (FR) Female	5:00 pm EST	10
Wednesday, January 12, 2022	Canadians 35-65	Montreal (FR) Male	7:00 pm EST	9
Wednesday, January 12, 2022	Canadians 35-65	Toronto (EN) Male	6:00 pm EST	10
Thursday, January 13, 2022	Canadians 35-65	Winnipeg (EN) Female	6:00 pm EST / 5:00 pm CST	10
Thursday, January 13, 2022	Canadians 18-34	Vancouver (EN) Female	8:00 pm EST / 5:00 pm PST	10
Thursday, January 13, 2022	Canadians 18-34	Winnipeg (EN) Male	6:00 pm EST / 5:00 pm CST	10
Thursday, January 13, 2022	Canadians 35-65	Vancouver (EN) Male	8:00 pm EST / 5:00 pm PST	9
Monday, January 17, 2022	Canadians 35-65	Moncton (FR) Female	4:00 pm EST / 5:00 pm AST	7
Monday, January 17, 2022	Canadians 18-34	Moncton (EN) Male	4:00 pm EST / 5:00 pm AST	6

Recruitment

Participants were recruited using a screening questionnaire (included in Appendix D). For each group we recruited 10 participants, expecting 8-10 to show.

The target audiences were members of the general population, 18 to 65. The screener contained a series of standard screening questions to ensure participants qualified based on their age, Indigenous status (we

aimed for a minimum of two Indigenous participants in each group), ethnic background (we aimed for a minimum of two non-Caucasian respondents per group) and city where they reside. Additionally, we screened participants to ensure we aimed for a good mix of household income, employment, education, etc.

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

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

Moderation

Three moderators were used to conduct the focus groups. To help ensure participants felt comfortable discussing the allegations of sexual misconduct within the CAF, we assigned a female moderator to all the groups with women, and male moderators to the groups with men. We also displayed a content warning and the contact information for Crisis Services Canada prior to discussing attitudes towards the allegations.

Our team worked together to moderate the groups, debriefing, after each night of groups on the functionality of the discussion guide; any issues relating to recruitment, turnout, technology and, key findings including noting instances that were unique and that were similar to previous sessions. Together, we discussed the findings on an ongoing basis in order to allow for probing of areas that require further investigation in subsequent groups and before the final results are reported.

A note about interpreting qualitative research results

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

Glossary of terms

The following is a glossary of terms which explains the generalizations and interpretations of qualitative terms used throughout the report. These phrases are used when groups of participants share a specific point of view and emerging themes can be reported. Unless otherwise stated, it should not be taken to mean that the rest of participants disagreed with the point; rather others either did not comment or did not have a strong opinion on the question.

Table 49: Glossary of Terms

Generalization	Interpretation
Few	<i>Few</i> is used when less than 10% of participants have responded with similar answers.
Several	<i>Several</i> is used when fewer than 20% of the participants responded with similar answers.
Some	<i>Some</i> is used when more than 20% but significantly fewer than 50% of participants responded with similar answers.
Many	<i>Many</i> is used when nearly 50% of participants responded with similar answers.
Majority/Plurality	<i>Majority</i> or <i>plurality</i> are used when more than 50% but fewer than 75% of the participants responded with similar answers.
Most	<i>Most</i> is used when more than 75% of the participants responded with similar answers.
Vast majority	<i>Vast majority</i> is used when nearly all participants responded with similar answers, but several had differing views.
Unanimous/Almost all	<i>Unanimous</i> or <i>almost all</i> are used when all participants gave similar answers or when the vast majority of participants gave similar answers and the remaining few declined to comment on the issue in question.

Appendix D – Recruitment Screener

Focus Group Summary

- Recruit 10 participants for 8-10 to show.
- Groups are 90 minutes in length.
- In each market, one group is with individuals identifying as men and one is with individuals identifying as women.
- Groups will also be segregated by age (18-34 and 35-64).
 - Among those 18-34, 2 groups with individuals identifying as men and 3 groups with individuals identifying as women.
 - Among those 35-64, 3 groups with individuals identifying as men and 2 groups with individuals identifying as women.
- Minimum of two visible minority and two Indigenous participants per group.
- Ensure good mix of other demos (age, income, education, etc.).

Group #	Audience	Region/Language/Gender	Time
Tuesday, January 11, 2022			
1	Canadians 18-34	Toronto (EN) Female	5:00 pm EST
Wednesday, January 12, 2022			
3	Canadians 18-34	Montreal (FR) Female	5:00 pm EST
4	Canadians 35-65	Montreal (FR) Male	7:00 pm EST
Wednesday, January 12, 2022			
6	Canadians 35-65	Toronto (EN) Male	6:00 pm EST
Thursday, January 13, 2022			
7	Canadians 35-65	Winnipeg (EN) Female	6:00 pm EST / 5:00 pm CST
8	Canadians 18-34	Vancouver (EN) Female	8:00 pm EST / 5:00 pm PST
Thursday, January 13, 2022			
9	Canadians 18-34	Winnipeg (EN) Male	6:00 pm EST / 5:00 pm CST
10	Canadians 35-65	Vancouver (EN) Male	8:00 pm EST / 5:00 pm PST
Monday, January 17, 2022			
2	Canadians 35-65	Moncton (FR) Female	4:00 pm EST / 5:00 pm AST
5	Canadians 18-34	Moncton (EN) Male	4:00 pm EST / 5:00 pm AST
Respondent's name:		Interviewer:	
Respondent's phone number: (work)		Date:	
Respondent's phone number: (cell)		Validated:	
Respondent's email:		Quality	
Sample source: panel random client referral		Central:	
		On list:	
		On quotas:	

Hello/Bonjour, this is _____ calling on behalf of Earncliffe, a national public opinion research firm. We are organizing a series of discussion groups on issues of importance on behalf of the

Government of Canada. We are looking for people who would be willing to participate in a 90-minute online discussion group. Up to 10 participants will be taking part and for their time, participants will receive an honorarium of \$100. May I continue?

Yes CONTINUE
No THANK AND TERMINATE

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

Yes CONTINUE
No THANK AND TERMINATE

Monitoring text:

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

ADDITIONAL CLARIFICATION IF NEEDED:

To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;

To assess my (the interviewer) work for performance evaluation;

To ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we're asking the right questions to meet our clients' research requirements – kind of like pre-testing)

If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they are unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

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

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

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

2. Are you...?

Male gender	1	CONTINUE FOR GROUPS 4, 5, 6, 9, 10
Female gender	2	CONTINUE FOR GROUPS 1, 2, 3, 7, 8
Other gender identity	3	ASK 2A

2a. *[IF OTHER GENDER IDENTITY]* If selected to participate in one of our discussion groups, would you prefer to participate with individuals who identify as men or women?

Men	1	CONTINUE FOR GROUPS 4, 5, 6, 9, 10
Women	2	CONTINUE FOR GROUPS 1, 2, 3, 7, 8

ONE GROUP IN EACH MARKET IS WITH INDIVIDUALS WHO IDENTIFY AS MEN AND ANOTHER IS WITH INDIVIDUALS WHO IDENTIFY AS WOMEN

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

Under 18 years	1	THANK AND TERMINATE
18-24 years	2	} CONTINUE FOR GROUPS 1, 3, 5, 8, 9
25-29 years	3	
30-34 years	4	
35-44 years	5	
45-54 years	6	
55-65 years	7	
66+ years	8	THANK AND TERMINATE

ENSURE GOOD MIX OF AGES WITHIN AGE CATEGORIES (18-34 AND 35-65).

4. Please confirm that you live within 100km of one of the following cities:

Moncton, NB	1	
Montreal, QC	2	
Toronto, ON	3	
Winnipeg, MB	4	
Vancouver, BC	5	
None of the above	9	THANK AND TERMINATE

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

Yes	1	SKIP S7
No	2	PROCEED TO S6

RECRUIT A MINIMUM OF TWO INDIGENOUS PARTICIPANTS PER GROUP

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

Caucasian	1
Chinese	2
South Asian (i.e., East Indian, Pakistani, etc.)	3
Black	4
Filipino	5
Latin American	6
Southeast Asian (i.e. Vietnamese, etc.)	7
Arab	8
West Asian (i.e. Iranian, Afghan, etc.)	9
Korean	10
Japanese	11
Other (please specify)	12
DK/NR	13

RECRUIT A MINIMUM OF TWO VISIBLE MINORITY [NON-CAUCASIAN] PARTICIPANTS PER GROUP

7. What is your current employment status? ENSURE GOOD MIX

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

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

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

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

Some high school only	1	
Completed high school	2	
Some college/university	3	
Completed college/university	4	
Post-graduate studies	5	
DK/NR	9	THANK AND TERMINATE

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

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

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

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

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

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

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

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

This research will require participating in a video call online.

14. Do you have access to a computer, smartphone or tablet with high-speed internet which will allow you to participate in an online discussion group?

Yes CONTINUE
No THANK AND TERMINATE

15. Does your computer/smartphone/tablet have a camera that will allow you to be visible to the moderator and other participants as part of an online discussion group?

Yes CONTINUE
No THANK AND TERMINATE

16. Do you have a personal email address that is currently active and available to you?

Yes CONTINUE, PLEASE RECORD EMAIL
No THANK AND TERMINATE

INVITATION

17. Participants in discussion groups are asked to voice their opinions and thoughts. How comfortable are you in voicing your opinions in front of others? Are you...? (READ LIST)

Very comfortable	1	MINIMUM 4 PER GROUP
Fairly comfortable	2	CONTINUE
Comfortable	3	CONTINUE
Not very comfortable	4	THANK AND TERMINATE
Not at all comfortable	5	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

18. Sometimes participants are asked to read text, review images, or type out answers during the discussion. Is there any reason why you could not participate?

Yes	1	ASK S19
No	2	SKIP TO S21
DK/NR	9	THANK AND TERMINATE

19. Is there anything we could do to ensure that you can participate?

Yes	1	ASK S20
No	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

20. What specifically? [OPEN END]

INTERVIEWER TO NOTE FOR POTENTIAL ONE-ON-ONE INTERVIEW

21. Based on your responses, it looks like you have the profile we are looking for. I would like to invite you to participate in a small group discussion, called an online focus group, we are conducting at [TIME], on [DATE]

As you may know, focus groups are used to gather information on a particular subject matter. The discussion will consist of 8 to 10 people and will be very informal.

It will last up to up to 90 minutes and you will receive \$100.00 as a thank you for your time. Would you be willing to attend?

Yes	1	RECRUIT
No	2	THANK AND TERMINATE
Don't know/Prefer not to say	9	THANK AND TERMINATE

PRIVACY QUESTIONS

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

P1) First, we will be providing a list of respondents' first names and profiles (screener responses) to the moderator so that they can sign you into the group. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1	GO TO P2
No	2	GO TO P1A

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

P1a) Now that I've explained this, do I have your permission to provide your first name and profile?

Yes	1	GO TO P2
No	2	THANK & TERMINATE

P2) A recording of the group session will be produced for research purposes. The recordings will be used by the research professional to assist in preparing a report on the research findings and may be used by the Government of Canada for internal reporting purposes.

Do you agree to be recorded for research and reporting purposes only?

Yes	1	THANK & GO TO P3
-----	---	------------------

No 2 READ RESPONDENT INFO BELOW & GO TO P2A

It is necessary for the research process for us to record the session as the researchers need this material to complete the report.

P2a) Now that I've explained this, do I have your permission for recording?

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

P3) Employees from the Government of Canada may also be online to observe the groups.

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

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

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

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

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

INVITATION:

Wonderful, you qualify to participate in one of our discussion sessions. As I mentioned earlier, the group discussion will take place on [DATE] at [TIME] for up to 90 minutes.

Group #	Audience	Region/Language/Gender	Time
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Can I confirm your email address so that we can send you the link to the online discussion group?

We ask that you login a few minutes early to be sure you are able to connect and to test your sound (speaker and microphone). If you require glasses for reading, please make sure you have them handy as well.

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

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

First name

Last Name

email

Daytime phone number

Evening phone number

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

Appendix E – Discussion Guide

Introduction

10 min

10 min

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

- The name of the firm the moderator works for, and the type of firm that employs them (i.e., an independent marketing research firm).
- Role of participants: speak openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other.
- Results are confidential and reported all together/individuals are not identified/participation is voluntary.
- The length of the session (1.5 hours).
- The presence of any observers, their role and purpose, and the means of observation (observers viewing and listening in remotely).
- The presence and purpose of any recording being made of the session.
- Confirm participants are comfortable with the platform and some of the specific settings such as: how to mute and unmute themselves; where the hand raise button is; and, the chat box.
- As mentioned when we invited you to participate in this discussion group, we're conducting research on behalf of the Department of National Defence (DND) and the Canadian Armed Forces (CAF). The purpose is to explore issues related to the Canadian Armed Forces and the roles it plays in service to Canadians. Your honest feedback is extremely important to DND and the CAF, and will assist them in making improvements throughout the organization.

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

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

Warm-up and Context Setting

10 min

20 min

To begin, I am going to ask you to use the chat box to answer a series of questions. I will read each question one by one and ask you to record your top-of-mind response in the chat box. You can send your response to "everyone".

- First, as far as you're concerned, what is the most important issue facing Canada today – in other words, the problem or issue that concerns you most?
- Next, as far as you're concerned, what issue(s) should be the highest priority for the federal government right now?
- When you think of the Canadian Armed Forces, what first comes to mind?
 - What are the best and worst things about the Canadian Armed Forces?
 - Let's start with the best. What are they and how much do these things matter to you? How much do they influence your views about the Canadian Armed Forces these days?

- And what would you say are the worst things about the Canadian Armed Forces? How much do these things matter to you? How much do they influence your views about the Canadian Armed Forces these days?
- *[ASSUMING CRITICISM OF CAF RAISED SPONTANEOUSLY:]* How does this issue / do these issues compare to the issue you raised earlier? In other words, should the federal government’s handling of this/these issue(s) to be higher priority, lower priority, or about the same level of priority as compared to the issue you raised earlier? Why?

[MODERATOR TRYING TO GAUGE UNAIDED LEVEL OF CONCERN AROUND RECENT MEDIA ATTENTION RELATED TO DND AND CAF]

Impressions and Perceptions of the CAF

15 min

35 min

- What is your overall impression of the people who serve in the Canadian Armed Forces? Why do you say that?
 - Are your impressions of them generally positive, negative, or neutral? Why?
- And what is your overall impression of the work performed by the people who serve in the Canadian Armed Forces? Why do you say that?
- How would you describe your level of trust in the Canadian Armed Forces? Why?
- In general, how familiar would you say you are with the Canadian Armed forces and its activities?
- In your opinion, what is the primary or main role of the Canadian Armed Forces? Why do you say that?
 - To the best of your knowledge, does the Canadian Armed Forces play a role domestically here in Canada? What about internationally?
 - What roles do they play domestically and what roles do they play internationally?
 - Do they perform combat, support or peace support roles?
 - Do you support them playing combat, support and peace support roles? Why or why not?
- All things considered, do you think the Canadian Armed Forces’ job is easier or harder than it was a decade or so ago? Why do you say that?

[MODERATOR: DISCUSS ‘MEDIA ATTENTION AROUND CAF’ HERE ONLY IF BROUGHT UP ORGANICALLY. OTHERWISE, ASK AT END OF SESSION]

Domestic Focus

10 min

45 min

- *[DISPLAY ON SCREEN]* The Canadian Armed Forces plays a number of roles in Canada, including:
 - Responding to natural disasters
 - Providing protection against terrorist threats
 - Search and rescue
 - Patrolling our borders
 - Patrolling the Arctic (this includes defending Canadian sovereignty, natural resources, etc.)
 - Monitoring space (this includes things like monitoring satellite communications, monitoring Canada’s maritime approaches, space-based earth observations, space surveillance of debris and other threats, search and rescue, selection of targets for combat operations, etc.)
- How important is it that the Canadian Armed Forces play these roles here in Canada? Why?

- Are there any listed here for which you would prefer they did not play a role? Which one(s)? Why?
- Do you have a sense as to how well or poorly they have performed these roles in the past? Why do you say that?
 - [IF POORLY] What role would you like to see them play? Why?
- [HANDS UP] Has anyone heard anything about the Canadian Armed Forces' deployment in Afghanistan in recent weeks or months? What have you heard?
- What was your overall impression of how the Canadian Armed Forces handled the withdrawal of Canadians from Afghanistan? Why do you say that?
- [HANDS UP] Has anyone heard anything about the Canadian Armed Forces' deployment to help with the COVID-19 pandemic? What have you heard?
- What was your overall impression of how the Canadian Armed Forces handled the COVID-19 pandemic since March 2020? Why do you say that?
 - How do you feel about the role the Canadian Armed Forces played? Why?
 - What did they do well? What could they have done better? Why?
- [HANDS UP] Has anyone heard anything about the Canadian Armed Forces' deployment to British Columbia to assist with recent flooding? What have you heard?

International Focus

10 min 55 min

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

- What do you think is the biggest threat to the security and sovereignty of Canadians and Canada at this time? Why do you say that?
 - What is your perception of the seriousness of these threats – are they more or less pressing concerns than in the past? What makes you feel that way?
 - What role do you think the Canadian Armed Forces are playing to address or mitigate these threats?
 - How well do you feel the Canadian Armed Forces is addressing these threats? Why do you say that?
- At this time, where in the world do you think the Canadian Armed Forces should be most involved? Why?
- How important is it for the Canadian Armed Forces to work with our allies and share responsibilities in the international domain? What makes this important?
 - UN, NATO, NORAD
 - Top reasons? Perceived benefits?
 - Sharing/pooling of resources?
 - Any other important reasons?
- Do you have any concerns about the Canadian Armed Forces working with allies?
 - If so, what?
 - Are there any reasons for not working together? What would those be?

Care of Military Personnel and Family

10 min 65 min

- To the best of your knowledge, how well does the Canadian Armed Forces perform at looking after the needs of its personnel and their families?
 - How were these impressions informed?
- How important is it that they perform well in this regard? Why do you feel that way?
- What do you think the Canadian Armed Forces does well in this area?
- Where do they need to improve?

Media Attention Around CAF

20 min 85 min

- *[IF NECESSARY]* Have you recently seen, heard, or read anything in the media or elsewhere about the Canadian Armed Forces?
 - *[IF YES]* What did you see, hear, or read? Anything else?
 - *[IF MENTION PROCUREMENT OR EQUIPMENT]* Where did you see/hear/read about that? And how do you feel about it?

I'd like to spend some time hearing your thoughts on some more recent issues relating to the Canadian Armed Forces.

These next questions will focus on the topic of the misconduct allegations and are, of course, completely voluntary. If you do not feel comfortable answering these questions, please feel free to abstain from this portion of the discussion.

[DISPLAY ON SCREEN] If this topic causes you emotional distress or you feel it can help you in any way, Crisis Services Canada is available to assist all Canadians at 1-833-456-4566.

- *[HANDS UP]* Has anyone heard anything about the allegations of misconduct brought forth in the Canadian Armed Forces?
- What are your thoughts on this whole thing?
- How have these stories impacted your view/impression of the Canadian Armed Forces?
- How have these stories impacted your confidence in the Canadian Armed Forces? Why?
- How have these stories impacted your trust in the Canadian Armed Forces? Why?
- How confident are you that the Canadian Armed Forces will deal with these allegations appropriately? Why do you feel that way?
- How confident are you that the Canadian Armed Forces will introduce measures to improve the culture in the Forces? Why do you feel that way?
- What do you need to see or hear to feel confident that this is being handled appropriately? What do you think needs to be done and by whom?
- How confident do you feel that the Canadian Armed Forces culture will make positive changes in the future?
- *[FOR THOSE 18-34]* Would you ever consider joining the Canadian Armed Forces? Why or why not?
 - What would you say to a friend if they were considering it?
 - Would it matter whether they were a man or a woman or non-binary?
 - Would it matter if they were Black, Indigenous or a Person of Colour (BIPOC)?

- Would it matter if they were a member of the LGBTQ2S+ community?
- [FOR PARTICIPANTS WHO WOULD NOT JOIN BECAUSE OF DEPLOYMENT OR HAVING TO MOVE AROUND] What if you knew that if you joined the CAF, you would not be deployed to the front lines? What if you knew you could pursue the career you want in the CAF? Would that make you more likely to consider joining the CAF?
- *[FOR THOSE 35-65]* Would you recommend service in the Canadian Armed Forces to a friend or family member? Why or why not?
 - Would it matter whether they were a man or a woman or non-binary?
 - Would it matter if they were Black, Indigenous or a Person of Colour (BIPOC)?
 - Would it matter if they were a member of the LGBTQ2S+ community?
- *[IF NO TO EITHER]* What would need to change for you to feel better about [joining or recommending] the Canadian Armed Forces?

Conclusion

5 min 90 min

[MODERATOR TO REQUEST ADDITIONAL QUESTIONS ARE SENT VIA THE CHAT BOX DIRECTLY TO THE MODERATOR AND PROBE ON ANY ADDITIONAL AREAS OF INTEREST.]

- This concludes what we needed to cover tonight. Does anybody have any final thoughts or comments to pass along?
- We really appreciate you taking the time to come down here to share your views. Your input is very important.